



The Netherlands on the IPREX State of Communications and Marketing Report 2023



DE BRUIJN PR

IPREX THE GLOBAL
COMMUNICATION
NETWORK

We hereby present the results of the latest study of the global communications and PR network IPREX: State of Global Communications and Marketing 2023. In The Netherlands, De Bruijn PR has the honor to represent the IPREX network as the Dutch member agency. The network gives us the possibility to connect our clients to local expert agencies across the Dutch border and at the same time we help our partner agencies in the network with our expertise of the Dutch market.

This local expertise and local presence is also what makes the IPREX network strong. We understand cultural differences as no multi-national can, because we are actually on the ground with agencies in 62 countries spread over five continents. But even a network like IPREX needs to do a deep dive regularly into all the markets that we serve. Especially since there is so much going on globally. The world changed profoundly since the Covid pandemic, tech innovations are booming, climate change is on every corporate agenda and employee shortages and Diversity and Inclusion are a priority for many organizations.

Findings

The report bundles the results of a survey of almost 500 global organizations. When we zoom into the EMEA region in which we operate, there are many interesting insights for the way global communications is being executed in 2023.

When we look into Diversity, Equity & Inclusion: a theme which is widely covered in Dutch media, you could assume that every Dutch organization gives this priority in its company policies and day-to-day business. Truth is however that almost one-fifth (18%) of EMEA organizations says 'DEI has not been a focus of our organization', while not a single APAC organization reported this (that is, 100% of APAC organizations report they are making at least 'some' DEI efforts).

About

De Bruijn PR is an all-round, hands-on communications and PR agency. We translate commercial messages about organisations of all sizes into newsworthy stories for the relevant target group.

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Although this is something that should definitely be higher on the priority lists in Europe, it is also understandable. EMEA organizations have many other challenges that ask their attention lately.

For example EMEA mentions budget as a challenge much more than the Americas and APAC. We absolutely recognize these budget struggles in Europe. Due to the high inflation, the large price increases of daily products and the energy prices going sky high because of the War in Ukraine, multinational organizations juggle many plates. It makes communications strategies challenging but at the same time very interesting for multinationals and communication agencies. Creativity is key in everything they do, from media relations to media buying and planning.

These are just some of the outcomes this report will address. We invite you to read more in the pages that follow and of course we hope to inspire you with the results of the different cultural regions. Personally, after reading the results, we believe there is a lot we can learn from other regions like APAC and the Americas.

If you wish to hear more about global PR or communications or if you need advice or help setting the strategy for your global or European communications strategy, feel free to be in touch with us. We are always willing to inspire and advise you or bring you into contact with one of our skilled partners within the IPREX network.

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