

Chemistry

Chenist
Communications

Oct. - Dec. | 9th Edition

DELU



VS



TRULULU

The PR Game

The **CEO's**
CORNER

Delulu vs Trululu: Navigating the PR Game

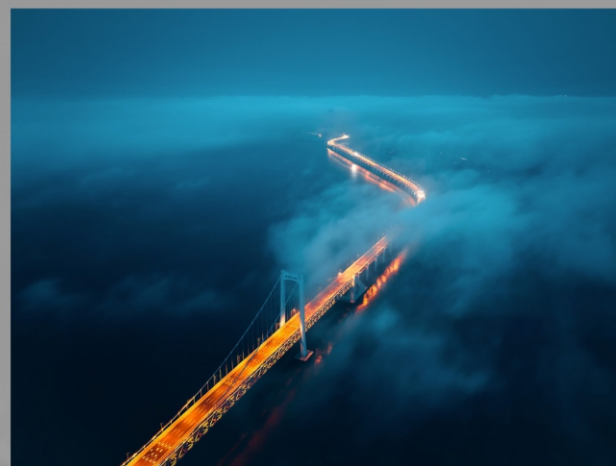
Since it shapes the story around a company and affects public perception, Public Relations is an essential part of any successful business strategy. Two opposing strategies have arisen in the ever-changing PR landscape: Delulu and Trululu. Since Chenist Communications is aware of the potential consequences of both strategies, it is necessary to investigate and debunk any myths around them.

The use of illusions, exaggerations, and skillfully constructed narratives that may stray from the truth are characteristics of Delulu PR. This strategy frequently uses selective storytelling, exaggerated language, and picture editing to present a polished front that does not always reflect the inner workings of a business.

Organisations that use a Delulu PR approach could put short-term advantages in public opinion first to project an idealised image of their company. Although this strategy can produce favourable outcomes quickly, it is not without danger. If there are gaps between perception and truth, there could be long-term harm to credibility and reputation.

Conversely, Trululu PR places a strong emphasis on openness, sincerity, and a dedication to providing a true picture of a business's principles and operations. This strategy recognises that establishing and preserving trust with stakeholders, which include clients, investors, and the public, requires being truthful and transparent.

Open communication, honest correction of errors, and sharing of accomplishments and difficulties are all part of Trululu PR. Organisations using this approach put their audience relationships' long-term health ahead of fleeting public relations successes. A strong and reliable brand image is built through Trululu PR, even though it might not immediately increase positive feelings.



Recognises the people you are trying to reach. A growing percentage of customers appreciate openness and truthfulness, though some may be persuaded by well-written stories.

Consistency in communicating is essential, regardless of the selected approach. Conflicting messages have the potential to mislead and enrage parties.

“““

Conversely, Trululu PR places a strong emphasis on openness, sincerity, and a dedication to providing a true picture of a business's principles and operations.

In the realm of PR, the choice between Delulu and Trululu is not merely a binary decision but a nuanced consideration of short-term gains versus long-term sustainability. Striking the right balance between creating a positive narrative and maintaining authenticity is the key to successfully navigating the PR game in an ever-evolving business landscape.

As an organisation, Chenist Communications from inception has chosen Trululu as its bedrock, hence the reflection of this concept in our approach to briefs received and the solutions we proffer to our numerous clients.

EDITOR'S Note



Dear Esteemed Readers,

Welcome once again to your regular delight, Chenistry, this edition is special in all ramifications as it marks the 8th in its series. We will be exploring the theme Delulu Vs Trululu: Navigating the PR Game.

Navigating the delicate balance between perception and reality is a critical aspect of Public Relations (PR). The terms Delulu and Trululu are not widely recognised in the professional PR lexicon.

The word Delulu could suggest that one is hallucinating or espousing an unfounded opinion. Within the realm of Public Relations, this may allude to tactics that entail crafting a story or persona that is divorced from the real facts. Even though these strategies could briefly sway public opinion, they frequently run the risk of being discovered, which would undermine their credibility over time.

However, Trululu seems to imply a dedication to authenticity and truthfulness. In terms of Public Relations, this would entail keeping things transparent and coordinating statements with confirmed facts. Establishing a solid reputation via integrity is typically more enduring and crisis resistant.

At Chenist Communications, we have adopted Trululu as our mantra, which clearly represents our true story as an evolving organisation.

“““

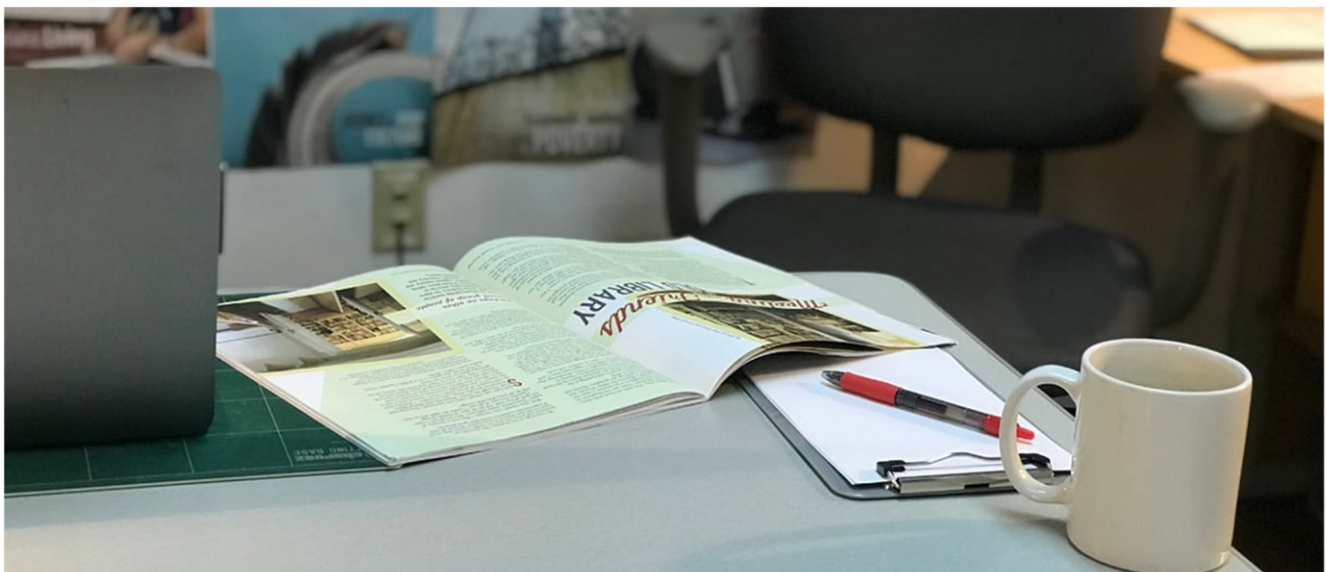
Building a solid reputation that endures scrutiny and is consistent with the organisation's or person's principles is the aim.

It should be emphasized that navigating the PR game successfully requires striking a balance between perception and truth, with a particular focus on ethics, openness, and authenticity. Building a solid reputation that endures scrutiny and is consistent with the organisation's or person's principles is the aim.

In our usual style, we are providing you with a well-packaged edition of the Chenistry that features fresh perspectives and is guaranteed to hold you spellbound from the cover page to the very last page.

The **HR Corner**, this time around focuses on "PR" as a concept. This edition's **Did You Know** section will no doubt thrill you with some facts. And of course, the **PR Trends** and the resultant impact on PR campaigns is not left out.

Please enjoy this scintillating bumper edition!



9mobile Receives Special Recognition Award from the Association of Advertising Agencies of Nigeria (AAAN). – September 2023



Adeola Kayode, Head, Brand and Creative Services, 9mobile, and Saidat Lawal-Mohammed, Director, Marketing Communication, 9mobile, at the 50TH Annual General Meeting of Advertising Agencies of Nigeria (AAAN) in Abuja.

9mobile celebrates Customer Service team at Customer Service Week 2023 – October 2023

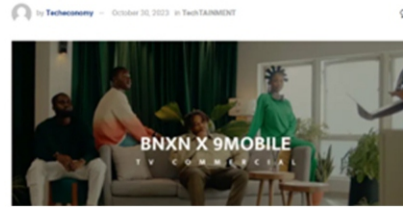


9mobile celebrates Customer Service team at Customer Service Week 2023

In recognition of the critical role that customer service plays in building lasting relationships, 9mobile celebrates the customer service teams and customers to commemorate the Customer Service Week (CSW).

9mobile Lights Up BNXX Abuja Concert with Unique Customer Experience – October 2023

9mobile Lights Up BNXX Abuja Concert With Unique Customer Experience



Nigeria's youthful and customer-friendly network, 9mobile, lights up the concert of popular afro-fusion singer and 9mobile brand ambassador, Daniel Benson, aka BNXX in Abuja, sponsoring the event and giving customers a chance to interact with their favourite music icon

9PSB Wins 2023 Global Brand Awards for Most Innovative Payment Service Bank



In a resounding recognition of its commitment to revolutionising the financial services ecosystem, 9 Payment Services Bank (9PSB), Nigeria's foremost digital payment service bank focused on financial inclusion, is honoured with the prestigious Global Brand Award for The Most Innovative Payment Service Bank 2023.

9PSB reaffirms Commitment to Excellent Customer Service



9PSB reaffirms commitment to excellent customer service

by Bode Adewumi — October 11, 2023 in Business Reading Time: 2 mins read



9 Payment Service Bank (9PSB), Nigeria's foremost digital payment service bank, says it is focused on financial inclusion and commitment to offering top-notch customer service through its dedicated and professional team as part of its ongoing efforts to continually improve customer experience, satisfaction and deliver quality financial services.

HR'S CORNER

Public Relations (PR) is the set of techniques and strategies related to managing how information about an individual or company is disseminated to the public, especially the media. Its primary goals are to disseminate important company news or events, maintain a brand image and put a positive spin on negative events to minimise their fallout.

PR may occur in the form of a company's press release, news conference, interviews with journalists, social media posting, or other avenues.

Every individual or entity operating in the public eye faces the spread of information about them or their practices to the public. While Public Relations is an industry unto itself, any attempt to portray oneself in a certain way to others can be considered a form of Public Relations.

PR is different from advertising or marketing as it's often meant to look organic and may not necessarily try to promote a product, service or perception.

Today, Public Relations stretches far beyond the core function of media relationships and event coordination. Public relations (PR) refers to managing how others see and feel about a person, brand, or company.

Public Relations owns the art of telling your story through different media to your publics. Like marketing which focuses on customer acquisition, PR is often referred to as media relations which focuses on journalist/influencer relationship building.

PR professionals will focus on crafting interesting newsworthy stories about a company, organisation, or event, and draw interest to that plight to be covered by the targeted influencer, usually a journalist.



PR professionals are masterminds at influencing public audiences to find value in the stories they are telling on behalf of their clients.

Currently, PR practitioners are challenged with the shrinking media landscape and a multitude of social media communication vehicles. More and more PR specialists are turning to incorporate the expanding social influencers (like bloggers), and professional traditional journalists



Did you know that Public Relations has been in existence since 37000 -7000??? (check and confirm this fact) BC? As a businessman/woman, marketer, or entrepreneur you need PR to thrive in what you're into. At different phases in our lives or brands, we have been exposed to Public Relations to sustain our businesses. Public Relations is a popular field for people with a knack for communicating. Not to be confused with advertising or marketing, PR deals with the relationship a company has with the media and the public as opposed to its customers. Below are some facts about PR.

1. The first PR firm owned by a Black woman named Inez Kaiser was opened in 1957. It was also the first business in Kansas City, MO (what is MO) started and run by an African American.

2. Both Edward Bernays and Ivy Lee are known as the founding fathers of Public Relations. They were each other's greatest competitor in the early 1900s. Lee was also known as the father of modern-day crisis communications.

3. A woman founded the first Public Relations newsletter. Her name was Denora "Denny" Griswald. The publication she founded in 1944 is still in operation today. You might know it today as PRNEWS.

4. Public Relations was used to build trust during The Great Depression in 1929 - 1933. In the history of America, The Great Depression affected all areas of lives including business communications. In order to survive, brands turned to Public Relations rather than Advertising. This plunged PR into the top billing organisational charts with over 60% in those times and this did not end until after World War II.

With These Amazing fascinating facts about Public Relations, we have been able to show or refresh your memory about its history.

Delulu vs Trululu: The PR Games



This trivia contains five assumptions. Can you guess correctly which assumption is fact (Trululu) and which is fiction (Delulu)?

1. Your tongue senses different tastes in different areas.

- a. Trululu
- b. Delulu

Answer: Delulu (false)

Explanation: The tongue does not have specific regions dedicated to sensing different tastes. Instead, taste buds are distributed all over the tongue, allowing it to detect all tastes - sweet, sour, salty, bitter, and umami - across its entire surface.

2. The Oxford English Dictionary lists the first use of the acronym OMG, meaning "Oh my god," as having appeared in a 1917 letter written to Winston Churchill.

- a. Trululu
- b. Delulu

Answer: Trululu (True)

Explanation: The Oxford English Dictionary indeed lists the first use of the acronym OMG as appearing in a 1917 letter written to Winston Churchill. This means that the use of OMG to mean "Oh my god" can be traced back to at least 1917, providing evidence for its existence and usage long before the Internet era.

3. Swallowed gum will remain in your digestive system for an average of 7 years.

- a. Trululu
- b. Delulu

Answer: Delulu (False)

Explanation: While it is true that gum cannot be digested like other foods, swallowed gum does not stay in the digestive system for 7 years, it does not stay in the digestive system for an extended period. The body typically passes gum through the digestive system within a few days, like other indigestible materials.

4. Colorblind people can see color.

- a. Trululu
- b. Delulu

Answer: Trululu (True)

Explanation: Some colourblind people can see very narrow ranges of colour. Most colour-blind people can clearly see things like others, but they are unable to fully "appreciate or see" red, green, or blue light. The most common colour blindness is red-green color blindness. Many color-blind people have a hard time distinguishing between blue and yellow as well. The retina is an organ at the back of our eyes that is responsible for the generation of visual signals.

5. Bats are blind.

- a. Trululu
- b. Delulu

Answer: Delulu (False)

Explanation: Bats have small eyes with very sensitive vision, which helps them see in conditions we might consider pitch black. They don't have the sharp and colourful vision humans have, but they don't need that. Bats can see, they just use ultrasound to help direct them.



THE REALITIES OF PUBLIC RELATIONS



To manage relationships between organisations and their publics, shape public opinion, and shape public perception, Public Relations is essential. It takes a sophisticated grasp of the local environment to play the game of PR in Nigeria, a nation with a complex cultural, ethnic, and linguistic terrain.

Even while we want to play the PR game straight and be honest, there are other realities that we must be open to or aware of. Here are the essential truths to consider when attempting to play the PR game:

Cultural Sensitivity: Nigeria is a multilingual, ethnically, and culturally diverse nation with over 250 different ethnic groups. This variety must be considered in Public Relations initiatives to ensure that communications are understood by various linguistic and cultural groups.

Government Relations: The Nigerian government wields significant influence, and organisations must carefully manage their relationships with government officials and regulatory bodies. Engaging in transparent and ethical practice is crucial, and navigating the regulatory landscape is a key aspect of Public Relations.

Media Landscape: Nigeria has a thriving and dynamic media environment that includes digital platforms, radio, television, and newspapers. Managing public perception necessitates effective media engagement. Establishing connections with journalists, being aware of the inclinations of diverse media platforms, and making use of multiple channels are essential elements. Abeg, let's leave the 'newsworthy cliché.'

Social Media Influence: In Nigeria, communication has changed because of the rise of social media. Many people use social media sites

like Facebook, Instagram, and X to share information and engage in public conversation. Social media must be used in Public Relations plans to manage crises, actively interact with the public, and resolve issues.

Corporate Social Responsibility (CSR): In Nigeria, CSR projects are frequently the focus of PR campaigns. It is expected of businesses to make constructive contributions to the communities in which they operate. An organisation's reputation can be improved and its commitment to social responsibility can be shown through CSR initiatives.

Political Influences: Nigeria has a complicated political system that takes ethnic and regional factors into account. Political dynamics must be negotiated via Public Relations techniques to guarantee that organisations are viewed as impartial and helpful to the nation's overall development. A typical example was the 2023 election in Nigeria.

Emerging Trends: In Nigeria. Public Relations practitioners must keep up with the latest developments in technology, communication, and public opinion. This entails being aware of the effects of influencer marketing, the usage of digital media, and changing public tastes.

I recently watched the Netflix original film 'Emily in Paris'. Based on the PR tendencies of today, Emily's career at a Paris marketing agency is presented in a glamorous and thrilling light that is mostly unreal. The ostentatious events and affluent lifestyles depicted on film fall short of capturing the full real-life experience of PR.

In Nigeria, Public Relations is a dynamic and complicated field that calls for cultural awareness, skillful communication techniques, and a dedication to moral behaviour.

Trainings within the quarter



Training session taken by Chike



Chenistars during their training session

Birthdays within the quarter



Victoria and her colleagues on her birthday



Ekene and her colleagues on her birthday

Contributors

Adebayo Sowemimo

Ekene Ajayi

Godwin Okhawere

John Kokome

Adafin Adedeji

Chekwube Adeyanju

Chike Okoro

Jimi Sowemimo

Pearllie Orji

Victoria Okoro

Olawale Sodeinde



www.chenistcomms.com