

# Qualitative Research

## Interview one-on-one

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1. How do you perceive PR's development in Colombia/Peru in comparison to other countries?
2. What do you think about the communication approaches used for multinational PR agencies to reach local publics?
3. What are some common mistakes in the PR strategies (from local or multinational agencies) when trying to build their relationships with the Colombian/Peruvian publics?
4. Where would you recommend to local and multinational PR companies to focus in their communication strategies to effectively communicate with their publics?
5. What do you think is the most effective outlet to reach publics in Colombia/Peru?
6. How are digital media and social media perceived in Colombia/Peru?
7. Is social media is the ultimate tool to reach most effectively publics in Colombia/Peru?
8. Do you think digital media will replace traditional media at some point? Why?
9. If you'd have to advise a foreign PR practitioner to launch a communications campaign in Colombia/Peru, what would it be the main culture and industry points to know beforehand?
10. What do you think are the main characteristics to be a competitive PR firm in Colombia/Peru?