

## **Are you spending enough on public relations?**

Figures suggest that organisations should be spending at least 15 per cent of their marketing budget on PR. Indeed, in adverse economic conditions, there is a case to be made for spending substantially more than that.

According to 'A Marketing Communications Scenario for 2010' by Professor Philip Kitchen (published in 2006 by the Marketing Communications Group of the Chartered Institute of Public Relations (CIPR)), some 40 years ago, marketing communications budgets in Britain were dominated by spending on television, poster and print advertising.

Today, however, only 40 per cent of these budgets are spent on these types of advertising. The rest is spent on a mix of promotional tools.

In the UK:

- 16 per cent is spent on sales promotion
- 15 per cent is spent on brand public relations
- 20 per cent is spent on direct mail
- nearly eight per cent is spent on interactive marketing
- 40 per cent is spent on media advertising

In seven countries - which account for 70 per cent of the global marketing spend: Brazil, China, France, Germany, Japan, the USA and the UK – there were striking similarities:

- nearly 21 per cent is spent on sales promotion
- 15 per cent on brand public relations and sponsorship
- 14 per cent on direct mail
- nearly eight per cent on interactive marketing
- 41 per cent on media advertising

So, on average, PR would be expected to take up some 15 per cent of an organisation's marketing budget.

That 15 per cent of the money needs to be spent on 'changing people's attitudes and behaviour' – winning hearts and minds through a variety of activities from crisis management to media relations.