

CISION[®]
PR Newswire

CASE STUDY



**International Agriculture Research Organization
Monitors and Gains 300 Avg. News Mentions Monthly**

About ICRISAT



The International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) is a pioneering International Organization committed to developing and improving dryland farming and agri-food systems. Its purpose lies in addressing the challenges of hunger, malnutrition, poverty, and environmental degradation affecting the 2.1 billion people residing in the drylands of Asia, Sub-Saharan Africa, and beyond.

Under a Memorandum of Agreement between the Government of India and the CGIAR on the 28 March 1972, ICRISAT was established.

Copyright © 2023 PR Newswire Asia Limited. All Rights Reserved.

The Challenge



Justifying PR Efforts

Public Relations is getting increasingly important for organizations such as ICRISAT to **publicize its impact** in delivering food security and nutrition to dryland communities.

With a priority on directing funds to support scientific research, the need for a **cost-effective tool** to support communication goals with **robust reporting capabilities** to track and validate PR efforts has proven immensely valuable.

Brand Awareness

ICRISAT has previously received extensive media coverage in the regions of India and Africa. However, they were determined to,

- further build up its **organizational reputation** in new regions and
- **raise awareness more aggressively** to strategically increase its media coverage by global prominent media outlets



Monitor Media Coverage & Industrial Updates

ICRISAT and its partners wanted to validate the

- **efficacy of strategies and initiatives**
- impact on **how the audiences perceived the brand**

As an organization at the frontier of agri-food system science, its staff would like to **stay updated** on the industrial news and trends that the media reports.

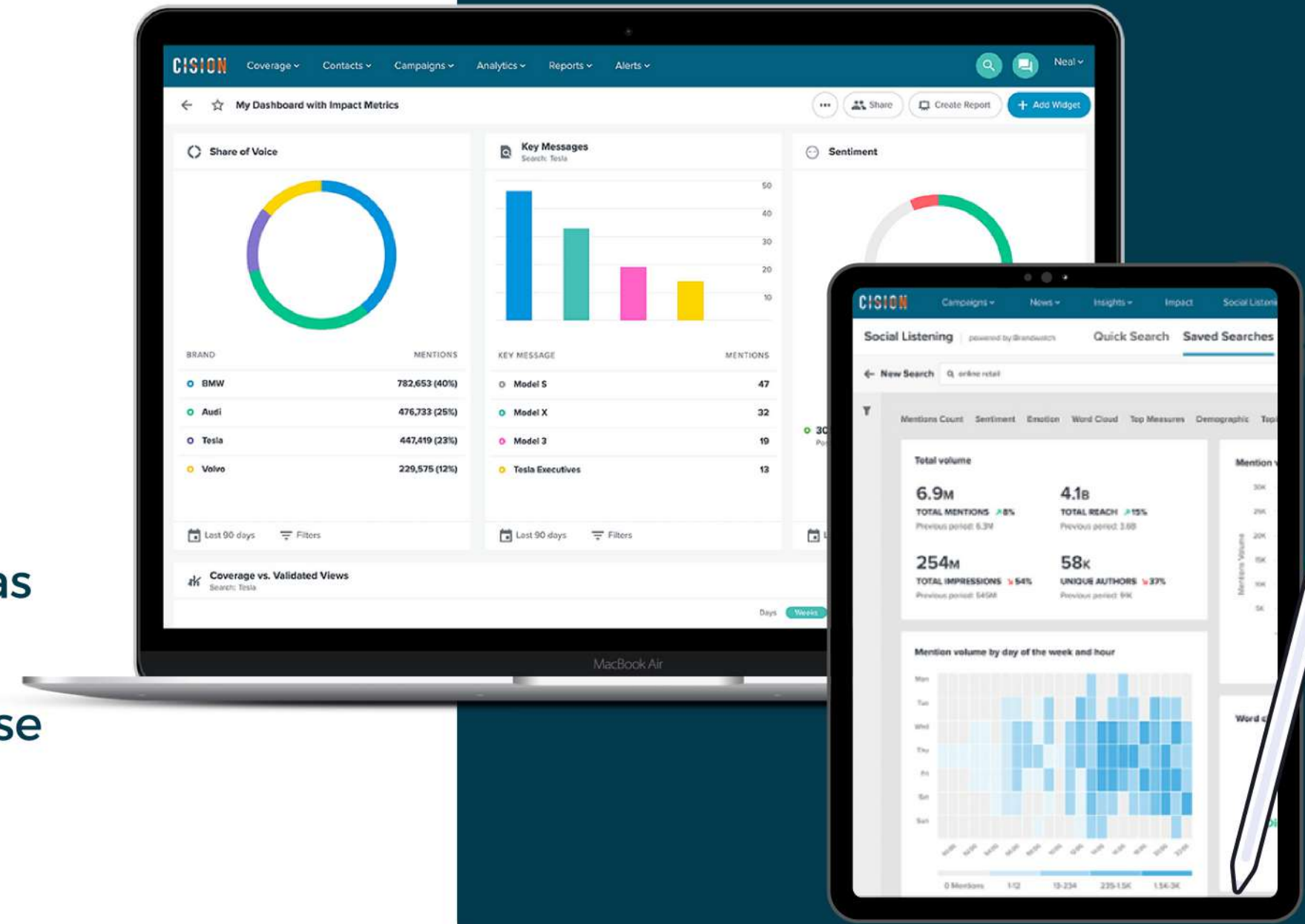
The Solutions & Results

1 Justifying PR Efforts

Cision's **easy to use and interactive reporting system** has managed to help ICRISAT to

- streamline the reporting process
- gather data and insights efficiently

Mentions, share of voice, sentiments and **key messages** of the brand captured would serve as input during meetings with management, business partners and donors. Insights like these contribute to the development of communication strategies.



2

Brand Awareness

Aside from raising awareness in Africa and India, where the organization is based, PR Newswire's Global distribution network **extends ICRISAT's reach** in France, Germany and the UK to engage potential donors and partners .



The press release was picked up by unexpected and untargeted publications. A major African radio network approached ICRISAT to establish a strategic partnership to leverage on ICRISAT's current reach. Furthermore, there has also been an uptick in demand for interviews from television journalists.



“PR Newswire’s reach and credibility has been transformative. It's not just about keeping up; it's about staying ahead and shaping a narrative that resonates with journalists, influencers and bloggers.

We're experiencing an uptick in interview requests and securing extensive coverage from major international media outlets.”

Ramon Peachey
Director of Communications
ICRISAT

3 Monitor Media Coverage & Industrial Updates

With Cision Communications Cloud®, ICRISAT has been empowered to:

- **monitor media coverage** of their brand and projects
- learn the **latest news by sectors** in the agriculture industry

Furthermore, ICRISAT has been instrumental in providing its partners with **media data** that can be used to **better target their audiences**.



"Cision is the glue that brings us and our partners together in the communications space."

-ICRISAT

Prominent Media Pickups

Yahoo! Finance website showing the article 'ICRISAT celebrates its 50th Anniversary' with a search bar and navigation menu.

Yahoo! Finance
47,428,093 monthly visitors
Region: Global

Finanzen.net website showing the article 'ICRISAT feiert sein 50-jähriges Bestehen' with a search bar and navigation menu.

Finanzen.net
5,634,831 monthly visitors
Region: Germany

Business Today India website showing the article 'ICRISAT celebrates its 50th Anniversary' with a search bar and navigation menu.

Business Today India
5,488,916 monthly visitors
Region: India

Markets Insider website showing the article 'ICRISAT celebrates its 50th Anniversary' with a search bar and navigation menu.

Markets Insider
5,045,824 monthly visitors
Region: Global

In Summary



"PR Newswire acts as a **radar on an aeroplane** - providing data for **media navigation**. It bridges the gap between us and the media sector. It empowers us for..."



1

Timely accurate reporting to management and donors

- improves **reporting efficiency** with a more streamlined and automated reporting process
- ensures **continued buy-in** from the management and donors

2

Improved brand awareness to empower partnerships and investments

- **promotes** the organization **globally** and leads to **more engagement**
- helps maintain **strong communications collaborations** with partners

3

Gained media intelligence and monitor industrial news

- receive intel when there is **media coverage** of the brand and industry trends
- helps the organization stay on top of the **latest developments and trends** within the agri-food system sector



Ramon Peachey

Director of Communications, ICRISAT



Connect with us to know more!



PR Newswire APAC



www.cision.asia
www.prnewswire.com/apac



apaccs@cision.com

Copyright © 2023 PR Newswire Asia Limited. All Rights Reserved