

@stuartsmith

Global CEO
Ogilvy Public Relations

Ogilvy Public Relations





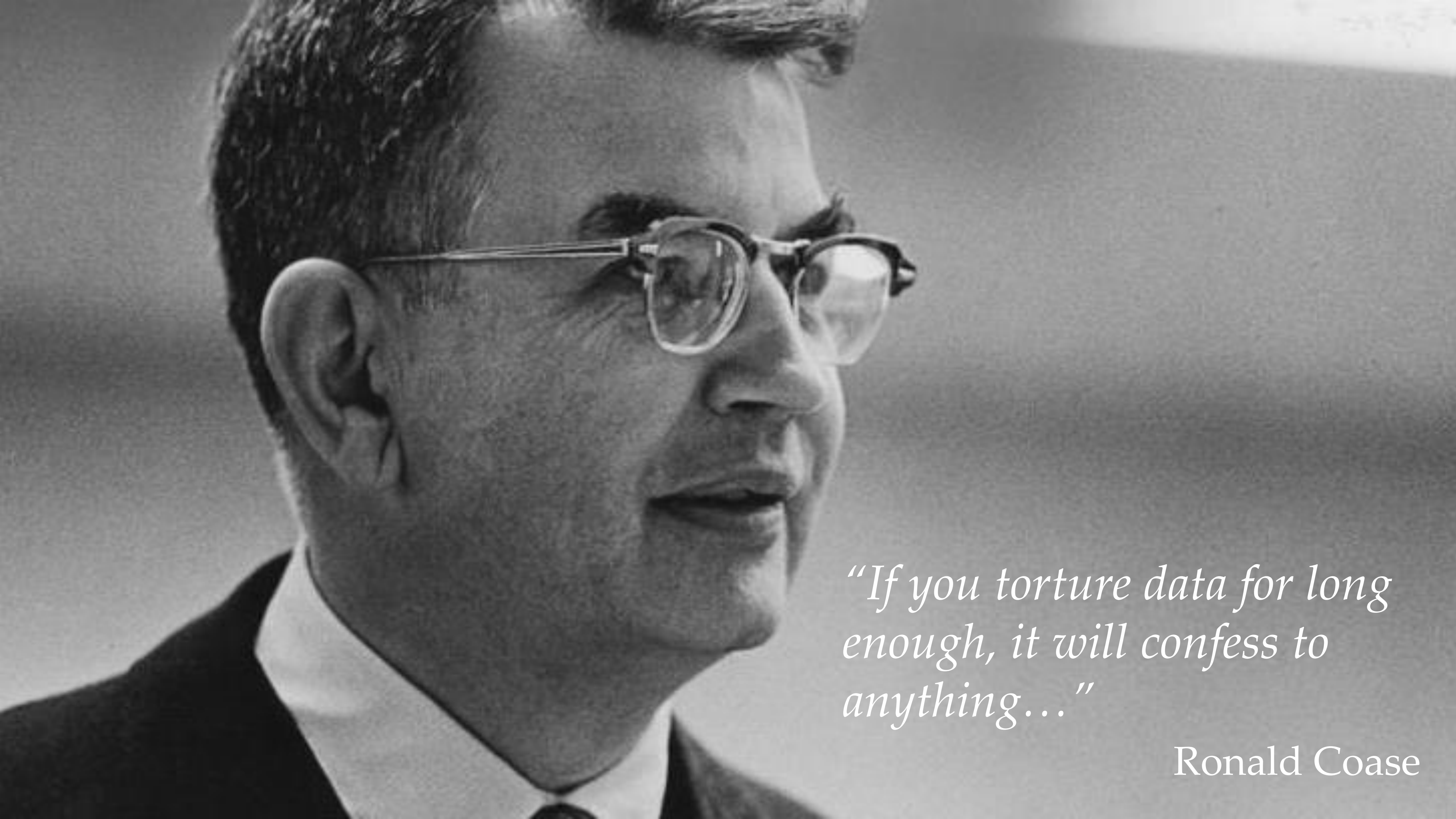
#Curiosity #Fail



1. Is it just
me or...?

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DATA



“If you torture data for long enough, it will confess to anything...”

Ronald Coase

five
years
later

Dr Jennifer Scott
Ogilvy Public Relations c.2005

“PR people have a collective failure
to be curious about
why what they do works”



2. Our industry
is still changing

10th Anniversary Edition—Now With New Material

An A-Mazing Way to Deal with Change in Your Work and in Your Life

Who Moved My Cheese?

Spencer Johnson, M.D.

Foreword by Kenneth Blanchard, Ph.D.

coauthors of **The One Minute Manager**

The World's Most Popular Management Method

Read by
Tony Roberts
and Karen Ziemba



Featuring a
10th-Anniversary
interview with
Spencer Johnson

CMO
Chief Marketing
Officer





CMOs in love with earned media, the new magic ingredient



“We want earned to drive it. But it must be aligned with the brand and our sales goals. We’ll move money from paid for the right ideas.

We want to expand our experiments with creative content and social media. We want a newsroom.”

Paraphrasing various CMOs in 2013-14

20%



**We must be fit to win earned
media money from marketing**

80%

➔ WELCOME
TO OUR
TURF
#HomeAdvantage



The Tipping Point For Measurement Industry





“We sell, or else”

David Ogilvy



3. What PR does is changing

We design experiences



We are making advertisements

[Press Play]

We are choice architects



Little ideas from big thinkers.

[News & Events](#)

[Case Studies](#)

[Resources](#)

[O BEHAVE!](#)

[Nudgestock](#)

[Contact Us](#)

#ogilvychange is a behavioural practice that combines the gravitas of leading research in cognitive psychology and behavioural economics with the communication expertise of the **Ogilvy** Group. Now at two years old, #ogilvychange is working with some of the worlds largest brands to change people's minds and behaviour for the better.

The practice was founded by Ogilvy & Mather UK Vice-Chairman, Rory Sutherland and Ogilvy Group Chief Strategy Officer, Jez Groom. Our team of choice architects work alongside our active community of behavioural science experts, including leading academics and those applying these insights in the real world, to provide our clients with the best behavioural thinking in the field.

We have Little Ideas from Big Thinkers that solve Big Behavioural Problems.

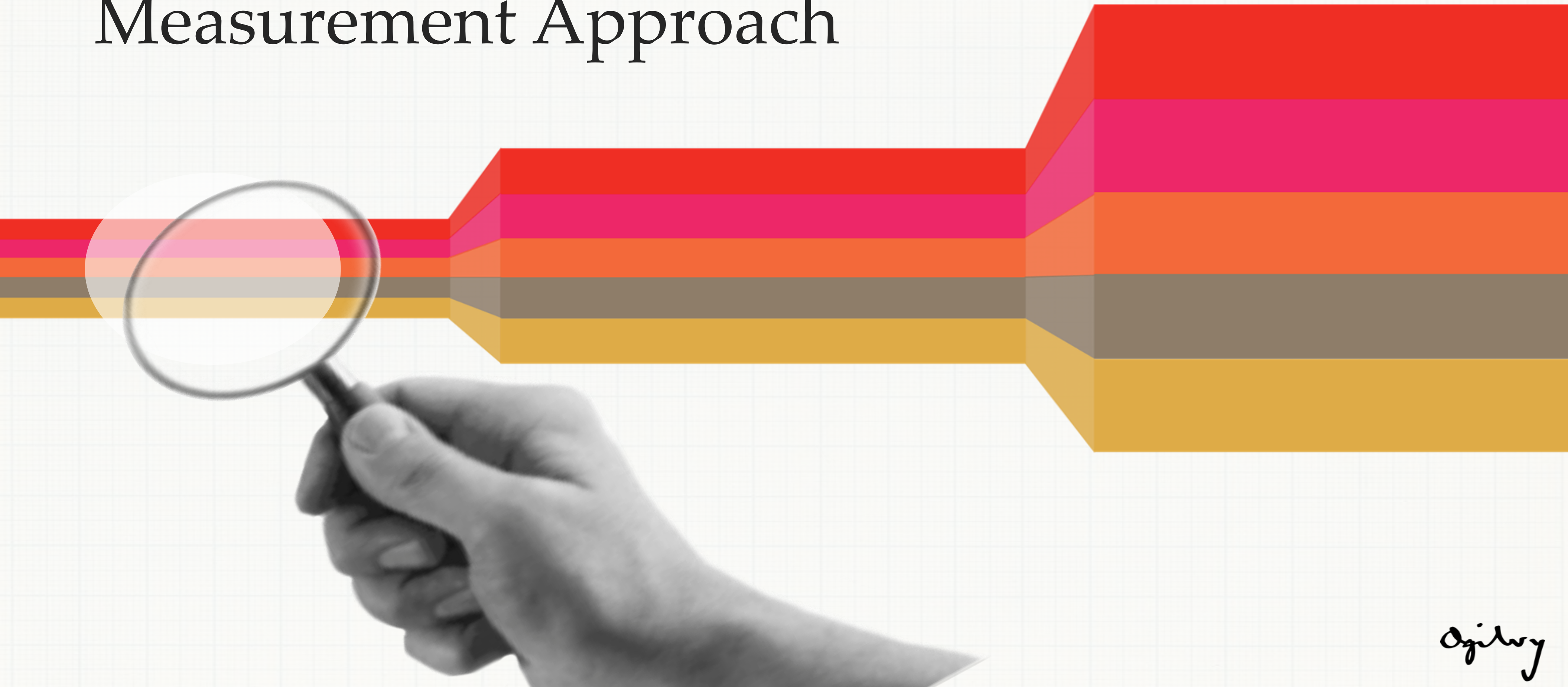


Fear not, we still do PR



4. What We Still Believe

The Ogilvy Public Relations Measurement Approach



Ogilvy: three measurable levels of PR impact



The Hierarchy



Outputs

Coverage achieved
The sentiment

[not enough]

Impact

Influenced awareness
New attitudes

[better]

Outcomes

Sales funnel data
New behaviours

[much better]

[...a CMO cannot live
by improvements in
brand metrics alone...]

5. #NSFW

(Some CMO 'porn')

B2B Case: Thought Leadership



Outputs

40 pieces of targeted coverage

#1 SOV at 32%

Impact

Brand image +5%

Reputation +5%

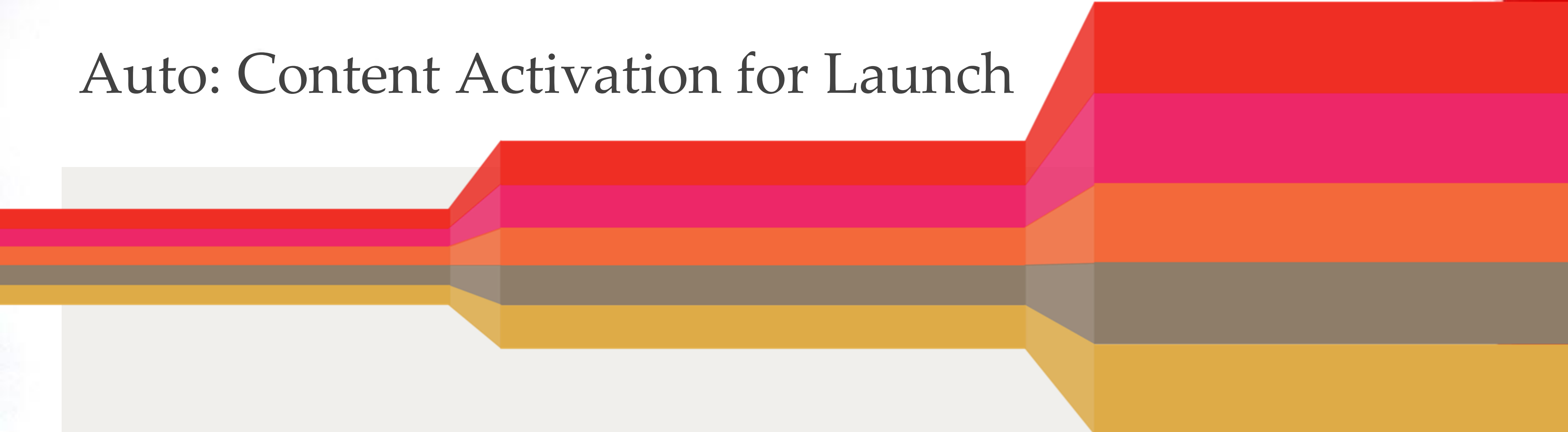
Performance +4%

Outcome

\$37m sales leads

Conversion 15%

Auto: Content Activation for Launch



Outputs

8m views, social videos
56k online engagement

Impact

+94% improvement in next purchase consideration

Outcome

Sales up 14% in that quarter of campaign

Airline: e-Commerce



Outputs

+60% in content engagement

+25% in sharing

Impact

+234% click throughs

{Content optimisation model}

Outcome

Best sales ROI per dollar spend of any other digital campaign

Competition: Oldies but goldies..

The screenshot shows the CDW website with a navigation bar at the top. Below the navigation bar, a large banner reads "THEY PIN IT. YOU WIN IT." with a countdown timer showing 15 days and 0 hours remaining, ending on 02.28.2014. The banner text states: "We asked three influential tech lovers to share their must-have CDW products. Vote for your favorite collection and you could WIN that entire board—worth up to \$4,500." Below the banner, there are three voting buttons: "VOTE FOR MICHAEL", "VOTE FOR TAMAR", and "VOTE FOR PHILIP". At the bottom, there are three preview cards for each participant's collection, each with a "See On Pinterest" link.

CDW Corporation
Michael Sheehan's #TechWeLove

CDW Corporation
Tamar Weinberg's #TechWeLove

CDW Corporation
Philip Sellers' #TechWeLove

THEY PIN IT.
YOU WIN IT.



We asked three influential tech lovers to share their must-have CDW products. Vote for your favorite collection and you could **WIN** that entire board — worth up to \$4,500.

This screenshot shows Michael Sheehan's Pinterest board titled "#TechWeLove". The board features a grid of product images including a camera, a laptop, and various tech accessories. The board is curated by CDW Corporation and has 11 pins and 30 followers.

This screenshot shows Tamar Weinberg's Pinterest board titled "#TechWeLove". The board features a grid of product images including a laptop, a desk, and various tech accessories. The board is curated by CDW Corporation and has 12 pins and 30 followers.

This screenshot shows Philip Sellers' Pinterest board titled "#TechWeLove". The board features a grid of product images including a laptop, a printer, and various tech accessories. The board is curated by CDW Corporation and has 8 pins and 30 followers.

Tech: Pinterest



Outputs

1m impressions

6k website views

Impact

32% opted into “Best Deals”
email newsletter

3k+ entries (50% conversion)

Outcome

25 x ROI in sales
directly attributed to
the programme



6. So what is Ogilvy PR
doing about this?



Todd Cullen (Ogilvy & Mather CDO)
“data inspires creative thinking and
creative work”



David Ogilvy: “if it doesn’t
sell, it’s not creative”



7. And what is
the call to action?



#IMHO A Call To Action (aka The CMO Backlash)

The whole marketing and communications industry is shifting to a new paradigm. The over-specialisation between advertising, direct marketing and PR is collapsing. Everyone is rushing to be THE agency that can own the insight, the big creative idea, produce the content and optimise the channel strategy for paid, owned and earned media. All of this is driven by the rise of social.

We are seeing the beginning of seismic shifts in budgets from paid to owned and earned. To survive we must all change with it – change what we do, how we do it and who we do it for. The PR industry must evolve faster. We will always serve the CCO but we are evolving already to increasingly serve the CMO at scale as they trust us with media budget to experiment with earned.

Those that choose to serve the CMO will need more than ever **Measurement that proves the Return on Investment**. The big media brands are still hugely influential but our relationship with the media is evolving as brands become publishers too.

If the PR industry can no longer **Fail to be Curious** about why what it does works, the **Measurement Industry** must not fail to be curious about **how PR is changing**. For PR to truly evolve as a creatively lead discipline which leads integration we need a strong Measurement Industry that can help us prove to the CMO that what we do **works**.

Showing a CMO clippings and counting impressions is like showing them photos of their adverts on billboards and how often they appeared. **Not enough #IMHO**.