



AWARDS FOR EXCELLENCE IN **PUBLIC RELATIONS 2022**

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PRCA Agency of the Year

11 or More Employees



Edelman

Agency
Edelman Ireland

PRCA Agency Of The Year

Edelman Ireland has delivered another record-breaking year of growth and success. We can tell this story in terms of impressive numbers and achievements, but it's our innovative people strategy and focus which truly distinguishes us. Recognising that we live in an era of employee choice and disruption, we set out in 2021 to make talent retention and attraction the key enabler of continued growth.

Our performance figures reflect this focus with a fully engaged, invested team delivering 100% retention of assignments and 16% YOY growth in fee revenue. In addition we achieved a client satisfaction NPS of 8.5, and exceptional recognition for our work, winning 86% of awards entered. This was underpinned by record team satisfaction, our engagement score increased from 8 to 8.3; lifting our NPS by three points; and we maintained an industry leading employee retention rate of 93%.

During the past year we have shown the power of putting one's people at the heart of the business. It has enabled us to create market-leading work, drive innovation, nurture deep client relationships and propel our business forward.

About Edelman

Established in Ireland since 1981, we are a bright and tenacious team of 45 + consultants who take extraordinary pride in the clients who trust us to partner with them in promoting and protecting their reputations. We are fully integrated by design with corporate, brand, creative, digital, health and public affairs operations bringing all their insights and skills together for our clients' benefit. The calibre of our work is reflected by our status as the *PRCA Ireland Agency of the Year for the last three years*; just one of the numerous national and international accolades we have received in recent times.

Daniel J. Edelman Ireland is part of the Edelman family, the world's biggest communications agency with 6,000+ people in 65 offices. In 1952, Dan Edelman planted the seed for a new kind of company – one that would redefine the role of public relations. Today, Edelman has grown to be the world's leading communications agency, constantly pushing the boundaries to demonstrate how communications fundamentally impacts business imperatives.

We work in partnership with our clients to help them stand apart – engaging media, strengthening ties with employees, deepening customer relationships, attracting investors and aligning government and public interests. Informed by proprietary research and focused on driving measurable outcomes, we empower clients to address the evolving expectations of stakeholders effectively. Across earned, owned, and paid channels, our work focuses consistently on engaging relevant audiences in ways that support our clients' commercial objectives.

We know there are no hard lines anymore, between corporate and consumer, between business and Government, between purpose and best-selling products. That's why our reputation and brand experts work together, with data-led strategies and deep sector expertise to guide everything we do. So, our work can be as integrated, as the outside world already is. We constantly question and improve because we know our work needs to earn its place in the world. That is what builds trust. And trust is what builds strong relationships and leads to true business impact.

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