



## PRovoke's 2020 Agency Research

This form is for agencies wishing to provide information for PRovoke's Global 250 Agency Ranking and/or its Agencies of the Year competitions across North America, EMEA, Asia-Pacific and Latin America.

### Introduction & Guidelines (please read!)

#### Global 250 Agency Ranking

PRovoke's Global 250 Agency Ranking is the most authoritative study of its kind, chronicling the size and stature of the global PR industry since 2007.

The study features the annual ranking of the [world's top 250 public relations firms](#), based on their fee income.

The Rankings provide a [wealth of data](#) on the size, growth and performance of the global public relations industry. To participate, complete as much of the following form as you are able to, and submit by our deadline.

**Please have your financial information (fee income & headcount) ready to fill in this form.** You can review your answers at the end of each section. Upon completion you will receive a unique link allowing you to edit your answers at any point until the deadline passes.

#### Agencies of the Year

In addition, you can use this form to enter into consideration for our Agencies of the Year in North America, EMEA, Latin America and Asia-Pacific .

Whilst this does save you the trouble of having to provide your financial information twice, please note that **you do not have to take part in the Rankings to submit your firm for consideration into Agencies of the Year.** However we are always likely to look more favourably upon firms that provide financial information.

**If you would like to schedule a more in-depth review of your performance, [please email us.](#)**

Please note that this form is for the Global Ranking and/or Agencies of the Year only. To take part in the Best Agencies to Work For research, please [contact us.](#)

You can view all of the [2019 Agencies of the Year here](#).

**The deadline for the Agency Ranking and Agencies of the Year is 6 March\***

\*Asia-Pacific & LatAm firms have until 29 May to enter Agencies of the Year, but if they wish to be ranked in the Global 250, **they must** complete this section by 6 March. Firms from all other regions (North America and EMEA) wishing to take part in the Rankings and Agencies of the Year must do so by 6 March.

**You may save and resume your entry at any point, and you will also receive a unique link to edit your entry before the deadline passes.**

**You can preview the questions in the form by accessing a PDF, but please note that we are only accepting online submissions via this online form.**

This form is for the Rankings & AOY process only. Agencies of the Year are recognised at our regional SABRE Awards but SABRE campaign awards are [entered here](#).

**For any queries or for further information, please [email us](#). Please also note, as always, these entries cost nothing but your time :)**

## **DETAILS OF YOUR FIRM**

**Name of firm/agency**

**Your email address**

**Name of the person making this submission**

**Your title**

**Name and title of CEO/Managing Director/Chair of Firm**

**Country (HQ)**

**Firm/agency website**

**Is your public relations firm an independent (i.e. owner--operated) company?**

Yes

**Please identify the majority shareholder in your public relations firm**

**Is your firm a member of any affiliate network or partnership of independent firms?**

No

**Do you wish to provide financial information?\***

Yes

## **FINANCIAL INFORMATION**

*PRovoke defines public relations broadly as any activity designated to help corporations and other institutions build mutually beneficial relationships with their key stakeholders, including but not limited to customers, employees, shareholders, legislators and regulators, communities, and the media. The primary business of a public relations firm for the purposes of this survey and ranking should involve either strategic, media-neutral counsel or earned media relations, but a public relations firm may engage in a wide range of activities including but not limited to media relations, digital marketing, content production, sponsorship, advertising, corporate identity, web design, and research. However, firms may include only the fees for this work, not payments related to media buys, production, etc.*

**Please tick here to certify that the primary business of your firm is public relations, as defined above:**

Yes

**Information may be provided in the following currencies. Please choose which one applies to your submission.**

**Is your firm headquartered in Russia?**

No

**PLEASE INCLUDE ONLY REVENUE FROM OPERATIONS IN WHICH YOUR FIRM HAS AN OWNERSHIP POSITION OF 50.1% OR GREATER**

Notes: the term 'fee income' relates to net public relations fees plus mark ups and commissions, and to work billed during the calendar year 2019. If you are responding on behalf of a firm with public relations subsidiaries in which your firm holds 51% or more, you may include 100% of the subsidiary fee income in this total. UK numbers should not include VAT. This information should be read and signed, preferably by an outside auditor but if no outside auditor is available, by a senior officer of the firm. Note: the information gathered during this survey will be used to create a ranking of public relations firms, by size, in the major markets of the world. It will be widely used for benchmarking industry performance. It is therefore important that this information be verified as accurate.

**What was your firm's total public relations fee income for the year ended December 31, 2019?**

**What was your firm's total public relations fee income for the year ended December 31, 2018?**

**How many full-time (or full-time equivalent) public relations employees did your firm employ for the year ended December 31, 2019?**

**How many full-time (or full-time equivalent) public relations employees did your firm employ for the**

year ended December 31, 2018?

If these numbers include fees from subsidiaries operating under different names, please list the subsidiary companies here, including a brief description of their activities.

## **GEOGRAPHIC BREAKDOWN**

What is your fee income in each of the following geographic regions/countries? (Pls use the same currency specified earlier)

Total North America

Total United Kingdom & Ireland

Total Continental Europe

Total Middle East & Africa

Total Asia-Pacific

Total Latin America

## **CERTIFICATION**

The following section should be read and signed, preferably by an outside auditor but if no outside auditor is available by a senior officer of the firm.

Note: The information gathered on this form will be used to create a ranking of public relations firms, by size, in the major markets of the world. It will be widely used for benchmarking industry performance. It is therefore important that this information be verified as accurate.

PRovoke defines public relations broadly as any activity designed to help corporations and other institutions build mutually-beneficial relationships with their key stakeholders, including but not limited to customers, employees, shareholders, legislators and regulators, communities, and the media.

The primary business of a public relations firm for the purposes of this document should involve either strategic, media-neutral counsel or earned media, but a public relations firm may engage in a wide range of activities including but not limited to media relations, digital marketing, content production, sponsorship, corporate advertising, corporate identity, web design, and research. However, firms may include only the fees for this work, not payments related to media buys, production, etc.

PRovoke reserves the right to make its own judgment about whether a firm qualifies as a public relations firm for the purposes of these rankings, and to exclude firms it considers not properly qualified. The term fee income relates to net public relations fees plus mark up and to work billed during the calendar year 2019. If you are responding on behalf of a firm with subsidiaries in which your firm holds 50.1% or more, you may include 100% of the fee income in this total. You should not include fee income from any operation in which you own less than 50%. Numbers should not include VAT or other applicable sales taxes.

This form should be signed by a senior executive (CEO/managing director/chairman/CFO) of the

submitting firm, and if possible countersigned by a representative of an outside accounting or auditing firm.

**Name**

**Signature**

**Date**

## **AGENCIES OF THE YEAR**

**Would you like to submit your firm for Agency of the Year consideration?**

Yes

**Please select the region(s) in which you would like to be considered:**

**Please list the countries you are based in and/or the markets/cities in which you are active:**

**Please select the practice/sector Agency of the Year categories you would like to be considered for**

**In a few sentences, tell us the story of your firm: its origins, its mission, its culture, its values, and/or what makes it special.**

**Tell us a little about the size of your firm: If you have already provided financial information then you can ignore this question. If not, then ideally we would prefer fee income and growth % for the most recent year, but we could also accept (in order of preference): headcount, ranking in the local market, or number of years in business.**

**Please provide us with the names of some of your key clients, as well as key additions to your client roster over the past 12 months. Please limit these to 10 new clients and 10 existing clients.**

**Please describe any challenges you faced in the last 12 months and how you were able to overcome them**

**Please provide us with names and background of some of your key people (at least 1, no more than 5) and any major new hires and departures over the past 12 months.**

**What are the practice areas or industry sectors in which your firm is a leader in the marketplace? Have you created any new products or service offerings, or produced any thought leadership materials in the past 12 months?**

**Please provide us with some examples (at least 1, no more than 5) that illustrate your best work over the past 12 months. You may also upload case studies. Please indicate any award-winning work. (If there is any online coverage, or a video case history, please provide links).**

#### **Campaign case studies**

**If you have a little extra time, please share your thoughts on the major trends for the public relations business in your market.**

**And finally — and off the record — can you tell us which other firms in your market you respect and admire?**

**Please upload a visual that represents your agency, dimensions 800px by 800px. This will be used if your agency is shortlisted. Please ensure the filename matches your agency name.**

## **SUBMIT**

You're almost done!

Please click below to submit your financial information and/or Agencies of the Year submission. You will receive a link allowing you to edit your responses up to the **final deadline**.

**For any queries or for further information, please [email us](#).**