

NEWS RELEASE

**Results of Asia Pacific “What Clients Want” Survey Reveal  
Business Decision Makers’ Perceptions of Public Relations**

*Measurement, Chemistry with Account Team, Industry Expertise And Price  
Top the List of Key Considerations When Selecting a Public Relations Firm*

**Hong Kong, November 22, 2004** – A far-reaching survey among senior decision makers in Asian business reveals how companies use public relations and structure their internal departments and relationships with public relations firms. Conducted by the Council of Public Relations Firms in Hong Kong (cPRFHK) in conjunction with MEDIA Magazine and the International Association of Business Communicators (IABC), the survey results reveal that measurement is perhaps the most important criteria clients are looking for. 89% of respondents said that measurement was either crucial or very important.

“Client focus on measurement sends a clear signal that public relations is today expected to be as fully accountable as all other elements of the communications and marketing mix,” said Martin Spurrier, cPRFHK Chairman. “The message to our industry is that we must continue to improve the tools and procedures for capturing results and analyzing outcomes.”

“The survey results illustrate some very positive trends in our industry. Clients generally manage public relations at a senior level in their organizations and demand results measurement and reporting. And it is encouraging that clients in Asia value the chemistry with their public relations firm account team and proven expertise in their industry sector on a par with price as a attributes for selecting a firm, said Spurrier.

It is evident that public relations firms still need to further educate their clients and prospective clients about the value of using a public relations firm, and continue to raise the level of industry best practice. 46% of respondents look to their public relations firm for strategy, but only 36% say that public relations firms do well at helping their client company developing communications strategy. 36% say that professional or PR knowledge is the strongest argument in favor of using a PR firm.

However, the fact that the second most selected answer (at 28%) is media contacts, and 70% say they either now use or have used their public relations firm to distribute information to the media demonstrates that many still regard public relations firms as primarily as sources of media relations.

The full contents of the survey results report are attached to this message and can also be found online at [www.cprfhk.org](http://www.cprfhk.org).

### **About The Council of Public Relations Firms of Hong Kong**

The Council of Public Relations Firms of Hong Kong (cPRf) promotes best practice among member public relations consultancies and key stakeholders.

The Council serves as a voice and as a forum for the Hong Kong public relations consultancy practice and promotes public confidence in our industry. The Council represents 25 leading consultancies that have combined estimated fees of some HK\$ 360 million, and employ some 450 people.

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