



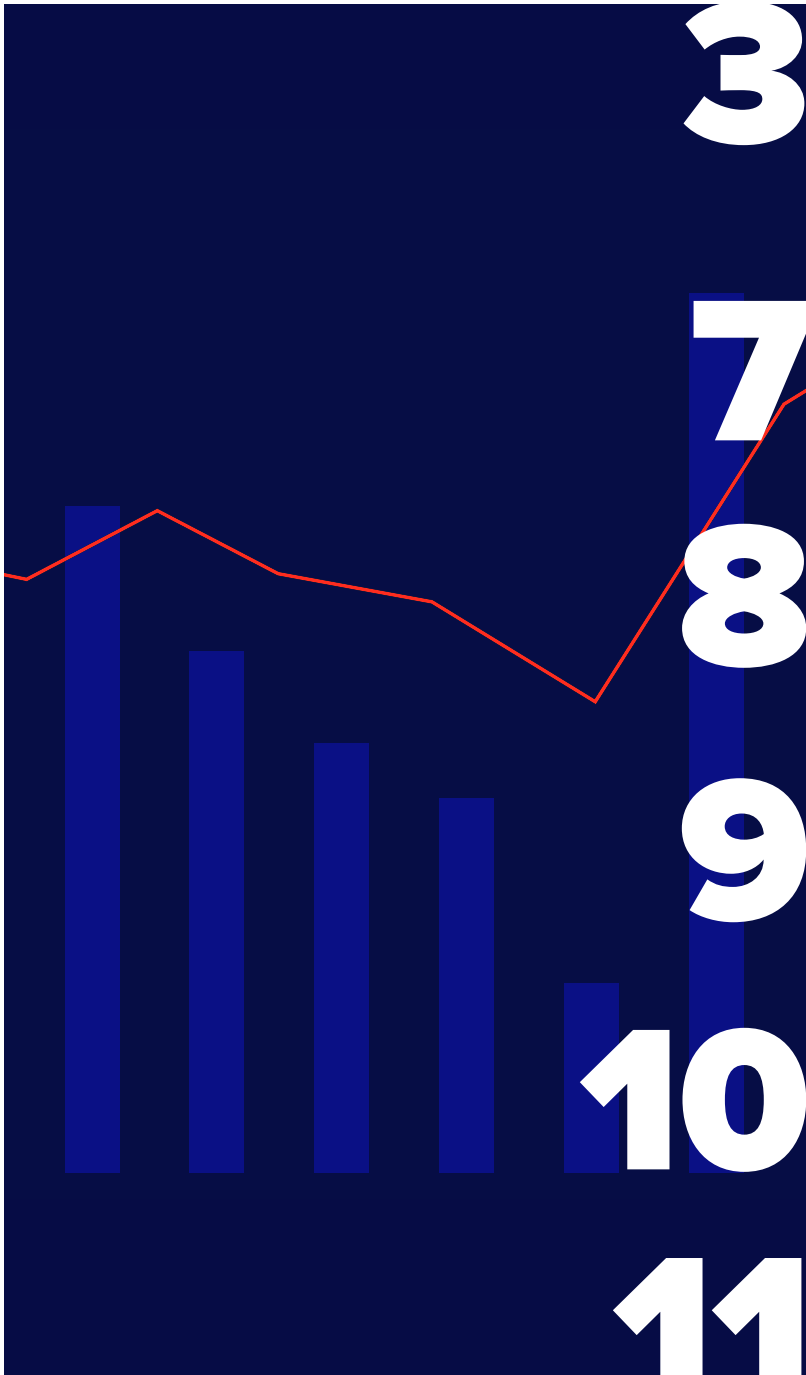
2025 Comms Report

Advancing: The Story

Progress on AI implementation beyond experimenting. Notable improvement on the industry's relationship with data and analytics.

A nod to the increasing importance of employees as a brand voice. And lots of comparative data, not just year to year, but as compared to our first study back in 2017. Challenges remain for communicators today, to be sure, but this year's Comms Report tells the tale of a sector that has made measurable progress — and offers insights on how it can keep doing so.

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FUNCTION AND FEELING

AI. Data and analysis. Influencers. In 2025, if you want to assess the state of the PR industry, these are three key topics to study. This year's Comms Report does that — and much more. And our major source of intelligence? Those in the trenches doing the work.

ADDITIONAL TECH TALK

Even more feedback from our survey respondents as to how data/analytics and AI are specifically helping them do their jobs better.

THE CONTENT STORY

Earned, paid, owned or shared? What social platforms engage audiences the most? Where are comms strategies focused? Responses to these questions are on this page.

THE WIELDERS OF INFLUENCE

Whose third-party endorsement carries the most weight with consumers? Much has changed on this front since our first report in 2017.

WHAT'S CHALLENGING YOU?

For all the progress made, the comms industry still faces myriad challenges. We put some of the biggest ones under the spotlight.

WHAT ARE YOUR PRIORITIES?

PRWeek and Cision get some answers to this question from the perspective of both communicators themselves, as well as the C-suites with whom they collaborate.

Function and Feeling

The ultimate gauge of an industry’s health is reflected equally in how its workforce is adapting to changes around them and how they plan to overcome the challenges ahead. Self-assessment is a key factor, too. Through copious data and insights from sector leaders, this year’s Comms Report tells that complete story.

Words **Chris Daniels**

● **Now in year eight, the PRWeek/Cision Comms Report has** annually tracked and benchmarked the tools and tactics being prioritized by the PR sector. And the through line in 2025? Progress — both on matters that this report has focused on since 2017, as well as factors that have come to the forefront more recently.

As to the former, we’re talking data and analysis. And what you’ll see in this report, among many things, are some interesting revelations about where things stand today as compared to where they did in this report’s first iteration.

On the latter front, two words rise above all others: ARTIFICIAL INTELLIGENCE (AI). It’s top of many communicators’ minds and on the tips of many PR pros’ tongues. The same can likely be said of the majority of business leaders. This report will shine a spotlight on an industry that is moving beyond the experimental phase to active adoption of AI into workflow processes, from content creation and strategy to data and analytics.

Another word that has never been more important to this industry: INFLUENCE. Make no mistake: There has also been remarkable change in the world of influence, both the who and the where.

This detailed picture of where the industry stands now is based on a wide-ranging survey of 310 industry professionals across the U.S. and Canada. And in addition to the myriad tactics that we inquired about, our survey — and this feature — concludes with a focus on our respondents’ sentiments. In order to holistically assess any industry pro, one must understand how they feel, in addition to what they do.

Eye on AI

Our story starts where most do today — AI. Generative AI, to be more specific. In order to tell the most accurate story on where communicators are on this journey, we added seven new questions to this year’s study. That extra intelligence provides a true sense of where the industry is with AI right now.

Almost two-thirds of respondents (65%) see generative AI tools “notably improving” their data/analytics capabilities. And when asked how prevalent the use of generative AI is in their overall comms strategy, 23% answer “very much so” and 44% say “somewhat.” Pros who say “minimally” are 24%. Only 9% respond “not at all.”

Those numbers indicate that AI’s integration into comms processes has reached an acceleration point.

“Generative AI functionality is now underpinning many existing tools and dashboards that comms professionals are regularly utilizing — CisionOne included,” says Katie Tod, VP of marketing for CisionOne. “We stand to see a spike in adoption within the PR and comms function starting this year, as usage becomes even more mainstream and more companies implement formal AI ethics policies and acceptance of the tools into their workflows.”

Alfredo Richard, EVP of corporate comms at NBCUniversal Telemundo Enterprises, concurs with Tod’s summation.

“In 2024, everyone was trying different things, with agencies pushing the technology the furthest with hopes of creating tools to be commoditized for clients,” he reports. “We experimented with a few agency tools, however it was a hard sell for agencies because in-house teams were still trying to figure out AI’s legal, cybersecurity and intellectual-property hurdles.”

A ‘developing’ story

The sign that truly indicates an industry’s adoption of technology is when individuals and teams in that sector — inspired by widely used offerings from tech companies — begin to create proprietary tools of their own.

When it comes to AI and marcomms, we asked respondents: Has your organization developed/created at least one proprietary AI tool for its own use or its customers’ use?



We asked for some specifics on those proprietary creations. Below are some of the more noteworthy responses:

- A RAG (Retrieval-Augmented Generation) tool that ingests and summarizes our insanely high volume of company IP and research content.
- A proprietary insights engine that, by using large data sets, tracks audience engagement with healthcare topics, identifies key influencers and integrates insights from media, organizations and influencers to reveal their impact on discussions. This tool enhances efficiency and expertise, enabling quick, tailored content creation and delivering valuable client-specific data in moments.
- We’ve created a proprietary AI tool to leverage customer growth and compare that to all of our investments and the ROI of what we put into each application.
- An AI tool that automatically pulls together slides, content, action items, etc. after a meeting for salespeople to send to their clients.

But with the Spanish-language media company now having a better handle on those issues, the comms department has partnered with Microsoft 365 Copilot on a “walled garden” product for comms. A partnership with Adobe is also set to introduce AI tools to the function this year.

“About 75% of my team, from managers to directors to VPs, are already using the Copilot tool in some shape or form,” notes Richard. “We’re going to see a lot more integration of AI into the entire comms process, from research and execution to measurement.”

Of seven functions PR pros devote energy on, AI is being used “on a regular basis” much more so than last year in two key areas: “content review/optimization” (37%, up from 28%) and “brainstorming campaign ideas/strategies” (35%, up from 29%).

“Our team loves to use AI as a jumping-off point in brainstorming sessions for campaigns,” enthuses Maeve Hagen, CEO of Taylor. “But we keep clear-eyed by talking often about the role AI plays, which is to augment the creative process, not substitute talent or the insights our team has brought to the table.”

One AI tool, Waldo, helps Taylor accelerate research and analysis into product categories, competitive brand sets, audience targets and cultural trends.

“We’re finding it particularly useful when pitching for new business,” adds Hagen, “especially in categories that we’re looking to break into, whether proactively or reactively, and are not as familiar. AI expedites the time-intensive process of getting up to speed on a new project or client.”

That AI is being used more often for these tasks is in lock step with pros getting better at crafting prompts, a skill that has become table stakes. The majority of respondents (57%) rated their skill level positively, with 18% saying “excellent” and 37% choosing “good.”

84% agree that the C-suite at their organization/at their clients’ organizations has sought the counsel of the communications team more in the past year than in prior years.

Trial and error have sharpened pros’ proficiency in crafting prompts, but the sector is also investing in resources to help.

Orchestra is “building a library of prompts,” says Jonathan Rosen, CEO of the agency holding company. “We hope to have a searchable library or archive in place for our teams in the not-too-distant future for most research and analysis use cases. It would improve workflow of client work, getting our expert analysts to better inputs quicker. We’re being very intentional about using AI to speed up repeatable workflow tasks and to make storytelling more strategic.”

Levels of concern

It is fair to say that comms pros are increasingly embracing what AI can do for them. It would be naïve, though, to ignore that tinges of doubt and unease remain, as is often the case when a particularly powerful technology enters the equation.

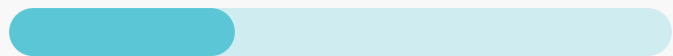
We listed four common concerns that marcomms pros voice about AI and its potential impact on their positions. The percentages below indicate how many among all 310 survey respondents identified that concern as their single-biggest one.



32% The daunting challenge of communicating to stakeholders the many changes that AI is bringing about to the company/brand



28% Communications jobs will be eliminated



26% Communications budgets will shrink



14% The “seat at the table” comms has worked so hard to establish will be marginalized

Key takeaway: The biggest concern seems to center on communicating about AI, as opposed to job security or shrinking budgets. That said, the latter two issues remain viable worries among a good swath of our respondents.

Taking the measure of comms measurement

When Cision and PRWeek launched the first version of this report in 2017, 75% of respondents said the sector can do better at measuring and proving its impact on business objectives. Today, more than two-thirds of pros (68%) report having the necessary tools to show the cause-and-effect relationship between their work and their organizations’/clients’ bottom-line objectives. That figure increases to 78% of pros when “unsure” respondents are excluded from the calculation.

“It’s driven by the innovations that have occurred within the media intelligence space,” suggests Tod. “PR teams are no longer limited by basic volume or outdated metrics such as AVE (Advertising Value Equivalency) as a measure of success. The tools available now and the metrics they have to access offer a direct line of sight into the tangible outcomes of their [work], indicating where their efforts are paying off and even where they are converting.”

She says the strength that comes with having a direct line of sight can’t be underestimated.

“When you can prove PR is directly driving business goals — whether increasing sales or mitigating crisis fallout — it speaks the C-suite’s language,” continues Tod. “Ultimately, it’s their buy-in that supports comms. If they see value in the function, they’ll invest more in it. And

the ability to prove comms influence on organizational success is likely why more comms pros are earning a seat at the top table.”

Richard says his function is getting closer to proving “our ability to be a revenue center rather than a cost line on the budget. Measurement has been the Rubik’s Cube of comms — something that must be solved. You can’t run a comms operation without measuring your results. As I like to say, what is not measured can’t be managed.”

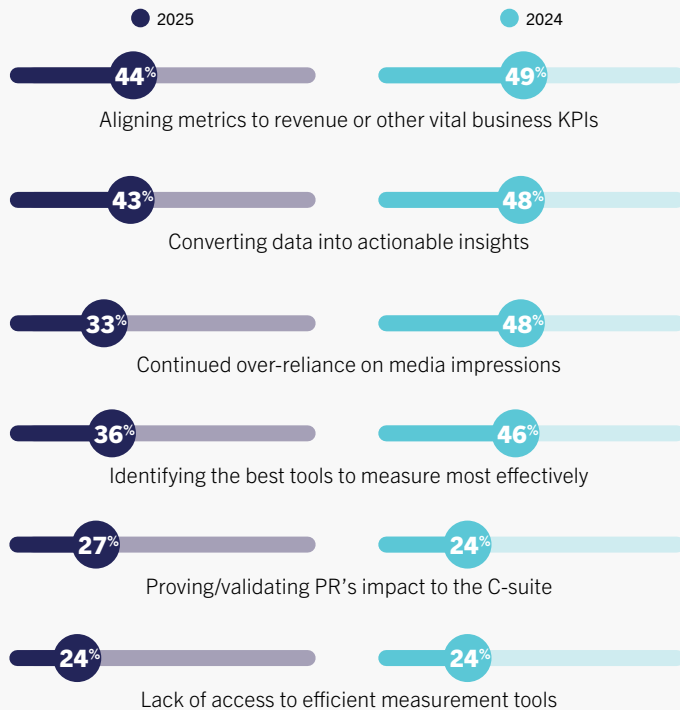
7% Based on all non-PR agency respondents, this percentage reflects how many more staffers are on communications teams this year as opposed to this time last year.

Not to mix metaphors, but he says solving the Rubik’s Cube requires “running that final mile. However, we have a lot of sources of data and information to help us cross the finish line.”

Good news: It was a ‘down’ year

For eight years running, the comms industry’s progress in overcoming measurement challenges has been a central focus of this annual Cision/PRWeek report. A key question we always ask:

Are you experiencing any of the following challenges with communications measurement? (Respondents could choose as many options as applied.)



Key takeaway: The improvement is obvious, as each of the four top responses above saw at least a 5% drop year over year, indicating that each matter is less challenging to respondents this year than it was last year.

Perhaps most noteworthy is the 15% year-over-year drop in terms of reliance on media impressions.

These improvements are indeed a positive sign of progress for the industry, but the fact remains that these challenges continue to flummox a significant number of comms teams.

NBCUniversal Telemundo’s in-house research department is supporting comms by mining and extracting data before and after campaigns for measurement efforts. The team includes data analysts, with whom the survey found an increasing number of PR pros are collaborating.

Two-thirds (66%) of respondents, in fact, say they employ or have access to a dedicated data analyst(s), up from 59% last year.

Rosen at Orchestra says data analysts have become critical experts in comms work.

“One of the most time-consuming aspects of AI is structuring data sets in a way with which AI can work,” he shares. “And while large language models can develop robust analysis of sentiment, positioning or narrative of a brand, it takes people to help decide what to do with that information.”

The employee voice: Stronger than ever

A staple of this PRWeek/Cision Comms Report has always been the tracking of influencers deemed by pros as most effective for impacting customer/consumer behavior. Their answers are no doubt informed by metrics and measurement of influencer campaigns that they’ve worked on.

Over this report’s first seven years, our respondents have given the top marks to various influencer types. This year, for the first time, no type ranked more effective among more pros than employees.

At 52%, they earned the most mentions of eight influencer types in respondents’ ranking of the top three by effectiveness. For 19% of those respondents, employees ranked above every other influencer type. Those that followed employees in earning the most top three finishes: everyday consumers (51%), corporate executives (40%), and journalists and niche influencers (each 36%).

Celebrities showed up the least in the top three, with a steep drop to 24% from 36% last year. The decline of celebrities and rise of employees is even more striking when compared to the inaugural survey eight years ago, when celebrities led other influencer types in respondent rankings and employees registered least (59% versus 36%).

“Thanks to social media, employees have a much bigger voice now. They’re a lot more visible than they’ve ever been,” explains Tod. “When you see employees advocating for the brands they work for, you know it is because they genuinely believe in what the company is selling or promoting, not because they’ve signed a contract to say so. In many ways, employees’ voices are the sincerest, most authentic form of endorsement a brand can get.”

In fact, research shows content shared by employees gets eight times more engagement than content shared by brand channels.

“You can see why the about-face,” continues Tod. “Brands are sitting on a goldmine of influence within their own walls. They just need to know how to activate it, respectfully and authentically.”

Chipotle Mexican Grill mined employees for Behind the Foil, a documentary-style campaign in 2019 with digital and TV spots spotlighting real team members. Erin Wolford, the brand’s VP of external comms, says they haven’t looked back.

“More than five years later, we continue to create new ads under the same umbrella due to the overwhelming positive consumer response that we’ve seen by showcasing our real people,” says Wolford, who adds the inspiring career journeys of Chipotle team members also anchor earned media coverage.

“We have seen significant engagement when partnering with employees to demonstrate menu hacks or launch new innovations,” she adds. “Regardless of the channel, our teams ensure that the employee or any talent featured in an initiative is a true super fan.”

Current work arrangement

Last year’s numbers in parentheses

- **100% remote:** 19% (29%)
- **Hybrid:** 55% (57%)
- **100% in-office:** 26% (14%)

Taylor’s Hagen sees this reversal of positions as a consumer trust issue.

“The celebrity approach emphasized aspiration over connection, but people today are drawn to influencers who feel like peers or trusted experts,” she points out. “Consumers are also very savvy today in that they know when someone’s trying to pull the wool over their eyes. Employees offer genuine insights, authentic experiences and relatability.”

That is not to say that celebrity influencers have no sway with customers today. In fact, Taylor is the PR and social agency for beer brand Guinness, whose partnership with *Aquaman* star Jason Momoa has yielded “a tremendous amount of success over the past 18 months to two years,” reports Hagen. “He has been a longtime lover of the brand and talking about it for the better part of two decades. He also wrote a commercial for Guinness.”

Her takeaway: “You can still find an authentic connection with celebrities. However, whether it’s *Aquaman* or Joe Schmo, authenticity, relatability and transparency must be at the center of any influencer partnership.”

Growing confidence

The comms sector has faced a whirlwind of challenges and changes over the past few years, from the pandemic to RTO (return to office) to the rise of AI. And if this survey teaches us anything, it’s that the comms workforce seems ready for anything — even another pandemic. In fact, 95% of pros believe either “very much so” (65%) or “somewhat” (30%)

that their comms team is better prepared now than it was in early 2020 for such a seismic event.

That confidence is also visible when looking at the newest members of the professional community. We asked respondents to consider their colleagues who are in the early stages of their careers (five years or fewer) and then share their sentiments about the industry’s future based on those considerations.

81% believe they have the necessary tools to optimally manage crises for their company/the brands they work with.

We can put three-quarters of our respondent pool in the “confident” camp (36% “very” and 38% “somewhat”).

Growing comfort with AI is likely fostering greater confidence. “We’ve all come around to the fact that it can be a tool to help us succeed without sacrificing the quality of our product,” asserts Hagen. “Embracing it is the only thing to do right now.”

We sought to gauge how confident comms pros are that their companies are well-positioned to take advantage of all the benefits AI has to offer and their readiness to adapt to the rapid changes sure to come.

Once again, this is a story of confidence, as 75% express that sentiment (30% “very” and 45% “somewhat”).

Of course, 2025’s tale of the comms industry cannot be told without recognizing the challenges the sector faces. Among the most prominent: 81% of respondents (38% “very much so” and 43% “somewhat”) feel increased pressure to do more with less as compared to this time last year. AI might be able to help.

“PR is increasingly driven by data, with AI accelerating our ability to access and act on valuable insights,” concludes Tod. “Not only does this inform smarter strategies and help us make better business decisions, it frees us up to focus more on building genuine, authentic relationships.” ●

About the PRWeek/Cision Comms Report

In 2017, inspired by the continuing evolution in how the work of PR and communications professionals is practiced and perceived, Cision and PRWeek joined forces on an initiative to clearly identify and more deeply understand communicators’ use of and interaction with technology, data, measurement, content and influencers.

And while the foundation of this report has remained consistent for all that time, each year tells a different story. This eighth iteration of the PRWeek/Cision Comms Report is no exception.

You cannot have any meaningful conversation about communications today without a healthy focus on AI. These pages certainly meet that mandate. As always, of course, this report highlights the main challenges and opportunities all communicators face. Those issues range from data and analysis to where the work is being done (remote, fully in-office or hybrid).

One constant: Each year, communications’ ability to rise to any occasion has become clearer, as has the respect it receives from the C-suite, other internal departments and various external stakeholders.

Of course, many challenges remain — and we tackle those on these pages, as well.

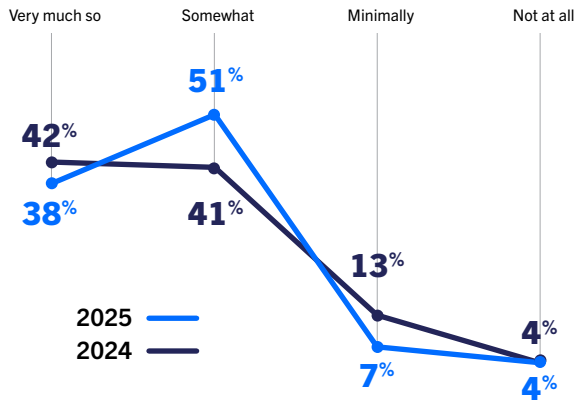
Overall, this year’s report, as did all seven that preceded it, is a powerful glimpse into the current state of the industry, how far it has come — and the opportunities that lie ahead.

Additional Tech Talk

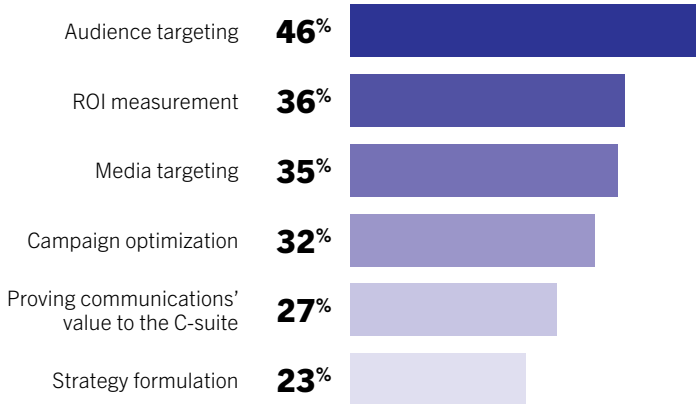
The preceding feature delved deeply into the comms industry’s current status on data and AI usage. However, respondents told us even more

Data and Analytics

Is the communications team relying on data and analytics more now than it ever has?

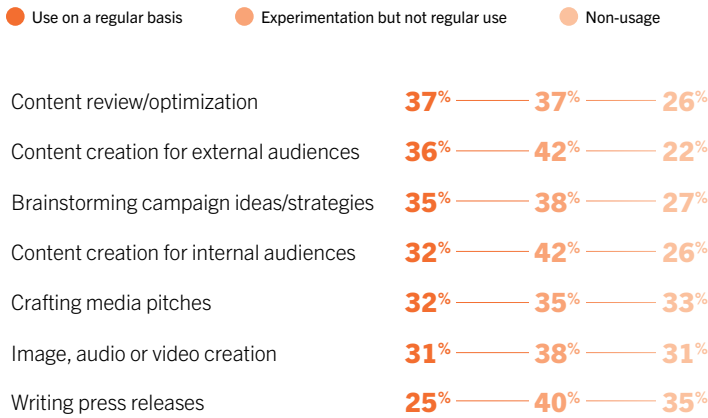


From the six key factors below, choose the two for which you use data and analytics the most.

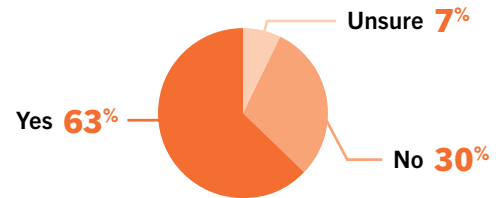


AI

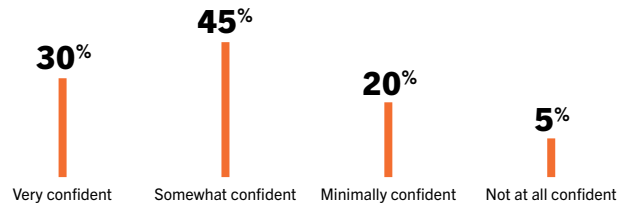
With the seven factors below, indicate your/your team’s current usage of generative AI to help with each.



Does your company have an AI policy/strategy in place to help ensure all employees are using AI effectively and ethically?



How confident are you that your company is well-positioned to both take advantage of all the communications benefits AI can offer and adapt to the rapid changes sure to come in the very near future and beyond?



Main takeaway: Content stands out among the factors for which comms teams are using generative AI with the most regularity. It is also noteworthy that nearly two-thirds of respondents indicate that there is an AI policy/strategy in place at their organization. Meanwhile, three out of four communications leaders express confidence that their companies are well-positioned for the age of AI.

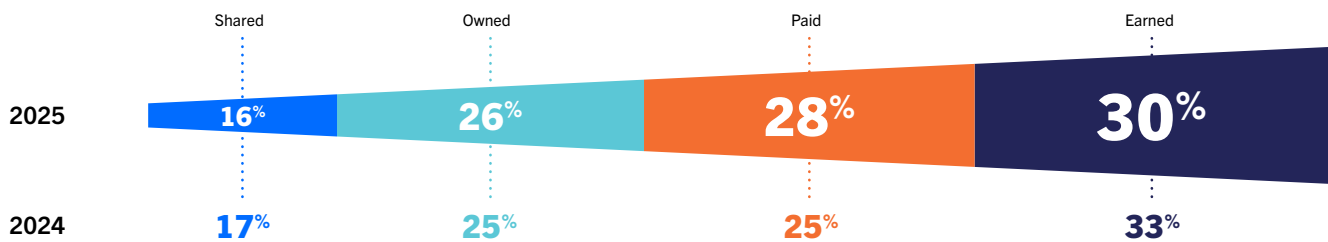
Main takeaway: Nearly 90% answered in the affirmative when asked if they are relying on data/analytics now more than ever. When asked to specify what they are using it for the most, it’s noteworthy that strategy still lags behind all other options.

The Content Story

From types to channels to metrics, this report could not be complete without assessing communicators’ perspectives and progress on content.

The Big Four

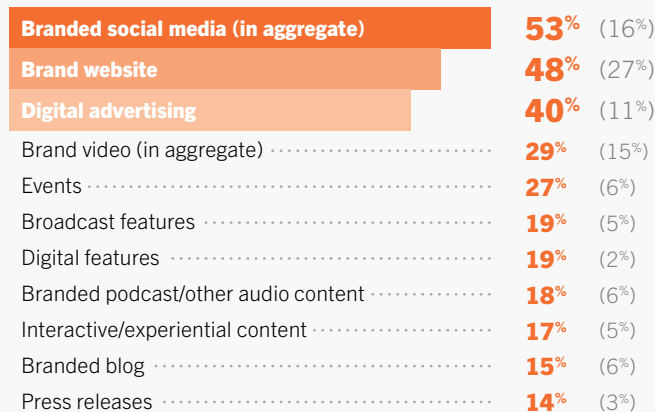
How much of your overall media strategy relies on each of the following four factors?



Content Type

From the content options below, select the **THREE** that have proved most effective at influencing audience behavior.

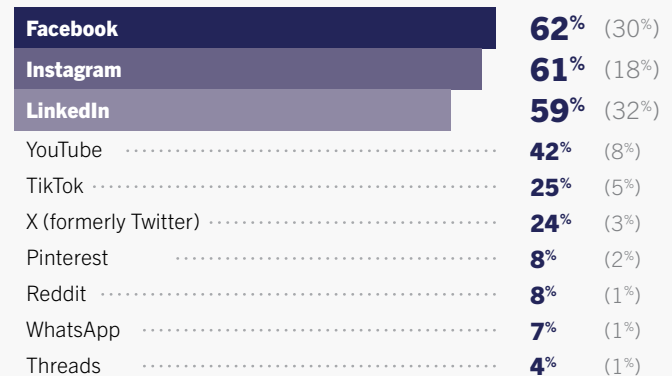
Main percentages indicate that option was among the top three. Responses in parentheses reflect how many chose that as their very top option.



Platforms

Choose the **THREE** social media platforms below that have been the most valuable to your strategy **IN THE PAST YEAR**.

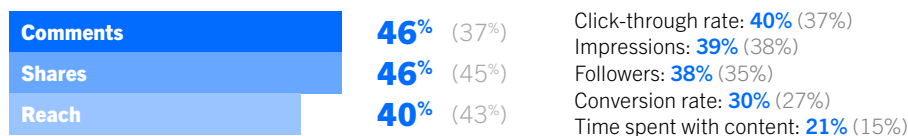
Main percentages indicate that option was among the top three. Responses in parentheses reflect how many chose that as their very top option.



Metrics

Choose the **THREE** metrics you deem most important in gauging the success of your communications social media strategy.

Last year’s responses are in parentheses.



Main takeaway: Within the paid/earned/shared/owned media model, “earned” still sits atop the list, but the gap between it and “paid” is notably smaller this year as compared to last.

With both content types and platforms, the top four choices are the same as last year, as is the order of those four choices. LinkedIn’s prominence as a content platform, though, remains noteworthy, as that was not always the case.

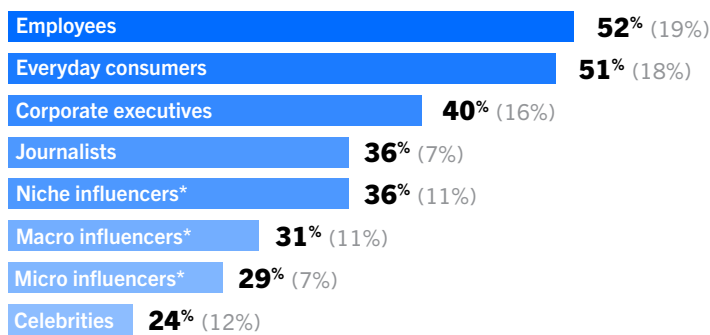
As for metrics, COMMENTS made a notable year-over-year jump to take the top spot among our respondents, tied with SHARES.

The Wielders of Influence

Throughout the eight years of this Cision/PRWeek study, there have been notable year-on-year shifts in whose third-party endorsement carries the most weight with consumers and the choices they make when deciding which brands to support with their hearts, minds and wallets. On this page, we list eight such influencer types and indicate the ones our respondents deem to be the most persuasive voices and, as such, strong partners with which brands should work.

Main percentages immediately below and in the column to the right indicate how many respondents placed that influencer among the three most effective at impacting consumer behavior this year.

Percentages in parentheses (both immediately below and in the column to the right) indicate how many respondents selected that influencer type as their very top choice.

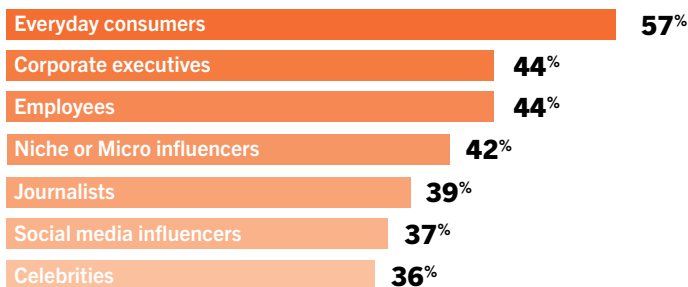


* **Niche influencers:** those who focus on a specific topic or field
Macro influencers: those with 100,000 or more followers on a given platform[s]
Micro influencers: those with 1,000 to 100,000 followers on a given platform[s]

Last Year

The following numbers indicate top-three placement among last year's respondents.

Some of the response options did change.



Main takeaway: For the first time in this study's eight-year history, employees take the top spot among influencers. They do so among those in financial services and healthcare/pharma, too.

Meanwhile, celebrities are at the very bottom of the list. They also assume one of the final two spots in three of the four sectors highlighted on this page.

Also of note is that among dedicated social media influencers (macro, micro and niche), it is niche influencers who seem to have the most sway.

By Industry

ARTS/ENTERTAINMENT/MEDIA

• Niche influencers	48%	(24%)
• Journalists	45%	(3%)
• Celebrities	41%	(28%)
• Everyday consumers	38%	(15%)
• Employees	38%	(0%)
• Micro influencers	34%	(7%)
• Macro influencers	31%	(8%)
• Corporate executives	24%	(15%)

FINANCIAL SERVICES

• Employees	55%	(14%)
• Micro influencers	45%	(7%)
• Everyday consumers	41%	(24%)
• Corporate executives	41%	(21%)
• Journalists	38%	(7%)
• Niche influencers	38%	(3%)
• Celebrities	21%	(14%)
• Macro influencers	21%	(10%)

HEALTHCARE/PHARMACEUTICAL

• Employees	61%	(23%)
• Niche influencers	50%	(13%)
• Everyday consumers	43%	(23%)
• Journalists	43%	(7%)
• Corporate executives	39%	(11%)
• Macro influencers	32%	(5%)
• Celebrities	16%	(11%)
• Micro influencers	16%	(7%)

TECH/INTERNET

• Corporate executives	70%	(37%)
• Everyday consumers	52%	(15%)
• Journalists	44%	(4%)
• Employees	41%	(11%)
• Niche influencers	37%	(18%)
• Micro influencers	26%	(4%)
• Macro influencers	19%	(7%)
• Celebrities	11%	(4%)

What's Challenging You?

If you want a true understanding of any industry, it starts with a clear picture of its workforce's biggest obstacles. Via our survey responses below, we provide such a look.

General

Select the THREE factors that challenge your communications efforts the most.

Main percentages below reflect that option to be among the three biggest challenges. Percentages in parentheses indicate that option to be the single-biggest challenge.

A focus that is too reactive, as opposed to proactive	39% (19%)
Inability to measure impact effectively	37% (14%)
Needing better alignment with other internal departments	35% (7%)
• Securing appropriate budgets	34% (11%)
• Ability to identify and invest in the best tools for my team	27% (11%)
• Not enough manpower to support my strategy	26% (9%)
• Staying on top of industry trends	20% (6%)
• Talent recruitment and retention	19% (5%)
• Buy-in from the C-suite	18% (7%)
• Not enough tools to support my strategy	17% (3%)
• Making the case for earned media	15% (6%)
• Not the right tools to support my strategy	12% (2%)

Main takeaway: It's noteworthy that the biggest challenge is not directly metrics-related, but one that speaks to the longstanding sentiment that comms, at its best, is a reactive discipline. Our respondents certainly wish that to change.

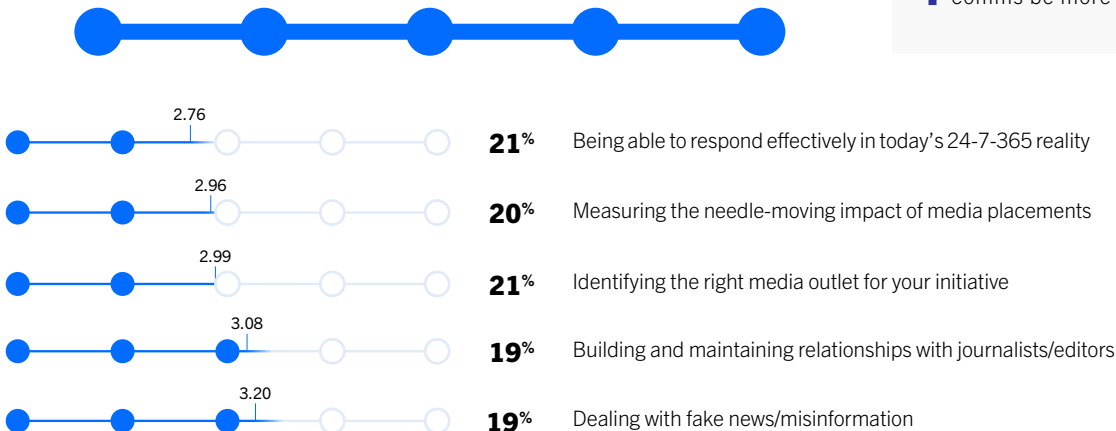
Media Relations

Below we list five common media relations challenges communications pros face today. The main numbers below reflect the percentage of respondents who chose that as their biggest challenge among the five.

The numerical scores below are on a scale of 1 to 5 and indicate how challenging our respondents find that particular media relations task to be (1 is "most challenging," 5 is "least challenging").

Most challenging

Least challenging



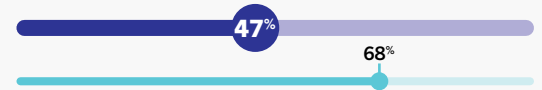
Content

Are you struggling with any of the following content challenges?

For clarity: The percentages below mean they ARE struggling with that challenge.

● 2025 ● 2024

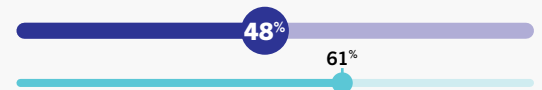
Creating content that is effective at directly facilitating a desired consumer action/behavior



Measuring the impact of earned media in a way that can be easily proved



Determining the optimal channel/platform on which to publish the content



Main takeaway: The notable year-over-year drops are hard to ignore. In all three cases, respondents are indicating they are struggling less with those challenges this year as compared to last — a testament to how data is helping comms be more effective.

Main takeaway: It's almost remarkable that all five options scored as closely as they did, particularly when viewing how many respondents chose each option as their most challenging. That said, real-time response seems to be the toughest nut to crack by the slightest of margins.

What Are Your Priorities?

Whether it is what communicators expect from themselves or what the C-suite expects of them, the following data reveal what our respondents are prioritizing this year in key tactical areas.

Self-expectations

Select the **THREE** activities that are currently the biggest priorities for your brand/the brands you work with.

Main percentages below reflect that option to be among the three biggest priorities. Percentages in parentheses indicate that option to be the single-biggest priority.

Analytics and reporting	46% (22%)
Content creation	45% (19%)
Media outreach/influencer management	37% (10%)
• Social listening/engagement/channel management	37% (7%)
• Securing media coverage	31% (10%)
• Attribution and ROI	30% (10%)
• Reputation monitoring	29% (9%)
• Media monitoring	18% (5%)
• Media database management	17% (4%)
• Press release distribution	10% (4%)

C-suite Expectations

Select the **THREE** comms responsibilities that you believe your CEO/your clients' CEOs would consider their biggest priorities in 2025.

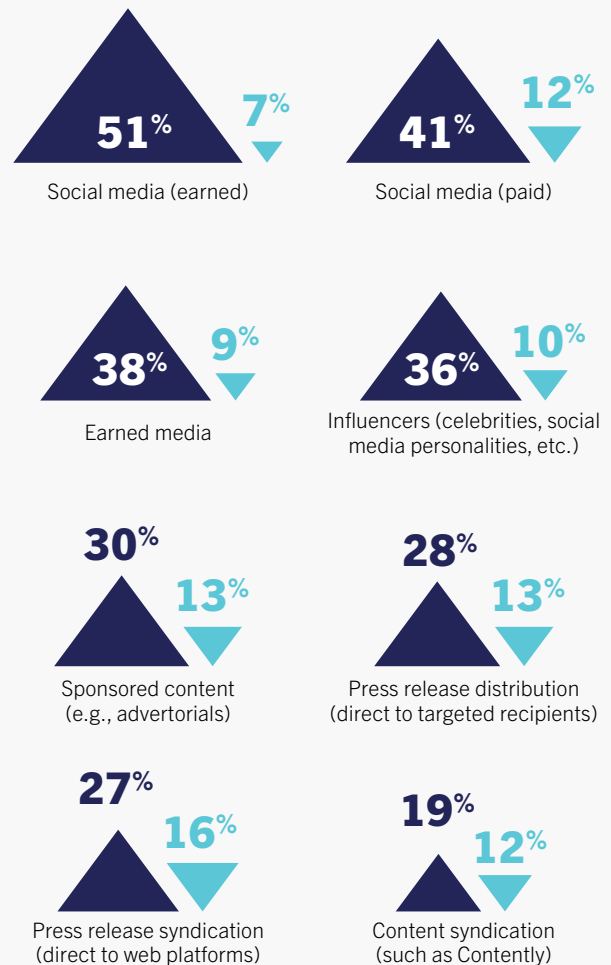
Main percentages below reflect that option to be among the CEOs' three biggest priorities. Percentages in parentheses indicate that option to be the CEOs' single-biggest priority.

Building sustainable growth and value for the brand	47% (22%)
Ability to respond to changing marketplace dynamics and opportunities in a timely manner	45% (25%)
Driving sales/revenue	42% (13%)
• Customer acquisition/engagement	37% (13%)
• Crisis preparedness and/or response/execution	26% (9%)
• Defining and distributing the brand story	24% (7%)
• Employee/talent engagement and management	23% (3%)
• Ensuring purpose is core to the business	17% (2%)
• Reputation management	15% (3%)
• Widespread adoption of the latest tech tools across the organization	8% (2%)
• Matters of ESG/DEI	8% (1%)
• Investor relations	8% (0%)

Media/Influencer Engagement

We listed eight matters of key tactical importance to comms pros. The following percentages reveal how many respondents are prioritizing that factor either more or less than they did last year.

● % of respondents prioritizing the factor **more** than last year
● % of respondents prioritizing the factor **less** than last year



Main takeaway: Year over year, comms pros' expectations of themselves are very much in line with what they were 12 months ago. In terms of what the C-suite expects, it's noteworthy that three of the top four chosen options are directly related to bottom-line factors. In terms of media/influencer engagement and increasing prioritization, the social media percentages certainly stand out.

METHODOLOGY

PRWeek partnered with Cision on this survey, which was sent via email to communications and marcomms professionals in the U.S. and Canada. Temra Ward Consulting assisted with survey collection.

A total of 310 senior-level professionals, from both agencies and in-house, completed the online survey, conducted by PRWeek, between October 18 and November 20, 2024.

By gender, the respondent pool is 55% male, 44% female and 1% gender non-binary.

By organization type, 57% are from corporations, 13% are from nonprofits, 8% from PR agencies and the rest from government agencies and PR arms from other types of organizations.

By title, 20% are agency CEO/president/managing partner. Managers and directors accounted for 15% and 13% of the respondent pool, respectively. CCOs made up 8% of those who took the survey, as did senior managers. Beyond that, those who took the survey include CMO, EVP, SVP, VP, executive director, head and senior director.

Industry verticals among our respondent pool include healthcare/pharmaceutical (14%), arts/entertainment/media (9%), financial services (9%), tech/internet (9%) and 13 other different sectors.

Results are not weighted and are statistically tested at confidence levels of 90% and 95%.

CISION

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PRWeek

ABOUT PRWEEK

PRWeek epitomizes the modern business publishing brand, spanning online, print, events and social media, incorporating a paid-for content strategy and gated website. Launched in November 1998, it is the essential title for PR pros.

PRWeek reflects an industry playing a more pivotal role than ever, not only in the marketing strategies of companies, brands and organizations, but also within boardrooms and in the C-suite.

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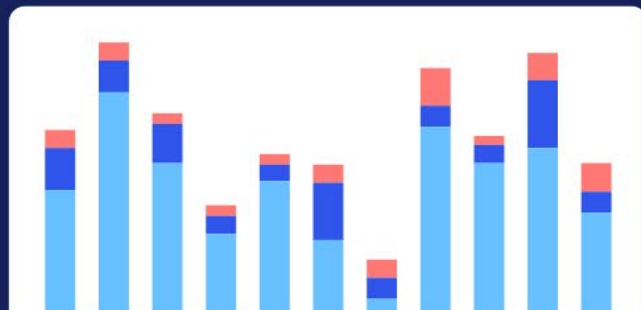


CISION One



TV NEWS 22

And we speak with France's Finance Minister on the impact of climate change to the European powerhouse economy.



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