

**Case 6.** Efficiency of PR and communication activities

Let's say you sent some information to influence a target audience of 1000 people. Let's say that 400 of them received this information. Let half of them understand the key points of your message. It would not be too pessimistic to believe that a fifth of this audience will form a positive attitude towards the theses you propose, and, say, every tenth of them will take the actions you expect in the near future.

Questions and tasks:

1. How can the effectiveness of PR activities be measured?
2. What performance indicators are present in this example?
3. Give an example of an effective PR company.