

Insights by H&H: The Communicator

The Communicator is the largest survey of its type in the Nordics. For over 10 years we have annually surveyed trends in communication, marketing and in digital communication and how these trends affect organisations and the professional roles of communicators.

The Communicator is a comprehensive survey that monitors developments and trends for professional communication roles. The survey has been carried out annually since 2004. Each year some 3500 people answer questions about their professional role and how they view developments in the industry.

” The biggest survey of its type in the Nordics

We want to use the survey to create focus on the communication profession by:

- Following developments and reflecting the most important things that have happened in the area over the last year
- Finding new trends in the area and in the job market
- Show the importance and business value of communicative competence
- Promote valuable communication initiatives
- Get a glimpse of the job-market of the future

An annual report

We summarise the results from the survey in a report. Each year we also organise events where participants can see the results and listen to interesting speakers who give their views of the trends in the report.



Good initiatives acclaimed

In the survey we also acknowledge companies, organisations and people who have excelled in communications, digital or leading change.

A topical theme

Each year the survey has a topical theme. In recent years the survey has had the following themes:

- The digital journey (2016)
- Digital transformation (2015)
- Paradigm shift (2014)
- Reputation (2013)
- Communicating in a crisis (2012)
- Transparency (2011)
- Social media (2010)

Read the latest survey results at www.hammerhanborg.com.

We also have an archive with all our earlier survey results.

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