

Workshop B

How to use the AMEC Framework A practical session

Workshop Day Sponsor

→ DATA PRO

Richard Bagnall, Chairman, AMEC

**Jeroen Scholten, Founder & Managing Director,
Publistat**

Kristina Fritsvold Nilsen, Vice President, Retriever

Moderator: **Gemma Moroney, Head of Strategy &
Insight, Mischief PR**

Richard Bagnall

AMEC Chairman



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AMEC's Integrated Evaluation Framework:



Why we did it
Why it matters
Where it came from
How it's being used

Why it matters:



The media has changed

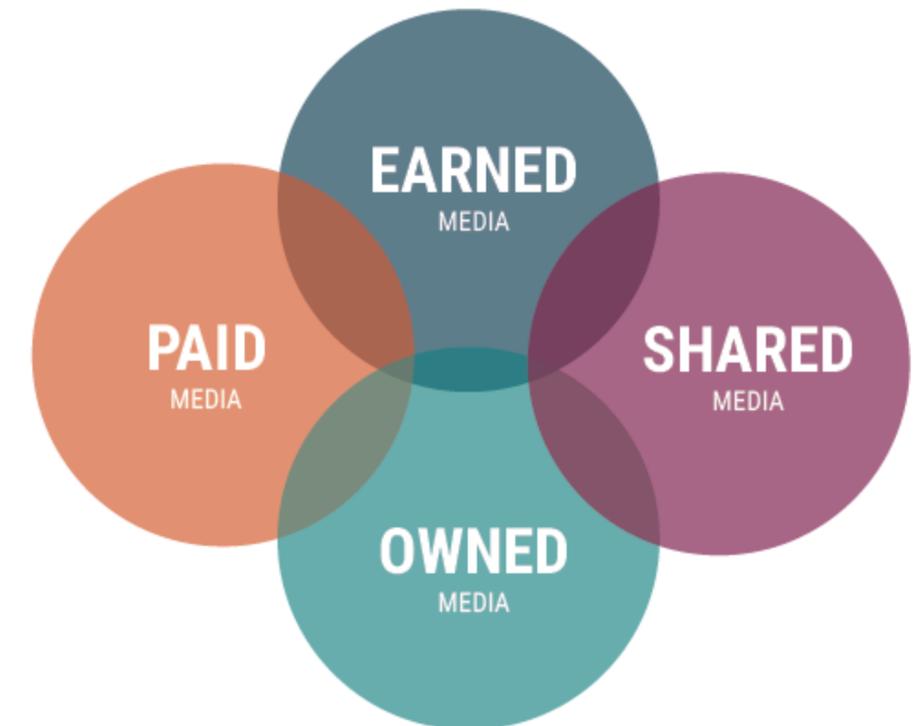
PR has changed

DON'T MISS

- ▶ Has he already cheated? Jeremy McConnell seen with his arm around mystery girl before Steph Davis dumped him over club night 'disappearance'
- ▶ Emotional Jennifer Aniston wipes away tears as Friends stars reunite for TV special while David Schwimmer jokes that cast sex contract was 'broken'
- ▶ What a peach! Kimberley Garner shows off her exquisite slender curves and petite derriere in barely-there swimsuit in steamy jungle shoot
- ▶ 'Kids became a problem': Millie Mackintosh and Professor Green's 'explosive rows' over her 'reluctance to have children' caused split
- ▶ TOWIE's Danielle Armstrong can barely contain her rage as she rows with co-star Pete Wicks in explosive new scenes during cast trip to Gran Canaria
- ▶ Rob Kardashian 'has lost 40lb' after cutting out carbs and red meat combined with strict exercise regime set for him by Blac Chyna Bouncing back
- ▶ 'I miss this boy': Madonna reaches out to son Rocco with yet another heart-rending social media post as bitter custody battle with Guy Ritchie rages on

Watch/Listen

- LIVE** BBC News Channel
- LIVE** BBC Radio 5 Live
- ▶ 1:23** Woman, 106, dances with the Obamas | 4 hours ago | US & Canada
- ▶ 0:50** Helicopter rescue off Cornish coast | 3 hours ago | UK
- ▶ 1:44** 'I just want to dissolve into tears' | 1 hour ago | UK
- ▶ 3:10** Boris decision could be 'career-ending' says father | 4 hours ago | EU Referendum
- ▶ 3:03** Bill Turnbull looks back at where his career began | 2 hours ago | UK
- ▶ 0:53** Catering firm 'selling legal highs' | 6 hours ago | Tyne & Wear

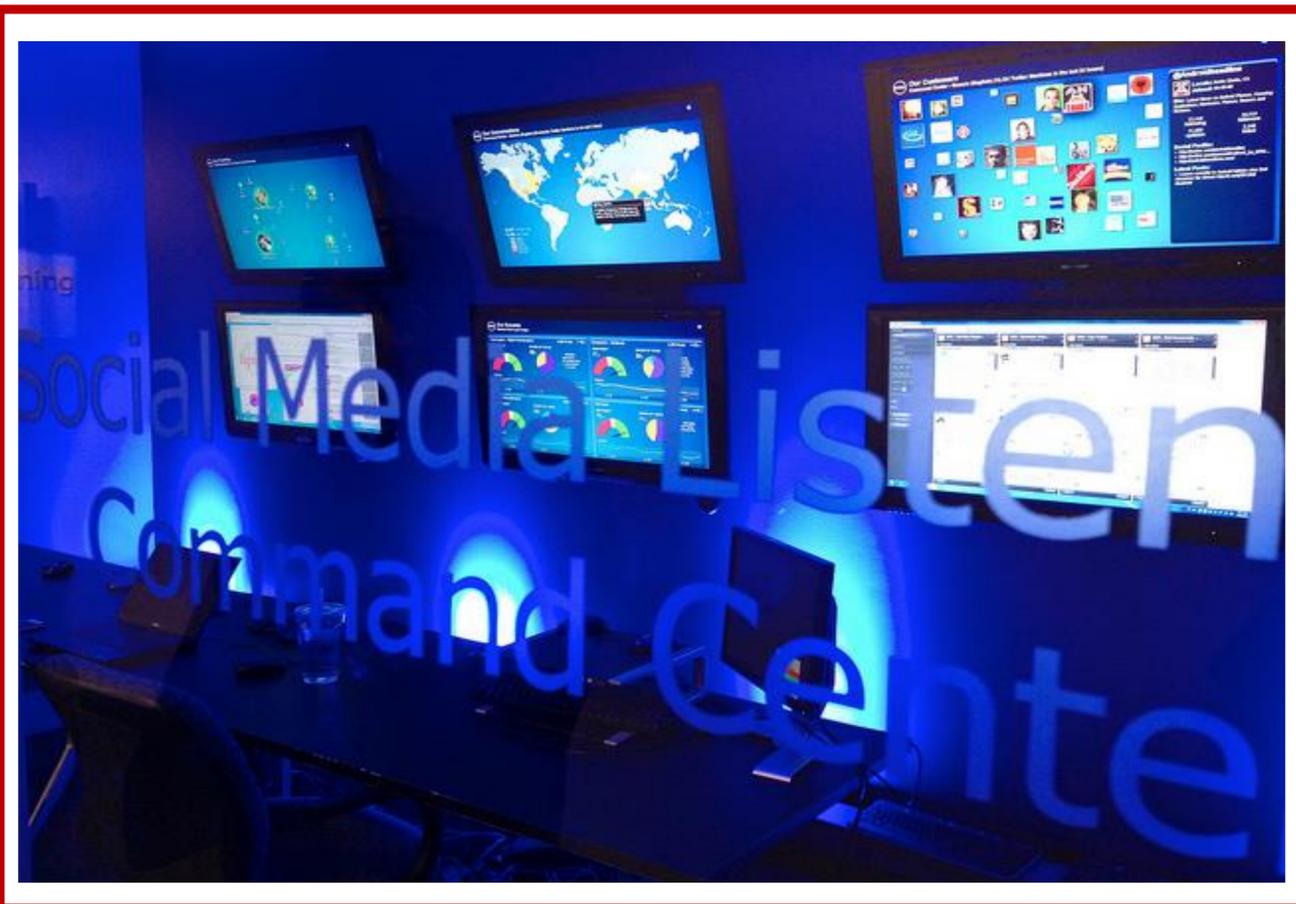


Why it matters: PR measurement must change too



- Volume
- Publication
- Audience reach
- Tonality / Favourability
- Messages
- Journalists
- Spokespeople
- Issues
- Key mention
- Position on page
- Images
- Media type
- Article type
- Competitors
- Topics

Why it matters: PR measurement must change too



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Shares

Likes / unlikes

Retweets

Pins

Comments

Tags

Replies

Time on page

Hits

Clicks

Posts

Visits

Followers

Mentions

Favourites

Why it matters: How to Prove Value



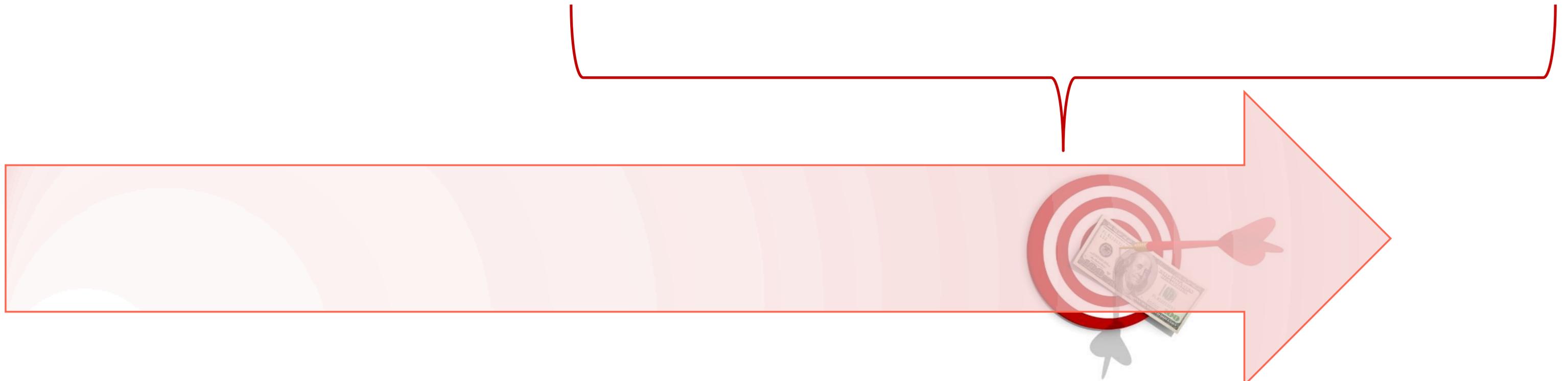
Outputs



Out-takes



Outcomes



How we got here today:



Barcelona 2010
Barcelona Principles

Barcelona Principles – summarised:

Importance of **PLANNING & SETTING TARGETS**

Measure **OUTCOMES**, not just **OUTPUTS**

Link to **ORGANIZATIONAL OBJECTIVES**

Use **QUANTITATIVE & QUALITATIVE** methods

AVE is an **INVALID METRIC**

INTEGRATE social media

TRANSPARENT, CONSISTENT, VALID methodologies

How we got here today:



BARCELONA



LISBON



MADRID



LONDON

2010: Barcelona Principles

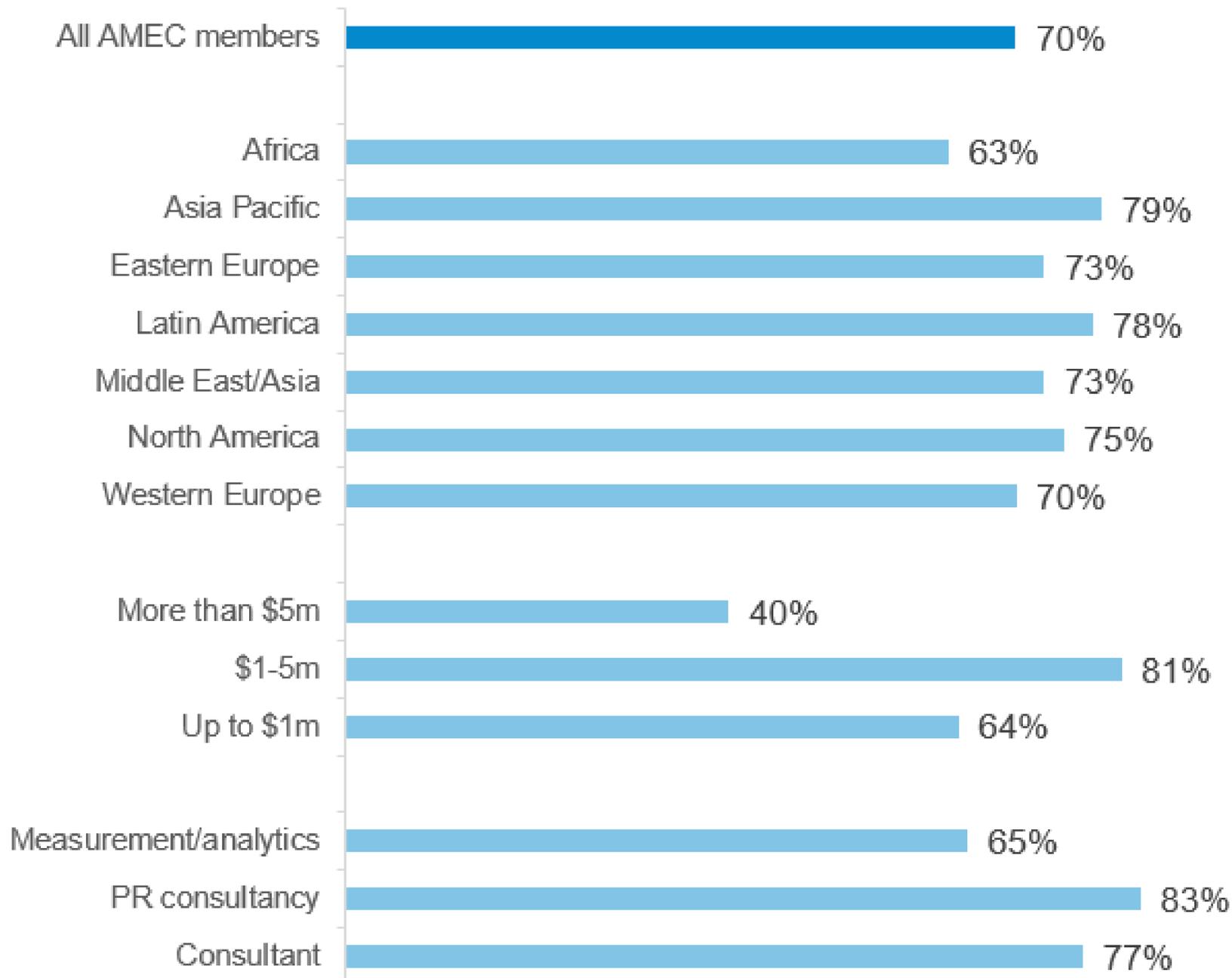
2011: Valid Metrics Frameworks

2013: Social Media Measurement Frameworks

2016: Integrated Evaluation Framework

Sophisticated evaluation

Clients/stakeholders are asking for increasingly sophisticated types of evaluation to demonstrate the benefits of communications activity (% = agree slightly + strongly)



Demand for increasingly sophisticated types of evaluation to demonstrate the benefits of communications activity is also increasing, according to 70% of survey participants

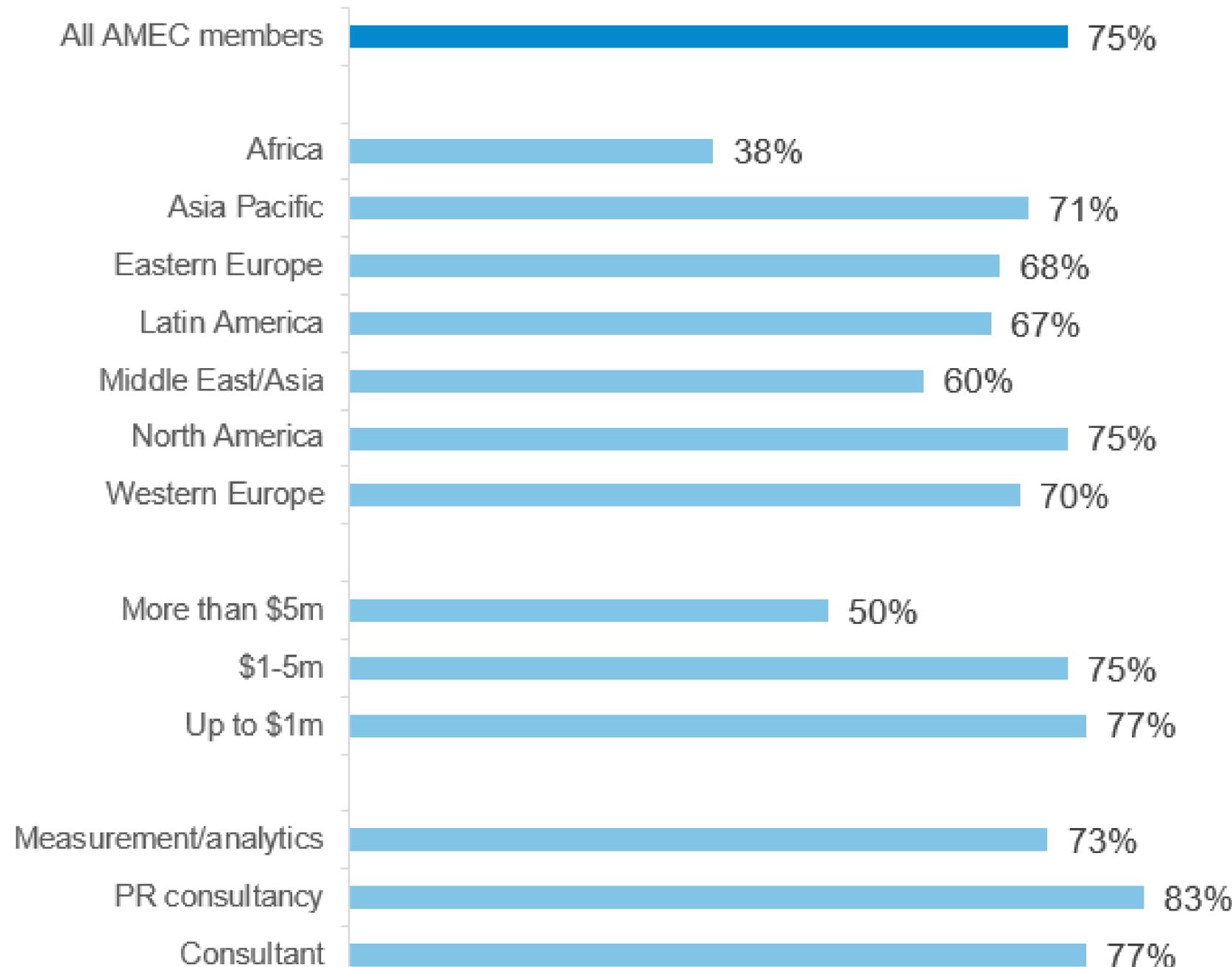
The increase is most pronounced for members operating in Asia Pacific (79%) and Latin America (78%), while those operating in Africa (63%) are less likely to have noticed the trend

As with the increase in demand for integrated measurement, the trend for greater sophistication is most widely observed by members in the \$1 - \$5 million revenue band (81%), while the largest AMEC members are less likely to be seeing this change (40% of firms with more than \$5 million in revenues)

Of the three types of member, PR consultancies are most likely to have noticed increasing demand for sophistication (83%)

Integrated measurement

Clients/stakeholders are increasingly asking for measurement which includes other marketing activity as well as PR/Comms in order to provide an integrated perspective (% = agree slightly + strongly)

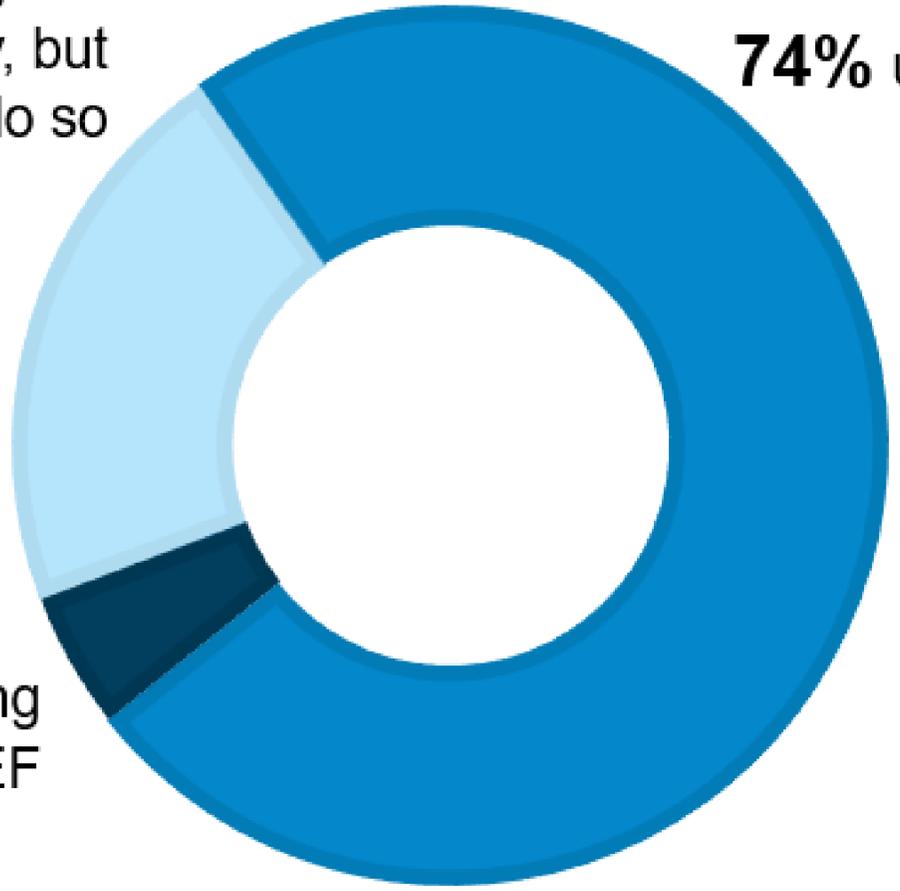


Three in four AMEC members (75%) say that **clients/stakeholders increasingly expect measurement to include other marketing activity as well as PR/Comms, in order to develop an integrated perspective**

This trend is particularly apparent to members working in PR consultancy roles (83%), when compared with those in measurement/analytics firms (73%)

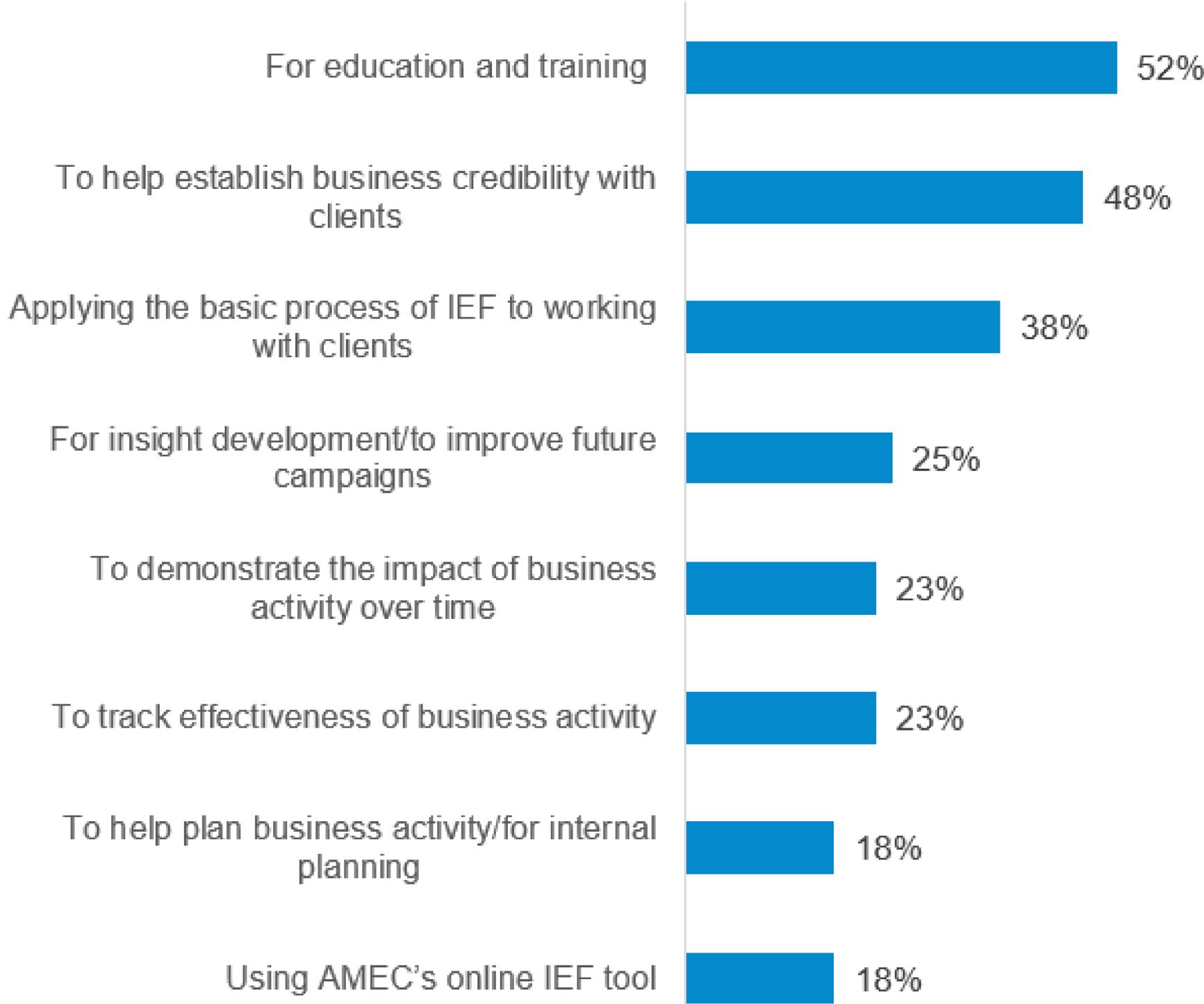
The increase in demand for integrated measurement is more pronounced amongst medium- and smaller-sized members, with 75% in the \$1 - \$5 million revenue band and 77% in the less than \$1 million band agreeing. This compares with 50% of the larger firms with revenues exceeding \$5 million

21% not using IEF currently, but planning to do so



74% use IEF in one or more ways

5% not planning to use IEF



MEASUREMENT & THE THREE i'S

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12-14 June, 2018

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Integration driving the future

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accesso
INTELLIGENCE TO SHINE

amec 10th Global Summit on Measurement



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Jeroen Scholten

—
Founder Publistat

■ **Publistat**



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Tough Case Scenario

■ **Publistat**



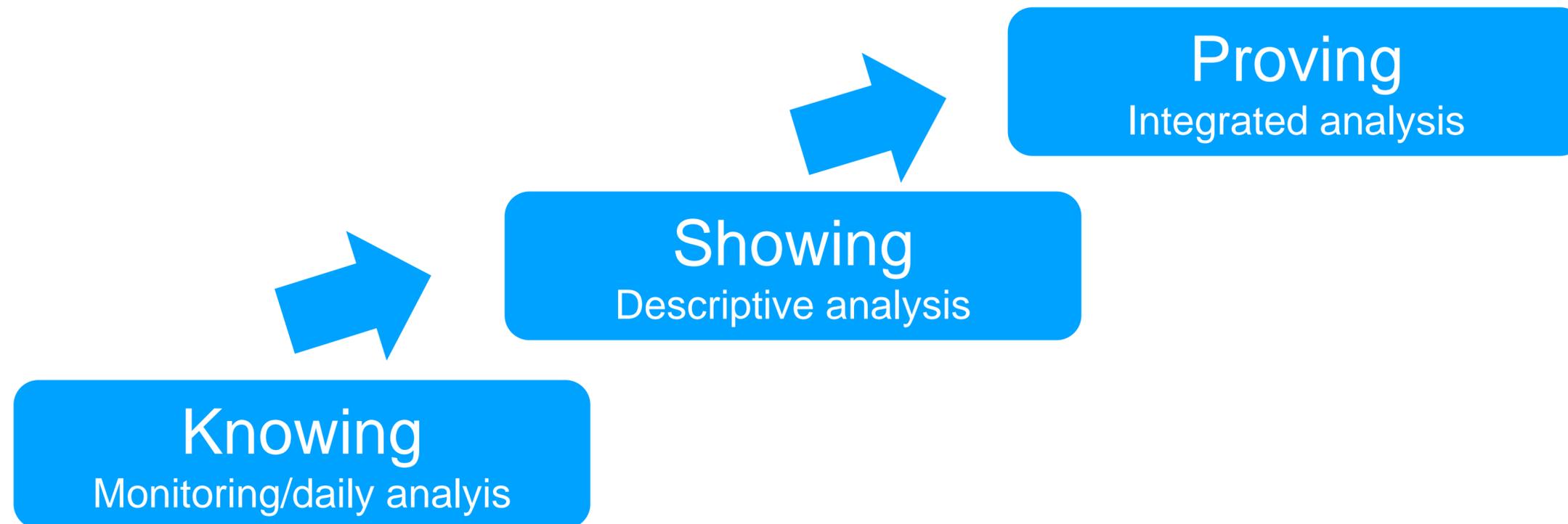
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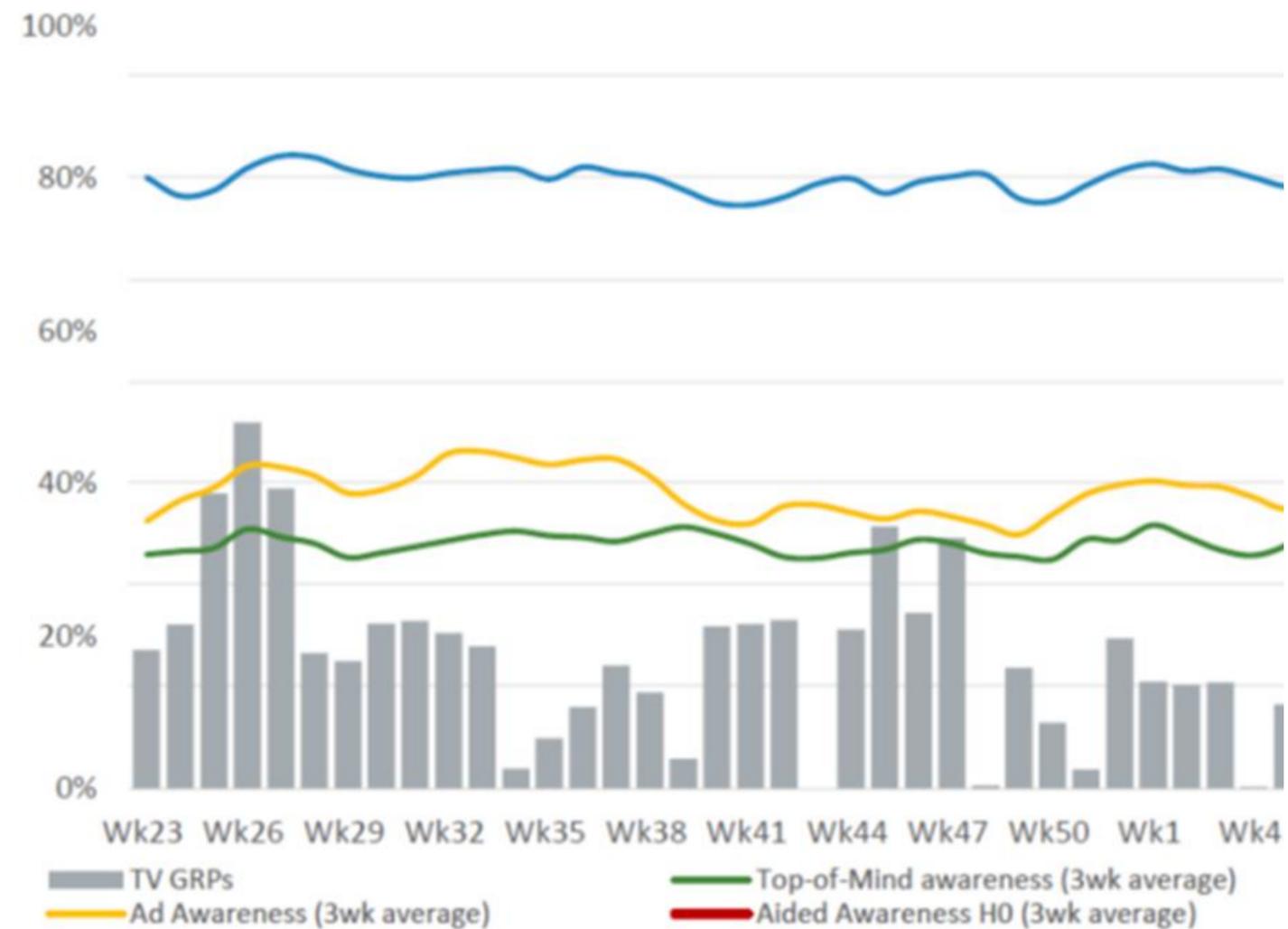


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Focus on proving

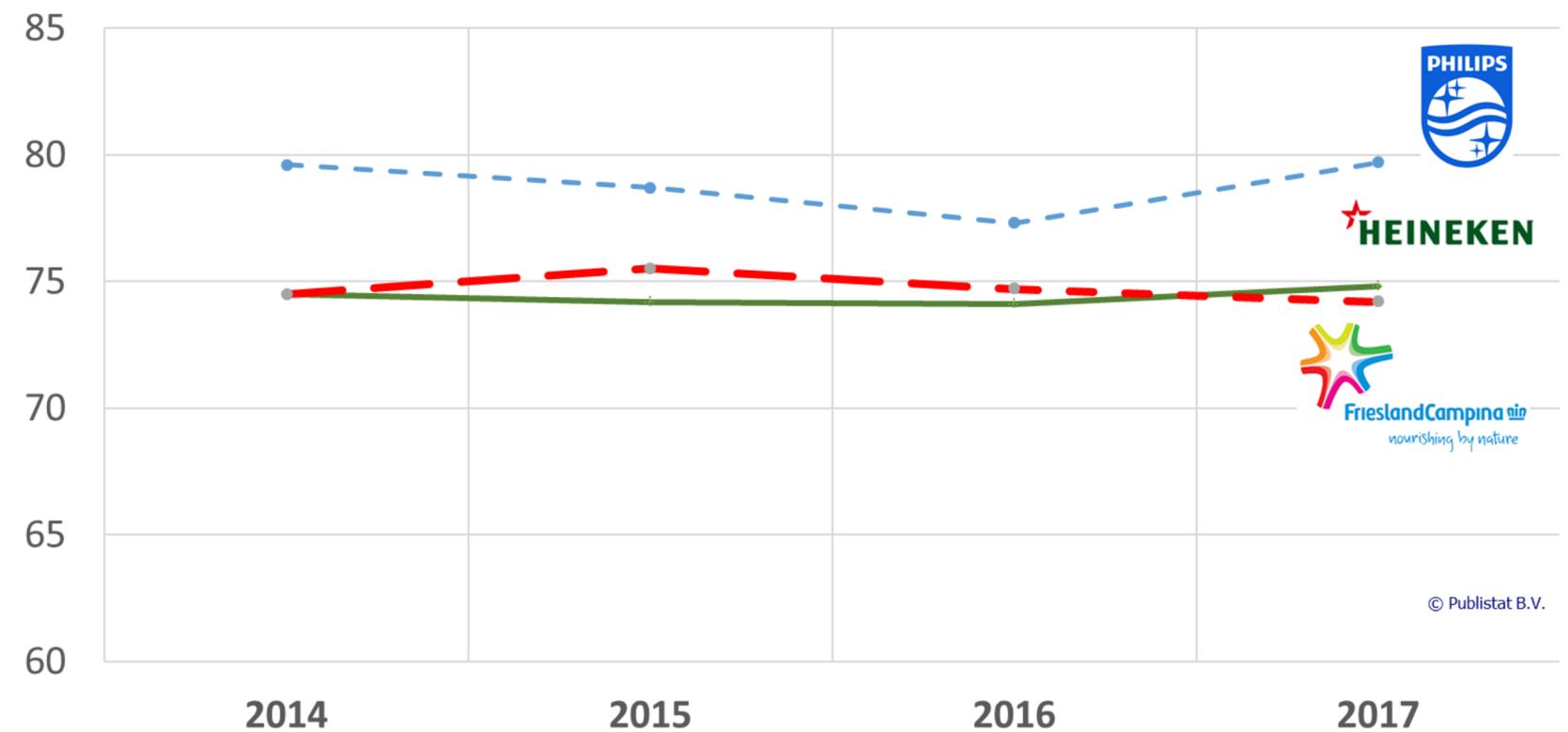


Not everything is a campaign



Long term perspective

Most Reputable companies The Netherlands
top 3 RepTrak©



Integrated = complicated

Regression analysis

Causality Probability distribution

Confidence interval

Publistat Mediaonderzoek TNT: Bereikbaar (Zakelijk)

Hypothese:

- Betaalde Publiciteit (T)
- Soorten Onbetaalde Publiciteit (T)

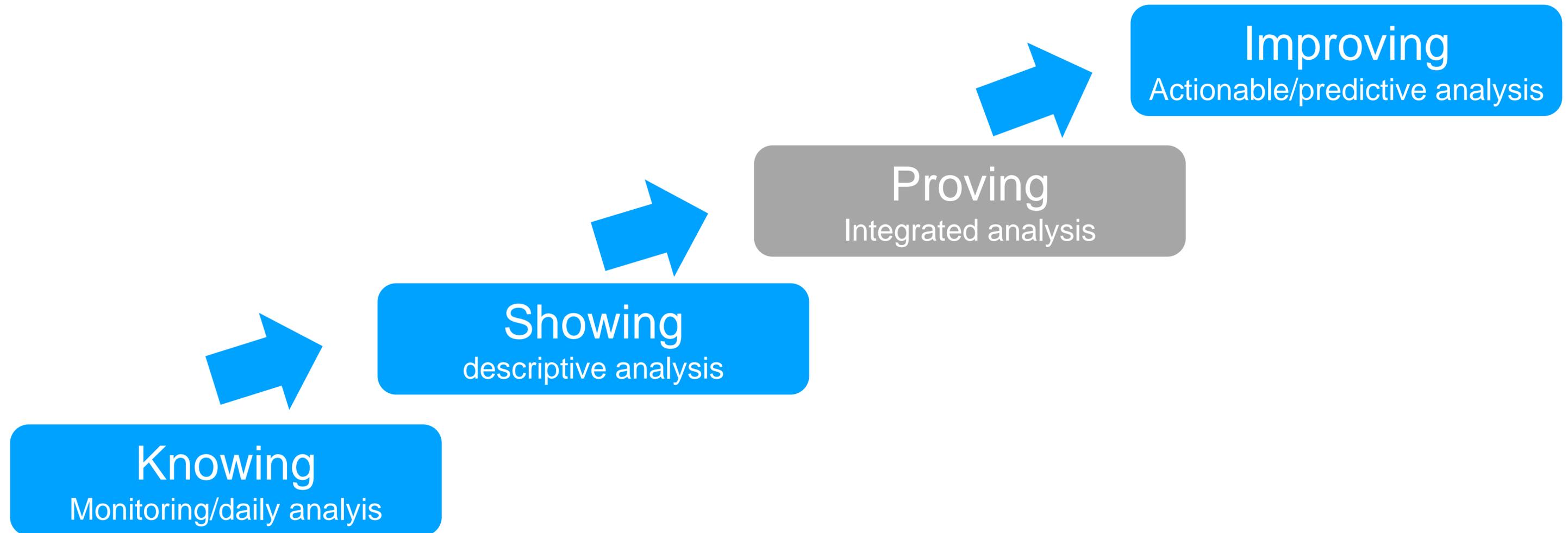
 TNT: Bereikbaarheid (%) ($T+1$)

- Model:
 - Verklaarde variantie
 - 1,3% (.013)
 - Significantie
 - 9% kans op toeval (.085)

Soort Publiciteit:	Standardized Coefficients		Sig.
	Beta	Std. Error	
Constant			,000
Print Betaald	,060	,331	,287
TV Betaald	-,076	,186	,032
Radio Betaald	,104	,426	,172
Positief nieuws	,354		
Neutraal nieuws	-,091		
Negatief nieuws	-,150		



No need to prove yourself all the time



Very interesting, but ...

**SAY
NO
TO AVES**



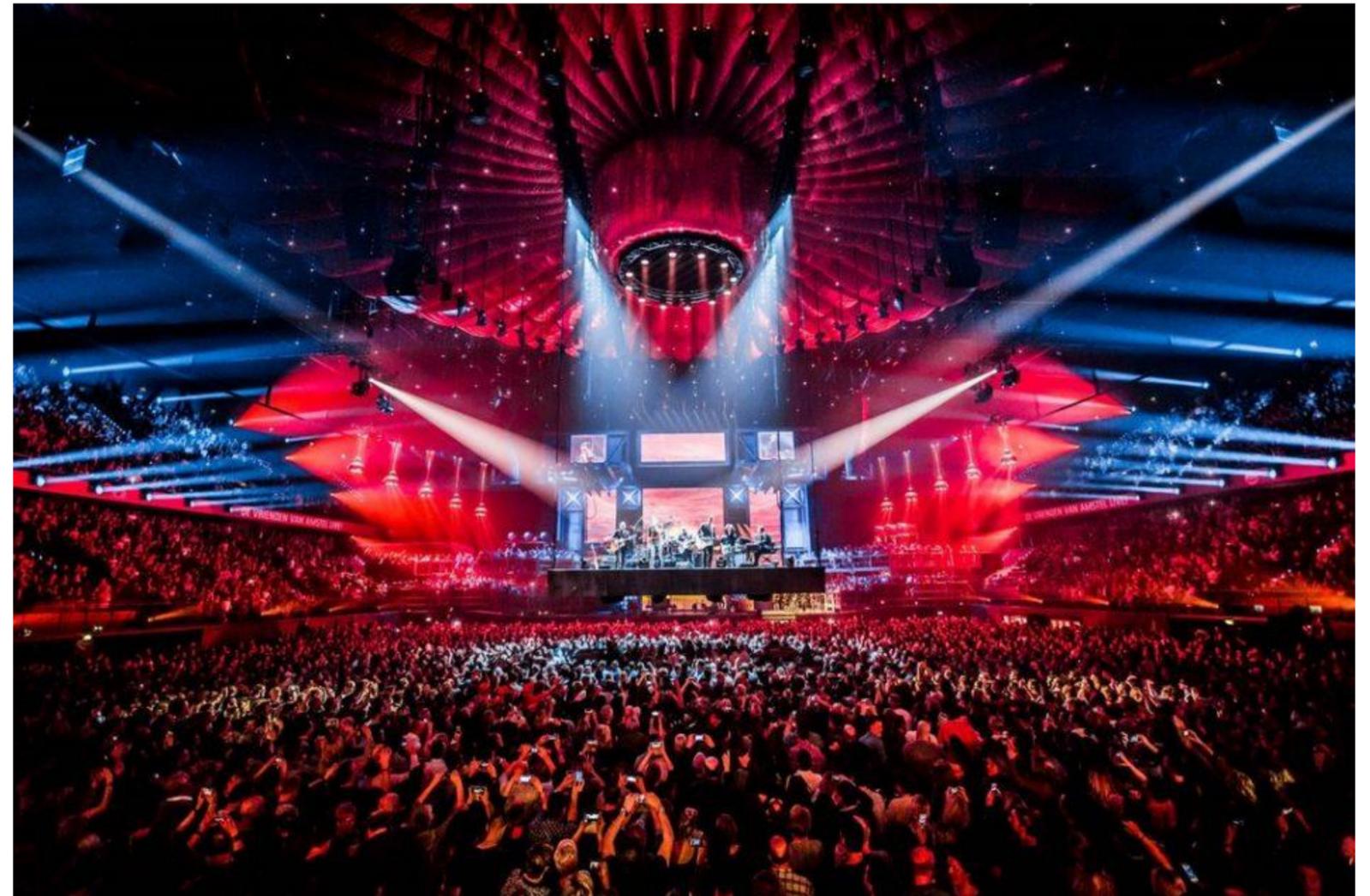
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Let the client do the math



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Deflate the Bubble



 arminvanbuuren • Volgen

arminvanbuuren Red carpet at @vriendenvanamstel! #VVAL

Meer opmerkingen laden

lauraalonso23 

jesse_elnino2017 Arrrrminnnn @arminvanbuuren

illness_hawk 🙌🙌

illness_hawk Handsome

andrey_ua93 Mr. Perfect

yuliahodos Such a prince! ❤️

grebeshkovaanastasia the best))))

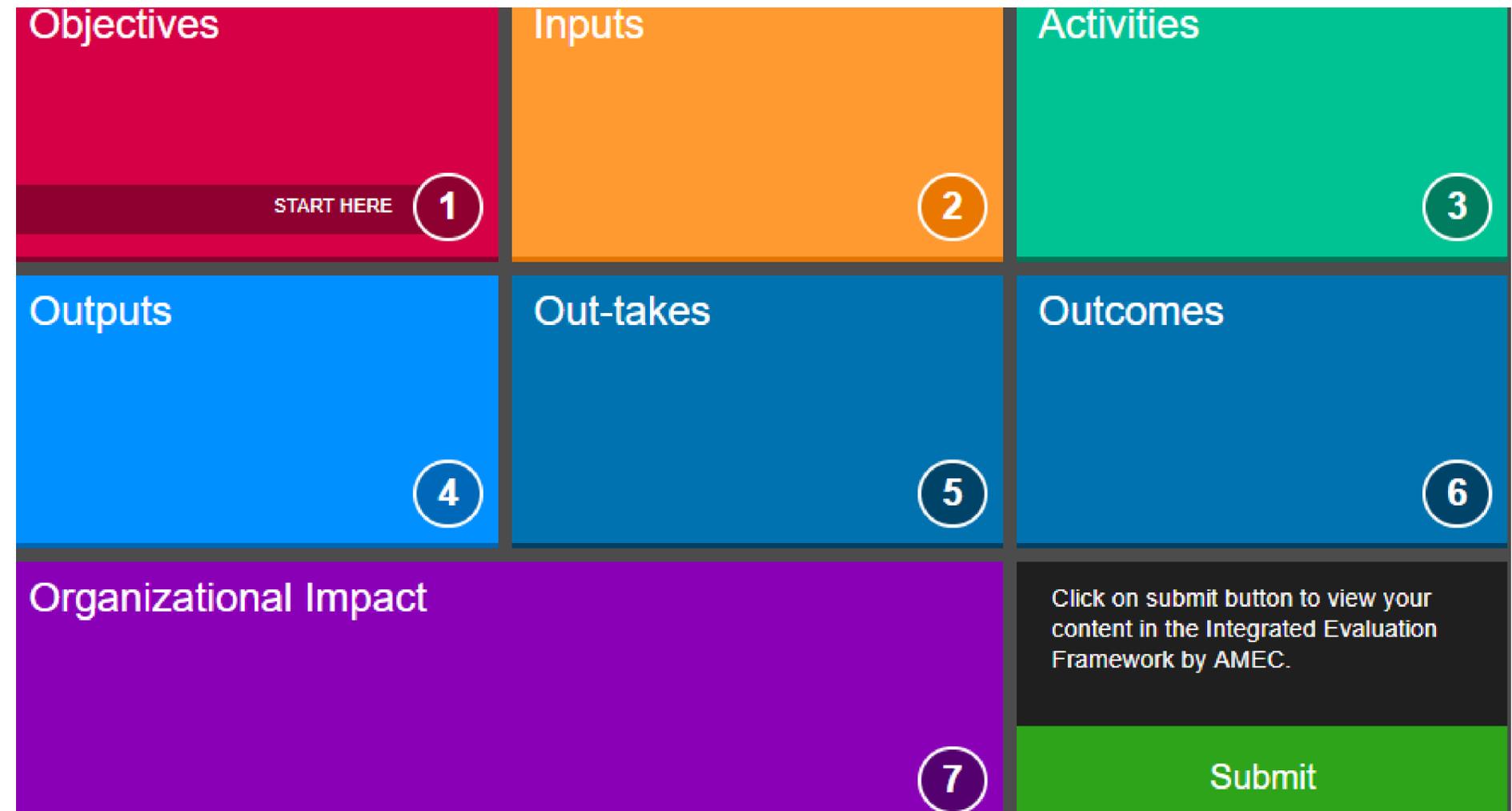
tick_tackle 🙌

50.969 vind-ik-leuks



Keep the end in mind



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Kristina Fritsvold Nilsen

Vice President, Retriever



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WE ARE
RETRIEVER



Retriever has embraced the Integrated Evaluation Framework by Amec. Our goal is that all our clients will know about it, and that as many of them as possible will use it.



What Retriever has done to promote the framework

Information articles in news letters and in own channels

Breakfast seminars in our different offices

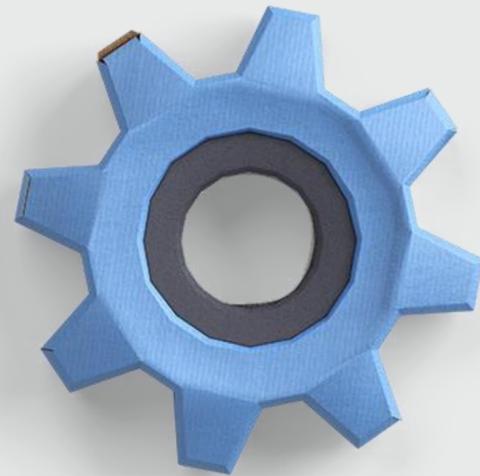
Dialog with clients on personal level

In-depth full day courses

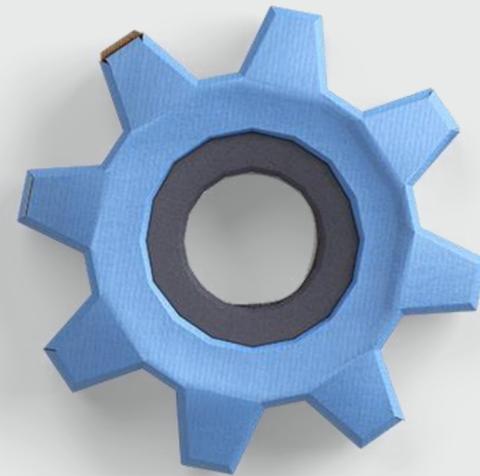
Why Retriever promote IEF so vigorously



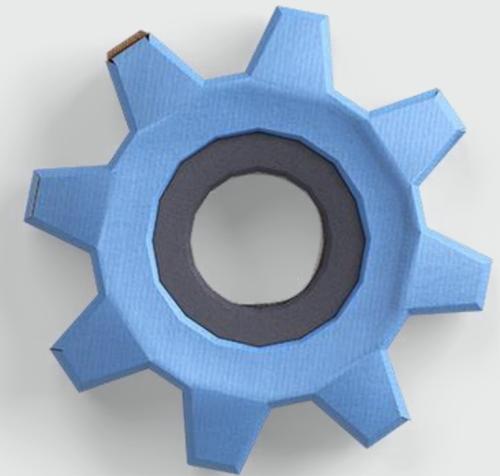
We want to introduce a better alternative to ad-value



Because is a high-quality tool for the client



It gives us credibility in the market



A more professional client is a more valuable client for us



F-35: TEKNOLOGI FOR FREMTIDEN

Med F-35A på norsk jord får Forsvaret et av verdens mest avanserte kampfly i sin flåte. Her kan du lese mer om hvorfor F-35 er overlegent på mange områder.

INPUTS

Previous media analysis showed that the media coverage was mainly critical

Previous population surveys showed that the impression of our ability to defend Norway and safeguarding Norwegian sovereignty had decreased

Chief goal in our communication plan was to show how valuable the F-35 is in our future defence

ACTIVITY

Magazine distributed directly to 600,000 households

Digital distribution at *Forsvaret.no*

Social media activity

Documentary on TV channel *Max*

Information to employees on intranet

Events:
The arrival of the F-35 and the ceremony with prominent guests

OUTPUTS

Over 500 articles the first two weeks in November

The documentary was seen by 100,000 people

Articles about the F-35 were among the most read at *Forsvaret.no* in 2017 – The most read article had 70,000 views

Facebook post about *Innsats* reached 250,000. That is 100,000 more than the average for 2017

OUTTAKES

Facebook created general interest in the F-35 through articles, images and videos

Facebook post about *Innsats* got 3,000 likings, comments and shares, and 22,000 link clicks, on average. This is significantly more than the average for 2017

Employees used intranet to get information about the F-35

OUTCOMES

Magazine reader test showed that out of the 35 percent who started reading the magazine, 70 percent read at least half of it

Increase in the coverage of the capabilities of the aircraft and its contribution to Norway's defence

One third of the articles were positive in tone - a significant increase compared to earlier media analysis

IMPACT

Education applicants doubled

Population survey showed:

5 percentage points increase in overall impression of the Norwegian Armed Forces

Four percentage points increase in impression of our ability to safeguard Norwegian sovereignty

Three percentage point increase in our ability to defend Norway

Retriever



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Gemma Moroney

Head of Strategy,
Mischief

mischief



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Improving effectiveness

Using the framework
to benchmark success



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Five minutes Mischief

- AMEC double GOLD award winner 2017
- Using the framework to integrate & improve
- Making the framework work for you
- Today you can...

BRIEF
#LOVETHECOAST

Context

COASTAL CONNECTION ALL
TIME LOW

LOW AWARENESS OF
TRUST'S COASTAL
CONSERVATION

OBJECTIVES

AWARENESS
AFFINITY
ADVOCACY
ACTION

INSIGHT

COASTAL EMOTION

STRATEGY

775 MILES OF MEMORIES

THE IDEA

THE NATION'S ODE
TO THE COAST



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LAUNCH	UNVEIL	PARTICIPATE	CELEBRATION	ASK
<p>MAY</p> <p>Neptune launch stunt</p> <p>NT launch coastal priorities</p>	<p>JULY</p> <p>Announce Nation's Ode to the Coast</p> <p>#lovethecoast engagement</p>	<p>JULY/ AUGUST/ SEPTEMBER</p> <p>Experiential activity & sound mapping.</p> <p>Release academic study on benefits of coastal walking.</p> <p>Continued #lovethecoast engagement via PR & social.</p>	<p>OCTOBER</p> <p>PR, social digital media activity unveiling Ode</p> <p>Fundraising email ask</p>	<p>OCTOBER</p> <p>Coastal pathways fundraising</p>



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LAUNCH

UNVEIL

PARTICIPATE

CELEBRATION

ASK

Metrics vs. campaign phase, channel role, industry benchmarks

 CISION®

 Adobe®

 CISION®

 Adobe®

 National Trust

 CISION®

 Adobe®

 National Trust

 Spotify®

 exponential

 FlyResearch

 National Trust



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Awareness

Best known charity
in coast by the
end of our
campaign

69% audience reach



Affinity

82% key message
delivery (+25%)

84% content
retention (+52%)



Advocacy

18,000+
contributions

Support from Bear
Grylls to Jamie
Oliver



Action

32% considering
m^oship, 27%
donation, 24%
volunteering

£396,000 donations

IMPACT: Best ever year for membership acquisition



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Increasing effectiveness

2015

2016

2017



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Make the framework part of where you start

1. OBJECTIVES
(commercial &
communications)
PROBLEM

2. INPUTS
Look at behaviour
Ask how we'll earn
attention

3. ACTIVITY
Where we are playing

4. OUTPUTS
You'll know we've done
it when

5. OUT-TAKES
You'll know we've done
it when

6. OUTCOMES
You'll know we've done
it when

7. IMPACT
You'll know we've done it when



3/8 things everyone can do today



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