

Paul  Writer

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RED BOOK OF

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**TECH  
PR**

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“Because the purpose of business is to create a customer, the business enterprise has two—and only two—basic functions: marketing and innovation.”

- Peter Drucker

Paul Writer believes that there is a rich pool of innovation in B2B industries. The key to unlock this potential is marketing. We aim to be a membership-based platform that provides B2B marketers advisory, resources, objective research, insights, benchmarks and tools that will make their professional lives simpler, more efficient and richer.

The needs of services and B2B marketing are specific, as are the India-specific flavours to marketing tools and providers. The Red Book of Tech PR is the first of Paul Writer's series of research reports aimed to address these requirements. We hope you find our Red Book series useful and informative. Please send us your feedback at [paulwriter@paulwriter.com](mailto:paulwriter@paulwriter.com).

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# METHODOLOGY OF THE REPORT



## Inclusion of PR Firms

The initial list of firms included in the consideration set was developed on the basis of (a) firms that either we or our clients had worked with or considered for engaging (b) firms suggested by our marketing network in our preliminary outreach. Based on this list we asked the firms to confirm that they had a technology vertical, and if yes, complete an on-line form. The profiles of the PR firms include the information they provided, sometimes supplemented with publicly available information. This data was not independently verified and is self-disclosed. The “Quick Take” section is based on information from the PR firm and Paul Writer’s analysis of the responses coupled with industry insights gained through our experience in this field.

## How Did We Create This Report?

This report is a combination of:

- a. Information provided to us by PR firms
- b. Opinions and feedback provided to us by marketers
- c. Our insights

## Inclusion of Respondents

The survey was published online. We shared the url for this with members of our marketing community through emails and social media. 826 respondents visited the survey but since they did not complete all the mandatory sections, we were able to use only 107 responses. The number of respondents for any question ranges between 55 and 83. The respondents have shared information about themselves such as their organization, role, current PR agency and contact information. This information has not been independently verified by Paul Writer.

## How to Use This Report

We envisage this report being used in the initial stages of identifying or reviewing a PR firm. It can be helpful in prioritizing the attributes for evaluation and in short-listing the service providers. For those already in a stable engagement with a PR firm, it will be a good dipstick to identify whether your experience is in line with your industry peers.

## What This Report is Not

This is not a buyer’s guide for PR. Every firm has unique requirements that need to be understood in order to find the ideal fit. PR firms also vary based on the industry and location, and what may not be a good fit for one client may be the perfect match for another.

A close-up photograph of a hand pulling a document from a filing cabinet. The hand is positioned on the right side of the frame, reaching into a row of white file folders. The document being pulled is white and has a yellow tab. The background is a warm, golden-brown color, possibly the interior of the cabinet or a wall. A semi-transparent red rectangle is overlaid on the center of the image, containing the title text in white.

# REPORT ON PR FOR TECH INDUSTRY



## OBJECTIVE

One of the first issues that comes up in conversation with marketers in the Indian tech industry is the need for publicity. The next is why, despite their best efforts, they are not getting sufficient “good PR”. Technology firms often pride themselves on not investing in advertising, so earned media is a key ingredient of their marketing plan.

The marketing team works closely with a PR agency, which acts as an extension of the team. Earned media or publicity is dependent on the quality of input ie newsworthy content, but also on the efficiency of the delivery channel ie the media relations team. This report focuses on the PR agency, and explores ways in which the client-agency relationship can be optimized.

## Best Known PR Brand

There is a strong correlation between top-of-mind awareness and inclusion in the consideration set, so we asked our respondents to name the top 5 firms that came to mind.

Text 100 topped the charts, with 55.4% of the respondents naming it followed by Genesis Burson-Marsteller with 42.2%, 20:20 Media at 38.6%, Perfect Relations with 25% and finally, The PRactice at 23%. But the usage patterns of participants in this report did not exactly follow the awareness patterns. Clearly clients don't always go with the best known firm. So let's look deeper at what they look for in a PR service provider.

## Why Do Clients Hire a PR Firm?

In answer to the question “Why did you decide to hire a PR firm”, 61% said it was to improve the corporate brand. PR is among the most credible of all the marketing tools. 30% also picked a PR firm because it is the most value for money marketing tool.

Only 18% picked PR for demand generation, and just 12% stated top management pressure to get media coverage. This shows that PR is, rightly, driven more by long-term corporate objectives, as opposed to

short-term sales-oriented ones. What was an eye-opener was that 27% also said that they didn't hire a PR agency, but inherited the PR program. Marketers who inherit a program need to evaluate

- (a) their objectives from this program
- (b) whether the service provider meets their specific requirements or is more attuned to the goals of their predecessor.

## Where's the Love?

One of the reasons we decided to research tech-focused PR firms is that we heard such mixed reviews about them from our clients. Some said they were happy, but clarified that they had low expectations, and others had terminated their firms because they were just not getting value. PR unfortunately does operate with a wide spread of variables which make it harder to quantify success.

So we asked the classical Net Promoter Score question “How likely are you to recommend your current PR firm to a friend or colleague?” As per the respondents to our survey, 25% are very positively disposed (awarding a 9 or 10 to this question), 29%

are neutral (rating the likelihood as 7 or 8) and the balance 46% are detractors (6 and below).

Interestingly some of the larger players, Text 100 and 20:20 media, appear to be popular with the proportion of promoters above industry average.

### Quick Take:

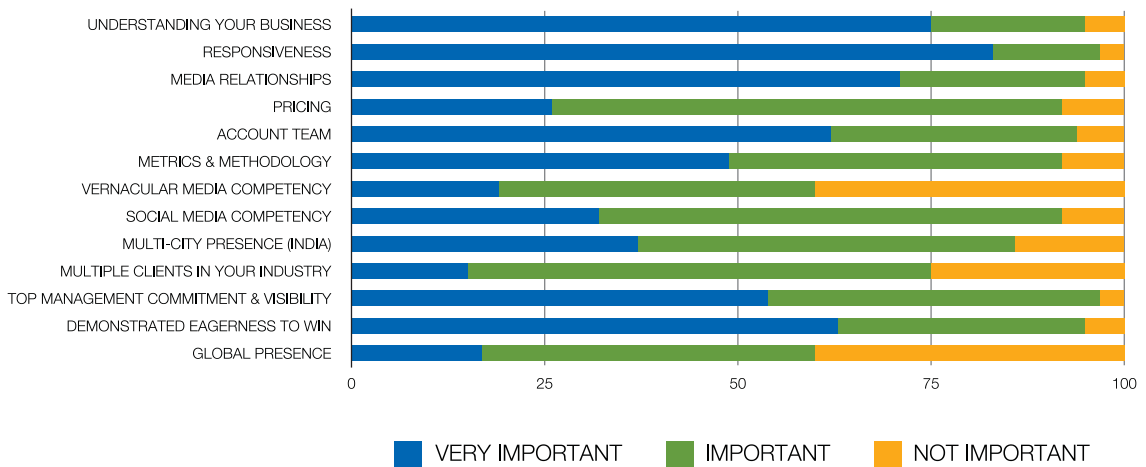
46% of PR agency clients are not very happy with their current providers. For PR agencies, this is a great sales opportunity as it shows that nearly half the current market would be open to change.

# What Do Clients Seek from PR Firms?

The one stand-out demand with 83% clients citing it as “very important” was Responsiveness. This is a bit concerning because it could be because clients view PR agencies as tactical support partners, and therefore rate responsiveness so highly, even above understanding the business (73%).

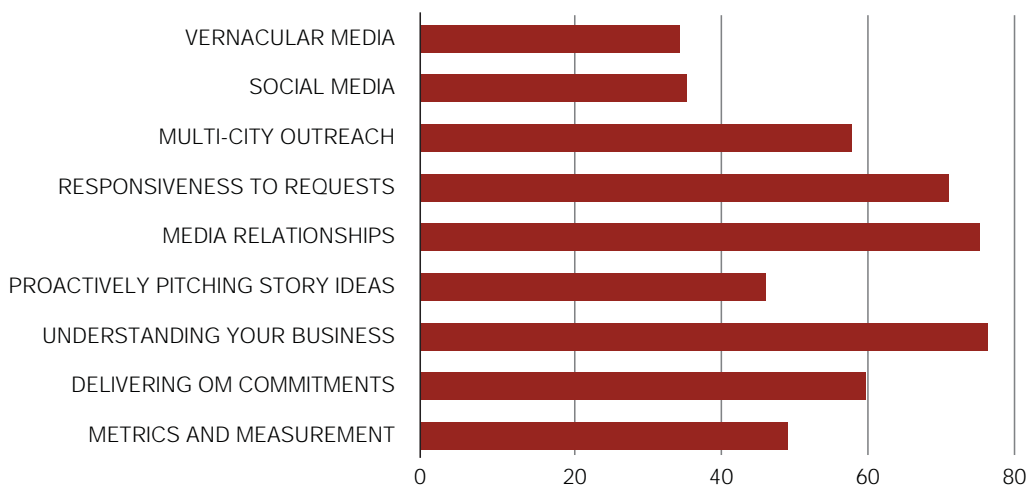
Another surprise was the low importance (15.4%) given to having multiple clients in the same industry. If a PR agency represents multiple firms in your industry, they are more likely to be involved in stories about that industry, and will be thus more important to the media that covers that space. You should ensure they do not handle your direct competition but other than that, more is actually better.

40% of respondents said vernacular media competency was not important. However, across both print and TV, vernacular media is a rising force and is increasing its reach among potential employees, and for those looking at India as a market, among potential customers of pretty much anything, including technology.



# Where Does the Shoe Pinch?

We asked respondents to say how satisfied they were along various parameters. The chart below shows the % of those who are very satisfied or satisfied. The areas where less than half the clients surveyed are happy could be potential areas for agencies to build out as differentiators.



Ultimately, satisfaction with the firm also depends on other factors such as the actual account team and whether the relationship is truly WYSIWYG. A respectable 46% said that their firm met their expectations with another 9% stating that they had fared even better than expected.

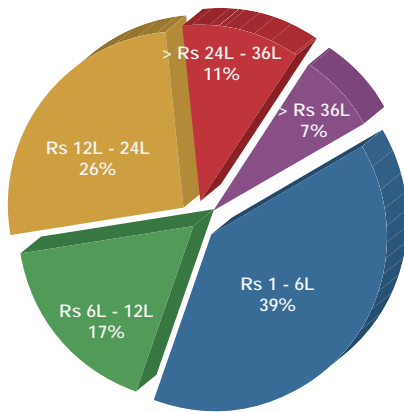
Potential landmines are:

- The account team switched after the deal has been signed - 12.5%
- Lack of proactiveness - 10.9%
- Hidden costs have emerged - 7.8%

## How Much Does PR Cost?

- Rs 1 - 6L
- Rs 6L - 12L
- Rs 12L - 24L
- Rs 24L - 36L
- > Rs 36L

PR SPENDS



PR is a popular and affordable marketing tool with 39% of respondents investing between Rs 1 - 6L per annum. Another 26% pay Rs 12 - 24L per annum, and just over 7% invest over Rs 36L per annum.

Among the client group happiest with their agencies (ie answering the question on whether they would recommend them with a 9 or 10), 46% were in the lowest bracket spending between Rs 1L - 6L per annum. Only one client in this category fell in the >Rs 36L per annum bracket. Apparently spending more does not ensure satisfaction!

Interestingly enough, among the top-spenders is those with an annual spend of more than Rs 24L, half of them cited "PR is the best value for money marketing tool" as their reason for hiring a PR firm.

**Quick Take:**

- Happy clients can be found at all price-points
- PR "believers" tend to spend more with their service providers
- 18.5% of respondents spend >Rs 24L per annum

## Does the Marriage Last?

Technology is a difficult space for PR firms as they have to understand the complex domain, and in turn be able to communicate it effectively with media. Clients perhaps need to be more patient and educative here than in other industries.

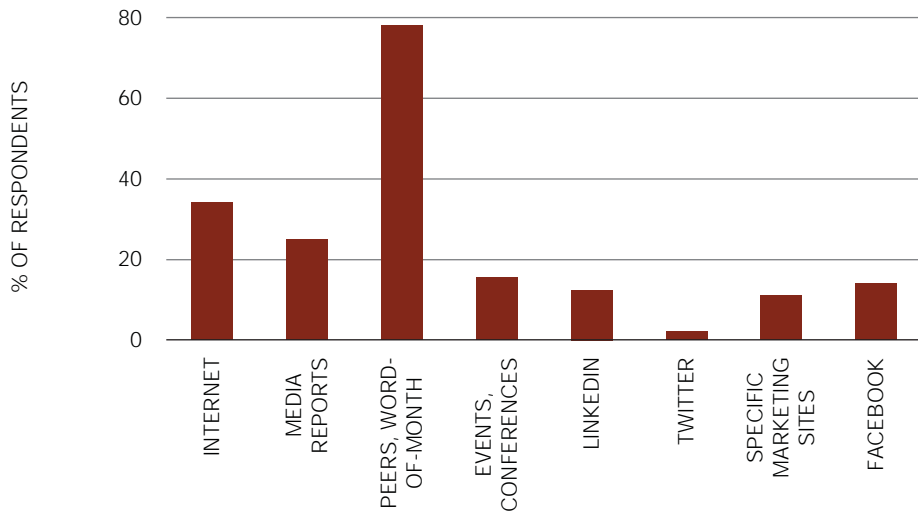
40% of those surveyed had a PR relationship of 12 months or less. Only 11% had a relationship beyond 5 years.

**Quick Take:**

- It takes around 6 months for an agency to ramp-up and come to full speed, so a longer term relationship is likely to benefit the client.

## Finding the Perfect PR Agency

The most popular way is word-of-mouth and peers, with it being cited by 78% of respondents. Asking journalists and fellow marketers is the way we have identified PR firms. But newer means are also being used, and as a surprise to those who write off Facebook for B2B marketing, 14% of the respondents used that as a medium. Twitter did not seem to be a popular route despite the fact that many PR firms are very active there (as are journalists).



SOURCES OF RESEARCH ON PR FIRMS

## Conclusion

A common refrain is the need to have realistic expectations from a PR agency - they cannot think on behalf of the client. Success depends on both parties, and so choosing the right PR lead has been cited as an important factor.

Based on my past experience and the responses to this survey, here are some points to keep in mind when choosing your PR firm:

1. **Finding the Fit.** It is important to ensure that you are with the right-fit agency. They need to understand your industry, your business, and your objectives.
2. **Plan for Churn.** High attrition is a common issue on both the client and agency sides. The agency needs to be able to put in a person-independent process to manage it consistently regardless of churn.
3. **Document everything.** Have the agency name the account team before you finalize. This prevents a post-purchase switch.

4. **Price it!** Detail out all expected costs. Common omissions are outstation media (ie stringer costs), clipping service, vernacular media, wire release costs.
5. **A spoon full of sugar.** No PR agency can commit coverage. However they can commit to certain activities that have a high probability of resulting in a positive perception for your firm, and you should encourage this. Add a performance incentive linked to the attributes that matter to you such as % of proactive pitches vs % of reactive stories, number of briefings with key journalists, % of feature-story pitches etc.

Based on the information that we collected from the firms coupled with our insights, we have created a set of company profiles of firms that operate in the tech PR space. These profiles are not to be considered an endorsement or recommendation of that particular firm but only information that needs to be used in conjunction with your own research and judgement. These profiles will however assist in creating your consideration set of providers.

It may take some time to get it right, but we advise you to use the “Goldilocks” test and ensure your agency is neither too big, nor too small, but just right for your needs.





# PROFILE OF PR FIRMS

# ADFACTORS PUBLIC RELATIONS PVT. LTD.

## Corporate Facts

Started in 1997, Adfactors Public Relations Pvt. Ltd. is one of the oldest PR firms in India. It is headquartered in Mumbai with over 300 employees. Adfactors has its offices located across 15+ cities in India with recent expansions in Dubai and Singapore.

## Services

Adfactors PR specializes in:

- Corporate Reputation Management
- Financial communications
- Crisis and issues management.

Adfactors PR also offers communications support in the areas of IPO communications, Investor Relations, Analyst Relations, Financial Communication, Advertising and Brand Consultancy (through Adfactors Group).

## Client Mix

Key verticals are:

- Banking and Financial Services
- Automobile and Auto Accessories
- Diversified Corporate Groups
- Technology, Pharma & Healthcare
- Real Estate and Construction, and Infrastructure

Adfactors has over 200 clients in India.

Key Technology Clients:

Hexaware, 3i Infotech, Rolta, Ybrant Digital, Applabs, Megasoft, Kale Consultants, C-DAC and Websense figure among their 30+ technology clients.

## Global Reach

The strategic alliance with global technology PR firm Waggener Edstrom Worldwide helps them expand their global reach.

## Contact Information

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### Paul Writer Quick Take

With a 14.5% top-of-mind awareness, Adfactors may be the hidden gem tech clients are looking for. They would be ideal for firms headquartered in Mumbai, Delhi, Hyderabad and Bangalore looking for a broad-based relationship that goes beyond PR, to include areas such as Investor Relations and Analyst Relations. As per respondents' feedback, areas of strength for them are multi-city outreach, responsiveness, media relationships, and delivering on commitments. Areas that partners will need to spend more time managing are metrics and social media.

Adfactors boasts of happy clients, accounting for 13.6% of the happiest client segment (ie those who responded with a 9 or 10 to the question of whether they would recommend their current PR provider).

7.2% of respondents to the survey stated Adfactors as their current PR service provider. While currently Technology contributes less than 25% of Adfactors' revenues, their participation in this profile indicates their commitment to this vertical.

Clients included in our survey spend between Rs 12L - 24L with Adfactors.

Adfactors referred 2 clients for feedback, but only one participated in this survey. Responses include those gathered through Paul Writer's solicitation, as well.

# CHANGE AGENTS PUBLIC RELATIONS PVT. LTD.

(a division of Orcube MediaWorkx Pvt. Ltd.)

## Corporate Facts

Started in December 2003 as mEssence Consulting, Change Agents is a specialty consulting firm headquartered in Bangalore, and branches in Mumbai and New Delhi, with a strength of 14 employees. They currently do not have a presence outside India.

## Services

Change Agents PR specializes in:

- Technology PR management
- Transformation/Change in Internal communications
- Analyst Relations
- Event management
- eSIP (tracking editorial Stories-In-Progress)

## Client Mix

Key verticals are:

- IT
- Renewable Energy

Change Agents has between less than 25 clients in India.

Key Technology Clients:

Array Networks, Allied Telesis, Adaptec, Elina Networks, R&M (Reichle & De-Massari), Corsair, Sophos, iValue InfoSolutions, Inspan Infotech, Parallels, Yindusoft Technologies, Emmvee Solar Systems, KTwo Technology, etc. are prominent names among their technology clients.

### Paul Writer Quick Take

Change Agents PR is a boutique firm, specialized in technology and renewable energy. Technology clients contribute over 75% of Change Agents' revenues, underlying their commitment to this area. They boast of reference clients with their clients accounting for 4.5% of the happiest client segment (ie those who responded with a 9 or 10 to the question of whether they would recommend their current PR provider). Clients looking for focused attention and domain knowledge may want to include Change Agents in their consideration set.

Change Agents referred 3 clients for feedback, but they did not participate in this survey, and hence all responses are those gathered through Paul Writer's efforts.

## Contact Information

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# COMMSTRAT

## Corporate Facts

Headquartered in Bangalore, Commstrat started its operations in 2003. Commstrat has direct presence in Bangalore, Chennai and Hyderabad, a representative Office in New Delhi and through associates in the rest of the country. They extend services in Singapore, Hong Kong, Japan, China, & Australia through their Gateway Alliance.

Commstrat was awarded the Best Public Relations Award from Rotary International consecutively for four years since 2006 through 2009.

## Services

Commstrat offers support in the areas of

- Media Relations
- Strategic Counseling
- Reputation Management
- Social Media
- Crisis Management

## Client Mix

Key verticals include:

- Information Technology
- Aerospace & Aviation
- Automobile
- Banking
- Healthcare Services
- Hospitality
- Entertainment
- Retail & Lifestyle
- FMCG

## Contact Information

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www.commstratindia.com

### Paul Writer Quick Take

Commstrat scored less than 2% in top-of-the mind awareness. As per respondent feedback, Commstrat's areas of strengths are multicentric outreach, domain expertise, delivering on commitment, social media awareness and metrics and reporting.

Technology contributes less than 50% of Commstrat's revenues, but their participation in this profile indicates their commitment to this vertical. Clients included in our survey spend between Rs 6L - 24L with Commstrat.

As a boutique broad-based firm, clients looking for individual attention, a mix of English general interest and trade media, and a good presence in South India may wish to consider Commstrat.

All responses are those gathered through Paul Writer's solicitation.

# GENESIS BURSON-MARSTELLER PUBLIC RELATIONS PVT. LTD.

## Corporate Facts

Founded in 1992 as an independent firm, Genesis merged in 2005 into Burson-Marsteller, to become Genesis Burson-Marsteller.

## Services

Genesis Burson-Marsteller offers the following services:

- Media Relations
- SEO
- Social Media
- Content Writing
- Crisis Management
- Speaker Placement and Awards Program
- Public Affairs
- Corporate Responsibility
- Financial Communication

## Client Mix

Key verticals are:

- Corporate (Ranging from Manufacturing to Services)
- Technology
- Healthcare and Lifesciences

Genesis Burson-Marsteller has over 25 clients in India and has over 10 technology clients. They declined to share the names of their clients citing confidentiality requirements. Given that most firms publish their PR firms' contact information on their press releases, this was rather puzzling. Online research indicates that Genesis BM has a number of large MNC brands as their clients across industries.

## Global Reach

Genesis Burson-Marsteller has its presence in 97 offices across 57 countries.

## Awards and Recognition

The Holmes Report 'India Consultancy of the Year' in 2008

### Paul Writer Quick Take

Over 5% of respondents to the survey stated Genesis Burson-Marsteller as their current PR service provider. With over 42.2 % of top-of-mind awareness Genesis Burson-Marsteller is among the best-known firms and accounts for 9.1% of the happiest client segment (ie those who responded with a 9 or 10 to the question of whether they would recommend their current PR provider).

As per our survey respondents, they score high in the areas of multi-city outreach and understanding the domain but can improve in their vernacular media reach and metric reporting. Clients included in our survey spend between Rs. 24L-36L with Genesis Burson-Marsteller and have been working with them for over a year. Large global firms seeking broad-based PR services in India should include Genesis Burson-Marsteller in their consideration set.

All responses are those gathered through Paul Writer's solicitation and publicly available information. Genesis Burson-Marsteller participated in our survey but the responses were less complete than others and hence the profile is not as detailed.

# GUTENBERG COMMUNICATIONS

## Corporate Facts

Founded in 2004, Gutenberg Communications is a full service global strategic communications firm headquartered out of New York with less than 50 employees worldwide including 25-40 employees in India.

## Services

Gutenberg Communications offers the following services:

- Communications and brand positioning strategy
- Media relations
- Investor relations
- Thought leadership programs
- Speaker bureau
- Crisis communications
- CEO positioning
- Editorial services, design and development of marketing communications collateral
- Digital communication, SEO/SEM activities and Social media communication

## Client Mix

Key verticals are:

- Technology (including IT/ITES)
- Financial services
- Real estate
- Healthcare
- Academic
- Hospitality
- Aviation
- Not for profit causes

Gutenberg Communications has between less than 25 clients in India.

Key Technology Clients: Wipro Technologies/Infotech, Salesforce.com, NIIT Technologies, Siemens PLM, KPIT Cummins and Convergys figure among their technology clients.

## Global Reach

Headquartered in New York, Gutenberg Communications has offices in Silicon Valley, London, New Delhi, Mumbai, Bangalore and Hyderabad. Gutenberg is a member of International Association of Business Communicators (IABC), Public Relations Society of America (PRSA) and International Public Relations Association (IPRA).

### Paul Writer Quick Take

Survey respondents believe that Gutenberg is strong in the areas of multi-city outreach and metrics and reporting. They have a 10.8 % top-of-mind-awareness which is respectable for a firm of their size.

Gutenberg claims happy clients, accounting for 9.1% of the happiest client segment (ie those who responded with a 9 or 10 to the question of whether they would recommend their current PR provider).

6.1% of respondents to the survey stated Gutenberg as their current PR service provider. Currently Technology contributes 31-50% of Gutenberg's revenues.

Clients included in our survey spend >36L with Gutenberg PR and have been working with Gutenberg Communications for more than 5 years.

Gutenberg Communications may be an ideal fit for India headquartered firms seeking communications support in international markets. The longevity of their clients indicates good client management skills. The annual spend of their clients in their survey indicates that they work with a larger budget and hence may be better suited for mid and large sized firms willing to offer a broader base of work.

Gutenberg referred 3 clients for feedback, but they did not participate in this survey, and hence all responses are those gathered through Paul Writer's solicitation. **Disclosure: Gutenberg Communications handles the PR for Paul Writer.**

## Awards and Recognition

- Marcom Awards 2009 Gold Winner
- Society of New Communications Research Awards 2009
- PR News Awards 2009
- International Business Association of Communications Award 2009
- The Communicator Awards 2008

## Contact Information

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# HANMER MS&L COMMUNICATIONS PVT. LTD.

## Corporate Facts

Headquartered in Mumbai, Hanmer MS&L India (former Hanmer & Partners) is a multi-disciplinary communications company that established its Indian operations in 1999 with over 400 employees in India and 2500+ employees worldwide.

## Services

Hanmer MS&L India offers the following services:

- Strategic Counseling
- Corporate Image Management
- Brand Support
- Financial Public Relations
- Investor Relations
- Media Relations
- Digital Solutions
- Crisis Communications
- Events and Promotions

## Client Mix

Key verticals are:

- Auto, Aviation, Engineering & Infrastructure
- Consumer
- Financial Services
- Lifestyle & Hospitality
- Healthcare
- Media & Entertainment
- IT & Telecom

Hanmer MS&L has over 150 clients in India.

Key Technology Clients: HCL Infosystems, Amdocs Development Centre India Pvt. Ltd., Zapak Digital Entertainment and People Interactive (I) Pvt. Ltd. feature among their technology clients.

## Global Reach

In May 2008, the India operations team at Hanmer MS&L (formerly known as Hanmer & Partners) opted for a strategic merger with MSL Group - a part of Publicis Groupe, which happens to be the third largest communication group in the world. The MSLGROUP Global Network has 80+ offices, 2,500+ staff.

## Awards and Recognition

- Hanmer MS&L India selected as 2009 India PR agency of the Year by the Holmes Report
- Asia Pacific Campaign of the Year for Product Brand Development in 2009 for LifeCell India
- Asia Regional Travel & Tourism award for promoting the India Art Summit by The Holmes Report

## Contact Information

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### Paul Writer Quick Take

Over 5% of respondents to the survey stated Hanmer MS&L as their current PR service provider. Technology contributes less than a quarter of the firm's revenues.

Respondents were generally positive about Hanmer MS&L finding them to be strong in almost all areas of multi-city and vernacular media outreach, metrics and reporting as well as social media awareness.

With over 15.7 % of top-of-mind awareness Hanmer MS&L is among the best-known firms. Accounting for 9.1% of the happiest client segment (ie those who responded with a 9 or 10 to the question of whether they would recommend their current PR provider), Hanmer MS&L is also well-placed in the satisfaction stakes. Clients included in our survey spend between 12L-24L with Hanmer MS&L and have been working with them for about a year.

Hanmer MS&L's recent acquisitions of 20:20 MEDIA and 2020 Social expands their presence in the technology space and broadens their offering. This, in combination with their legacy skill set would make it an ideal fit for clients who are looking for overall reputation management with a significant digital presence. The annual spend of their clients in their survey suggests that they may be best suited for large sized firms willing to offer a broader base of work.

Hanmer MS&L referred 2 clients for feedback, but only one participated in this survey.

Responses include those gathered through Paul Writer's solicitation as well.

# MUTUAL PR

## Corporate facts

Started in 1996, Mutual PR is headquartered in New Delhi with more than 100 specialized communications professionals in India. They have 10 employees based outside India as well.

## Services

Mutual PR specializes in:

- Corporate PR
- Investor Relations
- Media Relations and Digital PR
- Corporate Communication and Brand Management
- Customized Events

## Client Mix

Key verticals are Finance and Technology.

Mutual PR has over 25 clients in India.

Key Technology Clients: CSC, Andrew Telecom, Synopsys, Yahoo R&D, ST Micro, Polycom and Tesco HSC are among their 10+ technology clients.

## Global Reach

With over 10 offices, Mutual PR has a presence in India, Germany, Singapore, UAE, United Kingdom, Japan and Canada.

## Contact Information

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### Paul Writer Quick Take

With a top-of-mind awareness of 8.5%, Mutual PR is among those who fared relatively well on visibility. The combination of international offices and large domestic operations would, in our opinion, make Mutual PR a good fit for multinational firms with significant Indian operations or India-centric firms with some overseas operations. Mutual PR also looks outside the traditional PR services to offer services in areas such as Government relations, policy and administration, regulatory advice and guidance. As per our respondents' feedback, Mutual PR scores high on areas such as media relationships, domain appreciation, responsiveness and delivering on commitments.

Currently the Technology vertical contributes more than half of Mutual PR's revenues which indicates their commitment to this vertical.

Clients included in our survey spend between Rs 24L - 36L with Mutual PR and have been engaged with them between 1-5 years.

# PRHUB INTEGRATED MARKETING COMMUNICATION PVT. LTD

## Corporate Facts

Founded in 2002 PRHUB Integrated Marketing Communication Pvt. Ltd is headquartered in Bangalore with over 35 employees.

## Services

PRHUB specializes in:

- Identity Consulting
- Strategic and Tactical Media Relations
- Internal Communication Support
- Social Media Marketing
- Content Writing
- Trade Relations and Training Programs
- Consulting & Custom IP Creation
- Spokesperson training

## Client Mix

Key verticals are:

- Consulting
- Technology

PHUB has over 25 clients in India.

Key Technology Clients: Magma Design Automation, Tektronix, Amtex systems, SEMI India, CDC CRM, Microchip, Sanmina-SCI, Marlabs, Pitney Bowes, Aquilonis and Enteg feature among their 10+ technology clients.

## Global Reach

PRHUB has direct presence in in Bangalore, Mumbai, New Delhi, Trivandrum, Chennai and affiliates in over 30 centers across India. PRHUB extends its reach into the markets of Singapore, UK, USA, Germany, Belgium and Malaysia through its direct partners. PRHUB is also the Indian affiliate of Globalcom Network NV, a leading global network of independent PR firms with a reach of over 64 countries. PRHUB operates as a communication fulfillment partner for TransIndus, a Canadian management consulting firm.

### Paul Writer Quick Take

Technology clients contribute over half of the firm's revenues showing their commitment to this area. While the top of mind awareness levels are low at about 3.6%, PRHUB boasts of a 90% customer retention rate with a significant number of customers partnering with them for more than 3 years. None of the survey respondents cited PRHUB as their current PR partner. All responses are those gathered through Paul Writer's solicitation and publicly available information. Given their dedication to technology and their full service offerings they should be in the consideration set of focused firms looking for a one-stop communications provider.

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# TEXT 100

## Corporate Facts

Founded in 1981, Text 100 is a global boutique PR consultancy with a rich technology heritage. Headquartered in New York, Text 100 commenced its India operations in 1996 and has an employee force of more than 550 worldwide and between 100-150 in India.

## Services

Text 100 offers the following services:

- Media Relations
- Social Media
- Influencer Relations
- Executive Branding
- Employee Communications
- Content Writing
- Crisis Management
- Speaker Placement
- Awards Program
- Internal Communication
- Analyst Relations
- Media Training, Messaging and Strategy Workshops
- Marcom Support
- CSR

## Client Mix

Key verticals are:

- Consumer Technology
- IT / ITES / BPO
- FMCG
- Pharma
- Consulting
- Telecom
- Lifestyle Products

Text 100 has over 40 clients in India.

Key Technology Clients: Microsoft, Cisco, Patni, Facebook, Yahoo! and Lenovo are the prominent clients featuring among their 40+ clients.

### Paul Writer Quick Take

Text 100 is the best known of all the tech-focused PR firms with a top-of-mind awareness of 55.4%. In our survey, 9.6% of respondents stated Text 100 as their current service provider. Currently technology contributes between 51-75% of Text 100's revenues.

With Text 100 clients accounting for 18.2% of the happiest client segment (ie those who responded with a 9 or 10 to the question of whether they would recommend their current PR provider) our survey indicates a good degree of client satisfaction. Respondents state Text 100 to be strong in the areas of domain appreciation, multi-city outreach, social media awareness and delivery commitments. Vernacular media outreach was the only area that was identified for possible strengthening.

Clients included in our survey vary in their spend spectrum with a majority of the clients spending between 24L-36L while a few have initiated their relationship with a spend of 1-6L. They have been working with Text 100 between one and five years.

Text 100 is one of the few firms that is dedicated to serve technology companies as well as those that use technology for competitive advantage. The size and expanse of Text 100 suggests that it may be an ideal fit for larger enterprises seeking broad based work spanning international locations.

Text 100 referred 3 clients for feedback, but they did not participate in this survey, and hence all responses are those gathered through Paul Writer's solicitation.



## Global Reach

Text 100 has around 32 offices across the world - UK, US, France, Africa, China, Australia, Germany, Japan, Singapore, Malaysia and Spain. Text 100 has presence in India across New Delhi, Mumbai, Bangalore and Chennai.

## Awards and Recognition

The Holmes Report's Asia Pacific Technology Consultancy of the Year 2009

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# THE PRACTICE

## Corporate Facts

The PRACTICE is full service PR firm which was founded in 2000. Headquartered in Bangalore, The PRACTICE has presence in Delhi and Mumbai with over 80 employees across these cities.

## Services

The PRACTICE offers the following services:

- Media Relations
- Crisis Management
- Issues Management
- New Media Capabilities
- Market Intelligence
- Corporate Networking
- Event Support

## Client Mix

Key verticals are:

- Technology
- Healthcare
- Consumer
- Education

The PRACTICE has over 45 clients in India.

Key Technology Clients: Infosys Technologies, Logitech, Qualcomm and McAfee feature among their 10+ technology clients.

## Global Reach

The PRACTICE has offices in Bangalore, Delhi and Mumbai. The PRACTICE is the exclusive brand partner of Porter Novelli, one of the foremost public relations firms in the world and also a member of Public Relations Council of India (PRCI).

## Awards and Recognition

- PRWeek Asia Pacific Runner-up award for Young
- PR person of the year
- PRCI Silver Award for Website of the Year
- PRCI Silver Award for Internal Magazine of the Year

## Contact Information

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### Paul Writer Quick Take

The PRactice performs high on recall with 22.9% of top-of-mind-awareness. Survey respondents believe that The PRactice is strong in the areas of media relationships, multi-city outreach and and proactive outreach. Areas that they could potentially strengthen are vernacular media reach and social media awareness.

2.5% of the survey respondents cited The PRactice to be their current PR service provider and the firm accounted for 4.5% of the happiest client segment (ie those who re-sponded with a 9 or 10 to the question of whether they would recommend their current PR provider).

Currently Technology contributes over half of The PRactice's revenues.

Clients included in our survey spend Rs. 6L-12L with The PRactice and have been working with The PRactice for more than 5 years.

The PRactice may be an ideal fit for technology-focused multinational firms with significant India operations or Indian firms looking for a strong Indian visibility. The annual spend of their clients in their survey indicates that they may be better suited for mid and large sized firms. The longevity of their client relationships is a good sign and may be indicative of a satisfactory client management program and PR outcomes.

The PRactice did not provide any client references for feedback. Hence all responses are those gathered through Paul Writer's solicitation.

# VOX PUBLIC RELATIONS INDIA

## Corporate Facts

Launched in 2006, VOX Public Relations India is an independent subsidiary of Text 100 to build on its focus and expertise in consumer technology, telecom and IT sector. It has less than 25 employees in India.

## Services

Vox Public Relations India offers the following services:

- Media and Influencer Relations
- Social Media
- Industry Associations
- Reputation Management
- Corporate Social Responsibility
- Crisis and Issues Management
- Employee Communications
- Marketing Communication Support
- Executive Communication and Engagement Programs

## Client Mix

Key verticals are:

- Consumer Technology
- Telecom
- IT

Vox Public Relations India has more than 10 clients in India.

Key Technology Clients: IBM, VMware, Freescale Semiconductor feature among their technology clients.

Global Reach:

VOX PR has offices in Delhi, Mumbai, Bangalore in India.

### Paul Writer Quick Take

Technology clients contribute between 75-100% of the firm's revenues showing their commitment to this area. None of the survey respondents cited Vox PR as their current PR partner. All responses are those gathered through Paul Writer's solicitation and publicly available information. Given their dedication to technology, their clientele and their service offerings, Vox PR can be in the consideration set of firms looking for a combination of media and influencer relations.

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Below is a partial listing of the organizations that the respondents work for. Given the nature of the feedback solicited, their opinions may be personal and not necessarily represent those of their organizations. In many cases, particularly where the organization is large, multiple individuals responded from the same organization.

1. Acme Events India
2. Amdocs
3. Avaya
4. Cadence Design Systems
5. Collabera
6. Consim Info Pvt Ltd (Formerly known as BharatMatrimony)
7. Dell
8. EnS
9. Gartner
10. Genband, Inc.
11. Greenlemon
12. HTC Global Services
13. Hexaware Technologies
14. Infineon Technologies India Pvt. Ltd.
15. Infosys
16. Infotech Enterprises Limited
17. K&K InfoTech LLC
18. Kilkari Exports
19. Lenovo India Private Limited
20. Mangalam Information Technologies Pvt. Ltd
21. Manthan Systems
22. MindTree
23. Mirae Asset Global Investments
24. NASSCOM
25. NIIT Technologies Ltd
26. Novell Software Development (I) Pvt. Ltd
27. Philips
28. Ponycore.com
29. Proteans Software
30. Ramco Systems
31. Razer
32. Roving Writers
33. SMC Pneumatics
34. Serena Software
35. Surendra Composites
36. TEKTRONIX
37. Trinity Engineers Ltd
38. UTStarcom India Telecom Pvt. Ltd.
39. Vijay Menon Consulting
40. Vortex Engineering Pvt Ltd
41. Websense
42. Wipro Limited
43. Yahoo! India
44. apartmentadda.com
45. e4e
46. Wockhardt

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