

Participate in the 2022 South African PR Landscape Survey

Issued by [Ornico](#)

17 Oct 2022

For the longest time, brands have used Advertising Value Equivalency (AVE) as the measure of success for public relations. Even though AVEs provide brands with an estimated rand value of their media coverage, they do not give insight into the effectiveness of the efforts put in by the PR team, nor do they indicate that the campaign helps to achieve the brand's goals and objectives.



The question remains, are AVEs still a relevant and accurate indicator of growth? Should companies look into the development and implementation of a customised framework designed to assess their communication and advertising strategy as prescribed by the Barcelona Principles?

Ornico is conducting a 15-minute survey with the aim of giving a holistic overview of the current PR practice in South Africa. The findings will be published in the **2022 South African PR Landscape Report**, exploring the current approach to measurement and evaluation within the PR practice and uncovering the relationship between practice and measurement.

Survey Link: <https://survey.zohopublic.com/zs/gCB3fE>

" Ornico celebrates win at the Global AMEC Awards 2023 29 Nov 2023

" Ornico launches the 2nd annual edition of the SA PR Measurement Landscape Report 28 Nov 2023

" Ornico launch webinar: 2nd annual edition of the SA PR Landscape Report 16 Nov 2023

" Calling all communicators: Participate in the 2nd Annual SA PR Measurement Landscape Report Survey 12 Oct 2023

" TikTok shakes up SA social media 'Big Five' 3 Jul 2023

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