



WORLDCOM PR GROUP SURVEY: PR TRENDS SHIFT TO MULTICHANNEL SERVICES

FIRMS EXPECT INCREASE IN SOCIAL MEDIA, RESEARCH AND DECLINE IN MEDIA RELATIONS, ADVERTISING SERVICES IN NEXT THREE YEARS

Brussels, Belgium. June 29 2010 – [The Worldcom Public Relations Group](#), the world's leading partnership of independently owned communications counseling firms, today announced results of a survey of its partner offices around the world that projects a rise in social media and research and a decline in media relations and advertising services over the next three years. More than 70 of Worldcom's 104 offices responded to the survey.

"The results of this survey clearly demonstrate that public relations has moved multi-channel," said Stefan Pollack, chair of the Worldcom Americas Region and president of The Pollack PR Marketing Group, a Los Angeles-based firm. "From a trend perspective, clients are looking for firms that can deliver immediate impact with sustainable value. These results provide insight to our partner firms about how to gear their client programming and to determine how best to continue to grow services and in what areas."

According to the survey, the services respondents expect the decrease to include: media relations (19 percent), advertising (17 percent), and direct mail and marketing (11 percent). In general, the majority of firms are optimistic about business increasing in the next three to five years.

Moreover, an increase in multichannel services is a critical indicator for firms to move beyond media relations as a major source of revenue. For example, more than half of the respondents expected social media, interactive/web development and search engine optimization services to increase – 93 percent, 73 percent and 61 percent, respectively. Yet obstacles still remain for firms to determine how to increase revenue from these services; particularly search engine optimization – for example, no agency reported more than 10 percent of revenue from SEO.

In addition, one-third of the Worldcom Europe, Middle East and Africa (EMEA) region and Asia Pacific region firms expect the percentage of work from their home countries to decrease. This represents an opportunity for global firms to acquire clients from beyond their home countries. Additional key findings included investor relations and influencer/stakeholder relations as other significant areas of revenue, and 37 percent of firms in the Americas targeting specific cultural demographics. The most commonly cited was Latino/Hispanic, with 10 percent.

Methodology

The online survey was sent to 104 Worldcom firms regarding services provided by their firms. Seventy-four firms responded, a response rate of 71 percent. Padilla Speer Beardsley's research practice facilitated the survey.

About the Worldcom Public Relations Group

Worldcom Public Relations Group is the world's leading partnership of independently owned public relations counseling firms, with 104 offices in 91 cities worldwide. Established in 1988, it was formed so that the strongest, most capable independent public relations firms could serve national, international and multi-national clients while retaining the flexibility and client-service focus inherent in independent firms. Through The Worldcom Group, clients have on-demand access to in-depth



communications expertise from professionals who understand the language, culture and customs of the geographic arenas in which they operate. Visit www.worldcomgroup.com for more information.

Worldcom EMEA currently comprises 34 agencies with strong expertise in consumer, healthcare, travel & tourism, technology, energy & environment, financial services, investor relations, public affairs and crisis & issues management. Clients include Unilever, Johnson & Johnson, Panasonic, Sony Ericson, LG Electronics, the EU Anti-Tobacco Campaign, Verbatim and Palm. Visit www.worldcomprgroupemea.com for more information.

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