



## An Australian Perspective on the IPREX State of Communications and Marketing Report 2023



The IPREX State of Global Communications and Marketing is a comprehensive report that reflects the shifts in the sector after some years of uncertainty brought with the pandemic and economic conditions.

In Australia we are seeing businesses challenged particular in sectors like retail. However, there is a strong appetite to assign third party consultants to handle the strategy. It is recognised that an agency has the existing relationships, capability and a complete team providing a more agile and cost-effective approach. This is rightly reported with APAC leading in the provision of third party providers.

Some sectors are thriving in these conditions, and just as the report reflects, we are seeing a big increase in global brands seeking local Australian representation.

A significant focus in communication efforts is around lead generation strategy. APAC (58%) is more likely to undertake lead generation strategy at headquarters when compared with EMEA (44%) and the Americas (46%), but more likely to undertake their public affairs/government relations work at the local level (56%) than the Americas (42%) and EMEA (38%). This reflects the current climate where every spend requires the attribution to a new customer and market. Our strategies are aligned to ensure we can deliver real business results for clients, not just raising a profile with no dollar value.

### About

Award-winning Sydney PR Agency, InsideOut PR is a full-service agency with specialist capability in media exposure and social influencer collaborations.

### Contact

Nicole Reaney, CEO, InsideOut PR  
info@insideoutpr.com.au | insideoutpr.com.au  
+61 2 7229 4400