



ESPAÑA 2019/20

PRESS RELEASE

Spanish companies have increased their PR budgets by 22% since 2013

- **Luisa Alli Turillas (IKEA), María Luisa Melo (Huawei) and María Luisa Martínez (Caixabank) highlighted as the most admired sector professionals by companies and industry professionals. Campofrío is again one of the most highlighted for its communication, followed by Bankia.**
- **Communications consultancies contribute on average 16% to their clients' business growth.**
- **Communications consultancies' most valued aspects are knowledge of the market, brand and client, proactiveness, taking the initiative, creativity and proposal of innovative ideas.**

Madrid, 8th October 2019.- Increasingly more companies are aware of the need to have a professional team, such as communications consultancies or PR agencies. This is to be able to help manage their image and reputation. In fact, in the last 6 years **companies' PR Budgets have increased by 22%**, earning €272.000 on average. **Investment in offline outlets (59%) continues to outperform the destined target for online outlets (41%)**, as indicated in the latest edition of the PR SCOPE 2019/20, conducted by the marketing and advertising consultancy SCOPEN.

The upwards trend of online communication investments is in contrast with the decrease in offline communication investment. Whilst **investment in online communication was barely 15% in 2011** (which has since seen an increase of 173%), offline was at 85.2% 8 years ago (it has reduced by 30%).

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How companies define the ideal communications consultancy

Conversely, when it comes to defining the “ideal” consultancy, companies’ communication teams highlight the most important qualities as: **knowledge of market, client and brand (37%), proactiveness and taking the initiative (37%) and creativity and proposal of innovative ideas** on the consultancies part (31%).

“In fact, if we compare with the results from the previous edition, the growth in importance of customer service-related aspects stand out, as well as strategic planning and research capabilities”, stated Héctor Abanades, Research Manager at SCOPEN.

Consultancies contribute 16% to the growth of their clients’ businesses.

Communications consultancies **contribute, on average, 16% to the growth of their client’s businesses**. Strengthening research and data capabilities to continue demonstrating effectiveness in their work, will increase this contribution in future. *“If we bear in mind the size of the budget for communication and that of marketing and media, in comparison, communications consultancies’ input is much greater”,* explains César Vacchiano, President & CEO of SCOPEN.

75% of businesses would work with communications consultancies again.

In 2019, 57% of companies declared that they’d worked with communications consultancies in the past (although they’ve currently adopted in-house solutions). From those, **75% confessed that they would work with a communications consultancy again**, compared to 25% that wouldn’t. Óscar López, Studies & Research Director of SCOPEN declares that *“external*

contribution, demonstrating vision and experience, is key to adding value to internal departments”.

Having an adequate internal structure to lead the communication plan, knowing the sector better and budget reasons, are the reasons why businesses choose to handle the business plan internally. Conversely, companies hire communications consultancies because **they have communications professionals, they know the sector well, and offer solutions as well as having good relations with the media.**

Luisa Alli Turillas, Director of Communication of IKEA, is the most admired professional in the sector

Amongst the communications professionals from the most admired companies by sector professionals are **Luisa Alli Turillas (IKEA), María Luisa Melo (Huawei) and María Luisa Martínez (CaixaBank),** as indicated in the SCOPEN PR SCOPE 2019/20.

PROFESIONALES DE COMPAÑÍAS CLIENTES MÁS ADMIRADOS 6. PROFESIONALES Y CASOS MÁS DESTACADOS

Los diez profesionales más destacados por sus compañeros de profesión en otras empresas clientes, por profesionales que trabajan en las consultoras y por profesionales que trabajan en medios de comunicación.

 LUIISA ALLI IKEA	 MARÍA LUISA MELO HUAWEI	 MARÍA LUISA MARTÍNEZ CAIXABANK	 ANA PALENCIA UNILEVER	 FEDERICO SEGARRA DAMM
 MIGUEL LÓPEZ-GUESADA GESTAMP	 IGNACIO RODRÍGUEZ BNG	 AMALIA BLANCO BANKIA	 PILAR HERMIDA HEINEKEN	 SARA BLÁZQUEZ COCA-COLA

PR SCOPE ESPAÑA 2019/20 SCOPEN

Regarding the most valued communications consultancy professionals, José Antonio Llorente of LLYC achieves first place in the ranking and Nuria Vilanova (Atrevia) and Carme Miró (Apple Tree Communications) take up 2nd and 3rd. Regarding companies, **Campofrío takes first place again this year, being highlighted for their communication** followed by Bankia, BBVA, IKEA and Mahou San Miguel.

On the topic of consultancies, **LLYC is ranked highest in terms of spontaneous awareness, exemplary nature and attractiveness,** whilst Ogilvy is highest in creativity.



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Finally, it must be noted that LLYC is first in market perception, Hotwire in client valuation and Apple Tree Communications in consultancy professionals.

Almudena Alonso, ADECEC president (*Asociación de Empresas Consultoras en Relaciones Públicas y Comunicación*), states that *"the results show that we are contributing more and more to business success from efficient management of intangible assets, combining both the short and long term. In the future, the use of data analytics will be key to define effective strategies which accompany the consumer on their journey and allow us to personalise more, in addition to the boom in our roll in the employer marketing atmosphere"*.

You can download a summary of the study by clicking <http://bit.ly/PREsp19>

***Sample: carried out among 287 professionals who work in 274 different companies (372 client-consultant relations), 40 professionals from companies who don't work with consultancies, 20 from buying teams, 192 professionals working in consultancies and 30 journalists. The professional interviewed at each client company should be involved in the decision-making process in communications consultancies selection. They should also interact with them on a day-to-day basis at work.**

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About SCOPEN

Since 1990, SCOPEN carries out research and studies that, after rigorous analysis and multiple connections which help to complete their database, offer a unique strategic vision which drives businesses through the means of the creative economy, inspiring people and projects through rigor and independence.

Present in Argentina, Brazil, Chile, China, Colombia, India, Mexico, Portugal, Singapore, South Africa, Spain and the United Kingdom.

SCOPEN. Knowledge for Creative Transformation

For more information:

SCOPEN

María José Ramiro

Communications Director

mjramiro@scopen.com

Tel: +34 917 021 113

AxiCom for SCOPEN | t: 91 661 17 37 | Marta Cuenca m: 646 260 354 e: marta.cuenca@axicom.com | Iván Vicente m: 608 27 18 53 e: ivan.vicente@axicom.com

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