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ADFACTORS PR

using the best machines in ways yet to be imagined.

With the rise of influencer marketing and social media advocacy, how is Adfactors PR balancing traditional PR practices with new-age engagement models to maintain credibility and trust?

Influence today is fragmented—shifting from a few media giants to thousands of creators and communities. A single headline no longer builds trust; credibility now lives in micro-narratives. Our answer is integrated storytelling: combining the rigor of traditional PR like fact-checking, strong media relationships, performance proof points, with the relatability of influencer-driven engagement.

We apply the same discipline everywhere: authentic messaging, responsible partnerships, and measurable outcomes. Editorial depth gives authority; digital voices amplify reach. Behind this, we invest in technology and talent so our teams navigate the influence ecosystem confidently. The result? Conversations that are insight-led, brand-safe, and aligned with long-term reputation goals—because trust isn't optional; it's the currency of a modern brand.

Sustainability and purpose-driven branding are becoming central to corporate narratives. How is Adfactors PR helping brands craft ESG-focused stories that resonate with stakeholders and build long-term reputation?

The line between influence and integrity is razor thin. We always take a step back to evaluate business and existing ESG programs, before we craft these stories. We counsel CXOs to be pro-active in implementing environment and social initiatives that align not only with business but also with the nation's agendas. On such subjects, more often than not, it's helping them balance the narrative and decide whether the message should be told at all. We reframe the discussion around reputation risk and the long-term value of honesty. We craft most stories into stories of progress, not perfection; which help earn stakeholder trust and respect. For us, that is proof that we as consultants can and should be the voice of reason & conscience in the room. ■

Adfactors PR has consistently ranked among India's top PR firms. How is the company leveraging data analytics and digital storytelling to deliver measurable impact for clients in an era of integrated communications?

At Adfactors PR, we see data as the ultimate source of truth for reputation. Our approach fuses human insight with machine intelligence—mapping risks, spotting opportunities, and shaping evidence-led strategies. For that matter, we have built our own LLM-based listening platform, Kalki. With tools like Kalki and embedded data analysts we help decode signals from markets, media, and societal discourse online.

Digital storytelling isn't a silo anymore; it's business-as-usual. With billions online, every narrative must be authentic, relevant, and measurable. We've upskilled our consultants on AI, hired specialists in future-facing sectors, and built frameworks that make data central to every decision. The goal? Purposeful, resilient reputation that drives long-term value. In short, the best people