



**CHINA PR AGENCY SCOPE**  
**中国公关行业营销趋势研究**

2020

An R3 Report



# PREFACE

## 前言

2020 China PR Scope is the sixth wave in an ongoing study with the goal of garnering a deeper understanding of the motivations and processes involved in public relations in China.

The data was collected through a series of interviews with senior marketers who serve as decision-makers of some of the largest companies in China.

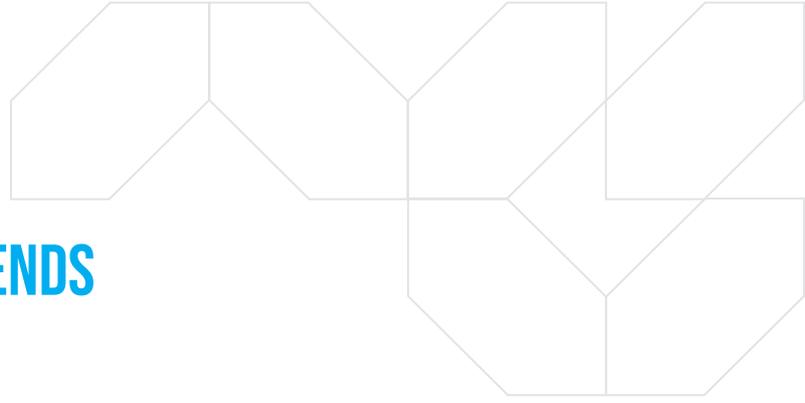
This study is a tool for taking action. It provides an analysis of trends in the ever-changing world of PR agency-client relationships, and brings clarity to agency perceptions amongst current and prospective clients.

We want to thank the participants for committing their time to making this the most ambitious and comprehensive PR study in the world. We believe that reports such as these help to bolster the transparency and professionalism of marketing and public relations in China, and we aim to continue to be global experts in improving marketing efficiency and effectiveness through such ongoing studies and analysis.

2020公关行业趋势研究是在中国市场进行的第六次研究，旨在探索中国公关行业的发展与变革。

我们的数据来源于对来自中国/国际领导品牌的资深市场决策者的一对一深访。该研究作为战略工具，对不断变化的市场主-代理商关系进行了解析，深入地剖析了代理商在市场上的认知。

我们对投入时间参与此项综合性研究的所有受访者表示感谢。我们相信此类报告有助于改善中国营销和公关行业的透明度及专业度，并且我们希望通过不断开展类似研究，继续成为协助市场主提升营销效率的全球专家。



# KEY PR/COMMUNICATION TRENDS

## 主要趋势



### CONNECTING WITH NEW AUDIENCES

Apart from the dynamic changes in the media landscape, brands are also refreshing their audience segments. This has prompted brands to adjust their image to appeal to broader audiences and/or undertake a more precision-driven approach in their communication messaging.



### CREATING A MORE HOLISTIC CONSUMER EXPERIENCE

Although digital and mobile transformation enables more virtual consumer touchpoints, for many brands the territory of experience still exists in real life scenarios. Many marketers are still learning how to integrate online and offline communication channels to provide a holistic brand engagement.



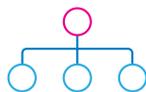
### EVOLVING CONTENT DISTRIBUTION CHANNELS

Content distribution channels are evolving in tandem with consumer media behavior. Media channels are also changing how they work with brands. For example, each platform has its own rules and creative mechanisms, and it is crucial for digital/ social agencies be innovative and keep up to date with market new practices.



### MANAGING AND UTILIZING DATA

Building a transparent data pool with clear customer data points and tags is still a challenge. Building a solid infrastructure is the first step to good data management, and this comes before addressing the question of how to utilize data in terms of data distribution and target audience segmentation.



### BUILDING EFFECTIVE AGENCY MODELS

The entire agency industry has been forced to evolve to meet the needs coming from digital and new media transformation. A new understanding of agency competence should be achieved through an effective agency partnership model to ensure marketing and business goals are met during such revolutionary times.

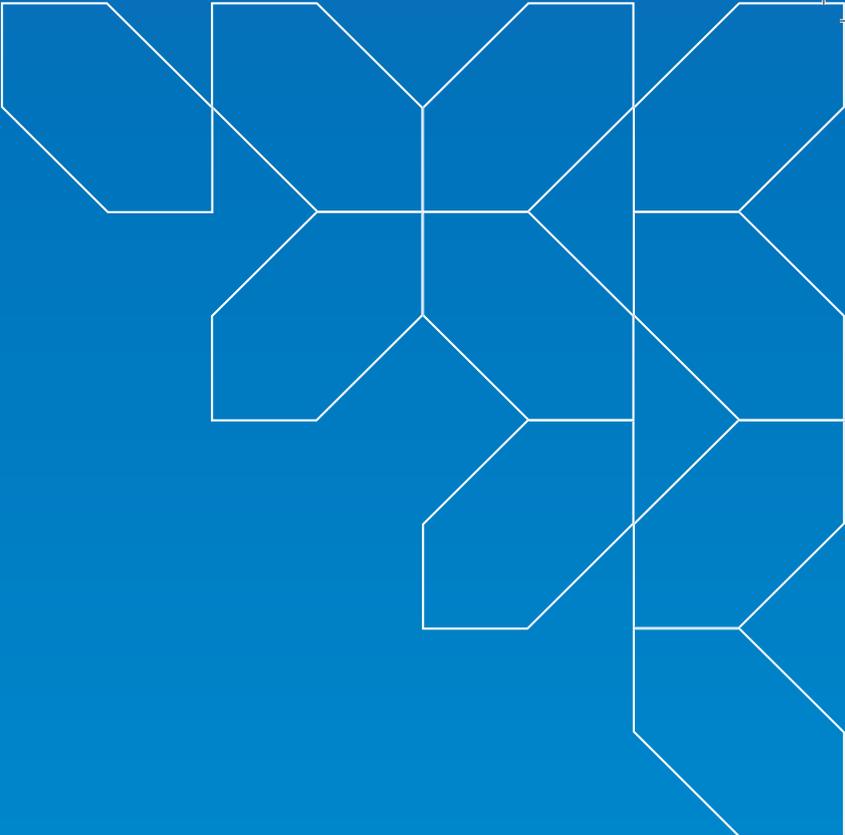
# 2020 PR KEYWORDS

## 公关领域关键词

These keywords were the most frequently mentioned as extracted from over 100 hours of interviews with marketers.

以下是今年趋势调研中出现频率最高的关键词, 它们代表了公关领域的市场主, 采购及代理商同仁最关注的趋势变化、考量、担忧、以及挑战。





获取完整版《2020中国公关行业营销趋势研究》，烦请邮件至[teriea@rthree.com](mailto:teriea@rthree.com)



# ABOUT R3

## OUR REASON FOR BEING

In a word, we are about transformation. R3 was established in 2002 in response to an increasing need from marketers to enhance their return on marketing, media and agency investments, and to improve efficiency and effectiveness.

We want to help CMOs make marketing accountable.

## OUR BACKGROUND

We've worked with more than one hundred companies on global, regional and local assignments to drive efficiency and effectiveness.

We have talent based in the US, Asia Pacific and Europe and partners in LATAM and Africa.

Through global work for Samsung, Coca-Cola, Johnson & Johnson, Visa, Unilever, and others, we have developed robust benchmarks and process targets for more than 70 countries.



## WHAT WE DO

We are an independent transformation consultancy hired by CMOs to make their marketing more measurable and accountable to business impact.



## HOW WE DO IT

- We invest in the best talent, bringing in senior leaders from marketing, agency and analytic backgrounds.
- We're independent. Because we're not your marketing team or agencies, we're empowered to be honest and transparent.
- We use external benchmarks. We have proprietary data pools to inform our in-depth analysis.
- Since 2002, we've interviewed more than 2,000 marketers about their agency relations.
- Since 2006, we've spoken to more than 80,000 consumers in China's top-twenty cities and continue to do so every three months.
- We have co-developed software to measure agency and media performance.
- Each month, we exclusively track over 500 agency new business wins, as well as 100's of deals in the marketing M&A space.
- We have insight into global best practice. We work with companies who want to do best-in-class marketing across diverse categories and geographies.
- We authored the book "Global CMO" about marketers leading Digital Transformation around the world.
- We maintain an ongoing database of media costs for key markets.

DRIVING  
TRANSFORMATION FOR  
MARKETERS AND THEIR  
AGENCIES

## RETURN ON AGENCIES

We help marketers find, pay and keep the best possible agency relationships – covering Creative, Media, PR, Digital, Social, Performance, Event, Promotions and CRM.

We take the lead on improving the Integration process through proprietary software and consulting.

## RETURN ON MEDIA

We offer professional analysis of the media process, planning and buying with proprietary benchmarks and tools to set and measure performance.

We conduct financial audits to validate and benchmark transparency.

## RETURN ON INVESTMENT

Using a bespoke and proprietary methodology, we help benchmark and provide insights into how your digital strategies perform in your category and across categories.

# CONTACT US

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