

Roman Maslennikov, Igor Szucs

A vibrant yellow background with radiating lines. In the center is a large red starburst shape with a black outline. Inside the starburst, the words "EXPLOSIVE" and "PR" are written in large, bold, white, sans-serif capital letters with black outlines. The starburst is surrounded by three smaller red starbursts and a pattern of black dots.

EXPLOSIVE PR

Full Practice Guide in Capture
of the World with Invention
of the News, Ideas, and Senses

Igor Szucs

**Explosive PR. Full Practice
Guide in Capture of the
World with Invention of the
News, Ideas, and Senses**

«Издательские решения»

Szucs I.

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Explosive PR Book Helps Businesses To Attain Clients Using Mass Media. Shocking Secrets of Outrageous PR Stunts to Get Clients Roman Maslennikov, Russian PR guru, entrepreneur and philosopher, has 15 years' work experience and is offering you the freshest, newest, most outrageous PR stunts. Igor Szucs, Business trend analyst, Semantic field producer. An internationally respected expert on future trends, long-range planning and creating the preferred future.

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Explosive PR Full Practice Guide in Capture of the World with Invention of the News, Ideas, and Senses

**Igor Szucs
Roman Maslennikov**

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Roman Maslennikov, Igor Szucs



Full Practice Guide in Capture
of the World with Invention
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Content

Preface to the second part of the book

The news is really terrible nowadays. You can't watch it without rising of your hair. EM, RTA, Some unnecessary points of view, which will be disproved then. You want to "see" it as they say. I can't do it, so I have to change the picture on the screen so as I like.

It may go from the childish hobby of computer games. They say that the best PR specialists are those who played "Prince" in the childhood, played GTA, shot, built strategies, generally speaking, spent much time behind the computer. Since that time, they have had a habit to change themselves a picture on the screen. From the side, it looks the same: the man puts pressure on keys and, as a result, something happens on the screen. Only nowadays, we play with the brain, creating something in the creative group and then we watch the news – whether Mass Media uses our fantasy. "Our fantasy becomes our reality", – said they in the report about PR specialists on the "Fifth channel", which I demonstrate like my promotional trailer.

In this book, I will teach you how to put influence on the news. I may end the theme with it. And I may open it again in the mass format.

We have a point of view that when the juggler explains his tricks, his show becomes uninteresting.

But we have another point of view as well. When you say your ways, you set a new level for you and have a strong desire to be better all the time. Let they defeat you, but you will have to create something new and more effective. As a result, it is progress for both.

As Oleg Matveichev says, in order the idea takes hold of the world, you must refuse its authorship.

And saying all this, I only follow my first profession – journalist. If you know, tell! In such a way during students' time I wrote a lot of reports: about correspondence with the help of teen's magazines, about the work of music producer, and working a PR specialist in the team of the translation company about building of the firm from the beginning, and being a leader of the PR agency of the classical PR I also wrote a small brochure. Now I am writing a book about explosive PR, about the way I have earned since 2012. The very this year we made our brand event "RTA of 5 limousines on Kutuzovsky Prospect".

Without exaggeration, I consider it is the best and super useful book of all my more than 100 works. That's why what is going later – PR or something else – you will know the first.

Who is this part of the book for? Welcome, adventurers!

- For those who want to do their business very interesting.
- For innovators. In business, in marketing.
- For adventurers. In the good meaning of the word.
- For those who need to start from the very beginning and extremely quickly.
- For PR specialists, who want to understand what they actually do. And to do it at last. And to get more pleasure and more money.

Yes. Explosive PR brings pleasure and money. But money attracting customers are secondary in my point of view. We have already said that to change the rules in the market is more interesting than to sell a hundred of coaches of gravel.

Sometimes I think that explosive PR need to be sold and shown not as “services of public relations” or “ensuring of fast filling of media with free publications about you”. And for example, as an object of the artistic value. As a picture, as a film. In general, and media viruses are shot as the films: big-budget, missed deadlines, tedious waiting, as it will go and how the audience will except. Well, the applause at the end, of course.

How to make a loud PR action and not to die

The best PR is like death, nevertheless. There is something mystical in this action. It is wonderful but news about the death of the other man load with energy. And it is neither gloating delight, nor Solzhenitsyn’s “you die today, and I will die tomorrow”. The death of not a close man is a quiet spiritual holiday, which many people are shy to express. And in vain, in some countries it is openly celebrated, for example in India. In general, some deep subconscious unexpressed feeling, at least for main. And the star, who is it? It is a clever master of thoughts and an adroit showman-manipulator, who gives what everybody waits for him.

Show business knows that the best PR for the performer is his death. “Everything is PR, except the obituary”, said the performers of the old school. “Well, the obituary is also a good information cause”, said the performers today.

Adriano Celentano has died for 7 times in order to raise the sale of his disks. When the performer Robin Williams died, the sale of the singer Robbie Williams raised.

We have known by some people striking fact: in some restaurants, the tables were ordered for two following months after the murders happened there. And it made the cash-desk full, “the last café where the killed had a snack”. I say about Boris Nemtsov and “Bosco café”. The sale raised even in the places, which were on the same street where the murder of Grandad Hasan happened.

When I say these examples in the master classes, then the listeners have a silent question: “Well, do we have to die then in order to promote our business?”

Of course, you don't! At least, physically. And what for? It is not logically. The death can and must be imitated. As in direct, so as in indirect meaning.

That's why I named my book "How to make a loud PR action and not to die?". You will grow thin; of course, you will drop a couple of kilos. And you have not to die, the homeland need you to be healthy and rich!

So, from this part of the book you will know:

- How to create the ideas.
- How to spread information.
- How to mention a brand in the order it will not be cut. It also concerns new counters, about which I have not said anywhere before.

Only PR does not make you full

- *You come in time.*
- *Is it something serious, doctor?*
- *In a couple of days, you will recover yourselves.*

Sometimes when you are interested only in PR technologies, ruling so to say over the world, you begin to forget simple things. Those are many businesses do not need PR entirely. You can succeed excellently without getting to the mass media. We have even the expression: “money likes quietness”. And we have an anecdote: the book “How to become rich and famous” is sold for 100 rubles, “How to become rich and unknown” for 1 million rubles. However, we have spheres where we cannot be without publicity. Those companies on IPO are called public not in vain.

But I would like to say about the following. If you have no idea why you need some presence in the mass media, do not start getting in touch with a PR specialist. It is useless. You have to be ready for PR yourselves. Otherwise, you will not be assured finally, only in case you will make up your mind to try something simple.

So, we have some businesses that have been promoted without PR: web firms, online games, video bloggers – all their basis and first money were got without mass media’s taking part. That’s why if you think that you “will be on TV all the time” in order to be like Alla Pugacheva, you make a mistake.

In short. I cannot get to the main point. Before trying PR and explosive PR in particular, work carefully through all the canals of the promotion: direct, SEO and the context advertising, distribution, social networks and so on. And when all these will be for you ineffective, the conversion will fall and you will feel something else (suddenly you will be pressed by somebody) or you will lose your interest towards your business, turn on the PR machine then!

If you do not need PR, it is very easy to define: if you do not have a site, you need any PR in 99 from 100 cases.

If you do not need explosive PR, I will send you to the familiar classic PR specialists.

When do the really explosive PR start?

In order to try the real power of PR, you can just send the press-release at a funny occasion. If it goes, you will get 10—20 publications, if it does not go, you will get 2—5. But at least in your region you will be written about. It will be free, remark it. The journalists need not be paid, you need to pay only the PR specialists.

In any case everything will be O.K., you will save your money where you could pay a lot. And what it is a funny occasion I will tell you later.

But the really explosive PR starts when you get to the top of news of the local “Yandex”. In the region, it is easier to do than in Moscow. Our stock was written about by the top of “Yandex” in 1—3 hours after starting. For this purpose, 5—10 portals (at weekends 2—3) have to publish your release. In Moscow, you need from 50 mass media.

If you get to the top of “Yandex” news, be considered that it is the very juice of explosive PR. Only after that you will be able to understand whether you need it or not.

I warn you, be careful. Not a generation of people depends on the “needle of popularity”. And it is not important if it is effective or not – a man with a brand become media dependent in the news at any cost! Well, it is better for me, like for the PR specialist – I have more clients. But you, hold on there!

Before you read the book, it will not be unnecessary to remind you that you have to be well-informed in PR. For this purpose, I recommend reading the following books and watching these films recommended. This is a photo of the reverse side of my business card:

Explosive PR actions

- Fake with confirmation
- Newsjacking-oglaska-pr.ru
- Mini-drama
- A virus video
- A street performance
- A media virus
- The stream of events in your profit

Top 15 books about explosive PR and not only

1. Alexander Mitta “The cinema between the hell and the paradise”
 2. Oleg Matveichev “Ears wags by the donkey. Sum of political technologies”
 3. Viktor Pelevin “S.N.U.F.F.” and “The pineapple water for a beautiful woman”
 4. Jack Trout, Al Ries “The marketing wars”
 5. John Foulds “The Magi”
 6. Umberto Eco “Baudolino”
 7. Sergey Fayer “The methods of strategies and tactics of the pre-election struggle”
 8. Tonino Benaquista “The saga”
 9. Larry Banchart “The American Character”
 10. Evgeniy Gilbo “The post-industrial conversion and the world war”
 11. Douglas Rushkoff “Media virus”
 12. Christopher Buckley “The green men”
 13. Roman Maslennikov “The promotion of the super firm”
 14. “99 laws of explosive PR”
 15. “99 short reviews of the books about PR”
- Look through more at the site **kremlin-pr.ru**

Reviews

Hello to those of you who love free things! Roman Maslennikov has a unique present for those who want to work with PR; now you can sit quietly, do nothing, and still make tons of money. You do not need to think about or create PR-actions, or worry about how to make these actions reality. You can take Maslennikov's book, find your section, choose the appropriate action, and do it. Maslennikov kills the market for PR specialists.

The book is best for those who have a small business and cannot afford to hire a PR specialist. It's also great for those who have no money for the advertisement company but who need new clients. Either way, you can promote your business all the same.

Another example is when you have millions of projects. You had better not risk hiring experienced PR specialists. Journalists are predatory crocodiles, and they can eat you before you understand something is wrong.

You can realize the same action differently. If the project is small, the journalists will be loyal towards you in case of mistakes, but if it is large, they will provide you with a bad image, which will be difficult to reform. In this way, Maslennikov's book puts you in another reality – the reality of explosive PR, which changes your brain. Your life will no longer be the same.

Anton Vujma, a famous PR specialist, and author of the book *Lobbying: How to get necessary decisions from the power*

You have created a new genre on the old theme “How to become healthy, wealthy, and happy”. For this genre, I would create a new genre of reviews/previews. I am not ready! As my conservative ideas about how to attract creative action with a low budget in 2017, the First Channel gives an answer: In no way! I will not disappoint you. Good luck!

Alexander N. Chumikov, Author of 35 books about PR and advertisement

Explosive PR is like the best Russian foul language... You need it, when the other traditional ways of assurance are exhausted!

Hillary did not understand, or find a way to send Trump to the hell, but she could do it if she had Roman Maslennikov on the top of her presidential PR company. Now she is resting, and Trump and Maslennikov are working, and both of them are quite successful. Their influence on the mass auditorium is as effective as the explosion of the meteorite in the sky over Chelyabinsk: such things are not forgotten! To put all the techniques of explosive PR in one book is like putting the inter-continental complex "Satan" on battle duty. This book could have power over all!

Igor Pylaev,
author of the bestsellers "The manager of the Mafia, or PR without lying" and "The manager of the Mafia, or the Art of the corporative wars"

Roman, good afternoon! I have looked through some pages of your book. You are a very talented author. After just a few minutes, I noticed some hooks, good text, and deep dive to the senses. While turning pages, my desire to read the book grew. I wish you good luck and I do not doubt you have it beside you.

Anatoly Gin

vice-president of the International public association of the professional teachers, designers and users of the theory of the solution of the inventive tasks (TSIT) about the questions of education,

founder and science leader of the International laboratory for education technologies “Education for New Era”, a director of the project Creatime

The provocation, hooligan, interesting book. To think that PR leads to the provocation actionism is stupid. But to ignore it is more stupid.

Igor Pisarskey

chairman of the trustee council of the national prize “The Silver Archer”

Of course, I agreed when Roman asked me to write the review on his new book. I thought it would be enough to look through the book, but it involved me in attentive reading at once. Roman combined things that are difficult to combine: this book is not only methodology with a lot of useful repetitions and detailed analysis, but also a large, interesting story.

Work with his book without fail, even if you have no interest in PR.

Here are my arguments:

1. No secrets! The author teaches us to share our ideas honestly: very frank with opening of the inner kitchen and details in which, as we know, the devil is. The naked truth that you can take and use.

2. It is good that the author put unsolved tasks and made the aims more difficult. He demanded it from his disciples. You have to put only unsolved tasks in order to get good solutions and to grow. I have been doing so for 30 years.

3. The nice, ideal solutions appear, when we use something that we have already had – so to say, a resource method. The author teaches us to see such unexpected resources every step of the action creating.

4. The book is written easy, with humor, with clever witticisms because everything coincides: not only the character of the author, but also the method of explosive PR.

This book will never bore you. Take the chance and read it.

With respect, **Sergey Fayer**,

Master of TSIT, a troubleshooter, the president of the Academy of troubleshooting, an author of the books, methodologies and coaching about the solution of the unsolved tasks, an author of the book “The methods, strategies and tactics of the pre-election struggle”

Roman Maslennikov is a man and a steamer, guru of PR, whose work list of successful projects don't need mentioning, wrote the book for those, who starts the uneasy way of studying of the strategies of the manipulation of the public opinion. He wrote bright, involving, with foul language. He did not even write, but said. Some parts are extremely funny, some parts are a bit pretentious but with the knowledge of business, objective opinion and extremely fascinating.

Whether you can create “explosive PR” with your hands, PR in all mass media of your region take feigned created news, quoting the “Yandex” top-5. “But then we have different roads,” said Roman. “Good bye. You have not to read any more”. Explosive PR is only for the real romantics, impudent dreamers who can do a brave act deep in the negative news of the media space.

Believe in yourself, break free of clichés, and desire to work. These are a simple set of ingredients for preparing the really loud event. Do not forget to consult a “right” lawyer, who looks at the world not only through the law restrictions, but through the ability to realize the thing you have dreamt about. Let it be the contract about clip's shooting that can justify anything, even the public theft of the celebrity opposite the eyes of the shocked public.

“Feel like a PR genius and you will be,” said the PR law №8 of Roman Maslennikov. The universal rule, which motivates to go out the frames of standard thought. Explosive PR is not for those who follows the rules and accepted standards.

Who says you have to bring your colleagues a small magnet for the bridge from your vacation? The pack of “foreign” condoms, which is presented with humor, can make the presenter a man of the evening. And we haven’t even spoken about the financial economy and moral satisfaction.

To be like everyone is not our method!

Explosive PR is an art, which is of artistic value. Like any other art, it has its characteristics, but does not have creative frames. Whether you succeed to make a masterpiece, you will understand when the mass media’s leadings say about you. Otherwise, let you get verbal gratitude from the local yard caretakers for their made work.

In the book “Explosive PR” Roman Maslennikov gives simple and useful pieces of advice about the way to make the really loud PR-stories. How to be inspired, to catch the wave and not to lose your chance.

Sergey Avakyan-Rzhevsky

a PR-manager of the company BlaBlaCar,

a specialist in the promotion of IT projects

The book of Roman Maslennikov “Explosive PR” —. The modern form of the exposition is absolutely appropriate to the content. I mentally the author.

I cannot understand one thing: why the author “gives all his secrets”, which help him to compete in the market... It is a desperate and brave step. When the technology is popular among everyone, how can you use it for very delicate humane operations? How can the author earn, when they can copy and they will copy him? And the main thing is how can the PR technology which is described in the book be still effective?



Fortunately, all the ideas are right only at first sight. Every difficult task has at least one false solution.

Let's remember that even after the film “Tail wags by the dog” and the book “The American Character” in the world not an only war was begun, which had only inner political purposes. And it works. A friend and a colleague of John Fleming (an author of “Bodiano”) John Godfrey published “a trout memorandum” in the beginning, where 51 methods of misinformation of the opponents were described, and then he supported brilliant Juan Montagu and the operation “Stuffing”, which was described in the memorandum.



There are more examples in the history, including ones in my practice. Even after the publication of the laws of management of the fate “Karma logic” in “Tattler” the number of wishers to talk about the fate only grew.

I am sure that the reader not only will get large pleasure reading this book, but also will enrich the PR practice by his own cases. I wish the readers good luck, and the author – new remarkable books.



Alexey Sitnikov

a doctor of psychological sciences, a doctor of economical sciences, a professor, MBA, www.sitnikov.com

Ideas

100 tops with 5 PR-ideas

Guys, here are the ideas. All they are working, all are carrying out; it is checked. You can get it free, or for 10—35 thousand rubles, or for 350—500 thousand rubles. I have already written about it. But before the start, here are more than 500 ideas. Keep your brain open, do not lose your consciousness, take some ammonia, and make an appointment to see the psychologist ahead of time. Or go to the PR consultation.

1) Top-5 PR-ideas for making platform's for creating of landings famous

Idea 5. The word “landing” or landing page was made with people. It is desirable the crowd scene is in the public place, for example in the Red Square. People have to be beautiful at most either in swimsuits or naked. You have to shoot with a drone and by means of the “eye-witnesses”.

Idea 4. The man-landing. A high doll with all the elements of landing: a hat, a cellar and so on, is enclosing the way, for example in the parking place of the shopping center. Scandal.

Idea 3. An extremely beautiful girl, desirably a porno actress or a model, made an intimate tattoo with the name of platform and the constructor of landing. She, so to say, expressed her gratitude. Her parents wrote to the mass media, roused to indignation, went to the court against the company. And the girl said why she made it, which good site she created on the platform, how she attracted leads, increased the conversion and so on.

Idea 2. On every successful thing, car, man, house, and Mona Lisa hang “made on the platform...”.

Idea 1. When business of corruption is exposed or the next civil servant or силовик will be taken red-handed (like the colonel Zakharchenko, “a boyar from MIA”, Belich, Ulukaev, and so on), give the legend that he earned due to the definite platform of landings. Reference is a broker office “Olymp”, which made its site “like Zakharchenko’s business”, drew a fake screenshot of the Sberbank’s card and got to the business newspaper “Kommersant” with all these things.

2) Top-5 PR-ideas for promotion of the paintball club in the region

Idea number 5. Give some rumor to the local forums, publics, and mass media. Something like Ramzan Kadyrov decided to open/visit or invest in the paintball club. People are, of course, against it. But some people are for it because he could invest 10 million dollars and the club would be not only the largest in Russia (we can give this message), but also the largest in the world (it is an occasion for pride on the level of the country). Should we co-ordinate with Ramzan Kadyrov? You may guess for three times.

Idea 4. Zhirinovskiy suggested shooting either the deputies, or the criminals... All remembered this loud story. Then he said that he “was not understood right”, justified. You can do some video editing where Vladimir Volfovich amplifies that playing paintball you should have possibility to shoot in reality.

Idea 3. At night in the center of Moscow shooting was, at the wedding Dagestanis shot in the air with guns. They happened to be paintball. They threw them “at the place of crime”, and the weapons had your club’s logotype.

Idea 2. The paintball team repeated “Square” of Malevich on one of the city’s walls. It is simple and beautiful.

Idea 1. At the paintball club, a deceived wife and a mistress swore at one another and began the struggle for the husband.

3) Top-5 PR-ideas for making the youth journal famous

Idea number 5. We announce that the battle list of Navalney (or the letters of Trump from the White House) will be published in every journal. But it depends on your attitude towards politics, a lot of businessmen are against political themes, but in vain.

Idea number 4. There is an annoying “mistake” on the cover of the number about the optimism: “The glass is half porno”. The number is taken to the private collections for much money. Many advertisements inform about it on the portals “Avito”, “Slex” and “From hands to hands”.

Idea number 3. We can make some loss of information, send rumor that Sasha Grey will be on the cover and give corresponding sketches to the ether. When the news will be known, we have to give denial.

Idea number 2. The classics of explosive PR is hanging on every stall of a city some cardboard “The magazine... is not on sale”. You haven’t, of course, to co-ordinate it with Russian press. Plus, to it we make a fight for the last number, shoot the video, and send it to the mass media.

Idea 1. We make a rumor that the leading editor of the journal is Steven Seagal. The video virus is shot in your editorial office on the background of the logotype. The accent is removed not to the Steven Ivanovich, but on something secondary. For example, your cat has stolen Steven’s hat. Thanks for this idea Valeri Bogatov!

4) Top 5 PR-ideas for the studio of creating and promoting of the business sites

Idea 5. We make PR of the appointment of the cat like the Vice-president of your studio. It is official and direct: we have an order, a working book. Thanks for this idea Ruslan Tatumashvily and the English military fleet.

Idea 4. The courses of self-defense for the programmer-women. Everything is clear with it. After courses of self-defense with help of the selfie-sticks and gadgets for vapers, the news will exactly be successful because both things were successful.

Idea 3. For joke and for PR you promote any site with a strange inquiry. So, to say, a local funeral business with an inquiry “resurrection” or a bar with an inquiry “society of the teetotalers”, “HLS in Perm” (or take any necessary city).

Idea 2. In the street, the well-built men with the bundles of keys (keys symbolize the key inquiries) and the posters “the best key-makers” or “the keyers”. And the women stand with posters “I like the high-quality inquiries”. In short, with the help of visualization and association with professional terms the positive neuron links have to be fixed with your company. It was seen by a grandmother and a public active worker, and they protested. Thanks, Jurey Boglachev from Tver, he led me to a thought with the project “The best holes in the city”.

Idea number 1. An unusual vacancy. “The sofa hamster” is in need, like a sofa army and Internet-hamster at once. This is what we need for the promotion of the Internet auditorium.

5) Top-5 PR-ideas for making extraction of the bone of the foot famous

Idea 5. The bone of the foot is fashionable (we give the corresponding photos). But without it, it is more fashionable (we publish photos for comparison). The conclusion is that it is better without the bone. With the bone millionaire may fall in love with you and he will be a “foot” freak, and without the bone it will be a billionaire and a “foot” epicure. It is much better it is a billionaire. In general, attention to the bone like to the problem will be attracted. And to your company too.

Idea 4. We make a rumor that the boys without the bone have more girls and the girls get married more quickly. At first, we can take some self-criticism, and then we can fight against the fictitious “enemies”. Or we can make positive rumors at once.

Idea 3. We publish the list of the stars and the politicians who successfully made a complete recovery from the problem with the bone, let them to justify.

Idea 2. The new investigation of the “the British scientists” says that people with the bones are the selected, shamans of the new time. But! They had better disguise, otherwise, they will be blown up. That’s why, if the bone will be taken away, the super-abilities do not disappear, and you attract less attention. Profit.

Idea 1. We put a monument devoted to the bone and publish the photos. And then, we break off this bone (imitation of the act of vandalism). Then the masters polish this monument and it turns out that the foot without the bone is more beautiful. People say so in the comments and if they do not, we will do it instead of them! Thanks to restaurant PR specialist Oleg Vasilyevich Nazarov for the idea with the monument.

6) Top-5 PR-ideas for promotion of the largest business-conferences in “Olympiyskey” and “Crocus”

Idea 5. We make a rumor or make real super-VIP-zones for one day. One of them is for unmarried girls, the other is for unmarried men (we can make them close by). The third sector is for LGBT-society, the fourth is for the clever animals. We can make a lodge also for the clever children. Your, to be more exact, your and our task is not to sell the places in the lodges, but to make so that it will be written about it. If it will be sold, it is good.

Idea 4. We announce that those, who come in swim suits, will get a present. The topless will get a mega-present, the naked (girls, of course) will get an amazing present from the partners of the conference and the places in the first row.

Idea 3. The fight is at the entrance. The classics. The banner of the conference must be glimpsed fleetingly somewhere in the cadre or on the T-shirts.

Idea 2. We can make a line to the metro and shoot it with the drone. We can make a rumor that they “bring somebody’s relics” and with the help of line, we can hinder the traffic. It takes so many time, as it will be enough in order to take photos and to shoot video, but it can be longer.

Idea 1. An unusual traffic accident of two participants of the conference and speakers. The action takes place in the background of the banner or the brand cars. The traffic accident works in any city: as in Moscow, so as in Sochi. The details need to be confirmed.

7) Top-7 PR-ideas for promotion of the taxi “Angel” by name

Idea 5. Taxi suggest trips to the cities of world championship in football 2018 with fixed price: from the city to the city, from the stadium to the stadium. It can be also the following route: airport – hotel – stadium – bar – detoxification center. It is got with the idea of the fix-taxi with the delivery of the passengers to the beer establishments on Fridays.

Idea 4. Everyone may guess already. The idea is on the surface: “ANGEL” is the first orthodox taxi. Every trip is consecrated. The Christian drivers only.

Idea 3. In the taxi, a case with money and stock was forgotten. You look for the owner with the help of “Avito”, “VK” and hashtag #facebookhelp.

Idea 2. A naked taxi-driver woman or a topless. She got hot. You fire her, people are against it: return her!

Idea 1. The traffic accident with a baby-carriage. It sounds awful, doesn’t it? But there are oranges in the baby-carriage. It is not seen in the news, we release this info later. I have been suggesting this idea for a long time! I am sick and tired of the news about the tragic traffic accidents, it influences the traffic situation badly. We need re-frame the traffic accident in order they write about it only cheerful news or do not write entirely.

And one more couple of the bonus ideas.

The first. In the taxi there are 20 people – the models go from the party, we take beautiful photos.

The second. The uniforms for the taxi-drivers and the taxi-driver women. Debated photos, what do they look like? They are too sexy! They look like Nazi uniform!

8) Top-5 PR-ideas for promotion of the transport company (delivering of the goods from China and not only)

Idea 5. The route of the tracker on the map looks like the word “Russia” (or “fuck”). It may be “fake” or you may really drive so.

Idea 4. A beautiful clever blonde drives a truck. They look for (the photos “In need!” are hung) at the refueling and at the parking of the long-range drivers. It turns out this girl is your company’s one. Her husband lets her drive during the trip, but he is glad because of his wife’s popularity!

Idea 3. The camera of the video-register on the head of the shipping agent (or the shooting group) fixed the route. A variant – online-broadcast during the route, the video is spread on “YouTube”. It is a new trend, you know, called normcore-marketing or slow-marketing. It is like usual, slow. But it is effective and fashionable.

Idea 2. The company makes all the drivers of the trucks wear the costumes with a tie. Somebody is against it and writes all mass media a letter. And everyone knows about it. To sum up, you have publications and cool status photos with a driver in a costume, which makes you special in comparison with the others.

Idea 1. You hang on the trucks the pictures of the Russian classics in your initiative. It is promotion through the protest and, so to say, broken author rights.

9) Top-5 PR-ideas for attracting attention to the charity fund dealing with the problems of HIV (AIDS)

Idea 5. We make “fake” -news: to the city, where the fund works, special glasses were brought; with them you can see a HIV-infected person. At once, the public perform against: how can it be? We cannot do so! And a group of people performs for, everything must be openly, clear, they will respect and know that communication with HIV-carrier is not dangerous and etc. You need only protect yourselves and so on. And the main thing is that with glasses you can see the scale of the problem.

You can shoot a media-virus to the news. Analogies are: Google Glass, 3D-glasses.

Idea 4. You have to gather a stadium of people and say direct: we have such a number of HIV-infected. We know what to do. The signature is any fund’s. If the stadium will not be gathered, we can make it during the match RFPL.

Idea 3. On the eights of March, you make a deal with the гаишниками in order they distribute the condoms. If you will not succeed to make a deal with them, you have to wear a suit of a traffic policeman yourself and shoot how you distribute the condoms to the auto-ladies. And you give the news about it, and then, say that your new PR specialist created it. And you start the voting: fail him or not.

Idea 2. We make a rumor that one important man is HIV-infected and discuss the consequences. And then, you open that it is not a President, it is a president of one independent association (think up). And then, we have public discussion: do we have to provoke, to say who is ill among the famous people and who is not – is it justified? We can make so: the HIV-theme is justified, it is a question of national security.

Idea 1. We make myths about HIV in the form of the comics “Manga” and distribute it at the refueling. As a variant, we can make Luntik, Fixic, Masha and the Bear, the Wolf from “Well, wait a little!”, Tom and Jerry, Chip and Dale the characters of the comics. The attention will be attracted with the account of author’s rights’ breach and it is justified. Let you pay a low fine.

10) Top-5 PR-ideas for attracting attention to the service of the elite “hunting” and HR

Idea 5. Everyone, who used the services of the external “hunting”, will get a subscription (with the right to re-sell) of the services of the woman-cat for a year. Who does not know, the woman-cat, she is also a woman-hot-water-bottle, lives in the address she-is-generator.ru.

Idea 4. You announce that you can “hunt” any (alive) ex-president of the USA and not only. And you publish a list of presidents-candidates, who, in your point of view, will suit and for which company in the ideal.

Idea 3. We lodge a complaint in the court with Alena Vladimirskey, the main “hunter” of the Russian Internet. The reason has to be created. :) For example, too openness and backstage stories, damping, “Internet-alteration” of the market, “anti-slavery”; we want to be slaves and here you are! In general, we have an hour to create with the acquainted lawyers.

Idea 2. We make a book (“fake”) and make PR for the cover. The title is the following: “Who does not take his place”. There you give your expert opinion, who from tops of Russian economics and where has to work. So Gref has to work a stand up, Michael Prokhorov – a basketball trainer, Tinkov – in the circus or “House-2” etc. I think you will go on this theme in the comments.

Idea number one in our hit-parade. We organize unsticking of the advertisements in the White House, State Duma, Administration of the President and “Gazprom”: the following man is in need... We publish the confirmation photos in social websites and a burst of indignation in the mass media: “What does it happen? What does the service of security do?”. And everyone can see a site of your office on the advertisement.

11) Top-5 PR-ideas for PR of the shop of the beds in the territory of the other state

Idea 5. We start flash mob “Break/burn/piss on your old bed”. Who can make it creative, he will get a prize and a discount. And then you announce a ban of the competition, when somebody begins to do it. And if nobody starts – do it yourselves! Rock-and-roll!

Idea 4. We announce a competition of photos with the adults in a childish bed. We announce also a prohibition, when somebody imitates sex and lays out in “Instagram”. And if nobody invents self-PR in your action – it means that you will have sex once more. You have not sex to many! Is it true?

Idea 3. The competition in beds’ jumping and pillows’ struggle between the adults. The judges are children.

Idea 2. You give all the adults free vodka in order to celebrate a purchase. We organize indignation of the public with hashtag #therearechildren. Personally, I will join! I am for HLS.

Idea 1. We put the presidents’ beds for sale. As if. This is the exact copy of Putin’s bed, for example. You give all your beds of the assortment the names of the leaders of the countries and sell them with mark-up and the second bed as a present.

12) Top-5 PR-ideas for making squash in Russia popular

Idea 5. We shoot and distribute home-porno with the balls. On the background there is a racket, an emblem of the club and federation.

Idea 4. The unusual places for a game: we play squash next to the Kremlin wall, in a big Shopping Centre, in a status restaurant.

Idea 3. A beautiful well-built girl has broken the rules of an amateur tournament – she has cried so loud and so passionate as in big tennis. Who does not know, in squash it is forbidden to cry, it is considered to be breach. And what do we need to do with the rules? To break!

Idea 2. We make a rumor: a new husband of Buzova – a squash player. And if someone is a squash player, we have a question at once: who is it? And it attracts more people in sport. You do not believe but once attraction happened when in Moscow the President of the squash association was robbed for a big sum. Everybody started to get to know: “Well, squash? What is it? How do they earn there?” And they rushed to the courts.

Idea 1. We distribute a rumor that the State Duma, the White House will be equipped with squash. We conduct a formed poll of the deputies, the stars, and the sportsmen on the theme: “What is your attitude towards ...”. The formed poll is formed because the results will not be known, but say about the new influence. Here is a variation of this idea: the politicians and the civil servants are subscribed to play squash in the capacity of antidepressant.

13) Top-5 PR-ideas for attracting attention to the intensity of the automation of the sales in business on the base of “Bitrix”

Idea 5. The girls in T-shirts “Bitrix” and? For example, Amo-CRM fought in mud or just in the boxing ring. “Bitrix” won. At the end, the winner asked for intensive. If you do not want to fight in mud, you can conduct women box to the knock-out. Milder can be series of penalties in women football.

Idea 4. An advertisement about the event is hung in the town hall and the State Duma. They took the Photo and distributed it locally, earmarked for a specific purpose, publics “VK”. Well, what was it? Why do the deputies and the civil servants need it? And I need it because...

Idea 3. We announce that during the intensive a case will be investigated – the automation of sales in a bawdyhouse or a salon of the erotic massage. A mild variant is in strip-club.

Idea 2. Gathering of signatures to change.org in the address of Putin – to automate sales in business. Who do not do it; you fix a death execution.

Idea 1. We conduct lightly, like a production, a meeting of the sales-women in the dressing-guns: against automatization of sales. We take a photo with the posters.

14) Top-5 PR-ideas for attracting attention to the smoothie for growing thin

Idea 5. You present the thick VIP-men with the smoothie in the city or the regional administration. You show how the product is packed and sent DHL for the definite name. If VIPs are excited, we make a start of the theme “fight with business that has a sense of humor”. A wonderful rescue!

Idea 4. A simple thing is to forget the smoothie I a taxi and look for it through “Facebook”.

Idea 3. A box of smoothie “was forgotten” in a shopping center. You need to send for the guard, to check “a strange package”.

Idea 2. We make a billboard “I enjoy with the smoothie”. The inhabitants of the city will be indignant, we lodge a complaint with ourselves in FAS and social websites. And we write to mass media from the eye-witnesses, of course.

Idea 1. We organize a competition of the childish creation “A thick mother and a thick father”. The organizers are the producers of the smoothie. The task is “to give with the help of children parents’ sense of guilt that they are so unsporting.

15) Top-7 PR-ideas for attracting attention to the aromatherapy and beauty salon

Idea 5. A man with your aroma oils tried to get to Lenin in the mausoleum in order to revive him. He had a firm package. The hero of the action was arrested and after explanation was let go. Naturally, you have no links with it.

Idea 4. The workers of maternity houses ordered you a wholesale set – we distribute a rumor. The mummies discuss what for? They guess the most fantastic. In order a childbirth passes better, without pain? In order a baby is healthier? (It is better, of course, in order a bordello ordered but you refused, it is obvious).

Idea 3. We call the scents with the names of the stars in order they are indignant. You clear up them after lodging a suit to the court.

Idea 2. You send the sets to the Presidents of Russia, USA, China. You put it next to the doors of the embassies.

Idea 1. The owner of the aroma studio changed her surname on Aromatova and all the workers were got also the talking names: Ambroziev, Priyatnov, Duhov, Omolazhiev.

And some bonus ideas.

The first. The action: To ecologically clean New Zealand a well-grounded man, a Russian emigrant, in past an oilman and a native Moscovier, ordered the scents of the aroma of “Norilsk nickel”, “Moscow Refinery”, congestion of TTC and MRR in order to remember a scent which stimulated him earlier. “This ecology fucked up”.

The second. We write a review for the social websites that after aromatherapy a leg grows, a husband comes back in his family, a baby is born (chastely). Try to distribute the text among the top bloggers and “YouTube makers”. You send the news with a request to appraise the cost. You wait for the moment they distribute it to the public and then put responsibility on the marketing specialist, which “was fired without the weekend grant”. All the “morally victims” will get a bun, special aroma, a present and so on in the capacity of excuse.

16) Top 5 PR-ideas for promotion of the miracle-mattress “Phoenix” or another premium or innovative mattress or a sleeping device (e.g. hammock)

Idea 5. The action: they tried to bring a mattress in the mausoleum. Not for “Lenin’s making alive” – we are not madmen! And in order to “spend less means for body’s care” because the magnetic field of the miracle-mattress revive even the dead cells, it results in having economy in embalming.

Idea 4. We announce a national competition “100 ways of using of the mattress “Phoenix”. Somebody makes a house for a child, somebody makes a box for a dog, somebody – a dinner table, clothes, an office partition, a raft, a cover-plane and so on. Thanks Dan Kennedy for this idea.

Idea 3. The action again. In the Red Square or next to the office at Semenovskaya a man prays to a mattress. They think he is a madman, but in reality, he thanks for better health. He is in a T-shirt in cold weather and bathing trunks.

Idea 2. They block the entrance to the State Duma with a mattress. A hapless courier carried it to the address of the delivery but all spread out. It turned out that he was wrong with the address. Maybe – if to serve as a rumor – he really carried to the Duma.

Idea 1. Live webcast: recording of sleep on the mattress of a beautiful girl. She is sleeping live for all night. The stream is on “Facebook”, periscope. The girl is attractive, nicely dressed, can be in special underclothes. It will be cool: “And now I fall asleep on camera”. You can make a special website where the logo “Phoenix” and “Fohow” will be. Before sleep a photo shoot takes place live with a slight erotic tinge and children with cats in the frame.

17) Top-5 PR-ideas for promotion of the cedar nuts

Idea 5. You should lay out the portraits of Putin and Trump with nuts, send photos to the mass media. As a variant, the near nuts resemble... Turn on your fantasy! Or a man was found, who collects such similarity. The mass media likes such stories very much.

Idea 4. You should make a scene at a fancy restaurant (White Rabbit, “Pushkin”, “Turandot”, La Marée, “Zolotoy”, “BOLSHOI” etc.): “Ho-ow? Have not you nuts? You are a loser and rogue, non-trend goof. And you are the best, called!” The cedar nuts, as I noticed, are in different restaurants in abundance. Therefore, you should make PR of the nuts of concretely your firm: “Do not you have Pupkin’s nuts?” Well, the list goes on.

Idea 3. We publish the cocktail recipes from the cedar nuts with funny names. We practice the addition of chopped nuts to the usual drinks like whiskey-Cola. We publish the video-reviews about the miraculous wonderful effect on your “YouTube” -channel.

Idea 2. Product-placement of the nuts in home porn. I have such an idea not in the first time, right? I do not know why! So, we organize a shooting with a girl, like Berkova, Sasha Grey, Pamela Anderson, “the Bald of Brothers” and with your nuts.

Idea 1. The nuts were put to the urban monuments, where it would be appropriate and funny at once. For example, to Sholokhov, to the boat, to the hairs on Gogolevsky Boulevard. Turn on your fantasy!

18) Top-5 PR-ideas for “YouTube” A channel about snowmobiles, quad bikes, and extreme sports

Idea 5. The snowmobile until there is snow (in summer – the quad bike) is equipped with ambulance, fire-fighting patrol, the police, or all it at once. A group of “national patrol” quickly responds and delivers all necessary things faster than conventional technics.

Idea 4. Driving by a snowmobile or by a quad bike will be available to all interested girls for free if they arrive to the place of driving in a swimming suit. Consent to the photo and publishing is compulsory.

Idea 3. The excursion, for example, around the city Chekhov by a quad bike. Reference – “The bike tour in Gomel”: <https://youtu.be/HRGSyFUXbBM>. Why around Chekhov? There a powerful group of “Chekhov’s crooks” dwells.

Idea 2. We go on the Garden Ring by the quad bike with a flag and a mannequin of a known recognizable politician. The witnesses throw photos and videos to the mass media.

Idea number 1. In the center of Moscow, a clean Maybach” (or “Porsche Panamera”, limousine, “Ferrari”, if you pull) comes with a trailer where a filthy-filthy quad bike is. The witnesses send photos to the mass media. On the quad bike and “Maybach” there is your logotype, website, and link to “YouTube” -channel.

19) Top-5 PR-ideas for promotion of the extreme sportsman (e.g. kayaker)

Idea 5. You should hang like illegal on a kayaker a banner “Red Bull” and somebody will “complain” about it. Or you send to the news: a racer “Red Bull” came first (or last, or only). It will be seen by not a sponsor and you will announce and express the position that you need money and you decided to attract the sponsors in such a way.

Idea 4. A sportsman proposed to the Olympic champion, for example Daria Klishina or just a country-woman-champion. As a variant, he just admits openly in love.

Idea 3. We organize a kayaking-tour (rodeo or slalom) in the dirtiest river – in support of the ecology’s preserving. We make PR of ourselves and our club, a “VK” page, a website – anything!

Idea 2. Kayaking by something unusual: an inflatable mattress, beds, an inflatable woman, an inflatable man (female kayaking, of course).

Idea 1. Photo or video editing. A famous face is a kayaker (latent in a good way; and anybody did not know even!). As Yeltsin was fond of tennis, Putin – judo and calisthenics, Medvedev – squash, and for example Shoigu – kayaking (in addition to tank biathlon).

20) Top-5 PR-ideas for attracting attention to the coffee on the wheels and to the other mobile coffee-places

Idea 5. A man measured his pulse 300 after your coffee, called an ambulance and asked in return as compensation a coffee subscription. A cheater was exposed, he had a “fake” heart rate monitor, but still he was given a subscription. For creativity!

Idea 4. A bath with coffee. A man bought your franchise in order to do a bath with coffee at home – it stimulates him. We take photos and shoot video.

Idea 3. Who comes in a swimming suit – he gets coffee free. It is recommended to take winter photos in the background of snow and other people in hats and coats. We shoot video.

Idea 2. From the cups of coffee, they laid out an inscription and a logotype of the coffee brand and they shot it from a big wheel. Thanks Inna Alekseeva, she has made it for “Chupa-Chups”. Variation is an inscription of the machines (of traffic policemen, fire fighters, ambulances – (to buy unofficially” or re-photoshop, to make a scene on this background).

Idea 1. A man has bought a secret ingredient for 1 million rubles. Do not you have a secret ingredient? Here is another idea – it must be!

21) Top-5 PR-ideas for promotion of the plastic windows

Idea 5. A new product. They are integrated in the windows: a radio, wi-fi, a tracking system, rain sensors (in order to understand either to wash or not to wash).

Idea 4. A new service – a built-in safe in the windows. We publish photos of the experimental sample.

Idea 3. A household art. An exhibition of the prints of the fingers on the windows. A variant: a performance-exhibition “Interesting pictures on the windows”. Street-art. You have to behave like a hooligan a bit on other people’s windows.

Idea 2. My favorite. The most beautiful rigger-woman and rack woman of the windows. We take photos. Variation – a calendar with the sexiest rigger-men and rigger-women. By analogy with the firefighters: do you remember that MES published after the Canadian firefighters a beautiful calendar – a dream of a divorced woman?

Idea 1. A ghost. We shoot an amateur video: we sit and socialize in the kitchen. A naked girl flashed. Or a ghost? What is it? The logotype in the frame was hooked. We add the clip on the channel of the windows’ company at once.

22) Top-5 PR-ideas for attracting attention to the beer restaurant

Idea 5. It is declared a vacancy of an administrator with mega-demands and mini-salary. But! She can drink beer (the main condition is starting drinking not earlier than in an hour to the end of a working day). Then we wait for indignation about the discrimination of gender, age, education and so on. And also, morals about drunkenness at work, “how can it be”. In parallel a discuss is kept if girls’ preferences in drinks depends on their degree of compliance. When I was young (under 21), I liked the girls who drank beer. They are really the most sociable.

Idea 4. The entrance in the VIP-zone and bonuses (beer snack, nuts) are available only those people who have in total amount not less than 1000 followers on the social websites. You can also give bonuses for posting with the hashtag where a name of your restaurant is.

Idea 3. The revival of the party of beer lovers. The first Congress will take place in your restaurant.

Idea 2. Triple portion of beer to everyone, whose number contains 3 identical numbers, the owners of 4 identical numbers will get a special table (on the coolest places there is a table “reserved” for the owners of gold and platinum numbers), for 5 and more identical numbers – a meter of beer.

Idea 1. For attraction of the top fashionable audience we have an action: a cup of beer to all owners of “iPhone 6”, the owners of “iPhone 7” are invited to the special table. It is possible,

in principle, all owners of “iPhones” (something like fashionable guys) to give bonuses. “The owners of “iPhones” who drink beer – it is cool.

23) Top-5 PR-ideas for promotion of the service of the tourist trips during weekends (tours of the weekends)

Idea 5. We give a product in order to test it to the leaders of opinion – Alena Vladimirskey, Artem Lebedev, Ilia Varlamov, Dmitry Puchkov (Goblin), Sergey Dolya. We write an open letter and wait for an answer. Intensification: it will be cool if on Friday we deliver them tickets with departure on Saturday personally. It is interesting, who will fly?

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