

Energy Price Crisis: How Can Oil and Gas Companies Boost Their PR Strategies?

Media Analysis Summary



Hardly a day goes by without news coverage of the global energy crisis, with many analysts considering it the main driver behind the dramatic rise in inflation in the past year.

The current crisis is different in that higher prices are also being driven by changes in the structure of energy supply as countries try to cut carbon emissions.

Topics in the energy pricing debate by share of voice



28%

Impact on consumers



22%

Global economy



14%

Energy policies



11%

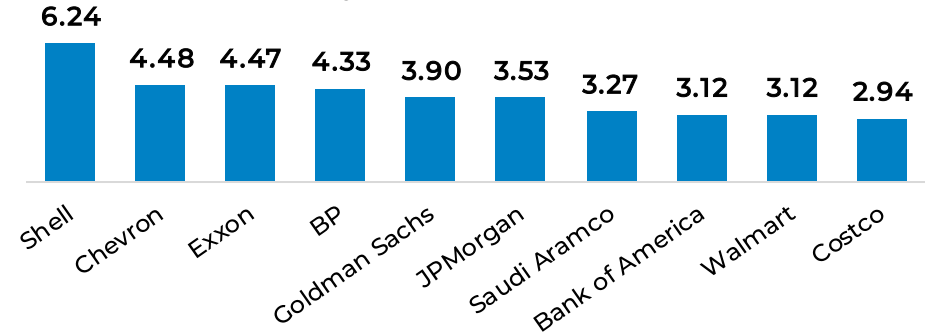
International relations



7%

Sustainability

Top 10 organisations in energy pricing debate by media impact score



We found that Shell was the most dominant brand that managed to differentiate itself from others like Chevron and Exxon. Shell managed to gain more media impact by promoting its governance behaviour.

5 tips on how oil and gas companies can boost their PR strategies?

- Design better PR strategies to justify pricing to consumers
- Look at how energy prices shape the debate around industries
- Bolster brand value to face the storm
- Improve your CEO's reputation
- Don't stop focussing on sustainability

Read the whole analysis here:

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