



ICCO 'State of the Market' Pulse Check™'

Results - April 2015 and November 2015

What did we do?

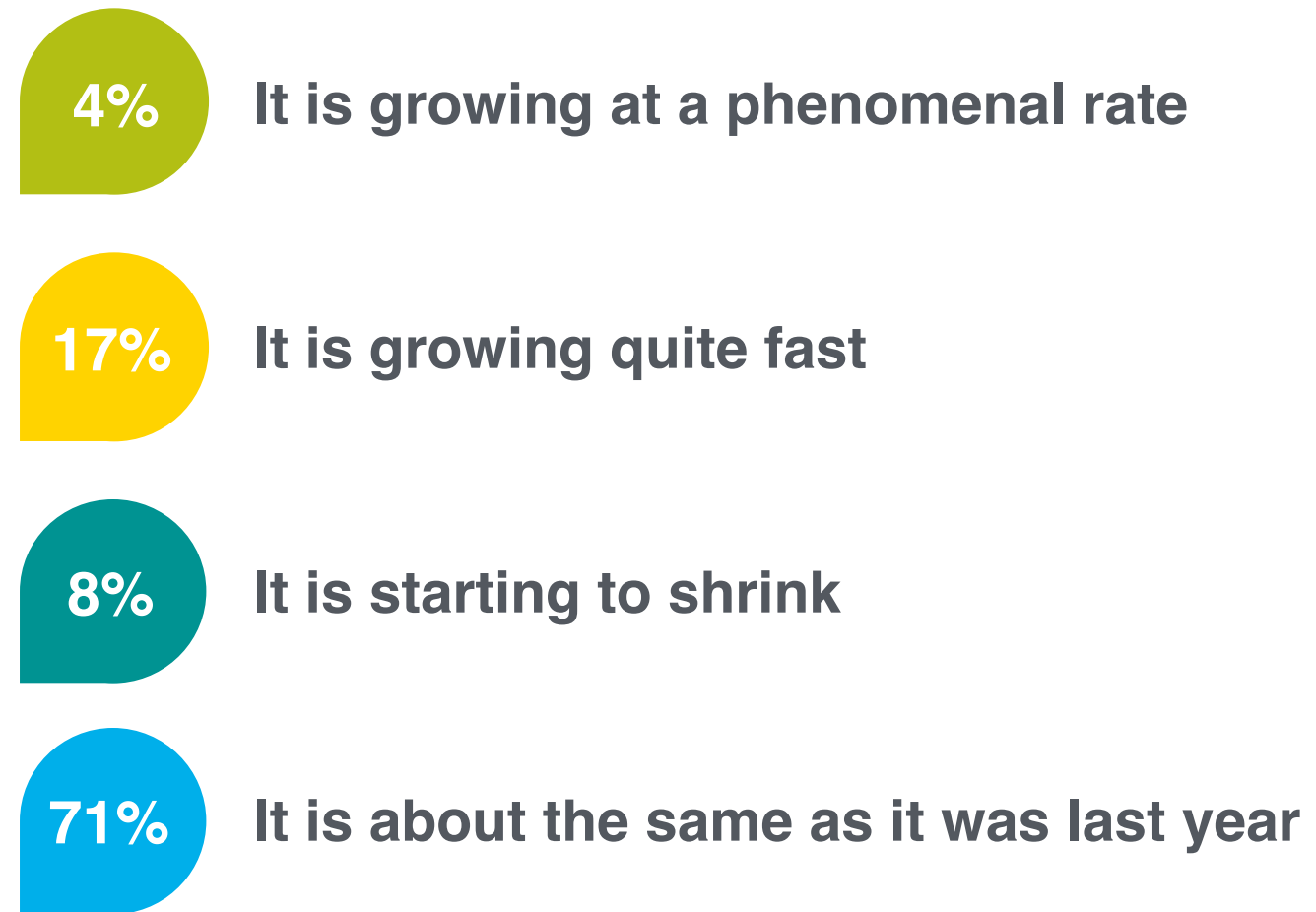
Methodology:

- ‘State of the Market’ Pulse Check™ carried out in two waves in April 2015 and November 2015
- Pulsed ICCO Board in April 2015 and then extended it to ICCO Summit attendees as well as ICCO Board in November 2015
- Pulse Check™ consists of six questions focussing on market growth, training & skills, and challenges/opportunities facing the PR Consultancy sector

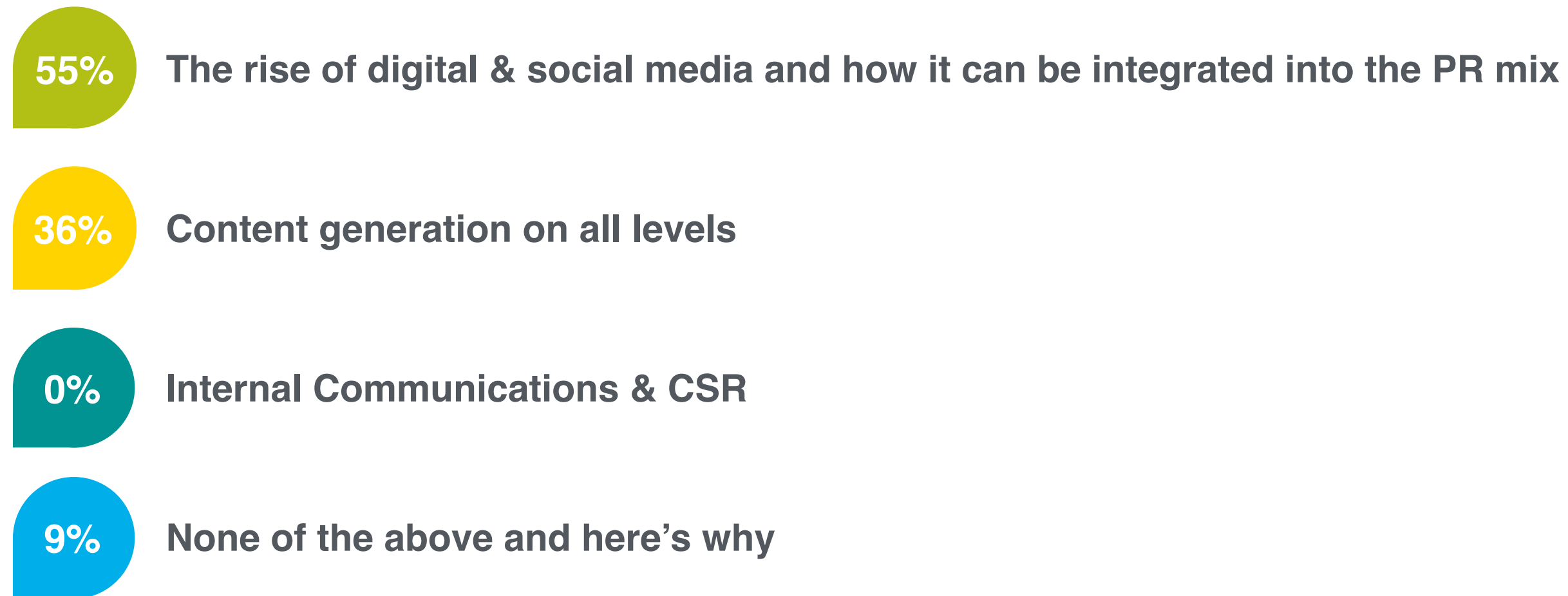
April 2015 results

Overall response rate: 74%

Q1. Is your market growing, shrinking or staying the same?



Q2. What are the key drivers for growth in your market?



Q3. Are you actively training your members in developing their skills for the future?

59%

Yes we are - talent retention is key for our member's business longevity

27%

We are beginning to

0%

We would like to but there is no demand for this

14%

None of the above and here's why

Q4. Do your members have the right levels of PR expertise?

55%

Most of them do but a few need more training

36%

About half of them do

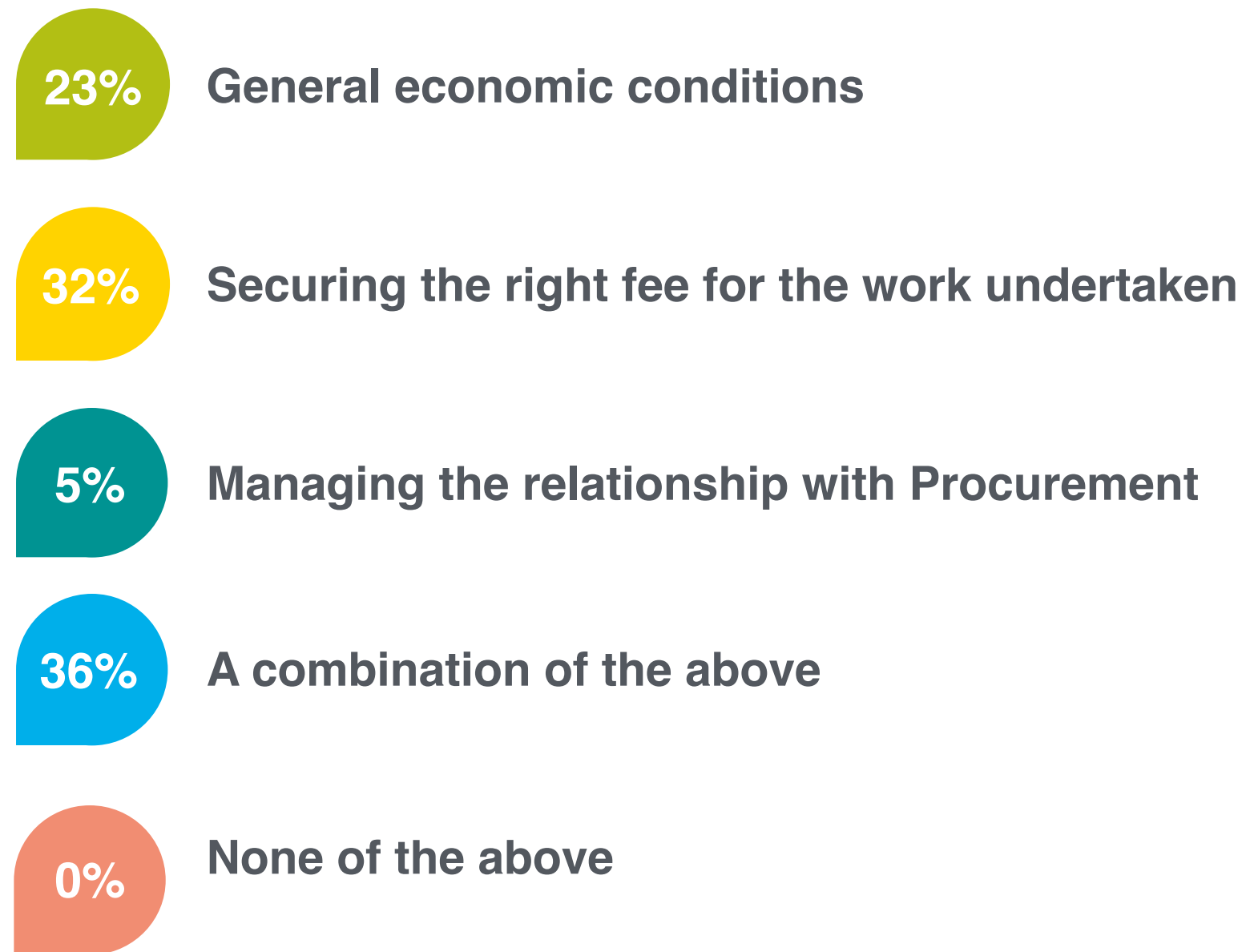
0%

Very few of them do and we're looking to help them improve their skills

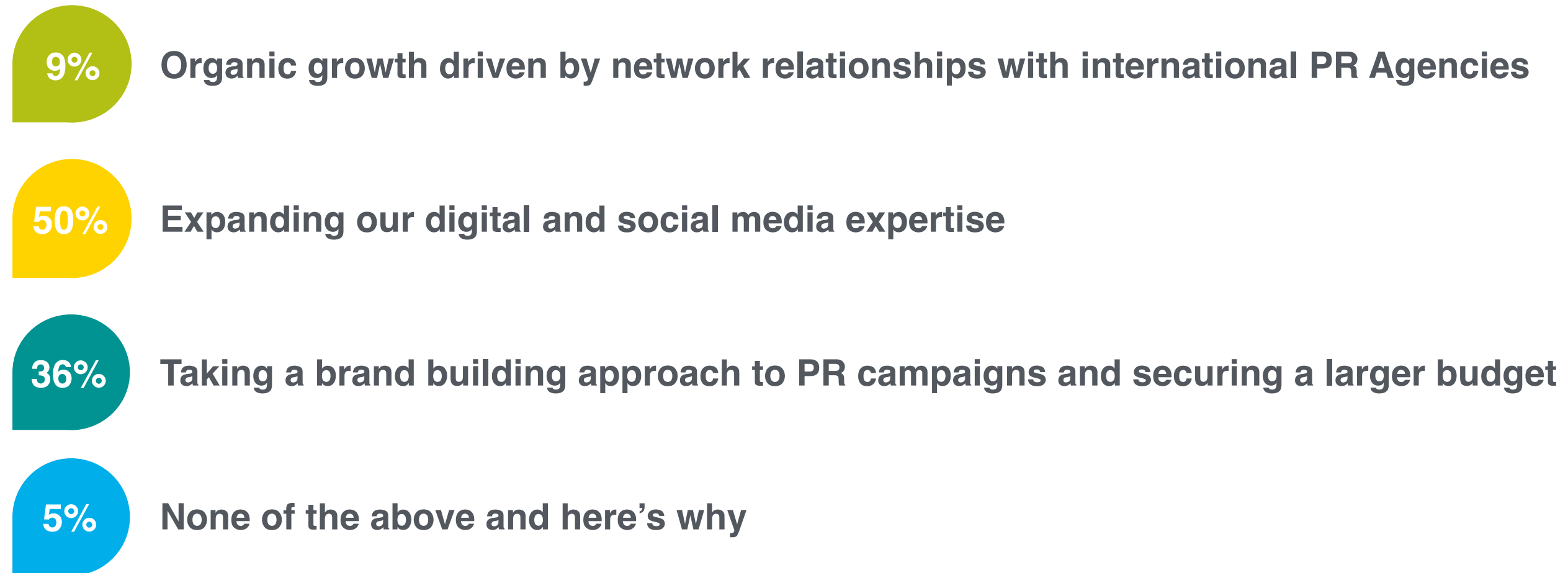
9%

None of the above and here's why

Q5. What are the biggest challenges facing your members today?



Q6. What is the biggest opportunity in your market right now?



What ICCO Board members said

On market growth: *“The blending of content marketing and new influencer channels is driving larger and more diverse engagement opportunities for consultancies”*

On the impact of digital & social media: *“Adapting to the world’s technological advancements and transforming the industry into integrated communications solutions especially digital communications will be the driving force for growth.”*

On training: *“IDA has implemented a ‘University Certificated Advanced Course’ open to communication professionals”*

On PR expertise levels: *“It is difficult to find well trained and experienced people. Invariably we have to recruit people from other disciplines, and then train them. This fact also makes talent retention difficult because the good hands are invariably soon poached.”*

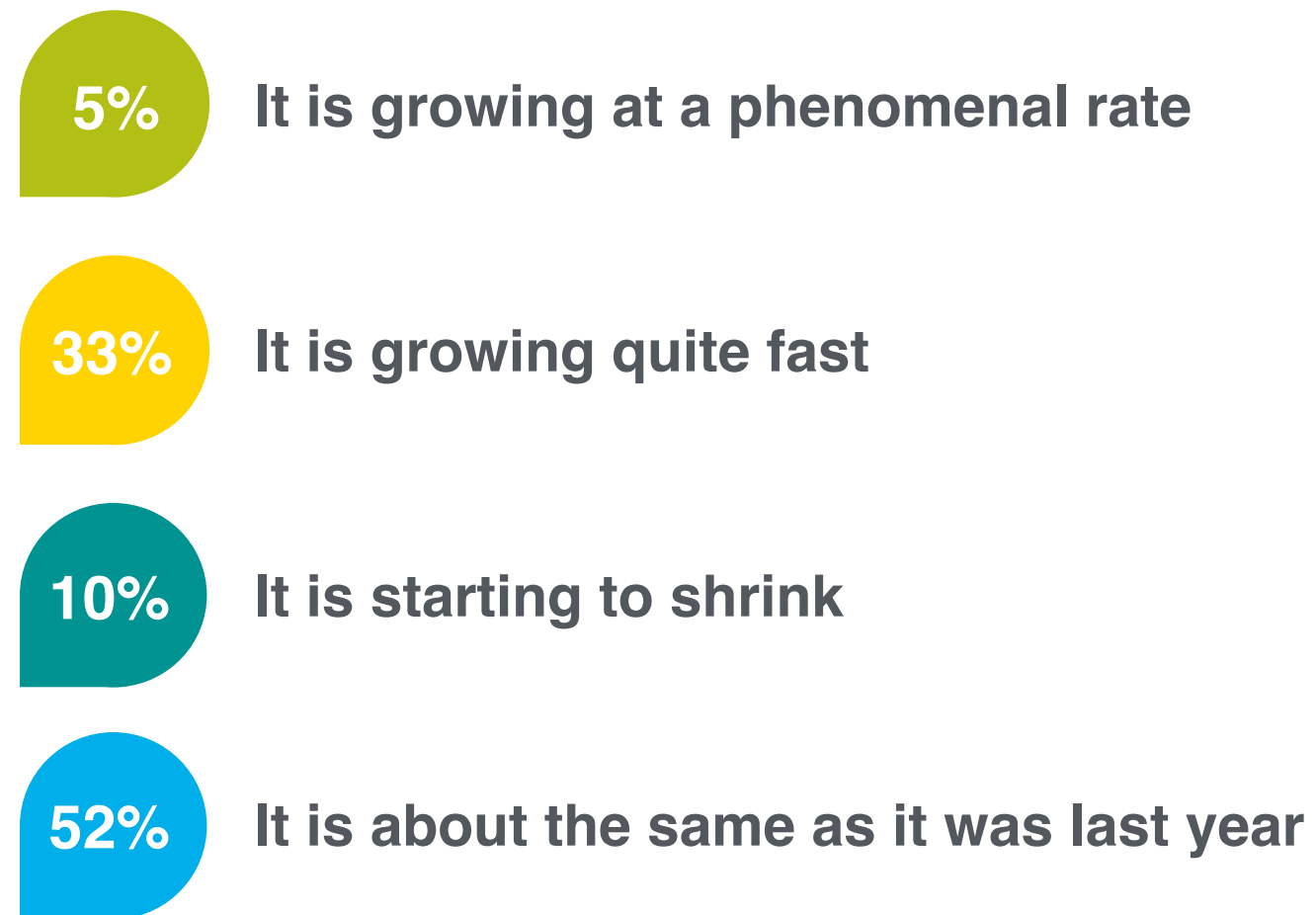
On the biggest challenge: *“The intelligent and well-educated senior staff recruitment, the necessary investment for digital and new technologies, clients unwilling to commit sufficient funds, fair fee allocation and inability to effectively measure the impact of PR”*

On biggest opportunity: *“It easily falls into what we’re good at already - it’s just storytelling and community building but using new technologies to create influence”*

November 2015 results

Overall response rate: 9%

Q1. Is your market growing, shrinking or staying the same?



Q2. What are the key drivers for growth in your market?

53%

The rise of digital & social media and how it can be integrated into the PR mix

42%

Content generation on all levels

5%

Internal Communications & CSR

0%

None of the above and here's why

Q3. Are you actively training your members in developing their skills for the future?

58%

Yes we are - talent retention is key for our member's business longevity

37%

We are beginning to

0%

We would like to but there is no demand for this

5%

None of the above and here's why

Q4. Do your members have the right levels of PR expertise?

58%

Most of them do but a few need more training

21%

About half of them do

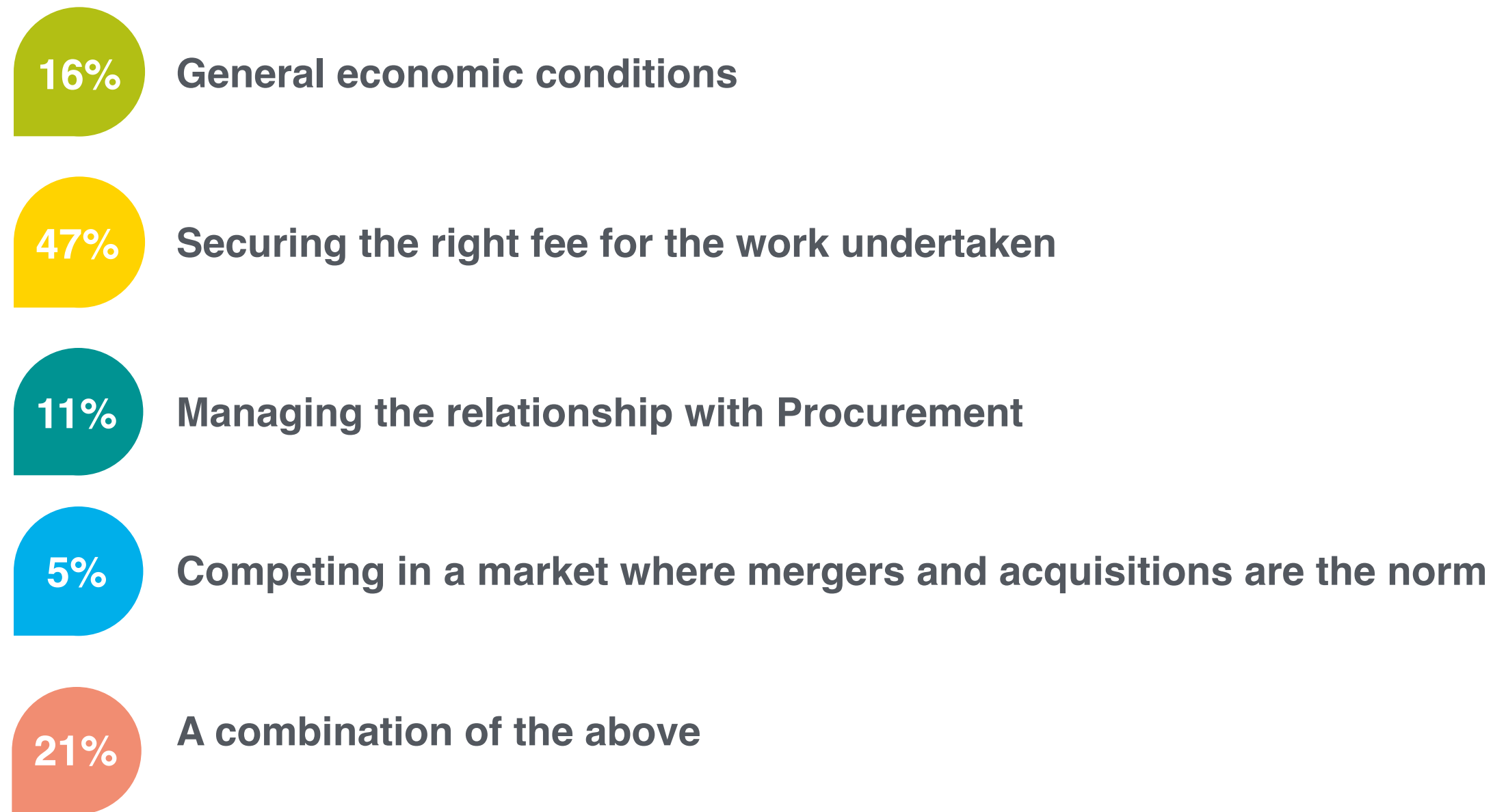
11%

Very few of them do and we're looking to help them improve their skills

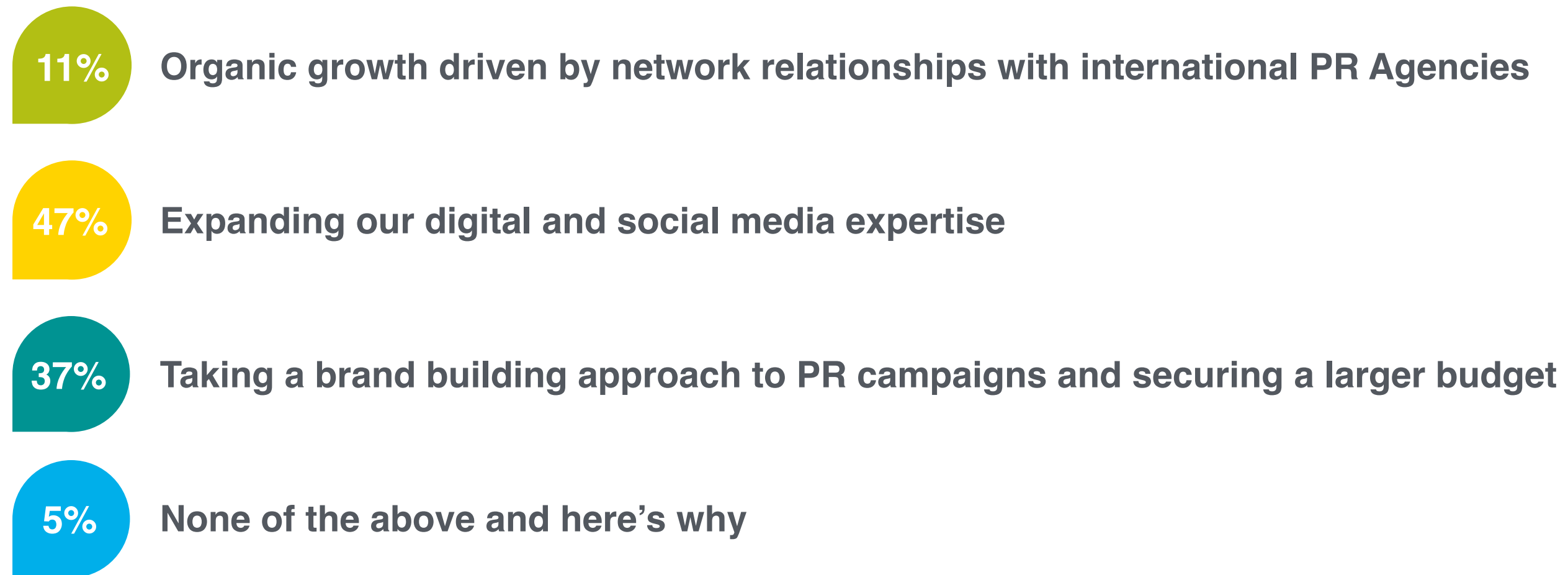
11%

None of the above and here's why

Q5. What are the biggest challenges facing your members today?



Q6. What is the biggest opportunity in your market right now?



What ICCO Board members/ICCO Summit Attendees said

On market growth: *“New opportunities such as liberalisation of certain sectors. Growth of economy, intense competition, new digital channels as well as more enlightened customers”*

On the impact of digital & social media: *“The integration between traditional media and digital environment is the key point”*

On training: *“The PRCA runs two mentoring schemes for future leaders. Alongside this, staff retention is rated as the biggest problem facing a business right now. It is especially evident at AM level.”*

On PR expertise levels: *“Most develop according to the needs of their markets”*

On the biggest challenge: *“Intense competition, unsophisticated buyers and general lack of understanding of the services Different clients have different problems therefore difficult to narrow down to one problem for all.”*

On biggest opportunity: *“We are part of an international group and this represents a good opportunity to grow”*

Key Insights

- Market growth is increasing - **up by 17 percentage points**
- Digital and social media along with content generation continue to be growth drivers
- More investment in training staff - **up by 9 percentage points**
- Starting to see a decrease in levels of PR expertise - **down by 12 percentage points**
- Securing the right fee for work undertaken the biggest challenge - **up by 15 percentage points**
- Opportunities more or less the same with the rise of digital and social media and organic growth driving by international network relationships

Thank you



020 7859 4522

@qandr

www.questionandretain.co.uk