

# Public relations in Austria – An international benchmark

EUROPEAN  
COMMUNICATION  
MONITOR 2013



## Key Facts

### Empirical study on the status and perspectives of public relations in Austria

- Country-specific insights based on the most comprehensive comparative study of communication management and public relations worldwide with 2,710 participating professionals from 43 countries
- Research project conducted by a group of professors from 11 renowned universities across Europe, led by Prof. Dr. Ansgar Zerfass, University of Leipzig (Germany) in March 2013
- Supported by Ketchum Publico and PRVA Public Relations Verband Austria; organised by the European Public Relations Education and Research Association (EUPRERA), European Association of Communication Directors (EACD) and Communication Director Magazine
- Based on an international / national sample of 2.710 / 132 communication professionals
- Respondents in Austria: 61.4% work in PR for more than 10 years; 80.3% are top-level communicators or unit leaders, average age 41 years; 65.2% work in communication departments; 34.8% in agencies
- Full research report with cross-European data available at [www.communicationmonitor.eu](http://www.communicationmonitor.eu)

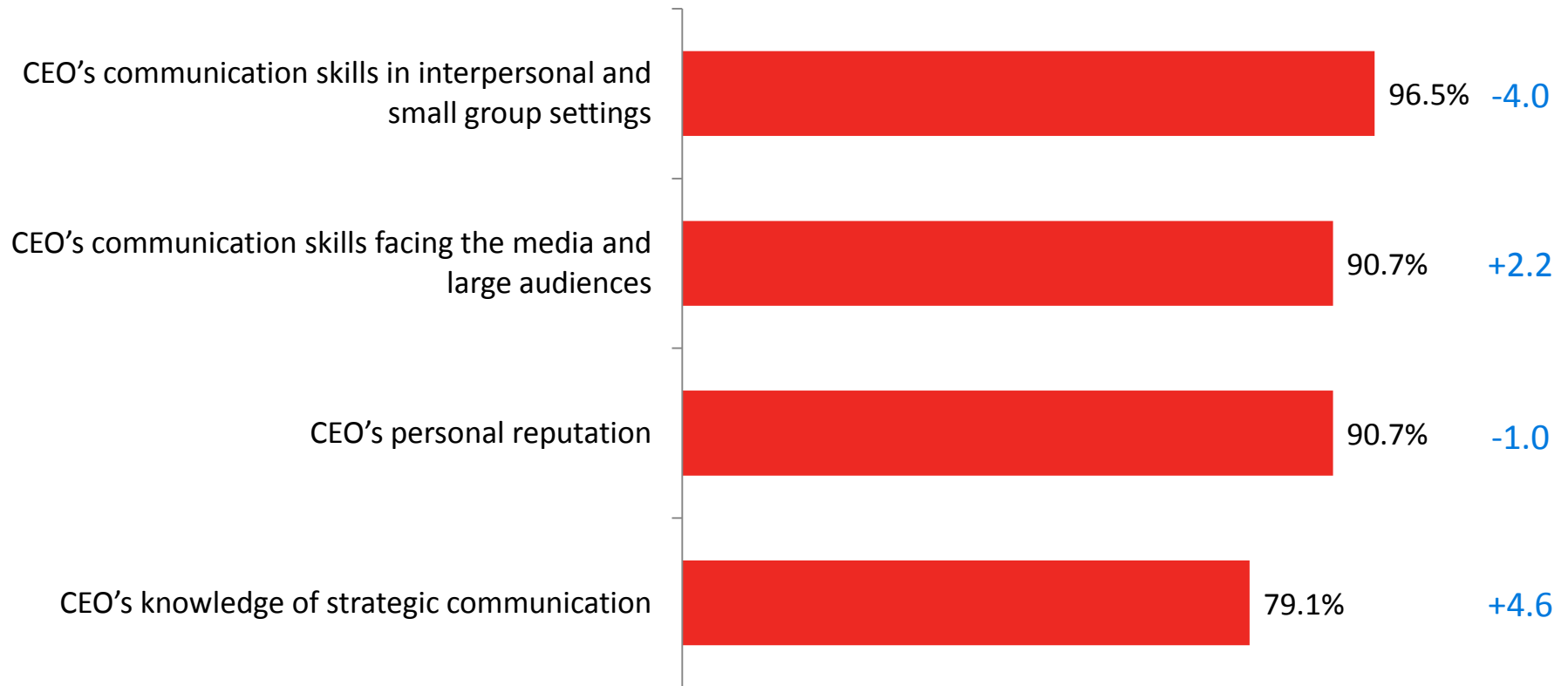


**CEO positioning and communication**

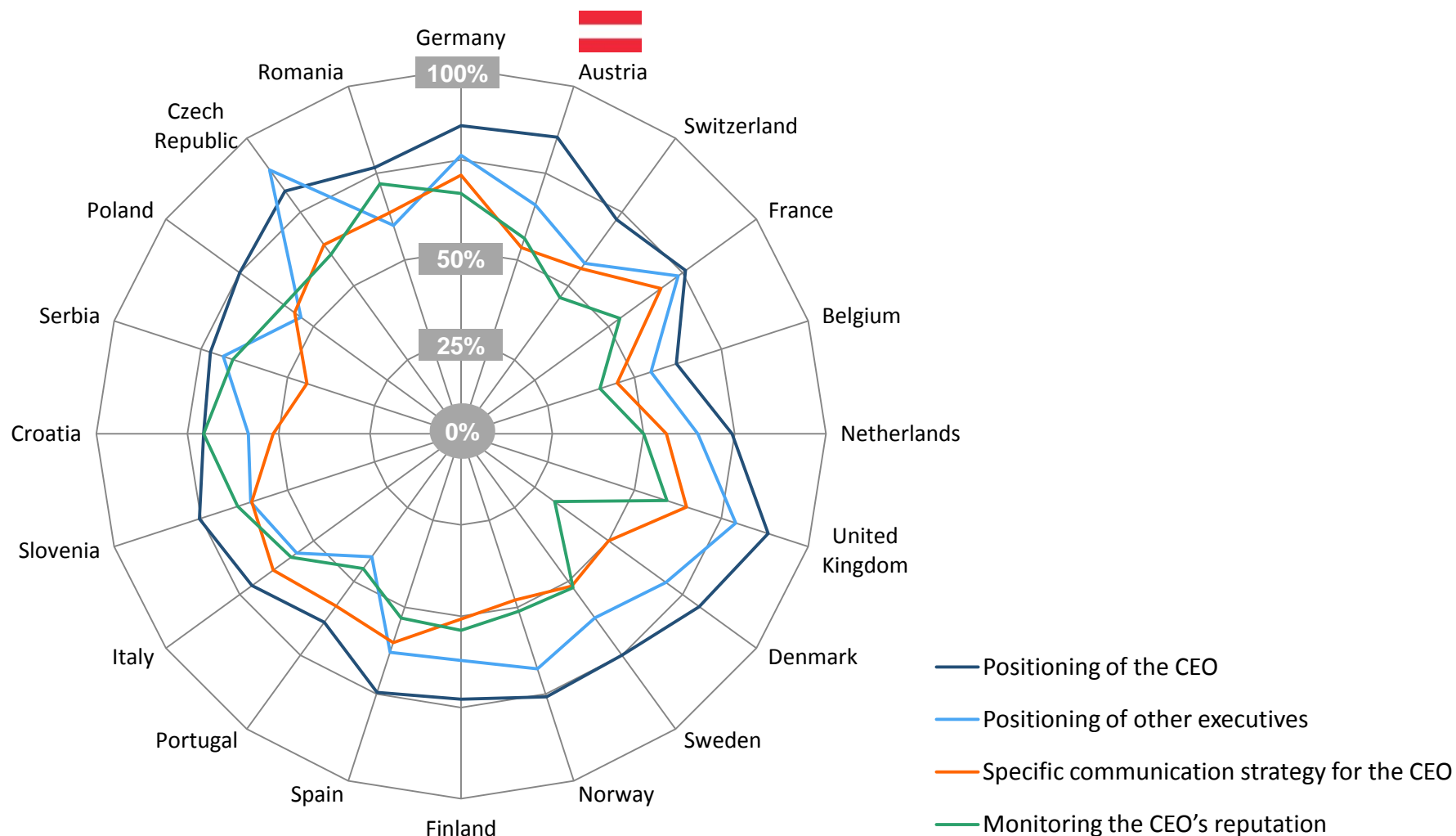
## Communicative assets of the CEO are valued high in Austria

*Important factors for the overall success of an organisation*

△ Europe



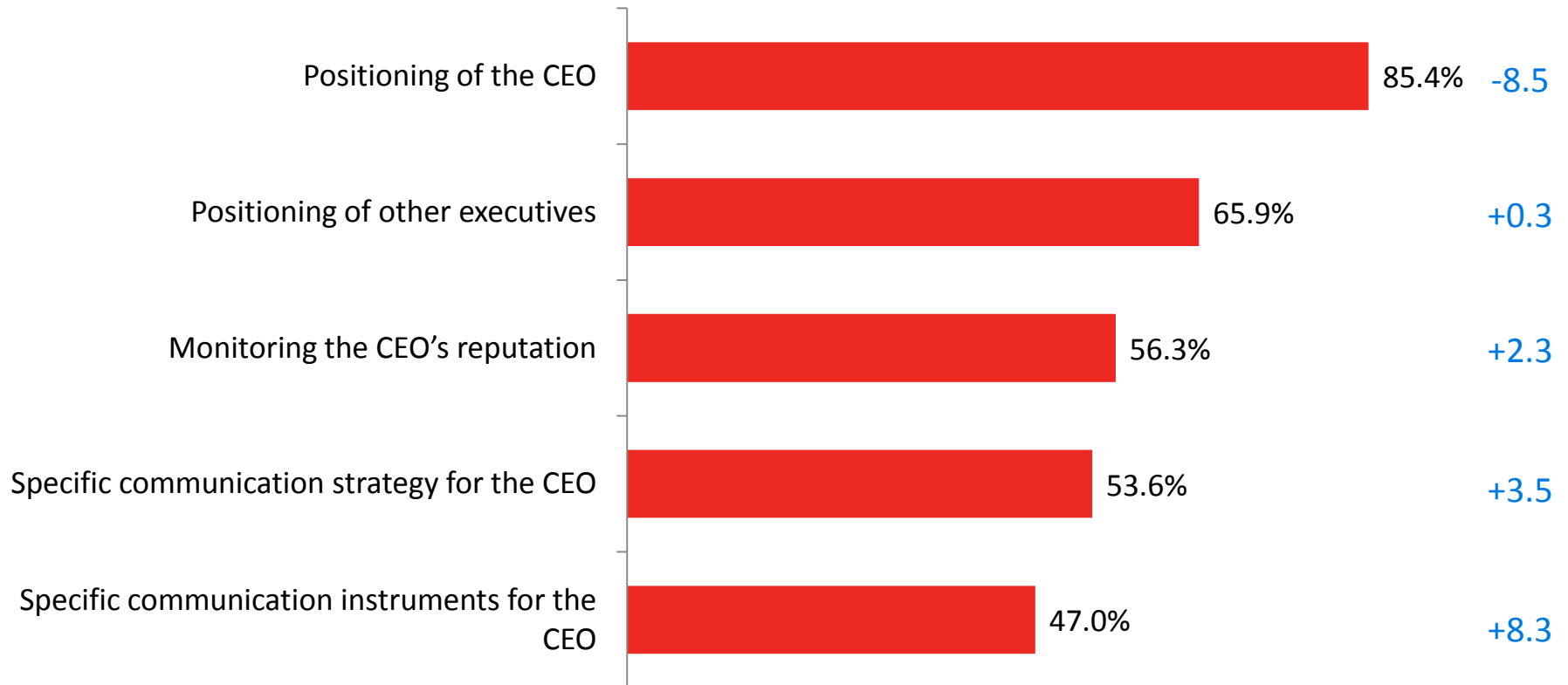
## Austrian organisations focus stronger on CEO positioning compared to other countries, but strategies and prerequisites are not matching these ambitions



## Practice of CEO and executive communication in Austria

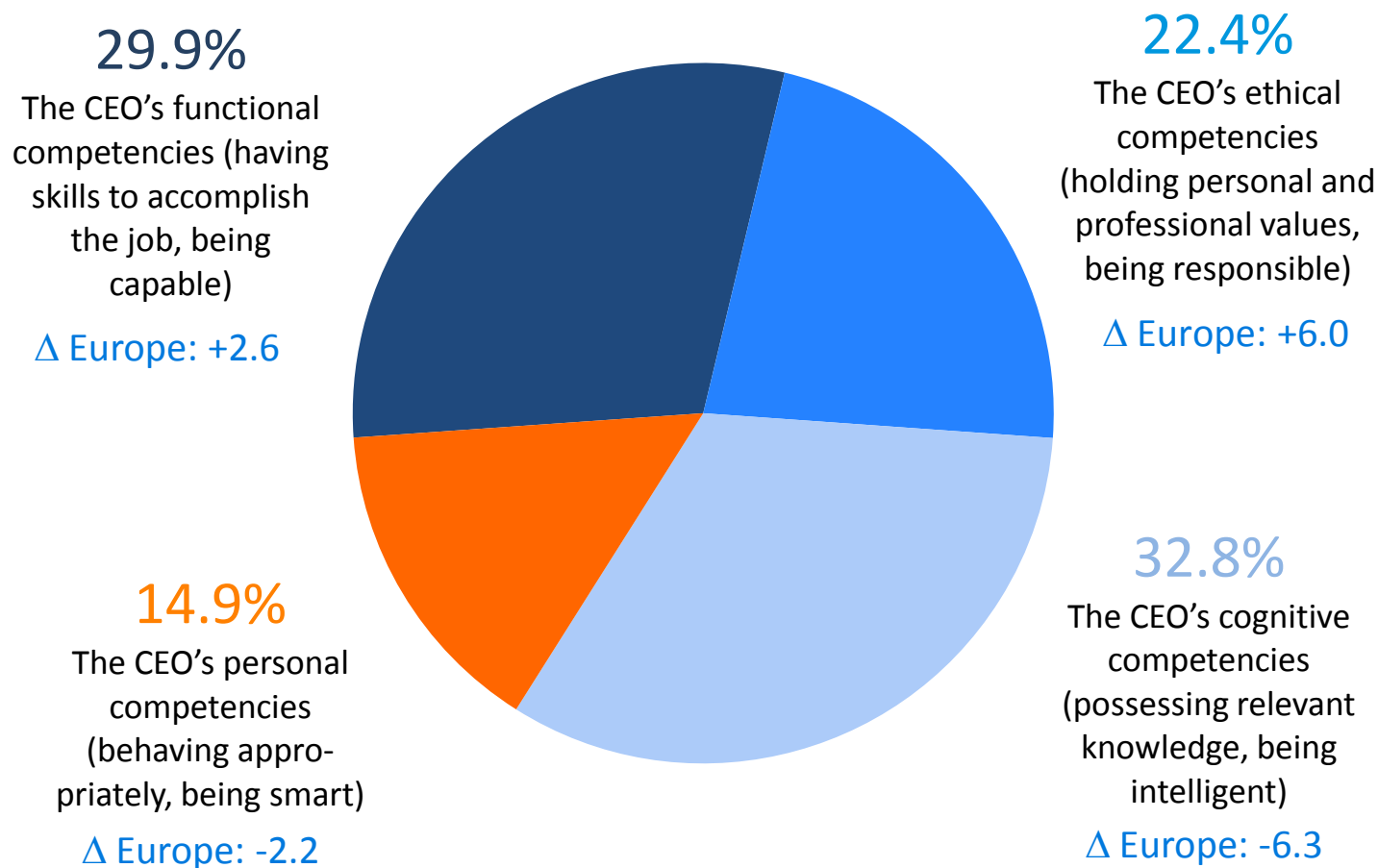
CEO / executive communication activities pursued by communication departments

△ Europe



## Cognitive competencies are more important than ethical assets when positioning CEOs in Austria

*Dimensions at the centre of the positioning and communication strategy for the CEO*





Digital gatekeepers



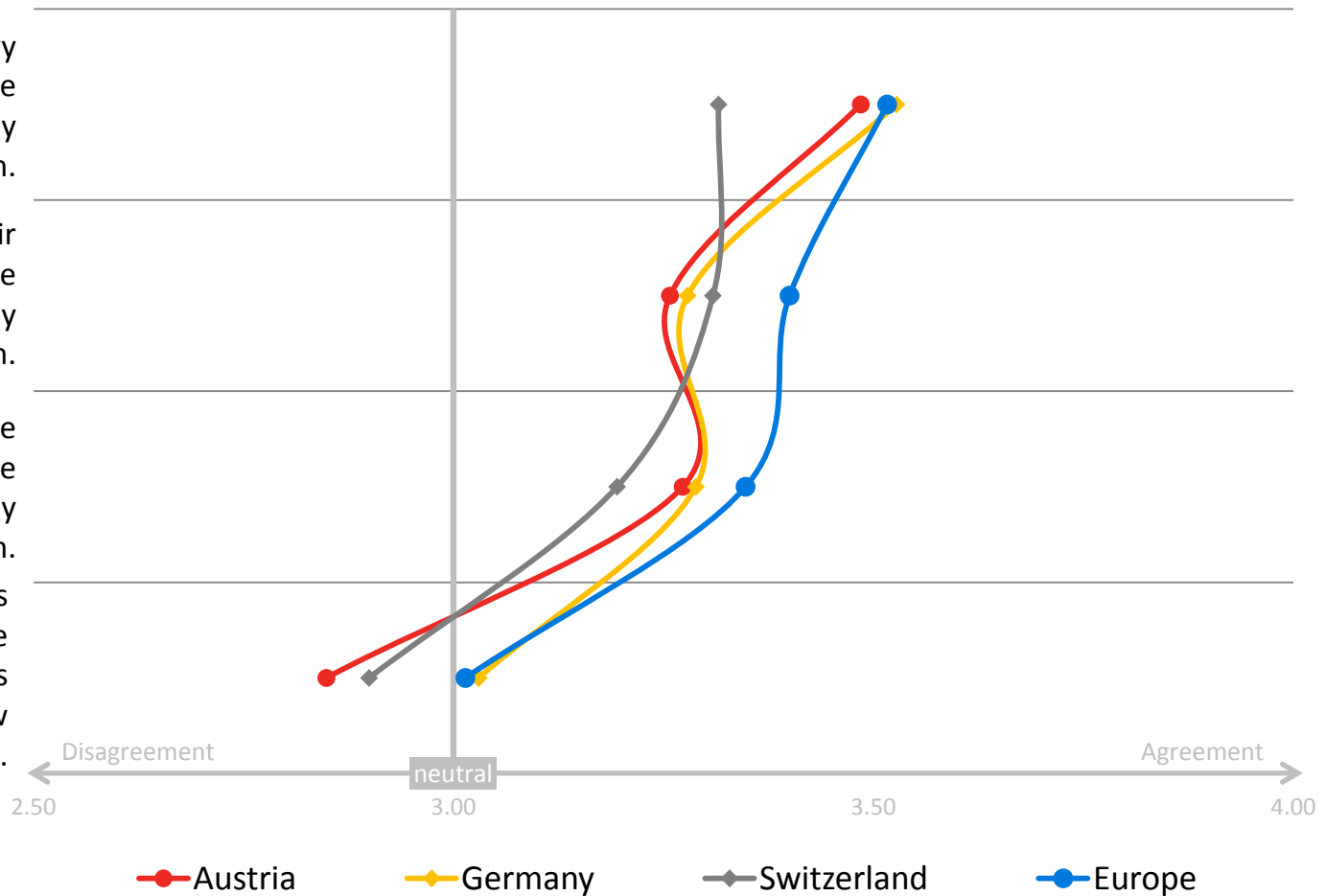
Digital gatekeepers as new counterparts for public relations:  
 Perceived less relevant in German-speaking countries, lack of strategies in Austria

Employees who are very active on the social web are relevant gatekeepers for my organisation.

Consumers who raise their voice on the social web are relevant gatekeepers for my organisation.

Bloggers and online community managers are relevant gatekeepers for my organisation.

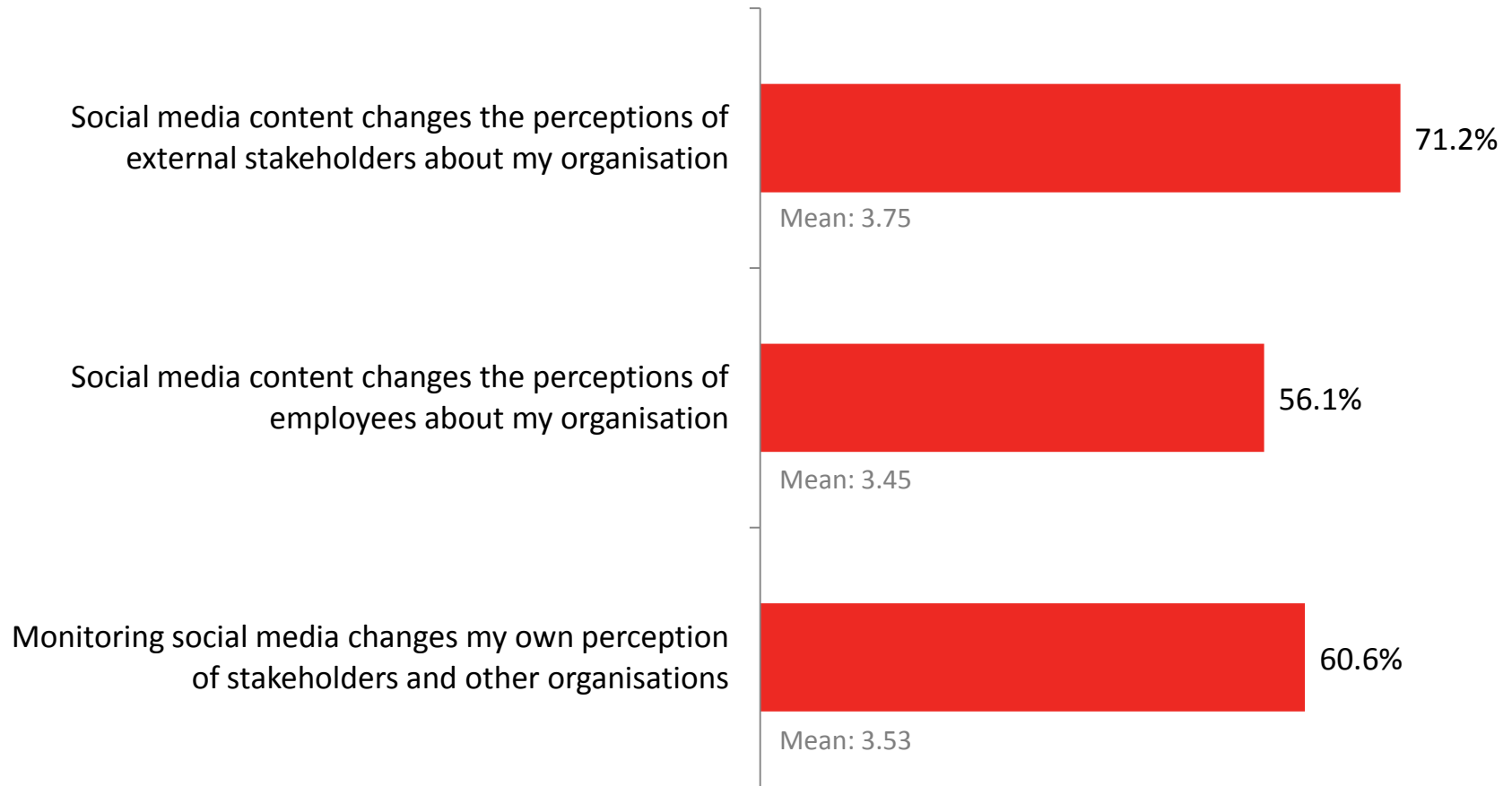
My organisation has developed adequate strategies and instruments to communicate with new gatekeepers.



Activities of employees and consumers on the social web are more important for public relations than bloggers and community managers



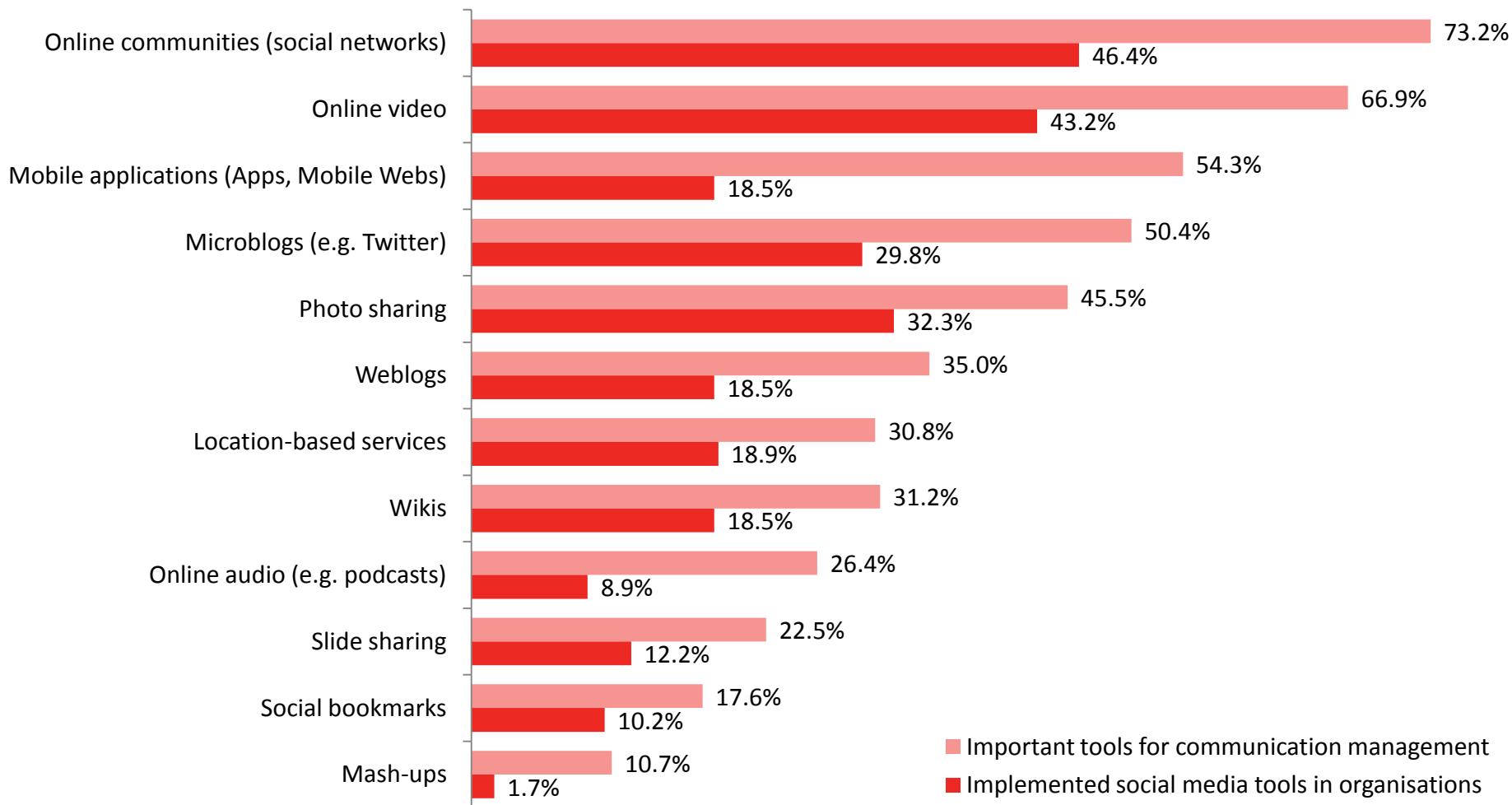
Social media influences organisational perceptions and construction of reality  
(on a similar level in Austria and across Europe)





Social media communications

## Social media communications in Austria: Importance and implementation of alternative tools and channels



## Importance of social media tools in comparison

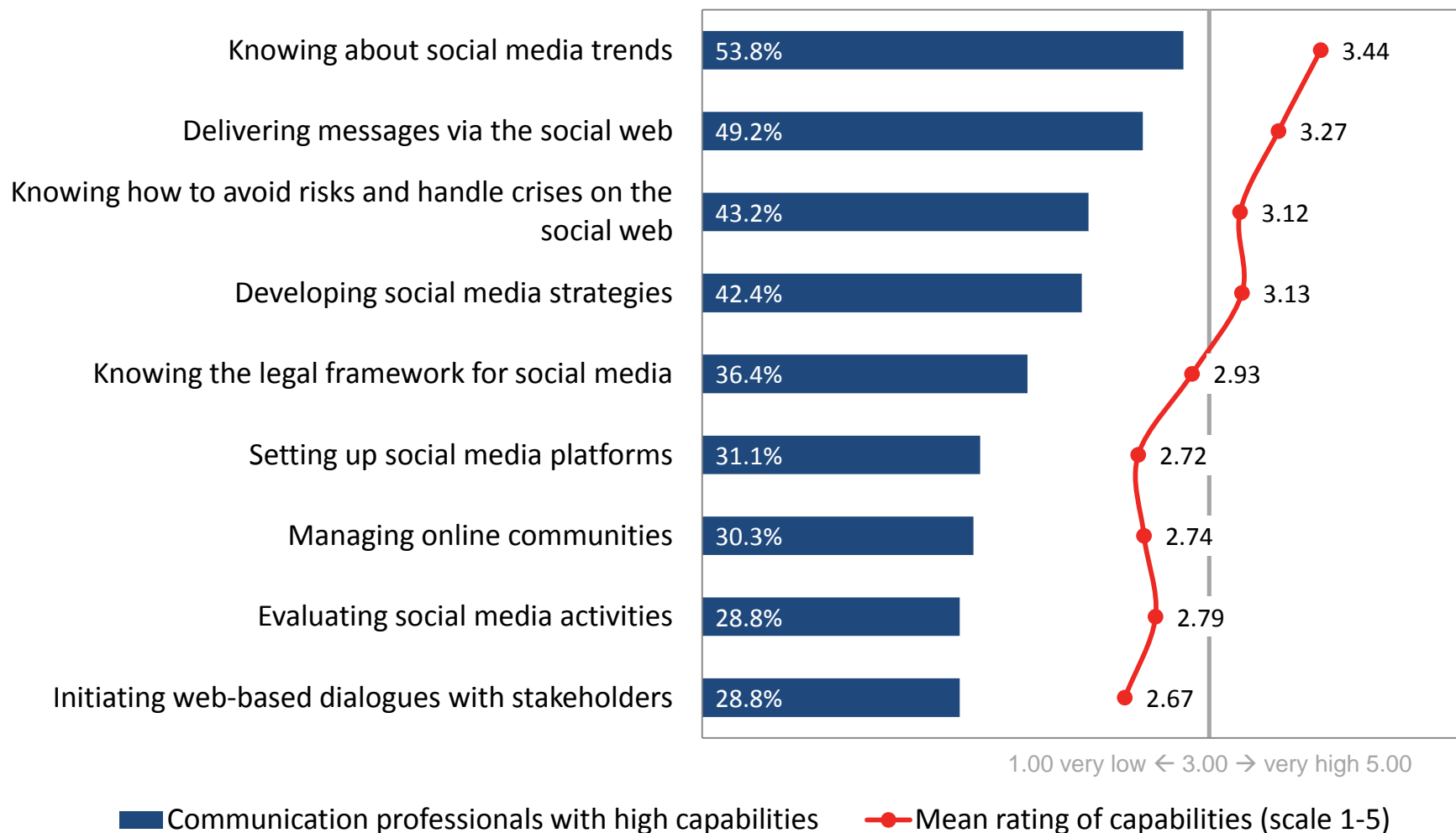
Tool	Austria	Germany	Switzerland	Europe
Online communities (social networks)	73.2%	79.8%	61.5%	73.1%
Online video	66.9%	71.5%	72.0%	66.9%
Mobile applications (Apps, Mobile Webs)	54.3%	35.6%	39.9%	59.1%
Microblogs (e.g. Twitter)	50.4%	65.1%	65.5%	54.5%
Photo sharing	45.5%	50.3%	51.4%	47.5%
Weblogs	35.0%	44.9%	36.0%	38.5%
Location-based services	30.8%	31.9%	24.8%	32.3%
Wikis	31.2%	29.4%	27.4%	25.5%
Online audio (e.g. podcasts)	26.4%	20.4%	24.6%	22.9%
Slide sharing	22.5%	35.3%	34.3%	30.5%
Social bookmarks	17.6%	16.8%	15.8%	20.4%
Mash-ups	10.7%	9.4%	8.7%	10.3%

www.communicationmonitor.eu / Zerfass et al. 2013 / 2,710 PR professionals in 43 European countries. Q 8: Can you indicate the general level of importance for communication management of the following tools? Scale 1 (not important) – 5 (very important). Percentages: Agreement based on scale points 4-5. Significant ( $p \leq 0.05$ ) differences \* and highly significant ( $p \leq 0.01$ ) differences \*\* are marked (chi-square test).



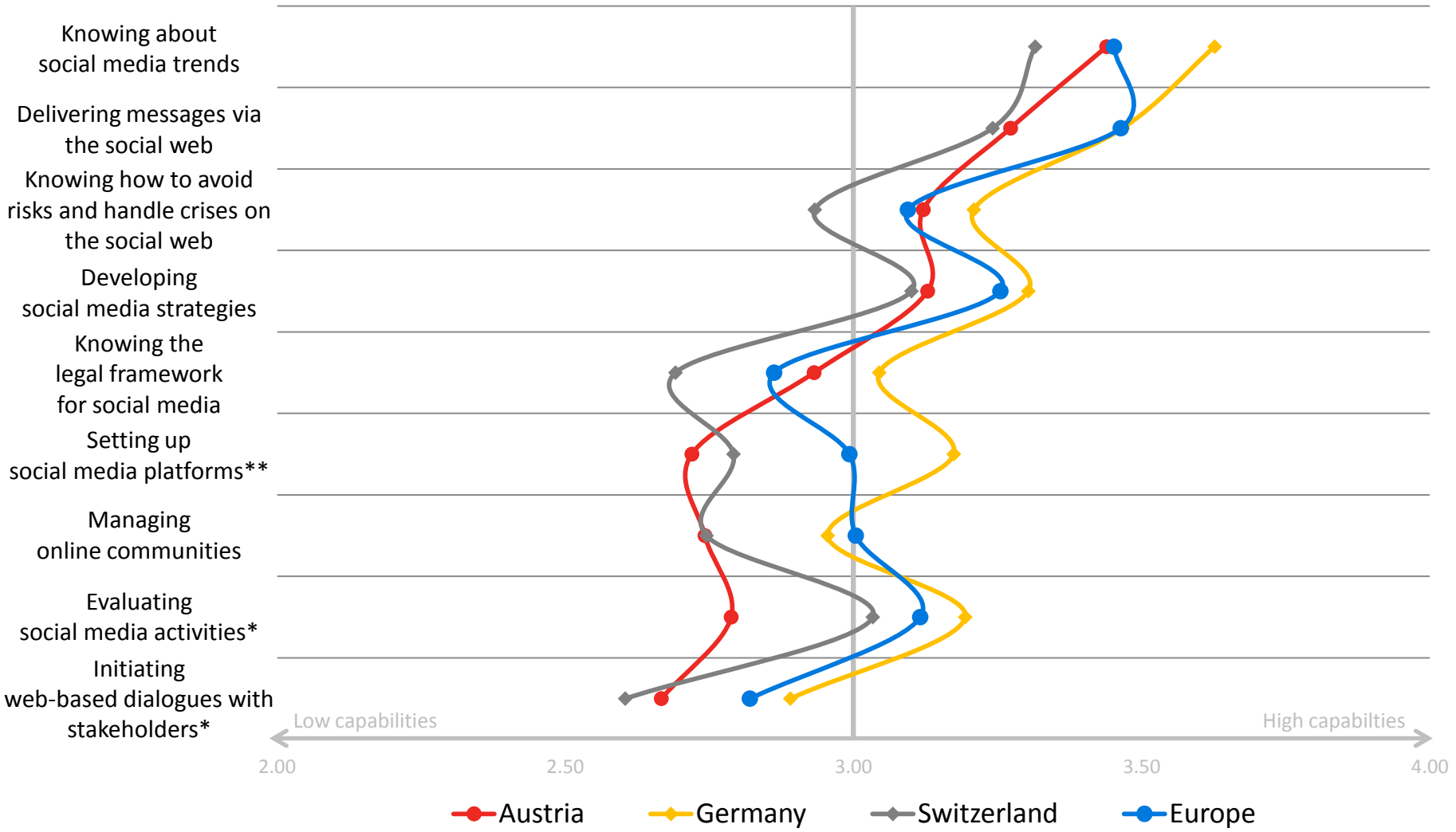
Social media skills in public relations

## Social media skills: PR professionals in Austria report moderate capabilities





Austrian communicators need to catch up in terms of social media competencies

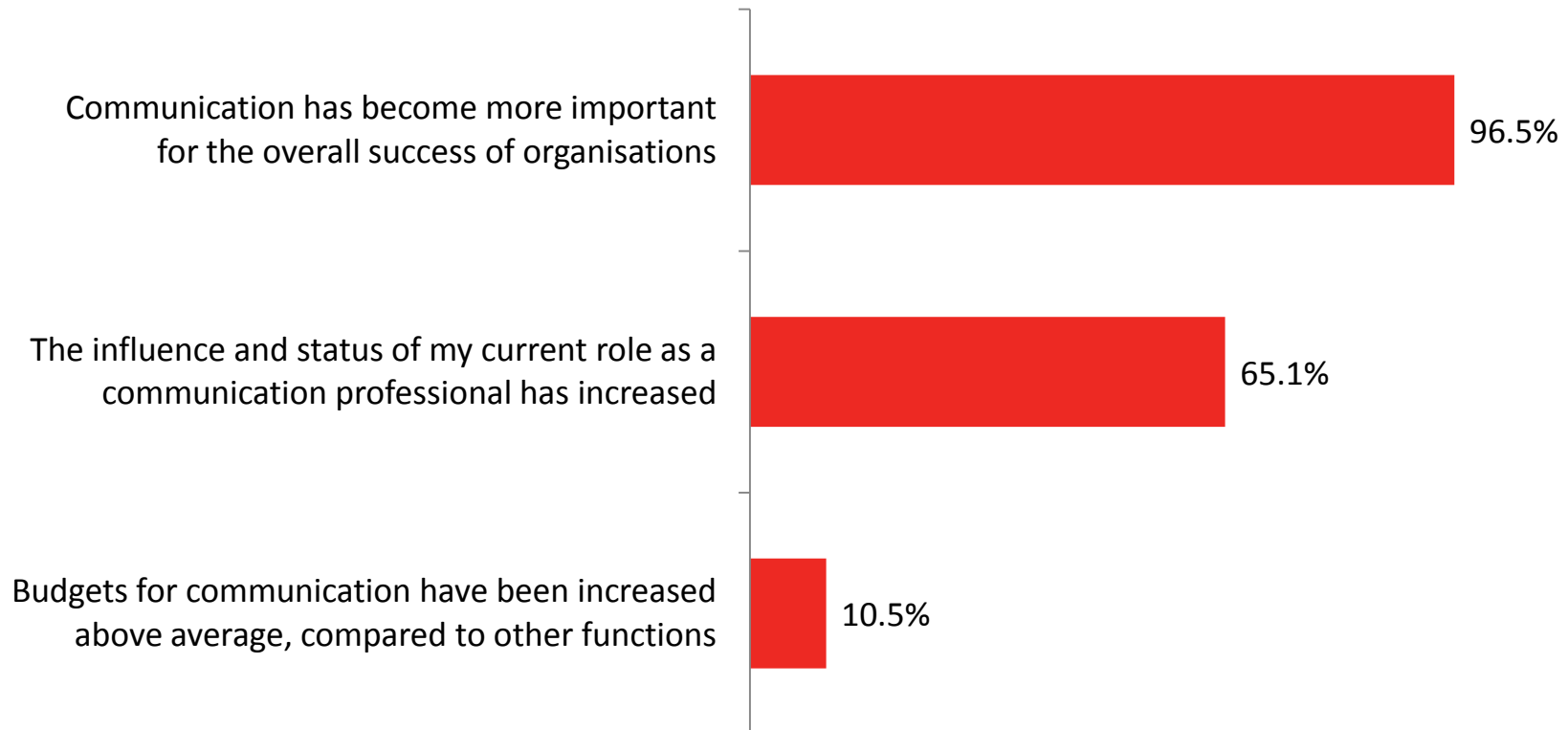


www.communicationmonitor.eu / Zerfass et al. 2013 / n = 2,710 PR professionals in 43 European countries. Q 10: How would you rate your capabilities in the following areas? Scale 1 (very low) – 5 (very high). Mean values. For Austria, Germany and Switzerland significant (p ≤ 0.05) differences\* and highly significant (p ≤ 0.01) differences\*\* are marked (chi-square test).

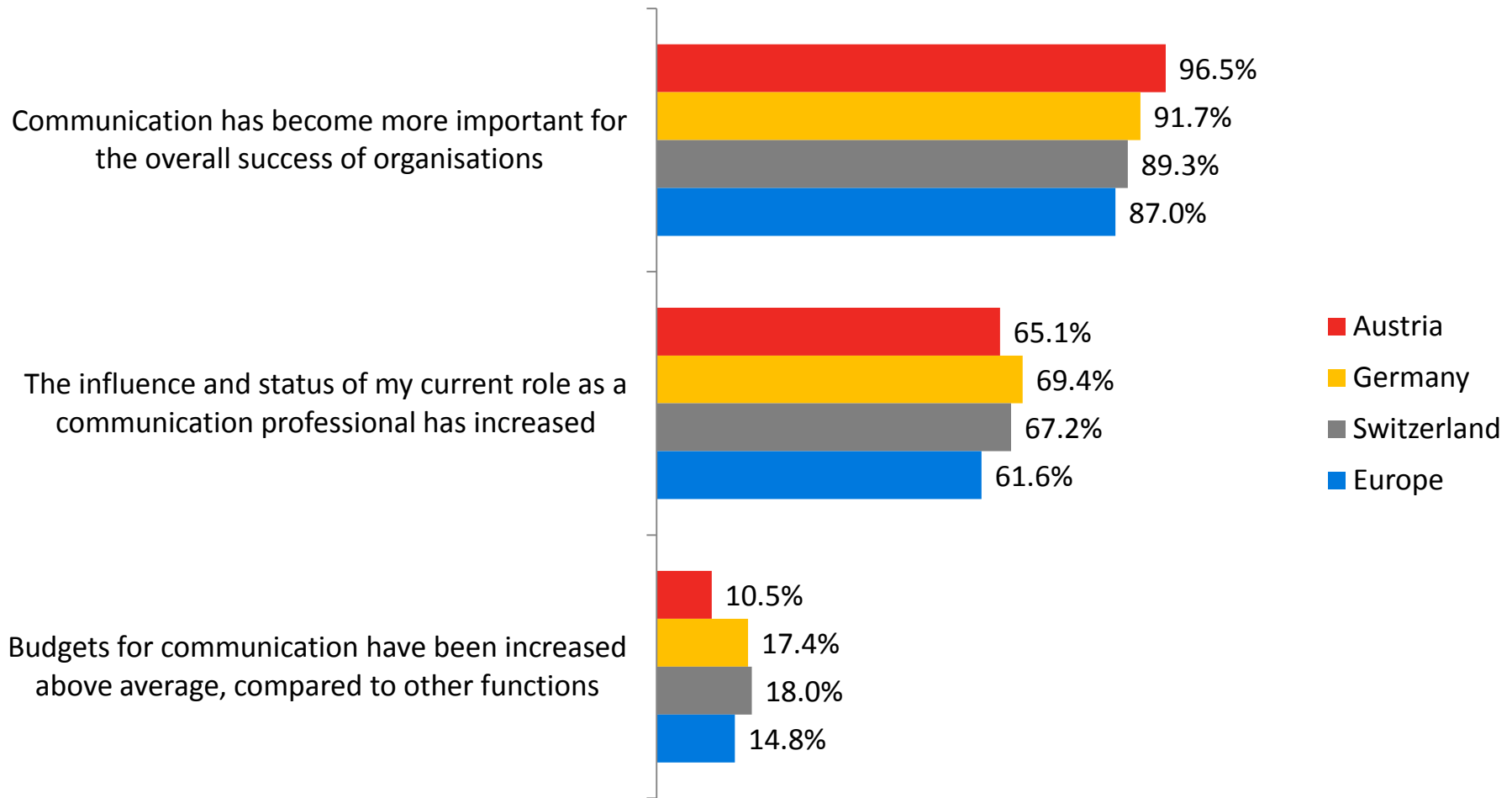


Status of the public relations function

## Development of public relations in Austria during the last 12 months



PR professionals in Austria report a higher degree of importance for communications, but neither status nor budget have developed respectively



Future perspectives for public relations professionals in Austria

70.5%

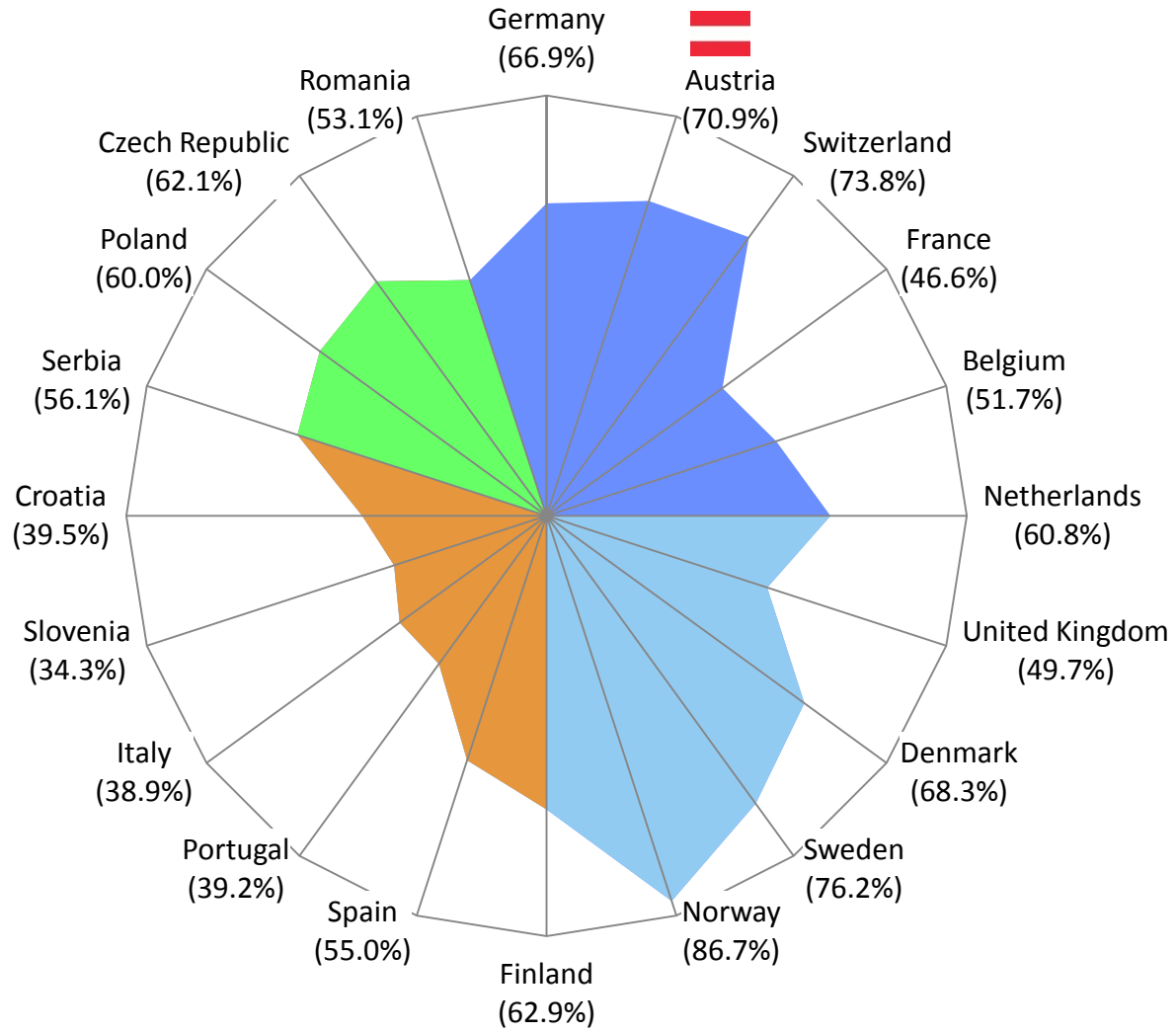
are optimistic  
about the future development  
of their professional career

vs. 58.5% in Europe

	Joint stock companies	Private companies	Governmental organisations	Non-profit organisations	Consultancies and agencies
Optimistic	77.4%	57.1%	77.8%	68.7%	69.6%
Worried	12.9%	19.0%	16.7%	12.5%	13.0%

## Perceptions about career opportunities across Europe

„I am optimistic about the future development of my professional career.“



- Western Europe
- Northern Europe
- Southern Europe
- Eastern Europe

## Research Team & Advisory Board

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## Sponsor and national partner

### Ketchum Publico

Ketchum Publico ist eine der führenden Kommunikationsagenturen Österreichs. Wir kombinieren starke Ideen mit Präzision und Umsetzungsstärke. So schaffen wir für unsere Kunden in Kommunikationsfragen einen Durchbruch: sei es im Großen oder im Kleinen, operativ oder strategisch, gedanklich oder in den Ergebnissen. Hervorgegangen aus dem lokalen PR-Pionier Publico, sind wir heute mit Begeisterung Teil von Ketchum, einer der weltweit kreativsten und erfolgreichsten Communication Consultancies mit rund 2.800 Mitarbeitern in mehr als 100 Büros in 70 Ländern.

*[www.ketchum-publico.at](http://www.ketchum-publico.at)*



### PRVA Public Relations Verband Austria

Der Public Relations Verband Austria (PRVA) ist der größte unabhängige Kommunikationsverband Österreichs. Mitglieder sind rund 750 PR-Fachleute aus Agenturen, Unternehmen, Organisationen, Institutionen, Gebietskörperschaften und der Politik, davon 74 PR-Agenturen und 100 Newcomer (prNa). Ziel des PRVA ist neben der Interessenvertretung seiner Mitglieder die fachlich fundierte Aus- und Weiterbildung sowie die laufende qualitative Weiterentwicklung der Branche. Die Mitglieder sind zur Einhaltung des PRVA-Ehrenkodex und des Athener Codex verpflichtet.

*[www.prva.at](http://www.prva.at)*





## Partners



### European Public Relations Education and Research Association (EUPRERA)

The European Public Relations Education and Research Association is an autonomous organisation with members from more than 30 countries that aims at stimulating and promoting the knowledge and practice of communication management in Europe. Academic scholars and experienced practitioners work together to advance fundamental and applied research.

[www.euprera.org](http://www.euprera.org)



### European Association of Communication Directors (EACD)

The EACD is the leading network for communication professionals across Europe with more than 2,000 members. It brings in-house communication experts together to exchange ideas and discuss the latest trends in international PR. Through Working Groups on specific communications topics and diverse publications, the EACD fosters ongoing professional qualification and promotes the reputation of the profession.

[www.eacd-online.eu](http://www.eacd-online.eu)



### Communication Director

Communication Director is a quarterly magazine for Corporate Communications and Public Relations in Europe. It documents opinions on strategic questions in communication, highlights transnational developments and discusses them from a European perspective. The magazine is published by Helios Media, a specialist publishing house based in Berlin and Brussels.

[www.communication-director.eu](http://www.communication-director.eu)

European Public Relations Education and Research  
Association (EUPRERA)

## IMPRINT

### Public relations in Austria – An international benchmark

Special evaluation of the European Communication Monitor  
2013 survey for Austria

By Ansgar Zerfass & Ronny Fechner

Vienna, Leipzig: Ketchum Publico / University of Leipzig 2013

*[www.communicationmonitor.eu](http://www.communicationmonitor.eu)*

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