

MEASUREMENT & THE THREE i'S

BARCELONA
12-14 June, 2018

Insights, Innovation and
Integration driving the future

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amec 10th Global Summit on Measurement



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State of the Industry

Through the Measurement Lens



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Paloma Escudero, Global Director of Communications,
UNICEF

Alex Aiken, Executive Director, Government
Communications, HM UK Government

Abe Smith, President, Cision EMIA

John Croll, CEO, Isentia

David Rockland, Chairman, Ketchum Global Research &
Analytics

Richard Bagnall, Chairman, AMEC



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Danny Rogers

Editor-in-Chief
PR Week



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Dr. David Rockland

Chairman, Ketchum Global
Research & Analytics



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State of the Industry

Through the
Measurement Lens!



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**Thinking back 10
years, how would
you define the
state of
communication
evaluation and
measurement at
that time?**



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10 Years Ago

AVEs

Unsophisticated

Afterthought

“Primitive and almost wholly dependent on news clips with rudimentary measurement for those that would pay more.”

- Barry Leggetter

“It was still very much seen as an optional extra rather than as central to organizations’ communications activity.”

-Francis Ingham

“Multipliers were still used with some outrageous reach/impressions calculations.”

– Tina McCorkindale





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**Now in 2018, how
would you define
the state of
communication
evaluation and
measurement?**



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Today

Integrated

Digital/Social

Inconsistent/Patchy

Speed

Insights

“Evaluation and measurement has never been more important to the PR sector. AMEC has seen positive results from a 10 years Global Education Program with fewer PR and communications professionals using AVEs but switching to AMEC’s Integrated Evaluation Framework (IEF).”

- Barry Leggetter

“More organizations are linking measurement to outcomes.”

– Joseph Truncale

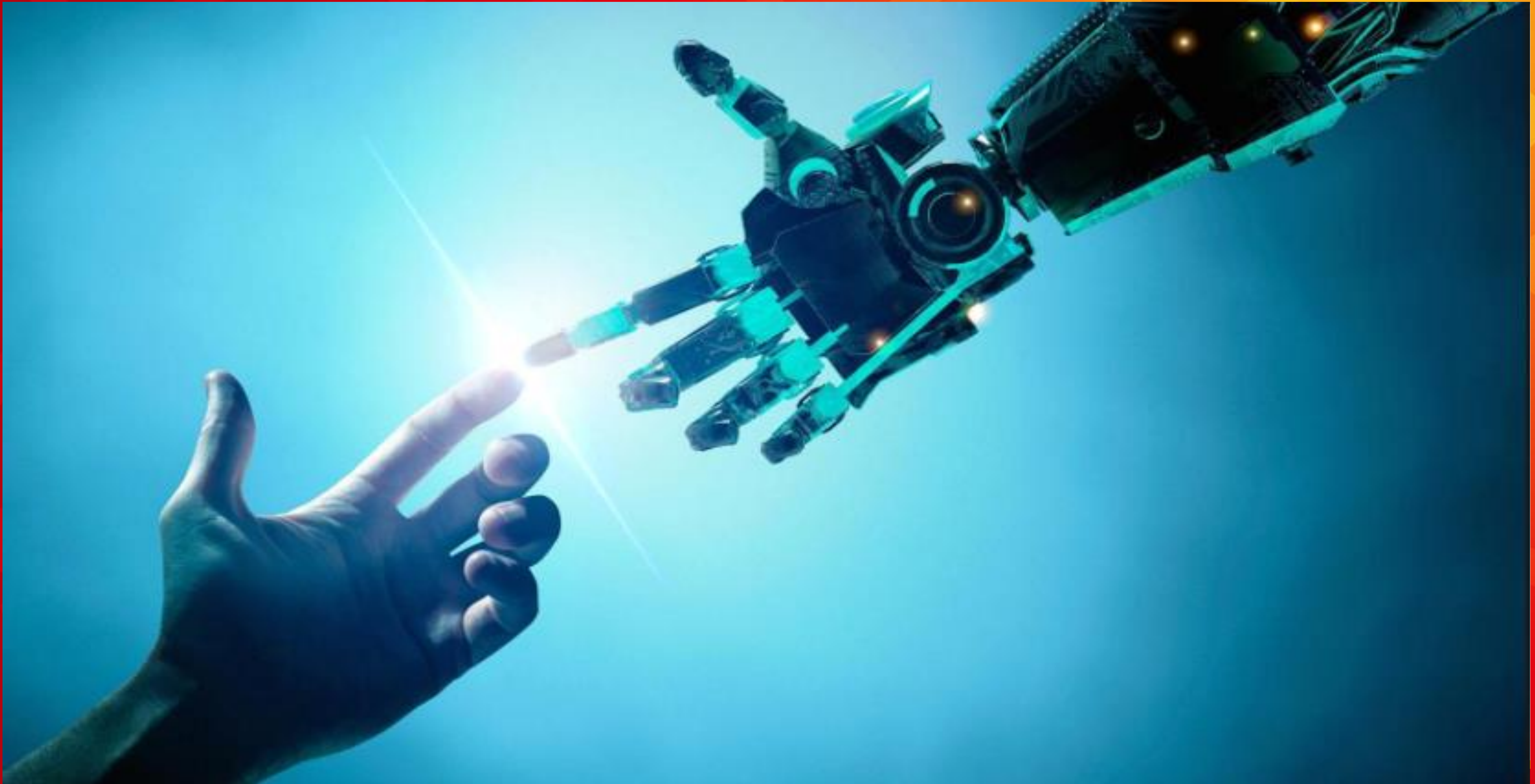
“There has never been a greater interest in the benefits of measurement and evaluation or such a desire to understand and learn more about it. However, a lack of widespread understanding and education is still the Achilles heel of our industry.”

– Richard Bagnall

“We have the chance to transform big data into smart data.”

- José Manuel Velasco



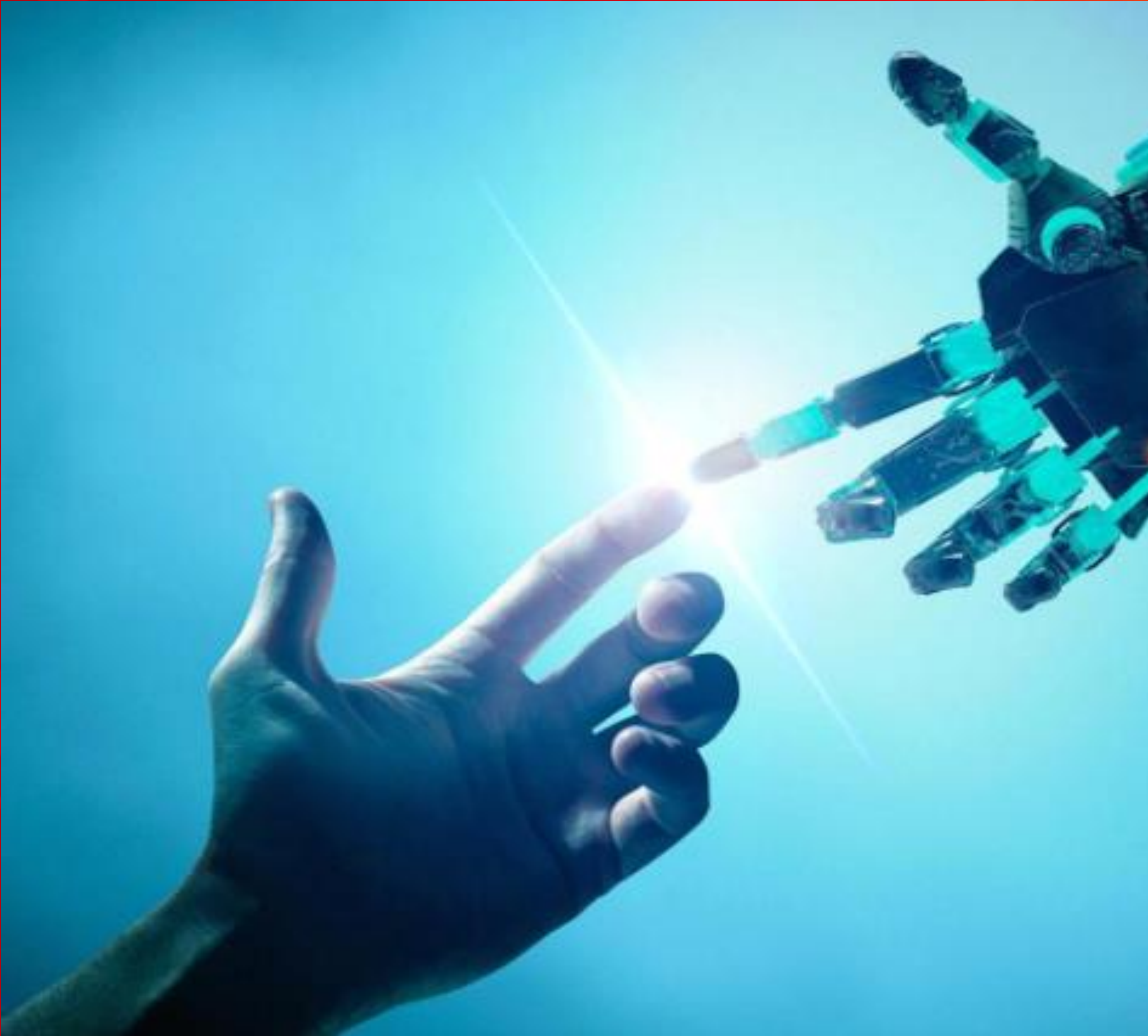


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A human hand and a robotic hand are shown reaching towards each other against a bright blue background. A brilliant white light emanates from the point where their fingers are just inches apart, creating a lens flare effect. The robotic hand is dark with glowing blue joints. The human hand is in silhouette against the light.

**Looking into a
crystal ball, what
do you think the
field of
communication
evaluation and
measurement will
look like in 2028?**



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In 2028



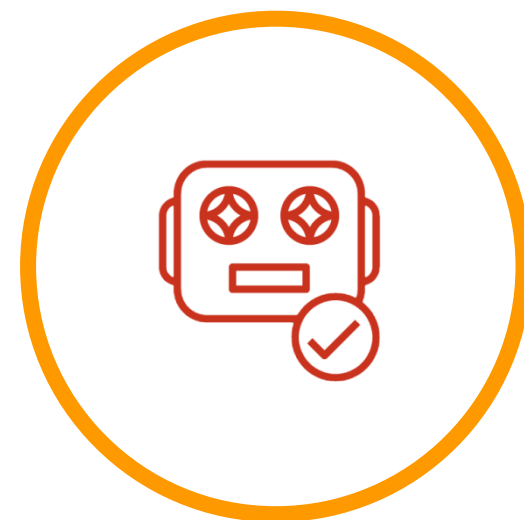
Automation



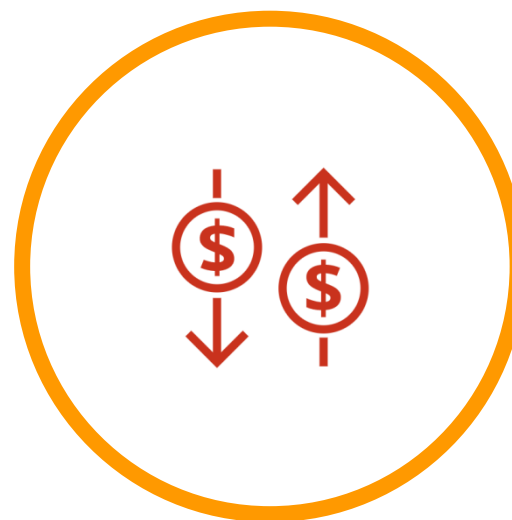
Attribution



**Integration of
Marketing and
Communications**



AI



No more AVEs



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**Over the last 10 years,
what do you think are
the most important
moments of progress
in communication
evaluation and
measurement, or
would you say there
has been no
progress?**



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Role of AVEs – Alive, dead or dying?

Answer: Dying

There is less focus on AVEs, but gap exists in translating impact and practical action

“Recognizing AVEs should not be used was a major milestone- BUT, we still do not have a \$\$\$ equivalent that is “easy”. And, the narrative around why it is not easy is not perfected.”

– Nicole Moreo

“There has been a demonstrable reduction in the use of AVEs while there has been an increase in the awareness of AMEC and the Barcelona Principles. However, there still appears to be a gap between awareness and translating this into practical action for a significant proportion of the comms industry.”

– Paul Hender



Role of AMEC –Did we make a difference?

Answer: Yes

Conferences, awards and education efforts helped improve the image of the industry and established measurement as a practice

“Tools such as the Framework and the Principles have provided a useful way for measurement teams to progress. There are many pockets (some industry led, some geography led and some cost led) where the same old approaches are being used, but these are shrinking and being recognised as incomplete or invalid (such as AVE).”

– Colin Wheeler



Role of Barcelona Principles – Relevant?

Answer:
Yes

Established
measurement as a
practice, as well as
setting guidance on
what best practices
should look like

“The Barcelona principles was first, it made the PR industry get up and look at the measurement industry as an established practice.”

- Aseem Sood






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And, also as you look back over the last 10 years, what do you consider most frustrating in the sense of not making progress on advancing one or more aspects of communication evaluation and measurement?



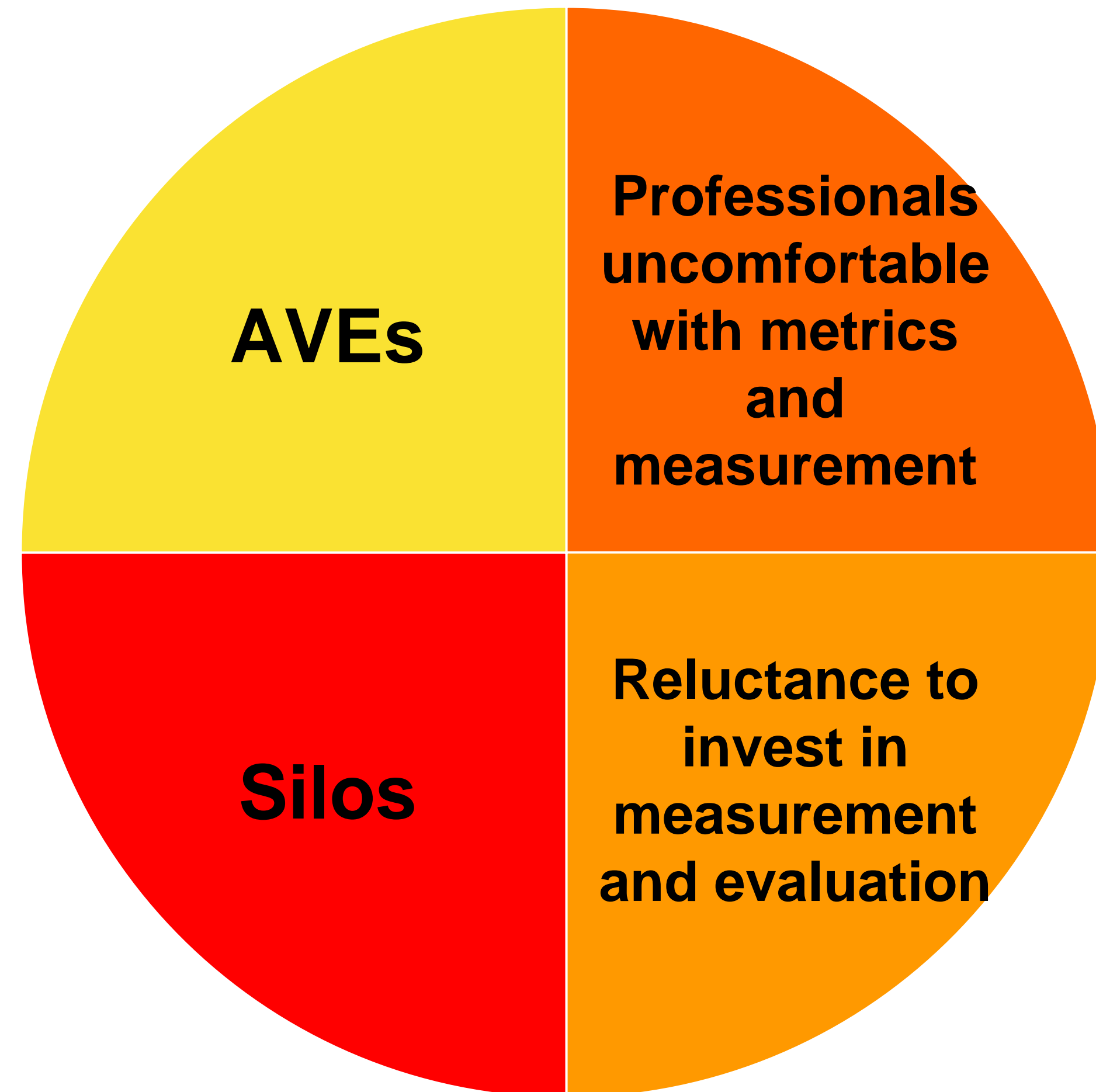
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Frustration consists of...





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What are your organization's top three priorities for moving the field forward for the next year and the next five years?



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Top Priorities Across Organizations

Connecting business outcomes with communications efforts

Continued partnership with AMEC

Growth

Stronger culture of management

Financial resources

Bridging the gap between academics and professionals

Reputation and influence



Top Priorities for AMEC

**Mastering
new
technologies
for more
speed**

AI

Integration

Consultancy

Automation

Education





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If you found a bottle on a beach, and a genie popped out giving you three wishes, what would you want to come true instantly when it comes to communication evaluation and measurement (assuming you used rich and famous as your first two wishes)?



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"A rule by all governments that No Communications programme can be launched if it does not have a clear plan and healthy budget for measurement, approved by an AMEC member." – **Aseem Sood**

"The ability to connect efforts to impact." – **Joseph Truncale**

"That everyone understood research methods, especially when it comes to validity." – **Tina McCorkindale**

"An end to silos, a commitment on all sides to investing in measurement and evaluation, and a universally agreed methodology that is not labor-intensive to implement." – **Jon Meakin**



"I would love to see us come to an end of the "journey" and have PR measurement so nailed down, that it's incorporated into every project we do." – **Eileen Sheil**

"Analytics integrated into strategy-not as a bolt-on." – **Nicole Moreo**

"I'd wish that clients woke up the need to pay for evaluation. And that they allocated 5% of their PR budgets automatically to that end." – **Francis Ingham**

"Reliable and comprehensive (or reliably representative) data capture". – **Colin Wheeler**



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"I would ask the genie to convince the CEO to introduce communication KPI's into his report to the board of directors."
- José Manuel Velasco

"I wish everyone had the ability to see what's possible." - **Allison Spray**

"That we'd treat measurement and evaluation as a performance management/improvement rather than purely a success measure."
- Ben Levine

"That the comms industry would realise how important it was to prove its value in meaningful ways and not to focus on reporting inflated output 'vanity' metrics and that clients would be comfortable with the importance of planning, research and evaluation and realise that to be done properly it has to have a reasonable budget set against it."
- Richard Bagnall



"That the comms industry had a more insights-orientated culture (I want to learn the truth and I want to use this to improve myself in the future). At the moment there are too many practitioners that only see measurement as a form of self-justification."
- Paul Hender

"Greater commitment from clients."
- Andy West



A photograph of Kobe Bryant from behind, wearing a white Los Angeles Lakers jersey with the name "BRANT" and number "24" in gold and purple. He has his arms raised in celebration, and confetti is falling around him. The background is a dark arena.

MVP.



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Thank you Barry!



"The past few years have seen tremendous growth in the appreciation and adoption of measurement within public relations – led by industry bodies such as AMEC."

– Allison Spray

*"*THE* most important moment was the appointment of Barry Leggetter to run AMEC. He's driven the agenda; built alliances; created best practice tools that we can all use; pushed the Barcelona Principles; and AMEC's Integrated Framework; and basically been relentless."* – **Francis Ingham**

"I'm a bit biased here, but I think the launch of the Barcelona Principles (as well as the update) along with the integrated measurement framework (from AMEC) were big steps forward for the industry." – **Ben Levine**



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Thank you Barry!



What are Barry's wishes for communication evaluation measurement?

1

**Greater
commitment
from clients**

2

Recognised mandatory
Public Relations
International Certificate in
Public Relations and
Communications for
professionals of all levels
on changing jobs, in which
measurement and
evaluation is a required
block of study



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UNICEF

unicef  | for every child



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Alex Aiken

Executive Director
Government Communications,
HM UK Government



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Abe Smith

EMIA President, Cision

CISION[®]



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The Future Starts Today

Making Measurement Real

CISION[®]

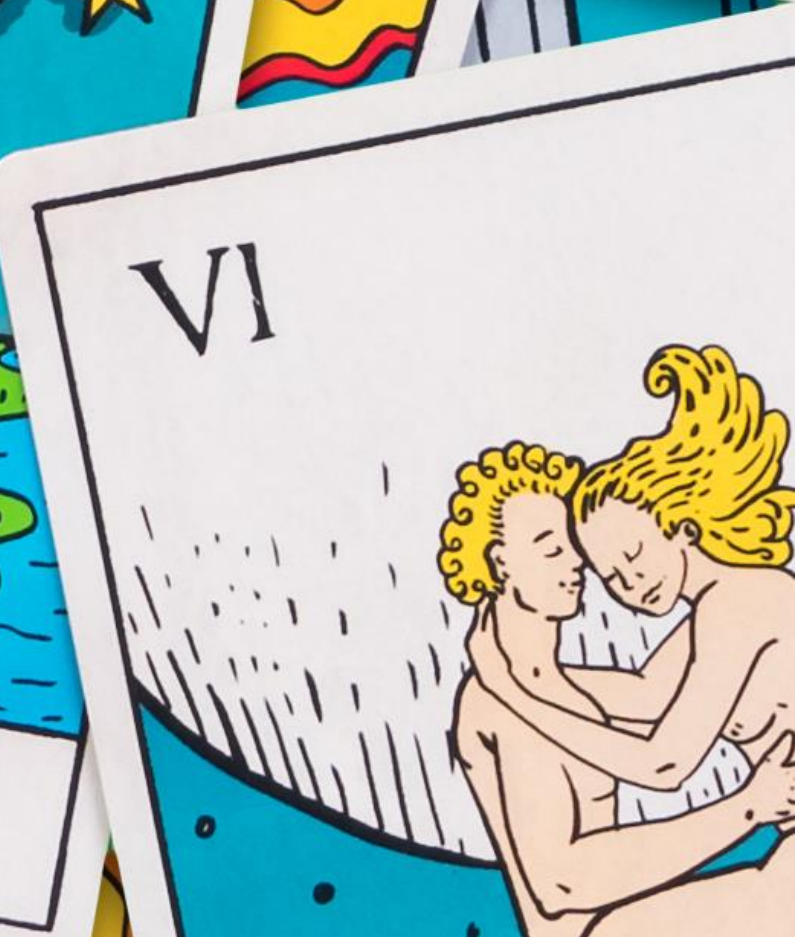


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CISION®



2017 GLOBAL COMMS REPORT:
**UK CHALLENGES
AND TRENDS
REPORT**

75% of respondents said
the industry can do better
at measuring & proving
impact on business
objectives.



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PR REVOLUTIONARY





PR REVOLUTIONARY



BRIDGING THE DISCONNECT BETWEEN ENGAGEMENT & OUTCOME

COMMS METRICS



TOTAL REACH



IMPRESSIONS



CONTENT ANALYSIS

BUSINESS METRICS



REVENUE GROWTH



LEADS GENERATED



**SHOPPING CART
CONVERSIONS**



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CISION
America's
Voice





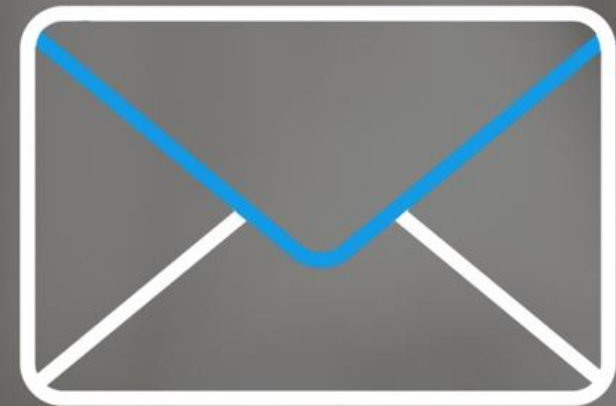
—• Video Viral



—• Blog



—• SEO



—• E-mail

DIGITAL MARKETING



—• Website



—• Roi

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NEUTRAL-CUSHIONED

SPRING SHOE GUIDE 2005

BROOKS DYAD 3 \$90

WE SAY: Rather uniquely, the Dyad 3 is built for the biomechanically efficient runner who is flat-footed. Traditionally this runner would take a motion-control shoe, but Brooks bucked this stereotype by making a stable neutral-cushioned shoe. Because the Dyad is constructed on Brooks's straight last (foot form), it's more stable, plus it features dual arch pads to help control excessive motion. Tests done at the RW Shoe Lab confirmed the Dyad's flexibility score to be more like that of a motion-control shoe than a neutral-cushioned shoe.

WEAR-TESTERS SAY: "The shoe's combination of stability and cushioning make it very comfortable."—Lori Simon, 22, Allentown
"The shoe had amazing stability. It just needed a bit more cushioning in the heel to be perfect."—Sarah Bergoff, 25, East Lansing

800-227-6657; brooksrunning.com WIDTHS: STANDARD-2E (M) STANDARD-D (W)



WEIGHT
13.7 OZ M 11 OZ W

BROOKS RADIUS 05 \$80

WE SAY: Tests at the RW Shoe Lab show this update of the Radius is just as cushioned as its cousin the Dyad, but much more flexible, and thus more responsive. That said, Brooks made the midsole flex grooves a bit shallower in this update, so the shoe will feel more stable. Another nice change: a new mesh upper for better breathability. Recommended for lighter-weight runners with good biomechanics looking for impact protection and a touch of stability.

WEAR-TESTERS SAY: "The overall cushioning is excellent—the shoe is extremely springy."—Marcia Winrow, 32, San Diego
"This shoe had a great fit and was super breathable, but the lacing was a bit odd. On one foot I used all the eyelets; on the other, I didn't need to use the last two."—Katie Donnelly, 47, East Lansing

800-227-6657; brooksrunning.com WIDTHS: STANDARD



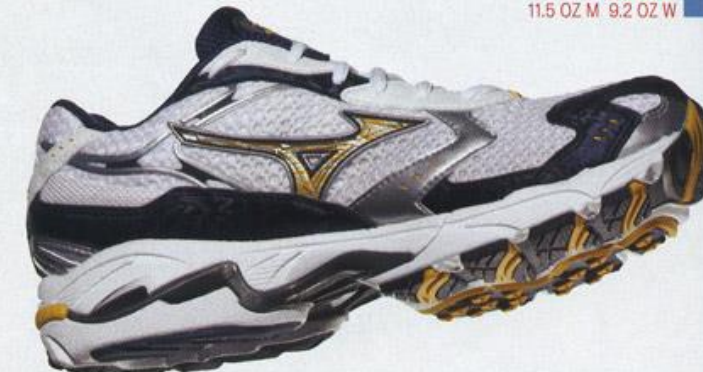
WEIGHT
11.6 OZ M 9.7 OZ W

MIZUNO WAVE RIDER 8 \$90

WE SAY: The Wave Rider has long been a favorite among Mizuno lovers, especially women, because of its narrow heel and roomier forefoot. It's a well-cushioned shoe with plenty of stability. This update is lighter than its predecessor, thanks to a new midsole foam. Also, by way of a deeper flex groove, Mizuno has separated the heel even more from the rest of the midsole, improving impact protection. Many lighter-weight runners will find they can train in this shoe, whereas less-efficient runners may reserve it for racing. Available February 15.

WEAR-TESTERS SAY: "This lightweight shoe nicely accommodated my wide forefoot."—Amy Koenigshuf, 21, East Lansing
"The shoes are very comfortable, with great overall fit. They seemed to form around my feet."—Jennifer Speer, 25, East Lansing

800-966-1211; www.mizunousa.com WIDTHS: STANDARD-2E (M) STANDARD-D (W)



WEIGHT
11.5 OZ M 9.2 OZ W

NIKE SHOX OZ \$100

WE SAY: If you're still skeptical of Nike's Shox technology, the OZ could be the shoe that wins you over. The ride, which drew the biggest criticism of Shox technology in the past, is getting smoother with each new model. The four-pillar Shox in the OZ's rearfoot provide ample shock absorption at heel-strike, while a plastic wrap reinforces the heel and bolsters midfoot stability. The upper is made of very breathable mesh, reinforced with only a few overlays. Recommended for a wide range of normal- to low-arch runners.

WEAR-TESTERS SAY: "I love the aesthetics of the shoe, and enjoyed its stability and comfort."—Susan Meyer, 24, East Lansing
"I have a narrow foot and the shoe fit me really well, but it needs a bit more arch support."—Danielle Partick, 35, East Lansing

800-595-6453; nikerunning.com WIDTHS: STANDARD



WEIGHT
13.4 OZ M 11.2 OZ W



ANONYMOUS



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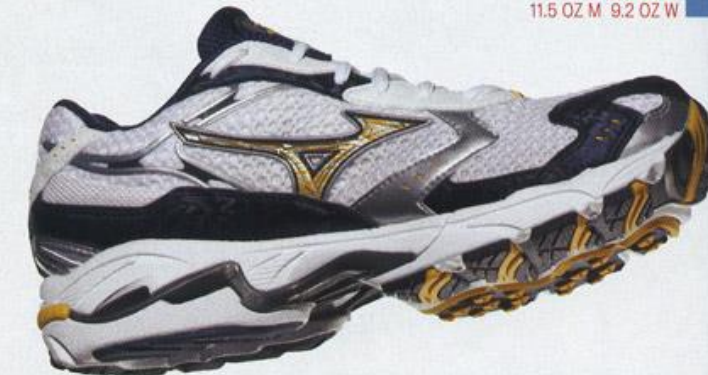
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WEIGHT
13.4 OZ M 11.2 OZ W



PAUL JONES



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PAUL JONES

Gender:

MALE

Demographic:

MAMIL

Geographic:

BARCELONA

Level Of Interest:

23 MINS ON ARTICLE

Spend History:

APRIL, AXIS 2000

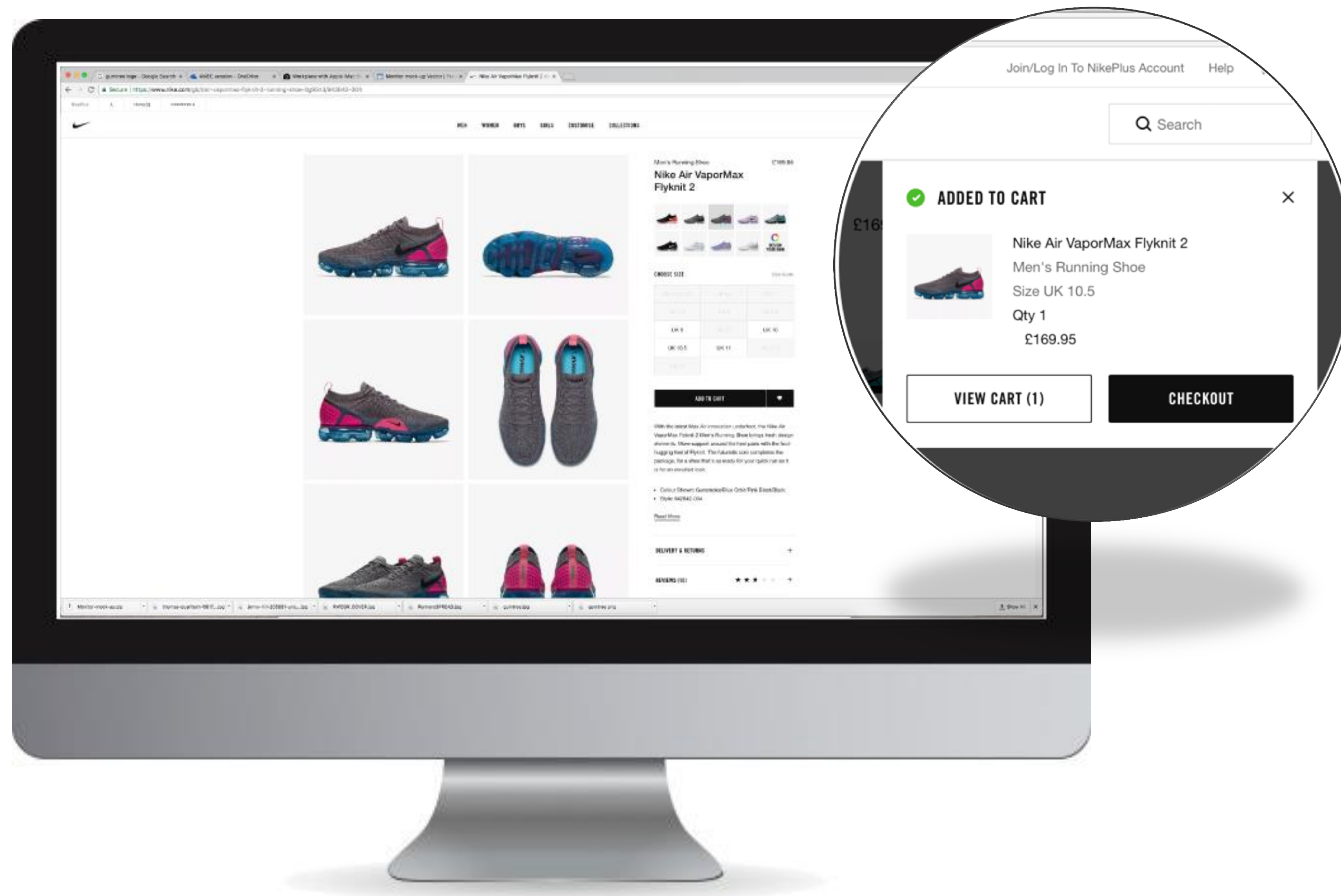
Trends:

LONDON MARATHON

Outcomes:

VISITED NIKE.COM





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MARRIAGE OF ART AND SCIENCE



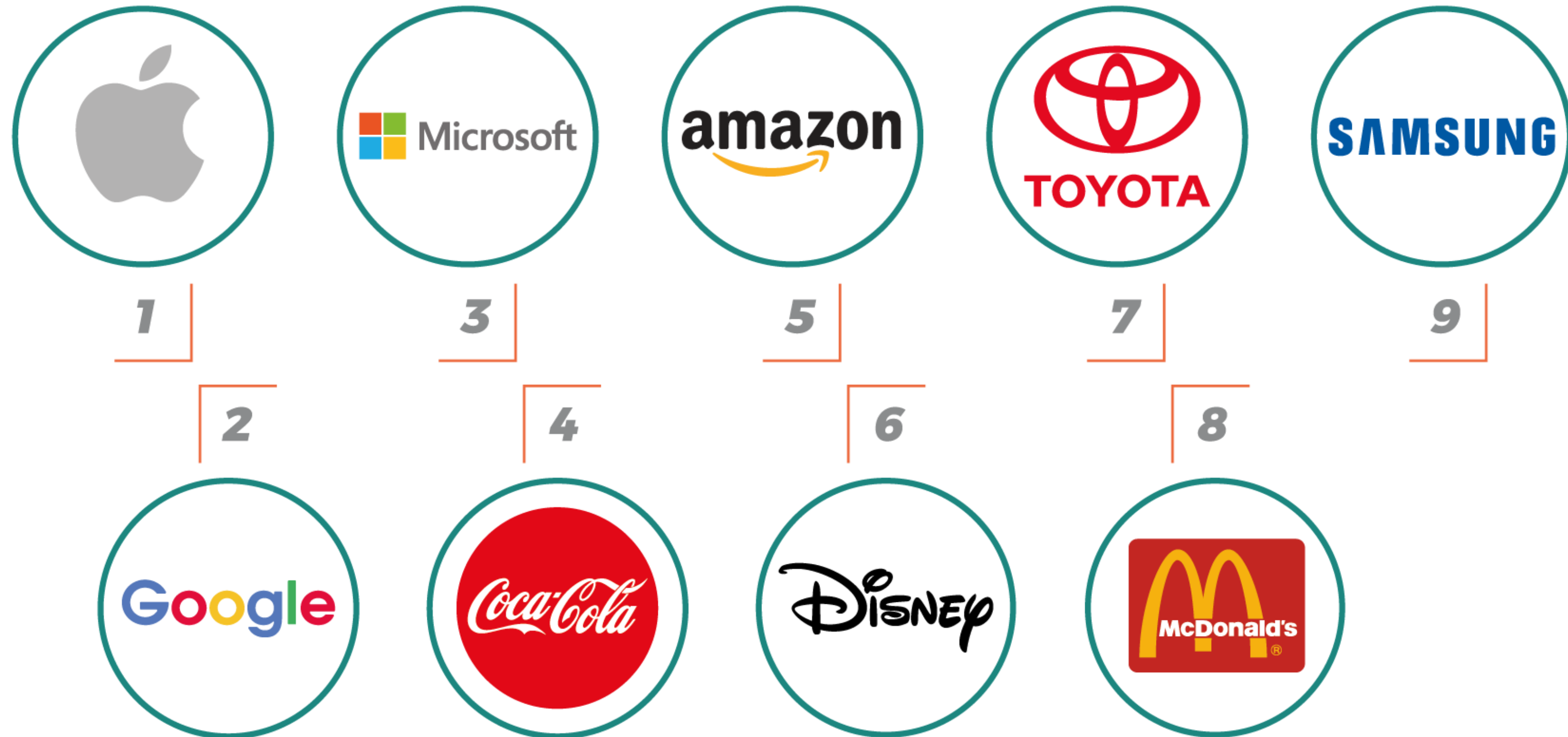
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TODAY WITH
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John Croll

—
Isentia



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10 Years On & Still Learning



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LESSONS LEARNED



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The Last Decade

- Progress in many areas but is it fast enough?
- Clean and relevant data delivered at speed remains our clients' priority
- Budgets & client engagement improving as we become strategic and not the “Reporter of History”
- Market conditions continue to favour the growth of Analysis and Insights services – multiple communications platforms & complexity
- Consultancy to Platform to Technology – the role of the analyst will need to become more specialised



The Now

- The measurement of communications having to stretch to outcomes and business impact – the need for further data sets
- Multimedia with clients' requests across all media types and the complexity of measuring the impact of long form journalism with short form opinion
- Consolidation as clients' start to look for global solutions



The Next 10 Years

- Global and competitive
- Integrated communications and business data to measure effectiveness and real business outcomes
- A move from “media analysis” to a “return on engagement” tracking and evaluating multiple communications touchpoints
- Technology changing services from confirming it happened to predicting what will happen

