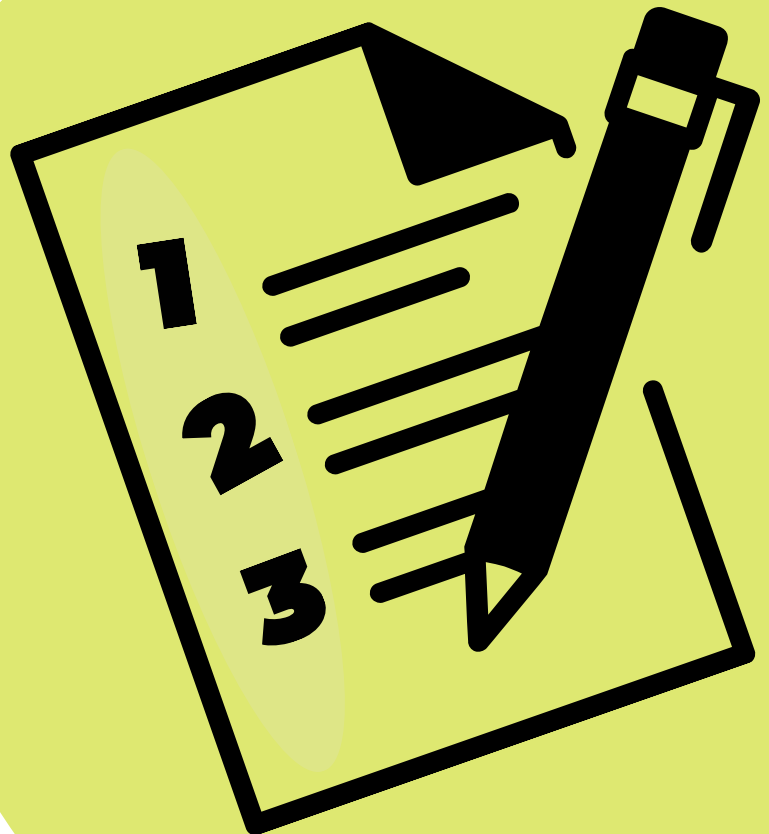


# In-house VS Agency Scorecard



# Introduction

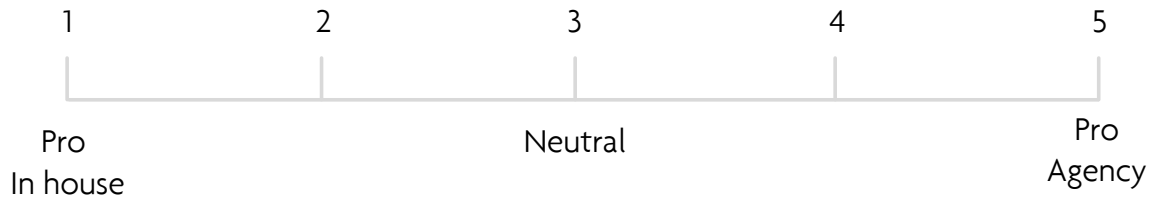
Deciding whether to run your pr and comms in-house or to use an agency is not an easy choice to make.

There are some critical factors that need to be considered so we have created a 'scorecard' to do help you choose the right approach for your organisation.

## Brand familiarity

**In house:** Closer to the brand and will have a greater brand affinity.

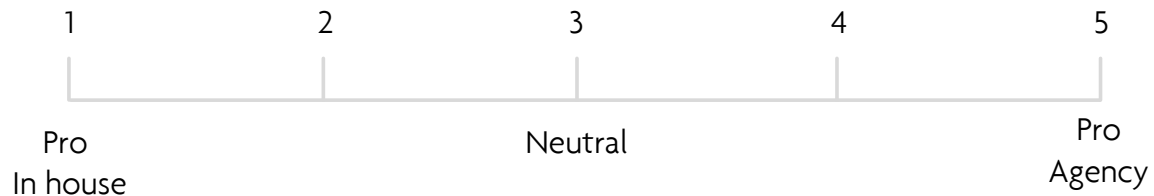
**Agency:** Has objectivity on the brand and provides an external perspective.



## Focus

**In house:** Company will be the sole focus of the in-house PRO.

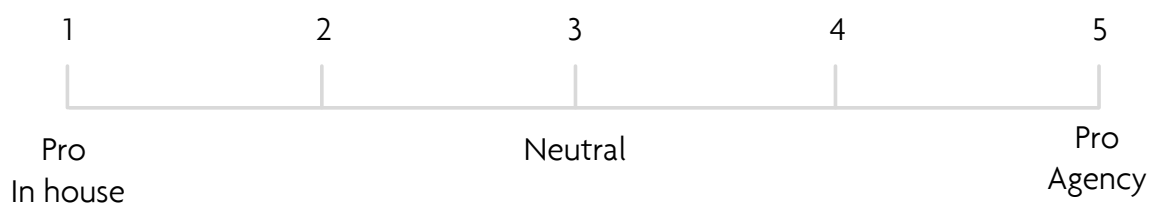
**Agency:** An agency, by definition, will have multiple clients.



## Accessibility

**In house:** Individuals only have a finite amount of time but are dedicated when available.

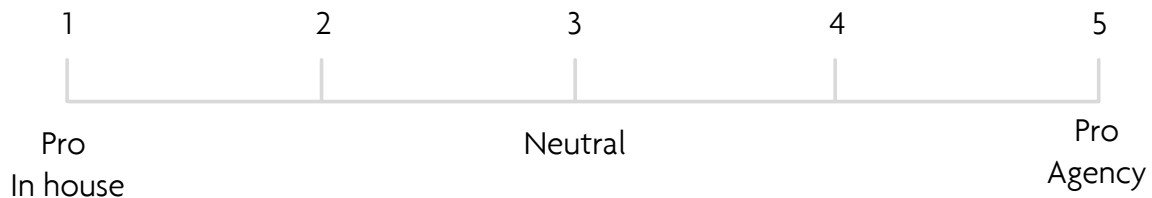
**Agency:** Has objectivity on the brand and provides an external perspective.



## Control

**In house:** Immediate and direct control of the PRO.

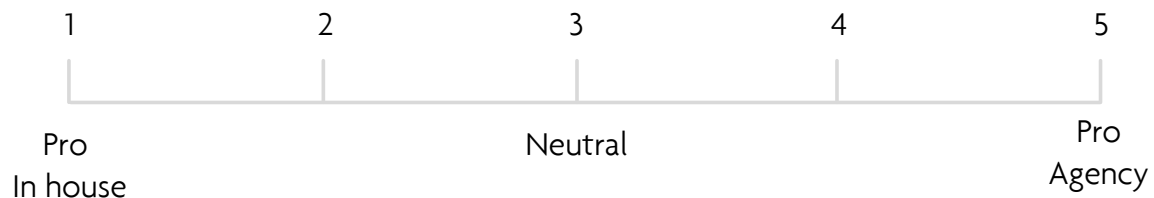
**Agency:** Arm's length control of agency activity.



## Software/hardware expenses

**In house:** Costs of tools and platforms are borne by the company and will require updates and research to find 'specialist' apps.

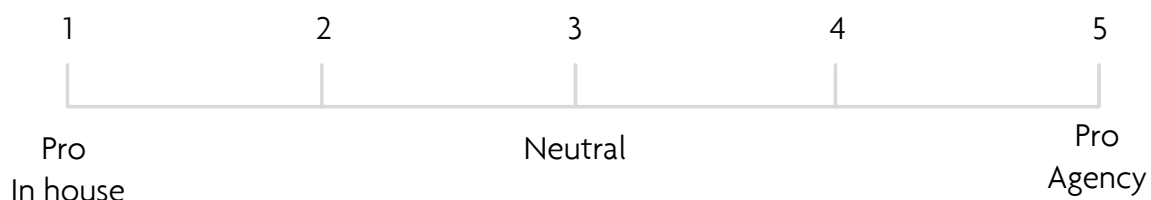
**Agency:** Software and platforms are a requirement to operate so are amortised across multiple clients.



## Employee & employer costs

**In house:** Company has to cover the full set of employee costs - salary, NI, taxes, training and equipment.

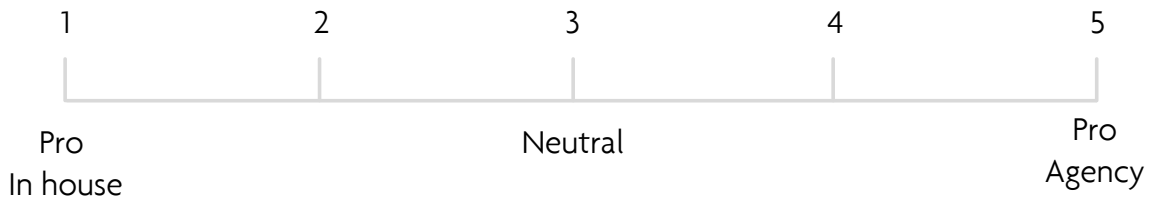
**Agency:** Agency also covers costs, but transparent budgeting should show hours per £ deployed on any job.



## Talent recruitment

**In house:** A new recruit takes Limited capacity to recruit a spread of talent to cover all needs.

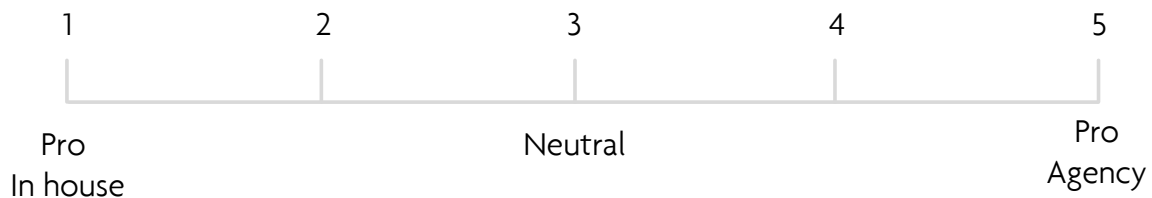
**Agency:** Agencies specialise in having a mix of skills and capabilities.



## Skills & Capabilities

**In house:** One set of skills and capabilities within the PRO.

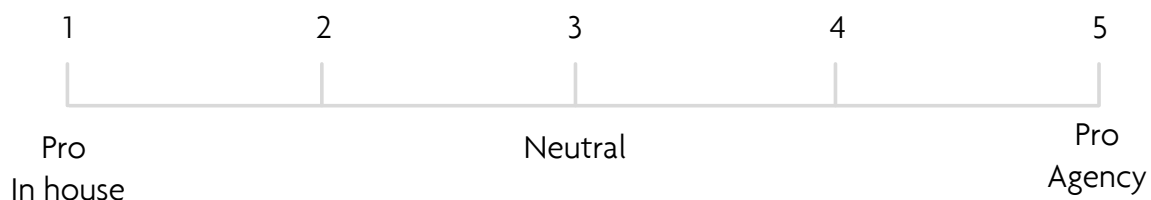
**Agency:** Multiple skills within an agency - variety in writing styles, creativity, media liaison, etc.



## Speed of Scalability

**In house:** Increasing capacity through recruitment and selection of external support adds time to already time-sensitive projects.

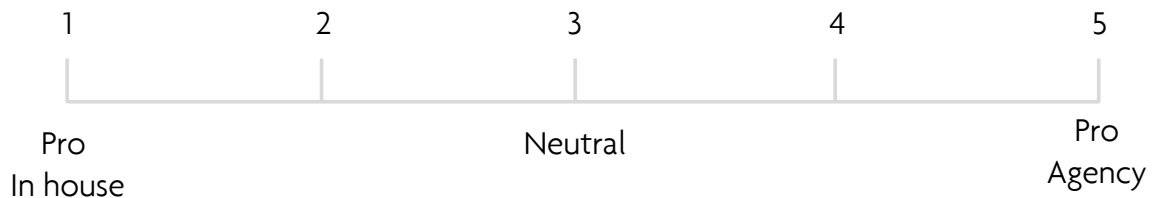
**Agency:** Multiple members of staff allow for immediate, skilled, personnel to be 'hands-on' whenever needed.



## Annual leave

**In house:** An employed PRO is entitled to annual leave and will require cover.

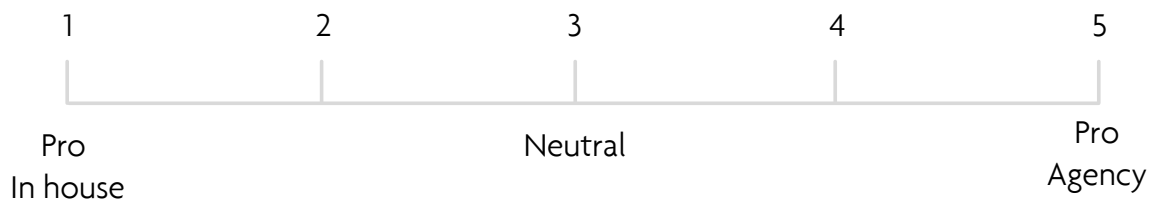
**Agency:** An agency will have cover for annual leave and working in teams provides knowledge spread.



## Diverse specialities

**In house:** Will have in-depth knowledge of the company and the disciplines required.

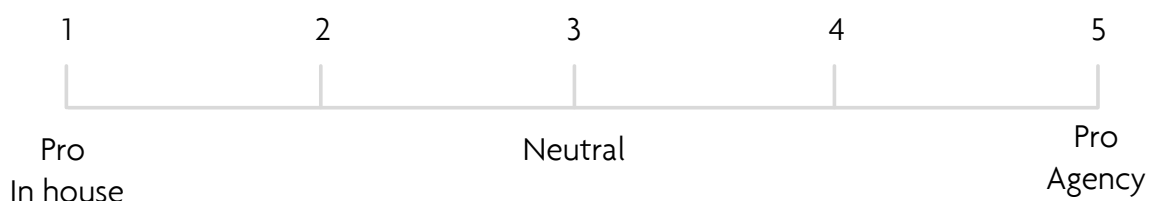
**Agency:** Will have a wider range of knowledge across sectors, tools, strategies and tactics.



## Multiple/competitor clients

**In house:** Only service internal demands, but these may be multiple and conflicting.

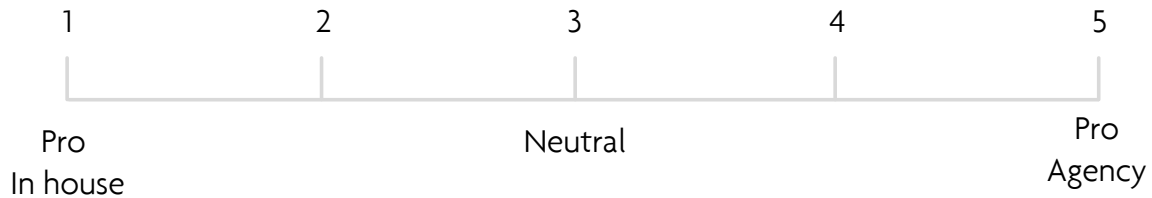
**Agency:** Has multiple clients to serve but has discrete time allocated to each client. Should not service client competitors.



## Experience & Creativity

**In house:** In-house experience and creativity is restricted to the PRO employed.

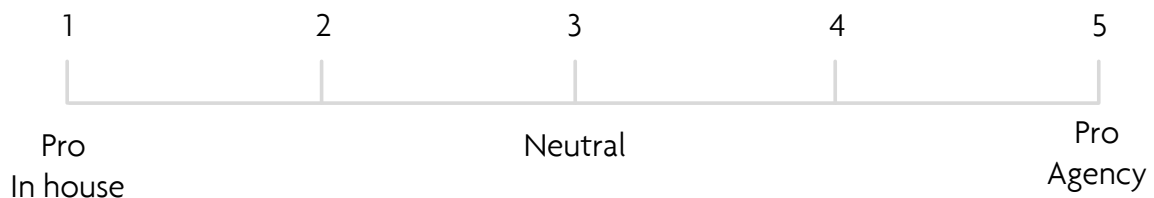
**Agency:** An agency will have a wide range of experience and creativity to call upon.



## Lateral Thinking

**In house:** Fewer opportunities to bounce ideas and thoughts off suitably skilled or qualified colleagues with experience in the discipline.

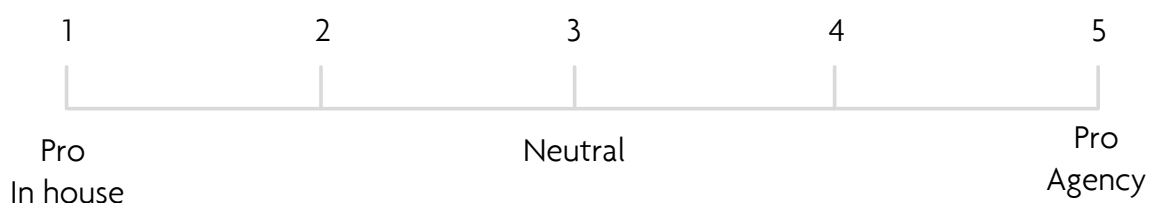
**Agency:** Agencies often hold think-tank sessions to generate ideas and strategies for clients, and responses to changing markets.



## Able to Advise

**In house:** Advice based on the PRO's direct experience.

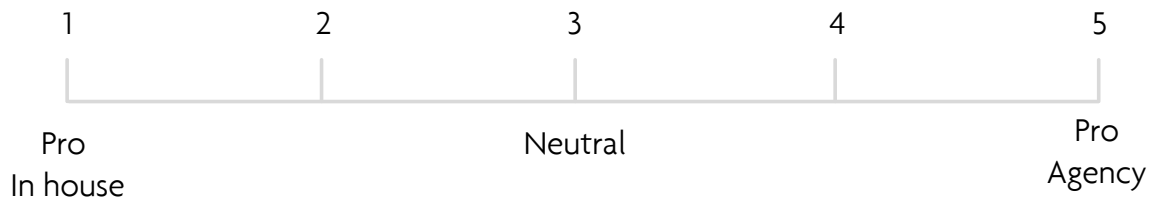
**Agency:** Advice based on the senior perspective and market and discipline.



## Connections

**In house:** An in-house PRO will need to build connections within the media, a linear process.

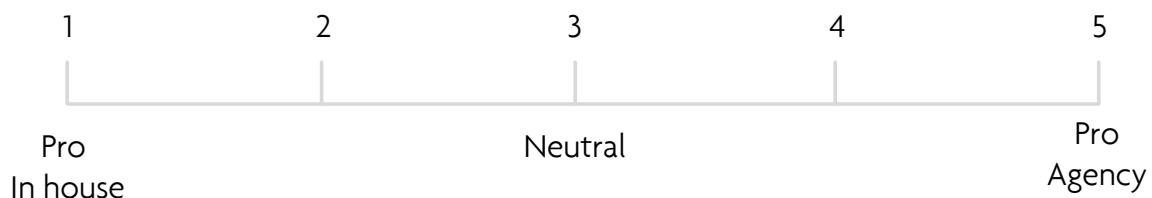
**Agency:** An agency will already have media contacts that can be utilised for speedy results.



## Media landscape & the big picture

**In house:** Visibility of the wider moves and trends in the media are limited to the frame of view of the internal PRO.

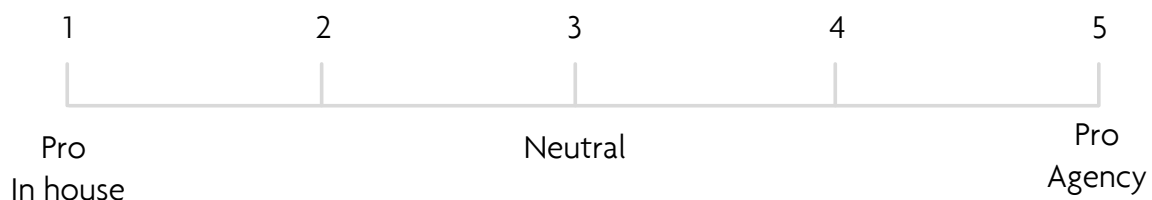
**Agency:** Multi-client, and multi-sector work provides an ability to spot trends and techniques to enhance outputs.



## Senior talent access

**In house:** The PR output will depend upon the talent recruited - the greater the talent, the greater the cost to employ.

**Agency:** There will be a mixture of talent within an agency that can be called upon as and when needed.





# In house or agency?

If you now add up your scores it will give you an indication whether you are leaning towards in-house or agency:

If the total score is below 54, it is more likely that you should be looking to develop in-house pr and comms.

If the total score is above 54, you're probably more likely to benefit from using an external agency and we would love to talk to you about how we may be able to help you.

If you're bang on 54 then you've still got to do some thinking! Take a look at our website to discover what Vividink, the pr & social media agency, can do for you...



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