



WORLD COM ANNOUNCES LATEST PR MEASUREMENT TRENDS IN EMEA

- **Focus on qualitative over quantitative measures shows content is king**
 - **Demonstrating business value on the rise**
 - **Rewards linked to business outcomes**
 - **Clients still ask for AVEs**

December 2, 2013 – [WORLD COM Public Relations Group](#) (Worldcom) announced today the results of its EMEA-wide study into PR measurement trends. The results show that there is an increasing emphasis on qualitative and business measurement. 95% of respondents assess their output qualitatively versus just 73% who use quantitative techniques. While 95% evaluate the tone of coverage and content more than two thirds (68%) also measure the connection between PR output and business targets.

The survey also uncovered that more than a quarter (27%) of Worldcom Partners have success fees (in addition to retainers) linked to the outputs and outcomes of individual campaigns. In contrast to the growing importance of commercial measurement, almost two thirds of clients (61%) still ask for PR output to be assessed using Advertising Value Equivalents (AVEs).

Patrik Schober, chairman elect of Worldcom EMEA, said: “We are delighted that PR measurement is moving beyond just counting clippings and brand or product mentions to focus more on business impact. In today’s always-on online and social world, it’s vital that content and conversations are assessed qualitatively to ensure that PR campaigns are helping to achieve desired client outcomes.

“Content is definitely king when it comes to triggering action from stakeholders and PR professionals are ideally placed to create the right content.

“I am surprised by the number of clients who still ask for coverage to be measured in terms of AVEs. I think it is time to move to more important outcomes such as products sold or information shared”, continued Schober.

The survey was completed by Worldcom Partners right across the EMEA Region from Paris to Dubai and Moscow to Cape Town. Respondents represent over 500 clients – from global giants to local start-ups - across several industries, including: IT, financial services, healthcare, tourism as well as NGOs, local and central government.



About the Worldcom Public Relations Group

Worldcom Public Relations Group is the world's leading partnership of independently owned public relations firms, with 140 offices employing 1,900 staff in 111 markets across six continents. In total, Worldcom partners reported combined revenue of US\$343 million last year from 3,286 clients, with some 80 Worldcom partner firms sharing business referrals across 90 clients. Established in 1988, the group was formed so that the strongest, most capable independent firms could deliver immediate impact and sustained value through the intelligent use of communications – wherever in the world a client needs support. Partners serve national, international and multinational clients, while retaining the flexibility and client-service focus inherent in independent agencies. Through Worldcom, clients have on-demand access to in-depth communications expertise from professionals who understand the language, culture and customs of the geographic areas in which they operate.

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