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The Power of Clarity



The Changing Trend of PR Globally – An Agency Perspective

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Why a survey?

- Raise awareness of the IPRN
- Explore global trends
- Point of reference
- Opportunity for members to promote their own agency
- Provide opportunity for an Internship
- McOnie contribution to the IPRN



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Survey topic

- PR and communication is changing
- How and Why?
- IPRN has the global answer



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Internship

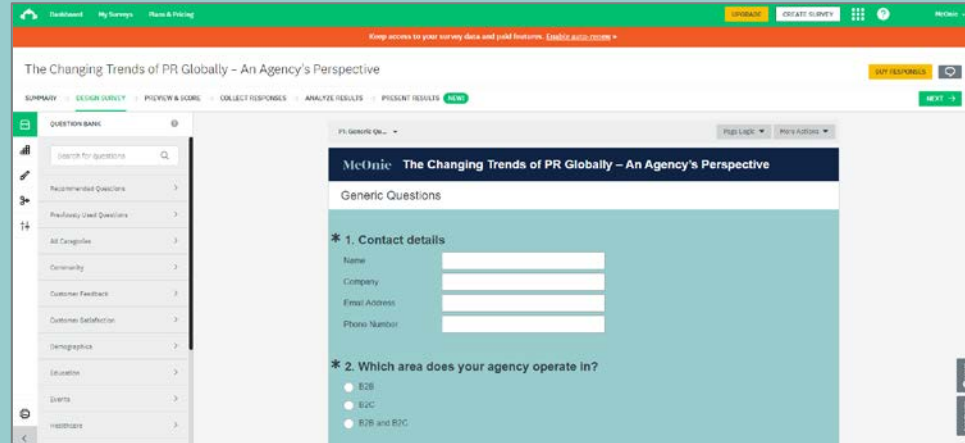
- We needed resource – BIG job!
- Antonie was looking for experience and an opportunity to improve her English
- Collaboration with other members
- Perfect timing!



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How we developed the survey

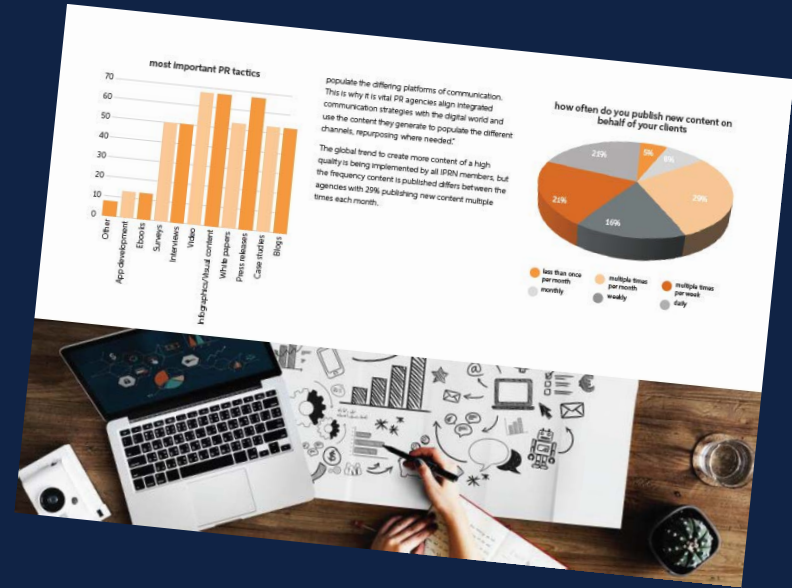
- Developed questions
- ‘Survey Monkey’
- Requested members to complete
 - 44 responses in total
 - We needed a truly global perspective so McOnie sourced:
 - Non-IPRN member agencies in countries where no response was received:
 - France, China
 - Non-IPRN member agency in country that wasn’t represented:
 - Australia



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Results analysis

- From the responses, patterns and topics emerged:
 - The changing landscape of PR
 - Digital
 - Media
 - Measurement
- Including topics we weren't expecting:
 - AI
 - Dark social



Survey design

- McOnie designed the survey
 - A version for the IPRN
 - Opportunity for each agency to personalise if they wished for agency promotion
 - A personalised version for McOnie



PR tactics

With the changing landscape of communication the IPRN wanted to check whether the tactics used to deliver communication have changed and which are considered the most important now.

84% of the IPRN agencies surveyed use infographics, visual content and video as the most important PR tactics. The increasing use of video content is demonstrated by the fact that 87% of the IPRN members are using video content in their PR Strategy. This strategy includes almost all types of video content from brand films to product promotion videos.

Although the use of video content can be seen as an international trend, some technologies are more popular in some countries more than others.

However, surprisingly the press release still appears to be important too, despite a general view that the 'press release is dead'. Clear stories, write papers and blogs continue to be highly used and where meaningful and valuable content is essential. The increase in digital communication coupled with the amount and speed of news available today is totally reliant on content. 'PR agencies are acknowledged as the content generators' said Sarah McOnie, McOnie, UK. 'We have to own this expert skill and use the content we generate to

Content will be king but it will be disposable and there will be a greater need to personalise messaging.

Peter Hootnick, Euron News, UK
(percentage on basis of the number of responses received)

Distribution and results

- Mailout to clients and stakeholders
- Social media campaign
 - LinkedIn
 - Facebook
 - Twitter
- Press release
- Blog



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Lessons learnt and next steps

- Great representation and positioning for IPRN
- Opportunities for promotion
- BIG job!

BUT

- Did it provide the right opportunities?
- Annual IPRN survey?
- Who should do it?
- How should it be done?



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