



**IS CORPORATE COMMUNICATION A **MUST**  
**HAVE** OR “Could be without it”?**

February 2011

## **DORAPULSE**

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With the “Corporate Communication” project which is the 7<sup>th</sup> one of DoraPulse studies, Dora Research aims to achieve a higher understanding of the importance and the perception of public relations & corporate communication.

The fieldwork of the study was conducted between February 8<sup>th</sup> and February 10<sup>th</sup> 2012 through online surveys. The participants contributed to the research by answering the questionnaires that were delivered to them via e-mail. The research involved the participation of 120 individuals who have been working in different sectors and are above 19 years old.

48% of the respondents were female and 52% were male. Average age was 36. Participants were mainly from the three major cities: İstanbul (%87), Ankara (%3), İzmir (%3), and Other (%7). The majority of them work at departments such as Strategic Marketing / Planning, Market Research, Corporate Communication / Public Relations, Human Resources, Finance / Accounting.

### **Is Corporate Communication a 'Must' or a 'Maybe' ?**

When the importance of corporate communication was asked to the respondents, majority of them stated that corporate communication is an effective service

that should be applied by the companies in terms of cost / benefit (85%). 77% of respondents believes that it should be directly connected to the management. Again overwhelmingly, 75% of them stated that corporate communication is a must among the functions of a company. In comparison, just 7% of the participants claimed that it is a tool that will be used just if there is a need at a certain time but not constantly. 15% of them declared that corporate communication activities should be handled by the company itself and there is no need for external support from agencies. 44% stated that the main scope of public relations is media/press relations. More than half of them said that it is a sub field of marketing ( 56%).



### **Online Communication**

When the importance of online communication within public relations was asked to the respondents, 94% of them regard that public relations has an important role in the mix of

marketing and 97% of respondents stated that online communication has become important nowadays.

In conclusion, the research shows that online communication becomes increasingly integrated to our lives as 88% of respondents confirmed that they use online communication while only 12% doesn't.



Brands have been aware of the power of online communication channels for a long time. 91% of respondents think that online communication channels are effective on the target groups of companies / brands. According to the respondents, the most popular online communication channels are e-mail, newsletters (27%), Social networking sites ( Facebook, Twitter etc.) (22%), Internet Advertisements (Banner Adwords etc.) (16%).



### Successful Brands and Campaigns

Turkcell was chosen as the most successful company with its Money-box campaign by the participants. (34%). Turkcell was followed by Avea with a percentage of 12%. And Coca Cola was ranked as the third one (9%).

According to the research, the most known PR Agencies were chosen as Bersay (%11), Zarakol (%8), Excel (6%).



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Starting from June 2009, Dora Research publishes syndicated reports quarterly on different topics.

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