PUBLIC RELATIONS AND
PUBLICTY

PORTFOLIO

MİRAY YÜZER

ABOUT ME

INTRODUCTION (About Me)

"I am a communicator who bridges data with storytelling and strategy with creativity. With my academic foundation at Marmara University and international experience, I give a voice to brands where they are silent and bring clarity where there is chaos. From PR strategies to consumer psychology, crisis management to creative copywriting, I produce projects that not only 'do the work' but also provide the most effective answers to the 'why' and 'how'."

MİRAY YÜZER

FİNAL SUNUMU
REKLAM VE
TÜKETİCİ
PSİKOLOJİSİ

SILENT ROOTS

PROJECT 1: DESIGNING THE POWER OF SILENCE
Brand Creation & Consumer Psychology: Silent Roots
1. Project Title
Silent Roots: Branding "Quiet Luxury" in a Noisy World
2. Hook
A perfume is not just a scent; it's a declaration of identity. But how do you command attention with a whisper in a market where everyone is shouting? With "Silent Roots," I stripped the definition of luxury from ostentation and transformed it into an inner journey.
3. Project Goal
To create a sustainable, niche perfume brand with a story that appeals to the "Quiet Luxury" trend and environmental consciousness of Gen Z and Millennials. The goal was to build a hybrid strategy appealing to both the consumer's logic (sustainability) and emotions (peace/status).

SILENT ROOTS
No.1 - MOSS & AMBER

4. Process

I built the brand from scratch based on the "self-actualization" step of Maslow's hierarchy. I positioned the product not just as a fragrance, but as a "return to roots" ritual away from the chaos of city life. From naming to bottle design, I wove the themes of "return to nature" and "minimalism" into every detail.

5. Methods, Tools & Techniques

• **Neuromarketing Strategies:** Visual compositions evoking "trust" and "purification" (moss, wood, dim light).
• **Sensory Branding:** Material selection triggering the sense of touch with matte glass and oak wood caps.
• **Color Psychology:** Managing perceptions of trust and craftsmanship with the "Pebble Creek" palette inspired by Byzantine and natural tones (Dark Forest Green, Raw Wood).

6. Outcome

A living brand identity embodied by the "No.1 - Moss & Amber" product and the motto "Return to Nature, Return to Essence." A "Guilt-Free Luxury" model that eliminates the "Eco-guilt" associated with luxury consumption through sustainable/refillable bottle design.

7. Key Takeaways

I learned how to appeal to the consumer's subconscious desire for "identity construction" rather than just physical product features. I experienced that luxury is no longer about "having," but about "being."

RENK PALETİ

#173325

#8E3114

#B2A04F

#190603

Reklamın renk paleti, Koyu Orman Yeşili, Ham Ahşap Kahverengisi ve Mat Bej tonlarından oluşur. Bu renkler, "Sessiz Lüks" ve çevre bilinci felsefesini yansıtır. Yeşil, huzur ve güven verirken; ahşap kahverengisi, zanaat ve premium kalite algısını güçlendirir. Mat ve sade tonlar ise hedef kitlenin minimalist estetik beklentisini karşılayarak görsel dili

PROJECT 2: STRATEGY BREAKING TABOOS
CSR & Communication Campaign: BEIJE – HPV Awareness
1. Project Title
"Remind Me": Breaking the Silence of Information in Women's Health

2. Hook
When a health issue is considered "shameful," silence can be deadly. I aimed to break the information pollution and social taboos regarding HPV and cervical cancer in Turkey with a sincere and scientific communication language.

3. Project Goal
In line with Beije's vision of a "holistic approach to women's health," the goal was to correct misinformation about the HPV vaccine and encourage women to undergo preventive health checks despite economic and cultural barriers.

4. Process

I addressed the problem in three dimensions: Lack of information, cultural taboos, and economic concerns. I prepared a multi-layered communication plan that included not only women but also university students and parents. I adopted an empowering language rather than fear-based: "Don't Procrastinate. Remember. Check."
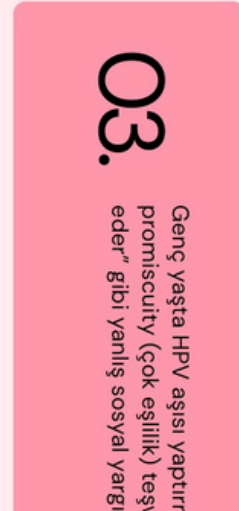
5. Methods, Tools & Techniques

• **Digital Product Design:** "Beije Care" mobile app design with vaccination schedule tracking, anonymous Q&A, and personalized health assistant.

• **Field Activation:** "Remind Me" health truck and information points at universities.

• **Guerrilla Marketing:** "Remind Cards" integrated into pad boxes for health reminders at the most private moments.

• **Stakeholder Management:** Collaboration strategy with trusted institutions like TJOD and Mor Çatı.

6. Outcome

A comprehensive CSR project transforming a brand that sells hygiene products into a "health advocate" accompanying women's life cycles. A measurable and sustainable awareness model compliant with ISO standards (9001, 27001).

7. Key Takeaways

I saw how sensitive and taboo subjects can be transformed into a social dialogue with the right tone and empathy. I experienced the life-saving power of communication.

It's Bloody Normal

03.
Genç yaşta HPV aşısı yaptırmı
promiscuity (çok eşlilik) teşv
eder" gibi yanlış sosyal yargı

02.
Kadınların doktora gitmekte
çekinmesi, aile baskısı veya
partner tepkisi nedeniyle aşı
yaptırmayı ertelemesi.

Yepyeni bir regl deneyimi.

PROJECT 3: DIGITAL REPUTATION WARS

Data Analysis & Social Media Monitoring: Hande Erçel Case Study

1. Project Title

Two Platforms, One Name: Polarization of Digital Perception

2. Hook

The same celebrity, two different digital universes. Is it possible to be declared a "Queen" on one side and labeled "Talentless" on the other? The data says "Yes."

3. Project Goal

To comparatively analyze the behavioral patterns, language use, and sentiment of Instagram and Ekşi Sözlük users through the example of famous actress Hande Erçel.

4. Process

I collected over 100 pieces of content through manual data scraping over two weeks. By classifying this content as positive, negative, and neutral, I mapped platform-based user psychology.

STUDIO SHODWE

SENTIMENT CLASSIFICATION

After collecting the posts and comments, we grouped them based on the emotions they reflect. Each post was categorized as positive, negative, or neutral. This helped us better understand how people feel about Hande Erçel on different platforms. We also included example comments for each category to show the types of messages users shared.

5. Methods, Tools & Techniques

• **Sentiment Analysis:** Determining the tone and emotional color of content.

• **Platform Comparison:** Analyzing the visual/global focus of Instagram versus the text/local/critical structure of Ekşi Sözlük.

• **Data Visualization:** Revealing the perception gap with concrete graphics.

6. Outcome

A striking contrast: While Instagram was dominated by 70% positive, emoji-heavy comments, especially from international fans; Ekşi Sözlük revealed 60% harsh, local criticism targeting acting skills and personality.

7. Key Takeaways

I proved with data that "public opinion" is not a single voice and how platforms manipulate or shape perception. I grasped the vital importance of "venue" (platform) selection in crisis and reputation management.

ANALYSIS AND INTERPREATION

What are the dominant sentiments and why?

While the overall sentiment is negative, there is a strong contrast between platforms. Instagram featuresmostly positive feedback, whereas Ekşi Sözlük is dominated by negative sentiment. Most of thepositive comments on Instagram come frominternational users. These audiences, particularlyfrom regions like the Middle East, South Asia, andSouth America, focus on Hande Erçel's beauty, elegance, and global visibility. They frequently useexpressions such as "You are so beautiful," "Queen," and "My inspiration."

On the other hand, Ekşi Sözlük users, mostly Turkishand more culturally critical, tend to evaluate her moreharshly. Their criticisms revolve around being "tooartificial," "weak acting," and "just a pretty face." This contrast reflects the platform's distinct user baseand communication style.
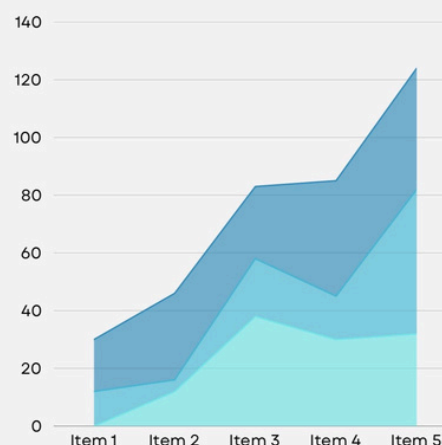
PROJECT 4: A FASHION GIANT'S SUSTAINABILITY EXAM

Corporate Communication Analysis: H&M Group

1. Project Title

Fast Fashion, Slow Responsibility: H&M's Reputation Paradox

2. Hook

How does one of the world's largest fast fashion giants deal with "Greenwashing" accusations? The answer lies in transforming financial transparency into an aggressive sustainability story.

3. Project Goal

To analyze H&M Group's complex corporate communication strategy, stakeholder relations, and crisis management reflexes, specifically regarding sustainability.

4. Process

I scrutinized the company's annual reports, sustainability data, and communication during crises (such as the racist ad scandal). I examined how H&M combines in-store and digital experiences with its "Omni-Channel" strategy.

Kriz İletişimi ve Riskler

H&M, geçmişte ırkçı reklamlar ve telif hakları gibi konularda krizler yaşamıştır. Bu krizler, şirketin açıklama yapmak yerine özür dileyerek geçiştirme eğiliminde olduğunu göstermiştir.

5. Methods, Tools & Techniques

• **Integrated Reporting Analysis:** Examining how financial success is blended with environmental goals (100% recycled materials by 2030).

• **Crisis Communication Assessment:** Questioning the effectiveness of the "Speak Up" mechanism and the "apology instead of explanation" strategy during crises.

6. Outcome

I concluded that while H&M responds to criticism with "concrete data" through projects like the "Garment Collection Initiative" (collecting 172,000 tons of waste), the reputational risk persists due to the nature of the fast fashion business model.

7. Key Takeaways

I gained the competency to analyze how a global brand establishes (or attempts to establish) the delicate balance between commercial goals and ethical responsibilities.

A customer-focused global fashion and design group

Founded in 1947, H&M Group's heritage as a creative company has a rich legacy of liberating fashion for the many. We are committed to inspire our customers to express themselves, offering affordable products and great experiences in a sustainable way.

Product at the core
Fashion is at the centre of everything we do and our competitive strengths lie in our inhouse design with strong brand recognition and global reach. We ensure that customers can engage with our brands when, where and how they choose through our omni model. This approach gives our customers a seamless shopping experience across both physical stores and digital platforms, strengthening the overall brand experience.

Fashion for all
We believe fashion should be accessible to everyone. There should be no compromise between exceptional design, affordable prices and sustainable solutions. Each brand within H&M Group contributes to a fashion industry that celebrates individuality and drives positive change.

Sustainability at the core
Sustainability is integrated into our business plan.

Powered by our people
H&M Group's team of around 140,000 colleagues with more than 180 nationalities bring a rich mix of cultures and perspectives. Guided by our values we create a passionate and creative company culture where everyone can grow and contribute to our goals. Our value-based culture supports diverse teams and an inclusive environment that brings out the best in people. Our inclusive culture supports the creativity in making relevant customer offerings and contribute to more inclusive products and marketing.

The future of fashion
H&M Group is advancing growth through strong brands, digital expansion and enhanced customer experiences. Our long-term growth will be based on our core business, where we invest in decarbonisation of our supply chain. Alongside, new initiatives and partnerships are being developed to bring a more sustainable lifestyle to more people, and contribute to a circular economy for fashion.

Global reach and local impact
H&M Group and its franchise partners are represented in 79 markets, where the largest brand H&M has stores in 78 markets and online in 60 markets, making us one of the world's leading fashion retailers. Our global reach, combined with local presence, enables us to create tailored experiences that reflect local trends effectively.

North & South America 759 stores

Europe 2,449 stores

Asia, Oceania & Africa 1,045 stores

~4,250

H&M
H&M HOME
H&M BEAUTY
H&M MOVE
COS
WEEKDAY
CHEAP MONDAY
MONKI
& OTHER STORIES
ARKET
SINGULAR SOCIETY
SELL BY

PROJECT 5: REIMAGINING HISTORY
Creative Branding & Storytelling: Stagora (1453)
1. Project Title
Stagora: What If There Was a Fintech Startup in 1453 Istanbul?
### 2. Hook
If a time machine were invented and I had to found a finance startup in Mehmed the Conqueror's Istanbul, what would my brand be? A thought experiment pushing the boundaries of historical reality and modern marketing.
### 3. Project Goal
To design a reliable financial structure to protect the wealth of the public and merchants during the chaotic transition period of 1453 Istanbul (from Byzantine to Ottoman) and market it with the communication tools of the era.
4. Process
I analyzed the socio-cultural structure of the period. I created "Stagora" by combining the words "Stater" (Ancient currency) and "Agora" (Marketplace). I determined the slogan to be the antidote to the uncertainty: "A reliable bridge between you and wealth."
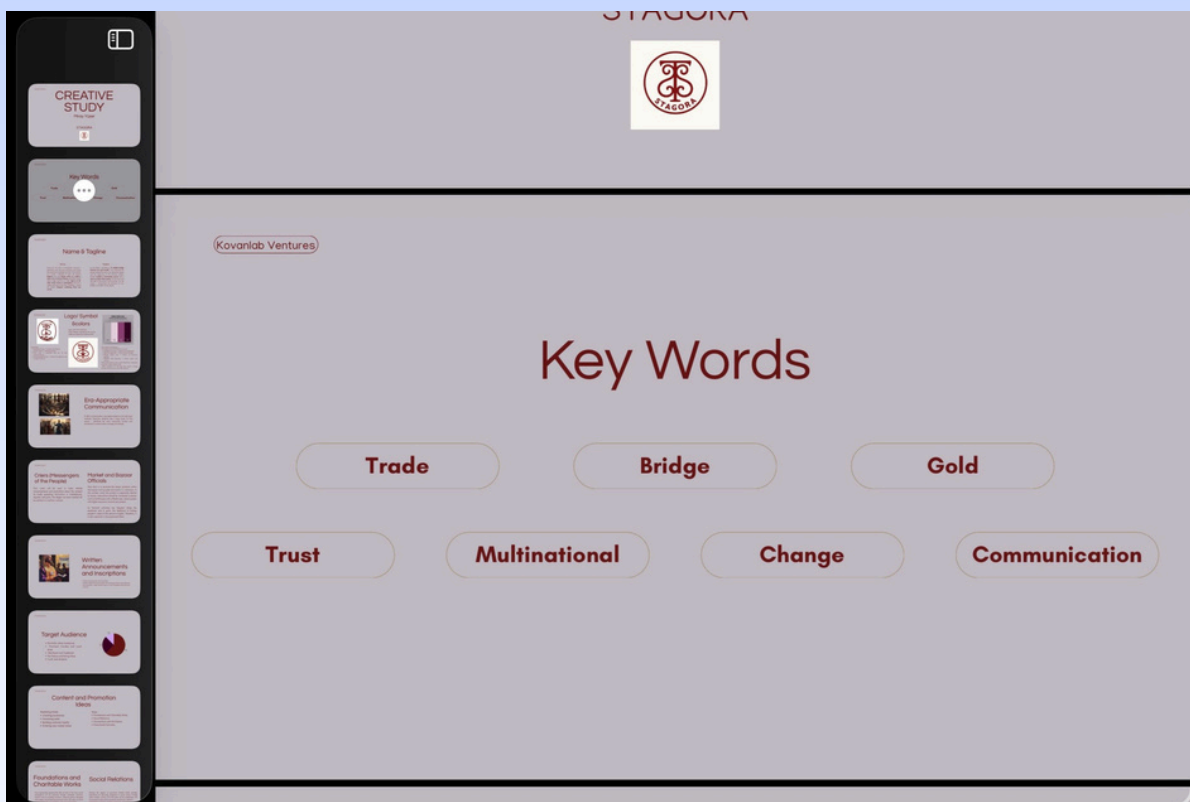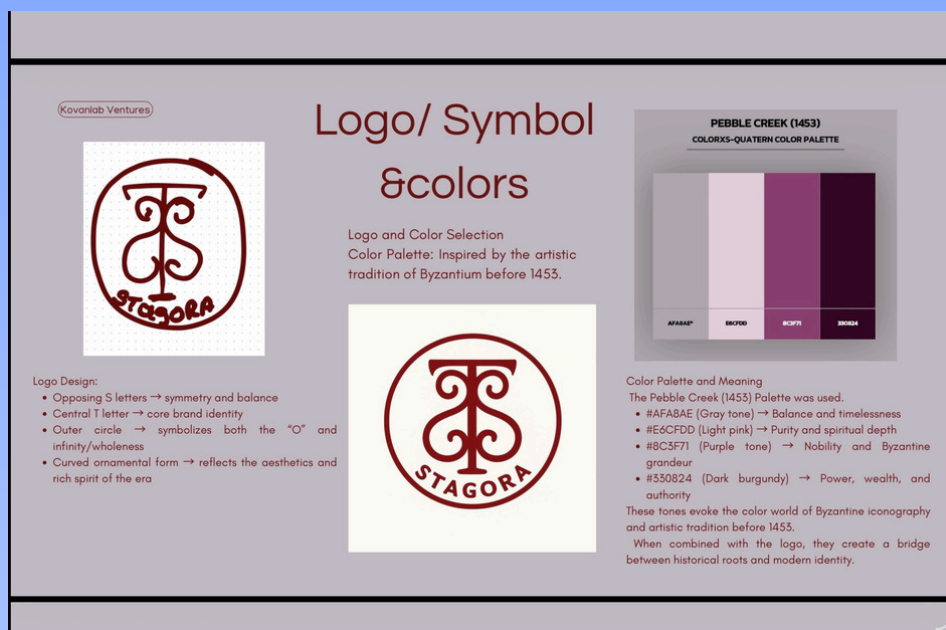
5. Methods, Tools & Techniques

• **Period Media Planning:** Using "Town Criers," hamams, and coffeehouses for Word of Mouth Marketing (WOMM) instead of social media.

• **Historical Color Palette:** Referring to Byzantine iconography and nobility with the "Pebble Creek 1453" palette (purple and burgundy tones).

• **Trust Building:** Since sponsorship didn't exist, the strategy was to gain trust through "Waqf" (foundation) works and building fountains.

6. Outcome

A "period brand" concept that brings historical roots together with a modern brand identity, creating not just a logo but a living story.

7. Key Takeaways

I saw that creativity can redesign not only the future but also the past. I proved that a powerful brand story can be told even with limited communication channels (no internet, no TV).
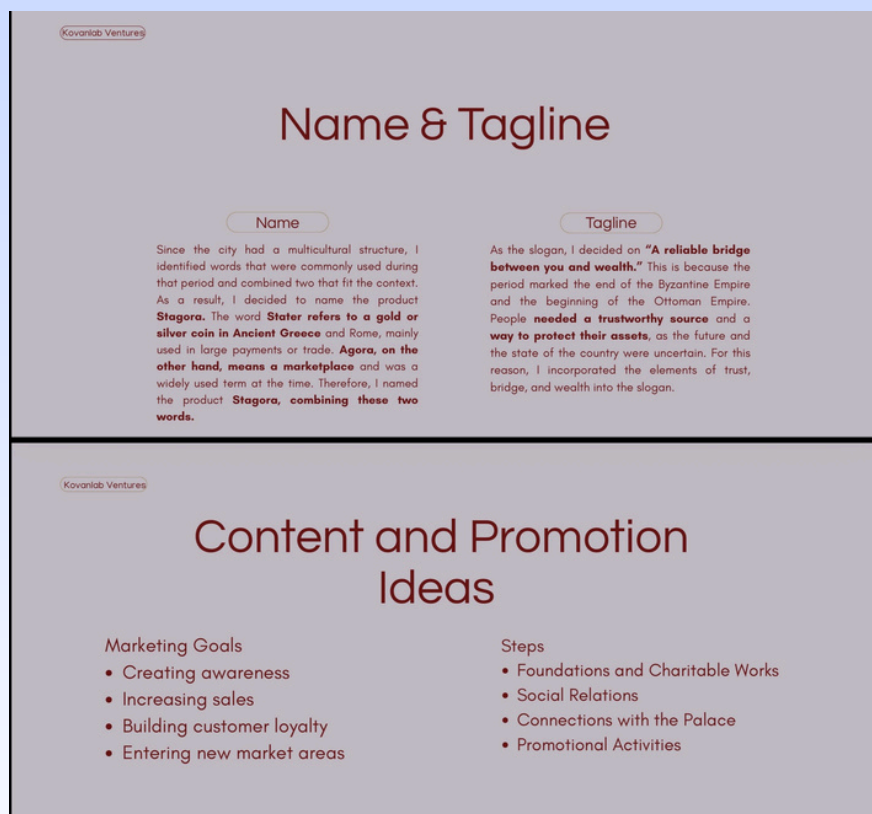
AMERİKAN İÇ SAVAŞI VE KÖLELİĞİN KALDIRILMASI

Miray yüzer

Amerikan İç Savaş:

PROJECT 6: MEDIA AND MEMORY
Media Analysis: The American Civil War and Collective Memory

1. Project Title

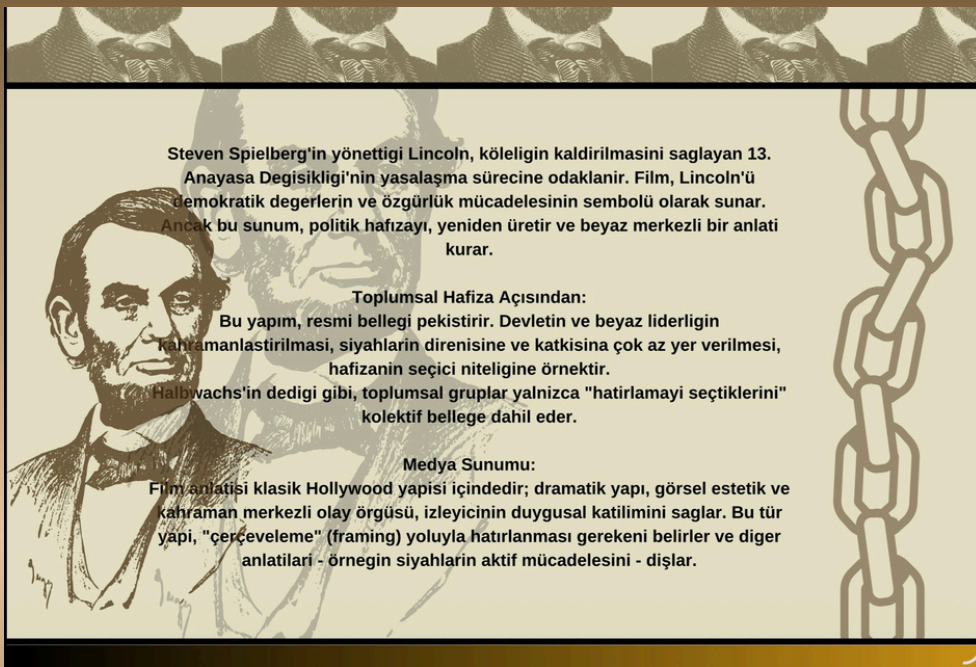Remembering and Forgetting: How Media Rewrites History

2. Hook

History books tell of wars, but what about movies? While watching Abraham Lincoln as a hero, what are we prevented from seeing?

3. Project Goal

To analyze how the American Civil War and the abolition of slavery are "framed" and how collective memory is constructed through media products like the film Lincoln and the documentary Slavery by Another Name.

4. Process

I compared the official historical narrative (Spielberg's Lincoln) with the suppressed alternative memory (slave songs, documentaries). I examined media not just as a reflector but as a "memory builder" through a theoretical infrastructure.

Steven Spielberg'in yönettigi Lincoln, köleligin kaldirilmasini saglayan 13. Anayasa Degisikligi'nin yasalaşma sürecine odaklanir. Film, Lincoln'ü demokratik degerlerin ve özgürlük mücadelesinin sembolü olarak sunar. Ancak bu sunum, politik hafızayı, yeniden üretir ve beyaz merkezli bir anlati kurar.

Toplumsal Hafiza Açısından:
Bu yapım, resmi bellegi pekistirir. Devletin ve beyaz liderligin kahramanlastirilmasi, siyahlarin direnisine ve katkisina çok az yer verilmesi, hafizanin seçici niteligine örnektir. Halbwachs'in dedigi gibi, toplumsal gruplar yalnizca "hatirlamayi seçtiklerini" kolektif bellege dahil eder.

Medya Sunumu:
Film anlatişi klasik Hollywood yapisi içindedir; dramatik yapı, görsel estetik ve kahraman merkezli olay örgüsü, izleyicinin duygusal katilimini saglar. Bu tür yapi, "çerçeveleme" (framing) yoluyla hatirlanması gerekeni belirler ve diger anlatilari - örnegin siyahlarin aktif mücadelesini - dişlar.
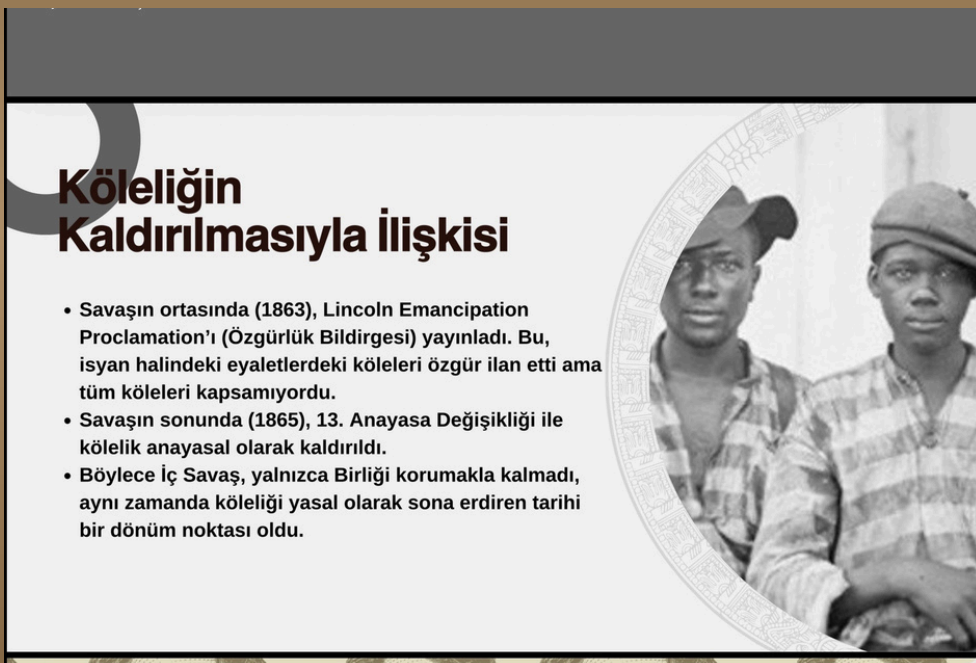
5. Methods, Tools & Techniques

• **Cultural Memory Theory:** Reading media texts through the memory theories of Halbwachs and Assmann.

• **Content Analysis:** Decoding the symbolic meanings of film scenes and spiritual songs like "Go Down, Moses."

6. Outcome

An academic critique showing how media, while constructing a white-centric heroism narrative, sidelines or "reconstructs" black resistance and suffering.

7. Key Takeaways

As a media professional, I deeply understood that every content we produce leaves a mark on social memory and the ethical responsibility that comes with it.

Köleliğin Kaldırılmasıyla İlişkisi

• Savaşın ortasında (1863), Lincoln Emancipation Proclamation'ı (Özgürlük Bildirgesi) yayınladı. Bu, isyan halindeki eyaletlerdeki köleleri özgür ilan etti ama tüm köleleri kapsamıyordu.
• Savaşın sonunda (1865), 13. Anayasa Değişikliği ile kölelik anayasal olarak kaldırıldı.
• Böylece İç Savaş, yalnızca Birliği korumakla kalmadı, aynı zamanda köleliği yasal olarak sona erdiren tarihi bir dönüm noktası oldu.