

Abstract

The diploma thesis is aimed at processing the issue of measuring the effectiveness of public relations (PR) in Czech practice. The concept of the thesis includes theoretical bases, modern trends in the field and description of the current state of measuring PR results in Czech practice. First, theoretical models of communication evaluation and their complicated acceptance are described. Second, the main milestones in measuring PR efficiency are defined with an emphasis on the Barcelona Principles, their updated version from London in 2015 and modern tools published by leading organizations from the field – AMEC and ICCO. All these topics are described in relation to the long-term struggle of the whole industry against rejected AVE metrics. The information for theoretical bases of the thesis were drawn from academic titles of leading foreign and Czech experts, as well as secondary online sources. The primary sources for the analysis itself were competition applications and also additional personal interviews with leading Czech PR experts.

The regular AMEC and ICCO reports, and especially qualitative content analysis of Alžběta Fridrichová from ADison agency in 2017 were presented as the main theoretical bases of own empirical analysis. Its main objective is to evaluate the current state of Czech practice in terms of measuring the effectiveness of public relations. The research method is a quantitative content analysis on a research sample of applications for the Czech PR Award in the main categories in 2010, 2013, 2016 and 2019. The research is further aimed at evaluating the use of Barcelona principles and modern PR measurement tools in Czech practice. Moreover, the analysis of the applications within four years, covering almost ten-year period, should offer development trends of evaluated categories of PR measurement.

On the basis of the survey conclusions it is not possible to clearly decide whether the development of the current standard of measuring the PR effectiveness in Czech practice is going well. However, the identified negative trends and inconsistencies with the modern recommendations of leading experts may open up further discussion on this topic, which was the aim of this thesis. Although the evaluation of PR effectiveness in Czech practice is intensive and significant, the quality of measuring methods can be questionable. Often, the basic Barcelona principles as a basis for PR measurement are not followed. The main problems of PR evaluation are the long-term lack of financial resources invested in proper surveys and the lack of a generally accepted and valid cross-industry measurement method. These reasons do not help transparency and credibility of the whole field.