

PRAIS business, up by 15% in 2008

The public relations company PRAIS Corporate Communications, one of the oldest in the local market, registered a turnover of over 500,000 euros in 2007.

According to Silvia Bucur, General Manager of PRAIS Corporate Communications, the budgets reported include exclusively PRAIS' consultancy services, without all the direct costs, managed in favour of the customers within the projects.

“Had the two values been quantified together, the turnover would triple. The majority of PR companies prefer an accounting where the turnover integrates the direct costs plus the value of the commissions or the consultancy, but that is not our case”, declared Silvia Bucur for Business Standard.

For 2008, the company planned a constant growth compared to 2007, i.e. 12%-15%. According to Silvia Bucur, the agency has succeeded so far to exceed the estimated growth threshold. “We want to have a healthy and long-lasting growth, based on the development of the current customers and our commitment to new portfolios, counting on a good PR consultancy team; we are currently 16 members and forecast an increase to 22 by 2009”, explained Silvia Bucur.

The reasons for this evolution were explained by PRAIS management by maintaining a status called “soft house” which implies avoiding an industrial work pace. The agency focuses on consultancy and the development of new CSR projects, as well as the PRAIS Foundation, based on voluntary work. Silvia Bucur considers that the main trend in the PR market is currently the diversity in communication techniques. “The agencies will increase their specialization in time, the “all inclusive”-type services are beneficial as long as they are not provided industrially. If one analyzes the advertising market and the zapping during TV commercials, it can be observed, even with an unspecialized eye, that a great change occurred at the level of the consumer/producer report. The marketing is being rewritten in real time, and so is advertising, the integrated communication evolves towards new direction”, explained Silvia Bucur.

One of the main particularities of PRAIS Agency in the Romanian market is represented by the launch of the platform Lifestyles of Health and Sustainability – LOHAS. The platform represents a responsible and socially sustainable way of doing business. The programme prepares the companies for the changing environment of the near future, keeping their economic stability. According to Silvia Bucur, the LOHAS consumers represent today a world market of over USD 500 billion, sociologically attested and increasingly growing.

The agency's portfolio of customers includes multinational companies and professional associations: Amway, ARPAC, Alison Hayes, CMS Cameron McKenna, Danone, IKKS Woman Romania, Kraft Foods, Lafarge, Nestlé, Philip Morris, PepsiAmericas, Romanian Coffee Association – ARC, Smithfield Foods, Syngenta, Star Foods PepsiCo, URSUS Breweries.

PR market

- The value of the PR market in 2007 was 20 million euros
- The estimated value for 2008 is 25-30 million euros
- Annual growth pace estimated to 20-25%
- The main competitors in the public relations market are: DC Communications, Premium PR, Free Communications, PRAIS, Image and others

Photo: Silvia Bucur, General Manager of PRAIS Corporate Communications

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