

Gold Plenary Day Morning Sponsor



The best outcome of all: moving from Outputs to Outcomes



Moderator:

Paul Hender: Head of Insight, Gorkana

Panel:

Aseem Sood: CEO , Impact Research & Measurement Pvt Ltd. India

Mikkel Hausner: Director, Analytics & Insights, Infomedia, Denmark

K C Brown: General Manager, Cision Global Analysts





Are we all on the same page:

From AMEC's Glossary of Industry Terminology:

Output – *in PR terms, the material and activity that the PR professional generates such as a press release, email, events etc. as well as the ensuing media coverage that is generated. Outputs will also include proactive communication by an organisation on its owned media channels and properties.*

Outcome – *Something that has happened as the result of a campaign. In public relations this would typically be defined as a measurable change in awareness, knowledge, attitude, opinion, behaviour or reputation metrics.*

...or to put it more simply:

Output = Measured Product of an Activity

Outcome = Audience Action or Perception

Why are outcomes important...in theory?

- Helps to set communication **objectives**
- Focuses on what we want to achieve with the **target audience**, rather than the intermediary effect of earned media coverage
- Ultimate gauge of **what works** and **what doesn't**
- Antidote to '**send out stuff**' mentality
- A better measure of **return on investment** than AVE
- Creates a common framework for **integrated** communications activity across Paid, Owned and Earned media.

"Marge, I agree with you in theory.
In theory, communism works...
...in theory"





Alex McLaughlan
@alexmcLaughlan

 Follow

That predicted UK map post-election. Or [#thesimpsons?](#)
[#GE2015](#)

12:27 PM - 7 May 2015



254

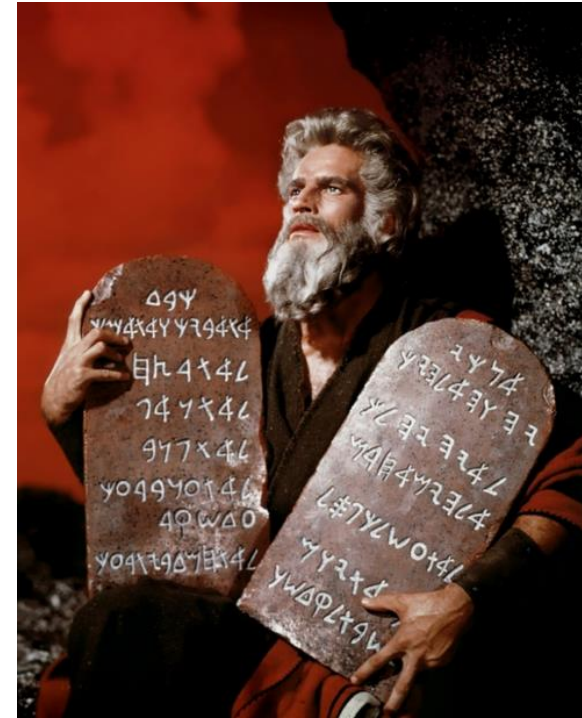


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Barcelona Principles:

1. Importance of **Goal Setting** and Measurement
2. Measuring the Effect on **Outcomes** is Preferred to Measuring Outputs
3. The Effect on **Business Results** Can and Should Be Measured Where Possible
4. Media Measurement Requires **Quantity** and **Quality**
5. **AVEs** are Not the **Value** of Public Relations
6. **Social Media** Can and Should Be Measured
7. **Transparency** and **Replicability** are Paramount to Sound Measurement

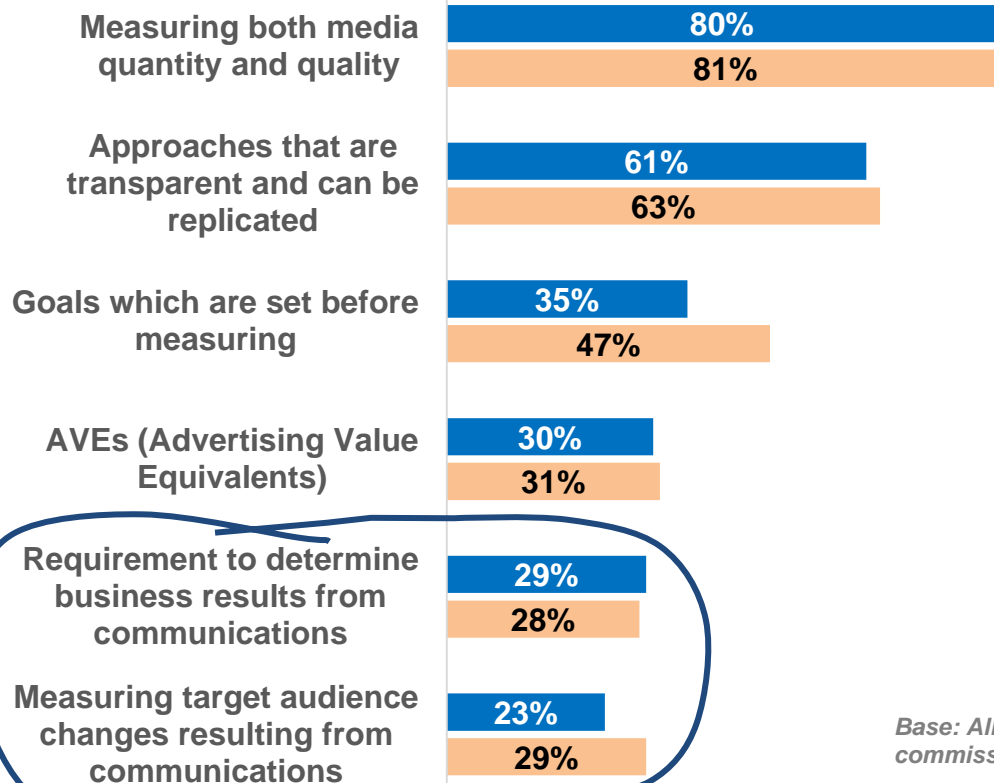


Work commissioned by AMEC member clients



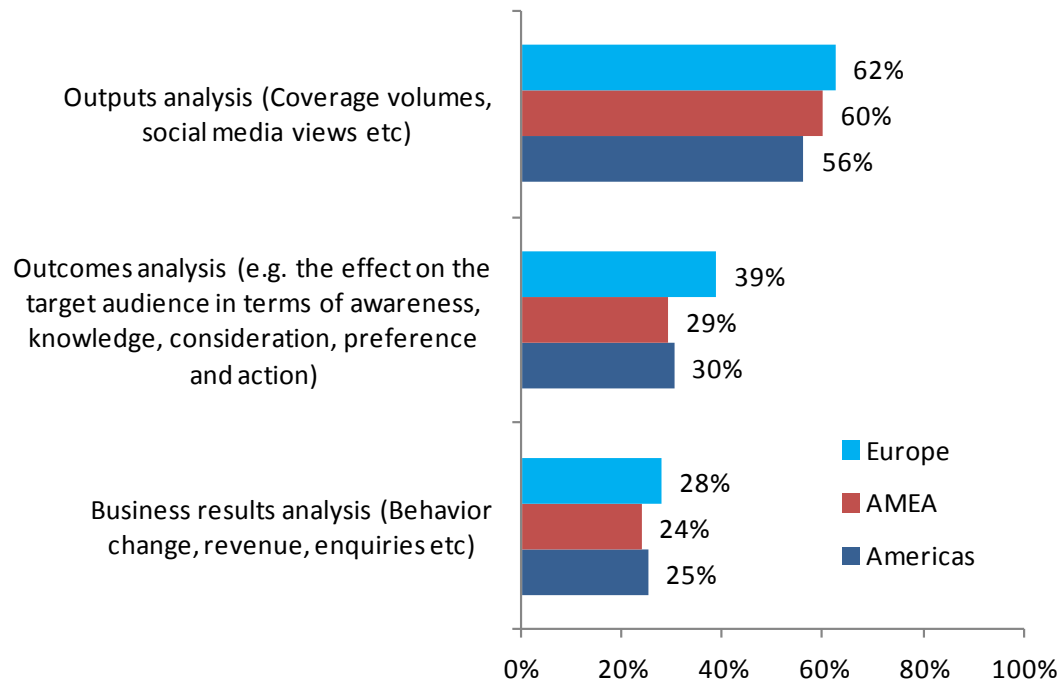
% *always/most of the time*

■ 2015 ■ 2014



Base: All except in house (69) How often does measurement work commissioned by your clients specify the following?

Which best describes the type of metrics you focus on?

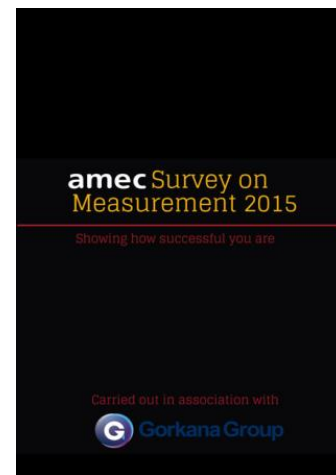


Base: organisations that operate in each region

Europe: 530

AMEA: 130

Americas: 135

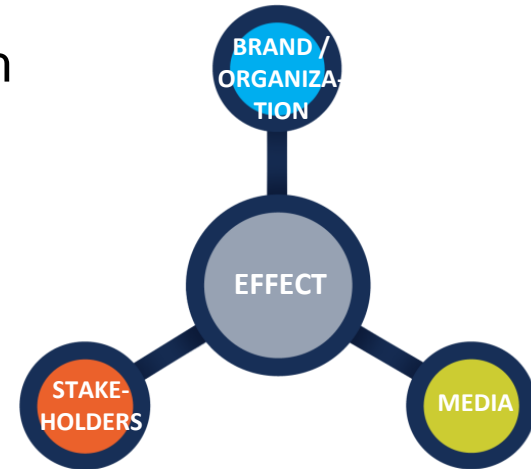


India Experience

- Few PR Professionals keen to own Outcomes.
- Programme Objectives are poorly defined. Do not allow for effective outcome measurement.
- Cost of “outcome measurement” campaigns exceeds budgets every time.
- Client PR teams are unable to gather data (including internal) due to confidentiality constraints or inefficient systems
- Most campaigns have a heavy Paid Media component which is usually led by another department

Denmark Experience

- In bigger companies there is a strong tendency towards consolidation/merger between corporate comms / PR / Marketing – thus integrated approach
- We experience big interest in our effect approach - combining insights from output and outcome research
- Still a long way to go – but high interest in combining data across functional borders. From PR / Comms to HR and Marketing





**Is there a common
experience?**



**Bus
Staff**

Host

**Wait
Staff**

Cook

Chef

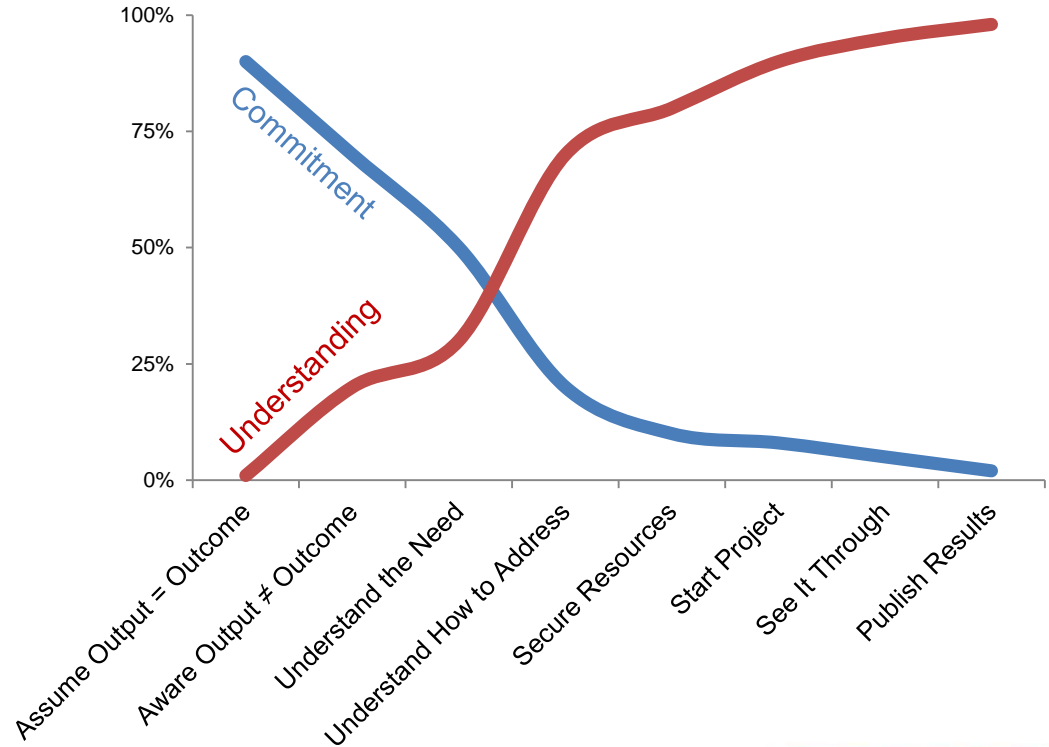
Outcomes

- Table Turnover
- Guests Per Night
- Online Ratings
- Return Visits
- Revenue
- Profit

Desire To Measure Outcomes Among PR Clients

Theory:

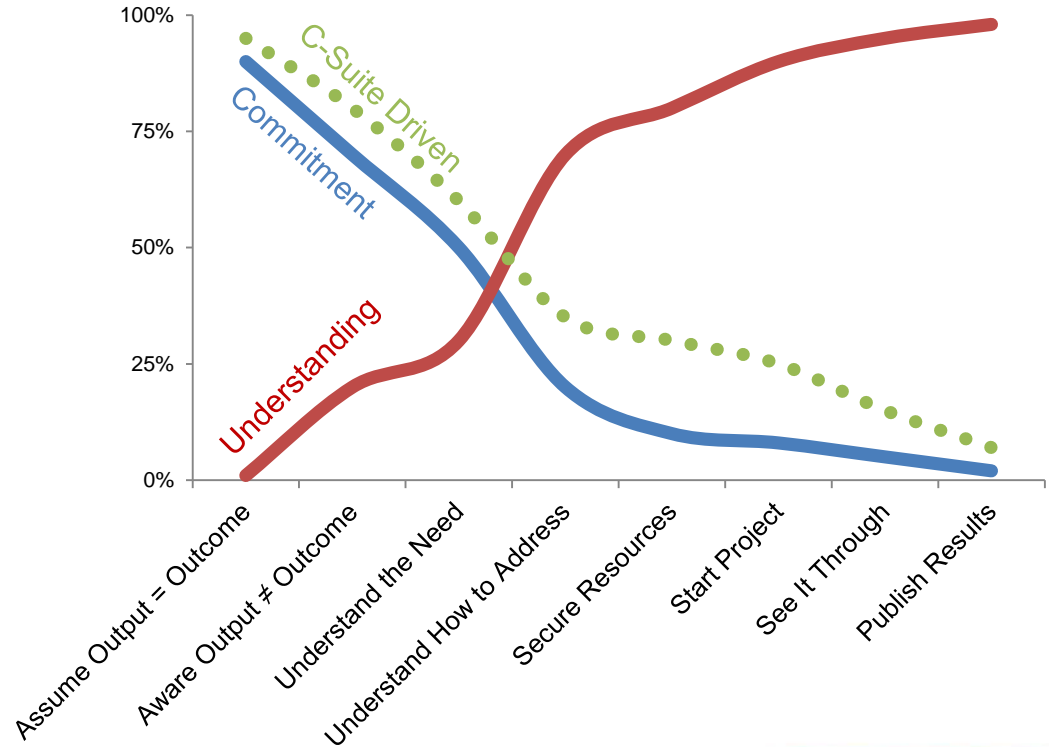
**Buy-in &
Understanding
Are Negatively
Correlated**



Desire To Measure Outcomes Among PR Clients

Theory:

**Buy-in &
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Are Negatively
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Philosophical Challenges

**Shall We
Forever Lay
Our Meager
Offering at the
Altar of Larger
Marketing?**

- Is this so important?
- Should we stop pestering clients?
- Why step into the fray of being responsible for sales?
- Do we risk portraying Outputs measurement as valueless?

Practical Challenges

For Most:

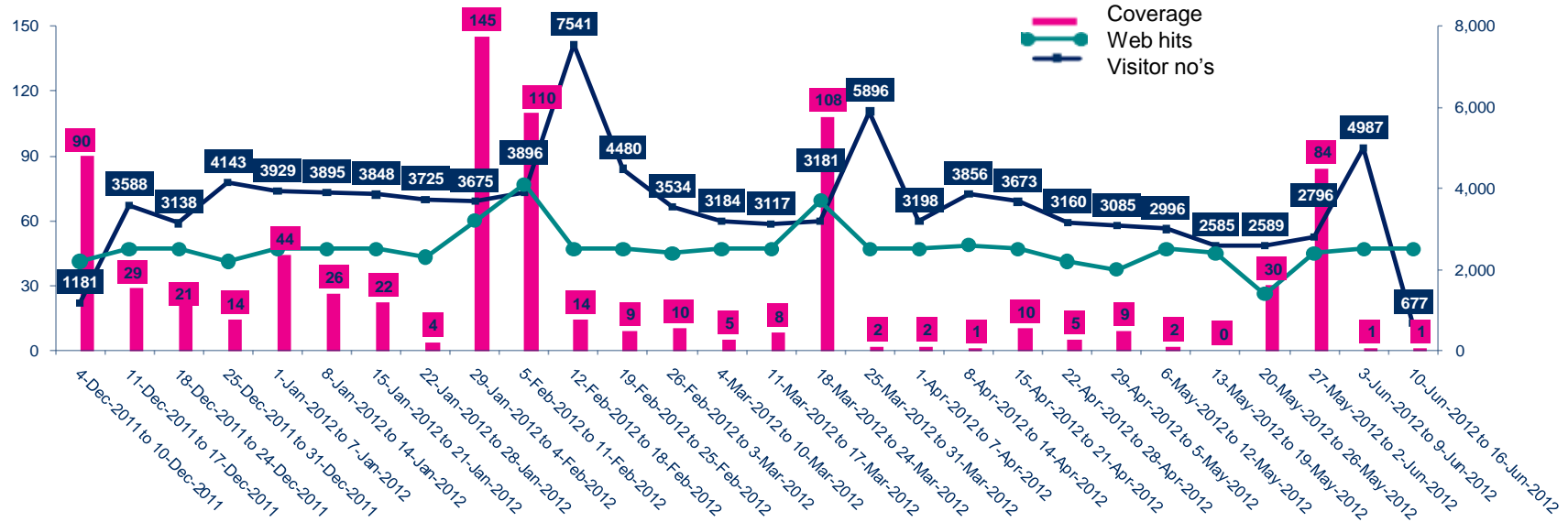
**Is Outcomes
Measurement
A Step Too
Far?**

- Can this be accomplished independently?
- What evidence can be presented that is short of the ideal, but you can still be proud of?



**Do AMEC members
have the right skills
to measure
outcomes?**

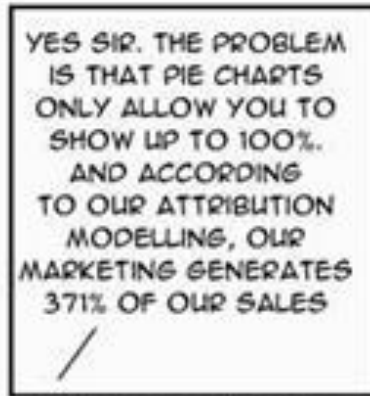
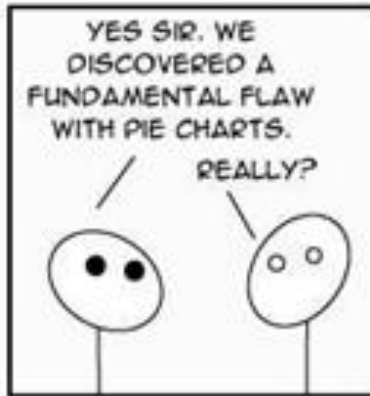
Museum of London – website hits and visitor numbers



What is PR's contribution?

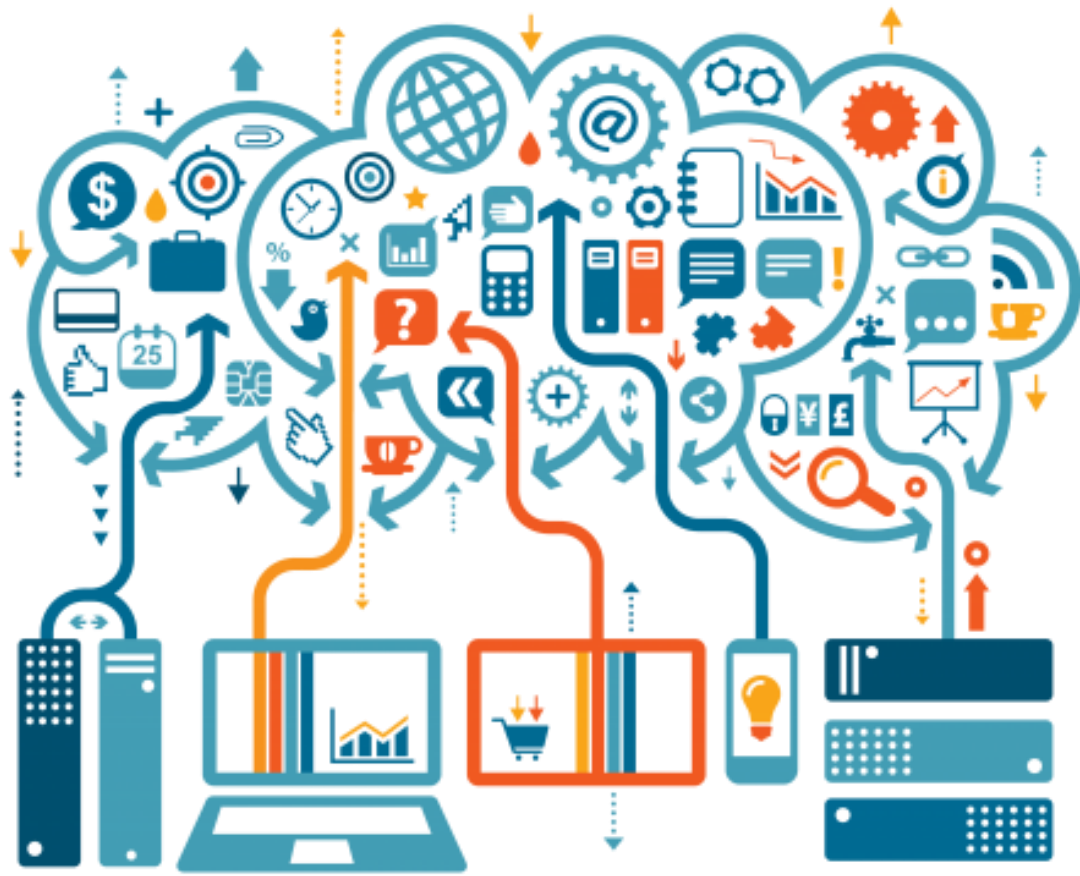


[HTTP://SCIENTIFICMARKETER.COM](http://scientificmarketer.com)



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53%

of AMEC members are seeing a trend for clients to use media measurement alongside data sourced elsewhere in “big data” analysis

What are the barriers?

- It requires joint working with several other departments. I don't think I can make that happen
- Your models have too many assumptions/ are complex and I find it difficult to sell the same internally
- Nothing changes for me. Management will still give the credit to Marketing.
- Performance pay framework for PR function provides no motivation to own outcomes
- Outcome measurement is more like post-mortem. Its results are available only post completion of campaign. It rarely helps steer my campaign.
- Output measurement provides me inputs to modify my campaign and improve during the campaign.



How can we encourage comms teams to work with other departments?

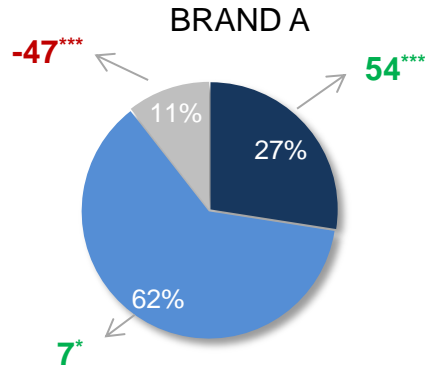
There is a strong link between the tone of the media coverage and the behavioral intention towards the brands

Media coverage

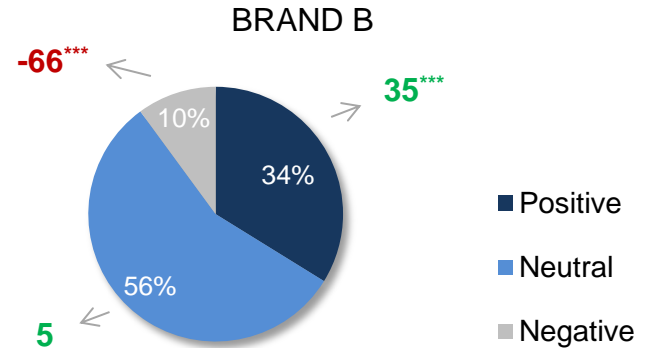


Behavioral intention

Have you seen / heard / read something positive, neutral or negative the latest 2 weeks?



n = 2277



n = 2242

- Positive
- Neutral
- Negative

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...*In theory*"



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