

A Brief Look at the State of PR in Mexico



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The way in which we understand public relations has been changing over the past few years.

The bulletins, newsletters and press releases which were once created by media departments in public offices to help the government communicate with its partners are now produced by firms and professionals that specialize in managing information and, specifically, in the art of communications. Globalization and the economic and political players' needs to inform their internal and external stakeholders about what happens across the country have forced both firms and the government itself to rely on the experience of public relations agencies to recover their credibility.

With technological development that allows us to access information in a blink, the practice of public relations has become increasingly professionalized. Public relations changed qualitatively, becoming a communications channel through which organizations present their strategies and their operations to the public. Public relations have become essential to organizations. The end consumer requests more information and with higher quality, not only about the products and services they consume but also about the character and values of the company that produces them.

One of the major transformations that has happened in the world of public relations is, precisely, that the people who are in charge of

them are no longer just simple spokespersons but also storytellers for the organizations they represent. They now tell us a more comprehensive story about their organizations, their products, the industries they belong to, the mishaps they have overcome and how sometimes their crises have become opportunities.

The hard data and facts coming from the public relations sector show steady economic growth, an undeniable professionalization of those who work for niche and specialized agencies and the corporate public relations departments. According to the figures extracted from the annual survey conducted by Asociación Mexicana de Profesionales de Relaciones Públicas (PRORP Asociación, A.C.), the industry of public relations was valued at \$6.268 billion in Mexican Peso in 2014, showing an apparent tendency toward investment in growth. This growth is fueled by the increasing focus on corporate reputation management and intangible elements, such as credibility, trust, engagement and authenticity, that have become more valued in this digital era. This survey shows the level of maturity of the industry and how this new discipline has been accepted in the market.

Public relations in Mexico have changed. Without a doubt, the most efficient way to reach a target market or a niche for a public relations professional is no longer talking about a product or service. Their communication strategies need to express an organization's values, its philosophy, its compromise and its responsibility to the environment and society in general.



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