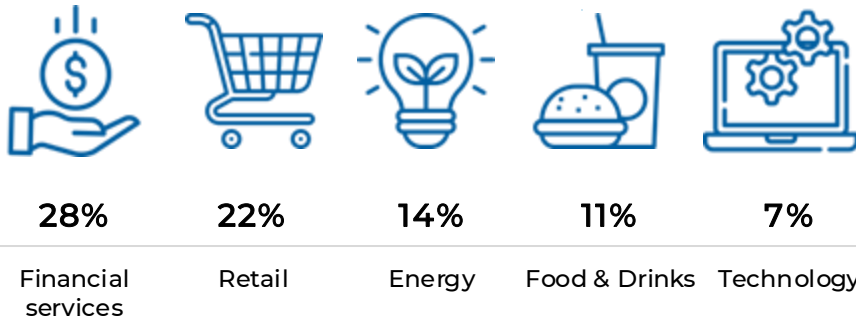


# PR in a Cost-of-living Crisis: How Can Brands Use Media Analytics to Communicate Better Around Inflation?

Media Analysis Summary



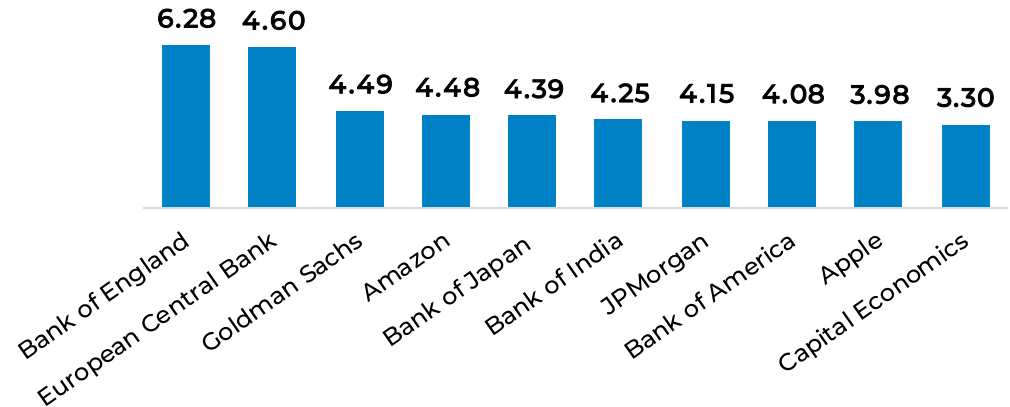
## Sectors in the inflation debate by share of voice



**Financial services** were the most prominent sector in the inflation conversation.

Global central banks, which improved their reputation by skirting a pandemic-driven depression with immediate action two years ago, are now stumbling through the aftermath as they try to suppress an inflation surge none anticipated or have been able to forestall.

## Top 10 organisations in the inflation debate by media conversation impact score



## 5 tips on how can brands use media analytics to communicate better around inflation

- Understand what drives inflation stories
- See how inflation affects the media debate around your industry
- Plan how to position yourself as a thought leader
- Deep-dive into pricing discussions
- Learn how to utilise CEO comms

Read the whole analysis here:

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