

America's Best PR Agencies 2021

Method

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Summary

- For the first time, Forbes and Statista are awarding the title of America's **Best PR Agencies** to organizations in the United States. **PR agencies** focus on the relationship between an individual or an organization (e. g. companies, the government or NGOs) and the public. Their work is based on systematic and effective communication and aims at influencing the opinion-forming process, improving the reputation and building trust and credibility.
- The independent market research institute and statistics platform Statista conducted a broad survey between the 8th of June and the 17th of July 2020. Respondents belonged to two target groups:
 - **Experts** (employees of PR agencies, freelancers) and
 - **Customers** of PR agencies (e. g. employees in PR/marketing departments or PR-decision-makers)
- The participants had to qualify for the survey first (expert or client) and were then able to name all PR agencies they know and had experience with. The entry of a PR agency was aided by an autocomplete function, which showed PR agencies from a preselected longlist of more than 7,000 PR agencies. It was also possible to freely name any other PR agency. Afterwards, the participants were able to indicate on a scale from zero (very unlikely) to ten (very likely) whether they would recommend a particular PR agency or not.
- The final top list is based on the number of nominations (brand awareness) and recommendations each PR agency received from the survey participants. The nominations were given less weight compared to the recommendations. PR agencies that received the most combined nominations and recommendations score made it onto the top list.
- This score is indicated by the classification into five- and four-star groups. Five stars indicate that a given company received a score value at least as high as the median score value of all firms on the list, whereas four stars indicate that a given company received a score below the median.
- Participants' responses as well as the final selection of firms in the list were **carefully reviewed**. Self-recommendations (recommendation of one's own firm) and recommendations within PR agency networks were not considered.¹

In total, **200 companies** are awarded the title of **America's Best PR Agencies**.

The list of awarded PR agencies is based on a survey with four main target groups

The survey was conducted using an online access panel and survey invitations were sent via email



¹ A link to the self-registration form was available upon request and registration was open for the entire survey period. The validity of the registered person had to be proven with a valid professional E-Mail address.

² 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.

The top list of America's Best PR Agencies 2021 was created through an elaborate process

Survey: Process

