



Bund der Public Relations Agenturen der Schweiz
Association des agences de relations publiques en Suisse
Associazione delle agenzie di pubbliche relazioni in Svizzera
Association of PR Agencies in Switzerland

Press release

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2007 fall survey among Swiss PR agencies

Swiss PR industry expects stable growth

According to the Association of PR Agencies in Switzerland (BPRA), the volume of professional fees in the PR industry will increase by about 8% in 2007. This is the strongest growth in recent years. The interviewed agencies estimate that growth will continue in 2008, although at a slightly slower pace. The energy industry, the life sciences industry, the financial services industry and the real estate industry are among the key growth drivers. There is an increasing demand for strategic communications consulting with a focus on corporate communications (especially corporate publishing and reputation management) and marketing communications.

The survey, which was conducted among Swiss PR agencies in October 2007, shows that the industry is optimistic that the good economic conditions will persist. Two-thirds of the interviewed agencies expect that by year's end, this year's volume of professional fees will exceed the previous year's by far and the others are convinced that it will at least match it. Calculations reveal an industry growth of around 8% - the highest in years. A similar development can be expected in 2008, although on a slightly smaller scale. Note that the above figures represent real growth which was achieved with unchanged fee rates. Furthermore, this success can be attributed to existing and new clients alike. The interviewed agencies state that the positive development is due to their ability to quickly and flexibly adapt to the changing requirements of their clients and their successful positioning in the market. At the moment, staff turnover, which is likely to increase as the economic situation improves, is the only threat to growth.

In 2008, Swiss PR agencies expect growth particularly through clients from the following industries: energy, pharmaceuticals, biotechnology, medical technology, financial services, real estate and building. They further observe that ICT/CE clients and trading businesses are cautious when it comes to PR issues. More and more clients perform many routine tasks themselves. But they also turn more often to PR agencies for highly qualified services in areas such as strategic consulting and corporate communications. In particular, PR agencies are consulted with regard to the conceptualization and the creation of annual reports, the development of corporate responsibility programs and in connection with marketing communications, where creativity is crucial.

The Association of PR Agencies in Switzerland responds to the growing demand for highly qualified PR services by promoting the highest quality standard in the PR industry worldwide, the so-called Consultancy Management Standard (CMS II). Up to now, 14 Swiss PR agencies have received CMS II certification, including the recently certified agencies Zoebeli Communications AG (Bern) and Creafactory AG (Zug). Two more agencies have committed themselves to undergoing certification in the spring of 2008. Thus, an elite group of PR agencies will emerge in Switzerland that do not only convince with their exemplary quality assurance but also with their forward-looking management approaches when compared to other providers of communications services.

Association of PR Agencies in Switzerland (BPRA)

The Association of PR Agencies in Switzerland (BPRA), which was founded in 1976, represents the professional interests of the leading PR agencies in Switzerland. The BPRA unites communications companies which are representative of the Swiss PR industry. Every year, they publish an audited market statistics. The association commits itself to improving market transparency and to establishing internationally recognized quality standards in the PR industry. www.bpra.ch