

The PR Potential of Eurovision Is Yet to Be Realised. Here's How a Few Brands Did It in 2023

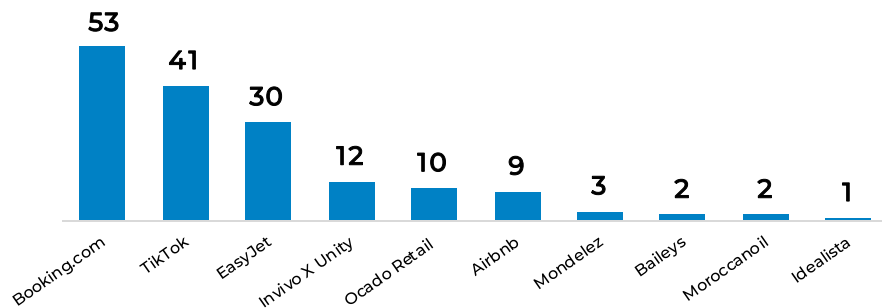
Media Analysis Summary



Eurovision has not become an advertising hot spot despite reaching such a vast international audience who are dedicated to the spectacle. But brands are beginning to wake up due to a renewed appreciation of the contest.

Brands like **Booking.com** and **Baileys** received favourable media attention for assuming Eurovision's unity message, while **TikTok** tried to improve its damaged reputation by sponsoring the event.

Companies in the Eurovision debate by number of mentions



Keywords in the Eurovision debate by number of mentions



On Twitter, no brands managed to penetrate the conversation as it was overwhelmingly dominated by a controversy involving Ireland's Eurovision act, Wild Youth, who fired their creative director over comments regarding transgender individuals.

3 takeaways from the Eurovision Song Contest:

- Brands discovered the PR power of Eurovision's unity message
- TikTok used Eurovision to clean its image
- No brand penetrated Twitter, as the debate was dominated by transgender row

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