

# MEASUREMENT & THE THREE i'S

**BARCELONA**  
**12-14 June, 2018**

Insights, Innovation and  
Integration driving the future

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Executive Director of Government Communication  
Prime Minister's Office and Cabinet Office



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# Insight, Innovation and Integration into Intelligent Action



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**GCS**

# Government Communication Service



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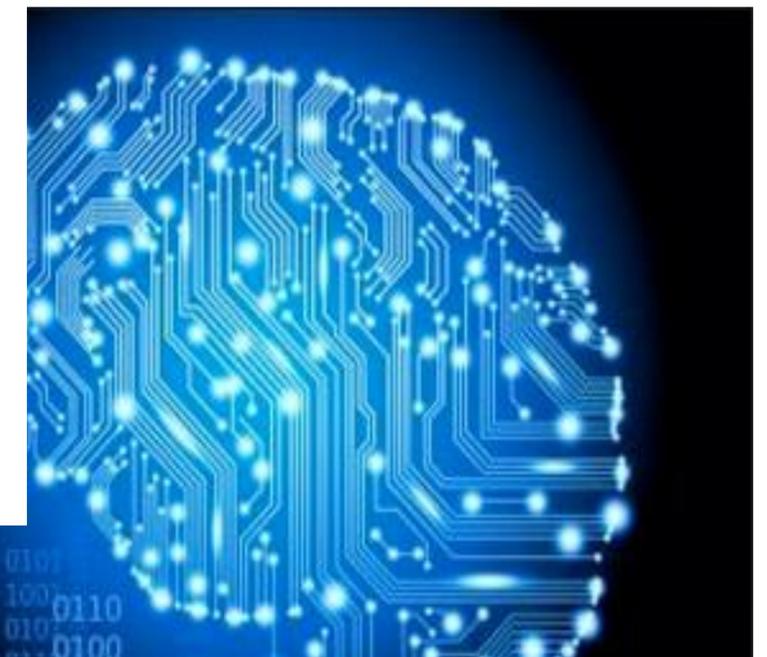
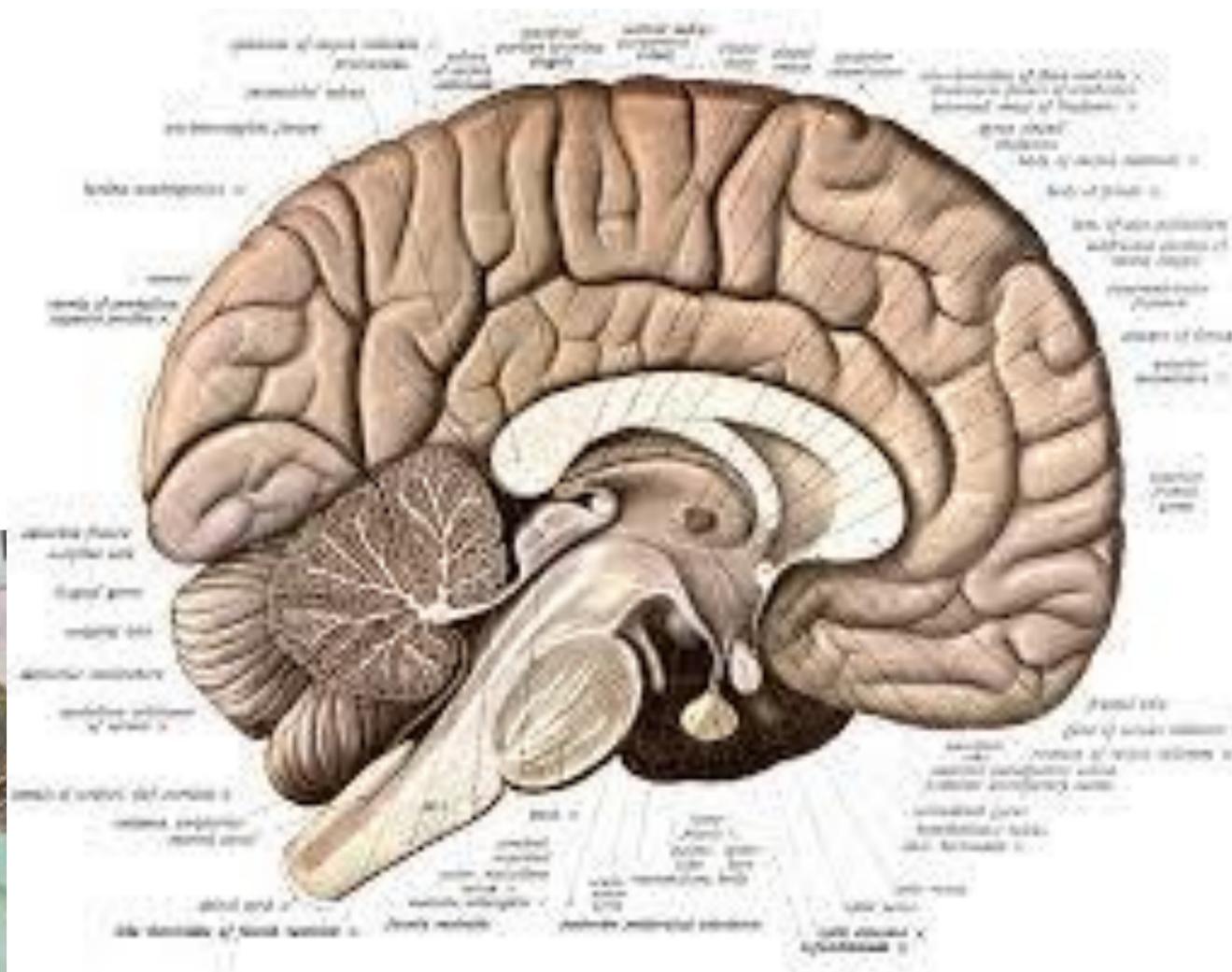


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# El Pais 2 October 2017: “There’s fake news in Catalonia too”



# Context



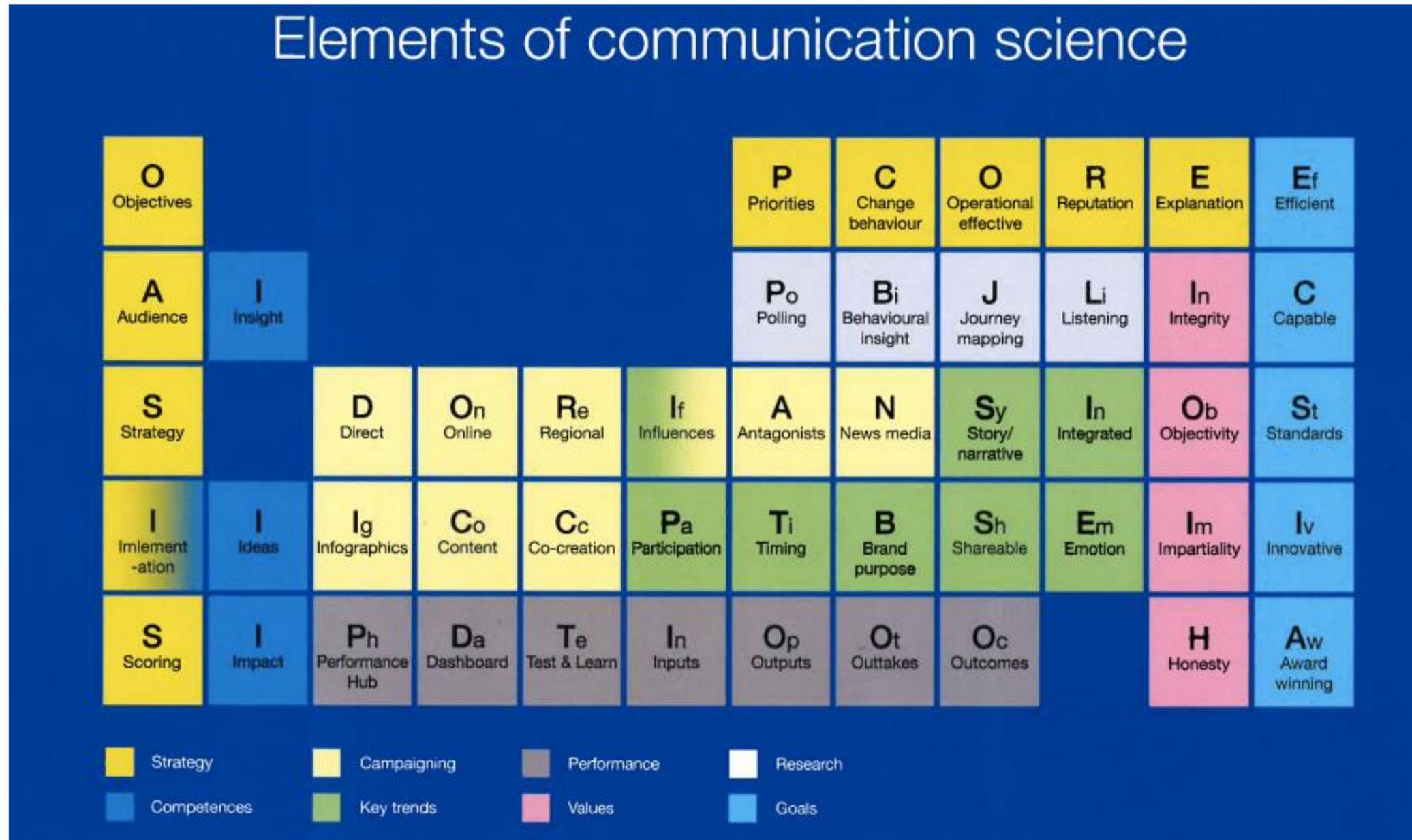
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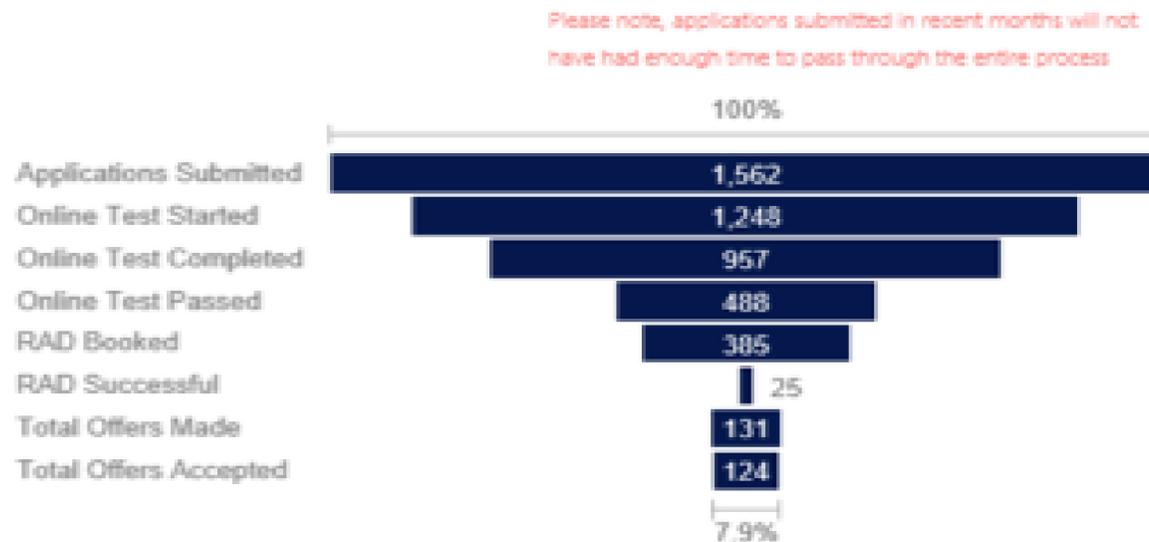
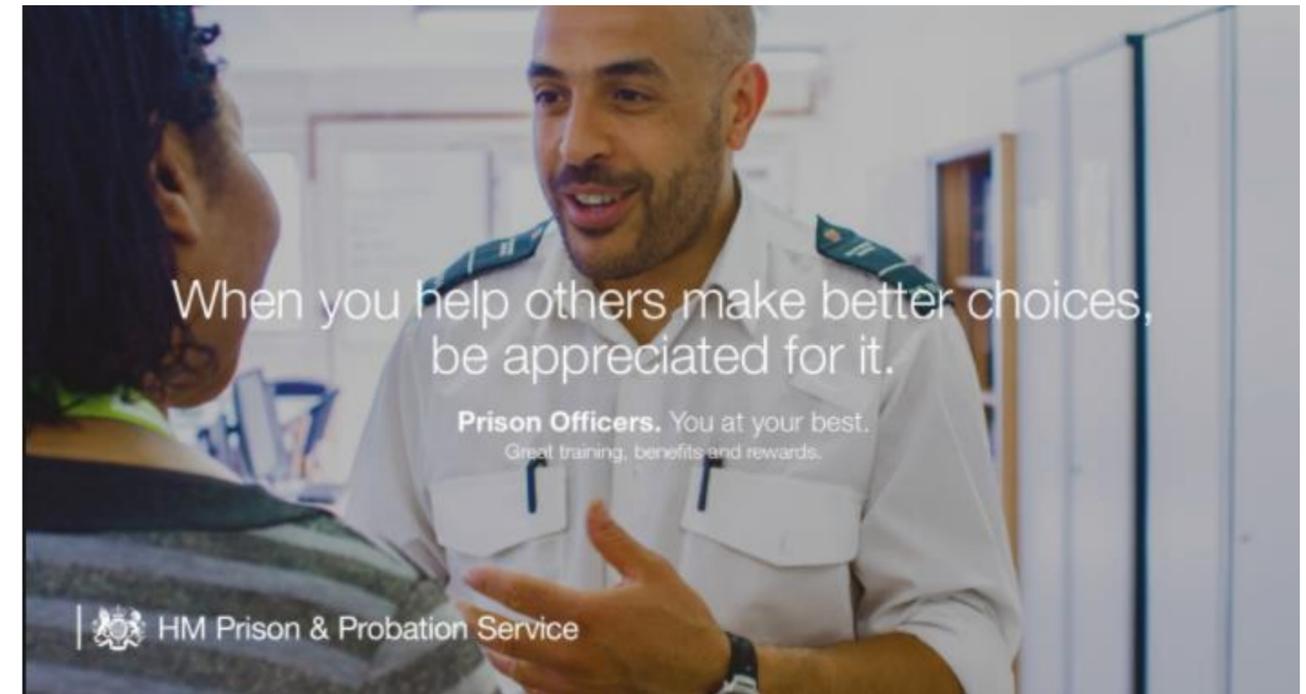
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# Elements of Communication

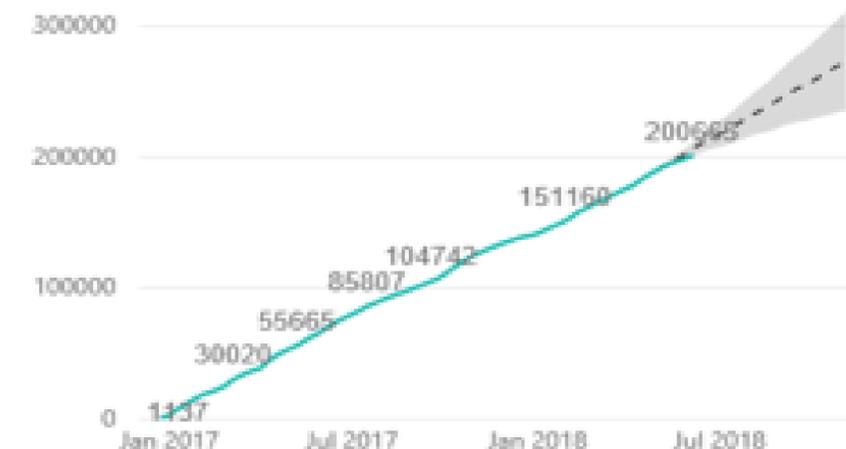


# Prison Officer Recruitment

- Ran a national campaign at a hyper-localised level
- Exceeded 24 month recruitment targets in 15 months



Cumulative Applications Submitted, and predicted 6 month forecast

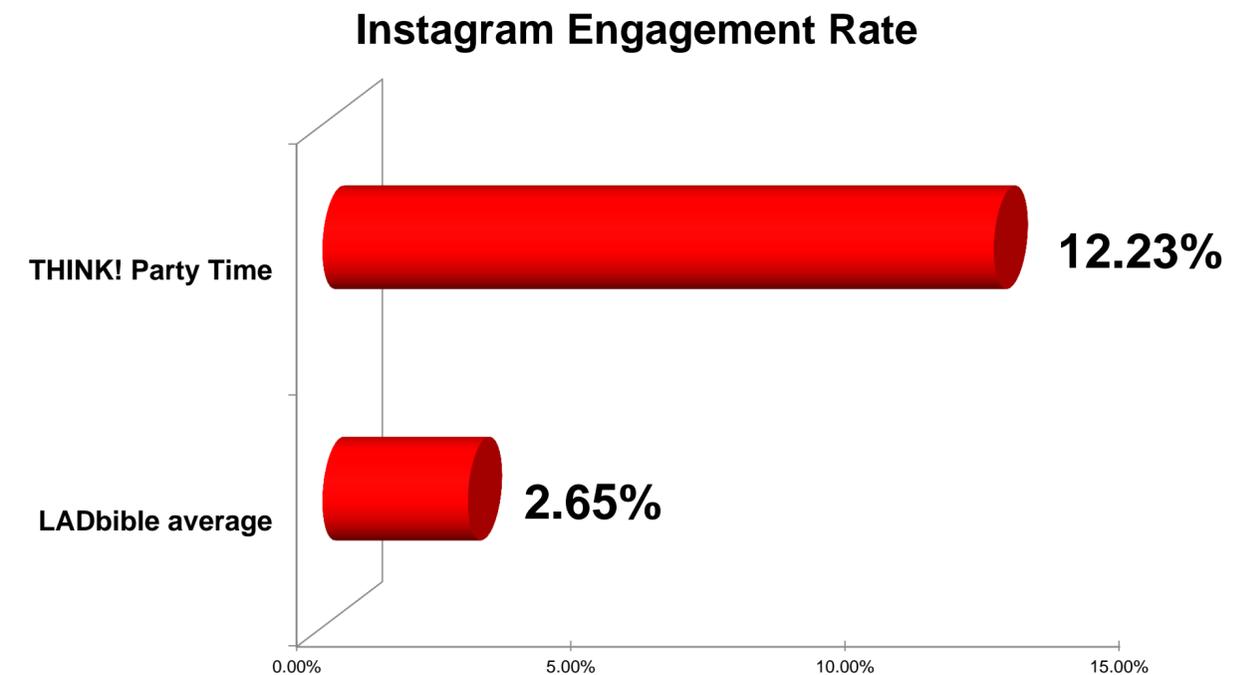


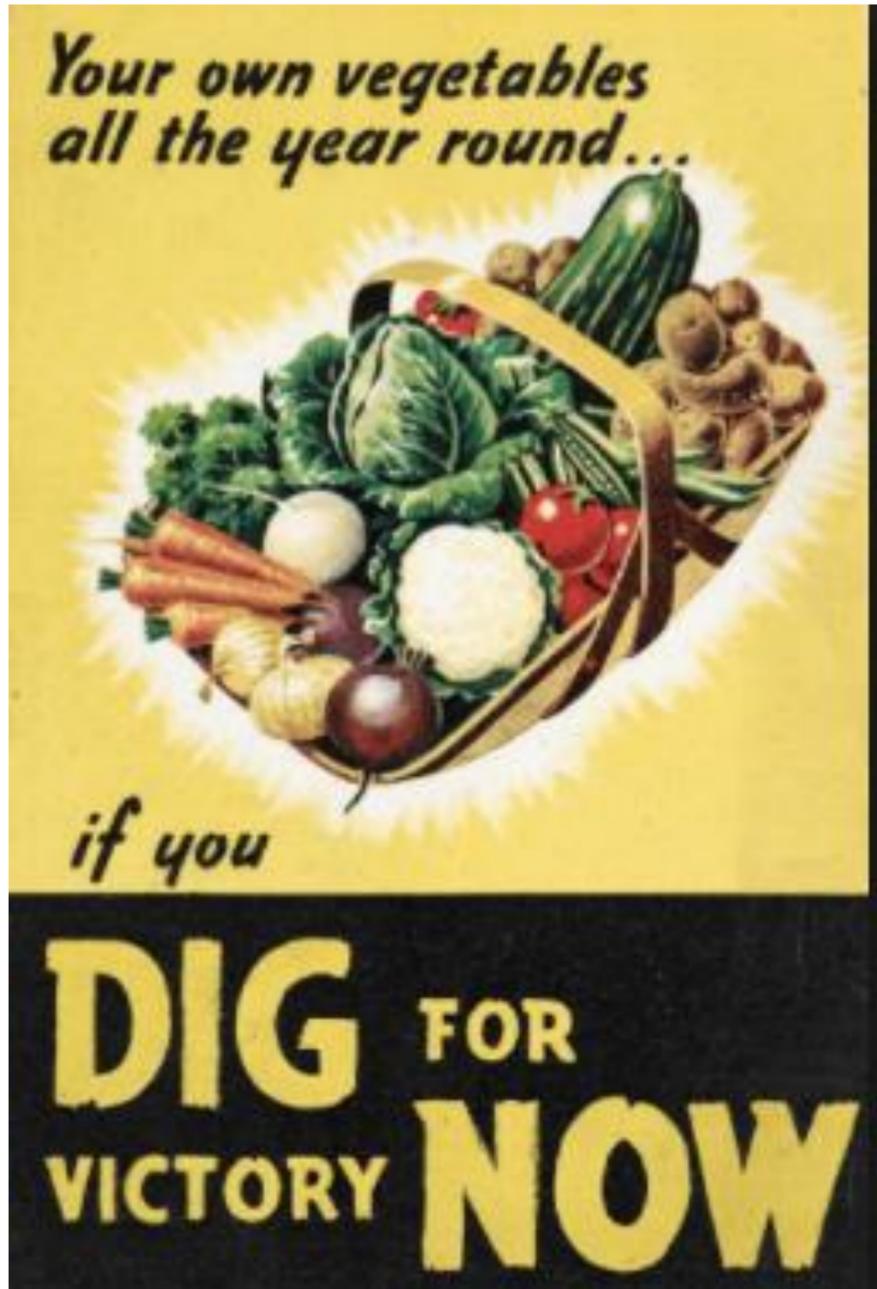
This graph shows an aggregate view only, it won't update based on filters



# THINK! Pint Wreckers

- Worked with LADbible platform
- 5.4m views of video
- 82,000 engagements generated through LADbible Facebook (compared to 34,000 benchmark)





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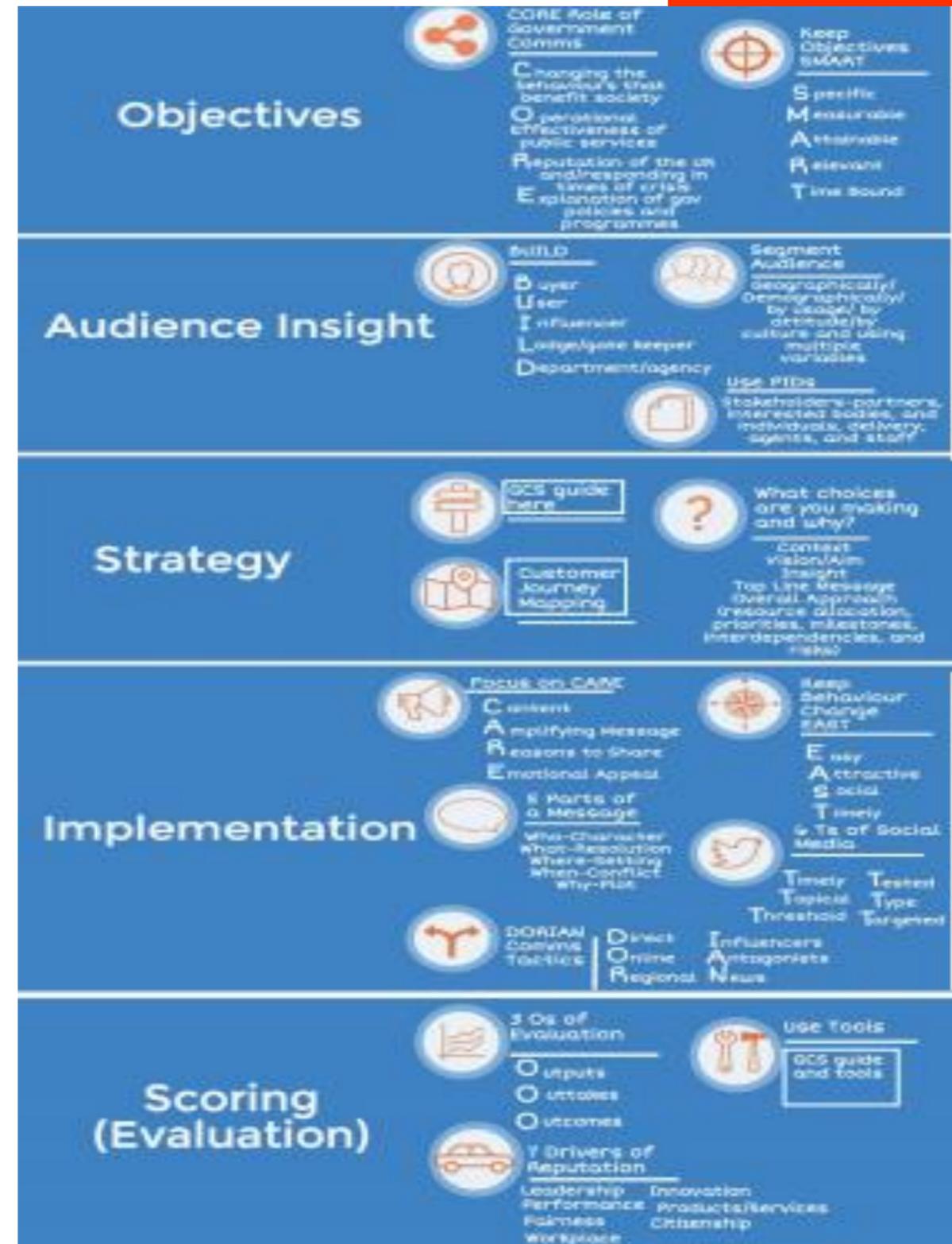
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# OASIS

- Objectives
- Audience insight
- Strategy
- Implementation
- Scoring / Evaluation



This guide will take you through what you could include for each section in an evaluation highlight report for a low cost/low cost activity. Not all metrics will be relevant to every type of activity – just use the ones applicable to your work. For further guidance contact the insight and evaluation team

<b>Communications objectives</b>	Your objectives should be as SMART as possible – specific, measurable, achievable, realistic and timely. <b>Golden examples:</b> 'Increase recognition amongst 18-34s of the economic opportunities of *** by 8% by Dec 2019 (vs Jan 2019 baseline of 20%)' To drive responses to *** consultation/Drive Paper and generate 500 responses' Sometimes it is hard to make your objectives 'perfectly' SMART if you don't have supporting tracking data. An example of an 'almost' SMART objective might be: 'Raise awareness of *** announcement, generating *** pieces of national coverage and *** advocacy statements'
<b>Audience</b>	Like your objectives, try to be as detailed as possible when describing your audience. This could be in terms of age, sector, geographic location etc. This will make it easier when evaluating whether you reached this audience through your activity. <b>Golden example:</b> Instead of saying 'general public', are you actually aiming for '18-24s' or '18-24s working in a particular sector'?
<b>Key successes</b>	This section should detail the things you're most proud of! It could be things like: - Meeting (or even exceeding) your KPIs (Key Performance Indicators) - A particularly impactful piece of coverage - Gaining advocacy from really key stakeholders, or moving a notoriously negative stakeholder into a more positive position - Positive feedback on an internal staff event

**1. Inputs (preparation – the work you do before or during the activity)**  
The aim here is to reflect the work you've put into an activity. You should also include work that may not have resulted in an output/outcome e.g. an op-ed that wasn't eventually included in a publication. Use the lessons learnt to explain why something didn't work

<b>Media</b>	Examples include: - Content creation (press notices, ministerial/spokesperson/stakeholder quotes, speeches, op-eds, Q&As, media and trail scripts) - Pre-engagement activity (briefing journalists and/or media outlets, briefing OGDs media teams, organising interviews/media rounds)
<b>Digital</b>	Examples include: - Planning and scheduling (content calendar developed, engagement plan produced, channels chosen) - Content development (web page development, message testing, audience segmentation for paid-for activity...) - Content creation (social media posts drafted, infographics/videos/audios created, GOV.UK pages created, consultation page created, ad copy provided for paid for activity, tracked links created – separate these out by channel e.g. ¼ Twitter infographics created if relevant) - Pre-engagement (influencer/partners identified and engaged, digital toolkits shared, OGDs digital teams briefed) - If utilising paid for activity, separate it from organic input metrics
<b>External Affairs</b>	Examples include: - Planning (stakeholder mapping, stakeholder management plan, call list prepared) - Content creation (toolkits, packs, case studies produced, drafted emails, call script drafted, letter drafted) - Events organised (venue secured, attendees invited, roundtables) - Pre-engagement activity (stakeholders identified, OGD external affairs team briefed, stakeholders briefed)
<b>Internal</b>	Examples include: - Planning (strategic narrative drafted) - Events organised (staff briefing, drop ins, stand ups, webchat) - Content created (blog/news story drafted, screen infographics developed, video created, case study drafted, intranet banner created) - Pre-engagement (stakeholders briefed, survey issued)

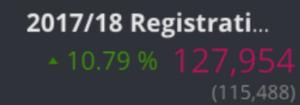
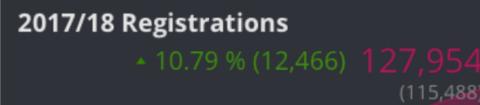
**3. Outtakes (responses to content – what your target audience thinks, feels and does)**  
The aim here is to encapsulate your target audience's response to your activity – were they positive about it, did they take action as a result of your communications? Include KPIs

<b>Media</b>	Examples include: - % sentiment of coverage (how much was positive and/or neutral?) - Responses (did any coverage include third party reaction?)
<b>Digital</b>	Examples include: - Social media engagement (follows, likes, shares, comment/replies, retweets by channel) - Average engagement rate (by channel) - Shares of content from key stakeholders - Use of official # mentions - Actions (click throughs, cost per click, downloads, subscriptions) - Sentiment (via manual coded sample check) - Average time on site
<b>External Affairs</b>	Examples include: - Stakeholder sentiment (positive engagement, numbers of positive statements, advocacy statement – refer to the advocacy guide for guidance on this) - Stakeholder feedback (survey/feedback about event)
<b>Internal</b>	Examples include: - Response/feedback (likes and comments on blogs/news, survey feedback about event) - Engagement (click through) - Survey results (awareness, recall)

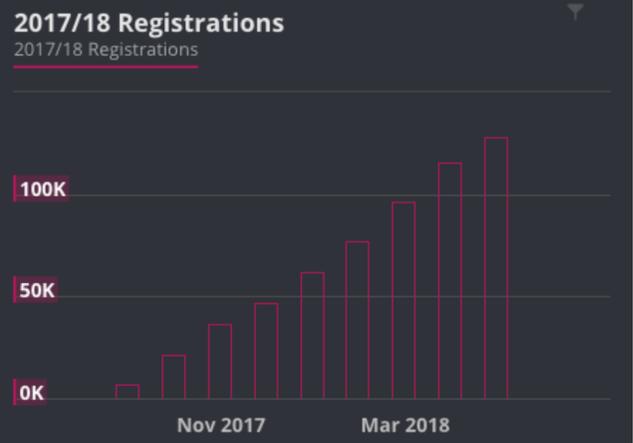
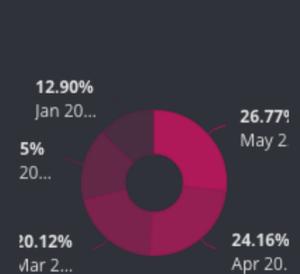
**2. Outputs (delivered – what your activity delivered and audience reached)**  
The aim here is to reflect the volume of your audience you've reached via the work you did in your inputs section. Include KPIs alongside the outputs below

<b>Media</b>	Examples include: - Coverage achieved (broken down by national, regional, trade and broadcast) - Key message penetration - % of coverage including Ministerial/spokesperson quote
<b>Digital</b>	Examples include: - Average impressions/reach across content (by channel) - Website/GOV.UK page/consultation visits (total and unique) - If utilising paid for activity, separate this and organic outputs
<b>External Affairs</b>	Examples include: - Comms delivered and audience reached (number of letters/emails/packs issued, calls made, stakeholders reached) - Events successfully delivered/attendance - Supportive statement secured from Partners/stakeholders
<b>Internal</b>	Examples include: - Audience reached (blog/ story views) - Events successfully delivered/attendance

**Lessons learned**  
Your lessons learnt should be **meaningful** – these should include items that would be useful for you to remember and your colleagues to be aware of for future activity. This could be a particular success after trying something new, or reflections on something that could have gone better. Remember, if something went wrong, it's more useful to also think about steps you could take next time to mitigate this, rather than just saying something didn't work.  
**Golden example:** Holding a business stakeholder event in the morning rather than the afternoon enabled more senior representatives to attend.



**2017/18 Registr...**  
2017/18 Registrations

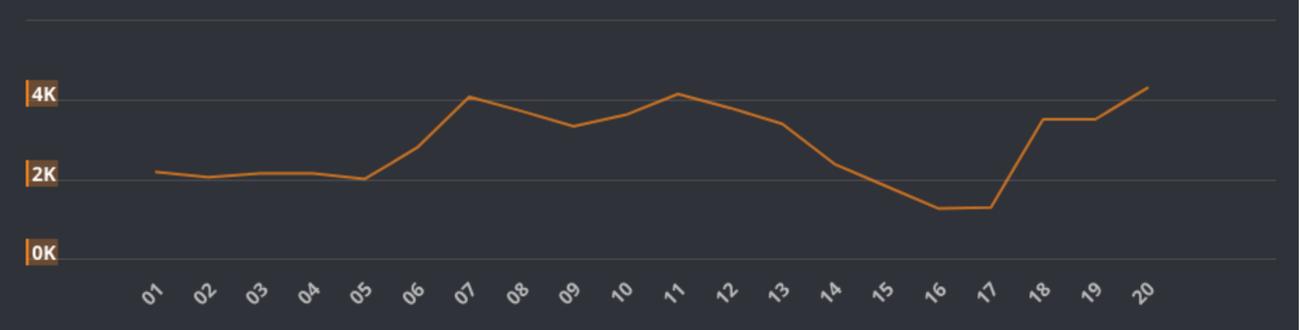


**Subject**

Search...

- ALL
- All
- All Secondary
- Art
- Biology
- Business Studies

**Lines Chart**  
2017/18 Registrations



**Channel**

Search...

- Brand Tracker
- Display
- Email Marketing
- Other

# GCS Programmes

## Projects:

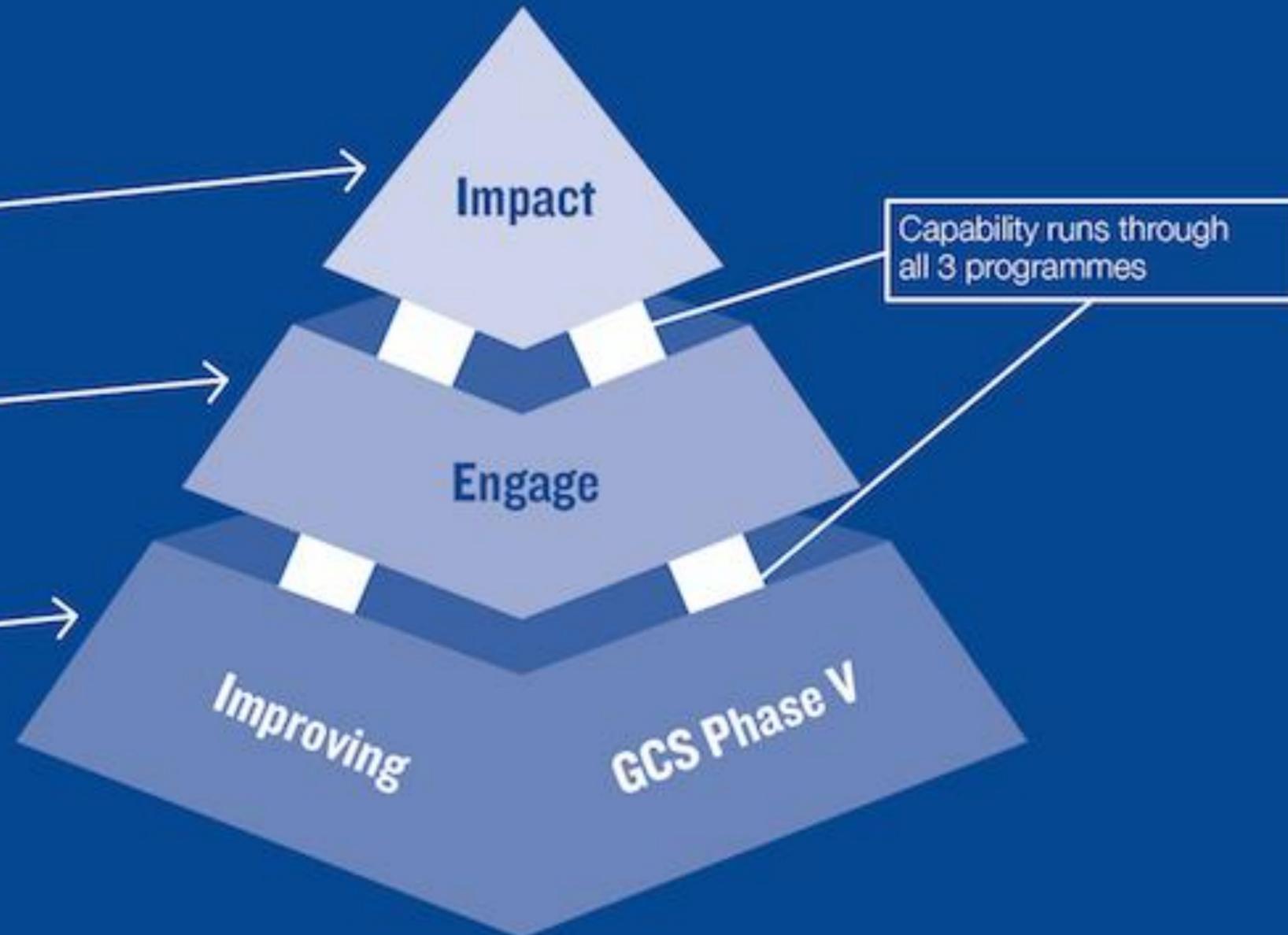
- Cutting-edge creative – producing content that works
- Higher skilled – improving capability across the profession
- Better targeted – best use of digital communication channels
- Faster and nimbler – raising productivity

## Projects:

Data lake  
Dashboards  
Research library  
Mapping tool

## Projects:

Strategic purpose  
Strategic engagement  
Business partnering  
Professional excellence  
Engage  
Emergency planning comms



# Engage Programme

- **Mapping tool:** provides unique visualisation of audiences and locations
- **Research hub:** sharing insight and evaluation across government
- **Campaign optimisation dashboards:** providing real-time evaluation capability and benchmarks using standardised metrics
- **Data lake:** unprecedented digital marketing transparency by scrutinsing raw digital data



# Optimisation Dashboards

- Presents real-time visualisations of all (paid) on-line and off-line media
- Overlays benchmarks for performance from database of all other comparable government campaigns
- Benchmarks allow for pre-campaign target setting

## INSIGHTS

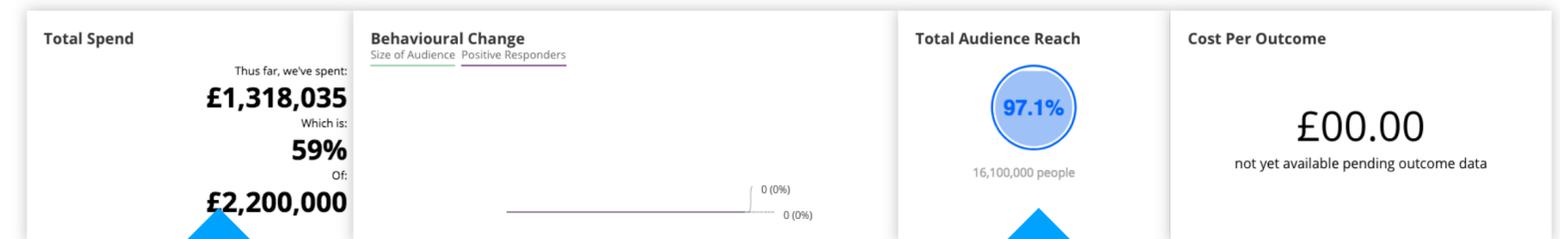
01/04/2018 - 30/06/2018

Campaign launched on 01/04/2018 and has reached 97% of target audience to date

01/04/2018 - 31/06/2018

TV is our most effective channel driving having reached an estimated 8.52 million people

## OVERVIEW



real-time  
media  
spend

real-time  
audience  
reach

updated context of  
performance



# Mapping tool

An example of our latest and most advanced mapping tool for audience identification

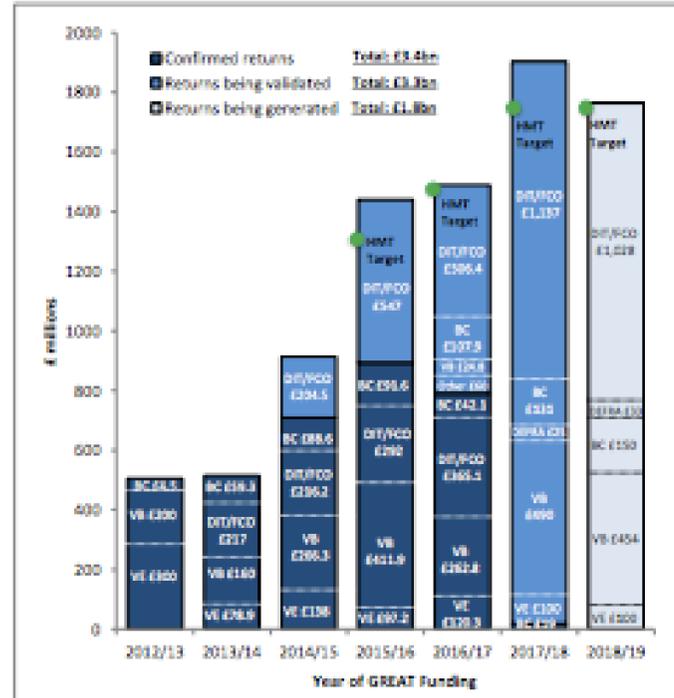


**Strategic Objective:** To capitalise on the success of the 'GREAT Britain' Campaign to date by using the GREAT brand to continue improving global perceptions of the UK and to deliver increased levels of trade, investment, tourism and high-quality students, leading to measurable economic returns of £1.8 billion for the UK economy from 2018/19 funding.

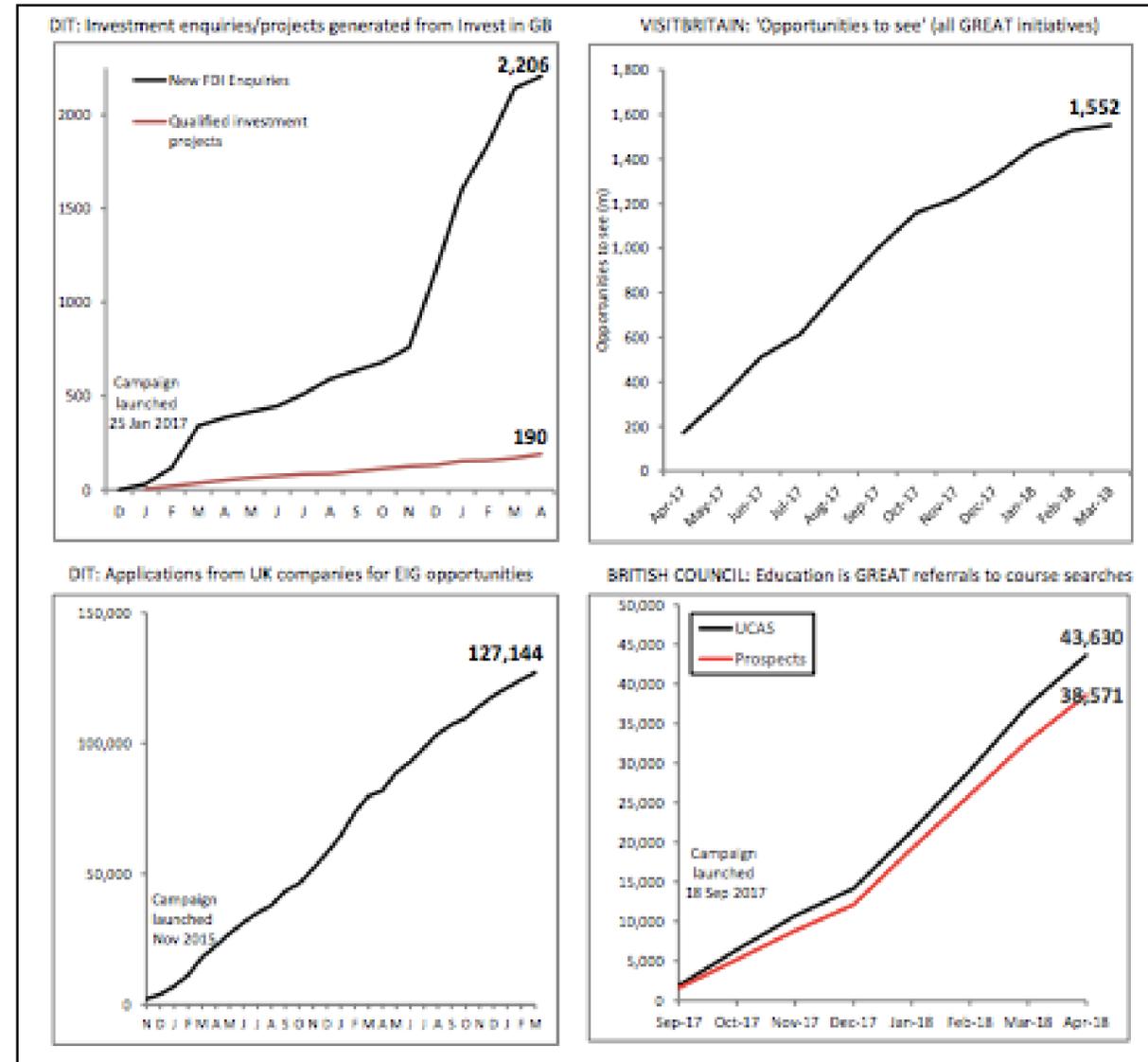
**1. ENGAGEMENT: Using/supporting the brand**



**2. CAMPAIGN ECONOMIC RETURNS TO DATE**



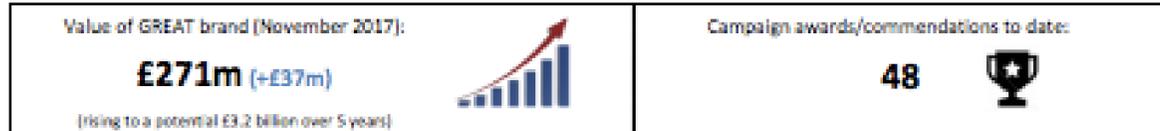
**3. KEY PARTNER ACTIVITY METRICS**

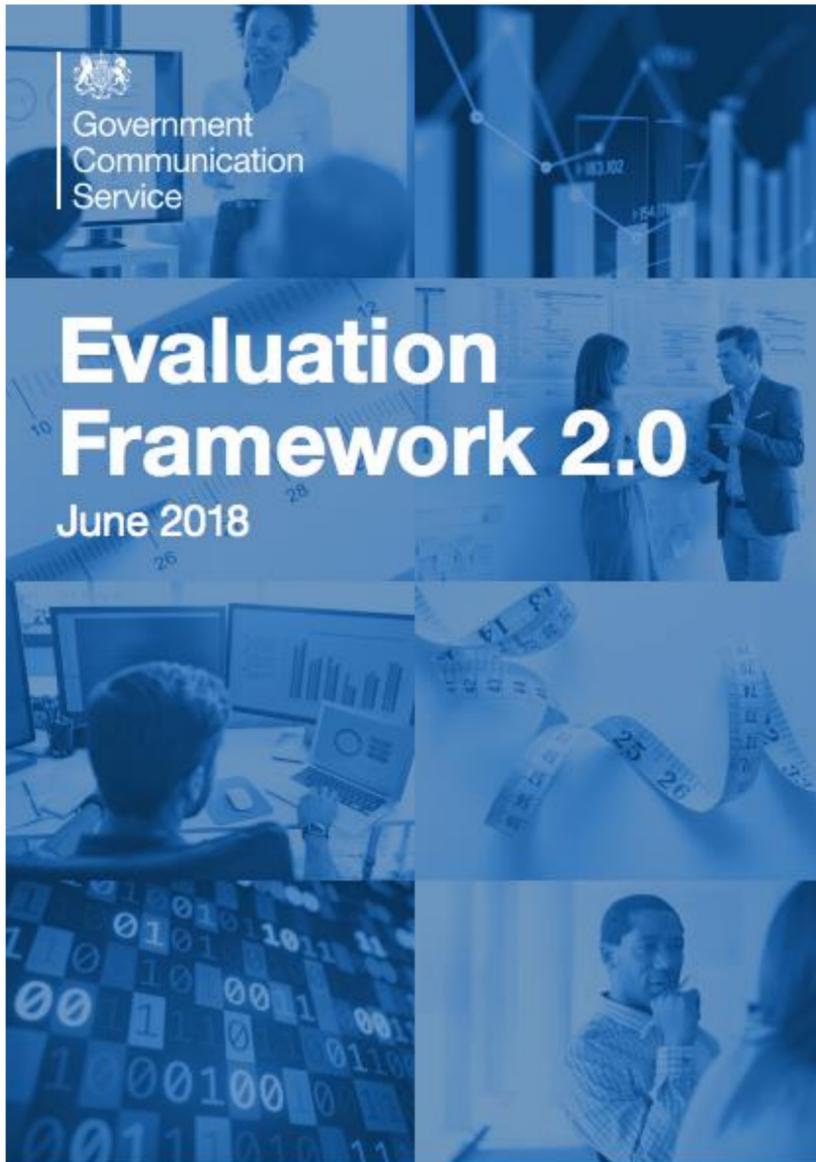


**4. SELECTED DIGITAL METRICS**

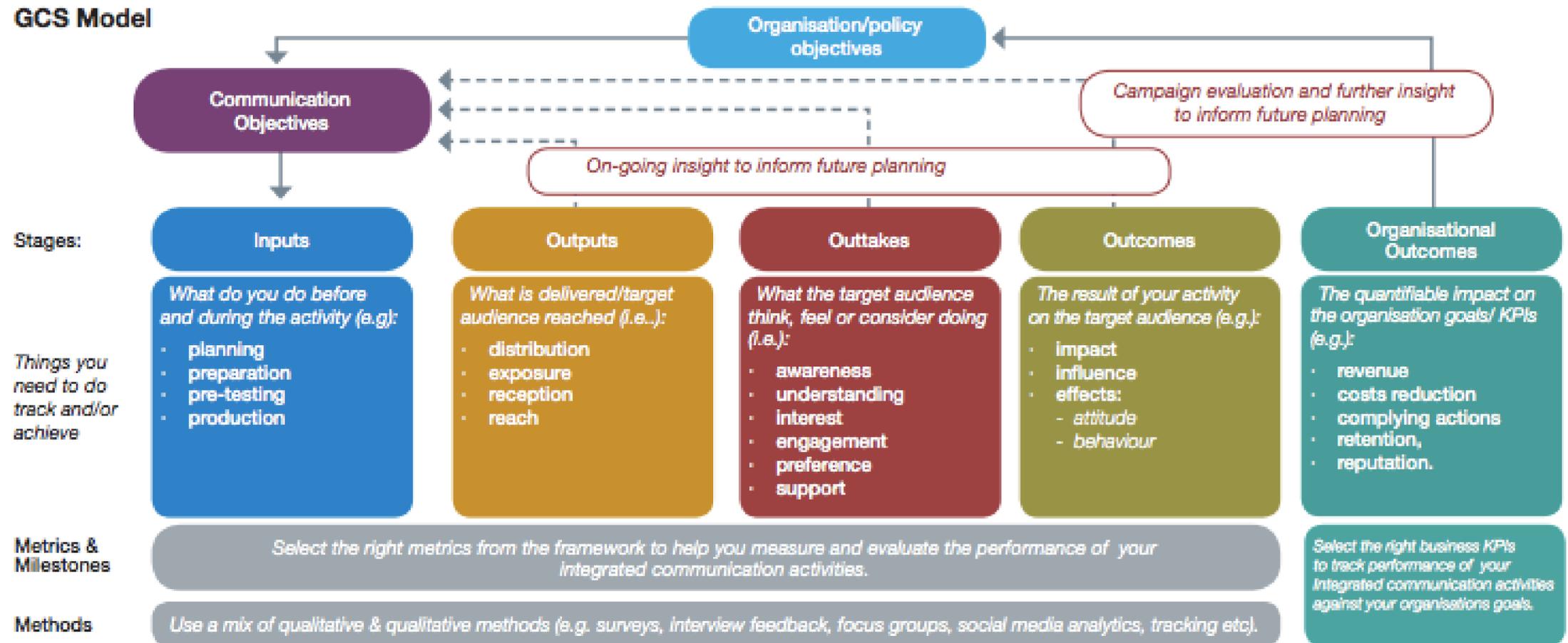
	Monthly change (%)	Monthly growth	Total to date
GREAT Twitter followers	0.01%	21	243,832
Unique visitors to 'Study UK' education campaign site	30.6%	467,327	2,885,152
Business is GREAT LinkedIn	n/a	n/a	38,308
Subscribers to Love GREAT Britain/#OMGB YouTube	2.2%	349	16,550

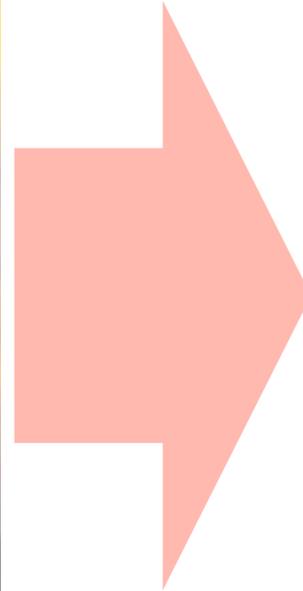
**5. OTHER METRICS**





**GCS Model**





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# Conclusions

- Technological advances provide both opportunities and challenges
- Enhancing real-time evaluation leads to really big improvements
- Increased scrutiny of media buying improves not only campaigns, but also regulatory compliance

## Second Scoreboard WPP with J Walter Thompson

