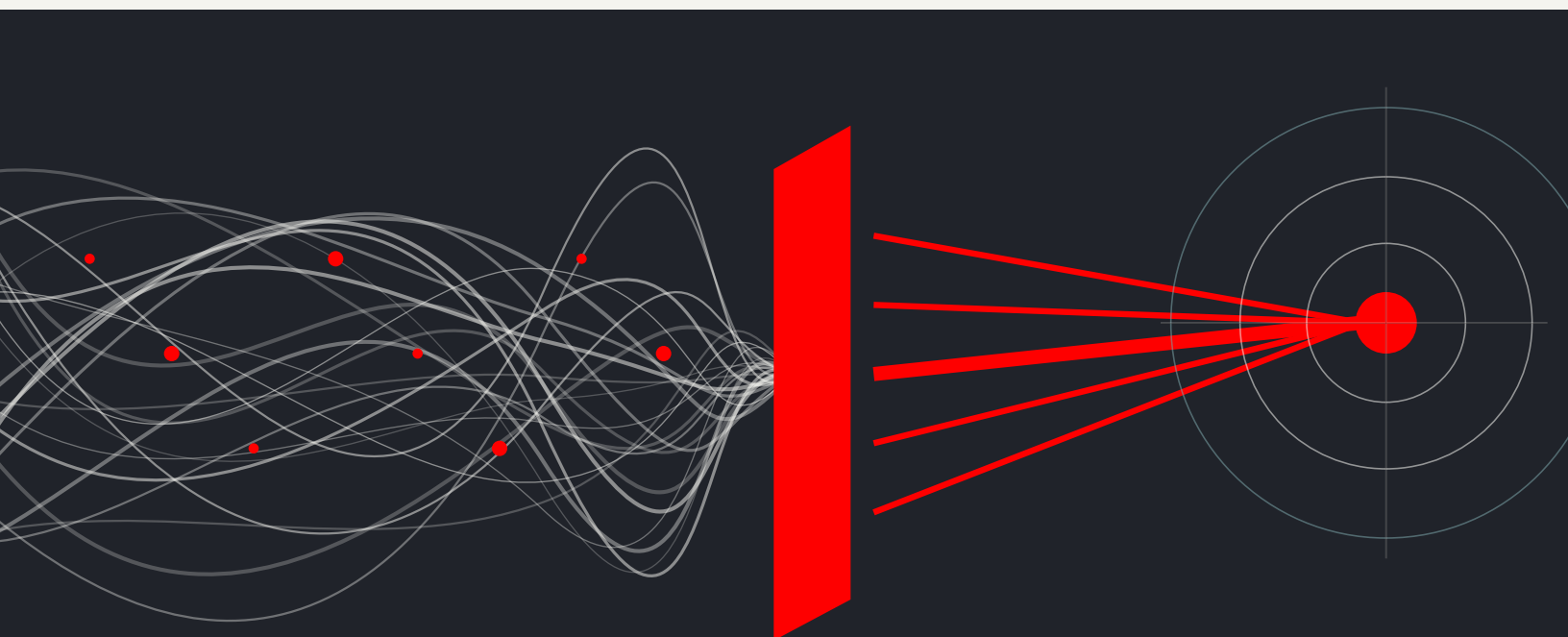




"IF THEY COULD JUST UNDERSTAND..."

Your sales team should not have to educate an entire market,
one prospect at a time.



YOU BUILT SOMETHING DIFFERENT.

WHY IS IT SO HARD TO GET PEOPLE TO SEE IT?

You have customers, a marketing team, and people responsible for sales. Your business has moved beyond proving that someone will pay for what you do. Yet reaching the next stage of growth can still feel harder than it should.

Your salespeople spend too much time explaining why the problem matters before they can explain why your solution is different. Prospects compare you with companies that offer something fundamentally different. Competitors with less to offer may receive more attention, and founders still get pulled into conversations to explain what makes their approach valuable.

"If they could just understand..."

In June 2026, Harvard Business Review described technology founders confronting crowded markets, skeptical buyers, and sales approaches poorly suited to those conditions.

For a challenger brand, that creates a specific problem: you are trying to grow in a market that may not yet understand why it should change.



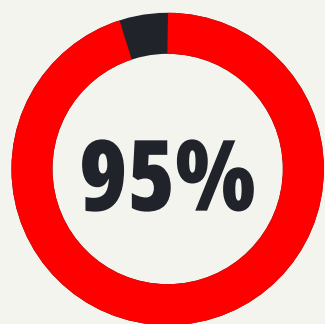
An Anti-PR Strategic Communications Plan helps identify the audiences, beliefs, and barriers that influence those decisions. It connects communications strategy to your company's business objectives and establishes a direction for building market understanding and credibility.

Before deciding what to pitch, determine what needs to change.

Ready to identify what may be holding your market back? Request a **FREE 30-Minute Anti-PR Consultation**

YOUR FIRST SALES CALL MAY NOT BE THEIR FIRST DECISION

By the time a prospect contacts your sales team, they may have already researched solutions, consulted colleagues, evaluated alternatives, and developed preferences.



95% of the time, the eventual winning vendor was already on the buyer's initial shortlist.

A 2025 global study by 6sense, highlighted in a July 2026 Demand Gen Report analysis, examined nearly 4,000 business-to-business (B2B) buyers. The finding underscores the importance of influencing market understanding before a formal sales conversation begins.

What is shaping your market's understanding before your sales team has an opportunity to participate?

The challenge extends beyond the person who initiates contact. Finance, operations, legal, compliance, and procurement professionals may influence purchasing decisions, each bringing different priorities and concerns.

Research covered by Demand Gen Report found that 86% of surveyed hidden buyers favored perspectives that challenged their assumptions.

86%

A technical leader may focus on performance. A financial decision-maker may evaluate the cost of leaving a problem unresolved. An operations leader may worry about implementation risk.

One company. Several audiences. Different barriers to acceptance.

WHAT IS BLOCKING ACCEPTANCE?

You may also be competing with an assumption.

“

“We already have something that does that.”

“

“This sounds complicated.”

“

“We can deal with it next year.”

“

“Interesting, but who else is using it?”

These reactions can reveal concerns that existed before the sales conversation.

A company introducing a technological advance may emphasize efficiency and innovation while prospective customers focus on disruption, implementation costs, or the consequences of making the wrong decision.

Understanding those concerns is essential to developing communications that address the actual barriers to consideration.

WHEN PR ACTIVITY LACKS STRATEGIC DIRECTION

Traditional publicity activity can generate announcements, media placements, and coverage reports without establishing how those efforts support business objectives.

TRADITIONAL, ACTIVITY-FIRST PR		ANTI-PR PLANNING
Begins with what the company wants announced.	→	Begins with business objectives and the public-opinion conditions surrounding them.
Identifies where a story might be published.	→	Identifies which audiences need which information and why it matters.
Often evaluates results through media mentions and placements.	→	Establishes a strategic purpose and objectives before execution begins.

The planning framework connects communications strategy to the client's business plan and desired position in public opinion.

This gives media activity a defined purpose and provides a basis for evaluating how each opportunity supports the company's broader goals.

THE STRATEGIC COMMUNICATIONS PLAN MAKES THE INTANGIBLE TANGIBLE

Changing public opinion can sound abstract. A Strategic Communications Plan gives that work a concrete direction.

At JOTO PR Disruptors, our approach draws on crisis-management experience, where understanding public perception, emotional responses, and resistance is essential to developing an effective communications strategy.

We apply that same discipline proactively to help challenger brands identify the conditions influencing acceptance before those barriers become larger obstacles to growth.

The Strategic Communications Plan connects a company's business objectives with the public-opinion work needed to support them. It gives leadership a researched strategic direction before committing resources to campaign execution.

THE PLAN BRINGS THREE AREAS INTO FOCUS

01 |

Who must understand, and what is getting in the way

Identify the specific audiences whose opinions and actions matter, what they currently believe, and the barriers that may prevent them from considering a different approach.

02 |

What position the company needs to establish

Define the ideas, distinctions, and supporting evidence that connect the company's expertise to issues its audiences have reason to care about.

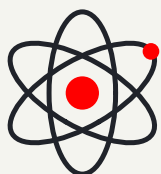
03 |

How the campaign will pursue that position

Establish the strategic direction for execution, the role of relevant communications channels and exposure, and the objectives against which progress will be evaluated.

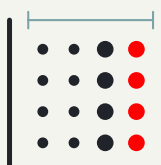
THE METHODOLOGY BEHIND THE PLAN

JOTO PR's proprietary methodology incorporates principles from physics, mathematics, and the science of emotion to guide public-opinion planning.



Physics: Building momentum

The concept of critical mass informs how a campaign seeks to build sustained recognition and understanding within a relevant market. The objective is to develop momentum that extends beyond individual announcements or short periods of attention.



Mathematics: Understanding the scale

Audience size, information gaps, and the continuity of exposure help determine the scope of the communications effort. Planning considers the scale required to pursue the business objective rather than relying solely on monthly activity quotas.



The Science of Emotion: Understanding what influences action

Indifference, distrust, concern, interest, and enthusiasm can affect how audiences respond to information. Research into these conditions helps inform messages that address the audience's concerns and support informed consideration.

Together, these disciplines help establish the conditions the campaign must address, the scale of the effort, and how communications should connect with the intended audiences.

FROM STRATEGY TO EXECUTION

For chief executive officers (CEOs), the plan clarifies how communications supports business priorities. For chief marketing officers (CMOs), it establishes how Anti-PR can complement existing marketing and sales investments.

The plan also provides a basis for evaluating media opportunities, developing relevant angles, and maintaining a consistent direction as market conditions change.

Every communications activity should have a clear purpose tied to the position the company is working to establish.

WHAT THIS APPROACH HAS LOOKED LIKE IN PRACTICE

JOTO PR's published case studies illustrate how identifying barriers to market understanding can help establish a more focused communications strategy.

SCALEFLUX | MAKING COMPLEX TECHNOLOGY RELEVANT



The Challenge

ScaleFlux faced concerns about deployment complexity and perceptions that computational storage was too specialized or difficult to integrate.

The Approach

The campaign connected computational storage to business-relevant issues, including artificial intelligence (AI), data processing, efficiency, and sustainability. This helped place the company's technology within conversations that mattered to potential customers.

72 articles and media placements over 12 months

The case illustrates how a defined communications strategy can connect technical differentiation to broader market concerns and guide the purpose behind media coverage.

JEEVA INFORMATICS | ADDRESSING THE EDUCATION GAP



The Challenge

Jeeva Informatics needed to introduce a different approach to stakeholders accustomed to established clinical trial methods.

The Approach

The campaign developed communications for stakeholders involved in planning, funding, and executing clinical trials, helping make the company's ideas relevant to different decision-makers.

14-fold business growth reported during the engagement, alongside 45 media placements over 18 months.

"JOTO PR has been instrumental in the rapid growth of our company... However, it's more than just exposure, our ideas are presented thoughtfully."

Harsha Rajasimha, Jeeva Informatics

WHAT THIS APPROACH HAS LOOKED LIKE IN PRACTICE

SPORTS FACILITIES ADVISORY | ESTABLISHING MARKET DIFFERENTIATION



The Challenge

Sports Facilities Advisory needed to stand apart in a crowded competitive market.

The Approach

The campaign highlighted the organization's project results and expertise, connecting them with business, economic, and community issues.

103 placements during a two-year campaign.

In his testimonial, Dev Pathik described growth from fewer than 50 employees to more than 400 and credited publicity with helping establish the organization's market position.

"The coverage we got propelled us into a national spotlight."

Dev Pathik, Sports Facilities Advisory

PAYSCOUT | BUILDING RECOGNITION FOR EXPANSION



The Challenge

Payscout faced limited market recognition in a competitive and rapidly changing payment-processing industry.

The Approach

The campaign worked alongside its business strategy to build third-party visibility and strengthen recognition.

The published case study describes major client and partnership opportunities, while Cleveland Brown emphasized how growing recognition supported expansion.

"It's an incredible synergy: more recognition makes expansion more cost-effective, which enables us to invest in more PR."

Cleveland Brown, Payscout

These examples reflect individual historical engagements and reported client results. They illustrate different applications of JOTO PR's approach and do not guarantee future performance.

STOP WONDERING WHAT WOULD HAPPEN “IF THEY COULD JUST UNDERSTAND.”

Find out what is standing in the way.

Your company has invested in developing its offering, building a team, and creating opportunities for growth. Yet market assumptions, unfamiliarity, and unresolved concerns can still make it difficult for prospective customers to recognize the value of a different approach.

An Anti-PR Strategic Communications Plan helps establish a researched direction for addressing those barriers and connecting communications to business priorities.

● THE PROBLEM

Prospective customers develop opinions and preferences before engaging with sales. When the market lacks the information or confidence needed to consider a different approach, growth can become more difficult.

● THE PLAN

JOTO PR's Strategic Communications Plan identifies the audiences that matter, the barriers influencing their decisions, and the position the company needs to establish. It provides direction for communications activity and campaign evaluation.

● THE PROOF

JOTO PR's published client engagements illustrate how targeted communications strategies have helped companies explain complex offerings, differentiate themselves, and strengthen market recognition.

REQUEST YOUR **FREE 30-MINUTE** ANTI-PR CONSULTATION

Before committing more resources to publicity, get an outside assessment of the communications challenges your business may need to address.

During this consultation, we will examine three areas:

1. Where poor PR strategy may be costing you revenue

Review your current approach and identify where weak differentiation, missing credibility, or an unresolved education gap may be creating unnecessary work for marketing and sales.

2. Your potential PR liabilities

Examine areas where misunderstanding, reputational vulnerabilities, or neglected issues could leave your company exposed.

3. The effort and timeline required to pursue opinion-leader status

Discuss your current position, conduct an initial competitive assessment, and provide an informed estimate of the work involved in building a stronger position in your business niche.

WHAT YOU CAN EXPECT

At the end of the consultation, you will receive a summary of the discussion and recommended next steps, including an assessment of whether an Anti-PR Strategic Communications Plan is the right foundation for your goals.

There is no obligation to proceed with an engagement.

Your next stage of growth deserves a communications strategy built around the market you need to reach.



Request your FREE 30-Minute Anti-PR Consultation

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DISRUPTION | EXPOSURE | INFLUENCE

