

Almost half of PR agencies confident of winning new public sector clients in 2012 despite continued cuts

Submitted by: ResponseSource

Tuesday, 13 December 2011

Industry optimism is rising with 48% of PR agencies confident of winning new public sector clients in the next 12 months despite continued cuts, according to new research by DWPub (<http://www.dwpub.com>).

Media communications company DWPub surveyed 52 PR agencies in November to find out what impact public sector cuts are having on the PR industry.

A similar survey was carried out a year ago and revealed that in contrast, 100% of PR agencies questioned were not confident of winning new clients. This followed the Comprehensive Spending Review which saw Chancellor George Osborne announce heavy public sector spending cuts.

2011's research found that although 83% said their public sector clients had cut budgets in the last year, 39% were confident of being able to hold on to the accounts.

However, while 48% of PR agencies surveyed had public sector clients, almost two thirds (62%) of these said they had lost some in the last 12 months.

The number of PR agencies saying public sector clients made up 40% or more of their business has more than halved over the last 12 months – 17% this year compared to 40% in 2010.

“Despite continued cuts our results show that PR agencies are upbeat in contrast to the same time last year when not one agency felt they would win new public sector clients,” said Daryl Willcox, chairman and founder of DWPub. “Although numbers are leaner, PR agencies have indicated there are still accounts to be won. However, the impact of lost business over the last 12 months has meant some agencies have had to adapt, refocusing on new sectors or accelerating adoption of new skills such as social media.”

DWPub has recently released a new whitepaper called Social media in the public sector (<http://www.dwpub.com/whitepapers.php>). It aims to help organisations facing increasingly tight budgets learn how best to use social media channels to reach their audience. The whitepaper can be downloaded here (<http://www.dwpub.com/whitepapers.php>).

The government's Autumn Statement 2011, declaring further cuts, was announced on 29 November.

About DWPub (<http://www.dwpub.com>)

DWPub (www.dwpub.com) helps PR professionals, organisations and the media connect, collaborate and tell stories more effectively every day. Launched in 1997, the company connects journalists and public relations professionals to create opportunities for timely, relevant press coverage. The DWPub Media Suite includes the FeaturesExec Media Database, ResponseSource Enquiry Service, SourceWire News Distribution and the JournalistDirectory Freelance Database. Over 2,500 companies use DWPub's media relations services, including around 120 of the top 150 PR Companies. DWPub - making media communications easy.

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