

METHODOLOGY

America's Best **PR Agencies** 2024

in collaboration with

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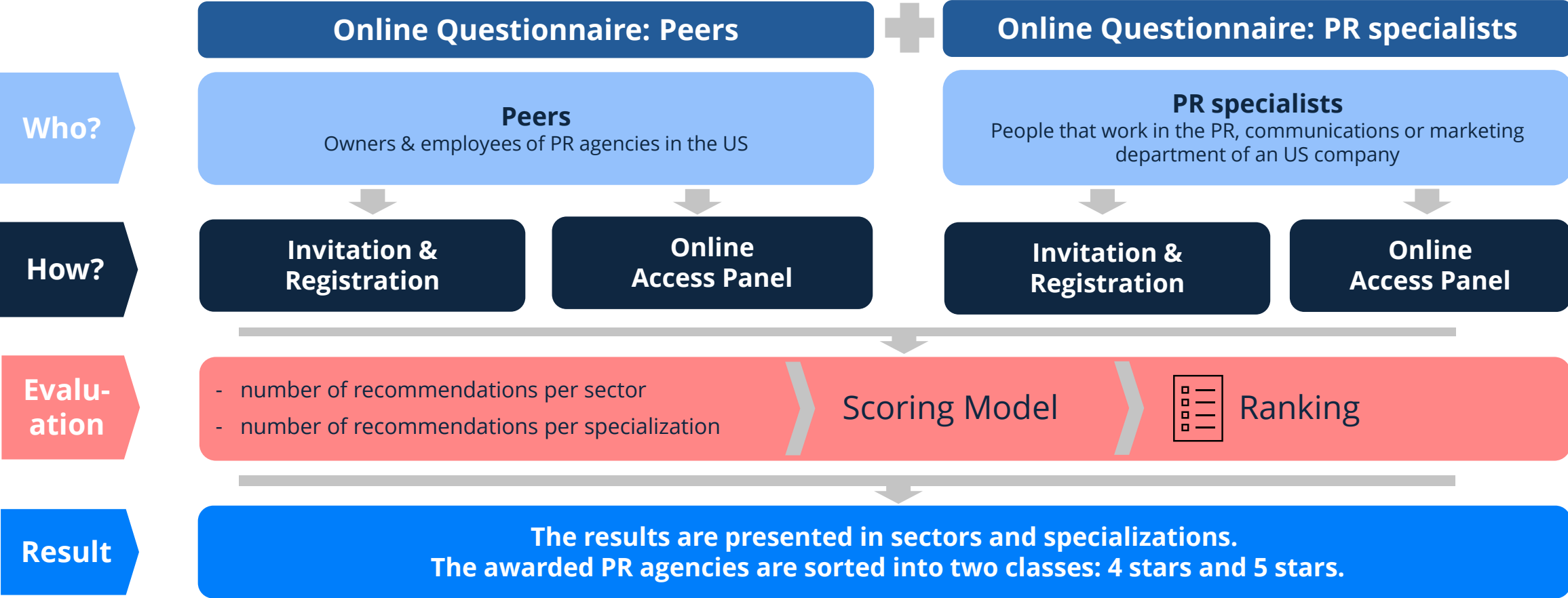
America's Best PR Agencies - Methodology

Management summary

- Effective public relations and communications are indispensable for companies, serving multifaceted purposes. They actively sculpt and uphold a company's reputation, bolster awareness surrounding its offerings, and crucially, navigate crises or negative publicity to safeguard public trust. In the United States, several agencies cater to these specific needs, offering a diverse range of services. **This list is intended to serve as a guide for the industry** to highlight the agencies **operating in the U.S.** that are most recommended in the respective industry or specialization.
- **America's Best PR Agencies 2024** identifies and honors 149 exceptional PR agencies across 11 distinct client sectors and 13 specializations.
- The list is based on surveys of two groups: **Peers** (owners & employees of PR agencies) as well as **PR specialists** (people who work in PR departments of US companies) were surveyed. Both groups were asked to recommend PR agencies in their field of expertise or specialization.
- Members of the target groups were either **invited** to take part in the survey, they could **register** or were recruited via an **online access panel**.
- To identify the best PR agencies, the **recommendations were combined** in a scoring model.
- In every sector and specialization category, the PR agencies with the highest number of recommendations were sorted into two classes: **4 stars and 5 stars**.

To identify the best PR agencies, Statista collected the recommendations of peers and PR specialists via online surveys

Methodology Overview



Recommendations were collected for 11 client sectors and 13 specializations

Sectors & Specializations

- The survey encouraged the participants to give recommendations for PR agencies in different sectors and specializations (see on the right).
- In each of the 11 sectors and 13 specializations, the most recommended PR firms were identified and awarded.

Sectors:

- AI, Technology & Telecommunications
- Automotive, Mobility & Transportation
- Business & Professional Services
- Consumer Goods, Retail & Fashion
- Culture, Leisure, Lifestyle & Tourism
- Finance & Insurance
- Food & Beverage
- Health Care & Pharmaceuticals
- Industrial & Manufacturing
- Infrastructure, Energy & Utilities
- Media, Entertainment & Sports

Specializations:

- B2B Communication
- Brand Reputation & Marketing
- Consumer Relations & Product Communication
- Crisis, Issues & Change Communication
- CSR, Diversity & Community Relations
- Event Planning
- Financial & Investor Relations
- Internal Corporate Communication & Employee Engagement
- Leadership & Executives Communications, Media Training
- Media Relations & Advertising
- Media Strategy Planning
- Performance Data & Analytics
- Social Media & Influencer Relations

Survey participation was accessible through a variety of channels

Survey types

Invitations and registrations

Surveying took place from January 11 to March 22, 2024.



Contact details of eligible participants (peers & PR specialists) were researched. They were then invited to take part in the survey via email.



A registration link was also provided so that members of the target groups interested in the survey could also take part. Eligibility was subsequently checked.

Online access panel

Surveying took place from February 19 to March 25, 2024.



An online access panel is a sample group, set up by a survey company and available for custom-built surveys. People register and agree to take part in online surveys.

Participants from the target groups (peers & PR specialists) were recruited.

More than 700 peers (owners & employees of PR agencies) and more than 1,700 PR specialists took part.

To identify the best PR agencies, recommendations of all surveys were combined

Evaluation & Result

- To identify the best PR agencies, the recommendations were combined in a scoring model. Each sector and specialization category was analyzed independently of each other.
- All PR agencies (in the respective industry or specialization category) that achieved a score higher than the average score of all agencies that have received at least one recommendation in the respective category were awarded.
- Statista and Newsweek conducted due diligence checks on the PR agencies that were to be awarded as well as media monitoring.



The **top 25 % PR agencies** per category among all awarded companies in each sector and specialization category received a **5-Star-rating**.



PR agencies **outside the top 25 %** per category among all awarded companies in each sector and specialization category received a **4-Star-rating**.

Within the two rating-classes, PR agencies were sorted alphabetically.

Disclaimer

The selection of the companies and the definition of the evaluation criteria were carried out according to independent journalistic criteria of Newsweek and Statista. The evaluation was carried out by the statistics and market research company Statista. Newsweek and Statista make no claim to the completeness of the companies examined.

The top list is comprised exclusively of PR agencies that are eligible regarding the scope described in this document. A mention in the top list is positive recognition and indicates a vote of confidence from the market. The ranking is the result of an elaborate process. Events after the April 11, 2024, were not considered and are thus not subject of this rating.

As such, the results of this ranking should not be used as the sole source of information for future deliberations. The information provided in this ranking should be considered in conjunction with other available information. The quality of companies that are not included in the ranking is not disputed.