

Insights and Analytics



COMM 386R
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Agenda

1. Review of insights and analytics tools so far
2. Challenges and factors of measuring PR
3. Barcelona Principles
 - PESO
 - Inputs – Outputs – Outcomes – Impacts
4. Case study

Insights and Analytics so far...

- Reputation benefits
- Stakeholder Impact Analysis
- Materiality
- Media intelligence and warning systems for issues management
- Elements of trust
- Employee advocacy and complaints
- Content marketing and sponsorship value

What are the challenges of measuring PR?



Factors to Consider

- Multi-touch – how to attribute? [e.g. how to measure word of mouth (“WOM”)?)]
- Beyond financial impact [e.g. share of voice and sentiment (“SOV”)]
- Time decay – diminishing value of communications over time
- U-shaped position – first and last initiatives receive more credit than those in the middle
- Net effect – positive and negative exposure
- Amplification effects





The Barcelona Principles are the framework for effective public relations and communication measurement.

1

Goal setting and measurement are fundamental to communication and public relations

- Identify who, what, how much, and by when.
- Be holistic, integrated and aligned across all PESO channels.

S



Specific

M



Measurable

A



Attainable

R

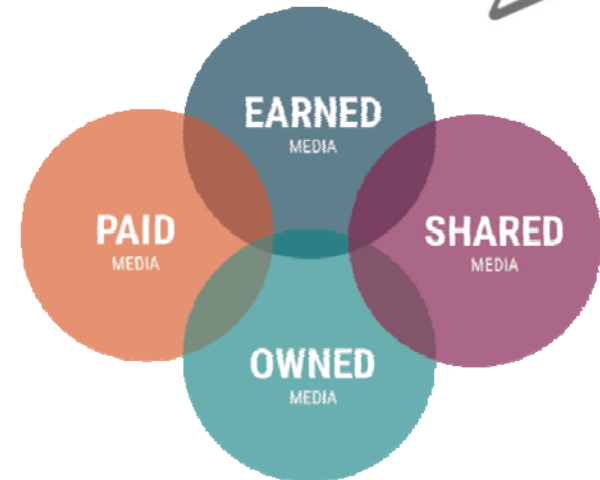


Relevant

T

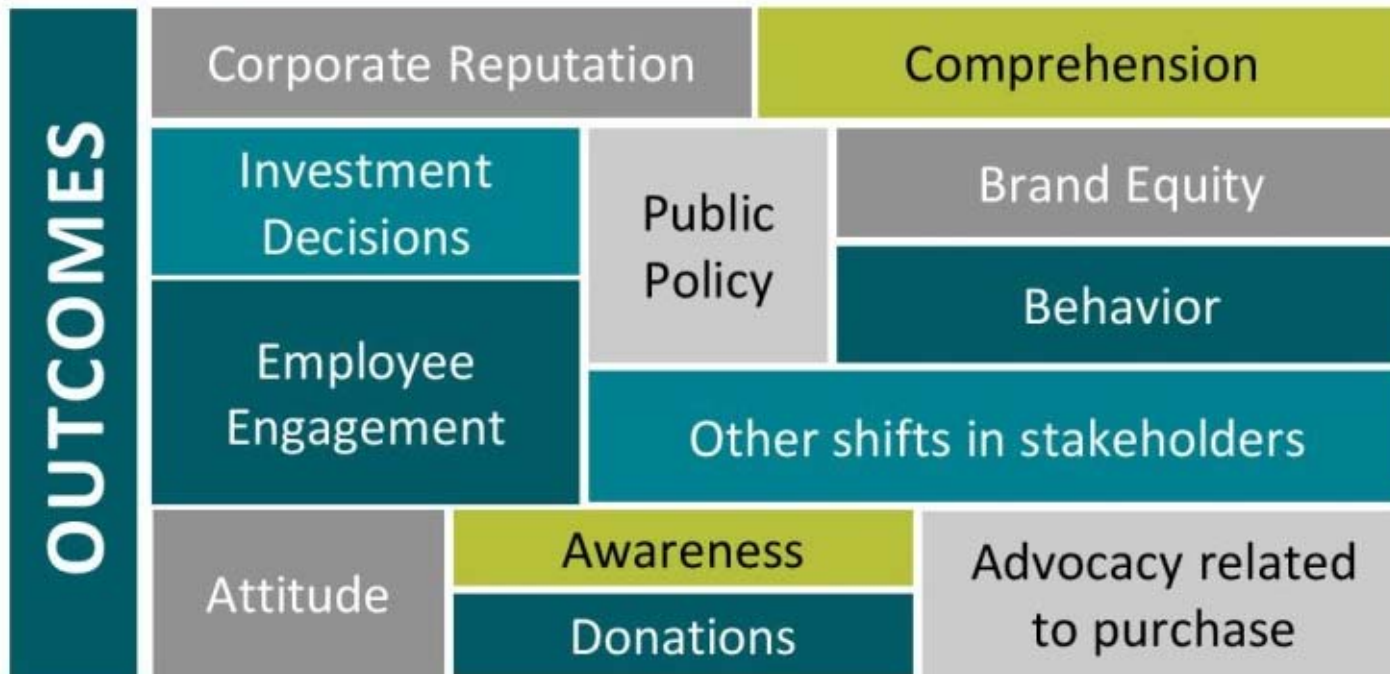


Time Based

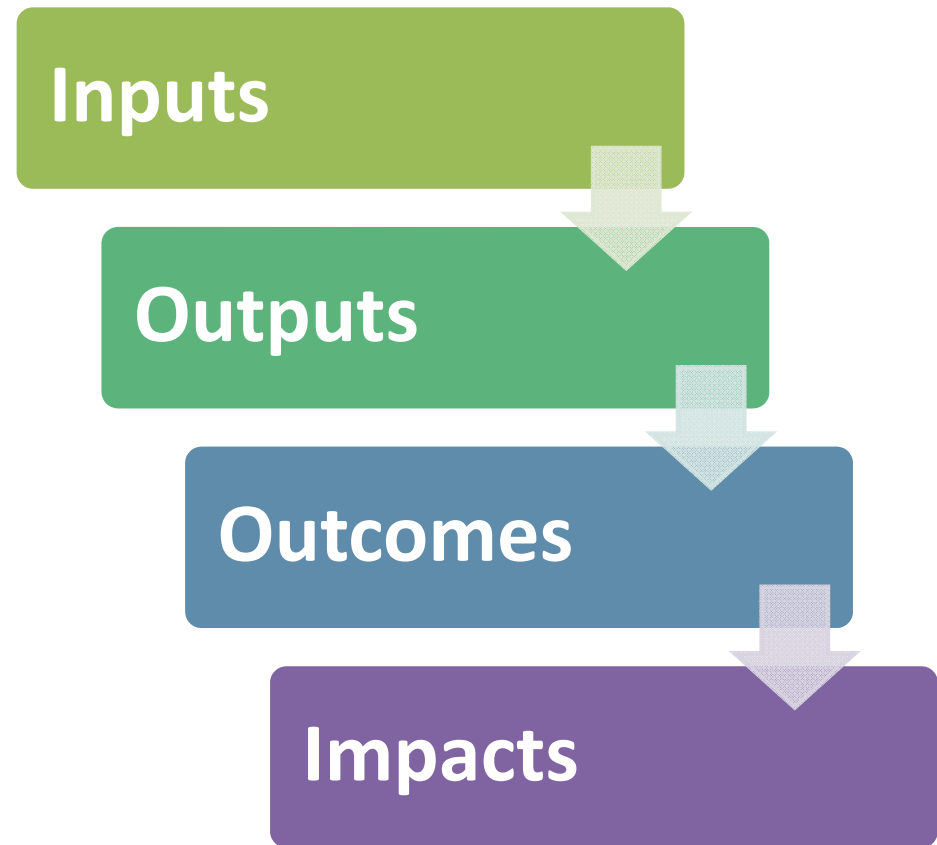


2

Measuring communication outcomes is recommended versus only measuring outputs



What is the right indicator?



Outcomes

- Awareness
- Comprehension
- Attitude
- Behaviour
- Advocacy related to purchase
- Donations
- Brand equity
- Corporate reputation
- Employee engagement
- Public policy
- Investment decisions
- Other shifts in stakeholders



3

The effect on organizational performance can and should be measured where possible

Provide reliable input into integrated marketing and communication models, including through advanced econometrics and advanced survey analysis.



Profitability



Customer
Retention



Revenue



Market
Share



Brand
Equity

Measurement and evaluation require both qualitative and quantitative methods

Qual helps explain Quant

4

~~AVE~~

**AVEs are not the
value of communication**

5

Social media can and should be measured consistently with other media channels

6



RELIABLE
HONESTY
INTEGRITY
ETHICAL **CONTEXT**
REPLICABLE

Measurement and
evaluation should
be transparent,
consistent and
valid

7

Canadian case study: Huggies' “No Baby Unhugged”



Huggies' Campaign Goals

1. Grow newborn diaper revenue (volume) by 10%
2. Grow newborn market share by 2%
3. Build brand equity by 5% agreement with “Huggies is better for newborns than other brands”



Exercise: No Baby Unhugged

1. Browse the nobabyunhugged.huggies.com microsite
2. Beyond just measuring the campaign goals (revenue, market share, and brand equity), **how else could Huggies evaluate this campaign, focusing on outcomes and impacts?**
3. Consider the following to inspire your measurement ideas:
 - Different audiences/stakeholders: e.g. Huggies' employees, medical staff, regulators, investors, donors...
 - Owned, earned, and paid media (or PESO, if you prefer)
 - Short-term and long-term evaluation
 - Competitive positioning

Key Takeaways

- Multi-touch, time decay, amplification, etc. make PR (and more generally, marketing) difficult to measure
- Barcelona 2.0 – standardized approach
- Think in terms of outcomes or impacts



Reminders

Marketing PR Proposal due Sunday, December 10

Register your preference for individual or pair

