

# Two years of PR that drives (even more) sales? It's becoming a habit!



campaign  
**BEST**  
**PLACES TO**  
**WORK 2024**

IN ASSOCIATION WITH  
Connor Broadley  
Specialist Consulting



Our commitment to ensuring PR activity has a strong commercial focus continues to yield excellent results. This year we generated an even higher value of sales enquiries for clients, which led to a 37% growth in PR billings – again a higher figure than the year before.



**120%**  
Fee retention  
YOY



**37%**  
PR client growth  
in revenue YoY



**61.1%**  
increased SoV  
from 30.2%  
Reynaers Aluminium



**30.6%**  
increased SOV  
from 21.5%  
Finning

