

DATE: June 20th, 323 BC

TO: Ptolemy I, Satrap of Egypt

FROM: Anu Jagga-Narang, PR Consultant

SUBJECT: Announcing new ruler of Egypt and start of Ptolemaic dynasty

Executive Summary

This memo outlines a communications plan that embarks Ptolemy I's reign as a ruler of Egypt after the untimely death of Alexander the Great. This matter requires immediate attention in order to prevent retaliation from the public and reduce the risk of invasion from the enemies of the state; hence this plan must be completely executed within the next three months.

Situation Analysis

The sudden demise of Alexander the Great, after battling illness for several days, has left Egypt without any heir and leader. Although, Alexander passed without a successor, he left his kingdom to "the best man" ^[1]. Ptolemy I is considered a reputable member of Alexander's inner circle of advisors ^[2].

Ptolemy intercepted the cortege carrying Alexander's mummified body from Babylon to Vergina ^[3] and has brought the body to Memphis, Egypt to fulfill the prophecy of Aristander, that the country in which body will be buried will be most prosperous in the world ^[3]. Additionally, as customs dictated, by burying Alexander's body Ptolemy could assert his right to the throne ^[4]. This event has tarnished Ptolemy's reputation that must be restored so he could bring peace and order in the country.

Goal

The goal of this communication plan is to present Ptolemy as an excellent leader and legitimate successor to Alexander the great who will make Egypt flourish.

Objectives

The following objectives underline the goal:

1. Rebuild and boost Ptolemy's reputation
2. Build public trust in the new administration
3. Encourage soldiers to protect the borders of Egypt.

Target Audience

This plan will focus on all constituencies of the realm – The Gods, priests, farmers, soldiers, workers and women.

Key Messages

This plan will emphasize the following important messages to the target audience ^[2]:

1. Ptolemy is a competent leader and deserving successor to Alexander the Great.
2. He will rebuild the temples at Luxor and throughout Egypt, and will keep the people safe by repairing and restoring the walls destroyed by the Persians.
3. He will maintain law, order and stability by civil service and respecting Egyptian priesthood

Strategies

The following strategies, once employed, will prove powerful in accomplishing the goals set forth:

1. Create compelling messages that will be shared with all the various publics
2. Forge bonds with influential members of the community to build relationships and discuss growth plans.

Tactics

The following tactics will be used to conclude these strategies:

1. Write key messages in hieratic on large papyrus and post them in the marketplace, town-square and temples on a daily basis.
2. Create “core values” pamphlets on small papyrus and distribute door to door on a weekly basis
3. Arrange meeting between Ptolemy and key members of the society – head priests, governors of the army, head of the farmer association etc. to appoint counselors, build relationships and discuss growth plans on a fortnightly basis.

Budget

The total cost of creation of messages on papyrus and labor will be 5,000 attic talents (silver coins).

Measurement

The public sentiment and influence of the messages will be measured by monitoring the colloquy among men at the market places, among women doing laundry by the river, and “house of beers” ^[5].

Conclusion

This plan is created with the sole purpose of establishing Ptolemy’s reputation in Egypt as that of a ruler. If you have any questions related to this plan, please send a messenger to my workshop located at the corner of town-square facing the Nile.

References

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