

REPORT ON PRCAI STATE OF THE INDUSTRY (SOI) 2018

Executive Summary

September 2018

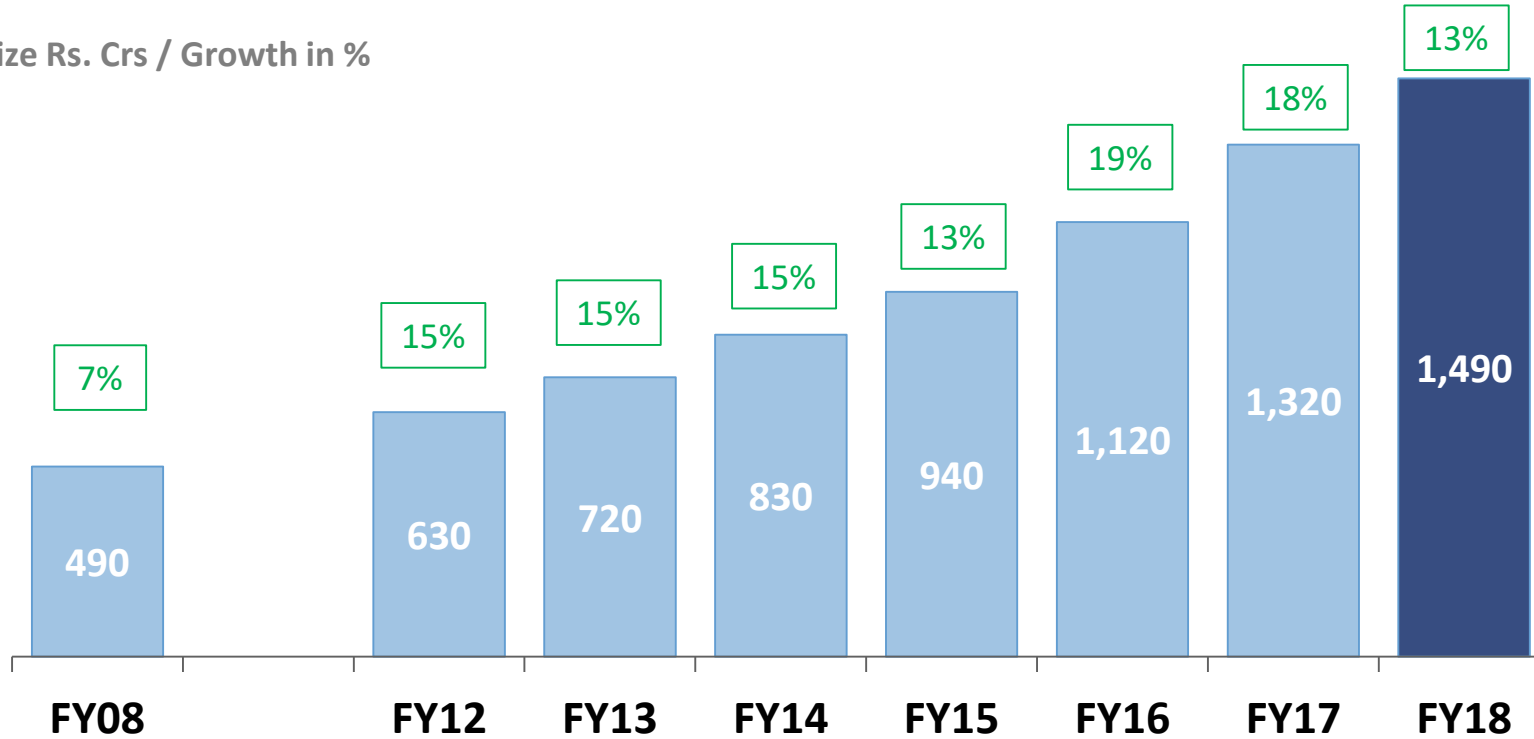
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PR Industry estimated to be Rs.1490 Cr. in FY 18 with y-o-y growth rate of 13%

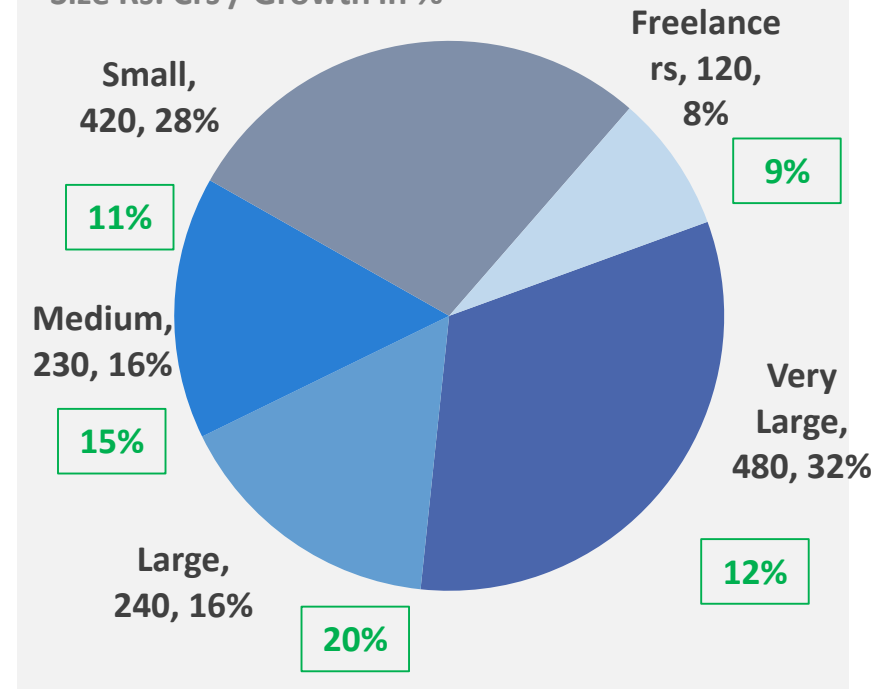
Public Relations Industry Size

Size Rs. Crs / Growth in %



Revenue Share by Company Category

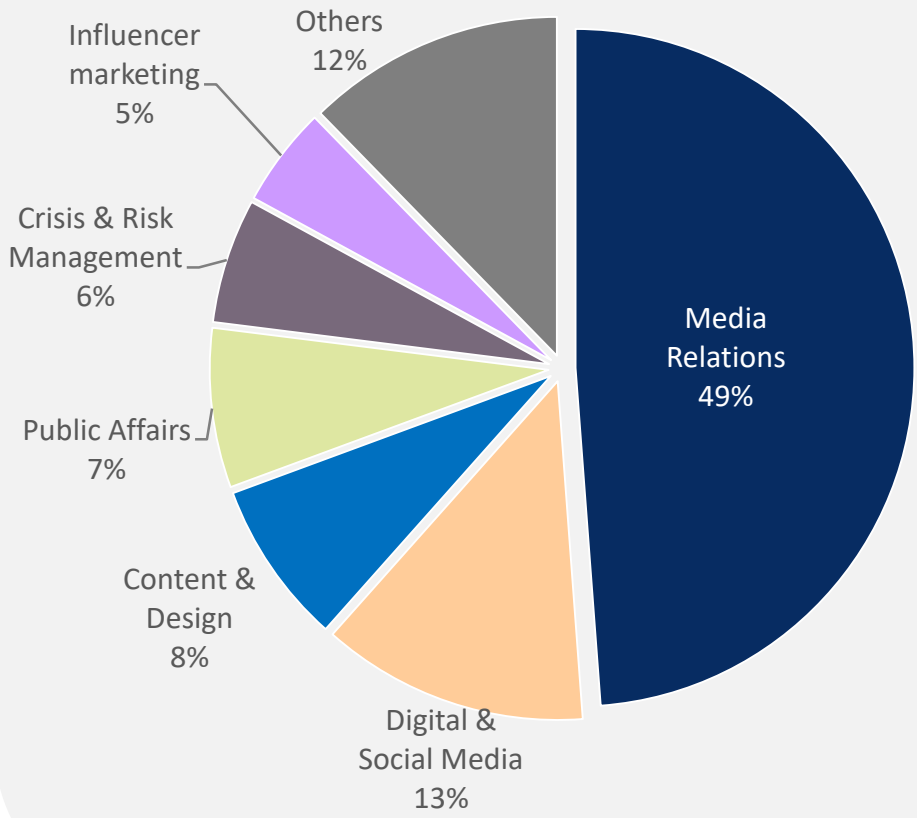
Size Rs. Crs / Growth in %



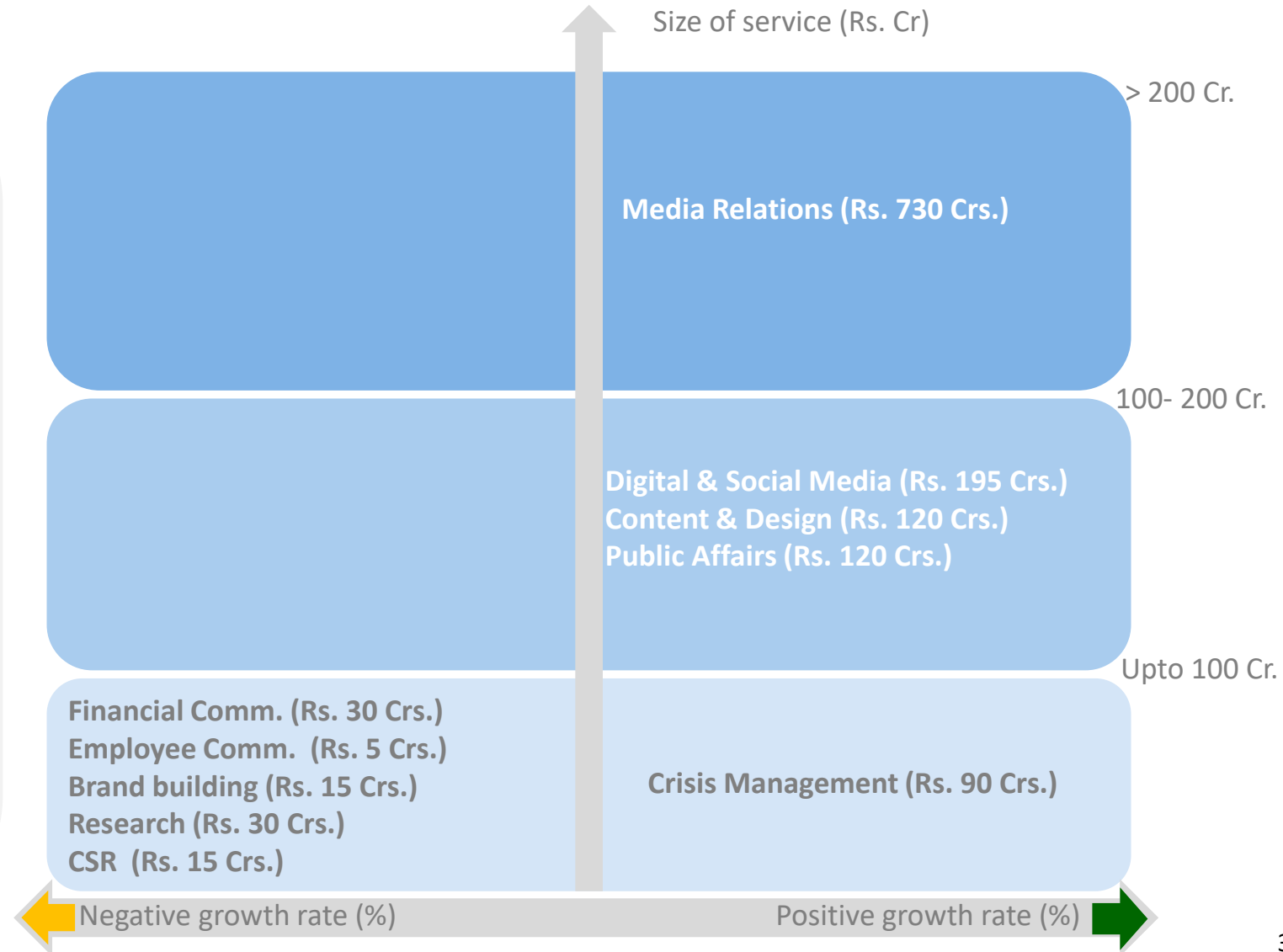
Growth(%)

Media relations, Digital, Content and Public Affairs are the key services contributing to 78% of PR industry revenue

Revenue Share by Services Category in FY 18

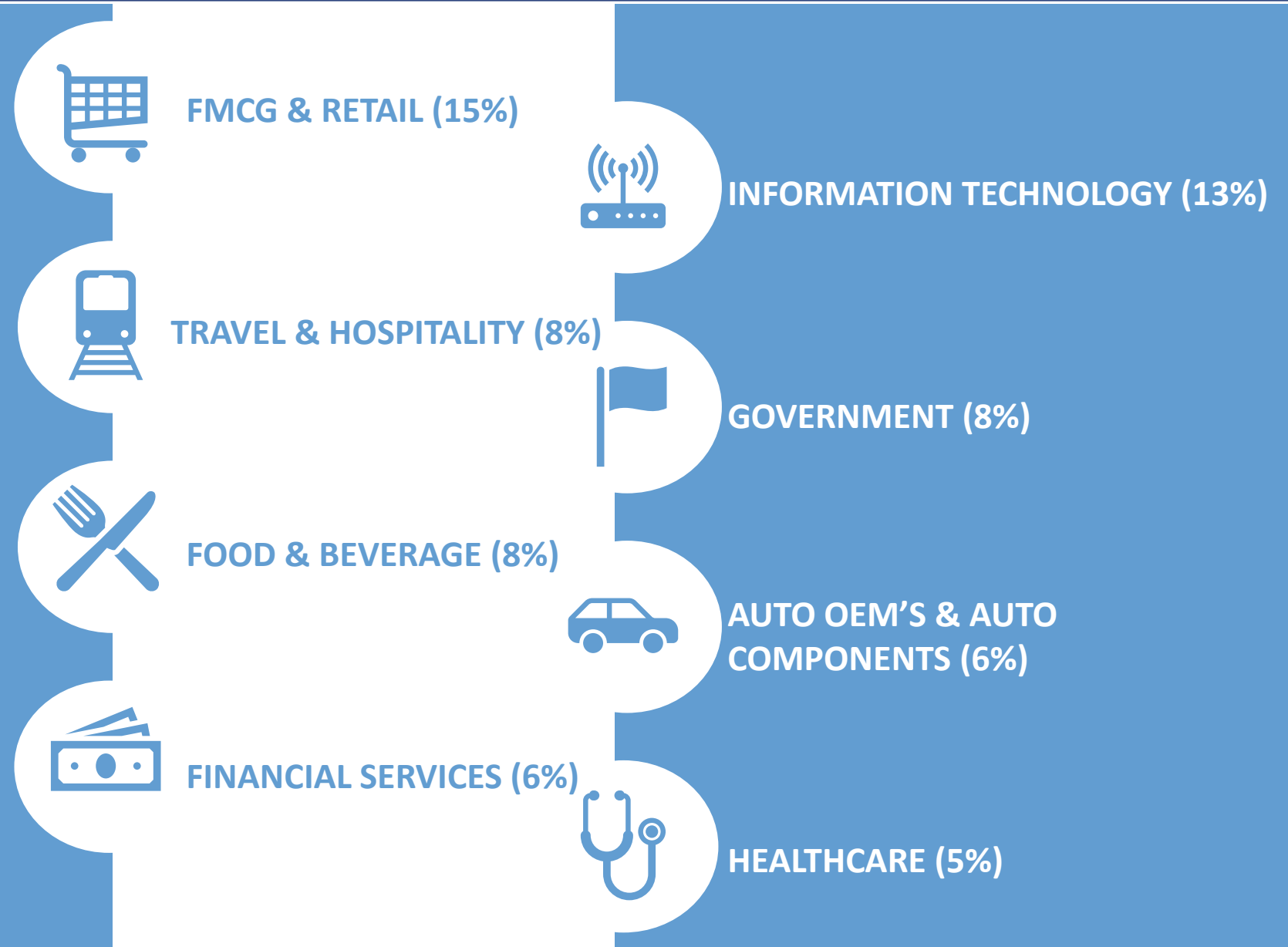


N = 28




FMCG, IT, Travel and Government are the top ranking segments with 44% contribution to overall revenue


Top 8 segments contribute (69%) by Revenue in FY 18

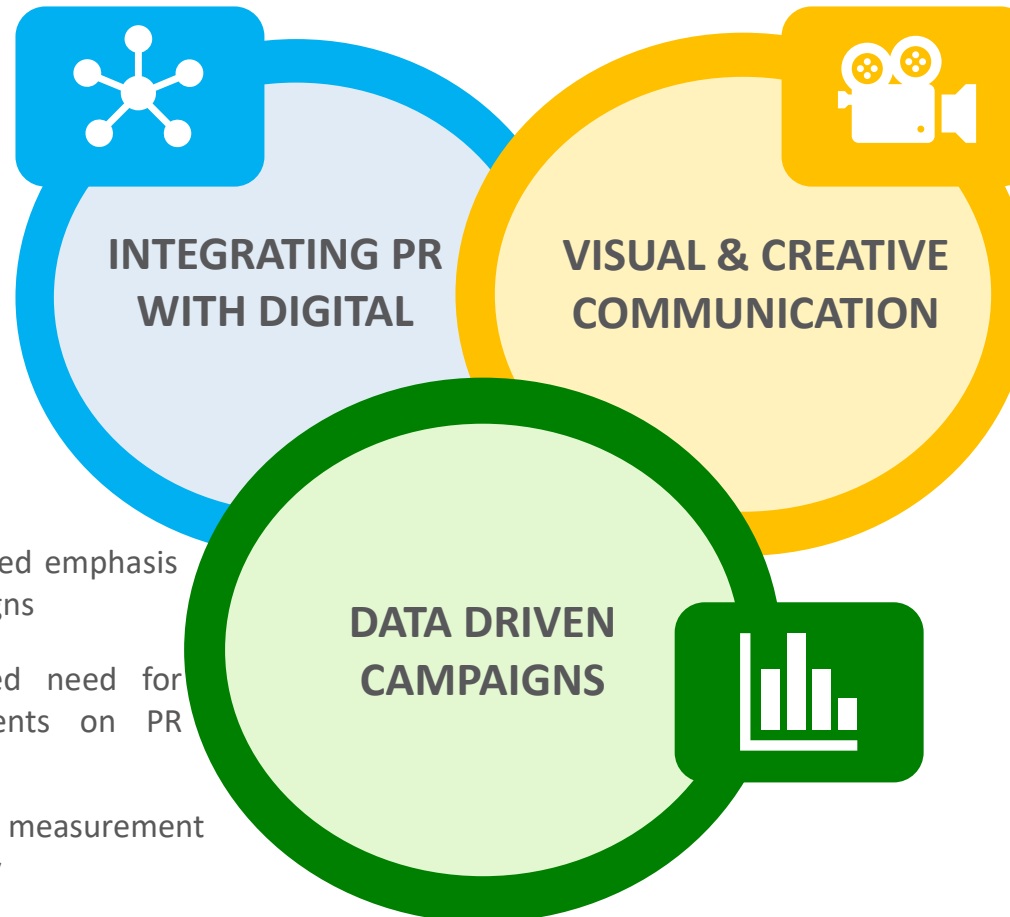


Key trends – Common voice from PR ecosystem




 **88%** agree with the upcoming trend of Integrating Digital with PR


 **79%** indicate the increased need for Online reputation management




 **73%** agree with the increased emphasis on graphics and videos

 **82%** indicate the increased emphasis on visual communication

 **46%** agree with the increased emphasis on data driven campaigns

 **68%** indicate the increased need for providing measurements on PR efforts

 **8/10** Companies undertake measurement of PR efforts currently

Is PR industry ready to embrace these trends?



PR Firms

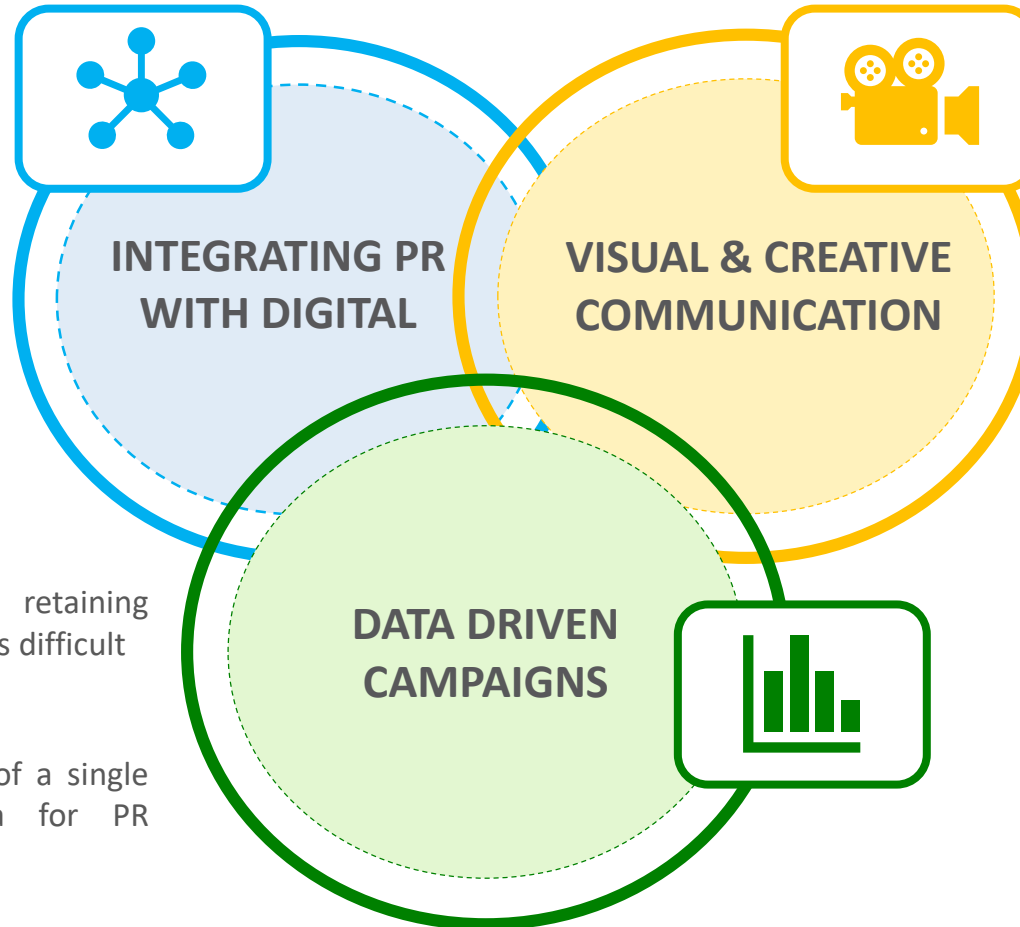


In-House Communicators

56% Highlight the limited availability of talent in digital segment

47% Lack of experience to integrate digital with PR

"The focus would be on developing a team that is savvy to handle digital, visual and Social Media"



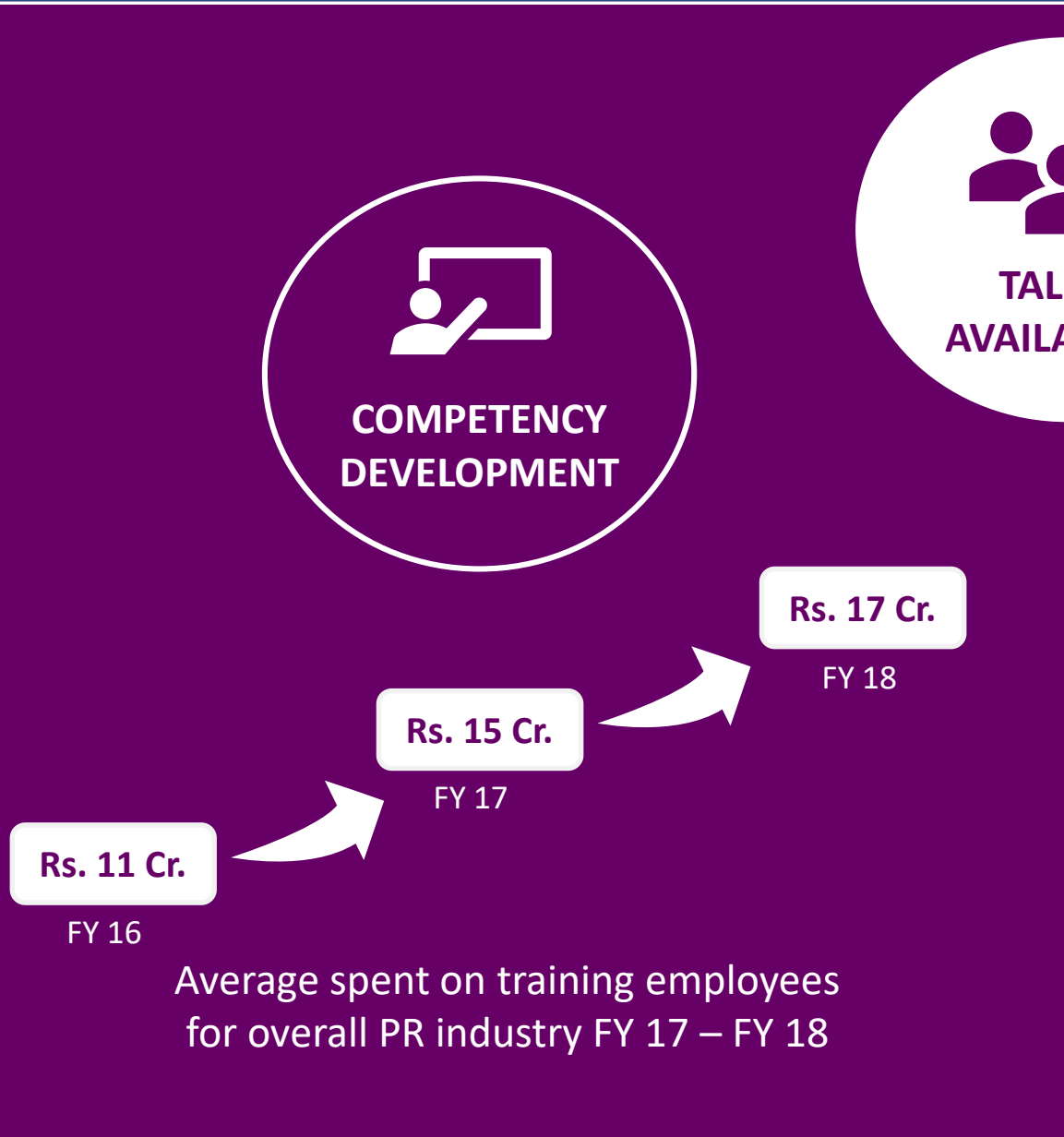
35% Mention limited availability of finding creative talent

66% Indicate the lack of story telling skills in the industry

43% Mention finding and retaining data analytical talent as difficult

79% Indicate the absence of a single measurement criteria for PR efforts

Is training the comprehensive solution to address concerns on lack of right talent?



Average spent on training employees for overall PR industry FY 17 – FY 18



- Increased spent on training y-o-y is addressing only one part of the concern area
- Need to address the missing link – Attract Digital, Visual and Creative and Data analytics talent

Roadmap to address talent concerns

1

BUILDING AWARENESS



Awareness seminars in undergraduate colleges

2

PROMOTE PR AS CAREER



Internship opportunities

3

EDUCATE ON INDUSTRY



Industry and business knowledge sharing to help candidates connect the service with context

4

COMPETENCY DEVELOPMENT



Train on how to integrate the varied skills to PR as per the context/requirement



Guided approach to include PR in curriculum



Better representation of PR as a practice



Position PR as a career for different skillset – Analytics, Digital, Legal

ENABLER TO ATTRACT RIGHT TALENT

UPGRADE SKILLS TO FIT INTO BUSINESS CONTEXT

Areas with disconnect between PR firms and In-house communicators

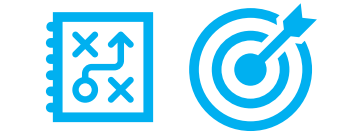


BUSINESS UNDERSTANDING

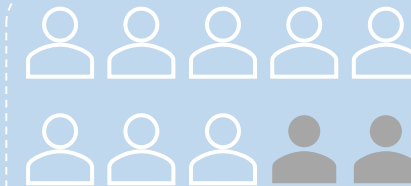


46%

Clients require insignificant news to appear on top publications



STRATEGIC INPUTS



8/10 call out the need for higher engagement with top management



CREATIVE STORIES

46%

Convincing clients to take up bold campaigns is a challenge at times



1 in 2 call out the need for business and industry knowledge

55%

Limited interaction & exchange of ideas between PR and companies

52%

Lack of effort in creating meaningful relationships with all stakeholders

66%

Lack of story telling skills at entry levels

What PR Firms are seeking to bridge the gap

Forums to interact with clients and listen to top management – crucial for business understanding



*“The association seems to be in the right direction - **bringing clients + agencies on platforms where the gaps are bridged.** Knowledge around the same needs to be produced by agency/account heads for client CEOs/managers (in written, video or other forms) and distributed frequently (through newsletters etc.)”*

*“Create a unique annual IP that that **generates debates at the CXO level**”*

*“Association should look at **engaging with all three-stake holders at various levels** to bring right respect and understanding among these stakeholders.”*

Movement of services between PR firms and In-house in FY17- FY18



Services undertaken by In-house in FY18 previously handled by PR firms

Services undertaken by PR Firms in FY18 previously handled In-House

With new services added to the portfolio every year, new expectations set forth by In-house communicators

Emerging expectations



ARTIFICIAL INTELLIGENCE

Bring in AI to enhance Content Marketing -Targeting, Personalisation and Cross Interaction



ROADMAP

PR strategy to go beyond media coverage, need for a roadmap showcasing comprehensive solutions with milestones



CRISIS MANAGEMENT

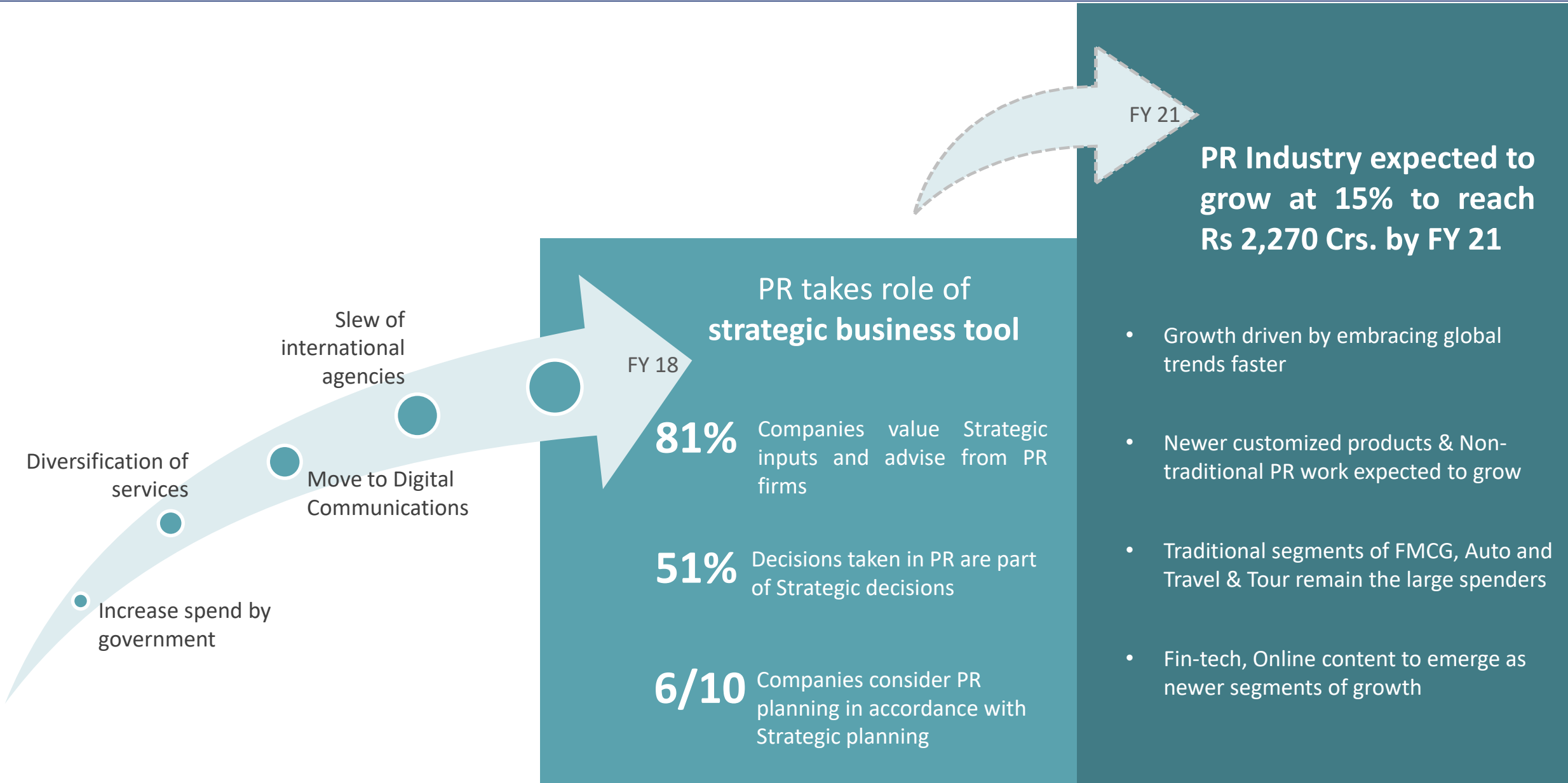
With increase in number of information channels, essential to have a focussed approach for crisis management



INFORMAL CHANNELS

Regional and language media gaining relevance in the market with increase in credibility of informal channels like whatsapp

Aspects that triggered growth in the industry



THANK YOU

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