

PRWEEK

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OPINION

LETTERS

'Payment by results' can spell long-term problems

PRHQ's £1-per-bottle-sold fee for Logan Hemp Vodka (News, 19 April) will present some interesting dilemmas for agencies and clients.

Payment by sales may seem an attractive option, but brands should always consider the long-term consequences of any PR undertaken, and if strategy is bonded to an ulterior agency sales agenda then clients could be heading for a fall.

The PR process in pure payment by results arrangements usually plays second fiddle to the client and its business strategy – and in 'cash per unit sold' even more so.

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