



Indian PR Annual Survey

2022-23





The Indian PR Annual Survey reports the key economic and business trends within the Indian PR Business.

The Survey Answers

Key Questions

Pertinent to the Immediate Future of the Indian PR Business

1

State of the PR Business

Revenue & Growth Forecast, Growth Drivers

2

PR Services

Demand & Outlook for Services

3

Talent

Availability, Priority & Skills Mapping

4

Trends

Opportunities & Challenges ahead

May – June, 2022

Leaders of PR Consultancies & In-house Teams

56 Indian Leaders



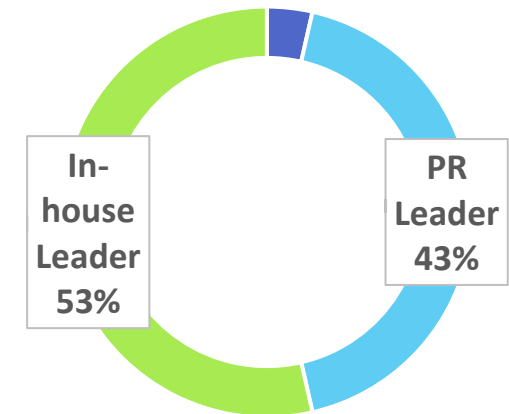
IPRAS 2022 Findings



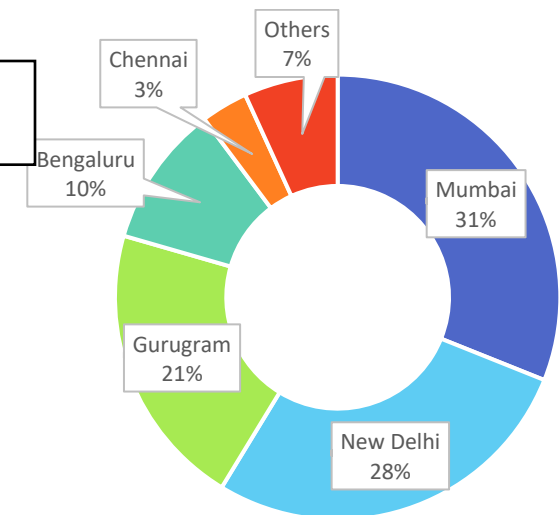
Profile of the respondents

- The Sample comprised Leaders of Indian PR consultancies and In-house Communications teams who were invited to respond to a survey
- A total of 56 Leaders responded, 22 (40%) of whom were PR Leaders, 32 (57%) heads of corporate communications, and remaining were independent consultants
- 89.6% of the Respondents were from Mumbai, NCR and Bengaluru.

Background



Location





Part I: State of PR Business



Growth Forecast of Indian PR Business

• Growth Forecast

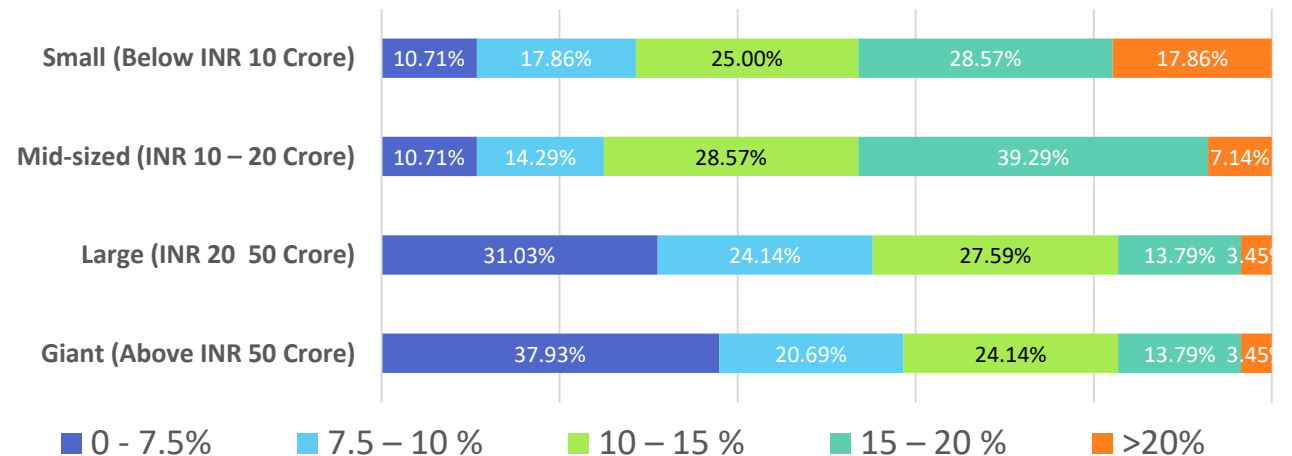
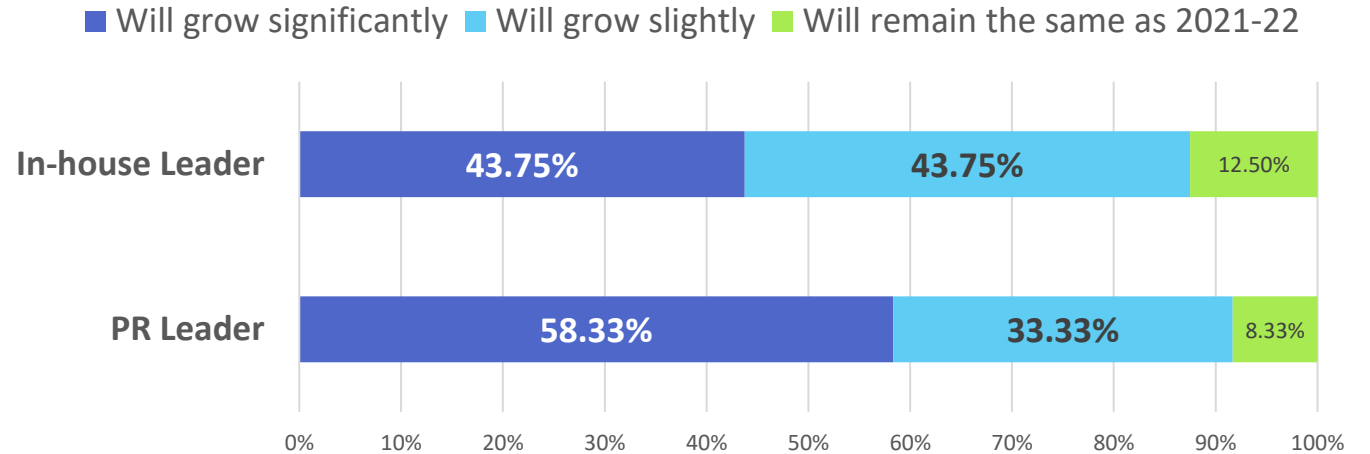
90% • Of leaders feel the **PR Business will grow**, while the rest believe it will remain the same size

15% • PR & In-House leaders agree that the PR Business is likely to grow between 14.5%-15%

• Growth Forecast by Size

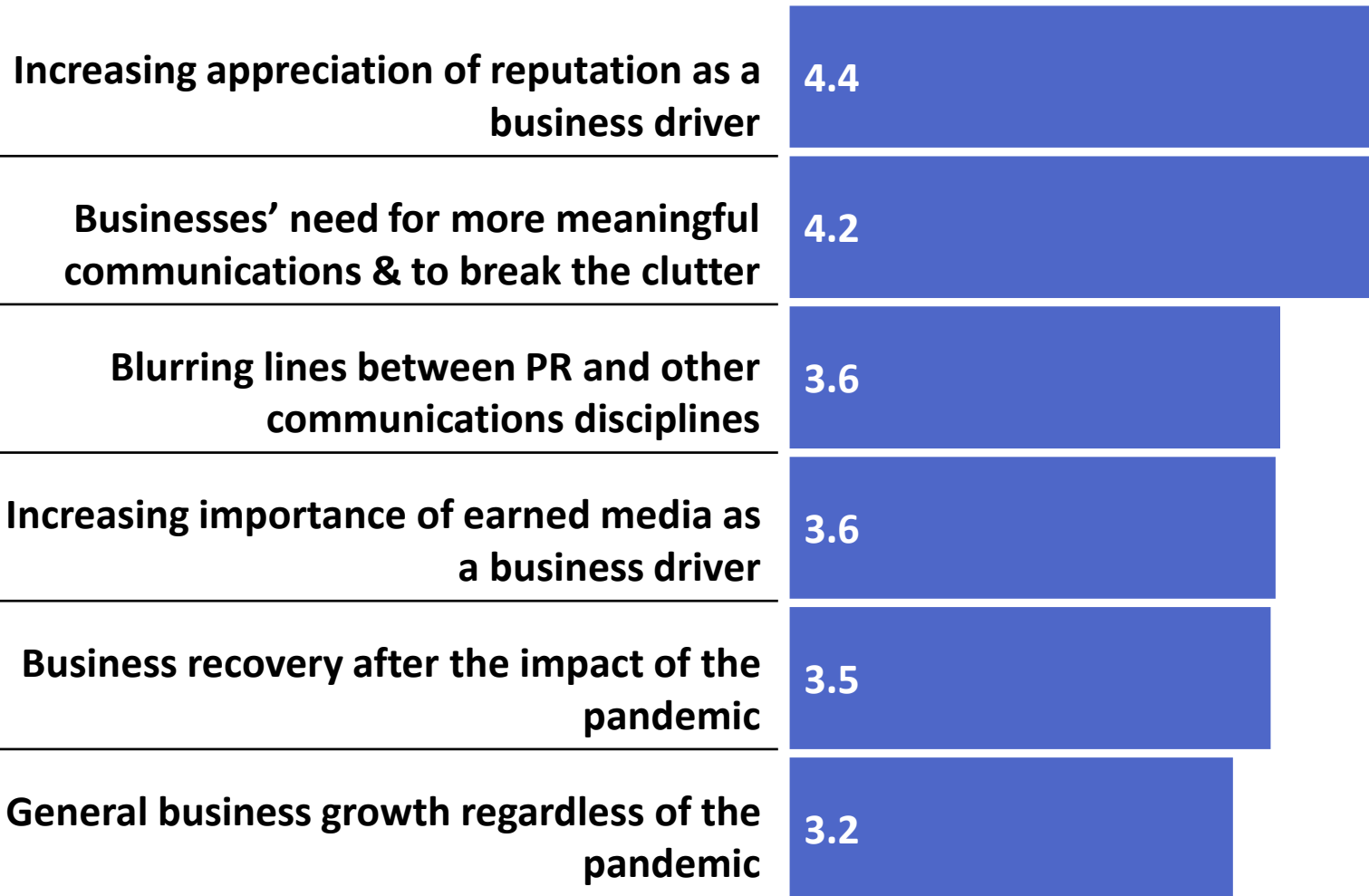
13-17% • **Small & Mid Sized Firms** are expected lead the growth in business, growing between 13% to 17%

<10% • **Large & Giant firms** are likely to grow under 10%





Factors Influencing Growth of Indian PR Business



Reputation as a Business Driver

Organisations increasingly recognising the value of Reputation for Business

Continuity was unanimously seen as a predominant factor.

Pandemic Impact & Recovery

Although some recovery has happened in 2022, its contribution to the growth of PR Business is smaller, compared to a general upswing in business is limited



Other Factors Influencing Growth of Indian PR Business

Threat of Crises

Increasing potential of Crises owing to evolving stakeholder expectations, dynamic media environments, and newer businesses

Integration of Communications

Expectations from PR firms to extend reputation counselling to digital campaigns, particularly social and paid

Crisis of Credibility

The need for businesses to have a credible storytelling, particularly to battle, complex macro environment, fake news, and to serve stakeholder demand for credible news

Focus of MNCs

Increased focus of global holding groups and other MNCs in the rapid growth within the Indian market

Organisational Priorities

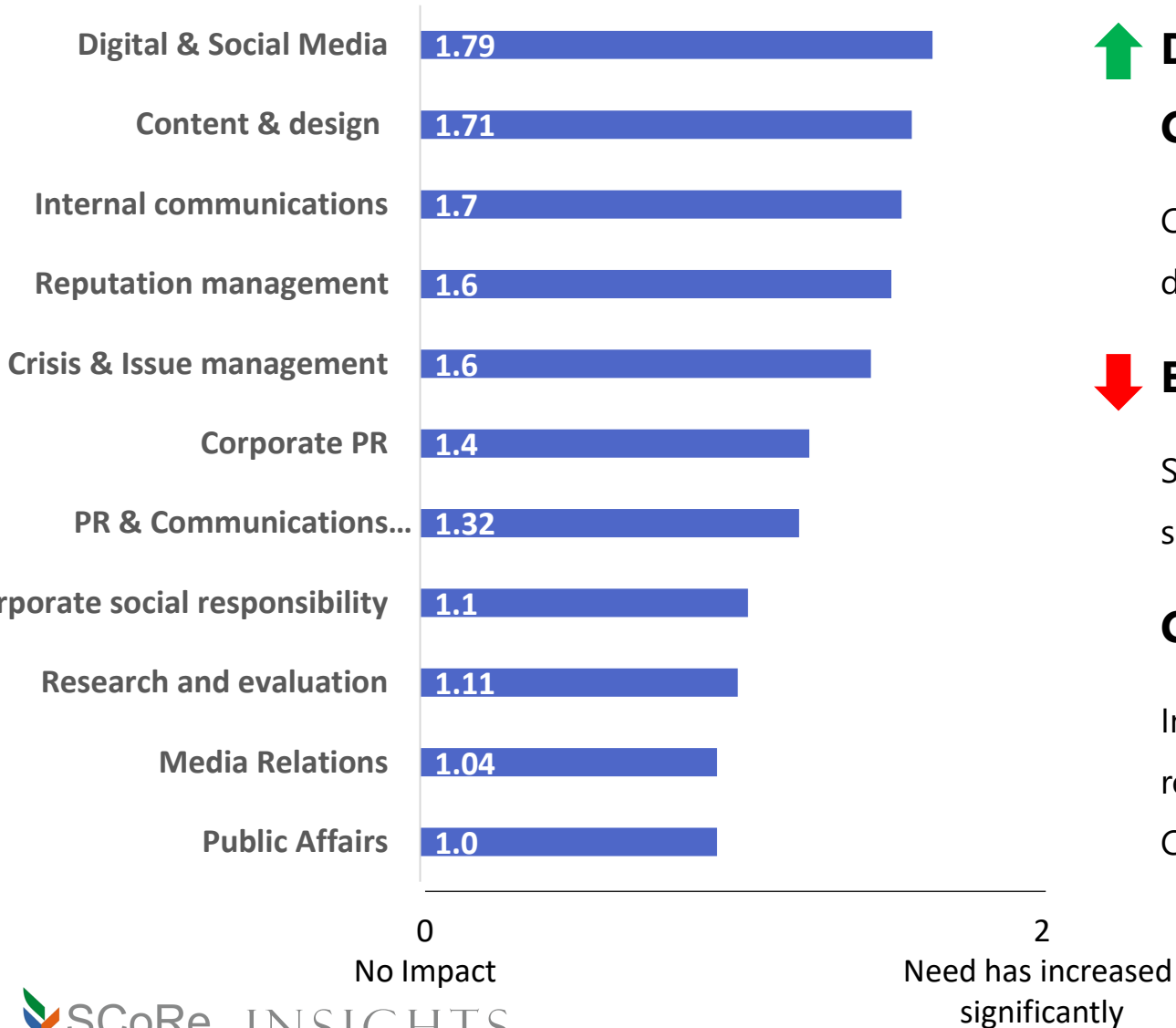
Communications increasingly becoming a board priority, with greater thrust on corporate reputation & purpose, & internal communications



Part II: Demand for Services



Impact of the pandemic on PR Services



↑ Digital, Content & Design & Internal Communications

Consultancy & In-house leaders observed an increase in these services driven by increasing need to communicate during the pandemic

↓ Event Planning & Sales

Sales promotion, and event planning and organisation reduced in scope drastically during the pandemic

Consultancy & In-House Leaders Disagree

In-house leaders observed the demand for sales promotion, media relations, and CSR to have increased by a greater magnitude than Consultancy Leaders.



PR Services Forecast for 2023



↑ Digital, Reputation, & Crisis

Digital will remain the most needed service, while the need for Reputation Management, & Crisis & Issue Management will increase

↓ Event Planning, Sales & Media Relations

Sales promotion, and event planning and organisation continue to be scarcely demanded, while focus on Media Relations is expected to reduce as well

Consultancy & In-House Leaders Disagree

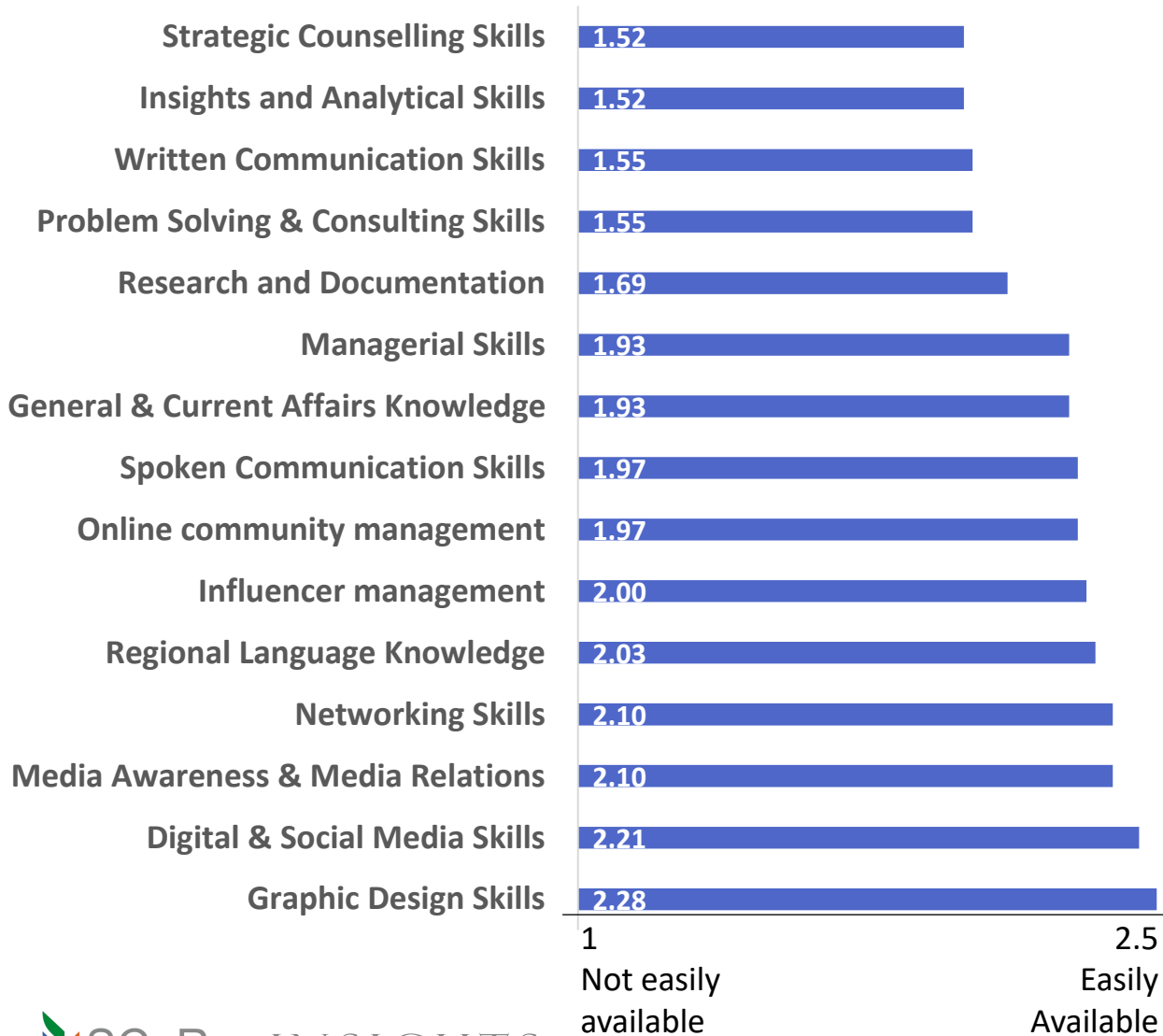
Corporate PR, CSR, and Content are three areas which In-house leaders expected to demand in a greater magnitude than Consultancy Leaders.



Part III: Talent



Importance & Current Availability of Skills



Dearth of Strategic Counselling Skills

Both Consultancy & In-house leaders observed limited availability of skills fundamental to reputation consulting - strategic counsel, problem solving, & analytical skills

Substantial availability of Core Skills

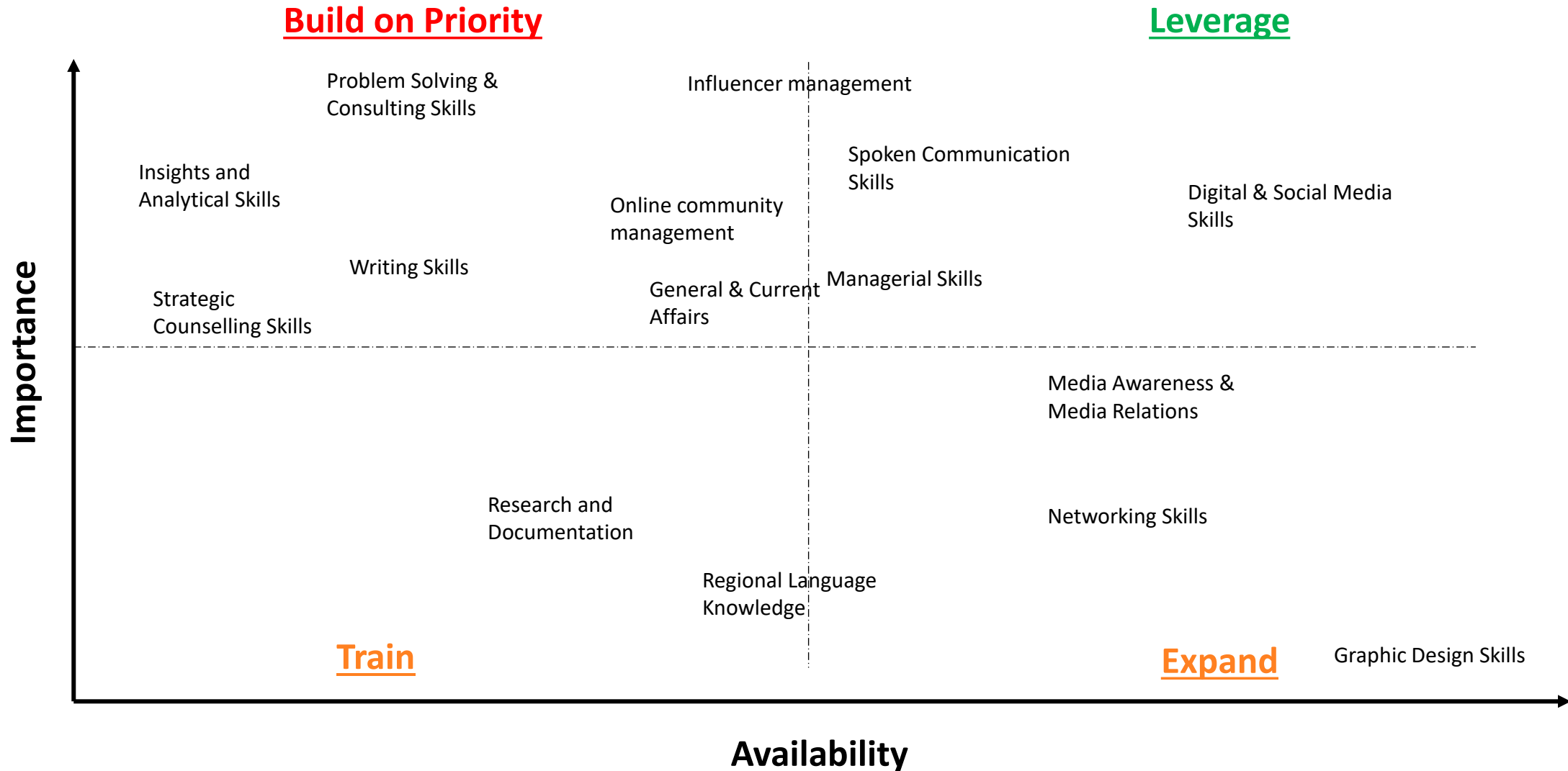
According to respondents, core technical skills ranging from digital to media relations are either satisfactorily available or can be easily trained

Stakeholder & Business Understanding an asset

Consultancy and in-house leaders also noted that the ability to link reputation to business, align stakeholders, integrate communications will round up the comprehensive



Skills Map: Mapping Skills on their importance versus availability

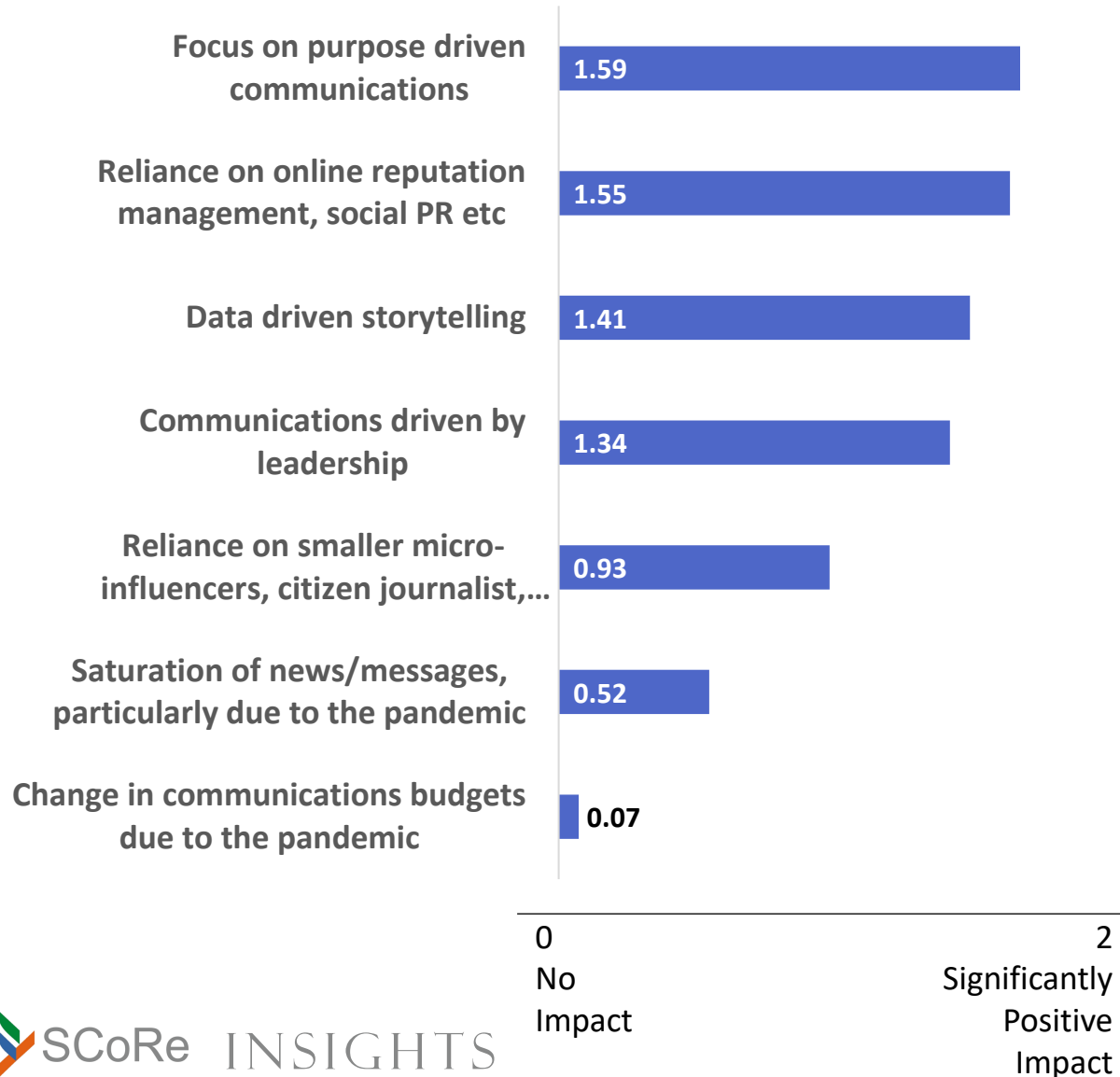




Part IV: Trends, Opportunities, Challenges



Trends that will impact the PR Business



Purpose will Drive Communications Agenda

Consultancy and In-house leaders unanimously consider corporate purpose and ESG to drive the communications focus and PR mandates, particularly on the back of stabilising CSR budgets

Migrating from Traditional to Digital Outcomes

According to respondents, while media relations will continue to have a positive impact, digital media coverages, ORM and Social PR will take over traditional press coverages

Communications Budgets Must Increase

Apparent disparity in how communications budgets are likely to change over the course of the next year, as consultancies believe an increase in budgets is essential to growth in PR Business.



Challenges

Talent

Finding, retaining, training & grooming talent at all levels

Specialists

Finding & Creating horizontal & vertical specialists

Retainer crunch

Impact on retainers from evolving expectations & price wars

Press Mindset

Proving the value of PR beyond coverage

Fragmented influence

Evolving media landscapes & consumption habits



Opportunities

Technology will pave the way for smarter communications

More engagement opportunities, More data and insights, More measurement, Applications in Policy

Purpose Driven Communications will rationalise

ESG have taken centrestage, but greenwashing will become easy to spot and brands will prioritise meaningful engagement over vanity metrics

Employees as Evangelists

The weight of Internal communications and employee engagement in organisational reputation will increase

Fortune of skills at the Bottom of the Pyramid

Particularly consultancy leaders acknowledged that it's their younger employees and how they are groomed which can make the difference.

Power of Owned Media & Content

Greater impact & its measurability will increase reliance on owned content & distribution platforms



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Full Report at www.scoreindia.org