



PLMR
communications + impact



PRWeek Power Book 2025

Kevin Craig

CHIEF EXECUTIVE AND FOUNDER, PLMR

Your primary social media platform and handle.



X @kevincraiguk

Describe the past 12 months in no more than four words.



Hitherto unimaginable roller coaster.

What are your biggest ambitions for 2025 – professional and personal?



To help my amazing team drive PLMR Group onto the next level. We are actively seeking our sixth acquisition. To try to enjoy more what we already have achieved. I want to again send as many colleagues as possible on courses at world-class business schools both in the UK and the US. To be happy.

In general, are you more optimistic or pessimistic about the comms industry in 2025?



I am by nature an optimist. It's the only way I know how to be. I think the comms industry is as full of talent, creativity, resilience and intellectual curiosity as it has ever been – it always adapts to new challenges. Also a new Government also always throws up opportunities for our sector.

What has been your favourite proactive PR campaign of the past 12 months? (Not one you or your organisation has been involved in.)



The PR campaign in support of the epic Taylor Swift Eras Tour. I (as one of the seemingly few Labour Parliamentary candidates in the general election of 2024 who bought their own tickets!) loved the incessant positivity, her status as a kind role model. Faultless comms from start to finish.

Which organisation or individual has managed reputation most poorly in the past 12 months?



The answer has to be the Conservative Party and Rishi Sunak. In the first six months of 2024 they could not do anything right. An election launched in the rain, no vision, gambling scandals (I know, I know), an inability to use comms to move the dial in any way. 2025 will be so huge for Kemi.

Keir Starmer, because of the size and manner of the historic majority achieved in 2024. Post-4 July the Labour comms operation has wobbled – eg the way in which the party tripped itself up over Lord Waheed Alli (one of the most decent people I have ever met in politics) was totally avoidable.

Are you still using X (Twitter), and will you move/have you moved to Bluesky?

I plan to use both in 2025. I don't like how Elon Musk conducts himself and especially so with his forays into British politics. However, at the time of writing it feels too early to completely come off X. In 12 months time let's see.

The collage consists of 11 photographs arranged in two rows. The top row features four photos: three people standing in front of a blue PLMR backdrop; a group of seven people in formal wear; three men in business casual; and three people, one wearing large headphones. The bottom row features five photos: a couple holding a 'PLMR 2023' award; a portrait of Kevin Craig, PLMR President, with his title and 'BREAKING' news banner; a group of people posing in a lounge; a wide shot of the exhibition hall; and a man holding a 'PRCA' award.