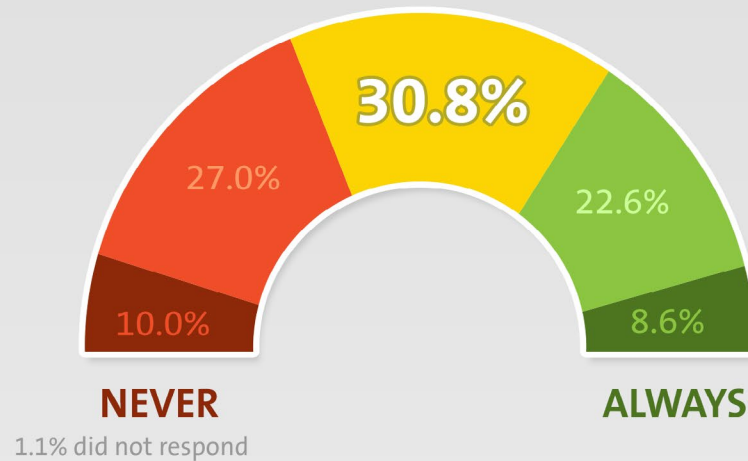


THE STATE OF **Multimedia Use in PR**

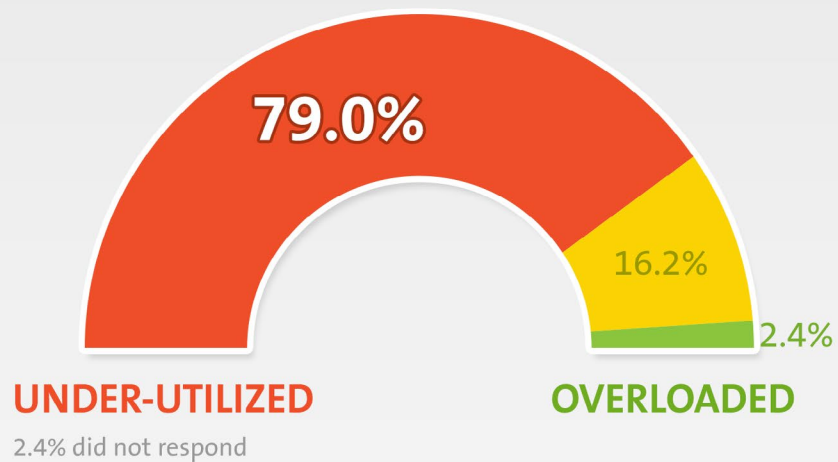
Today's digital environment has turned our audiences into connected communities, and made visual communications more important than ever before.

PR News and PR Newswire surveyed 452 communications professionals about their use of multimedia in press releases and social platforms and their plans for 2014. Here are the findings.

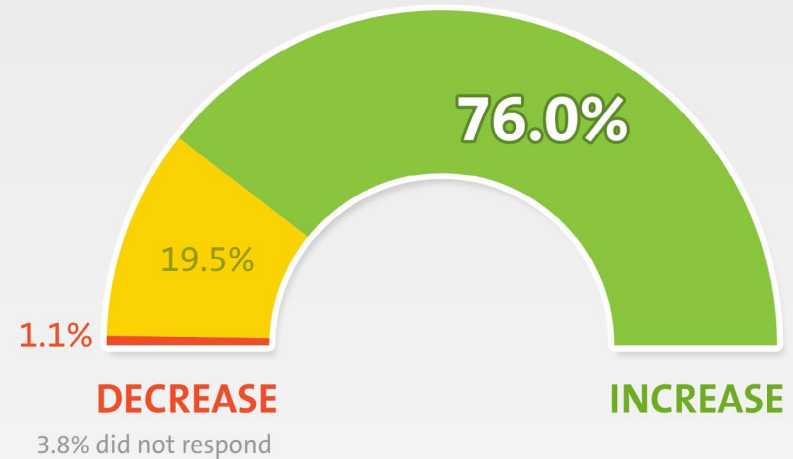
How often do you include multimedia in press releases?



How frequently is video used in your PR messaging and platforms?

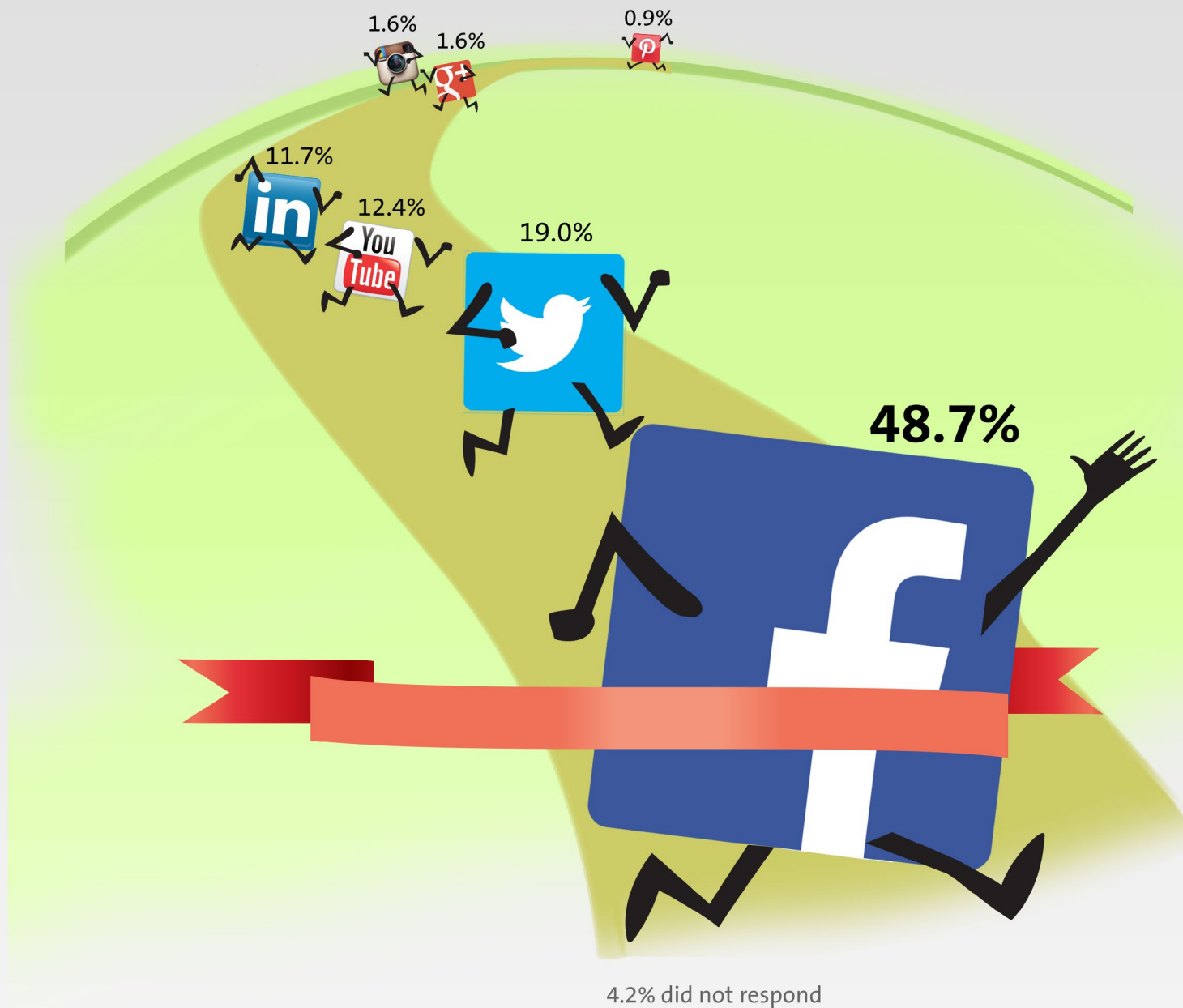


In planning for next year, do you anticipate your use of visual storytelling to increase or decrease?

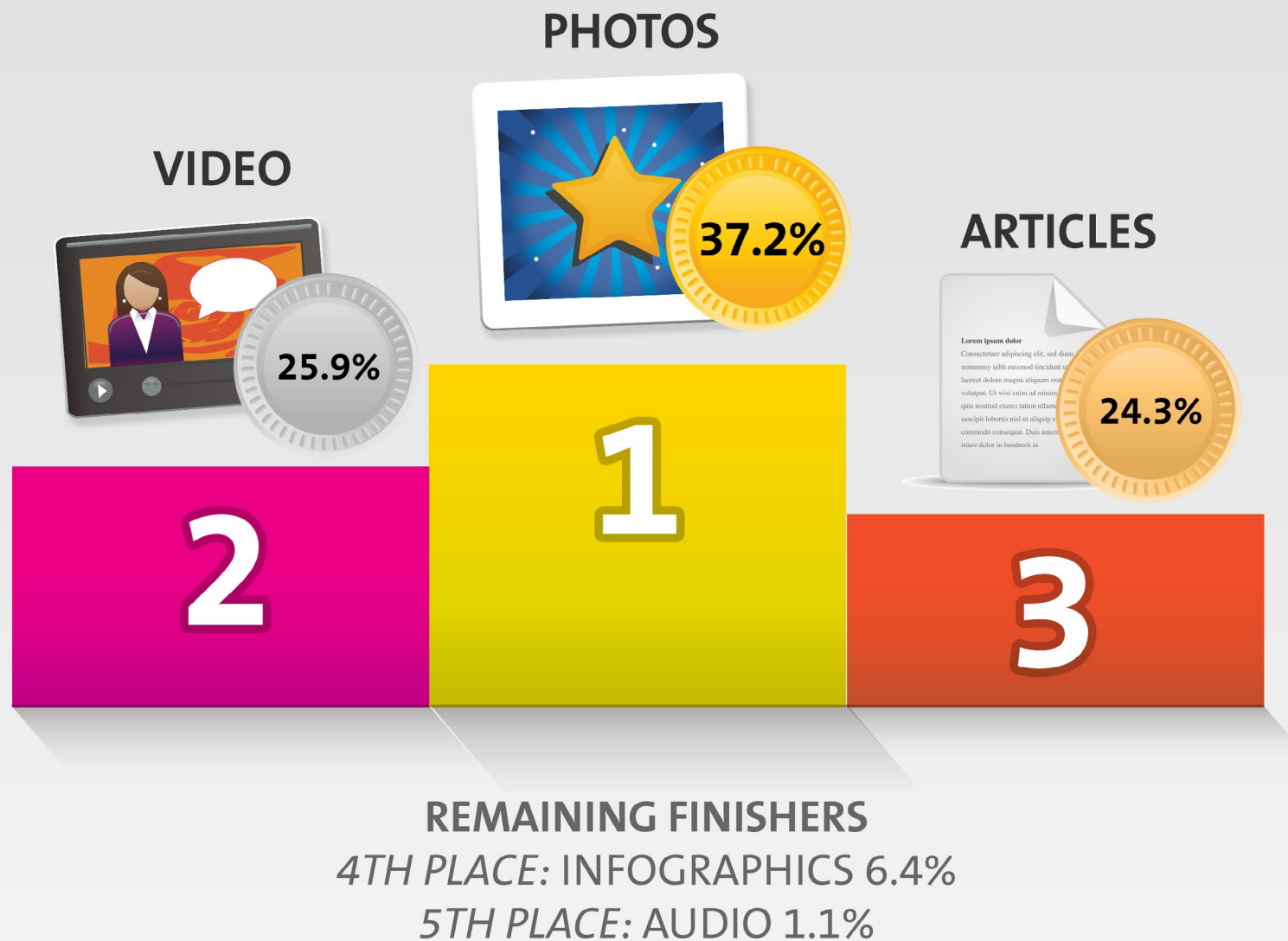


SOCIAL + MULTIMEDIA













Social channel that drives the most engagement



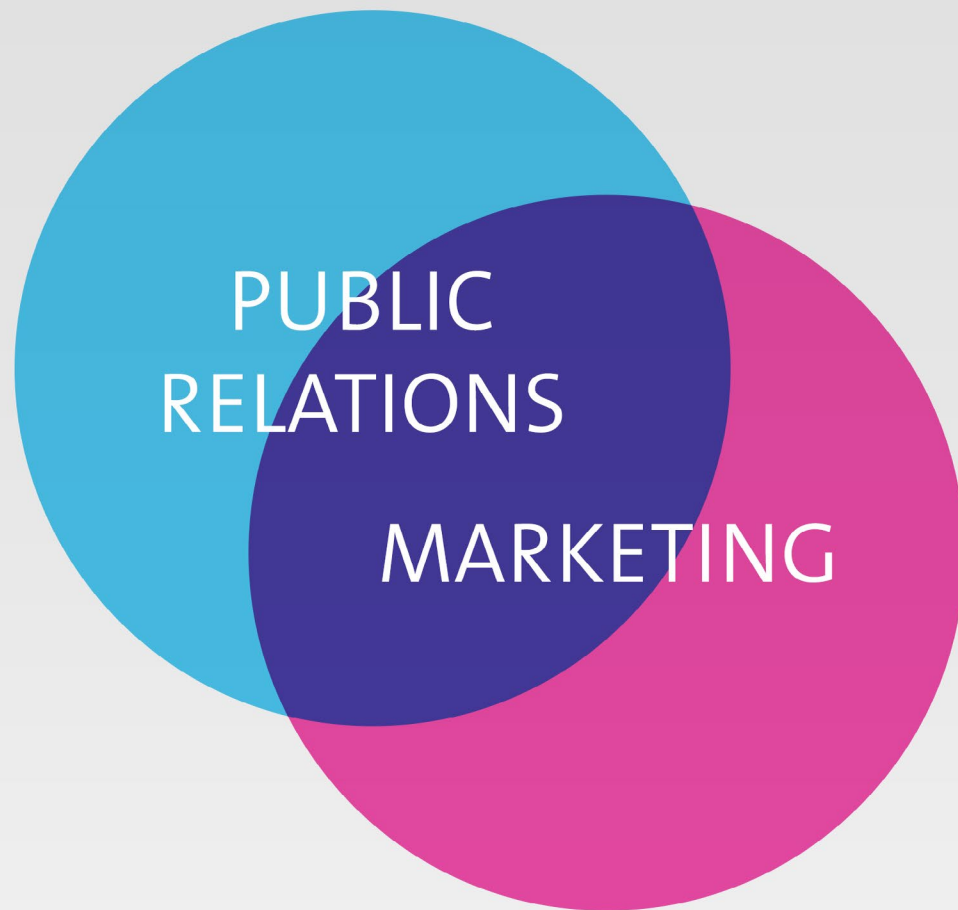
Multimedia element that drives the most engagement in social channels



Multimedia elements usage in social channels

	 ARTICLES	 PHOTOS	 INFOGRAPHICS	 VIDEO	 AUDIO
	71.2%	80.5%	35.6%	56.6%	9.3%
	68.8%	62.2%	32.1%	42.5%	9.7%
	9.1%	15.5%	8.6%	81.0%	10.9%
	56.9%	36.7%	21.9%	22.4%	5.3%
	3.3%	36.1%	5.3%	10.8%	1.1%
	24.3%	22.8%	10.6%	16.4%	3.8%
	8.4%	38.5%	13.3%	8.6%	0.7%

COLLABORATION

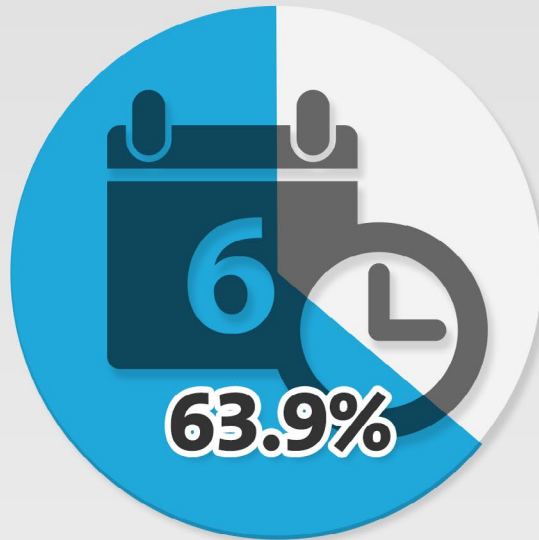


59.3%

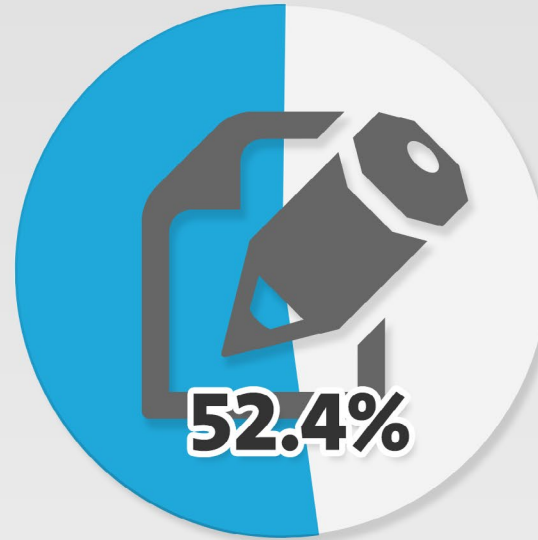
**Always or frequent
collaboration between
PR and Marketing on
communications projects
and campaigns**

The best kind of programs for collaboration

EVENTS



RELEASES



THOUGHT LEADERSHIP



SPONSORSHIPS



SPEAKING OPPS



RESEARCH



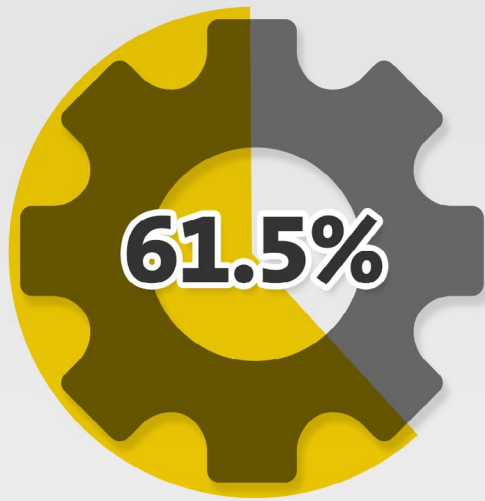
CORPORATE SOCIAL RESPONSIBILITY



RESOURCES

The top 3 stumbling blocks to including visual elements in communications efforts

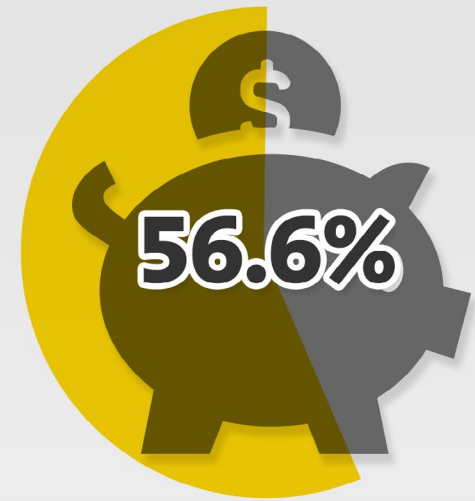
RESOURCES



TIME



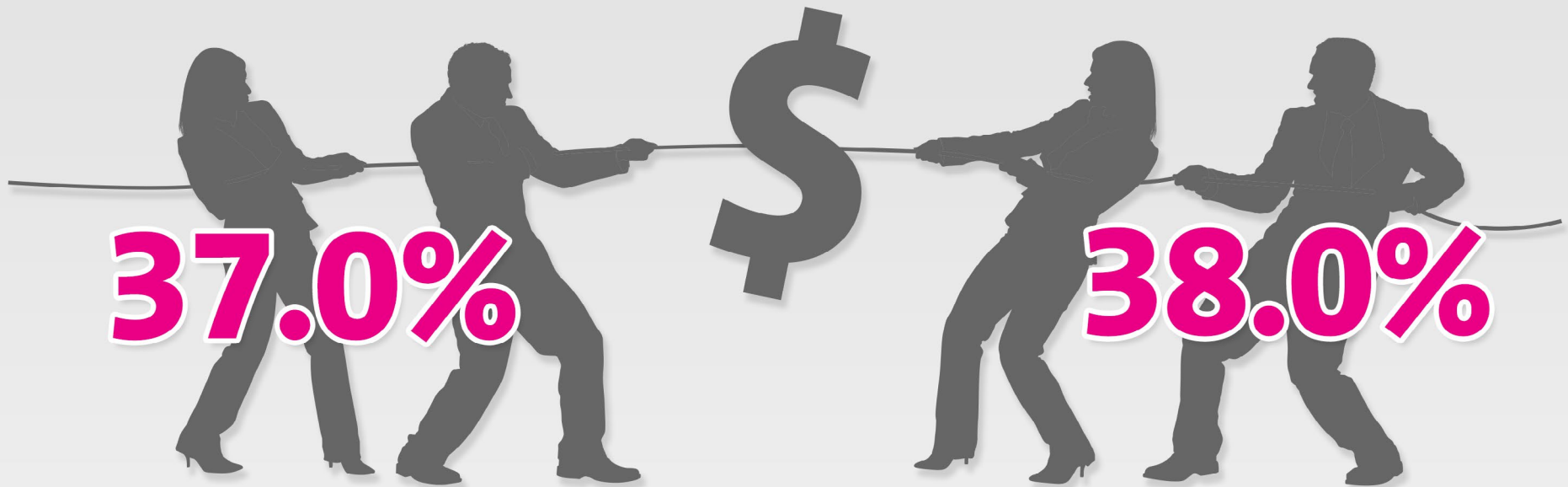
BUDGET



Who controls the budget for producing multimedia content?

PUBLIC RELATIONS

MARKETING



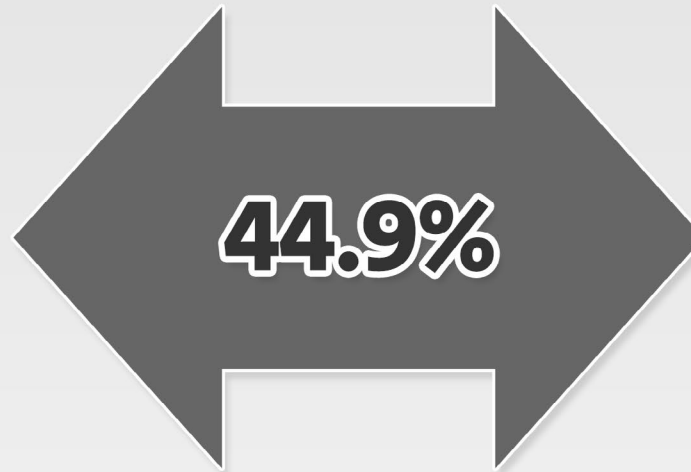
ADDITIONAL RESPONSES: *OTHER 20.4%, SALES 0.9%, PRODUCT 0.4%*

Visual storytelling budget for 2014, compared to 2013

INCREASE



STAY FLAT



DECREASE

3.5%



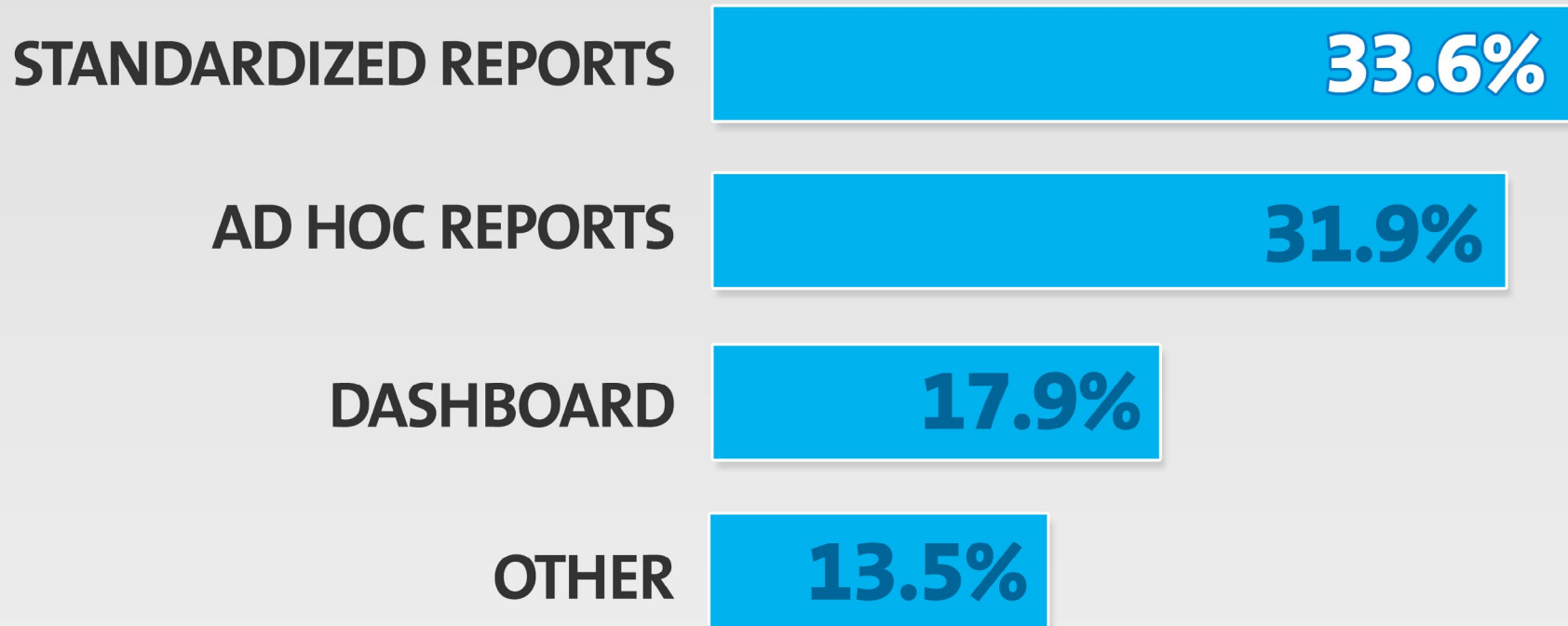
MEASUREMENT

Do you have the reporting tools and metrics needed to understand the success of your multimedia efforts?



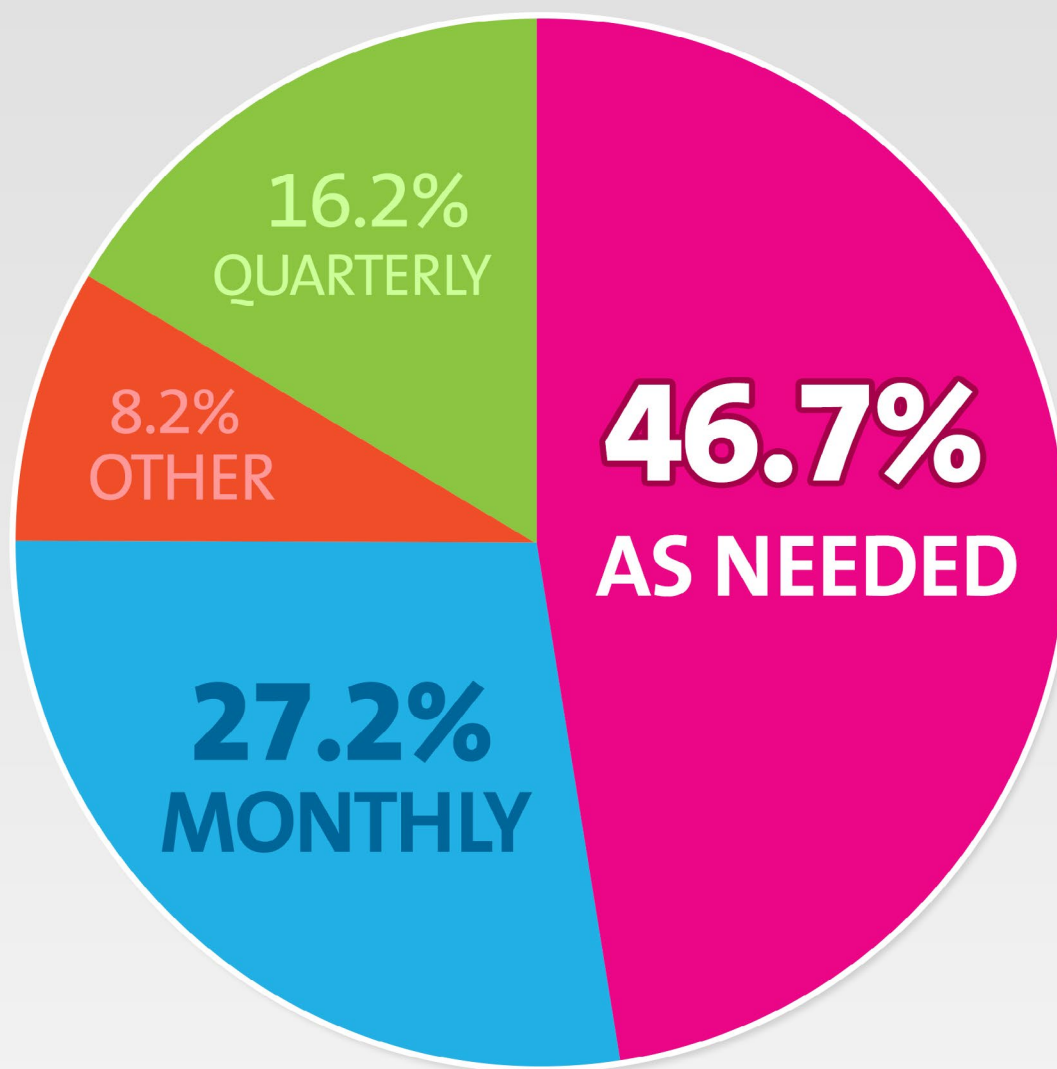
2.2% did not respond

How do you report to stakeholders?



3.1% did not respond

How *often* do you report to stakeholders?



1.8% did not respond



ABOUT PR NEWS

Our flagship publication, PR News is published every Monday with the one purpose in mind – to provide you with information and knowledge to handle any program with the best tools and insights at hand.

PR News is known across the industry as a strategic resource as well as a training tool. Not only do subscribers get examples and ideas but we study the industry and provide you with the trends and programs in play in PR – what’s working now and how you can be more successful in your job. Subscribers also receive access to the subscriber only section of prnewsonline.com. The article database allows you to search current and past issues of PR News, including case studies, tip sheets, studies and research, and articles on topics such as crisis communications, measurement, employee communications and more.



PR Newswire

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ABOUT PR NEWswire

PR Newswire (www.prnewswire.com) is the premier global provider of multimedia platforms and solutions that enable marketers, corporate communicators, sustainability officers, public affairs and investor relations officers to leverage content to engage with all their key audiences.

Having pioneered the commercial news distribution industry 59 years ago, PR Newswire today provides end-to-end solutions to produce, optimize and target content – from rich media to online video to multimedia – and then distribute content and measure results across traditional, digital, social, search and mobile channels. Combining the world's largest multi-channel, multi-cultural content distribution and optimization network with comprehensive workflow tools and platforms, PR Newswire enables the world's enterprises to engage opportunity everywhere it exists. PR Newswire serves tens of thousands of clients from offices in the Americas, Europe, Middle East, Africa and the Asia-Pacific region, and is a UBM plc. company.