

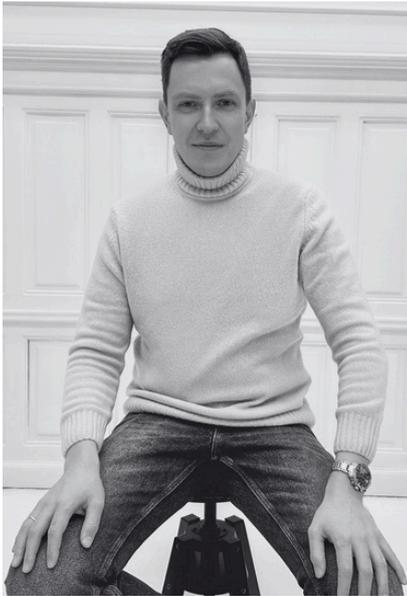
PR STRATEGY PLAYBOK

DACH Edition



SUSTAINABLE VISIBILITY STARTS WITH STRATEGIC CLARITY.

Dear friend!



*Nikolay Evstratov
founder of PR Büro*

If you're reading this, you're probably considering PR in the DACH region (Germany, Austria, or Switzerland) and wondering whether it's the right move, the right timing, or the right investment.

This workbook is not a sales brochure. It's a strategic reality check.

DACH is a high-trust, high-threshold media environment. It rewards substance, preparation and positioning and it quietly filters out noise. Many international and even local companies underestimate that. This guide is designed to help you avoid that mistake.

Inside, you'll find three things:

- A clear look at how the media landscape in DACH actually works;
- A structured readiness assessment to see whether you're prepared;
- A practical framework to build a strategy that fits the region.

It's for founders, executives, communications leaders, and market-entry teams who want to approach PR seriously.

Use it to think.

Use it to score yourself honestly.

Use it to decide whether you're ready or what needs to change before you are.

*Sincerely,
Nikolay*

SUSTAINABLE VISIBILITY STARTS WITH STRATEGIC CLARITY.

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LET'S TALK!

CHAPTER ONE: THE REALITY OF MEDIA IN DACH

Before You Invest in PR



DACH IS NOT A LOUD MARKET. IT'S A SELECTIVE ONE

**Attention is scarce. Trust is scarce.
Editorial time is even scarcer.**

Germany alone has:

- 333 daily newspapers
- ~7,000 magazine titles

(Source: Tatsachen über Deutschland, Federal Foreign Office data)

But fragmentation ≠ easy access.

**Traditional media are under
pressure.**



- German newspaper revenues declined -4.6% in 2024
- In Austria, print lost advertising share while online grew to 21.4% in 2024
- In Switzerland, only 17% pay for online news

Sources: BDZV industry report, RTR Communications Report, Reuters Digital News Report 2024

Implication:

- Fewer journalists,
- Less time,
- Higher selection threshold.

In DACH, selection is not emotional but structural. Editors typically filter stories through three lenses:

- Relevance to the regional audience,
- Evidence and proof,
- Reputation of the source.

Remember:

If your story creates work, it will be ignored!

HOW THE DACH MEDIA SYSTEM ACTUALLY WORKS

Access is relationship-driven.

In German-speaking markets, "Vitamin B" ("Beziehungen", German for relationships) matters.

Editors prefer:

- trusted sources,
- known experts,
- repeat contributors,
- reliable communicators.

Cold outreach without context has a lower probability of success. But here is the second hard truth:

Relationships open doors and substance keeps them open.

In tightly networked ecosystems like Austria and parts of Switzerland, reputation travels quickly across:

- journalists,
- advisors,
- associations,
- business circles.

This can accelerate visibility or limit it.

NO STRATEGY	STRUCTURED RELATIONSHIP STRATEGY
One-off pitch	Long-term positioning
Unknown spokesperson	Recognized expert voice
Transactional contact	Ongoing media dialogue

PR in DACH is a relationship discipline, not a campaign tactic.

THREE MARKETS. THREE LOGICS. ONE REGION



Austria - Concentration & Networks

- Smaller media ecosystem;
- High density of personal networks;
- Strong interplay between media, business and politics.

In Austria, who introduces you can matter as much as what you say.



Switzerland - Institutional Trust & Circles

- High standards of credibility;
- Business and policy spheres often intersect;
- Reputation spreads within professional communities.

Credibility is cumulative and highly reputational.



Germany - Structured Professional Distance

- Larger, more segmented market;
- More formal editorial distance;
- Strong trade press culture.

Relationships help but documented expertise matters more.

Access vs Authority

Many companies assume: "Great story = guaranteed coverage."

In fact:

- Access may require introductions;
- Authority requires positioning;
- Sustainability requires consistency.

CHAPTER TWO: IS YOUR COMPANY READY FOR PR IN DACH?

Strategic Readiness Assessment



STRATEGIC CLARITY

Market Relevance

If you cannot clearly explain why you matter in DACH in 2 sentences, media will not do it for you.

Question: Why does your company matter specifically in DACH, not globally?

 Write your answer here:

Problem-Solution Fit

What concrete regional issue are you addressing:

- Economic?
- Industry transformation?
- Regulatory?
- Talent?
- Sustainability?

 Define your DACH-specific angle:

Proof Points

Do you have:

- Data
- Case studies
- Partnerships
- Market numbers
- Independent validation
- Recognized clients
- Other: _____

Score yourself (0-10): _____

Interpretation:

0-3 → Narrative not defined / 4-7 → Positioning unclear or generic / 8-10 → Market-ready core narrative

MESSAGING & POSITIONING MATURITY

Translation is not localisation. Investor language is not media language.

Can you articulate your positioning in one sentence without buzzwords?

✍ Write it here:

Does this match DACH expectations of fact-based communication?

- Yes
- Partially
- No

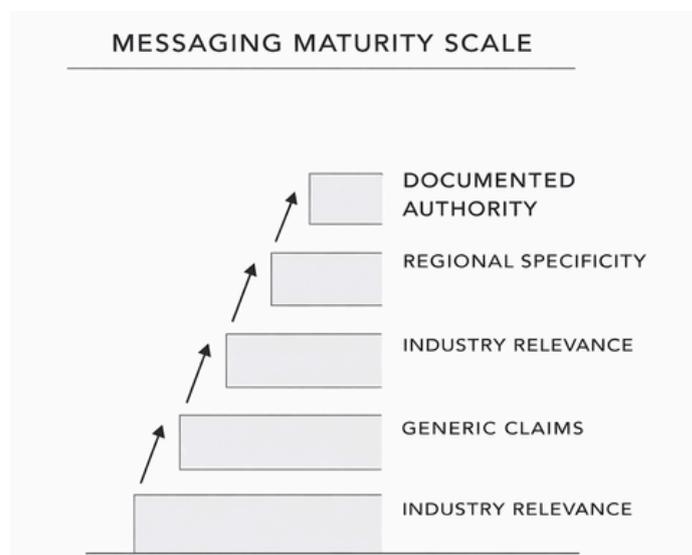
Score your narrative (0-10): _____

Interpretation:

0-3 → Messaging risk

4-7 → Needs localisation

8-10 → Aligned & structured



STRUCTURAL READINESS

Spokesperson Readiness

PR fails when leadership alignment fails.

✎ Who will speak to media on behalf of your company?: _____

Is this person:

- | | |
|---|---|
| <input type="radio"/> Media-trained | <input type="radio"/> Data-prepared |
| <input type="radio"/> Comfortable with critical questions | <input type="radio"/> Available within 24-48h |

Score (0-5): _____

Interpretation:

0-2 → Spokesperson not prepared

3-4 → Confident but insufficiently briefed

5 → Fully media-ready

Risk Awareness

Have you mapped:

- | | |
|--|--|
| <input type="radio"/> Regulatory sensitivities | <input type="radio"/> Market criticism risks |
| <input type="radio"/> Competitive tensions | <input type="radio"/> Crisis scenarios |

✎ Write three potential reputational risk scenarios:

FINAL SCORE CALCULATION

Relationship Strategy

Do you currently have:

- Media relationships
- Industry association contacts
- Opinion leader connections
- LinkedIn authority presence

Score (0-5): _____

0-1 → No strategic access

2-3 → Limited access

4 → Active ecosystem presence

5 → Trusted and established network

Final Score Calculation

 Write your total: ____ / **30**

0-10 → Not PR-ready. You risk wasting budget.

11-20 → Foundational gaps. Strategy required before outreach.

21-30 → Structurally ready. Execution planning needed.

Most companies entering DACH score between 12-18. The difference between 18 and 25 is strategy.

CHAPTER THREE: BUILDING STRUCTURED PR STRATEGY FOR DACH

Strategic Architecture Framework



MARKET & CONTEXT ANALYSIS

Market Reality Snapshot

Entering DACH without contextual analysis is guesswork.

Industry situation in DACH:

- Growth or consolidation?
- Regulatory pressure?
- Public sentiment?
- Competitive saturation?
- Political or economic sensitivity?

 Write key market factors here:

Media Climate in Your Sector

Is your industry currently:

- Highly covered
- Controversial
- Underreported
- Regulated
- Politically sensitive

 What angle makes you relevant now?

SWOT FOR PR POSITIONING

Strengths (internal advantages):

Weaknesses (credibility gaps):

Opportunities (market narrative openings):

Threats (reputational or competitive risks):

 Which weakness could become a media liability?

COMPETITIVE POSITIONING ANALYSIS

If competitors already own the narrative, you must reposition, not repeat.

Identify 3 relevant competitors in DACH:

1. _____

2. _____

3. _____

For each, answer briefly:

 What narrative do they push?

 Where are they visible (media tiers)?

 What angle is missing in the market?

DEFINE CLEAR PR OBJECTIVES

PR without defined outcomes is activity, not strategy.

Your primary objective:

- Market entry visibility
- Investor credibility
- Regulatory legitimacy
- Executive positioning
- Talent attraction
- Reputation repair
- Other:___

 Define your measurable goal (6-12 months):

 Now define supporting measures.

Example structure: Objective → Measure → Channel

NARRATIVE & MESSAGING ARCHITECTURE

Narrative Core

In DACH, inconsistency kills credibility.

✎ Complete: In the DACH market, we stand for _____

Why does this matter now?

Messaging House

✎ Core Message:

Pillar 1 + proof: _____

Pillar 1 + proof: _____

Pillar 1 + proof: _____

Tone of Voice

Your intended communication style:

- Analytical Visionary Technical Other: _____
 Conservative Institutional Challenger

Does this align with DACH media expectations?

INTEGRATED COMMUNICATION APPROACH

PR alone rarely shifts perception at scale.

Which additional channels support your PR?

- LinkedIn thought leadership
- Events & panels
- Whitepapers / research
- Paid media
- Partnerships
- Newsletter / owned media
- Other: _____

 Define integration logic: How does PR reinforce these channels?



EVALUATION & KPIs

Visibility without measurement is ego, not strategy.

Output KPIs (Activity Metrics)

- Number of placements
- Media tier quality
- Share of voice
- Quote frequency
- Other:___

Your target:

Outcome KPIs (Impact Metrics)

- Tone of coverage
- Positioning accuracy
- Repeated media invitations
- Perception shift

Write what "reputation progress" looks like for you:

Budget Planning

Strategic PR requires sustained investment.

Core Cost Areas

1. Advisory / Agency Support

Strategy, media outreach, positioning, ongoing counsel

€ _____

2. Content & Materials

Press materials, thought leadership, case studies

€ _____

3. Monitoring & Reporting

Media tracking, evaluation, reporting

€ _____

4. Events & Positioning Activities

Panels, conferences, executive visibility

€ _____

5. Paid Amplification

Sponsored content, digital amplification

€ _____

Total Estimated Monthly Investment

€ _____

Estimated 6-Month Budget

€ _____

Timeline

6-Month Timeline Template

Month 1: Research & narrative alignment

Month 2: Media mapping & preparation

Month 3: First outreach wave

Month 4: Follow-ups & thought leadership

Month 5: Amplification & positioning expansion

Month 6: Evaluation & refinement

Final Reflection: Is your ambition aligned with your budget and timeline?

LET'S TALK STRATEGY!

If this workbook raised questions about your PR readiness in DACH or if you would like a structured assessment of your current positioning, I'm happy to discuss it with you.

Schedule a conversation



[SCHEDULE A CALL](#)

