



Armenian PR Solution
Unifying the Message of Armenian Greatness

Concept Paper

Vision:

To saturate the global consciousness with a series of penetrating, well-branded, positive messages promoting Armenia's greatness.

Mission:

To achieve a unified approach to media messaging on a global scale that involves cooperation among the wide field of high-profile opinion shapers who are presently competing for media attention inside the limited circles of Armenian influence.

Goal:

Two-fold: (1) To implement a well-structured global media campaign that unifies the message of Armenian GREATNESS around strict talking points tied to the annual calendar of Armenian history; and (2) To counter Turkish and Azeri hate speech, lies and disinformation with targeted media campaigns addressing the truth of pan-Turkish bullying and aggression.

Tactics:

- (1) Convene a (non-voting) APR Solution/ANA Committee under the chairmanship of the ANA President/CEO, comprised of a diverse membership drawn from the global Spyurk.
- (2) Hire one, and only one, professional, non-Armenian PR firm and a number of related non-Armenian branding and media consultants to provide ideas, recommendations and direction on the production and targeted delivery of high-quality Armenian messaging.
- (3) Recruit an A-list of high-profile, celebrity influencers who are sensitive to the Armenian Cause to promote the message(s).
- (4) Engage Armenian institutional and social media influencers to promote the message(s):
- (5) Enlist a panel of professional spokespersons to conduct media interviews.

Impact:

- The APR Solution will inspire Armenians everywhere with a reminder that Armenian exceptionalism is not to be forgotten.
- The APR Solution will provide the Armenian community worldwide with a unified process and organizational mechanism for raising awareness to their legitimate concerns.
- The APR Solution will represent the first opportunity since Armenian independence to achieve global media saturation with a Pan-Armenian message(s) other than Armenian Genocide recognition.
- The APR Solution will demonstrate to the world the capability of Armenians to innovate and work together to achieve a unified goal: promoting, presenting and preserving the unvarnished truth of Armenian exceptionalism.

Estimated Cost to Launch the APR Solution in Yerevan, Armenia

- TBD