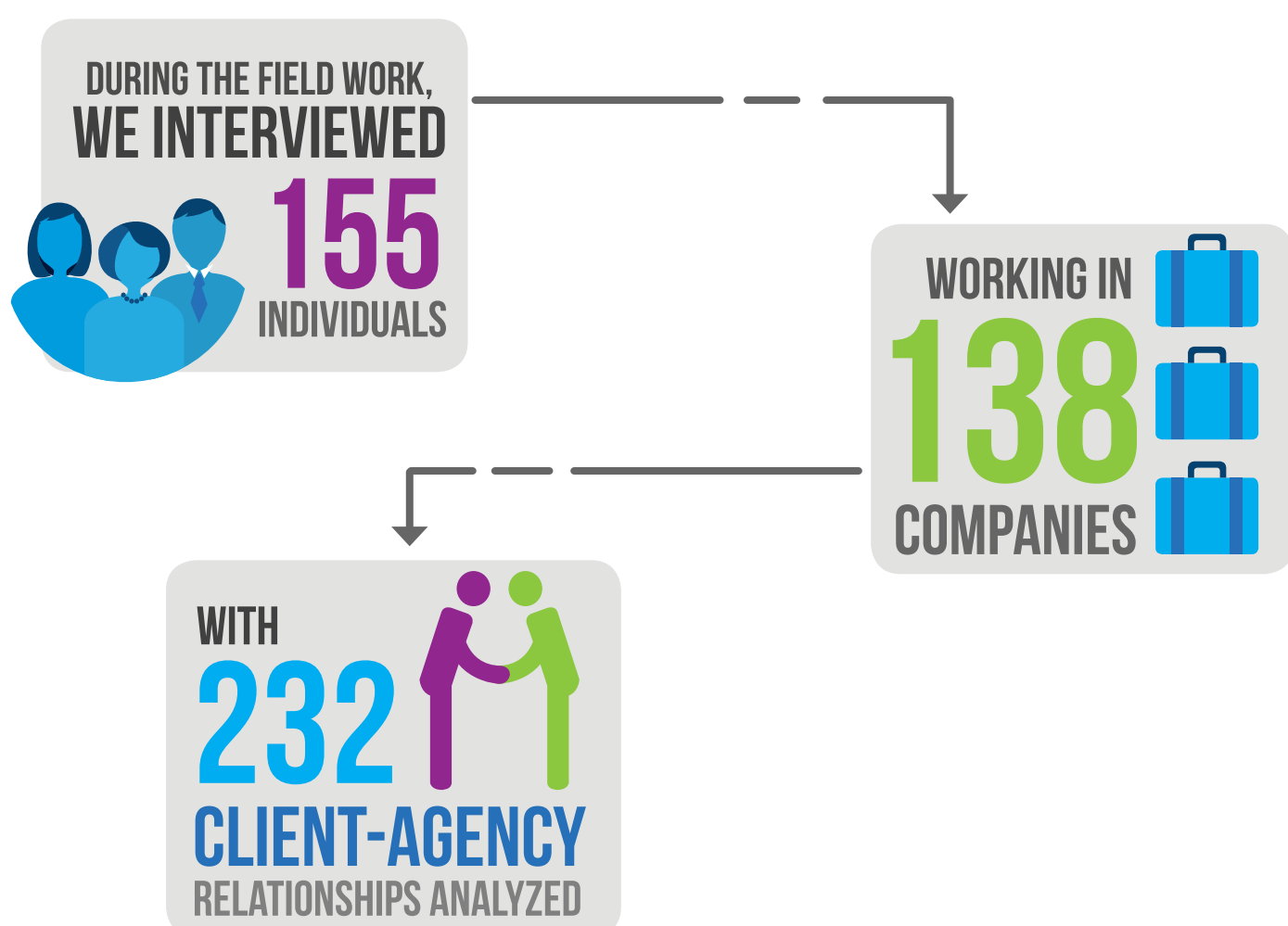


CHINA PR AGENCY SCOPE

2017

China PR Agency Scope 2017 is the fourth wave in an ongoing study to garner a deeper understanding of the motivations and processes for Public Relations in China.



NOW RATE 'DIGITAL CAPABILITIES' AS A **VERY IMPORTANT** FACTOR WHEN SELECTING A PR AGENCY



THE STUDY ALSO FOUND THAT WHILE

72% OF MARKETERS ARE SATISFIED WITH THEIR CURRENT PR AGENCY

33% WOULD CONSIDER A PITCH, CITING A LACK OF CREATIVITY AS THEIR MAIN REASON



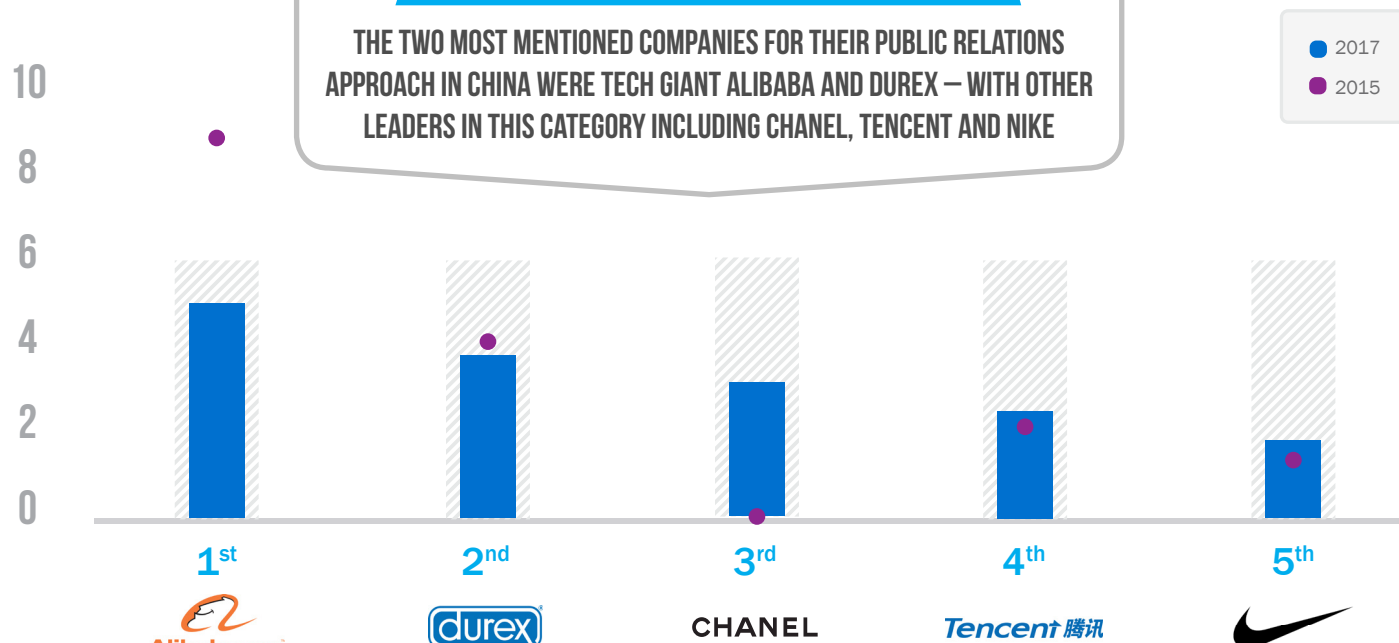
UNTIL PR AGENCIES CAN OFFER TRULY **INTEGRATED SERVICES**

43.2%

OF MARKETERS SAID THEY WOULD WORK SEPARATELY WITH THE **PR AGENCY** AND ANOTHER **DIGITAL/SOCIAL AGENCY**

MOST RESPECTED BRANDS

THE TWO MOST MENTIONED COMPANIES FOR THEIR PUBLIC RELATIONS APPROACH IN CHINA WERE TECH GIANT ALIBABA AND DUREX – WITH OTHER LEADERS IN THIS CATEGORY INCLUDING CHANEL, TENCENT AND NIKE



To see the full China PR Scope 2017 White paper, [click here](#).