

PLMR communications + impact

PRWeek Power Book 2025

Kevin Craig





Your primary social media platform and handle.



X @kevincraiguk

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



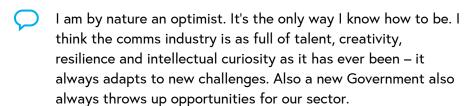
Hitherto unimaginable roller coaster.

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

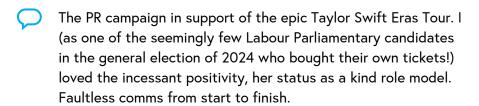


To help my amazing team drive PLMR Group onto the next level. We are actively seeking our sixth acquisition. To try to enjoy more what we already have achieved. I want to again send as many colleagues as possible on courses at world-class business schools both in the UK and the US. To be happy.

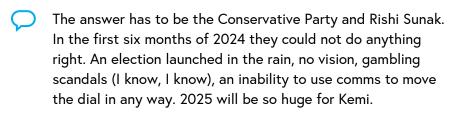
In general, are you more optimistic or pessimistic about the comms industry in 2025?



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



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



Which organisation or individual has managed reputation most adeptly and proactively in the past 12 months? (Not one you or your organisation has been involved in.)

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.

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