World Consumption Report on Public Relations Agency Lines


This World Consumption Report on Public Relations Agency Lines provides data on the net consumption of Products and Services in each of the countries listed. The Products and Services covered (Public relations agencies Lines) are classified by the 5-Digit United States Commerce Department Major Product Codes and each Product and Services is then further defined and analyzed by each 6 to 10-Digit United States Commerce Department Product Codes. This report consists of a DVD containing the entire report web and databases. Readers can access and reproduce the information for inclusion into their own documents or reports. The tables & databases are in Access & Excel formats on the DVD to enable readers to produce their own spreadsheet calculations and modeling. This database is updated monthly.


Net consumption of Public Relations Agency Lines Products & Services in each country.

This database covers NAICS code: 54182_L. Products/Services classified by 5-Digit US Commerce Department Code and then defined by each 6 to 10-Digit Product Codes.


PUBLIC RELATIONS AGENCY LINES: PRODUCTS & MARKETS COVERED:

Public relations agencies Lines
Market research & public opinion polling services
Market research services
Public opinion polling services
Advertising agency services (Integrated)
Advertising creative services
Public relations services
Public relations services: Full public relations services
Public relations services: Media relations services
Public relations services: Crisis management services
Public relations services: Lobbying services
Public relations services: Event management services
Public relations services: Development/fundraising services

Media planning &/or buying services

Direct mail advertising services

Direct mail advertising services: Full direct mail services

Direct mail ad serv: Concept dvlpmt-Direct mail ad campaign serv

Direct mail advertising services: Mailing list support services

Direct mail ad serv: Print serv for direct mail ad materials

Sales promotion services

Direct marketing services

Signs, custom fabrication, incl banners/a-frame/neon/outdoor/etc.

Media monitoring & analysis services

Coordination of prod & delivery of premiums (ad specialties)

Other services related to advertising

Media representation services

Media representation serv: Sale of ad space in print media

Media representation serv: Sale of advertising time on television

Media representation services: Sale of advertising time on radio

Media repr serv:Sale-Ad space in media oth than print/TV/radio

Merchandise sales

Sales of merchandise, not specified by type

All other receipts

All other operating receipts

PUBLIC RELATIONS AGENCY LINES:  59 MARKET RESEARCH CHAPTERS:


SPREADSHEET CHAPTERS:


NATIONAL DATA - by Country by Year.

1. RELATIVE CONSUMPTION - in US$ (Purchasing Parity Index applied) by Country by each Product (4-10 Digit Product Code) by Year: 1997 to Current year, Medium Term Forecast Current year to 2020, Long Term Forecast 2021-2028.

2. LOCAL CONSUMPTION - in Local Currency (Relative Inflation Index applied)


4. PRODUCT MARKETING COSTS & MARGINS

5. PRODUCT LAUNCH DATA - given as a percentage of Revenues - by Country by Year - Forecast Current year to 2020, Forecast 2021-2028.

6. IMMEDIATE BUYERS & END USERS / CUSTOMER BASE PROFILE

7. IMMEDIATE BUYERS & END USERS / CONSUMER DEMOGRAPHICS - by Country by Year - Forecast Current year to 2020, Forecast 2021-2028.

8. HISTORIC INDUSTRY BALANCE SHEET DATA


10. INDUSTRY PROFILE - by Country by Year.

11. NATIONAL DATA - by Country by Year.

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