

MEASUREMENT & THE THREE i'S

BARCELONA
12-14 June, 2018

Insights, Innovation and
Integration driving the future

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10th

Global Summit on Measurement



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THE PERFECT MIX

Applying the Integrated
Evaluation Framework for
Campari Group



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CHIARA LATELLA

GLOBAL BRAND PR
MANAGER ITALIAN ICONS & GIN

CAMPARI
GROUP



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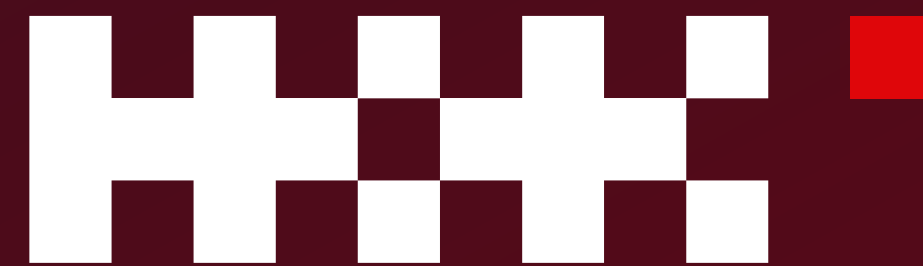
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ALLISON SPRAY

DIRECTOR OF DATA AND
INSIGHTS



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WHERE OUR STORY BEGINS

Like the classic
Negroni, this perfect
mix **has three
components...**



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THREE COMPONENTS



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A glass of whiskey with ice and cherries on a wooden surface. The glass is filled with a dark liquid, ice cubes, and a skewer of cherries. It sits on a thick, rough wooden plank. In the foreground, a small metal cup also contains cherries. The background is blurred, showing what appears to be a bar or kitchen setting.

1 SETTING AN EVALUATION CULTURE



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WHY MEASUREMENT MATTERS TO CAMPARI GROUP

- Create brand PR & Digital PR evaluation culture
- Set a common language and methodology defining global standard KPI's
- Be able understand and compare across brands and markets (as well local vs. global) what worked, and what did not



CAMPARI GROUP'S PR EVALUATION JOURNEY

2013

Qualitative analysis
(Campari Calendar)

2017

Development of consistent
global methodology

2015

AVEs are dismissed for
global projects



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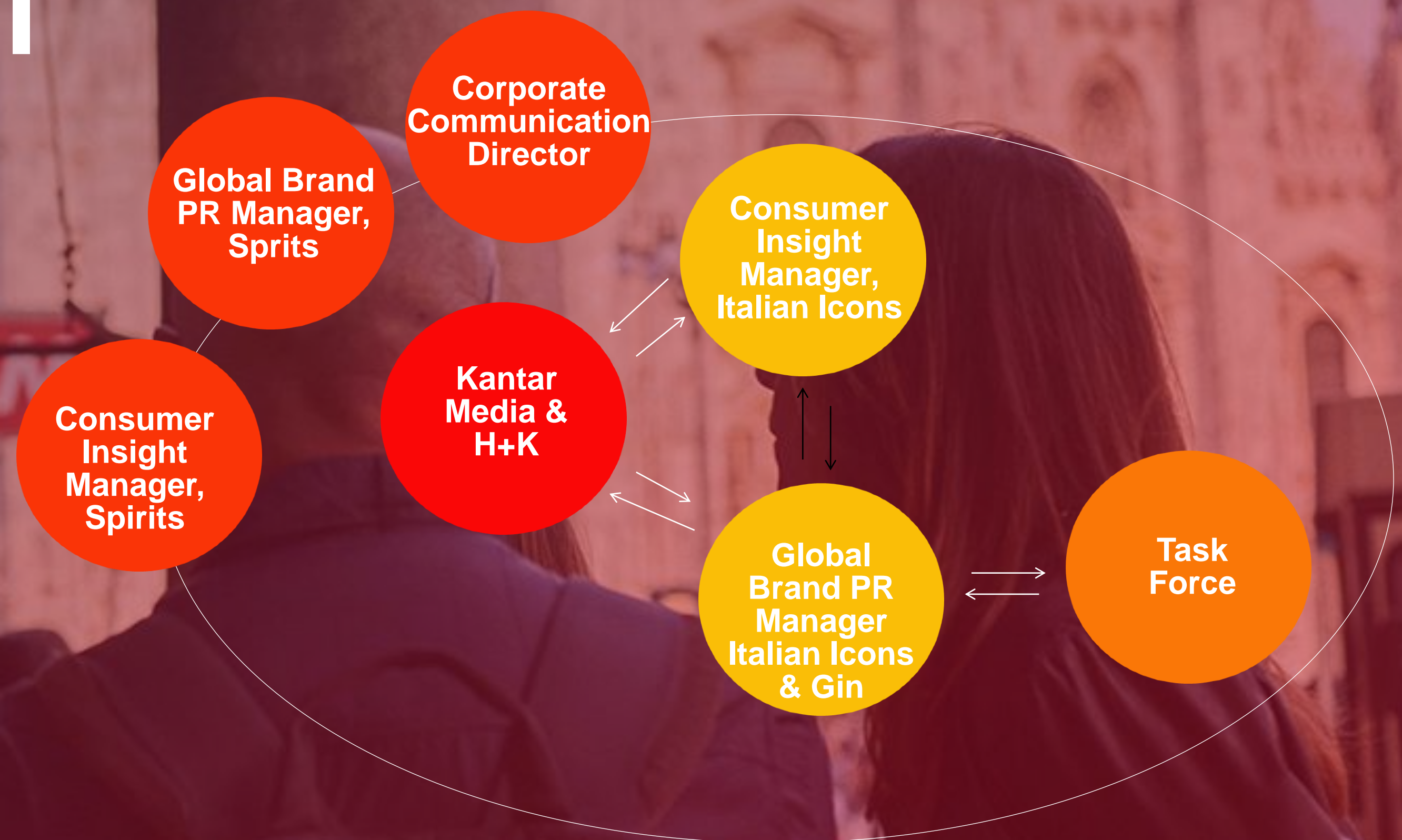
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HOW WE'VE BUILT THIS TOGETHER

- Team leaders
- Task Force Team
- Torture Test Team
- Partners



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2 CLEAR BENCHMARKS



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ALIGNING TO THE GLOBAL STANDARD

Adopting this framework provides a consistent and credible approach which can be tailored to very specific user cases and objectives across Campari Group's different campaigns.



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DEFINING OUR MEDIA TYPES

Traditional Media

- Print Media
- Online Media
- Web-TV
- Broadcast

Social Media

- Media's social media channels
- PR-recruited Influencers



SETTING CLEAR DEFINITIONS

- Awareness
- Engagement, Consideration
- Knowledge, Preference



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DEVELOPING THE NEW APPROACH

How can we support more consistent measurement, while providing the required flexibility?



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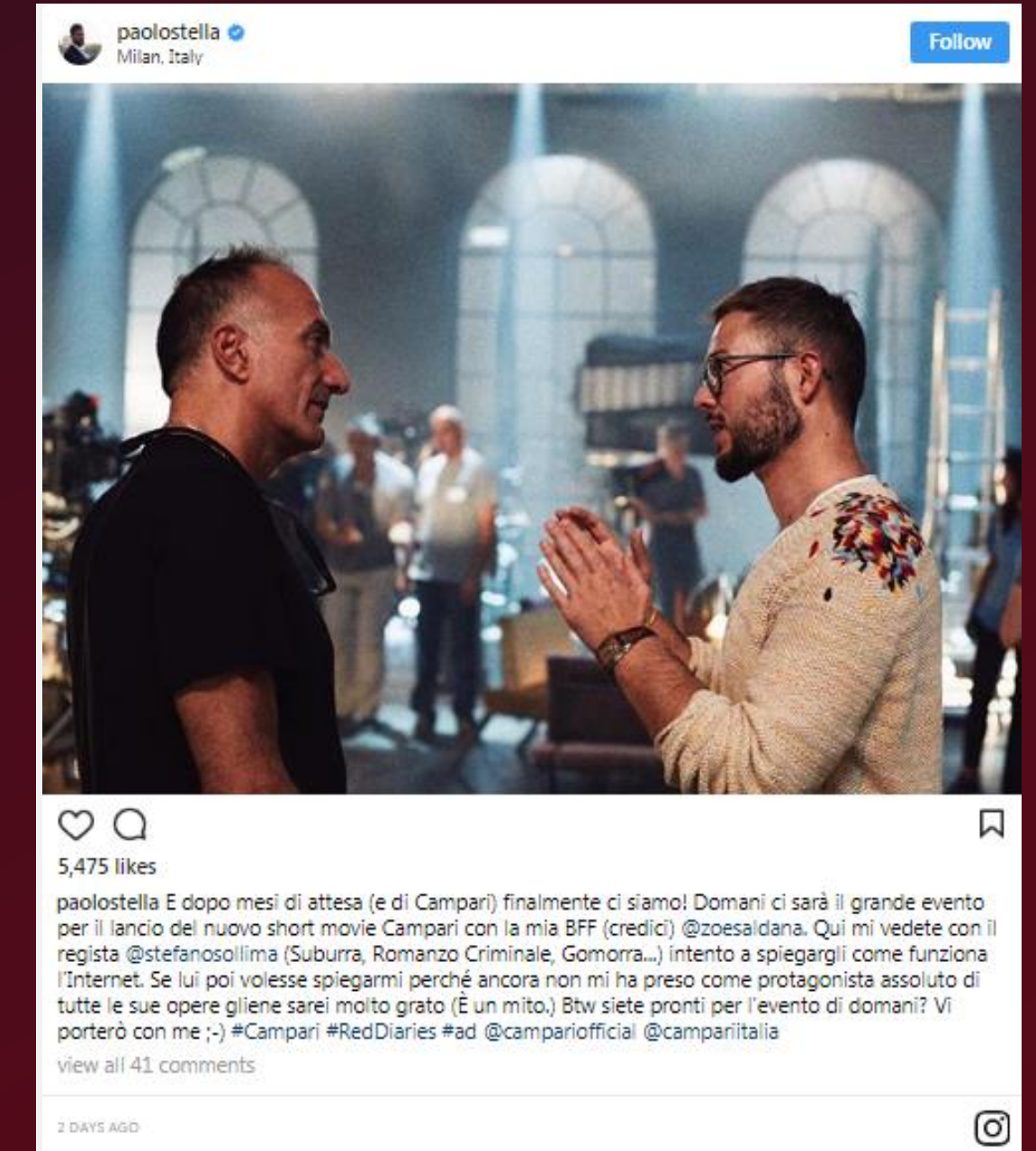
A TIERED APPLICATION OF THE FRAMEWORK



DEVELOPING A CUSTOM IMPACT SCORE

What does an **ideal** piece of coverage or social content look like?

- ✓ Key message delivery
- ✓ Brand prominence
- ✓ Images / visuals
- ✓ Engagement rate



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3 ACTIONABLE INSIGHTS



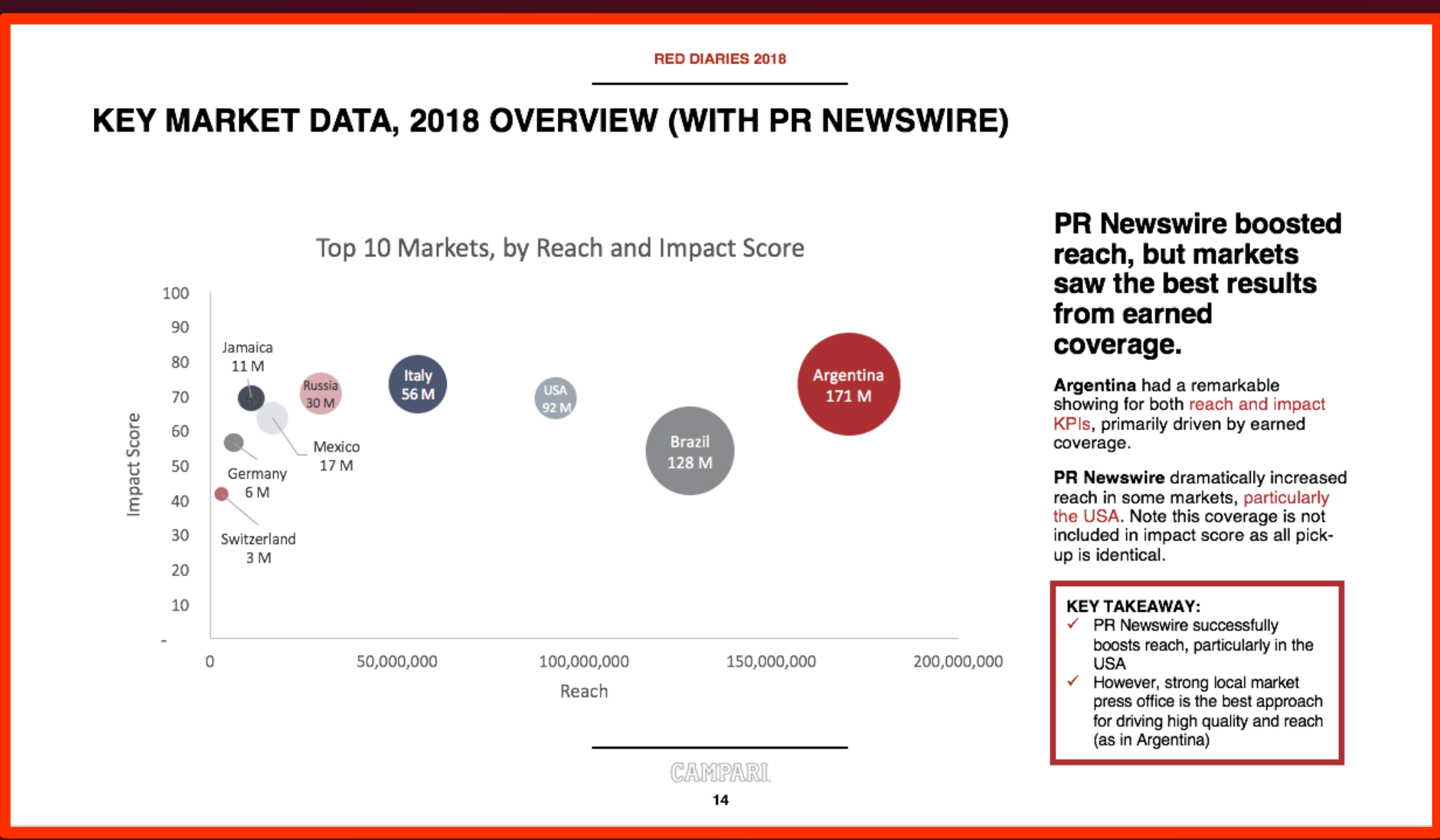
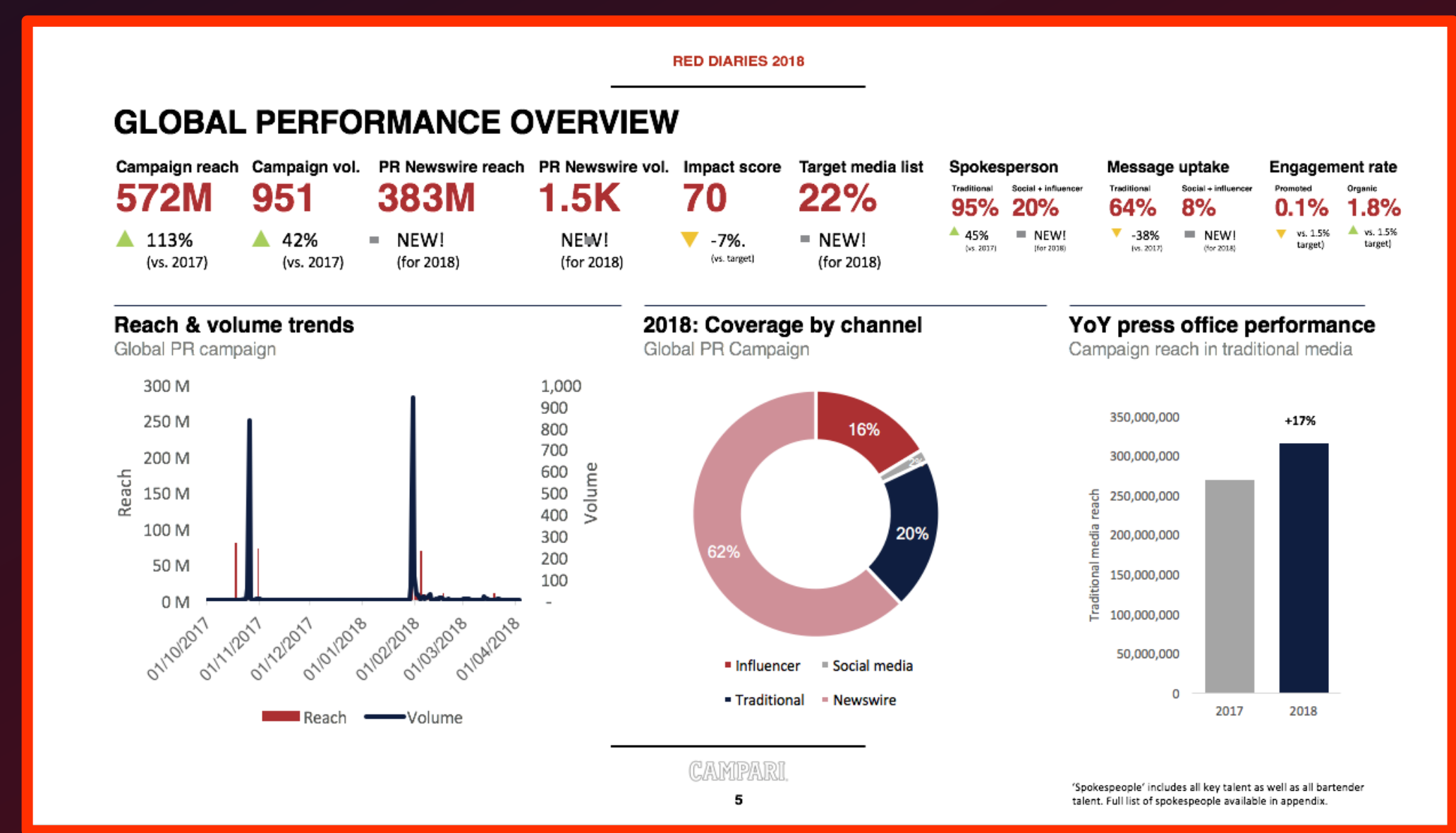
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EASY TO SHARE AND ENGAGING REPORTING TEMPLATES



PUTTING IT INTO ACTION



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IMPLEMENTATION

- Workshops with markets
- Local toolkits
- Recorded webinars + video assets



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Diaries

EVERY COCKTAIL
TELLS A STORY

P R E S E N T S

THE REPORTING PROCESS



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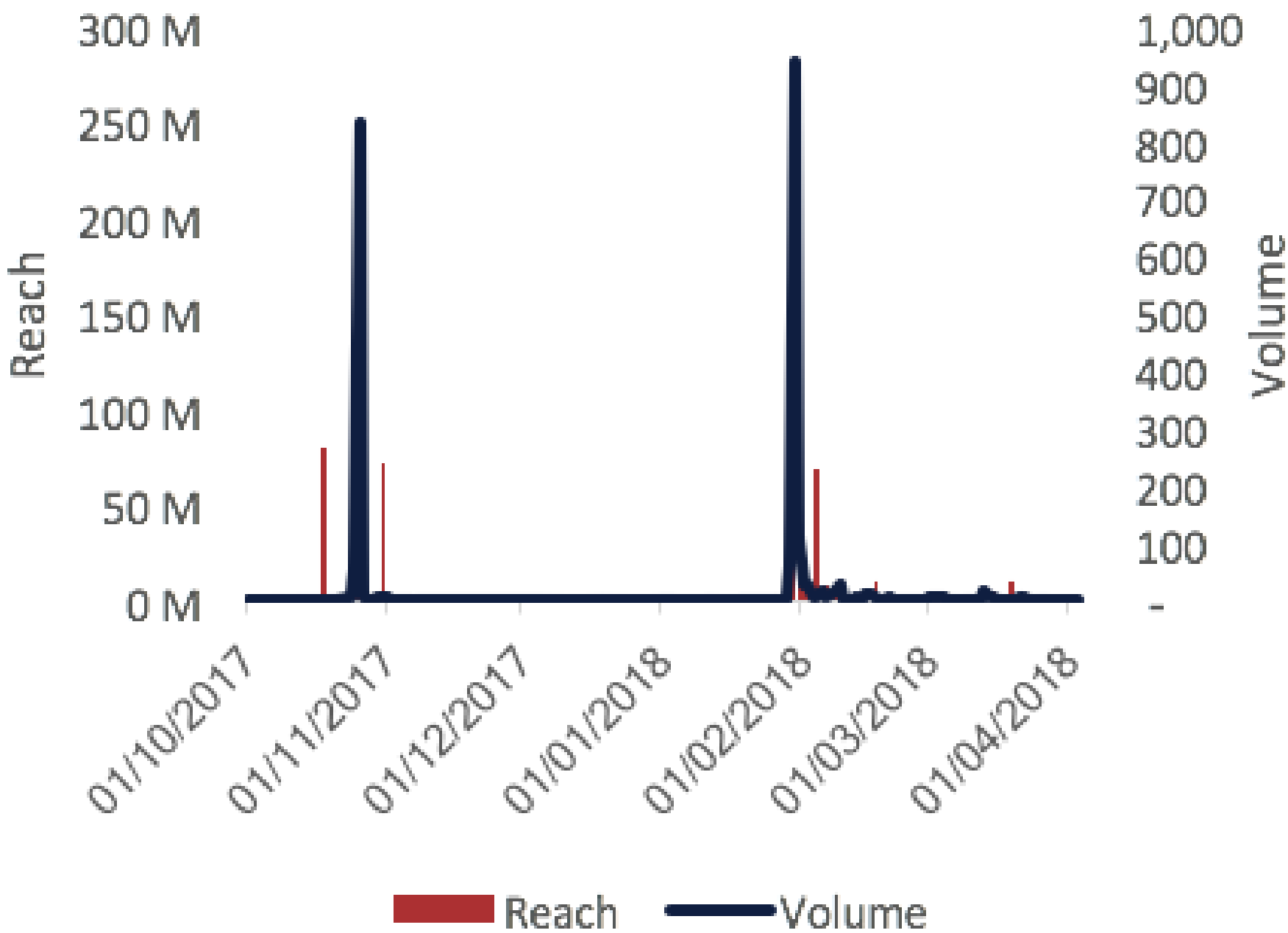
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GLOBAL PERFORMANCE OVERVIEW

Campaign reach	Campaign vol.	PR Newswire reach	PR Newswire vol.	Impact score	Target media list	Spokesperson		Message uptake		Engagement rate	
572M	951	383M	1.5K	70	22%	Traditional	Social + influencer	Traditional	Social + influencer	Promoted	Organic
113% (vs. 2017)	42% (vs. 2017)	NEW! (for 2018)	NEW! (for 2018)	-7% (vs. target)	NEW! (for 2018)	95%	20%	64%	8%	0.1%	1.8%
▲ 45% (vs. 2017)	■ NEW! (for 2018)	▼ -38% (vs. 2017)	■ NEW! (for 2018)	▼ vs. 1.5% target)	▲ vs. 1.5% target)						

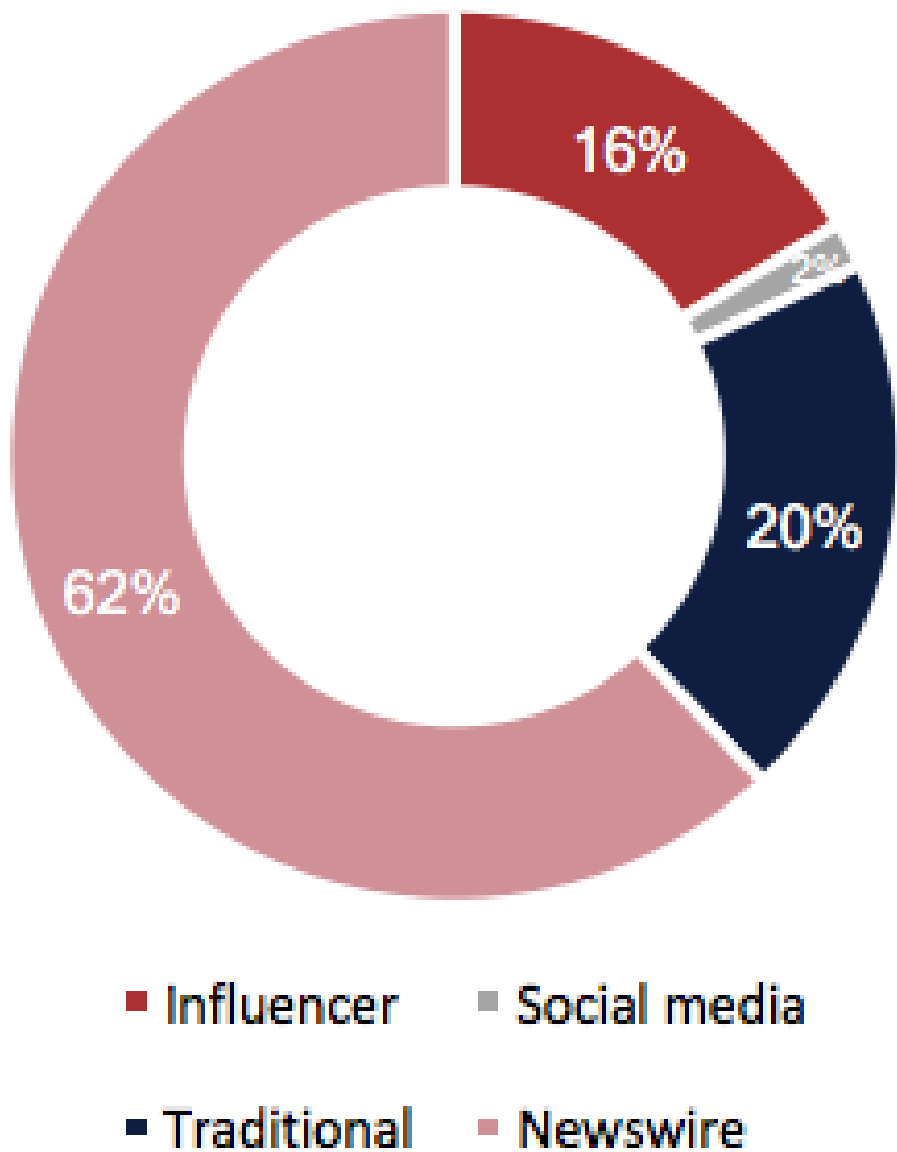
Reach & volume trends

Global PR campaign



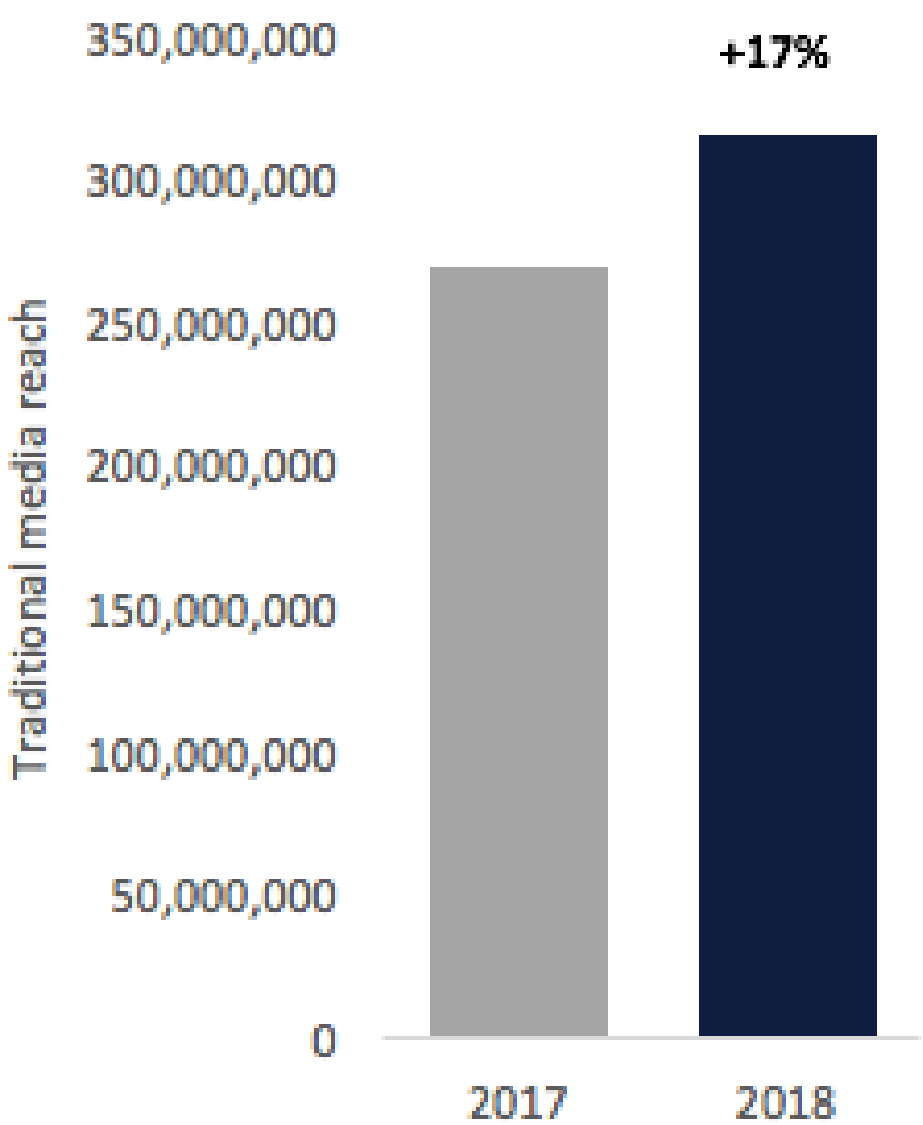
2018: Coverage by channel

Global PR Campaign



YoY press office performance

Campaign reach in traditional media



Spokespeople includes all key talent as well as all bartender talent. Full list of spokespersons available in appendix.

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EVERY COCKTAIL
TELLS A STORY

P R E S E N T S

REMEMBER: THREE COMPONENTS



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THANK YOU

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Q&A



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