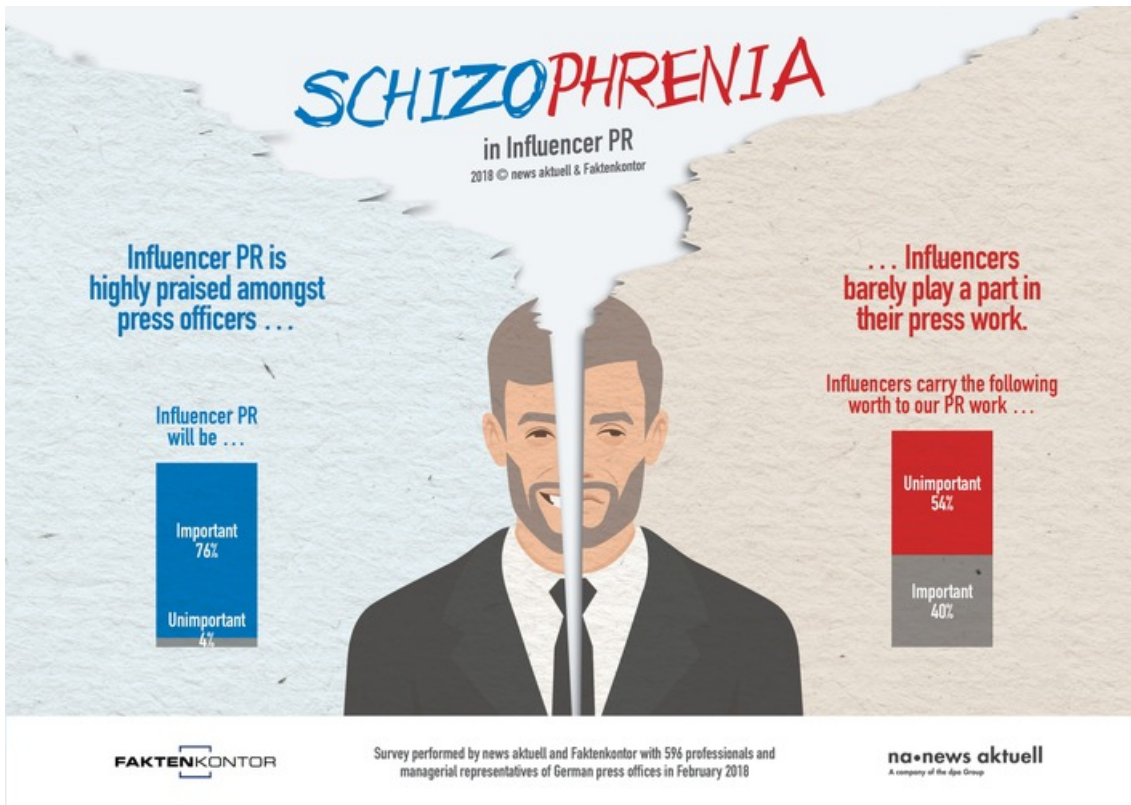


17.05.2018 – 11:00 Uhr

## news aktuell PR trendmonitor: Press officers are neglecting Influencer-PR



Hamburg (ots) -

Despite Influencer-PR being praised by German press officers, it only plays a trivial role in their own media relations. Every second PR-professional regards the use of influencers in their own company's communication as irrelevant. This is the result of a survey performed by the dpa subsidiary news aktuell and Faktenkontor. Over 590 professionals and managerial representatives of German press offices have participated in the PR-Trendmonitor.

A large majority of the participants believes in the importance of celebrities, industry experts, bloggers and opinion makers in future corporate communications (76 percent). Only 4 percent regard Influencer-PR as a descending branch.

Nevertheless, only a handful of press spokesmen utilize influencers as the mouthpiece of their company's message. As such, more than half of the participants feel that their domestic Influencer-PR is either unimportant (41 percent) or completely irrelevant (13 percent). But: At least for every third participant the collaboration with opinion makers in their own presswork is important (35 percent) and in 5 percent of the cases, crucial.

Source: PR-Trendmonitor 2018

Data pool: 596 professionals and managerial representatives of German press offices

Method: Online survey, multiple choice

Survey period: February 2018

Initiators of the survey:

[www.newsaktuell.de](http://www.newsaktuell.de)

[www.faktenkontor.de](http://www.faktenkontor.de)

About news aktuell:

With the help of its three strong brands ots, zimpel and studio, the dpa subsidiary news aktuell is making the communication of companies and organisations increasingly efficient and successful. The network ots provides coverage and visibility for PR content. The PR software zimpel offers premium contacts for the direct correspondence with journalists. The production service studio creates engaging content and makes company stories tangible. news aktuell has been on the market since 1989 and currently employs over 135 people. The company is based in Hamburg. Additional offices are located in Berlin, Frankfurt, Munich and Düsseldorf.

Pressekontakt:

news aktuell GmbH  
Janina von Jhering  
Stellvertretende Leiterin Konzernkommunikation  
Telefon: +49 40/4113 - 32598  
vonjhering@newsaktuell.de  
<https://twitter.com/JvJhering>

## Medieninhalte



Schizophrenia in Influencer-PR: Despite Influencer-PR playing an increasingly pivotal role for German press officers, it has no importance to their own media relations. The dpa subsidiary newsaktuell and Faktenkontor have evaluated the answers of over 590 professionals and managerial representatives in press offices concerning the topic of Influencer-PR. Weiterer Text über ots und [www.presseportal.de/nr/6344](http://www.presseportal.de/nr/6344) / Die Verwendung dieses Bildes ist für redaktionelle Zwecke honorarfrei. Veröffentlichung bitte unter Quellenangabe: "obs/news aktuell GmbH/Sebastian Könnicke"



Schizophrenia in Influencer-PR: Despite Influencer-PR playing an increasingly pivotal role for German press officers, it has no importance to their own media relations. The dpa subsidiary newsaktuell and Faktenkontor have evaluated the answers of over 590 professionals and managerial representatives in press offices concerning the topic of Influencer-PR. Weiterer Text über ots und [www.presseportal.de/nr/6344](http://www.presseportal.de/nr/6344) / Die Verwendung dieses Bildes ist für redaktionelle Zwecke honorarfrei. Veröffentlichung bitte unter Quellenangabe: "obs/news aktuell GmbH/Sebastian Könnicke"

Original content of: news aktuell GmbH, transmitted by news aktuell  
Diese Meldung kann unter <https://www.presseportal.de/en/pm/6344/3946030> abgerufen werden.