

PR AUDITS

Alexor | PRA

totally independent advice

PR EFFECTIVENESS REVIEWS
CUSTOMER INSIGHT RESEARCH
COMMUNICATIONS AUDITS
CONTENT DEVELOPMENT CONSULTANCY

increasing the return on
investment from
PR and marketing
communications budgets

Is your public relations budget delivering maximum value for money and the best results?

We know that up to 25% of PR spend is wasted. For organisations that retain a roster of PR agencies and run an in-house department, the figure can be higher.

How can Alexor help?

Alexor is an independent consulting practice which helps organisations identify and solve PR inefficiency problems in the private and public sectors.

Our advice is expert and objective. We have no implementation agenda. We have three goals:

- to show how existing PR systems and strategies can be improved to concentrate resources on initiatives which will deliver the greatest benefits
- to facilitate the most productive and efficient relationships between organisations, their PR support resources (agency or in-house), and the media
- to be the catalyst for creating integrated communications programmes which deliver high levels of impact and budget efficiency.

We deliver these benefits quickly and cost-effectively through a team of consultants who have all held senior directorships and management positions at top consultancies and within in-house communications teams.

How does Alexor work?

There are three prerequisites for achieving an optimum return from public relations:

- STRATEGY: having the right programme approach
- STRUCTURE: having the right resources, relationships, systems and budgets to deliver that programme
- KNOWLEDGE: having the right level of understanding to ensure the programme is implemented efficiently and its results are evaluated correctly.

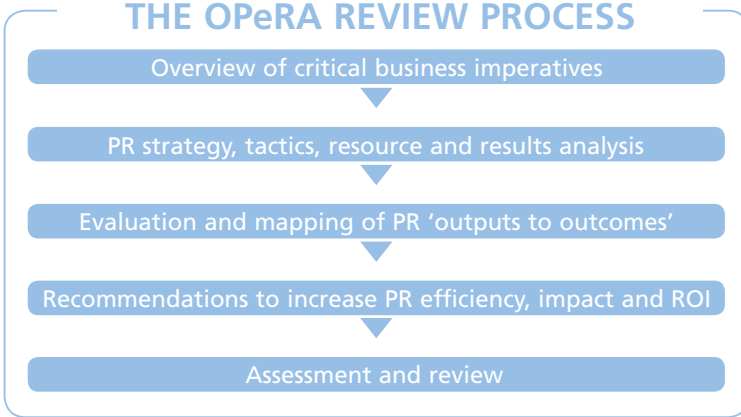
Alexor works in the following areas to turn these prerequisites into realities.

PR cost: effectiveness reviews

Using our unique OPeRA process we undertake an in-depth review and assessment of an organisation's public relations and marketing communications strategies, activities, systems, resources, results and evaluation practices. A comprehensive analysis of costs to benefits is provided along with recommendations for improvements to enhance: efficiency, positive impact, message delivery, and value for money.

For organisations using an external agency, this process is used to improve a relationship by defining: achievement expectations, priorities, working practices and assessment criteria.

THE OPeRA REVIEW PROCESS



Customer insight research

If you don't know who you're targeting, and what they are thinking, time and budget will be wasted on fruitless PR activities. To fill knowledge gaps, we undertake qualitative and quantitative research against business and consumer audiences. We ensure the needs and motivations of customers are fully understood so that communications can be better targeted and tailored.

We run offline and online quantitative-based surveys, focus groups, depth interviews and customer perception studies. This specialist research also creates pre-campaign benchmarks that allow PR outcomes to be measured more effectively.

Communications audits

A PR programme will not achieve maximum efficiency without the support of the media. An Alexor Communications audit assesses how an organisation is perceived by the media, how good its relationships with journalists are, and how well those journalists understand the client's issues. We then provide recommendations for improvement together with a set of benchmarks for future measurement.

Content development consultancy for integrated campaigns

Integrated online and offline communications campaigns increase budget efficiency by leveraging a common creative idea. They achieve higher levels of message delivery, reach and frequency to change target audience behaviours and attitudes faster.

We facilitate the creation of creative ideas for exploitation by a client's own agencies or in-house team. We will work closely with you to support the creative process and make the best use of all communication channels.

How does Alexor charge?

No charge is made for an initial exploratory discussion. If, at this stage, we do not believe savings or improvements are achievable we will tell you and no cost will have been incurred. Thereafter, fees are agreed in advance of appointment for all consulting assignments. These are based on estimated time input, at day rates that represent a saving of up to 50% of the charges made by leading PR agencies for senior directors.

How can PR efficiency improvements of 25% be predicted?

Alexor consultants draw on their wealth of experience to identify ways in which a client's PR investment can be made to work harder. Typical areas where we apply our knowledge to substantially increase a return on PR investment are:

- streamlining implementation methods
- making PR objectives truly measurable
- defining a clear, coherent PR strategy geared to organisational aims
- sharpening targeting
- implementing meaningful measurement and evaluation techniques
- allocating financial and human resources more effectively
- improving programme management skills.

The Alexor approach delivers financial and performance benefits for organisations of all sizes in all sectors. It also creates the best foundation when change is being considered to move support in-house or into an agency.

The first step

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