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2021 GLOBAL COMMS REPORT

PAYING – AND EARNING – ATTENTION

C-suites' reliance on comms has never been stronger, finds this fifth annual PRWeek/Cision study. PR pros' increasing use and improving application of data, technology and tools such as social listening – in every aspect of the function – is further cementing that position.

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The right impression

Metrics once highlighted by comms pros are no longer of interest to the C-suite. They want to see bottom-line-moving activity. As the fifth annual Global Comms Report reveals, new and amplified strategies, tactics and priorities are allowing PR to do its job – and tell its story – more effectively than ever.

Words **Chris Daniels**

Communications' role as a crucial corporate function has never been clearer than during these challenging times, with the C-suite turning to its counsel more than ever on myriad issues. Now with comms at the C-suite table, and as secure in that position as it's ever been, PR pros are looking to make the function even more relevant, efficient and, in turn, valued.

That is a top-line finding from the fifth annual Global Comms Report, presented by PRWeek in partnership with Cision. In total, 560 comms leaders completed the survey, representing organizations from across seven different countries (U.S., Canada, U.K., France, Germany, Sweden and China, including Hong Kong).

Of the respondents, 87% report that the C-suite has sought the counsel of comms more in the past year, with the majority attributing it to COVID-19.

If there was ever a time for comms to seize an opportunity, given its increased profile, it's now. For years, the sector has heard that numbers speak louder than words in the C-suite, but the numbers PR pros were bringing back had little meaning to other executive-level managers. However, with the function's relationship with the C-suite so strong, those pros are expressing a desire to step up their data and analytics capabilities.

In fact, they see it as essential to their professional identities. More than nine out of 10 respondents (91%) in the survey say "not only do pros have to be strong communicators, they have to be strong data analysts."

This is part of the job now. It's beyond nice-skill-to-have status. It also means acuity in data collection is not enough. PR pros must be proficient at "converting data into actionable insights" — which the survey found is the biggest challenge for most practitioners right now, with 49% of respondents choosing it as their top challenge among a slew of options.

"As we know, there has been this trend within marketing for a while to measure everything, no more of the largely meaningless soft metrics," says Jay Webster, chief product officer at Cision. "Comms' forever-morphing remit has made measurement less straightforward than it is for marketing, and the survey found the usage and adoption of analytics platforms on the rise.

"Comms has become much more of a data-informed and data-driven industry," he adds. "PR pros need and want to be more data-informed."

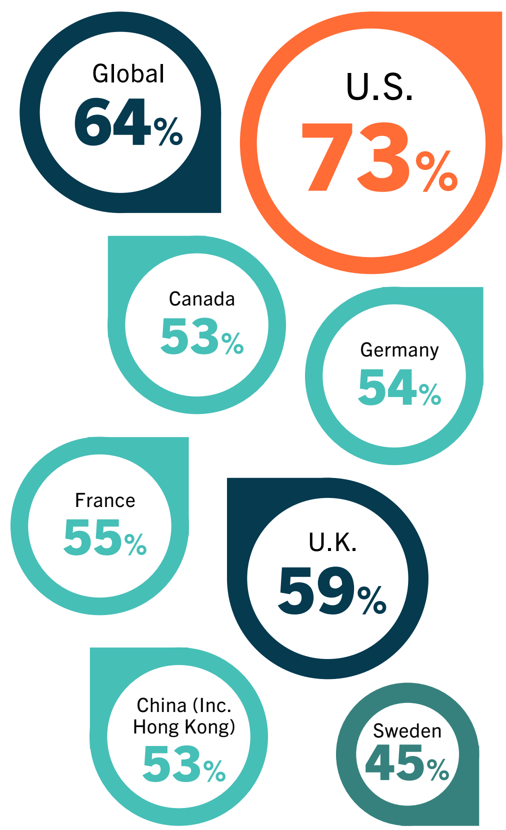
"The best communicator must be able to look at a data set and reach a conclusion," concurs Jano Cabrera, CCO at General Mills. "If you reach a conclusion without first looking at the data, get ready for trouble."

All executive-level managers in the C-suite support decisions with data, he explains, and they expect no less from comms.

A NOD TO TRADITION?

In recent years, much focus has been placed on whether comms pros should prioritize their outreach to traditional media or newer outlets (bloggers, social media influencers, etc.). Below we share survey data (global and country-by-country) to see what our survey respondents said when posed the either-or scenario above.

Percentages below reflect how many respondents chose "traditional journalists/media."



Observation: The discrepancy in sentiment between **U.S.** respondents (who strongly favor traditional media) and those in every other country is stark. In **Sweden**, in fact, more respondents chose newer outlets, while the split is very close to 50-50 in most other countries.

"The good news," notes Cabrera, "is that it has actually never been easier to crunch the numbers because there are so many ways it can be done — either by you directly or hiring an [organization to help]."

A newfound focus

You can't glean actionable insights from data without first having a handle on what comms sets out to do in the first place. In that respect, pros know that PR's end goal has to be far more strategic than simply getting blanket coverage.

It has to be a means to a bigger business end.

Almost eight in 10 pros (79%) say their PR campaigns focus on engaging the end user/target audience. Only 21% said it is about getting as many stories placed as possible.

Kris Garvey Graves, a senior partner at Finn Partners, says more of its clients are focused on the end user. She points to work the agency is doing with Aura, a digital security company, on the launch of a consumer security and identify theft protection service.

"They are not interested in impressions," she emphasizes.

Instead, Aura's aim with comms "is to build relationships with the audiences most impacted by identity theft: those working in the military, domestic violence victims and kids," explains Graves. "So, to the extent to which we define our success, [that doesn't include] the number of impressions."

Aura plans to use that data in securing major deals with insurance companies in expanding out its consumer-protection offering.

"Number of impressions isn't going to mean anything to insurance companies," she says. "Showing the results of our earned work in specifically connecting Aura with the domestic violence community or military people — that will get their attention.

"This end-user approach to comms is far different from my client base of 10 years ago," reports Graves.

When it comes to showing results, 64% of respondents indicate an improved ability to recognize the real-world behavior driven by their content — a sizable jump from the 46% who said that two years ago. [*Editor's note*: *2019 was the most recent time we conducted this survey globally.*]

Brent Diggins, partner and MD, measurement and analytics, at Allison+Partners, says this improved ability reflects how PR pros are getting smarter about identifying the business reasons for a program.

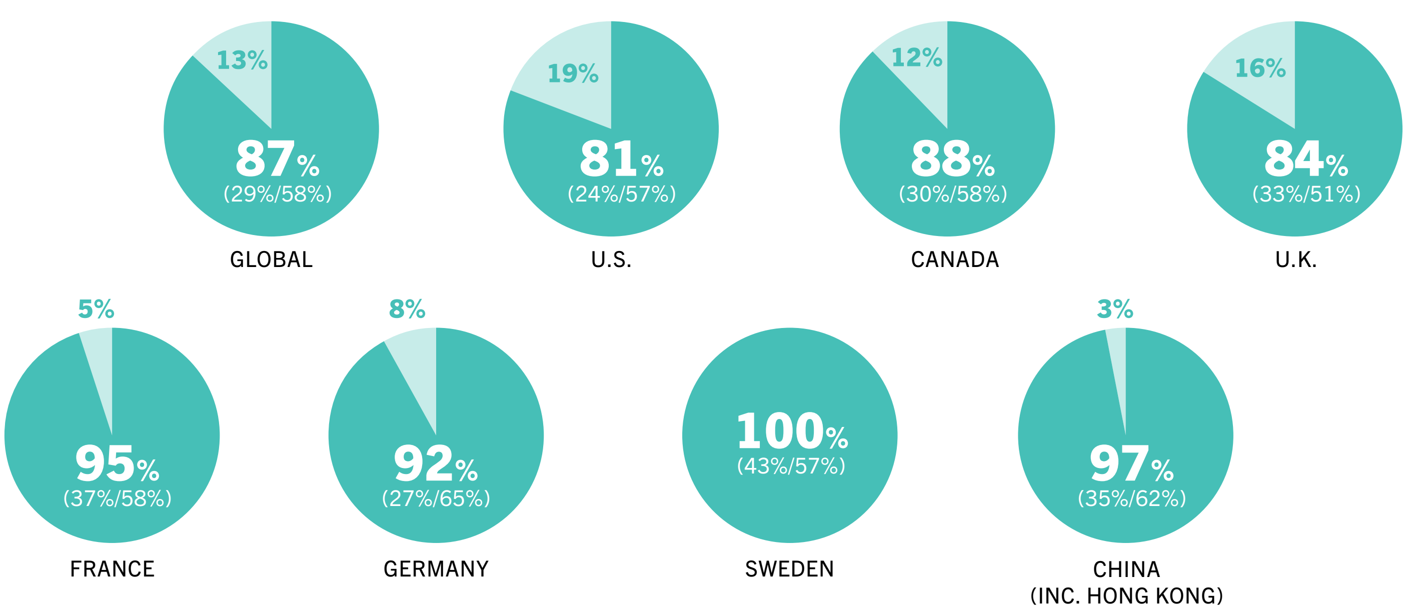
"For a long time, those of us in analytics had to beat the ground and encourage people to be more attuned to strategy and matching their efforts to goals and objectives," he recalls, "Thankfully, we have come a long way, with the advancement of technology and a growing talent pool in analytics."

Diggins proudly notes that more and more account teams include a dedicated data analyst from the outset.

ARE YOU LISTENING?

YES NO

SOCIAL LISTENING is clearly a powerful source that could effectively inform PR campaigns. The data below reveal, country by country, whether or not comms pros are taking advantage of this resource. (In the parentheses, the first number reflects those who said "always," the second number reflects those who said "sometimes.")



Note: Of the 13% who replied "no" globally, 4% plan to start social listening efforts very soon.

The benefits of listening

With PR campaigns being built with the objective of reaching a targeted audience, the function is evolving into a data-centric audience intelligence hub.

Notably, 44% of respondents say they track extensive data about their end-user audience from their owned media efforts. That is up markedly from 23% in 2019.

"Every communicator needs to get comfortable with data — and a great place to start is at home," says Cabrera. "This is the data I feel most confident about because it is from our owned channels. There is no gatekeeper, you have direct access to it and the extent to which you need a partner is to help you generate reports and create a portal or dashboard."

"Our own content drives us," adds Heather Sautter, senior director of corporate marcomms at AMB Sports + Entertainment. "It allows us to continue to understand what our fans and customers are saying about our brand, what content, whether digital or editorial, resonates and what doesn't."

> "Comms has become much more of a data-driven industry. PR pros need and want to be more data-informed."
>
> Jay Webster, Cision

She emphasizes this point to underscore why it is so critical for communicators to be strong data analysts.

"We must understand our audiences, what will capture the attention of those we want to attract and what will keep them coming back and care about what we have to say," says Sautter. "We continuously survey our audiences, learn what works and what doesn't and adjust to reach them."

Sautter is among the PR pros who are increasingly learning about their customers through social listening, an activity that seems to have skyrocketed since the 2019 report.

Two years ago, "social listening and engagement" didn't even rank in the top half of our respondents' most important job activities. This year, 87% indicated they use insights from social listening to inform PR campaigns.

Through social listening, Cabrera says General Mills is able to "identify and understand the white space where we can bridge our products to a larger audience." For example, that includes in the lead-up to Halloween when the food company temporarily revives its Monster Cereal brands, such as Count Chocula and Franken Berry.

"We could try to intercept with the normal social buzz around our Monster brands at Halloween," he suggests, "but that is barely anything because who is taking to the internet about cereal mascots? We instead look for trends around Halloween, be it costumes, retro accessories, collectibles, etc., and intercept into the latter with our brands, because that is a much bigger audience."

NOTEWORTHY CHANGES IN TWO YEARS' TIME

PRWeek and Cision most recently conducted this survey globally in 2019. Below we compare select questions to see what has changed from then to now.

44% of this year's respondents placed **tightening budgets** among their top three biggest comms challenges. That is notably down from **57%** in 2019.

83% of respondents this year answered affirmatively when asked if **comms can effectively measure and prove the impact of its work on business objectives**. That's up from **76%** two years ago.

28% of pros this year said "very much" when asked if they are **able to identify the business impact of specific outlets where they've received coverage.** That's up from **23%** in 2019.

26% of this year's respondents prioritize the **acquisition of real-time alerts for high-priority mentions** as their key earned media goal. In 2019, **18%** said so.

Bacardi-Martini is also listening on social "more than just about our brands, but around bigger themes," shares Lisa Jedan, London-based VP, global brand comms for the spirits company.

She says this helps shape PR-driven storytelling. Last year, for instance, it saw increased conversations and online searches around outdoor firepits. In turn, it built some storytelling about getting together with friends outdoors around a firepit (with drinks in hand, of course).

"It's about giving your audiences content they are interested in and need at the time they are looking," explains Jedan. "That is when brands can be at their most powerful in communications."

Roger Frizzell, SVP and CCO at Carnival, says the company's nine cruise brands around the world "actively listen and leverage — and adapt — their communications and campaigns."

The social-listening data gives "us a plethora of insights," he adds, from "how our guests and other stakeholders view our services, travel agencies, online offerings, various shipboard experiences and, of course, our enhanced health and safety protocols."

It can also help the company with comms around "our many destinations around the world," adds Frizzell, so that it can challenge, for example, passenger perceptions about a particular cruise stop.

An identification problem

Social listening can also help brands pitch relevant and topical stories to media. However, in one of our survey's most eye-opening results, only 25% of respondents say they are "always" able to identify the right journalists and influencers to target for their stories.

Quick math tells you that means 75% could be doing a much better job at this crucial comms function.

The seriousness of this is only amplified when considering that reasonably close to half the survey respondents (42%) cited media outreach as one of the three biggest priorities for the brand/brands they work for. Only content creation (at 52%) was identified more.

"There are some who believe media is not as critical a stakeholder as it was in the past," notes Frizzell. "I maintain that the media is even more important today as people look for truth and fact from respected sources to weed out the mind-numbing information out there."

It isn't just traditional media where struggles arise among comms pros. Survey respondents report having trouble identifying the right influencers on social media. Only 29% are "very effective" at using data to identify the most effective influencers at whom to target their content, while only 26% are "very effective" at using data to identify the most effective influencers with whom to work as potential partners.

Diggins suspects the challenge goes back to a desire to get behind the audience of a reporter or influencer, which he says takes more work to ascertain.

"Oftentimes, people think of the journalist or influencer as the audience, but it is the readers or followers who are actually the audience," he explains, using a high-end fashion influencer on Instagram to illustrate his point.

She might post about high-end fashion, "but a deeper dive may reveal her followers only like to look at expensive clothes, but are in fact more of a Target buyer," he adds. "It takes a more strategic look at the audience behind the media and influencer to figure out who to try and target."

Yet further validation that — whether improving on areas of struggle or amplifying already successful tactics — data-driven insights have become table stakes for the savvy comms professional. •

About the comms report: In 2017, inspired by the continuing evolution in how PR is both practiced and perceived, Cision and PRWeek joined forces on an initiative to clearly identify and more deeply understand communicators' use of and interaction with technology, data, measurement, content and influencers.

Now in its fifth year, this Global Comms Report from Cision and PRWeek highlights challenges and opportunities with all of the areas mentioned above and more. This year, the survey was conducted — and its findings being presented — as we still deal with both the fallout of COVID-19 and uncertainties raised by the virus's variants. Many observations within underscore the impact COVID-19 has had — and will continue having — on the industry and the practice of communications.

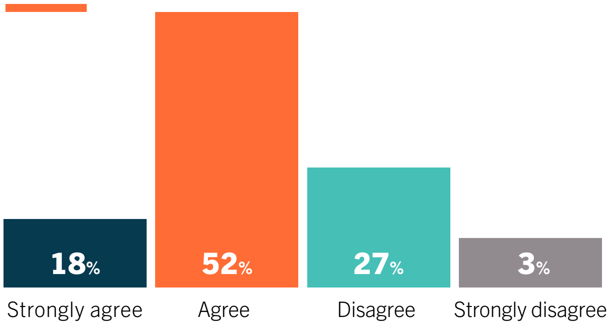
However, a constant is this study's helpful role in bringing clarity to the areas in which PR is making real progress, as well as where it needs to make more.

Content: Reading the audience

When presented with a variety of activities, "content creation" was easily selected by most respondents when asked to identify their biggest priority. Once the content is available to external audiences, though, how strong of an understanding do brands have as to how consumers are engaging with it? Our survey offers some answers below.

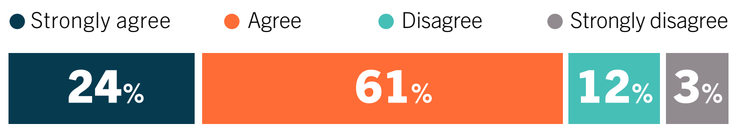
WE HAVE STRONG, ACCURATE DATA ABOUT…

How many people actually read our brand's/brands' content



(67% of 2019 respondents either agreed or strongly agreed)

How many people clicked a link within our content



(77% of 2019 respondents either agreed or strongly agreed)

Whether there was any digital or real-world behavior driven by our content

16% Strongly agree

48% Agree

31% Disagree

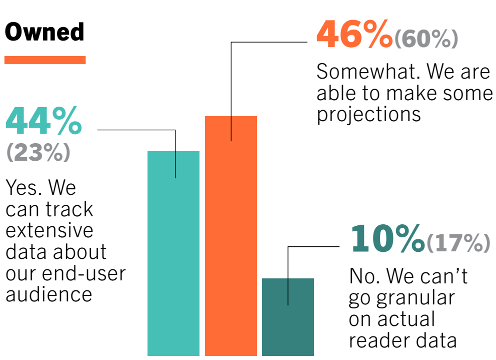
5% Strongly disagree

(46% of 2019 respondents either agreed or strongly agreed)

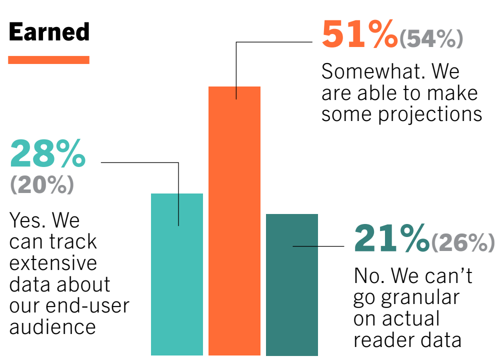
RECOGNIZING THE READER

How confident are you about your tools and abilities to fully understand the profiles of the people who view your content on earned and owned channels? **(Numbers in parentheses indicate 2019 respondents' answers.)**

Owned



Earned



CHANGING THE PROCESS

During a year like no other, many brands made notable adjustments to their content-creation process. We uncover what was the most notable such change.

- **We've increased engagement with our audience 31%**
- **We've experimented far more with new platforms 20%**
- **We've notably adapted the tone of our content to better fit current societal realities 18%**
- **We've become less siloed and are working more with other creative disciplines 17%**
- **We have not notably changed our content creative process 13%**
- **Other 1%**

OBSERVATIONS	Across the board, this is a story of improvement. From **actually reading the content** to **clicking a link within the content** to **identifying real-world behavior driven by the content**, this year's respondents are performing more strongly than they did in 2019 – dramatically so in the "real-world behavior" area. This positive momentum continues in regards to audience recognition. The fact that many organizations are engaging audiences even more now than before only underscores the importance of this progress.

Channel choices

New social media channels always elicit immediate excitement. However, when brands decide which platforms to prioritize with their content, the same ones still rule the roost. That said, this year's data reveals a notable shift among the top four channels.

*Main percentages on this page indicate how many respondents placed that social platform among the four most important to their broader content strategy. (Percentages in parentheses indicate how many respondents selected that social platform as their very top choice)

GLOBAL

Comparatively speaking: Facebook and Instagram comfortably hold the top two spots here, just as they did in 2019 (the most recent time we surveyed globally). The major movement is with LinkedIn and YouTube, both of which rank ahead of Twitter this year (LinkedIn by a notable amount) after being far behind it in 2019.

Facebook	Instagram	LinkedIn	YouTube	Twitter	TikTok	Pinterest	SnapChat	WhatsApp	Reddit
79%	67%	59%	56%	54%	23%	18%	16%	15%	13%
(35%)	(21%)	(21%)	(6%)	(7%)	(3%)	(2%)	(2%)	(2%)	(1%)

COUNTRY BY COUNTRY

	U.S.	Canada	U.K.	France	Germany	Sweden	China
Facebook	85% (31%)	75% (50%)	73% (38%)	83% (35%)	63% (40%)	77% (42%)	68% (37%)
Instagram	72% (22%)	63% (12%)	51% (9%)	80% (30%)	53% (10%)	83% (32%)	55% (23%)
LinkedIn	71% (28%)	50% (12%)	64% (24%)	40% (7%)	55% (17%)	27% (7%)	43% (8%)
Twitter	71% (10%)	40% (3%)	42% (7%)	37% (10%)	33% (3%)	33% (3%)	33% (3%)
YouTube	69% (6%)	67% (18%)	35% (4%)	48% (7%)	30% (5%)	47% (5%)	33% (2%)
TikTok	14% (2%)	18% (3%)	33% (4%)	20% (0%)	43% (3%)	30% (5%)	42% (8%)
Pinterest	7% (0%)	20% (3%)	25% (7%)	30% (5%)	40% (5%)	15% (3%)	38% (3%)
Reddit	4% (0%)	28% (0%)	11% (0%)	3% (0%)	33% (10%)	30% (0%)	20% (2%)
Snapchat	4% (0%)	18% (0%)	31% (4%)	35% (3%)	28% (7%)	50% (3%)	17% (3%)
WhatsApp	4% (0%)	3% (0%)	27% (4%)	25% (3%)	25% (0%)	8% (0%)	43% (10%)

OBSERVATIONS

Facebook is by far the most prioritized content platform globally and in each country, save Sweden, whose respondents placed **Instagram** among their top four choices the most. When each country is viewed individually, certain platforms stand out. **YouTube** is notably popular among **Canadian** respondents. **TikTok** Is very popular in both **China** and, perhaps unexpectedly, **Germany**. As for the U.S., the disparity between the top five platforms (Facebook, Instagram, Linked, Twitter and YouTube) and the bottom five (TikTok, Pinterest, Reddit, Snapchat and WhatsApp) is far greater than it is in any other country.

People of persuasion

A part of facilitating consumer behavior is understanding who has the most influence over how they think about products and, ultimately, decide to spend their money on them. On this page, we indicate who our respondents deem to be the most persuasive influencers and, as such, strong partners to work with.

*Main percentages on this page indicate how many respondents placed that influencer among their top four. (Percentages in parentheses indicate how many respondents selected that type of influencer as their very top choice)

GLOBALLY

Everyday consumers	Mainstream journalists	Employees	Bloggers	Celebrities	Corporate executives	Micro-influences
71% (15%)	68% (17%)	56% (10%)	55% (15%)	53% (22%)	53% (16%)	45% (5%)

COUNTRY BY COUNTRY

	U.S.	Canada	U.K.	France	Germany	Sweden	China
Mainstream journalists	80% (24%)	50% (8%)	47% (11%)	63% (7%)	67% (8%)	55% (13%)	55% (15%)
Everyday consumers	69% (21%)	67% (23%)	78% (7%)	55% (3%)	80% (5%)	75% (8%)	75% (5%)
Micro-influencers	58% (8%)	50% (5%)	27% (0%)	30% (3%)	35% (3%)	25% (0%)	23% (0%)
Employees	52% (9%)	70% (18%)	64% (7%)	85% (17%)	53% (13%)	60% (8%)	40% (5%)
Bloggers	52% (7%)	58% (23%)	58% (20%)	48% (28%)	57% (20%)	60% (25%)	63% (25%)
Celebrities	45% (16%)	53% (12%)	63% (31%)	60% (30%)	44% (23%)	63% (33%)	75% (42%)
Corporate executives	45% (15%)	53% (12%)	64% (24%)	60% (13%)	63% (29%)	63% (15%)	62% (8%)
	As both a top and top-four response, **mainstream journalists** scored higher in the U.S. than any other country	As a top answer, **employees** scored higher in Canada than any other country. It is also one of only two countries where "employees" was the highest-scoring top-four answer	As a top-four response, **corporate executives** scored higher in the U.K. than any other country	As both a top-four (by a large margin) and a top response, **everyday consumers** scored lower in France than any other country	As a top-four response, **celebrities** scored lower in Germany than any other country	**Micro-influencers** scored lowest in Sweden, but the disparity between that and the second-lowest response was greater than in any other country	As a top-four response, **bloggers** scored higher in China than any other country

OBSERVATIONS

The fact **everyday consumers** and **mainstream journalists** have the most influence over consumer behavior is consistent with our survey findings from prior years, including 2019 (the most recent global survey PRWeek and Cision conducted). A notable change, though, is found with **employees**, who ranked sixth out of seven in 2019, but this year (based on top-four responses) ranked third. Similarly, the amount of respondents who chose **corporate executives** as their top answer doubled from 8% in 2019 to 16% this year.

Platforms of persuasion

On the previous page, we drilled deep into data to identify the types of influencers who have the most impact on consumer behavior and spending. Here, we focus on eight different types of content to ascertain which has the most similar influence on consumers.

*Main percentages on this page indicate how many respondents placed that content option among their top four. (Percentages in parentheses indicate how many respondents selected that type of content as their very top choice)

GLOBALLY

Online feature	Brand website	Brand video	A social media post	Broadcast feature	Advertisement	Print feature	Blog post
66% (16%)	55% (16%)	53% (22%)	53% (9%)	50% (11%)	48% (9%)	42% (13%)	34% (4%)

COUNTRY BY COUNTRY

	U.S.	Canada	U.K.	France	Germany	Sweden	China
A social media post	70% (12%)	45% (17%)	31% (5%)	33% (3%)	37% (3%)	35% (1%)	32% (3%)
Online feature	68% (14%)	70% (20%)	67% (16%)	60% (15%)	55% (23%)	60% (17%)	63% (23%)
Brand video	56% (21%)	55% (20%)	49% (24%)	55% (25%)	40% (13%)	50% (30%)	50% (30%)
Brand website	54% (20%)	53% (12%)	56% (11%)	53% (13%)	55% (10%)	50% (10%)	62% (15%)
Broadcast feature	45% (12%)	40% (8%)	51% (9%)	53% (5%)	70% (20%)	50% (13%)	60% (5%)
Print feature	41% (12%)	40% (8%)	40% (11%)	50% (22%)	47% (13%)	50% (15%)	35% (13%)
Advertisement	39% (7%)	53% (10%)	71% (16%)	55% (5%)	50% (15%)	60% (13%)	60% (8%)
Blog post	27% (2%)	45% (5%)	35% (7%)	43% (10%)	43% (5%)	45% (0%)	42% (3%)
	Social media posts, which rank at the bottom in almost all other countries, are a top-four influential platform among U.S. respondents	More Canadian respondents placed **online feature** in their top four than any other nation	U.K. respondents were the only ones to select **advertisements** as their leading top-four option	More French respondents selected **blog post** as their very top option than any other country.	**Broadcast feature**, as both a top-four and top option, scored far higher in Germany than it did in any other country	**Sweden** had the smallest discrepancy among all countries surveyed between their leading and bottom option	**Print features** were placed in the top four by a smaller percentage of respondents in China than any other country

OBSERVATIONS

The country-by-country breakdowns above offer some very interesting revelations about content platforms that, while not broadly popular, are very much so in various individual geographic areas. On a global basis, though, the broad sentiment that **online features** are effective at influencing consumer behavior is noteworthy and, perhaps, a bit surprising. Less stunning is the placement of **advertisements** among the bottom choices of our respondents (largely influenced by U.S. practitioners).

Regional roundup

Previous pages in this eBook have already revealed some noteworthy differences among respondents in various countries. Those were just a taste. Below we highlight other areas where our U.S. respondents' answers differed notably from those of their European and Asia-Pacific counterparts.

TRIO OF CHALLENGES

We asked respondents to identify their three top comms challenges. (Percentages indicate those to place that challenge among their top three.)

United States

- **Inability to measure impact effectively: 52%**
- **Needing better alignment with other functions: 45%**
- **Tightening budgets: 44%**

Europe

- **Tightening budgets: 44%**
- **Talent recruitment and retention: 33%**
- **Inability to measure impact effectively: 33%**

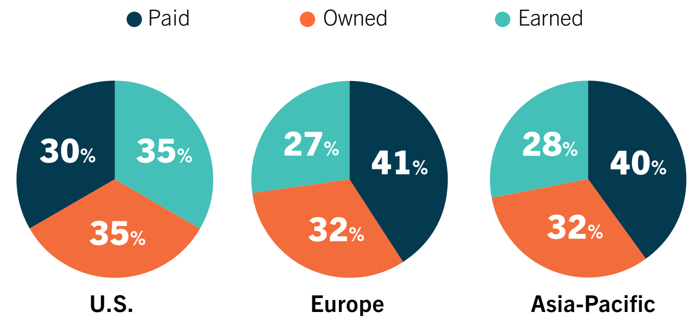
Asia-Pacific

- **Needing better alignment with other functions: 47%**
- **Talent recruitment and retention: 43%**
- **Tightening budgets: 37%**

Observations: Right off the bat, it is notable that the biggest identified comms challenge is different in all three regions. Equally noteworthy is that "tightening budgets" was the only challenge placed among the top three in all regions.

THE CONTENT EQUATION

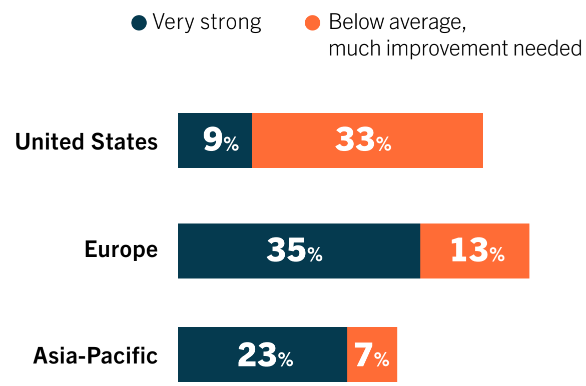
Paid, earned and owned. We reveal how much budget our respondents allocate to each.



Observations: The U.S. differs notably from the other two regions in myriad key ways. Both Europe and Asia-Pacific prioritize **PAID** far more and prioritize **EARNED** a fair amount less than their American counterparts. In addition, the distribution of resources between all three options is far more equitable among American respondents than those in the other two regions.

TECH TALENTS

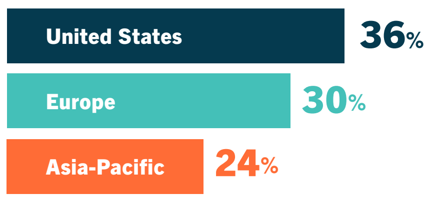
Rate your comms staff's ability to fully take advantage of the latest technology and analytics tools.



Observations: The overwhelming dearth of American respondents who chose "very strong," coupled with comparatively huge amount of U.S. respondents to concede their shortcomings in this regard are eye-catching.

THE IMPORTANCE OF ANALYSIS

We asked our respondents whether they agreed that PR pros need to be strong data analysts in addition to strong communicators. (Percentages indicate those who STRONGLY agreed.)



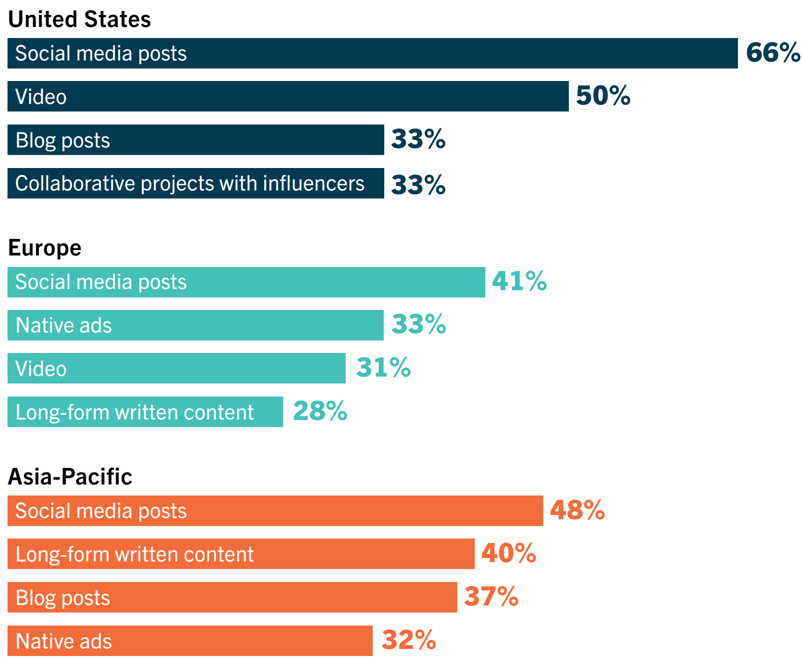
Observations: The ever-more-broadly accepted premise that data analysis has become part of a PR pro's basic responsibilities makes the discrepancy all the more noteworthy.

Regional roundup (continued)

As seen on the previous page, our survey data reveals numerous and noteworthy differences between respondents in the U.S. and their European and Asia-Pacific counterparts. Below, we share more interesting such comparisons — both related to adjustments facilitated by COVID-19.

GREATER RELIANCE

We presented respondents with a list of common forms of content produced by/for brands and asked them to choose up to three upon which they increased their reliance since the onset of COVID-19. (Percentages indicate how many respondents selected that type of content among their top three choices)



Observations: **Social media posts** are the clear front-runners in all regions, though the level to which their use increased in the U.S. far surpassed Europe and Asia-Pacific. It's also noteworthy that both **native ads** and **long-form written content** were specified in both Europe and Asia-Pacific, but not in the U.S.

ADJUSTING THE PROCESS

In response to an historically turbulent and tumultuous year, brands had to rethink all aspects of their content-creation strategy. We gave respondents five options and asked them to identify the single-most notable change they have made.

United States

- **We've notably adapted the tone of our content to better fit current societal realities: 26%**
- **We've increased engagement with our audience: 20%**
- **We've experimented far more with new platforms: 19%**
- **We have not notably changed our content creative process: 19%**
- **We've become less siloed and are working more with other creative disciplines: 16%**

Europe

- **We've increased engagement with our audience: 46%**
- **We've experimented far more with new platforms: 19%**
- **We've become less siloed and are working more with other creative disciplines: 17%**
- **We've notably adapted the tone of our content to better fit current societal realities: 10%**
- **We have not notably changed our content creative process: 8%**

Asia-Pacific

- **We've increased engagement with our audience: 35%**
- **We've experimented far more with new platforms: 28%**
- **We've become less siloed and are working more with other creative disciplines: 27%**
- **We've notably adapted the tone of our content to better fit current societal realities: 10%**
- **We have not notably changed our content creative process: 0%**

Observations: U.S. respondents were far more likely to **adapt the tone of their content** than their European or Asia-Pacific counterparts. Meanwhile, while nearly one in five U.S. pros (19%) said they have **not notably adopted their content-creation process** at all, only 8% of European pros and 0% of Asia-Pacific pros said likewise. Respondents in Europe **increased engagement with their audience** far more than pros in the other two regions, while Asia-Pacific practitioners increased **experimentation with new platforms** notably more than pros in the other two regions.

METHODOLOGY

PRWeek partnered with Cision on this survey, which was sent via email to both communications and marketing professionals in the U.S., Canada, U.K., France, Germany, Sweden and China (including Hong Kong). Temra Ward Consulting assisted with survey collection in all markets outside the U.S.

A total of 560 senior-level professionals, from both agencies and in-house, completed the online survey, conducted by PRWeek, between July 7 and July 30. Results are not weighted and are statistically tested at confidence levels of 90% and 95%.

CISION

ABOUT CISION

As a global leader in PR, marketing and social media management technology and intelligence, Cision helps brands and organizations to identify, connect and engage with customers and stakeholders to drive business results. PR Newswire, a network of approximately 1.1 billion influencers, in-depth monitoring, analytics and its Brandwatch and Falcon.io social media platforms headline a premier suite of solutions. Cision has offices in 24 countries throughout the Americas, EMEA and APAC. For more information about Cision's award-winning solutions, including its next-gen Cision Communications Cloud, visit **www.cision.com** and follow **@Cision** on Twitter.

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