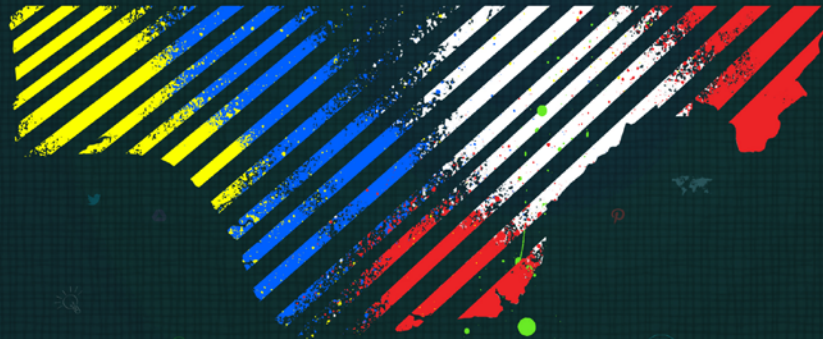


NIGERIA PR REPORT 2016



Inside the Public Relations
Industry in Nigeria

bhm

Research & Intelligence



**NIGERIA PR
REPORT 2016**



**Inside the Public Relations
Industry in Nigeria**

Cover Design

Dare Okesanjo

Design and Layout

Lucid Creative

Research

Brentt Consulting

Project Coordinators

Oyindamola Bamgbola

Dare Babatunde

Contributors

'Bisi Olawuyi, PhD.

Olawale Akanbi

Femi Falodun

Publisher

BHM

32 Community road,

Off Allen Avenue, Ikeja, Lagos

www.bhmng.com

www.nigeriaprreport.com

0700 BHMGROUP





ABOUT NIGERIA PR REPORT

Nigeria PR Report is the country's first-ever annual report on Public Relations, dedicated to gathering, chronicling and analyzing data on trends, perceptions, challenges and prospects within the industry.

The goal of Nigeria PR Report is to purposefully place Nigeria on the global marketing communications map by producing annual analyses and giving significant insights that can help build a world class industry.

The report is prepared for the use of agency CEOs, brand managers, students, teachers, institutions, journalists, consultants, regulatory bodies and researchers.



ABOUT BHM RESEARCH & INTELLIGENCE

BRI is an independent intelligence team working from Nigeria to gather and analyze data for brands and organizations in public relations, advertising, ICT and Media. BRI is a division of [BHM](#).

For more information, please send an email to info@bhmng.com or call 0700 BHMGROUP



ABOUT BRENTT CONSULTING

BRENTT Consulting is a team of experienced researchers who provide accurate local data about Nigerian consumers and Nigeria's industries using cutting edge research technology as well as technical know-how of the local terrain nationwide to glean information from every aspect of the Nigerian marketplace, thereby, creating insights that mirror true customer experiences and true industry trends.

For more information, please send an email to info@brenttconsulting.com, call +234 806 071 1106, or visit www.brenttconsulting.com

ACKNOWLEDGEMENT

Sincere gratitude to Brentt Consulting, Yomi Badejo-Okusanya, 'Bisi Olawuyi, Olawale Akanbi, and Lola Talabi-Oni for their support.

FOREWORD

As Public Relations in Nigeria continues to witness significant changes; the challenge of the practitioner is how to evolve with it. Many have fallen along the way due to their inability to adapt. The summary of 'rolling with the times' lies in understanding the dynamics that drive the very change in itself.

That understanding can never be achieved without deep insights into our various stakeholders. For a profession whose key objective is to manage stakeholders' perception and expectations, we do a poor job when it comes to ourselves. More often than not, as professionals, we are caught napping when these changes occur. Truth be told, these changes in most instances were not abrupt. They were clear indications of their arrival of which we failed to take cognizance. This has no doubt affected the profession in its entire ramification - from the bouquet of services we offer to its quality, personnel and even the remuneration we attract or fail to attract. If we continue like this, we risk Public Relations going extinct. It will be replaced by a more dynamic concept of the profession built on the ashes of the existing, but totally different in positioning, execution, result and reward.

I predict that the future of Public Relations lies in specialization, collaboration and product differentiation. These will be catalyzed by technology in a world where consumer wants are rapidly changing and we are constantly adapting. The last piece of the jigsaw puzzle is creativity. Public Relations can and will take the lead in creatively providing solutions to the communication challenges of both the public and private sectors.

However, we can never attain these lofty heights if we shy away from comprehensively and collectively subjecting Public Relations practice in Nigeria to critical analysis. It is pertinent that we as practitioners,

rally round any effort aimed at analyzing this practice. Anything else will amount to 'repeating the same thing but expecting different results'.

For this reason, I, without any hesitation whatsoever, lend myself to the pioneering effort of Ayeni Adekunle and his team in crafting these reports. To those who fault the report, citing flaws and lapses, I counter by saying 'at least this ship has left the harbour'. It can only get better.

I consider it a privilege to write this foreword.

Yomi Badejo-Okusanya
President,
African Public Relations Association (APRA)

Board Member,
International Public Relations Association
(IPRA)

Group Chief Executive,
CMC Connect (Perception Managers)

CONTENT

ACKNOWLEDGEMENT	7
FOREWORD	8
INTRODUCTION	11
PART 1: RESEARCH FINDINGS	12
INDUSTRY OVERVIEW	13
● Size of Agency	13
● Years of Operation	15
● Annual PR Revenue	17
● Annual PR Spend	19
● Top Sectors Serviced.....	21
● Clients / Portfolio	22
● Most Popular Services Offered	23
● InternationalAffiliationsandSisterAgencie.....	25
STATE OF THE NIGERIAN PR INDUSTRY	27
● Perception of Nigeria PR Landscape	27
● Profitability	28
● Creativity	29
● Skills needed for PR Success	30
● Threats	31
● Growth	32
● Professional Associations	34
HIGHLIGHTS FROM FOCUS GROUP DISCUSSIONS	35
CONCLUSION	38

PART 2: PERSPECTIVES ON IMPROVING NIGERIA'S PR INDUSTRY	40
The Value of Theory-Driven Public Relations Practice in Nigeria - by Dr. 'Bisi Olawuyi	41
How Big Data Will Help PR Clients Make Better and Smarter Decisions – by Olawale Akanbi	48
“Digital Marketing” Is Marketing, Not A Form of Advertising or Public Relations - by Femi Falodun	50
PART 3: REGULATORY BODIES OF NIGERIA'S PR INDUSTRY	53
A. PUBLIC RELATIONS CONSULTANTS' ASSOCIATION OF NIGERIA (PRCAN)	54
● Enabling law	54
● Code of Consultancy Practice	55
● Criteria for Admission	56
● How to Apply	56
B. NIGERIAN INSTITUTE OF PUBLIC RELATIONS (NIPR)	57
● Objectives	57
● NIPR Code of Ethics	58
● Membership Criteria	58
PART 4: PUBLIC RELATIONS AGENCIES IN NIGERIA	59
INFOGRAPHICS	66

INTRODUCTION

Since its inauguration, the aim of Nigeria PR Report is to use research to provide facts and statistics about the Public Relations industry in order to help practitioners improve on building better careers and business models, and eventually create a more sophisticated industrial environment for all stakeholders.

The study features valuable data for potential investors, agency CEOs, employees, government, clients, students, journalists, researchers and other associates of the PR industry. Criteria for success in coming years and yearly revenue are also touch points of the PR Report.

In 2016, research was carried out in two stages; quantitative research was pooled from an online survey which adhered specifically to the ESOMAR Guideline for Online Research, while qualitative research was derived from focus group sessions and individual interviews covering four PR stakeholder groups namely Staff, Agency CEOs, Media and Clients.

The online survey was sent out to approximately 200 respondents between October and December 2016 while 40 participants were invited for the focus group sessions. 192 people started the survey but 67 filled and completed the process. 24 people attended the focus group sessions. Majority of respondents were sourced from Lagos state, the focal PR industry location.

Two topics (band of fee income and number of retained clients versus project-based clients) in the first edition were excluded in the second edition because of the unwillingness of respondents to discuss such sensitive issues.

Furthermore, the directory of PR agencies in this report includes existing and upcoming firms in the process of becoming certified members of the Public Relations Consultants' Association of Nigeria.

Consistently producing a report such as this is critically important for the Public Relations industry in Nigeria at this time when the profession is in a precarious position. By modeling well-founded world reports such as [the Holmes Report](#), [World Development Report](#), [Relevance Report](#), the Nigerian PR Report team hopes to create a standard global report that can easily be used for referencing details, instances and facts about the industry.

PART 1:

RESEARCH FINDINGS

INDUSTRY OVERVIEW

- Size of Agency
- Years of Operation
- Annual PR Revenue
- Annual PR Spend
- Top Sectors Served
- Clients / Portfolio
- Most Popular Services Offered
- International Affiliations / Partnerships

STATE OF THE NIGERIAN PR INDUSTRY

- Perception of the Nigerian PR Landscape
- Profitability
- Creativity
- Skills for PR Success
- Threats
- Growth
- Professional Associations

HIGHLIGHTS FROM FOCUS GROUP DISCUSSIONS

CONCLUSION

A. SIZE OF AGENCY

Sole proprietorships remain the norm.

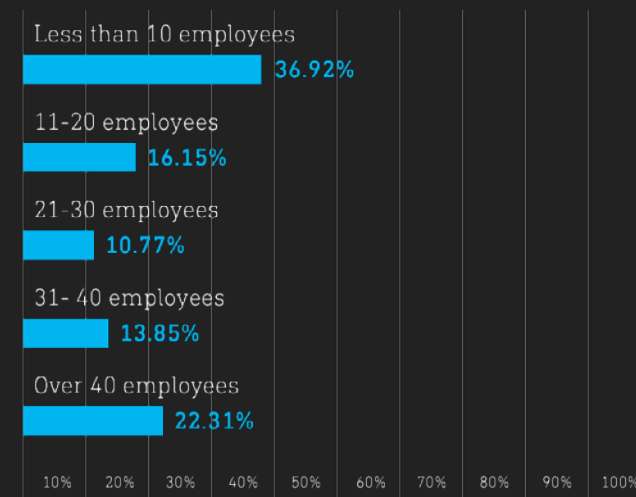
What is the approximate staff size of your work place?

In Nigeria, most agencies remain micro enterprises; a little over a third of respondents (36.92%) claim to have less than 10 staff, while 16.15% have between 11 to 20 employees.

Just 13.85% have between 31- 40 staff, while about a fifth of agency respondents (22.31%) indicate a workforce of over 40 employees. Juxtaposed with results from 2015, where the average Nigerian PR firm had about 30 staff, executives hinge this drastic decline on two main factors; many PR firms are still sole proprietorships run as one-man businesses, and where there are dozens of employees, the high turnover rate in the PR industry sees employees move on to other sectors of the business or outrightly to other industries.

Although micro and small businesses play a salient role in the economic development of Nigeria, the high turnover rate contributes to the towering unemployment rate in the country recorded to have risen from 13.3% in the second quarter of 2016 to 13.9% in the third quarter of the same year ^[1].

CEOs claim some employees move from agency to agency till they



[1] <http://www.vanguardngr.com/2016/12/nigerias-unemployment-rate-rises-13-9-nbs/>

reach the peak of their careers, then go off to settle on the client side. This agency-to-agency move decreases the opportunity for fresh graduates and others interested in PR without much experience to get absorbed into industry. As a matter of fact, this is not just the case of the Public Relations but other sects of Marketing Communications.

According to the 2016 Global Communications Report, even though agency and in-house leaders agree that talent is the single biggest challenge, they still prioritize

traditional expertise over newer skills. The report goes further to note when sourcing for talent, agencies look within in-house departments, other PR agencies, then in the (news) media ^[2].

Considering that clients described PR to be a low-cost means for publicity and reputation building during focus group sessions, the industry may continue to receive bargain-counter budgets compared to its siblings, advertising and media-buying for a while if radical action is not taken to reposition itself.

[2] <http://www.holmesreport.com/docs/default-source/default-document-library/2016-global-communications-report.pdf?sfvrsn=2>

B. YEARS OF OPERATION

Agencies exhibit persistent boom-and-bust business cycles

How many years has your workplace been in operation?

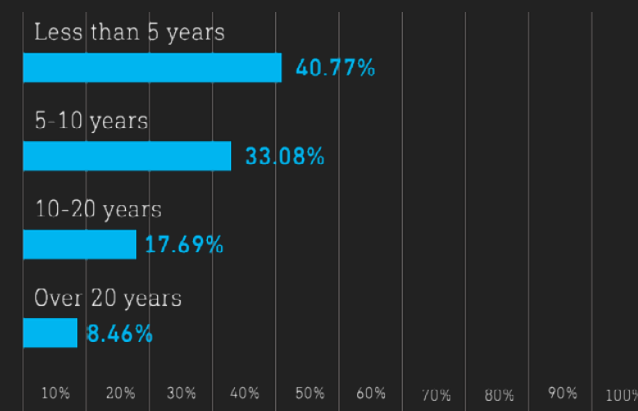
A little under half of survey respondents (40.77%) report their agencies have existed for less than 5 years, while 33.08% own or work in agencies that have been in operation for 5 to 10 years.

There are similarities with 2015 findings, as a greater number of agencies were less than 10 years old.

Respondents indicate that low barriers to entry ensure that most PR agencies often leapfrog the seed/early stage of a startup's life cycle to attain almost instant growth.

However, this is negated by the reality that economic and industry-specific pressures force the vast majority of firms to die out, without achieving established or expansion status, much less maturity.

In World Bank's [Doing Business 2017](#), Nigeria ranked 169 out of 189 countries in the world. Although Nigeria improved in the area of starting a business, dealing with construction permits, registering property and access to credit, there was a decline in key indicators like getting electricity, paying taxes, protecting investors, enforcing



contracts and resolving insolvency ^[3].

This indicates that high cost of self-supplying reliable electricity, paying pension, health insurance and other incurred costs for employees, renting a location for business and more may cripple a business fast during attempts to grow beyond seed stage.

[3] <https://www.thisdaylive.com/index.php/2017/02/17/the-business-climate-in-nigeria-2/>

C. ANNUAL PR REVENUE

Revenue levels peak slightly

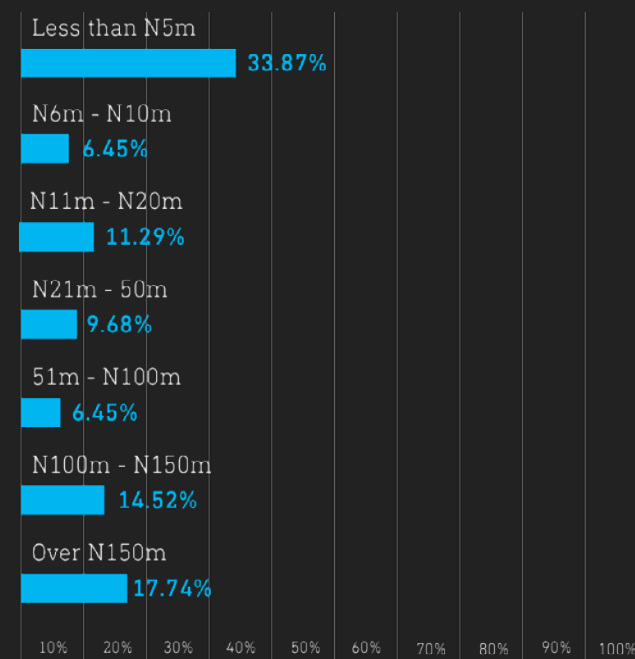
Estimate or approximate the total annual revenue for your workplace in 2015 and 2016.

In 2015, a range of N51 million to N200 million was recorded as annual revenue for over 60% of survey agency respondents and it was indicated that firms within the low-income revenue band moved up to mid-income revenue band.

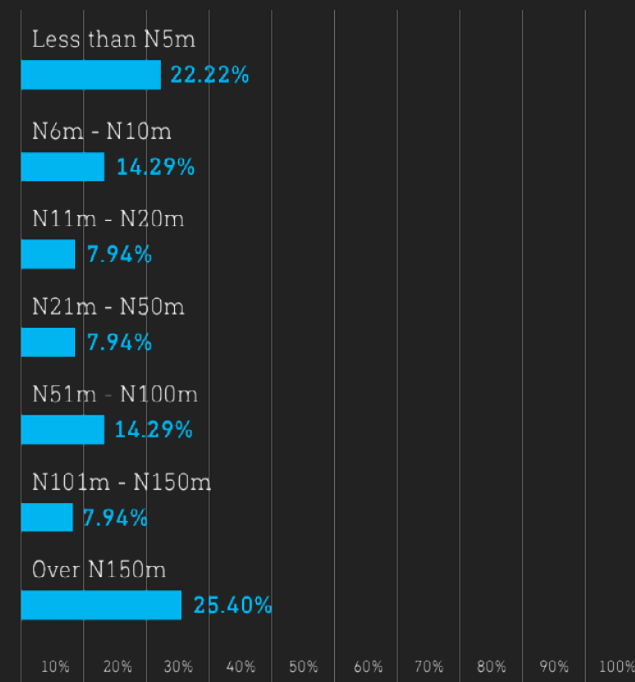
Owing to the anticipated difference in response rate and number of survey participants in 2016 as compared to 2015, the question on 2015's annual revenue was refashioned to see if there would be disparity in the inaugural survey and following year survey results. And there was.

This year's survey noted that a larger percentage of agencies in the country (33.87%) earned less than N5 million in 2015 while a quarter of respondents in 2016 (25.4%) made N150 million.

This inconsistency in annual revenue results makes it difficult to validate the actual income of PR agencies in Nigeria, however, both 2015 and 2016 results on annual revenue note the possibility that there were more individuals dealing as agencies in the industry in the previous year.



Even though agency CEOs and staff agree that the PR industry is recording notably higher billable hours and campaigns, they noted that clients are decreasing retainer fees and paying less for project-based works, especially in 2016. They went further to explain that many mid-income revenue to high-income revenue band firms are having hard times paying salaries and this has caused talent to move from agencies to client side or move on to start their own agencies.



D. ANNUAL PR SPEND

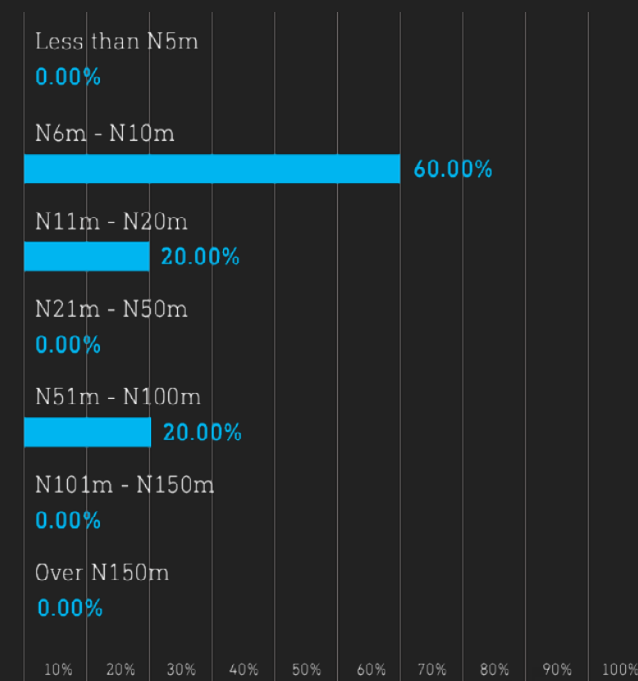
Agency's spend on PR amid client's conservative budgets

Estimate/ approximate the total PR spend for your company in 2015 and 2016?

The annual PR spend describes the amount spent on execution of campaigns, activations and other PR related activities in the entire work year. While 60% of survey respondents noted that their average PR spend in 2016 was between N6 million and N10 million, other agency respondents with the lowest percentage (20%) had budgets between N51 million to N100 million.

This suggests that the Nigerian PR industry is divided into two main parts in terms of spend - the small-timers and the big shots. The small timers represent "one-man agencies" where, though clients are having to cut down on marketing budgets, they are unaffected as they are relatively new, have very few staff and offer basic PR services like publicity and press office only.

The big shots are medium to big agencies who have been in the business between 5 to 20 years and offer a wider range of PR services from media relations and publicity to content creation, etc. because of their manpower capacity (between 10 to 50 staff) and established interpersonal relationships with the media and other third parties involved the PR process.



In order to fix this situation and maintain a balance, PR regulatory bodies should push for standardization of service and billing band within the industry. This will ensure that everyone gets a fair share.

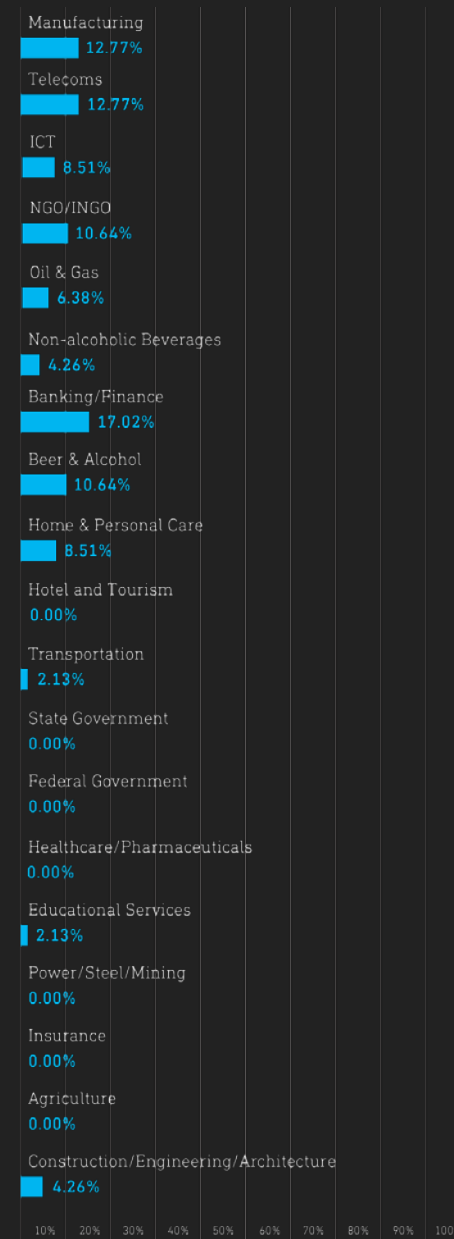
E. TOP SECTORS SERVICED

Banking and Finance remain heavy shapers

In which sector(s) would you say the bulk of work comes from?

PR executives indicate that Banking and Finance proved to be the predominant income source for the PR industry in 2016, closely followed by NGOs and the Beer and Alcohol sectors. However, FMCGs, elecommunication companies and government (public sector) are ranked high in terms of remuneration.

It is expected that there will be an increase in engagement from the construction/engineering, transportation and education sectors in the coming years as interest in PR services is gradually expanding in these areas.

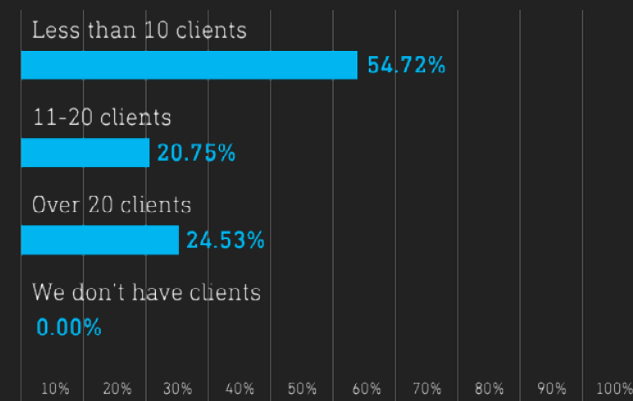


F. CLIENTS/PORTFOLIO

Retainership remains the exception

Approximately how many active clients does your workplace/company manage?

More than half of PR agencies surveyed (54.72%) manage less than 10 active clients, with only 24.53% confirming that they have over 20 active clients. Agency respondents note that project-based jobs surpass retainership arrangements.



G. MOST POPULAR SERVICES OFFERED

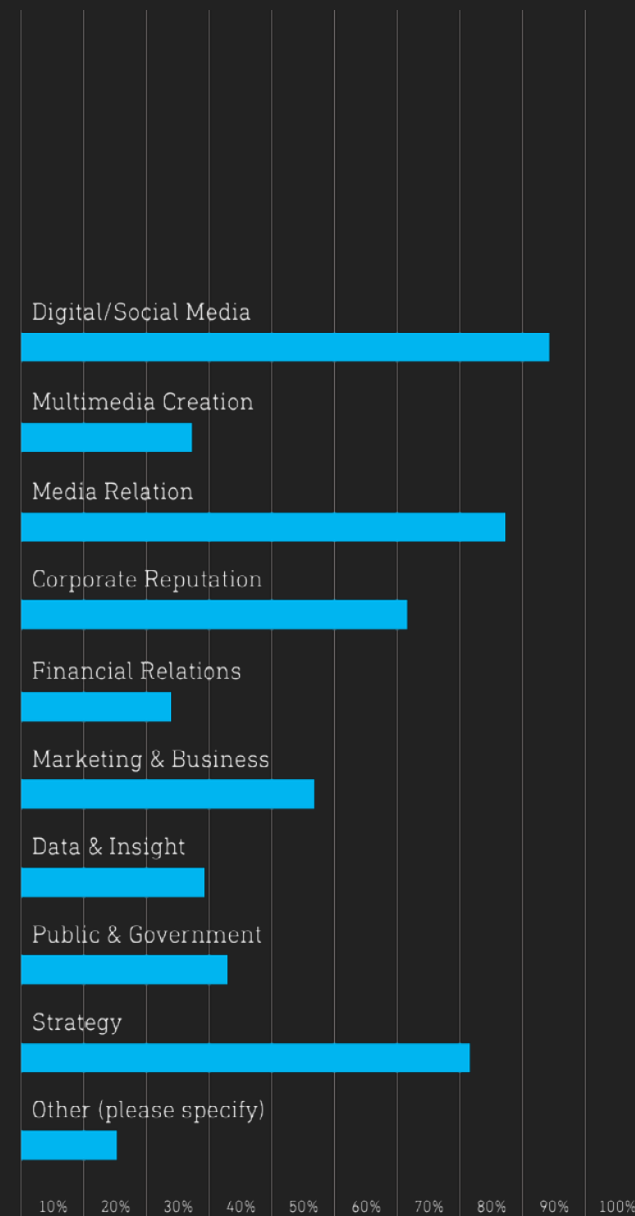
Digital is king

Which of the following services does your workplace/company offer clients?

In Nigeria's PR industry, digital / social media marketing is the most offered service. Over 75% of respondents confirm digital marketing as a priority for clients, placing strategy, media relations and handling corporate reputation respectively in successive order of importance. Other services noted as sought after and delivered are marketing and business development, public and government affairs, as well as financial relations.

The dominance of digital marketing in PR may be as a result of the ease of measuring digital results. Compared to traditional media (billboards, newspapers, radio), calculating reach, impressions and engagement of social media and online platforms is very possible and the numbers are considered more accurate than that of traditional media.

According to Mckinsey's Global Media Report 2015 ^[4], spending on media will continue to move rapidly from traditional to digital products and services. The report goes further to state that by 2019, digital may account for more than 50% of the overall total spend on media. "Consumer spending on digital video will overtake spending on physical media, two years earlier than we had previously forecast. Digital,



consisting of Internet and mobile ads, will become the largest advertising category by 2017, surpassing TV one year earlier than forecast. Mobile will more than double its share of the digital-ad market. This rapid shift to digital is driven in part by the growing number of connected consumers, the expansion of mobile telephony and higher rate of mobile broadband adoption.”

[4] <http://www.mckinsey.com/industries/media-and-entertainment/our-insights/the-state-of-global-media-spending>

H. INTERNATIONAL AFFILIATIONS AND SISTER AGENCIES

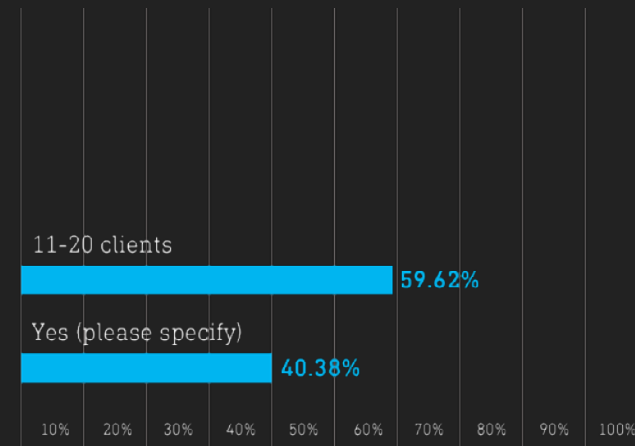
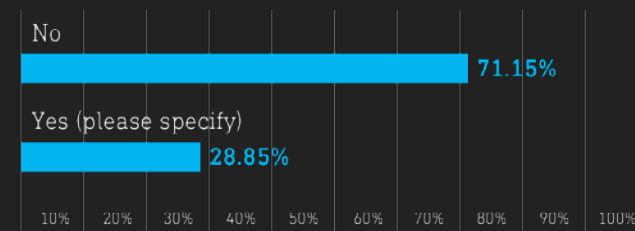
International affiliations, mergers remain uncommon

Does your workplace/ agency have any international affiliations?

The level of integration between Nigerian PR agencies and their peers abroad remains low, with only 28.85% of agencies identifying international affiliations. The overwhelming majority (71.15 %) of executives who own/work within firms do so on a wholly local, at best national scale. In addition, more agencies are considered independent, as opposed to being a part of a group, or sister firm to a bigger organization.

A notable 59.62% of our respondents expressed the opinion that Nigeria’s PR industry is broadly composed of more independent companies, and will continue to be so in the medium term, while 40.38% believe that firms in the industry are either part of a group or a sister firm. The consensus however, is that though international affiliations and/or mergers are uncommon, firms are largely open to integration. However, respondents noted significant cross-continental/ regional collaborations.

In March 2015, CMC Connect became an affiliate of Burson-Marsteller [5].



[5] <https://guardian.ng/saturday-magazine/building-local-brands-through-global-affiliations-the-cmc-connect-example/>

In August of the same year, international communications firm, FleishmanHillard signed an affiliation agreement with Nigeria's Mediacraft Associates ^[6].

In December 2016, Edelman announced its affiliation with Chain Reactions Nigeria ^[7].

^[6] <http://fleishmanhillard.com/2015/08/news-and-opinions/fleishmanhillard-signs-affiliation-agreement-with-mediacraft-associates/>
^[7] <http://www.brandcampaign.com.ng/edelman-exclusive-affiliation-pact-chain-reactions-nigeria/>

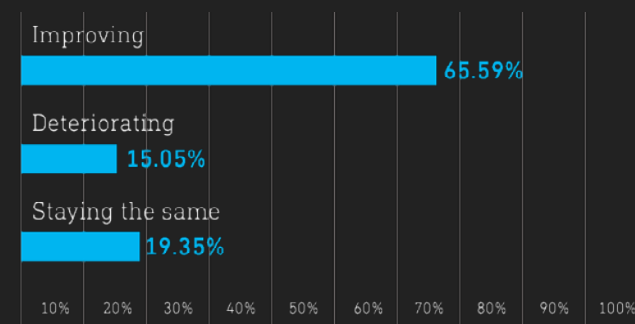
I. PERCEPTION ON NIGERIAN PR LANDSCAPE

How would you describe the (general state) of the Nigerian PR industry over the last three years?

Two-thirds of respondents surveyed (65.59%) believe that the industry has “improved” in the last three years, compared to 15.05% who think the industry is “deteriorating” and 19.35% who think it’s “stagnant”. More than 50% of our respondents reveal notable increase in profit margins over the last 12 months. They cite the possibility of further improvement in this area over the next couple of years, provided socioeconomic conditions in their operating environments remain on the upswing.

However, 2016’s survey results show that marketers in Nigeria are not spending as much money on PR, as they do on advertising and digital marketing. This fact has ensured agencies are beginning to see the need to add digital marketing to their service offering mix. As clients are increasingly turning to PR agencies for help with social media monitoring, respondents somewhat agree that PR agencies in Nigeria are addressing clients’ digital needs.

There is increased perception that over the years, agencies have been able to meet the needs of their clients satisfactorily, and can provide better services than in-house staff, with respondents noting that there is a sufficient supply of PR talent in the industry, and greater potential for growth in the next 12 months via relevant training.

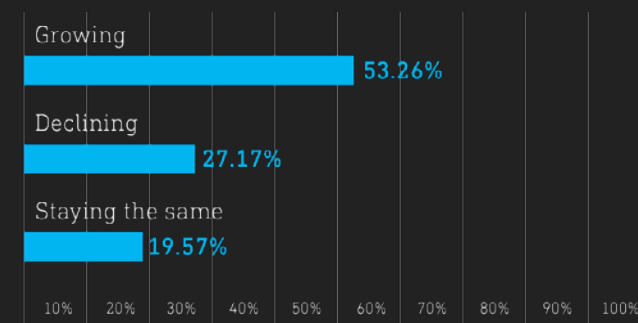


J. PROFITABILITY

Financial gains outweigh challenges

How would you describe (the profitability) of PR agencies in Nigeria over the last 3 years?

Most respondents affirm that profit margins within Nigeria's PR industry has grown over the last three years. More than half - 53.26% - consider the level of profitability as "growing," 27.17% believe it is "declining" while only 19.57% are of the opinion that profitability is "neither growing nor declining." Our respondents note that given the still somewhat nascent state of the industry, despite decades of existence in Nigeria, financial gains in the PR industry are remarkable, and this growth trajectory cannot only be maintained, but also increased, as shown in subsequent interview questions.



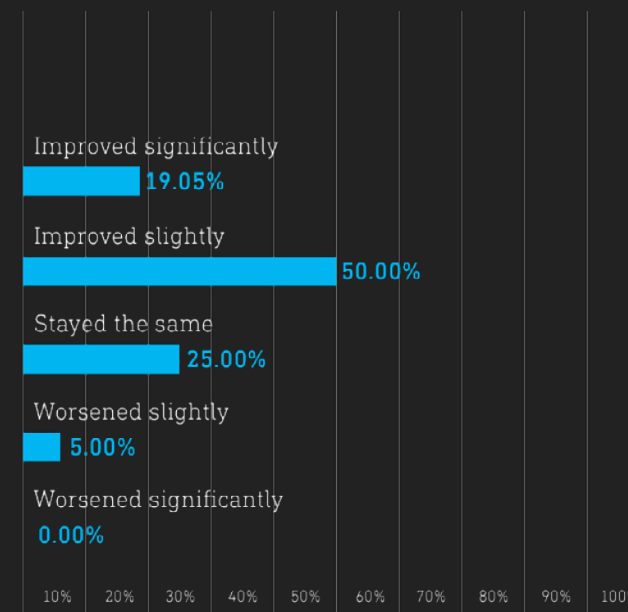
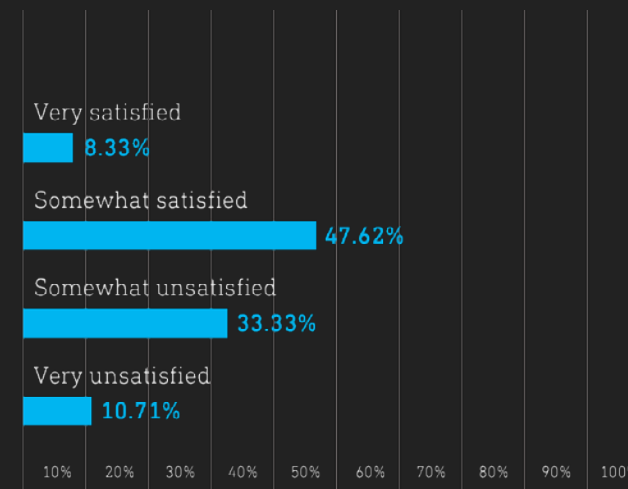
K. CREATIVITY

Creativity splits opinion

How satisfied are you with the general level of creativity in the PR industry?

There has been a slight improvement in creativity levels within the industry; 55.95% of respondents are satisfied with the level of creativity compared to the 44.04 % who think the industry is not creative enough.

All of which implies the likelihood that creativity will remain a front-burner on the agenda, given that on one hand there is a greater commitment towards reliability in research and development by those who are satisfied, while the other half is eager to change the status quo regarding creativity; a win-win for Nigeria’s PR landscape and the clients/audiences being served.



L. SKILLS NEEDED FOR PR SUCCESS

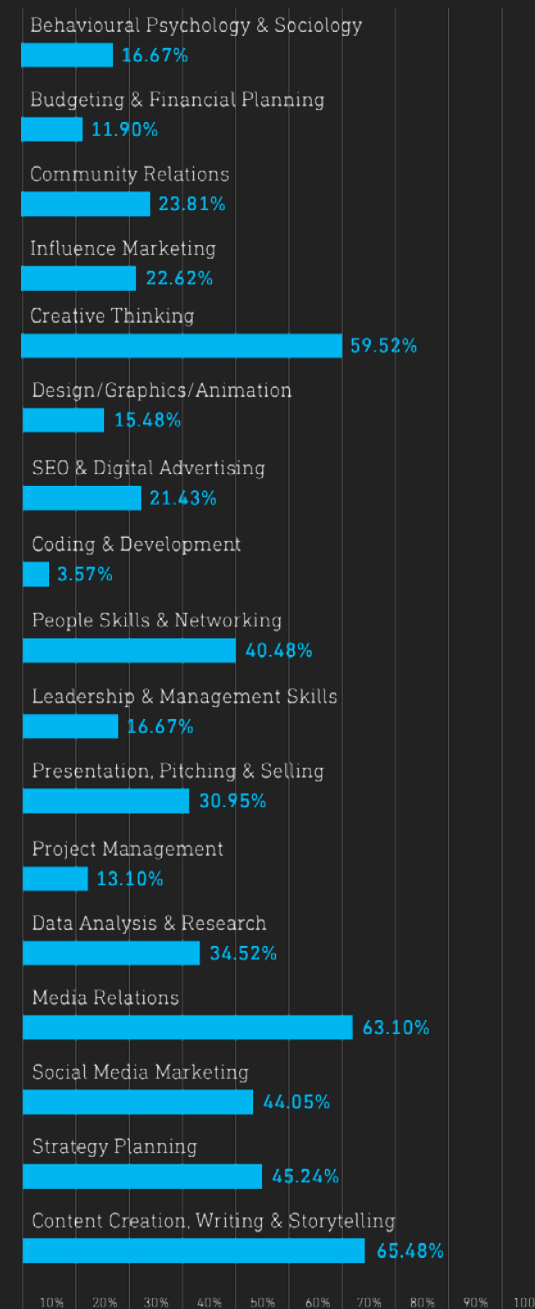
Content creation is the top skillset in demand

Please check 5 skills you believe are most important for success in the PR industry

Two-thirds of respondents (65.48%) choose Content Creation as critical to PR practice in Nigeria, while 63.10% prioritize Media Relations. Creative Thinking is also confirmed by 59.52% as the most important skillset for practitioners to possess, while Strategic Planning and Social Media Marketing join the top five skills necessary for success in PR today.

Owners and employees cite these as the winning formula in most PR campaigns that have yielded desired outcomes and repeat clients over the years.

On the reverse side of the coin, PR activities such as people’s skills and networking, data analysis and research, presentation, pitching and selling are projected to experience an increased level of demand from clients and PR buyers. Also, coding and development is perceived to be the least most important skill in PR in Nigeria, as only 3.57% of our respondents deem it an important skill.

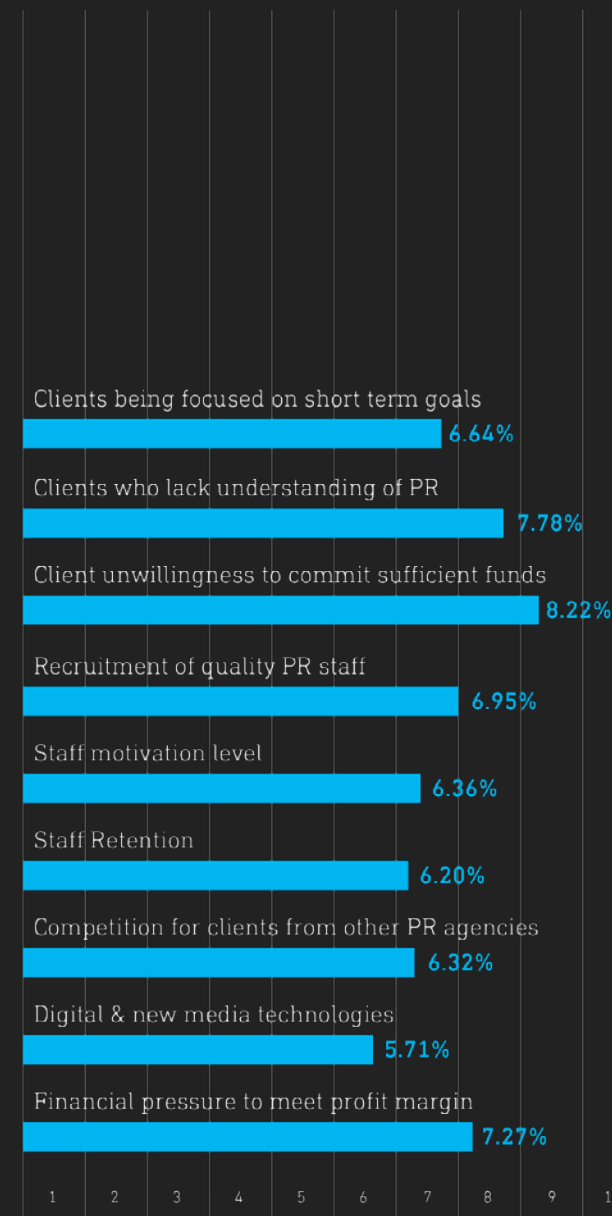


M. THREATS

Payment culture/structure biggest threat to operations

Rate the following challenges on a scale of 1 to 10 as it relates to the PR industry

Almost half of respondents (48.15%) cited clients' unwillingness to commit sufficient funds to projects and brief as their biggest challenge in 2016. This is a shift from 2015, where staff retention and motivation was the major threat to the PR industry; 37.5% of current respondents still believe this factor is extremely challenging to their operations. About a quarter (26.25%) also perceived that the recruitment of quality PR staff is the greatest factor decimating any gains made by Nigeria's PR industry.



N. GROWTH

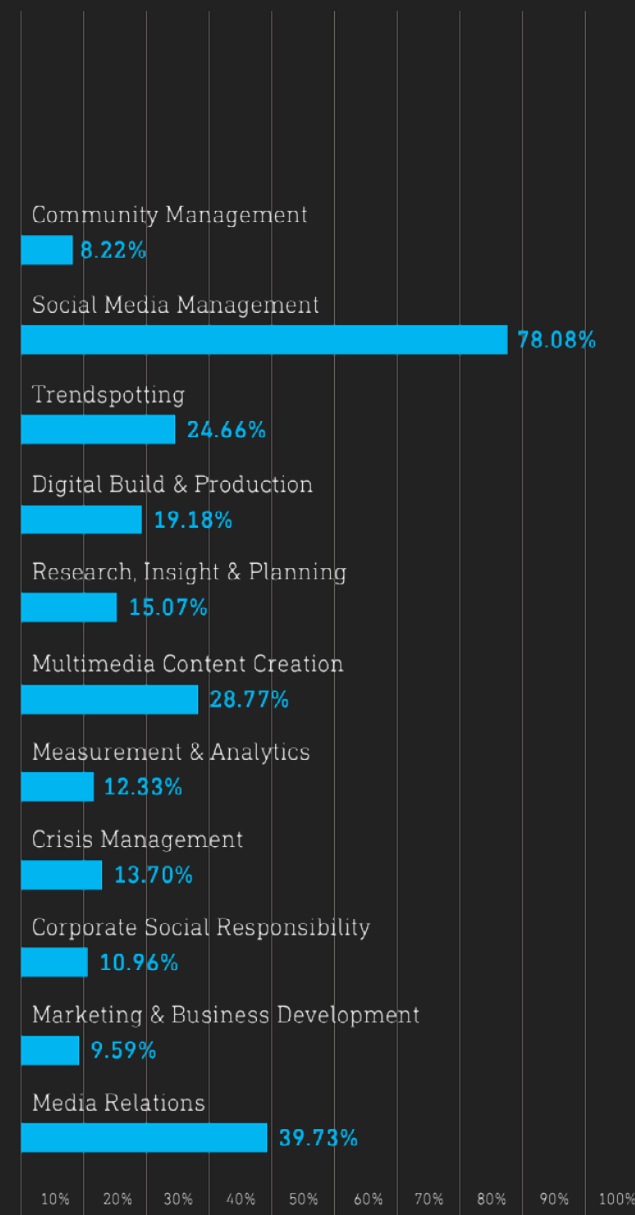
Multimedia Content creation edges its way in; niche areas of practice emerge

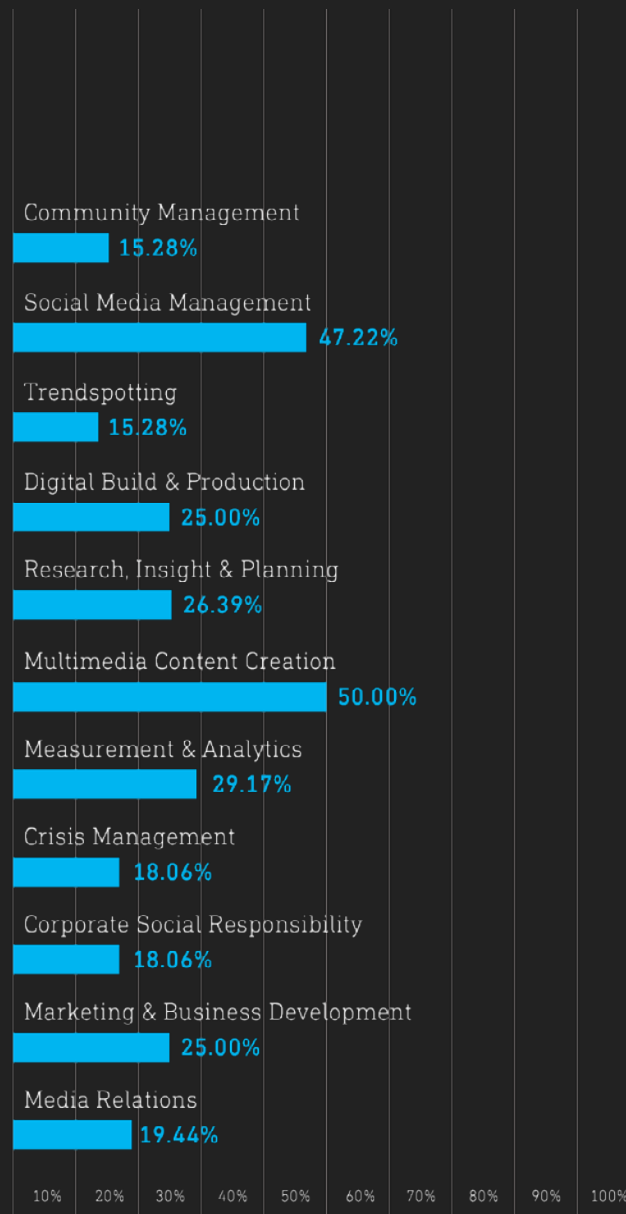
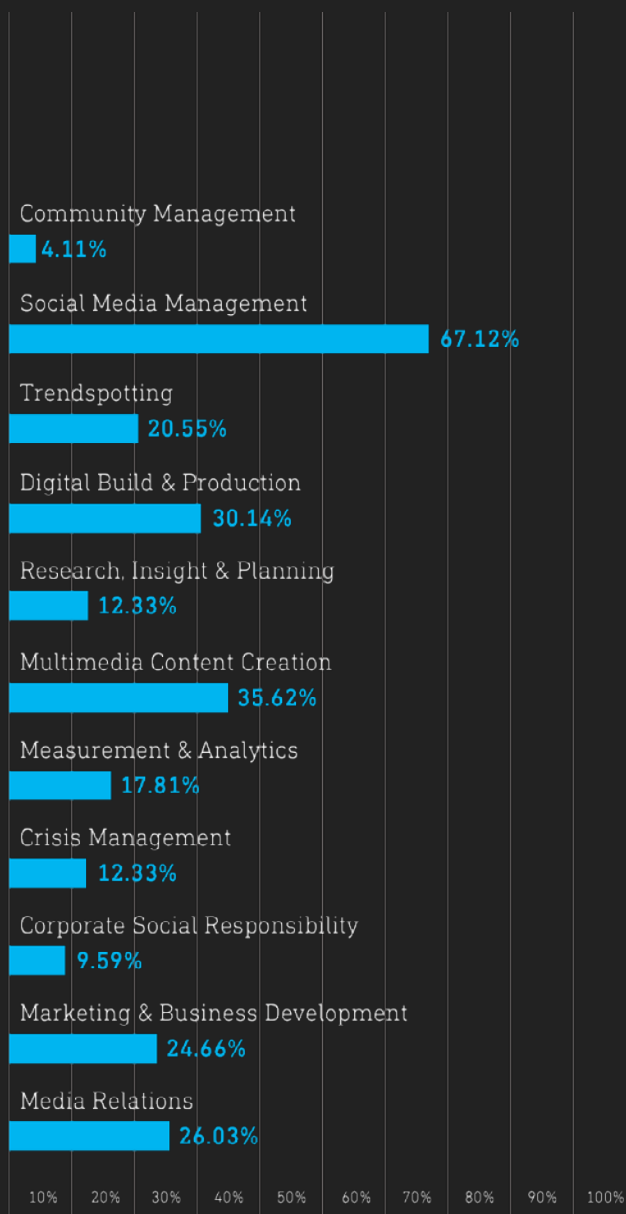
Which areas of general PR practice have grown/will grow the most?

An overwhelming majority of respondents (78.08%) noted that in 2015, social media management witnessed impressive growth in demand - a distant second choice was media relations, chosen by 39.7% of respondents. The picture changed in 2016, with 67.12% of respondents picking social media management as the fastest growing area of practice, while 35.2% favoured multimedia content creation as the second area where they had experienced growth.

Whereas social media management remains a constant, multimedia content creation is increasingly becoming a priority for clients and practitioners alike, who note that it's becoming an important contributor to profit growth in various industries.

Projections show that in the next five years, new areas of PR practice will grow to join these two, including: measurement & analytics; business development; PR education; as well as public affairs & government relations.





0. PROFESSIONAL ASSOCIATIONS

Professional associations still exhibit slow uptake rates

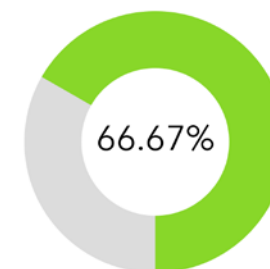
Do you belong to an international professional PR/Media association?

Respondents do not consider membership of local and international professional associations a priority. In general, 72.22% of those surveyed do not belong to an international or local PR/media association, while 27.78% are members of one or two foreign or local bodies.

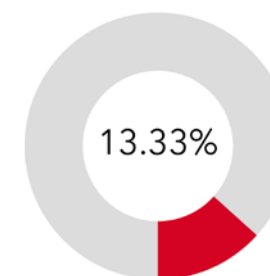
Of the PR agencies/staff who identify with foreign PR/Media associations, most (36.84%) are members of Chartered Institute of Public Relations (CIPR), while others are members of Public Relations Consultants' Association (PRCA), International Public Relations Association (IPRA), and more.

66.67% of survey respondents are certified members of the Nigerian Institute for Public Relations (NIPR) while 13.33% identify with Public Relations Consultants' Association of Nigeria (PRCAN).

Further focus group research suggests that membership is often seen as an obligation; most PR consultants are not knowledgeable about the constitution and do not participate in the activities of the professional bodies they belong to. Only a few are active participants and are aware of existing rules and regulations.



66.67% are certified members of NIPR



13.33% identify with PRCAN

HIGHLIGHTS FROM THE FOCUS GROUP DISCUSSIONS

COMPOSITION

The focus group comprised four major stakeholders in the PR industry: agency owners, clients, media practitioners, and agency staff. The discussion was necessitated by the need for a broader, qualitative assessment of the salient issues raised in the survey.

POPULAR CAMPAIGNS MENTIONED

Five major campaigns were cited in responses without prompting, in the order below:

1. EbonyLife - The Wedding Party (2016)
2. Pepsi - Long Throat (2015)
3. Star (Beer) - Star Football League (2016)
4. Airtel - Data Is Life (2016 / 2017)
5. Mirinda - Three Orange Men (1990s)

GENERAL PERCEPTION OF THE INDUSTRY

While clients perceive that Nigeria's PR industry is underdeveloped and miles away from its international peers, agency owners insist an abundance of positives exist as lessons and springboards to further development of this growing industry. The staff category strongly believe that the industry is moving into the digital age and suggest PR must simultaneously be more localized and relevant amid this shift. The media agrees that Nigeria's PR industry is growing and specifically commended its impact in the Ghanaian and Nigerian elections, where at least two Nigerian firms - Chain Reactions and Red Media's Statecraft Inc. - featured prominently ^[8].

AVAILABILITY OF TALENT

I've seen some practitioners create magical things.

Interestingly, clients are positive about what the industry has to offer, based on the crop of talent that services their needs. Agency owners hinge talent ability on the dedication of practitioners, and want to see more diversity in hiring, where the focus shifts from employing solely graduates of Mass Communications, and encompasses those who have the specific skillsets in demand with a balance in the ratio of men to women, physically challenged individuals and so on. The media is convinced that there are brilliant young minds in the industry, but cite

[8] <http://redmediaafrica.com/leadership/>

the small-scale nature of most agencies as potentially inimical to professional growth of talent. On their part, Staff are certain they can perform at, and exceed international standards - provided an enabling environment that kickstarts and hones prospects for training, research and development become the norm.

However, a survey recently carried out by Jobberman Nigeria in collaboration with Ventures Africa showed that no mainstream PR outfit is on the top 100 list of companies that can provide job satisfaction for the Nigerian millennial ^[9]. The only highlighted agency that can somewhat be associated with PR is Insight Communications.

INNOVATION IN THE INDUSTRY

Boundary-breaking (ideas) needs to be encouraged and rewarded.

Agency owners believe that the level of creativity in the industry is on a high but admit relevant work ethics to achieve this

remains the missing link. Clients are in agreement, citing a recycling of ideas, and arguing the agency environment does not foster and reward creativity. The media however places the buck on clients, who are often fixated on pre-conceived ideas, and don't allow agencies to explore their craft and push boundaries. Staff show varying levels of demotivation, stating that creativity in the industry is usually not appreciated.

However, creativity in PR has raised its head in certain campaigns like that of Nollywood blockbuster, The Wedding Party, which broke box office records by making N200 million in 16 days ^[10]. Over a 7-month period, PR agency, R & B helped the film gain massive coverage and organic mentions in leading print, online, television and radio platforms making it the most talked about movie of the year.

Also, the 2016 Star Football League campaign utilized a smart engagement approach by using digitally focused announcements instead of the regular print mentions ^[11]. The 7-day campaign reached over 7 million Nigerians across print and online platforms, making Star Lager Beer the most talked about beer brand between August and September 2016.

CHALLENGES

PR is treated like an addendum; an afterthought.

Clients understand that wanting to dictate PR solutions to agencies is a problem, while for staff, the lack of sufficient funds to carry out creative tasks is the greatest bottleneck in the industry.

The media are of the opinion that the major challenge in the industry stems from clients' perception of PR as an 'afterthought,' rather than a necessary component for brand success. For agency owners, a situation where journalists and bloggers masquerade as PR consultants has downplayed the importance of expert PR service provision in the industry.

OPPORTUNITIES

Align PR with the bottom-line.

Clients believe that agencies who go beyond

[9] <https://venturesafrica.com/features/the-top-100-companies-for-nigerian-millennials-2/>

[10] <https://www.thisdaylive.com/index.php/2017/01/02/nollywood-movie-the-wedding-party-breaks-box-office-record-makes-n200m-in-16-days/>

[11] <http://www.brandish.com.ng/star-lager-shines-nigerian-professional-football-league-increase-fortunes/>

the surface to relay the value of PR to senior management, connect the essence of Public Relations to brand bottom-line will continue to enjoy increased profitability. They are of the opinion that there are more opportunities if agencies move away from template solutions and integrate bespoke strategies with overall brand objectives.

Agency owners unanimously feel opportunities lie in training clients and the public to understand what Public Relations entails. Like the agency owners, the staff are concerned with awareness among young people about the role of PR and its benefits to business.

The media would like to see agencies focused on offering a complete scope of consultancy services, and advising their clients on the best placements for their brand messages.

CRITICISM FOR PR ECOSYSTEM

An over-reliance on tactics rather than strategy...

From the clients' point of view, PR consultants do not understand the brand or the objectives brand managers aim to achieve. More so, a lack of carefully thought-out strategy and workflow processes from PR practitioners does not inspire clients' confidence. This in turn affects the execution of briefs.

Media respondents believe they are PR partners and should be treated with dignity. They specifically cite a need for constant communication between them and PR practitioners, as anything otherwise affects the quality of work put out to the public, and results in a situation where news copy and pictures attain a one-size-fits-all approach.

CONCLUSION

UPCOMING TRENDS IN PR

Storytelling preferred to advertorials.

Some of the upcoming trends PR practitioners and clients must pay attention to are as listed below, in order of the most-mentioned:

- Increased use of influencers, everyday people as brand ambassador
- Storytelling, rather than advertorials and press releases
- Content development and marketing
- Digital / social media tools
- Experiential marketing involving activations and its likes

HOW TO GAUGE SUCCESS

We all see things differently.

On one hand, some agencies measure campaign success by using social media analytical tools such as [Sysomos](#) and [CoverageBook](#); PR measurement yardsticks like [The Barcelona Principles](#), [Advertising Value Equivalency](#) (AVE); and finally, the comparison of initial stated objectives with end results.

On the other hand, clients will consider a campaign successful by its viral potential, elevated social media engagement, feedback from customers or focus groups, and [Brand Equity Tracking](#).

This is somewhat similar for staff, who gauge success through followership, digital impressions, brand mentions and social media monitoring. The media is understandably at a tangent, relying on press cuttings, impressions, social media mentions and radio dubs to measure the success of PR campaigns.

FUTURE OUTLOOK OF INDUSTRY

Greater specialization is afoot.

Agency owners are optimistic about Nigeria's PR industry, foreseeing more multinationals coming in a rash of affiliations and a dependence on PR for marketing

communication solutions. There may also be an increasing need for lawyers in tailoring contracts specifically to PR practice as the lines between marketing, advertising, and PR become more blurred, and the ascent of all-inclusive communications agencies ensues.

Clients cite reputation building as a priority and project a greater inclusion of young people as both audience and PR practitioners in the coming years. Staff also share the standpoint that young people will lead demand and supply of services in the PR

industry, bringing increased, wholesome competition between brands and PR agencies.

The media is more focused on empirical research, touting this as the most crucial instrument for advancement of Nigeria's PR industry; they feel that as client and audience bases become more fragmented, cutting-edge research will help PR practitioners and their clients deliver better services to their peculiar publics.

PART 2:

PERSPECTIVES ON THE NIGERIAN PR INDUSTRY

THE VALUE OF THEORY-DRIVEN PUBLIC
RELATIONS PRACTICE IN NIGERIA

- Dr. 'Bisi Olawuyi

HOW BIG DATA WILL HELP PR CLIENTS
MAKE BETTER AND SMARTER
DECISIONS

- Olawale Akanbi

"DIGITAL MARKETING" IS MARKETING,
NOT A FORM OF ADVERTISING OR
PUBLIC RELATIONS

- Femi Falodun

THE VALUE OF THEORY-DRIVEN PUBLIC RELATIONS PRACTICE IN NIGERIA

INTRODUCTION

Public Relations, both as a discipline and profession is misperceived, misconceived and misconstrued, especially in this part of the world. It is commonplace to see people with no formal training in public relations or former journalists transmuted into practitioners based on the erroneous belief that PR is essentially about media relations. Bruning and Ledingham ^[1] state that the dominance of the field by former journalists “reinforced the notions of manipulation of the mass media as the central focus of Public Relations practice, and generating favourable publicity was the number one goal of most PR practitioners.” Although the evolution of PR was publicity ^[2], when practitioners’ brief was “to get the client’s name in the paper” as times went by the likes of Edward Bernays, Arthur Page and Harwood Childs redefined public relations practice as a “way of balancing the interests of organizations and their publics” ^[3]. Unfortunately, “those perspectives were often ignored in the rush to garner “free” favourable publicity through the semiotic relationship of public relations practitioners and the mass media” (Bruning and Ledingham (2000) ^[4].

When the activities of these flacks are critically evaluated, they may not be too blameworthy because most practitioners have also

not demonstrated enough convincing competence about the strategic deployment of the art and social science of public relations. Most PR agencies are truly AGENTS whose practices are still at the beck and call of clients; not consultants with pedigrees that could challenge and call to questions some decisions of the client. These agencies are simply Seyi or Muyiwa, diligent messengers who lack discretion and judgement—these are runners. This state of anomie, to a large extent, has affected the reputation of the profession and its waning influence as perception managers.

The misconception about what Public Relations is, may be attributed to the disconnection between the academia and the industry. The assumption is that the rhetoric of the classroom detracts very significantly from the realities on the field.

'Bisi Olawuyi, PhD.
Department of
Communication
and Language Arts
University of
Ibadan, Nigeria.

This may be true, but not in the absolute. Therefore, such has been that both academics and professionals have worked at cross purposes having been fixated on the flawed assumption that theory is different from practice. This cannot be contested really, but fundamentally they are mutually exclusive. The significance of what makes any practice inventive and innovative is that it is driven by time-tested and empirically-proven theory-based evidence. Hence, the argument that is being advanced is that there is the need for a synergy between the academia who ply their trade, mainly, in teaching, research and community service through theory-building and testing and the public relations practitioners who are in the trenches to forge a common bond that would give well-intentioned meaning to the profession through an accurate analysis of trends, prediction of their consequences, informed counselling of organizational leaders and implementation of sound programmes of action which will serve both the organization's and the public interest.

The lack of interaction between PR educators and their professional counterparts in Nigeria obviously has grave consequences on the availability of empirical evidence that could serve as body of knowledge for training and documentation purposes. This sentiment was also expressed by Krishnamurthy Sriramesh

and Dejan Verčič ^[5] when they acknowledged the significant growth in public relations scholarship and its evolution “toward establishing itself as a strong discipline.” However, they decried the lopsidedness of this knowledge “because the focus of theory building has been confined predominantly to the United States and a few Western European countries.... Consequently, there is a scarcity of empirical evidence about Public Relations practices in other regions of the world.” The dearth of such body of knowledge from other parts of the world implies that Western PR models, case studies would constitute teaching modules and theories that emerged from their realities would serve as templates for understanding trends and local realities which most often are largely different.

PUBLIC RELATIONS: A FIELD MORE OFTEN CHARACTERIZED BY WHAT IT DOES THAN WHAT IT IS

The evolution of Public Relations overtime lends it to amorphous interpretations of its expected functions. This, most definitely, has implications on how the profession is practiced and at the same time perceived. Alison Theaker [6] corroborates this position when she argues that the difficulty in defining

what Public Relations is, is not surprisingly attributed to its history that is full of confusion. The dialectics in defining PR which has been attributed to the uncertainties in its history instructively attests to these points of views being amalgamated in the use of communication to forge sustained relationship based on mutual understanding. The understanding that the fundamental essence of public relations regardless of its various definitions is the “establishment of mutual understanding between an organization and its publics” reflects Lenin’s “doctrine of the unity of opposites” ^[7] which is the basis of dialectics.

If indeed, Public Relations, as Bruning and Ledingham ^[8], note is a “field more often characterized by what it does than what it is,” then it is apposite to consider some contemporary definitions of Public Relations in order to gain some useful insights into what PR people “do.” It is important to reiterate that the evaluation of these definitions is in “term of their utility rather than in terms of their correctness” ^[9]. And it is to the end that the primary function of the operational dynamics of PR in placed in critical perspective, particularly within the context of this discourse.

Clarke L. Caywood writing under the title “Twenty-First Century Public Relations:

The Strategic Stages of Integrated Communication” defines public relations as the “profitable integration of an organization’s new and continuing relationships with stakeholders including customers by managing all communications contacts with the organization that create and protect the brand and reputation of the organization.”^[10] For Caywood, the elemental responsibility of PR is managing relationship with an organization’s stakeholders through effective communication. Accordingly, the value-addition of this sacred mandate is predicated on the peculiar challenges of the 21st century which requires the competence of the PR professional as a member of the “Dominant Coalition” and Boundary Spanner” for his/her organization or clients. He elucidates further:

...Public Relations will lead business and other complex organizations. Its leadership will be defined by the Public Relations professionals’ ability to integrate at several levels of business and society and create more integrated management processes. The value of integration as a Public Relations contribution emerges from the self-defined role of Public Relations building “relations” or integration relationships between an organization and its publics ^[11].

Another definition of PR that explicates the especial role of Public Relations as

relationship management is by David R. Drobnis and John W. Tysse ^[12]. According to them, PR is the “management function that, through communication build or maintain quality relationship with those groups of people who can influence the future.” The interesting twist added to the relational dimension of the PR practice is that the management of organization-publics relationship is carried out in anticipation of the future. This implies that the PR professional ought to be forward-looking in his/her dealings with stakeholders.

From the two definitions discussed above and several others such as Institute of Public Relations (IPR), the Mexican Statement, Roger Haywood, Frank Jefkins, Sam Black, Adekunle Salu, Herbert Lloyd, etc. the pertinence of relationship management as being the nucleus of Public Relations is never in question. However, the activities of “journalist in residence” whose understanding of public relations is primarily to generate favourable publicity based on the “credibility attached to information that has been examined by reporters (through) third party endorsement by the media” ^[13] has continuously undermine the “management of reciprocal relationships between and organization and its publics” ^[14]—the rationale for Public Relations.

PR practice in its current form cannot rise above the pedantry and pedestrian perception of strategists who “gave way to kids who cranked out press releases no one noticed” [15]. Perhaps the uninspiring practice of the profession may have prompted Robert Philips to write a book entitled Trust Me, PR is Dead where he argues with some profound insights of an ‘insider’ that “... we’ve been blasted with spin that has left us cynical and disengaged. PR is dead because neither the clients nor the market believes a word it generates [16]. Philips’ conclusion, which was made without any ambiguity, according to Margaret Hafferman is ascribed to the fact that the “PR talent pool is shallow.” [17] Corroborating this position, Margaret Hafferman points out that thus:

Consequently, there is a scarcity of empirical evidence about Public Relations practices in other regions of the world.

The industry deploys no reliable measurement and glories in its lack of accountability. In the aftermath of the banking-economic-democratic crisis..., trust

has been destroyed, not least by the PR agencies hired to restore it. Hiring these flacks today is tantamount to hoping your drug dealer will help you kick the habits; it was ... PR nonsense that destroyed trust in business in the first place ^[18].

Robert Philips may have written from his experience as President and CEO, EMEA of Edelman, one of the world's leading Public Relations firm from where he resigned based on reasons articulated in the book. Most definitely, Philips is entitled to the opinions expressed in the book after all they represent his lived experience which could be incontestable. This notwithstanding, to conclude without equivocation that "PR is Dead" is highly contestable.

Also Anders Gronstedt ^[19] posits that the Public Relations profession is "under intense pressure to justify its existence and demonstrate accountability." He contends that unlike those in sales, accounting or manufacturing departments, PR/corporate communication executives "do not have the hard data to demonstrate their value to the corporation." Hence, they lack the influence to help "make the decisions that have a real impact on the organization." It is unarguable that Public Relations is inundated with reputational challenges which always calls to question its capabilities

to deliver on its promises. Scholars and practitioners are of the opinion that as a result of the practice undergoing continuing changes that is occasioned by perspective, role, and the lack of an agreed-on approach for evaluating Public Relations activities ^[20], the profession operates at a deficit of trust level. Perhaps it is against this background that Margaret Hafferman agreeing with Philips that "visible, demonstrable and measurable change is the only way to win back trust ^[21]."

It is true that gaining back the trust of clients is crucial in the re-imagination of PR practice. However, what is more important is the due acknowledgement and recognition of the "continuing changes" that Public Relations is undergoing in order to be able to devise appropriate interventions. What defines the change that PR is undergoing? According to Botan, "Public Relations is in an ongoing state of change... branching out from a single applied focus driven by the knowledge needs of practitioners into two major branches ... [the] applied branch [and] a new theory based research and scholarship branch" which include "symmetrical/systems, [the] rhetorical/critical, [the] feminist, and [the] social scientific" and "a dominant applied model, based ...on a journalistic heritage and business model. ^[22]"

STRATEGIC PUBLIC RELATIONS PRACTICE: INTEGRATING THEORY WITH PRACTICE

If indeed, PR is a "field that continues to seek a theoretical framework to guide its practical application" ^[23], and the "knowledge needs of practitioners" can only be satisfied through the application of "new theory based research and scholarship" ^[24], it is unarguable that such skills and expertise can only be harnessed in the academia. Therefore, how much of collaboration exists between public relations professionals in Nigeria and Public Relations educators in the country that could bring about the much expected re-engineering of the profession? The appropriateness of the convergence of theory and practice has been explored by scholars of diverse disciplinary persuasions. For instance Reginald Watts in a paper entitled "What is the role of Public Relations theory?" explores the future of the profession which according to him "rests within a theoretical diaspora, whereby Public Relations can enter a new era of effectiveness....[25]" Watts argues with an intense persuasion that the contemporary practitioner should evolve with the times by demonstrating requisite understanding that reflects current thinking and challenges conventional way of doing things—a critically imagined practice. In his words:

Public Relations needs to mobilize elements from the great body of academic work that already exists and translate that work with methodologies suitable for practitioners use. Unless PR comes to terms with the dearth of knowledge concerning how people take meaning from the channels by which we communicate our work will not be advanced

The misconception about what Public Relations is, may be attributed to the disconnection between the academia and the industry.

[26].

The conclusion reached by Watts instructively foregrounds the pertinence of a close fit between theory and practice. This relational dialectic was also reiterated by Don W. Stacks and

Michael D. Salwen in their article with the title “Integrating Theory and Research: Starting with Questions” in which they warned thus:

Conclusions obtained by purely rational processes are, so far as reality is concerned, entirely empty. It is because he recognized

this, especially because he impressed it upon the scientific world, that Galileo became the father of modern physics and in fact of the whole modern natural science [27].

This perhaps, or more fundamental reasons, may have been the greatest undoing of PR over the years when strategies have been formulated based on a “blind reliance on common sense” [28] as against the “need to be vigorous and persistent in systematically capturing and analyzing information from key stakeholders and in keeping the organization informed and focused on the stakeholders’ needs” [29]. This situation may have prompted Robert Philips to question what he once believed as real by subjecting everything to “scrutiny, doubt and reinvention” [30].

The integration of theory (the rationale we extend to understand the world around us) and research (ways to test or make sense of that rationale from either quantitative or qualitative approaches) [31] morph into a seamless “process by which knowledge is acquired, corrected and integrated into the totality of verifiable knowledge” [32]. As it has been reiterated earlier in the discourse, the practice of Public Relations is constantly evolving, and this imposes challenge to the practitioners to also keep evolving in order to be in constant touch with reality. It is equally important to emphasize that given

the intellectual bent of the profession which advertently employs theoretical insights to drive its practice, the time is now for a more engagement between the Nigerian academia and its PR professionals.

CONCLUSION

Nigeria parades an array of astute Public Relations professionals who can own their grounds anywhere in the world. Their feats have been demonstrated in innovative campaigns and strategies which have won the admirations of their peers from other parts of the globe. However, there has been a huge gap between the industry and the academia which has underwhelmed the optimal performance of the industry. Elsewhere in the world, especially Europe and North America and very recently Asia, the interaction between the academia and the industry has not only enhanced Public Relations practice, such relationships have burgeoned into theory building enterprise which have become best practice approach to strategic Public Relations. Some of these collaboration which resulted in publications are: the Excellence Study which was jointly carried out by academics and practitioners under the leadership of James Grunig was funded through a grant from the International Association of

Business Communicators (IABC) Research Foundation. Some the studies include: *Manager's Guide to Excellence in Public Relations and Communication Management* (David M. Dozier, James E. Grunig, and Larissa A. Grunig, 1995), *Excellence in Public Relations and Communication Management* (James E. Grunig, David M. Dozier, William P. Ehlin, Larissa A. Grunig, Fred C. Repper, and Jon White, 1992), *Excellent Public Relations and Effective Organisation: A Study of Communication Management in Three Countries* (Larissa A. Grunig, James E. Grunig, and David M. Dozier), *Public Relations as Relationship Management: A Relational Approach to the Study of Public Relations* (Stephen D. Bruning and John

A. Ledingham, 2000), *The Global Public Relations Handbook: Theory, Research, and Practice* (Krishnamurthy Sriramesh and Dejan Verčič, 2003), *International Public Relations: A Comparative Analysis* (Hugh M. Culbertson and Ni Chen, 1996), *The Handbook of Strategic Public Relations and Integrated Communications* (Edited by Clark L. Caywood, 1997), etc.

It is pertinent to note that the absence of the academia-industry relationships in Nigeria deprives Public Relations scholars the benefit of contributing to global conversation on the profession, thus making them “silent listeners.” More importantly is the over reliance on Western points of views in

teaching materials on the subject. If such collaborations had existed, Nigerian scholars would have documented local realities using the time-tested principles of the practice, which also would lead to continuing refinement of Public Relations systems and processes. The industry remains a laboratory for academics to incubate, test and refine strategies based on emerging trends which can only be discovered through scientific inquiry. It is only through such collaborations that public relations would be more strategic such that the kind of influence that a physician, lawyer and clergy have with their “clients,” the professional would command as well.

[1] Stephen D. Bruning & John A. Ledingham. *Public Relations as Relationship Management: A Relational Approach to the Study of Public Relations* (2000)

[2] Wlicox

[3] Cutlip

[4] Stephen D. Bruning & John A. Ledingham, *Public Relations as Relationship Management: A Relational Approach to the Study of Public Relations*.

[5] Krishnamurthy Sriramesh and Dejan Verčič, *The Global Public Relations Handbook: Theory, Research, and Practice* (2003)

[6] Alton Theaker, *The Public Relation Handbook* (London & New York, 2001)

[7] https://www.marxists.org/reference/archive/mao/selected-works/...8/mswv8_48.htm

[8] Stephen D. Bruning & John A. Ledingham, *Public Relations as Relationship Management: A Relational Approach to the Study of Public Relations*.

[9] Katherine Miller, *Communication Theories: Perspectives, Processes, and Contexts*. (Boston Burr Ridge: McGrawHill, 2002).

[10] Clarke L. Caywood, *The Handbook of Strategic Public Relations & Integrated Communications* (New York: McGrawHill, 1997).

[11] Clarke L. Caywood, “Twenty-First Century Public Relations: The Strategic Stages of Integrated Communications” in *The Handbook of Strategic Public Relations & Integrated Communications* Clarke L. Caywood (ed.) (xi-xxvii)

[12] David R. Drobis and John W. Tysse, “Maintaining Effective Client-Agency Partnerships” in Clarke L. Caywood (ed.) *The Handbook of Strategic Public Relations & Integrated Communications* Clarke L. Caywood (ed.) (244-254)

[13] Nakra 1991, cited by Bruning and Ledingham

[14] Stephen D. Bruning & John A. Ledingham, *Public Relations as Relationship Management: A Relational Approach to the Study of Public Relations*.

[15] Margaret Hafferman, “Is PR Really Dead?” Retrieved from http://www.huffingtonpost.com/margaret-heffernan-/is-pr-really-dead_b_6660032.html and accessed on March 6, 2017

[16] Margaret Hafferman, “Is PR Really Dead?”

[17] Margaret Hafferman, “Is PR Really Dead?”

[18] Margaret Hafferman, “Is PR Really Dead?”

-
- [19] Anders Gronstedt, *The Role of Research in Public Relations Strategy and Planning* Clarke L. Caywood (ed.) *The Handbook of Strategic Public Relations & Integrated Communications* (34-59)
- [20] Hon, cited in Bruning and Ledingham , 2000; Broom and Dozier, cited in Bruning and Ledingham , 2000
- [21] Margaret Hafferman, "Is PR Really Dead?"
- [22] Botan 1993
- [23] Stephen D. Bruning & John A. Ledingham, *Public Relations as Relationship Management: A Relational Approach to the Study of Public Relations.*
- [24] Botan
- [25] Reginald Watts
- [26] Reginald Watts
- [27] Albert Einstein Don W. Stacks and Michael D. Salwen, "Integrating Theory and Research: Starting with Questions"
- [28] Don W. Stacks and Michael D. Salwen, "Integrating Theory and Research: Starting with Questions"
- [29] Anders Gronstedt, *The Role of Research in Public Relations Strategy and Planning*
- [30] Margaret Hafferman
- [31] Don W. Stacks and Michael D. Salwen, *Integrating Theory and Research: Starting with Questions*"
- [32] <https://www.reference.com/education/relationship-between-theory-research-496f61811b4bab05>

HOW BIG DATA WILL HELP PR CLIENTS MAKE BETTER AND SMARTER DECISIONS

Big Data has been redefined in terms of volume, variety and velocity with the growth and transformation of digital ecosystem. Around 2.5 quintillion bytes of data are created every day, while 90% of the world's data has been created in the last two years alone ^[1]. This trend is not likely to slow down as the total amount of data is predicted to double every two years.

[Financial Times' Lexicon](#) defines Big data as “the term used to describe huge volumes of data generated by traditional business activities and from new sources such as social media... Companies use sophisticated software to analyse this data for hidden patterns, trends or other insights that they can use to better tailor their products and services to customers, anticipate demand or improve performance” ^[2].

The essence of Big Data is to drive fully integrated decision-making. The purpose of utilizing Big Data is to help the organization achieve its objectives, and create better, more efficient strategies and tactics through assumptions one can validate prior to execution and insights gleaned from that process. However, data is meaningless without a rich understanding of our customers. While some organizations are already extracting real value from Big Data, many corporates are yet

to make up their mind on how to use data to drive business growth. Interestingly, every business is literally sitting on a goldmine of data, especially in today's world which is flooded with so much information that making sense of loosely connected data in order to create impactful brand stories, improve performance, and better understand competitors, consumers, employees, merchants and other stakeholders becomes difficult.

Data alone do not answer “why” or explain inferred insights. As Financial Times' Lexicon noted earlier, companies should not rely only on robots and softwares for interpretation of Big Data. Human element and critical thinking are very critical for semantics and understanding. This is where Public Relations comes in.

Olawale Akanbi
Marketing
Manager,
Interswitch Group

The big question is how can Big Data help PR clients make better and smarter decisions? To begin with, PR agencies have to take advantage of valuable data to build compelling cases for their PR strategies and

PR executives should use big data to build compelling cases for their strategies in order to boost return of investment and convince clients to increase their PR budgets.

effect insights derived into competitive benchmarking, planning and execution, and message engineering. It is imperative that PR practitioners use data patterns and trends to continually create value for their clients

in order to boost return on investment and fuel their willingness to increase PR spend and budgets. They must go the extra mile to ensure their clients' reputation is always at its peak and must go beyond delivering only social media mentions, likes, and impressions to justify how they have impacted the bottom-line.

Message engineering needs to inform content strategy. Message engineering is a systematic, target audience-based process of developing message, issue, or corporate positioning. The “science of messaging” through Big Data research helps to uncover useful intelligence for better messaging decision-making^[1]. Big Data is about “what”, Clients would find it valuable if PR agencies can support them with traditional and social media analysis to answer “why” and “what can be done”.

How Big Data can help businesses make smarter and better decisions is clearly limitless. From business decision-making, product development, customer engagement, consumer targeting and profiling to go-to-market strategy and real-time analytics. Its effective use can help overcome biases, decipher customer behaviour, help brands avoid investing in the unknown and could be used to predict customer journey to be able to tailor campaigns to match the expected user experience.

All marketing professionals, whether client or agency, should leverage available information as key source for understanding customer segmentation, behaviour while linking it with consumption of their services and to

drive consumer pull for their products. This should help the marketing departments meet customers at their very points of need and offer them swift and effective solutions - an opportunity to cross-sell of complementary products.

In financial institutions, new age data can be used for developing customer credit profile; in health for tracking disease areas and fertility pattern; in retail for tailoring product selections for individual stores and determining customer loyalty. The list is endless.

The purpose of utilizing Big Data is to help the organization achieve its objectives, and create better, more efficient strategies and tactics through assumptions one can validate prior to execution and insights gleaned from that process, in an agile and very responsive way. Organizations need to learn to tune out most of the noise to focus on the all-important signal, and translate new knowledge into bottom-line improvements.

[1] IRREVERSIBLE: The Public Relations Big Data Revolution by Mark Weiner, CEO of PRIME Research and Sarab Kochhar, Ph.D., Director of Research, IPR
[2] <http://lexicon.ft.com/Term?term=big-data>

“DIGITAL MARKETING” IS MARKETING, NOT A FORM OF ADVERTISING OR PUBLIC RELATIONS

In 2017 and beyond, there really shouldn't be anything called “Digital Marketing” or anyone called “Digital Marketer” anymore. Why? Well, there's no way any serious professional would practice the art of marketing today without application or use of digital technology tools, platforms or techniques.

If there indeed exists digital marketing, then where the heck is its non-digital form? Who are the ‘non-digital’ marketers and what do they do? Marketing IS Marketing, and semantics aside, most critical parts of the practise have to be ‘digital’ for the process to be effective in today's world.

Public Relations and Advertising are elements of Marketing Communications, which is just ONE part (Promotion) of the Marketing Mix. In fact, the practise of PR / Advertising, as recognized in traditional marketing profession, is perfectly mirrored in what these so-called ‘digital marketers’ do from day to day! And this so-called Digital Marketing is indeed ‘Marketing’ as we know it, and not just some off-shoot of Public Relations or Advertising.

The terms are broken down in the table below, based on the 7P's of Marketing (described by Chartered Institute of Marketing, UK), to compare what Marketing is, Vs what ‘digital marketing’ is. It seems practically everything considered as a marketing activity has its direct equivalent in the digital space. Beyond that, activities previously assumed to be ‘digital’ are fast becoming the new normal, as most brands are now fully embracing their digital transformation journeys.

Femi Falodun
Chief Operations
Officer, ID Africa

TERMS	DEFINITION (WHAT DOES A 'MARKETER' DO?)	AS SEEN IN WHAT PEOPLE CALL 'MARKETING'	AS SEEN IN WHAT PEOPLE CALL 'DIGITAL MARKETING'
Marketing	The management process responsible for identifying, anticipating and satisfying customer requirements profitably (CIM UK, 2017) Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. (AMA, 2017)		
Product	That thing of value that customers want or need - tangible or intangible.	<ul style="list-style-type: none"> • Books • Bus service • Hotel • University of Lagos • Wizkid album (CD) • Architect & Civil engineer 	<ul style="list-style-type: none"> • E-books • Uber • AirBnB • Coursera, Udemy, Lynda.com • Wizkid album (iTunes) • ThemeForest & web developer
Price	What customers are willing to pay for the product	<ul style="list-style-type: none"> • Cash payment 	<ul style="list-style-type: none"> • Bitcoin • ApplePay, Paypal, etc.
Place	The purchasing channel or location where customers can pick up or obtain the product	<ul style="list-style-type: none"> • Shops & stores • Malls 	<ul style="list-style-type: none"> • Company Websites, social & mobile apps • Amazon, AliExpress
Promotion	The way to communicate what the product does and its benefits to customers. Usually based on use of media.	<ul style="list-style-type: none"> • TV Advertising • Radio • Special offers • Public Relations (media relations, reputation & crisis management, etc) • Print advertising • Exhibitions, Live events & experiential activations 	<ul style="list-style-type: none"> • Youtube pre-roll ads • Podcasts • Twitter giveaways & Woocommerce Coupon codes • Bloggers engagement, social influencer outreach • Adwords display banners • Webcasts, Virtual events & VR/AR
People	The humans or persons selling the product or representing the brand, who come into contact with the customer	<ul style="list-style-type: none"> • Customer service staff • Brand managers • After-sales support staff 	<ul style="list-style-type: none"> • Social media managers • Community managers. • Webmaster
Process	The entire experience of the customer, starting from the moment they discover the product (or producer) through to purchase and beyond.	<ul style="list-style-type: none"> • Customer care/ service centre waiting times. • Staff efficiency and friendliness. 	<ul style="list-style-type: none"> • Mobile app functionalities and UX design. • Website load speed. • Twitter mention response time.
Physical Evidence	That thing which helps customers 'see' what they are buying, enabling them confirm their assumptions about the product.	<ul style="list-style-type: none"> • Design and ambience of office reception area. • Word-of-mouth testimonial at a roadshow 	<ul style="list-style-type: none"> • Website homepage & Facebook fan page cover. • Video testimonial on Youtube.

Table: Marketing Vs 'Digital Marketing', Explained Using the 7Ps.

No serious professional would practise the art of marketing today without the application of digital technology tools, platforms or techniques.

At the end of the day, PR pros and advertising executives (2 different types of Marketers) adopt the use of digital technology for their work in the same ways as 'digital marketing' professionals do: through use of media (blogs, websites, social, apps, etc) for communication & storytelling, research & measurement, analysis, planning, user engagement, payment, direct selling and so on.

This ultimately leads one to the conclusion that the word "digital" as used in marketing

('digital marketing), PR ('digital PR') and advertising ('digital advertising') is really unnecessary, as these activities are rarely ever done anymore today without the application of digital media and digital technology in some way, shape or form.

So, what then is the point of drawing a line and calling marketing 'digital', if it can't be any other form anyways?

PART 3: REGULATORY BODIES OF NIGERIA'S PR INDUSTRY

A. PUBLIC RELATIONS CONSULTANTS' ASSOCIATION OF NIGERIA (PRCAN)

- Enabling law
- Code of Consultancy Practice
- Criteria for Admission
- How to Apply

B. NIGERIAN INSTITUTE OF PUBLIC RELATIONS (NIPR)

- Objectives
- NIPR Code of Ethics
- Membership Criteria

A. PUBLIC RELATIONS CONSULTANTS' ASSOCIATION OF NIGERIA (PRCAN)

The Public Relations Consultants Association of Nigeria is a trade sectoral group for the public relations industry in Nigeria. Public Relations Consultants Association of Nigeria (PRCAN) was founded in 1984. Public Relations Consultants Association of Nigeria aggregates and articulates the interest of member firms. PRCAN works to uphold best practice in public relations in Nigeria in the areas of standards, conduct as well as economic well-being for the public relations industry generally and public relations consulting in particular for the benefit of all stakeholders.

ENABLING LAW

PRCAN's Enabling Law Public Relations Consultants Association of Nigeria draws legal backing primarily from Bye Law Number 3 1993 of the Nigerian Institute of Public Relations Act 16, 1990, Laws of the Federation of Nigeria. The Corporate Affairs Commission incorporated PRCAN Limited by Guarantee as a "private company" with legal personality on May 24, 2007. The primary objective of PRCAN is the promotion of professional reputation management in Nigeria within the

public and private sectors. Other aims and objectives include to

- Promote the practice of professional public relations consultancy in Nigeria;
- Support, educate, promote, encourage and assist Nigerian professional public relations consultants;
- Promote public relations ethics and professionalism amongst Nigerian professional public relations consultants;
- Award monetary grants, facilities, support and assistance to Nigerian professional public relations consultants;
- Provide institutional, intellectual and other productive support to professional public relations consultants within Nigeria, and to establish a pool of financial and material resources, which will be made available to public relations consultants in Nigeria;

- Admit eligible public relations consultants/practitioners into the Association;
- Instill and continuously maintain a high level of professional discipline and standard amongst the members of the Association through the implementation of the provisions of the Code of Professional Conduct prepared and maintained by the Association for its members;
- Hold seminars, lectures and conferences on substantive issues relating to professional public relations consultancy in Nigeria in order to enhance public relations and appreciation of the role of professional public relations consultants in promoting an open and civil society;
- Keep and maintain a Register of public relations consultants; and
- Act as the spokesperson of public relations consultants in Nigeria and to generally cater to the welfare of public relations consultants in Nigeria.

Exclusion from practice by virtue of its enabling law, membership of PRCAN is a legal requirement for firms wishing to offer public relations services in Nigeria. It is illegal for companies and organizations not registered with PRCAN to offer public relations services in Nigeria, and for clients to offer briefs to them.

CODE OF CONSULTANCY PRACTICE

A member firm has a general duty of fair dealing towards its clients, past and present, fellow members and the public.

In this respect, a member firm shall:

- Be free to represent its capabilities and services to any potential client, either on its own initiative or at the behest of the client, provided in so doing it does not seek to persuade the client to break any existing contract or detract from the service of same.
- Cause all its clients to be listed in the Annual Register of PRCAN. Cause all its Directors, Executives and Retained Consultants who hold Public Office, as members of National and State Assemblies, and members of Local Government or any statutory organization or body, to be recorded in the relevant sections of the Annual Register of PRCAN.
- Not engage in any practice, which tends to corrupt the integrity of channels of public communication or legislation.
- Not propose to clients any action that would constitute an improper influence on organs of government or legislation.

- Not intentionally disseminate false or misleading information, and is under obligation to use reasonable care to avoid dissemination of false or misleading information.
- Only represent competing interests with the consent of all those concerned.
- Inform a client of any shareholding or financial interest held by that firm in any company, firm or person whose services it recommends.
- Negotiate, propose or agree terms with client based on the resources that can reasonably be expected to apply. Be free to accept fees, commissions or other valuable considerations from persons other than a client, in connection with services for that client, provided such considerations is disclosed to the client.
- Not support to serve some announced cause while actually serving an undisclosed special or private interest. Not offer to give or cause a client to offer or give any inducement to such persons as described in Article 4 above who are not Directors, Executives or Retained Consultants with intent to further the interests of the member or of the client if such action is inconsistent with the public interest.
- Not engage in any practice and not to

be seen to conduct itself in any manner detrimental to the interest of Public Relations Consultancy.

- Safeguard the confidence of both present and former clients and shall not disclose or use these confidences to the disadvantages or prejudice of such clients or the financial advantage of the member firm.

CRITERIA FOR ADMISSION

1. Head of agency must have:

- First Degree or equivalent
- NIPR membership
- 5 years' experience

2. Agency to have:

- 5 Employees minimum
- 3 functional departments minimum (Media, Client Service and Corporate services)
- Heads of the departments must have first degrees or equivalent, and NIPR membership

HOW TO APPLY

- Executive Secretary acknowledges each application
- Membership Committee sits to screen/ evaluate applications
- Schedule and visit the agency for inspection/assessment
- Reports/recommendations to the Executive Committee
- EXCO makes final decision
- EXCO communicates decision to the Applicant
- Formal Inauguration

[For more details, please visit PRCAN's official website](#)

B. NIGERIAN INSTITUTE OF PUBLIC RELATIONS (NIPR)

Established in 1963, Nigerian Institute of Public Relations (NIPR) the professional body of qualified Public Relations Practitioners, attained charter status in 1990 with Decree 16 (now Act of the Federal Republic of Nigeria).

The Law mandates NIPR to regulate the practice and direct the development of Public Relations as a profession in Nigeria. The law also makes it illegal to practice Public Relations, under any title, in Nigeria without NIPR certification.

OBJECTIVES

- To promote and develop the art and science of Public Relations practice in Nigeria.
- To establish, prescribe and ensure the observance of high standards of professional and ethical practice.
- To provide facilities, advice and opportunities for executives to meet and discuss Public Relations problems and case studies, and thereby improve the standards of Public Relations practice in Nigeria.
- To encourage the acquisition of professional qualifications in Public Relations through the provision of examinations and other facilities.
- Build a credible and dynamic professional institution that is responsive to Nigeria's needs.
- To conduct research, collect and disseminate information on all aspects of Public Relations.
- To publish journals, books, practice papers and guidelines.
- Promote professional excellence through members upholding the Code of Ethic, Code of Conduct and through the Professional Standards Guide (PSG). The PSG entrenches a system of lifelong learning as well as gaining stakeholders' commitment to high standard of PR practice to give more value and strategic to those the professional serves.

- Encourage a more relevant institutes and more reputation sensitive society, by working with appropriate associations to generate sustained focus on the contributions of stakeholders in different sectors.

NIPR CODE OF ETHICS

Nigerian Institute of Public Relations Public Relations Practitioners Decree No. 16 of 1990 empowers the Council of the Nigerian Institute of Public Relations to determine what standards of knowledge and skills are to be attained by Public Relations practitioners. For high standards of practice. The Institute must from time to time update its Code of Professional Conduct. The decree empowers the Council to make bylaws and other rules not inconsistent with this decree as to acts which constitute professional misconduct. In pursuance of the provision of the decree, the Council of the Nigerian Institute of Public Relations hereby makes the following Bye Laws to be known as “The Nigerian Institute of Public Relations Code of Professional Conduct Bye-laws No. 1 of 1992.

MEMBERSHIP CRITERIA

Qualifications for membership of the Nigerian Institute of Public Relations are periodically reviewed to meet the requirements by the public and the organized private sector (industry and commerce).

In 1998, a decision was reached that all entrants must hold any of the following qualifications:

- The Institute’s Professional Certificate and Diploma in Public Relations
- CAM Foundation Certificate and Diploma in Communications Studies and Public Relations
- British Institute of Public Relations Membership Diploma;/li>
- Business Education Examinations Council (BEEC) Professional Certificate and Diploma in Public Relations
- B.A., B.Sc., HND, MA. M.Sc., or Ph.D. in Public Relations; B.Sc., B.A. (Mass Communications), MBA with major / specialization in PR; or any recognized equivalent qualification.

[For more details, please visit NIPR’s official website](#)

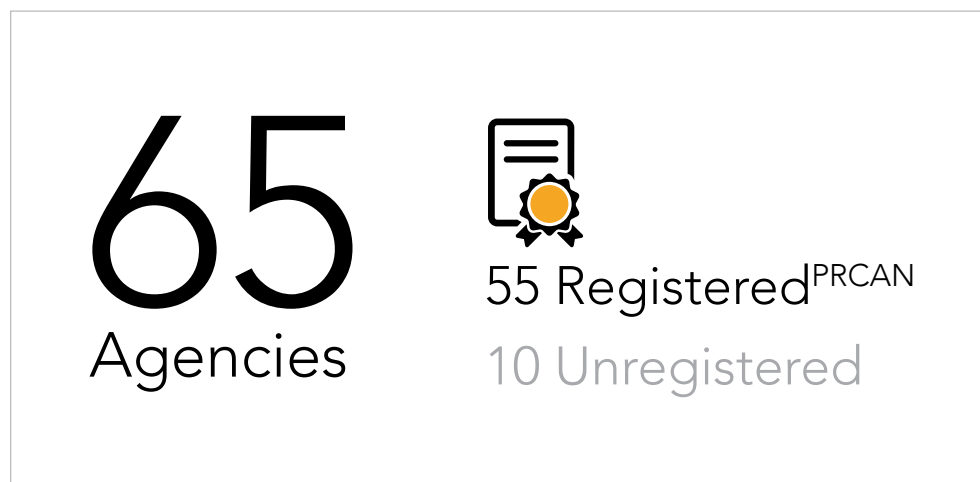
PART 4: PUBLIC RELATIONS AGENCIES IN NIGERIA



PUBLIC RELATIONS AGENCIES IN NIGERIA

It is mandatory for all consultants and agencies to be registered members of the Public Relations Consultants' Association of Nigeria (PRCAN). Agencies without the PRCAN superscript are either not yet registered members or are still in the process of finalizing membership.

See full regulatory information on pages [52](#), [53](#) and [54](#).



Absolute PR Limited PRCAN

Contact: Akonte Ekine
akonte.ekine@absoluteprnig.com
www.absoluteprnig.com

As+ A Communications PRCAN

Contact: Agnes Shobajo
as_communications@yahoo.com

BD Consult Limited PRCAN

Contact: Tola Bademosi
tola@bdconsultonline.com
www.bdconsultonline.com

Bifocal Communications PRCAN

Contact: Alhaji Idris Muhammed
modris11@yahoo.com
themarketing@yahoo.com

BHM PRCAN

Contact: Ayeni Adekunle Samuel
info@bhmng.com
www.bhmng.com

Blueflower Limited PRCAN

Contact: Chido B. Nwakanma
info@blueflowerafrica.ng
www.blueflowerafrica.ng

Brooks and Blake Ltd PRCAN

Contact: Sola Fijabi / Taiwo olujimi
sfijabi@brooksandblake.com
www.brooksandblake.com

Caritas Communications PRCAN

Contact: Adedayo Ojo
ceo@caritaspr.com
www.caritaspr.com

C & F Porter Novelli PRCAN

Contact: Nn'Emeka Maduegbuna
nnemeka.m@candf.com.ng
www.candf.com.ng

Chain Reactions Limited PRCAN

Contact: Israel Jaiye Opayemi
iopayemi@chainreactionsng.com
www.chainreactionsng.com

Compact Communications Ltd PRCAN

Contact: Chuddy Oduenyi
leadergest@yahoo.com

CMC Connect Ltd PRCAN

Contact: Yomi Badejo-Okusanya
ybo@cmconnect.com
www.cmconnect.com

Concrete Communications PRCAN

Contact: Semoore Badejo
semobad@yahoo.com

Davebrook Limited PRCAN

Contact: Seun Adesida
Oluwaseun.adesida@davebrookpr.com
www.davebrookpr.com

DKK Nigeria

Contact: Temitope Jemerigbe
tjemerigbe@dkknigeria.com
www.dkknigeria.com

Evolve Integrated Services PRCAN

Contact: Tunde Renner
tunderenner@evolvenigeria.com

FCB Redline PRCAN

Contact: Lekan Ishola
l.ishola@fcbredlineng.com
www.fcbredlineng.com

Fruition Image Africa

Contact: Ifeoma Williams
ifeoma@fruition-image.com

Hally Sports Int. Ltd PRCAN

Contact: Godwin Spiff Sagbama
win@hallysports.com

Hi-Tek Productions PRCAN

Contact: Fred Chagu
chaguf@yahoo.com, htp@htpng.com
www.htpng.com

Hill and Knowlton Strategies Nig. Ltd. PRCAN

Contact: Tokunboh George-Taylor
Tokunboh.durosaro@hkstrategies.com.ng
www.emea.hkstrategies.com/location/nigeria

ID Africa Limited

Contact: Femi Falodun
hello@idafrica.ng
www.idafrica.ng

Image Consultants Ltd PRCAN

Contact: Vincent Oyo
voyo@imageconsultantsnigeria.com
www.imageconsultantsnigeria.com

Imagelink Communications PRCAN

Contact: Shola Oyeneeye
imagelinkcommunications@hotmail.com

Integrated Indigo Limited PRCAN

Contact: Bolaji Abimbola
bolaji@indigo-ng.com

JSP Corporate Communications PRCAN

Contact: Phil Osagie
drphil@jspcommunications.com
www.jspcommunications.com

Leap Communications Ltd PRCAN

Contact: Muyiwa Akintunde
makintunde@leapcommunications.com.ng, akintun-demuyiwa@gmail.com

Marketing Mix & Company PRCAN

Contact: Akin Adeoya
akinadeoya@marketingmixideas.com
www.marketingmixideas.com

Mediacraft Associates PRCAN

Contact: John Ehiguese
john.e@mediacraft.ng
www.mediacraft.ng

Mediamark Limited PRCAN

Contact: Izuchukwu Arinze
mediamarklimited@yahoo.com
www.mediemark.com

Media Panache Limited

Contact: Timilehin Bello
hello@mediapanacheng.com
www.mediapanacheng.com

Messages Inc Ltd PRCAN

Contact: Ademola Adedoyin
messages54@yahoo.co.uk
www.messagesinc.com

Metro Media Communications Ltd PRCAN

Contact: Mike Nzeagwu
metromediaus2000@yahoo.com
www.metromedia.com

Mindshare Communications PRCAN

Contact: Amuzie Akpaka
mindshare02@yahoo.com
www.mindsharelimited.com

Mike Okereke Consulting Ltd PRCAN

Contact: Mazi Mike Okereke
beecprofessionalexams@gmail.com
www.beetraining.com

Nansolyvan PR PRCAN

Contact: Chief Mrs Esolum Nwosu
esolumstar@yahoo.com

Nadeem Media Consult PRCAN

Contact: Sule Yau Suleiman
suleysule@yahoo.com
nadeemmedialtd@yahoo.com

NECCI Limited PRCAN

Contact: Nkechi Ali-Balogun
Necci.training@gmail.com

Neo Media & Marketing Ltd PRCAN

Contact: Ehi Braimah
ehi.braimah@neonigeria.com
www.neomedianigeria.com

Oyster St. Iyke Ltd PRCAN

Contact: Prince Osita Ike
oyster3000@gmail.com

PFCAfrica Communications Limited PRCAN

Contact: Yemi Fredericks Odusote
adeyemio@pcf africa.com
femijencutt@gmail.com
www.paulinefredericksafrica.com

Prizeworth Consulting Limited PRCAN

Contact: Cajetan Otuokere
prizeworthtraining@yahoo.com

Publicis Consultants Soulcomm PRCAN

Contact: Mojisola Saka
mojisola@soulcommpublicis.com
www.soulcommpublicis.com

R & B Public Relations Company

Contact: Adeoye Omotayo
info@rb-pr.com
www.rb-pr.com

Radi8 Nigeria

Contact: Peju Akande
hello@radi8ng.com
www.radi8ng.com

Red Gecko Ltd PRCAN

Contact: Cornelius Onuoha
conuoha@redgeckoonline.com
www.redgeckoonline.com

Red Media Africa PRCAN

Contact: Chude Jideonwo / Adebola Williams
chude@redmediaafrica.com
adebola@redmediaafrica.com
www.redmediaafrica.com

Rytkey Concepts Ltd PRCAN

Contact: Yusuf Muazu
y_muazu@yahoo.com

Sesema PR Limited PRCAN

Contact: Tampiri Irimagha - Akemu
Tampiri.akemu@sesema.com
www.sesema.com

Silver Bullet Public Relations PRCAN

Contact: Celey Okogun
enquiry@silverbulletpr.com
www.silverbulletpr.com

SY & T Communications PRCAN

Contact: Simon Tumba
simontumba@syt-pr.com
www.syt-pr.com

Synthesis Communications PRCAN

Contact: Desmond Ekeh
desmondekeh@yahoo.com
www.synthesisnigeria.com

Tanus Communications Ltd PRCAN

Contact: Dr. Yemi Ogunbiyi
yemiogunbiyi@gmail.com

The Bobby Taylor Company

Contact: Bukky Karibi-Whyte
hello@bobbytaylorcompany.com
www.bobbytaylorcompany.com

The Republic Media Limited PRCAN

Contact: Monday Micheals Ashibogwu

The Quadrant Company PRCAN

Contact: Bolaji Okusaga
Bolaji.okusaga@quadrantcompany.com
www.quadrantcompany.com

Timex Intermedia PRCAN

Contact: Taiwo Ola

TPT International Limited PRCAN

Contact: Charles Igbinidu
cfopubrel@yahoo.co.uk
www.tptinternational.com

Tourism Promotions & Comm PRCAN

Tope Ogbeni Awe
tope.ogbeni-awe@topcommng.com
www.topcommng.com

TruContact Limited PRCAN

Contact: Ken Egbas
kenoe@trucontactng.com
www.trucontactng.com

Whitewater Limited PRCAN

Contact: Nsikak Daniels
nigtoday@yahoo.com

Wildflower PR and Company

Contact: Ifeoma 'Oma Areh
info@wildflowerpr.com
www.wildflowerpr.com

Winning Concepts PR PRCAN

Contact: Mike Meze
obimeze@yahoo.com
www.winningconceptsng.com

XLR8

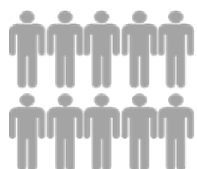
Contact: Calixthus Okoruwa
info@xlr8.com.ng
www.xlr8.com.ng

Zebra Stripes Network

Contact: Nike Fagbule
info@zebrastripesng.com
www.zebrastripesng.net

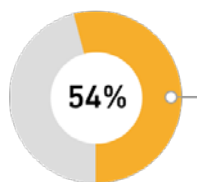
NIGERIA PR REPORT 2016

Staff Strength



About 37% of Nigerian PR agencies have less than 10 staff.

Portfolio



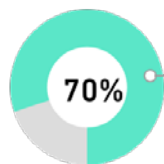
About 54% of PR agencies manage less than 10 active clients.

Most popular service



1. Digital / social media marketing
2. Strategy & planning
3. Media relations

Age of Agency



70% of agencies are less than 11 years old.

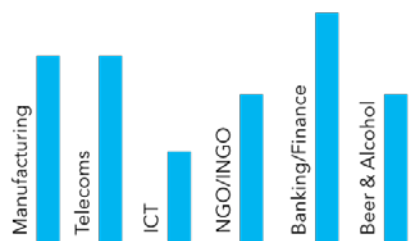
Top Sector Serviced



Banking & Finance



Top 5 Sectors Serviced



Average PR Spend

N6M - N10M



Registered Agencies

55



PR Agencies registered under PRCAN in 2016

Top skillsets required



65.48% agree that Content Creation is critical to PR practice in Nigeria, while 63.10% prioritize Media Relations

NIGERIA PR REPORT 2016

Annual PR Revenue



2015

33.87%

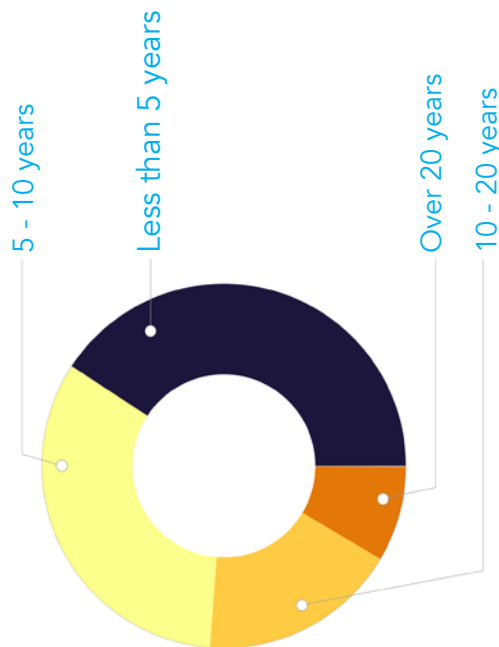
Earned less than N5 million

2016

25.40%

Earned about N150 million

Years of Operation



Professional Association



36.84%

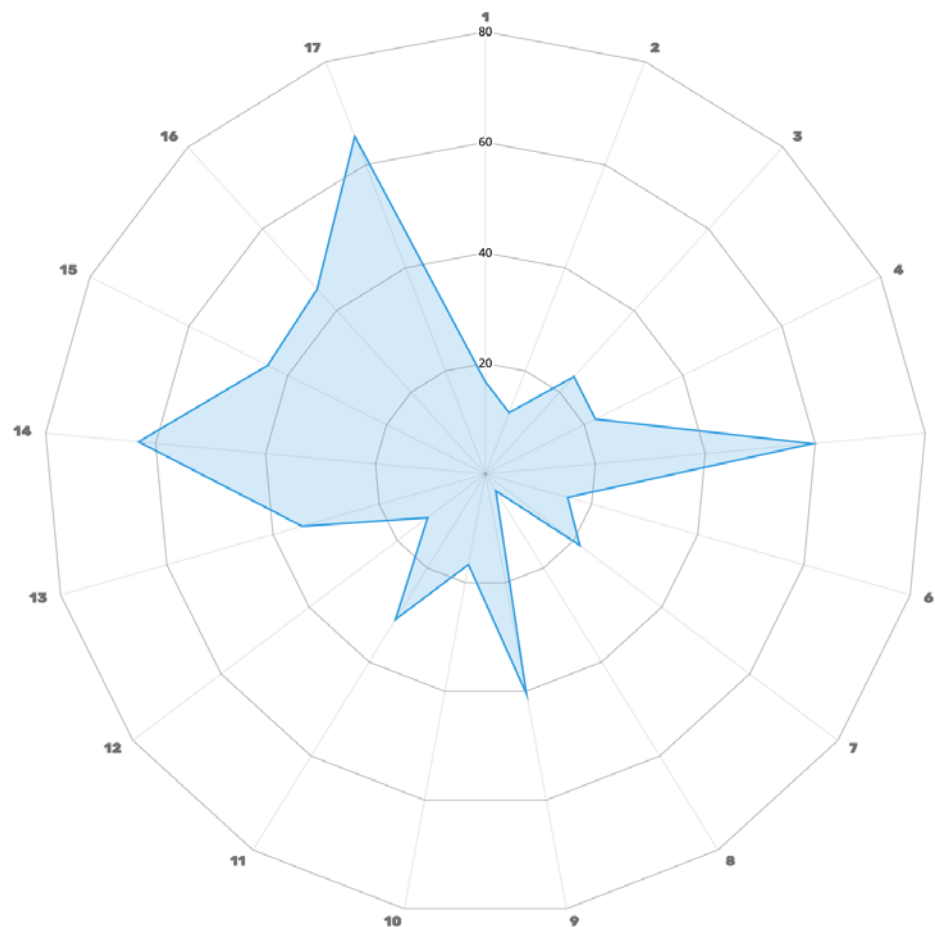
Members of Chartered Institute of Public Relations (CIPR)

66.67%

Members of the Nigerian Institute for Public Relations (NIPR)

NIGERIA PR REPORT 2016

Skillsets
needed for PR



1. Behavioral Psychology & Sociology
2. Budgeting & Financial Planning
3. Community Relations
4. Influence Marketing
5. Creative Thinking
6. Design/Graphics/Animation
7. SEO & Digital Advertising
8. Coding & Development
9. People Skill & Networking
10. Leadership & Management Skills
11. Presentation, Pitching & Selling
12. Project Management
13. Data Analysis & Research
14. Media Relations
15. Social Media Marketing
16. Strategy Planning
17. Content Creation, Writing & Storytelling



All enquiries and feedback to
www.nigeriaprreport.com