



# The Five Best PR Insight Reports

2023

3THINKRS





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01

# Faith, Trust and a Sustainable Way Forward



## SOURCE

Edelman, [Trust Barometer 2023](#)

Economic fears and societal divisions continue to erode trust and breed polarisation in the UK. The 2023 Edelman Trust Barometer surveyed 32,000 respondents spread across 28 countries. It revealed some uncomfortable conclusions about what is driving societal engagement and who has trust.

### A Lack of Faith



Economic anxieties, institutional imbalance, mass class divide and the battle for truth is causing greater polarisation of opinions in the UK. 53% of respondents globally say that their countries are more divided today than in the past.

### Who Has Trust



Business is the only institution seen as competent and ethical. 63% of individuals buy or advocate for brands based on beliefs and values, whilst 69% agree that a company's influence on society is important.

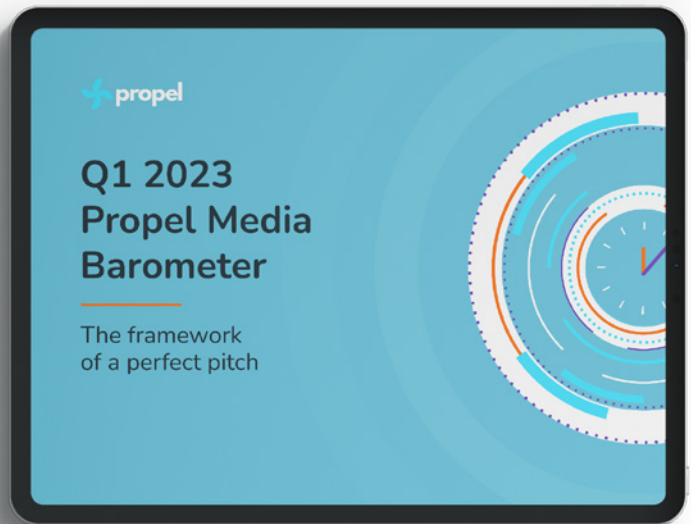
### A Sustainable Way Forward



CEOs are expected to take a stand on employee treatment (89%), climate change (82%) and discrimination (80%). Brands that celebrate common interests, bringing people together, will strengthen the social fabric.

02

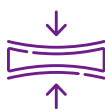
# Craft the Perfect Pitch, Time It Right



## SOURCE

Propel, [Media Barometer Q1 2023](#)

Crafting the perfect pitch is an aspiration for all PR professionals. But it's a challenge. Journalists only responded to 2.66% of pitches they received in Q4 of 2022. Propel's analysis of 500,000 pitches shares insights and tips to help professionals improve their success rates.



### Less Is More

Be succinct and keep the pitch short and the subject line shorter. The ideal pitch body length is 51-150 words, and the best subject line length is 1-5 words.



### Time It Right

Most pitch responses happen on a Tuesday, and 54% of pitches are opened within an hour of being received. The news cycle doesn't wait around. If a journalist doesn't respond within two days, then move on to the next target.



### Be on Topic and Topical

Within tech PR, cybersecurity and ransomware were popular pitch subjects. Meanwhile, the buzz around ChatGPT secured good engagement - these pitches, on average, received a 6% journalist response rate.

03

# The Golden Opportunities, High-Profile Executive Slots



## SOURCE

Roxhill, [Golden Opportunities](#)

A full-page interview in a national is one of the most sought-after trophies in the world of PR. Roxhill's Guide to Golden Opportunities exposes the secrets to securing these high-profile executive slots and how such dream opportunities can turn into reality.

### The Bigger the Name, the Better



For the Sunday Telegraph, it's about the biggest names in business, who must be well-informed and speak with confidence. PRs should pitch a week in advance of editorial meetings. Midday Tuesday is perfect.

### Lunch with the FT



The FT's most prestigious interview involves a one-on-one in a venue chosen by the interviewee. Get in as early as possible; there are at least a month of pipeline interviews booked - but space will always be made for someone special.

### The Sunday Interview



The Sunday Times likes to host CEOs and Chairs of FTSE 100 companies. Competition for this slot is fierce. Pitch before 10am Tuesday, and be warned: you could wait weeks or even months for an interview to happen and be published.

# Integrity Questioned, or Lost in the Crowd



## SOURCE

Cision, [2023 Global Comms Report](#)

Awareness of communication performance is growing, according to this report from Cision and PR Week. It follows the annual WEF meeting in Davos, and considers the challenges of communications, who has the power to influence, and global platform preferences.



### Breaking News at Davos

Climate change (82%), the economic outlook (61%) and geopolitics topped the discussions at the annual meeting.



### Integrity Questioned

Attendance rose by 25%, due to the forum’s credibility at a time of global uncertainty. But 12% of related media coverage was negative, with questions around the forum’s environmental impact and the integrity of leaders and institutions.



### Lost in the Crowd

With over 750 speakers at WEF, brand messages increasingly run the risk of getting lost amidst the many announcements being made simultaneously.

# Reputation, Influencing Opinion and Behaviour



## SOURCE

CIPR, [Nearly one in five businesses have no PR support](#)

The strategic importance of communications is well understood, but knowing what support you need - and where - is key. In this report CIPR and IOD look at ways organisations can best use PR during turbulent times, and interrogate leaders' perspectives of the PR team. How can they support planning, decision-making and crisis preparedness?



### The Trio of Focus

The top three management activities closely associated with public relations teams include strategic planning (57%), stakeholder mapping, engagement (54%) and crisis management (54%).



### Comm-fluence

73% of organisations have a public relations representative on the Board or one who reports directly to the management team. Conversely, 17% of respondents have no PR support externally or internally.



### Sharing Is Caring

Internal communication through use of listening strategies, employee engagement and regular updates on strategy and financial performance can increase productivity and performance.



# 3THINKRS

**3THINKRS is an award-winning PR and marketing agency. We were named ‘Best New EMEA Consultancy’ at the 2023 SABRE Awards, ‘Best PR Agency’ at the 2023 PR Moment Awards, and ‘Best New Agency’ at the 2022 UK Agency Awards, which recognises work across creativity, design, and marketing.**

We search for the unique perspectives that create headlines, change perceptions, and spark debates. Our senior team has advised some of the largest blue-chip B2B brands and launched some of the coolest tech unicorns. Our clients benefit from our boutique size, as our senior team always devises the strategy and stays close to the campaign execution.

We help B2B organisations identify their uniqueness, their point of difference, and create rational and emotional integrated campaigns that connect them to those who matter most – be they investors, analysts, the media, their partners, prospects, or customers.

We have been commended for our ‘refreshing approach to staff, business, and the industry, and our ability to grow an agency in ways that are important’. We jumped into PR Week’s Top 150 UK Tech Agency rankings in May 2023, following 84% growth in the sector over the previous year. And we’ve been shortlisted by PR Week, PRCA and UK Start-Up Awards.

[3thinkrs.com](https://3thinkrs.com)