



2nd European Summit on Measurement

Barcelona Declaration of Measurement Principles: Revised for Public Comment, June 21, 2010

Global Alliance

ICCO

Institute for Public Relations

Public Relations Society of America

AMEC U.S. & Agency Leaders Chapter





Why Are We Here? For the Common Good of Our Industry.

- The communications landscape is changing rapidly
- A lack of clear standards and approaches to PR measurement results in the profession not always being taken seriously; it doesn't count unless you can count it
- AVEs, random use of multipliers, and other silly metrics and practices diminish the integrity of the profession and the market size
- As a profession, we spend more time arguing amongst ourselves rather than building the field
- We are at a moment in time to make difference, and alter the path we are on, taking advantage of the opportunity to “own” the new communications environment




Seven Principles

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



Principle 1: Importance of Goal Setting and Measurement

- Goal-setting and measurement are fundamental aspects of any public relations program
- Goals should be as quantitative as possible and address who, what, when and how much the PR program is intended to affect
- Measurement should take a holistic approach, including representative traditional and social media; changes in awareness among key stakeholders, comprehension, attitude, and behavior as applicable; and business results



Principle 2: Media Measurement Requires Quantity and Quality

Overall clip counts and general impressions are usually meaningless. Instead, media measurement, whether in traditional or online channels, should account for:

- Impressions among the stakeholder or audience
- Quality of the media coverage including:
 - ✓ Tone
 - ✓ Credibility and Relevance of the Medium to the Stakeholder or Audience
 - ✓ Message Delivery
 - ✓ Inclusion of a 3rd party or company spokesperson
 - ✓ Prominence as Relevant to the Medium
- Quality can be negative, positive, or neutral




Principle 3: AVEs are Not the Value of Public Relations

- Advertising Value Equivalents (AVEs) do not measure the value of public relations and do not inform future activity; they measure the cost of media space and are rejected as a concept to value public relations
- Where a comparison has to be made between the cost of space from earned versus paid media, validated metrics (for example Weighted Media Cost, CPMs, etc.) should be used, stated for what they are, and reflect:
 - Negotiated advertising rates relevant to the client
 - Quality of the coverage (see Principle 2), including negative results
 - Physical space of the coverage, and the portion of the coverage that is relevant
 - Multipliers intended to reflect a greater WMC for earned versus paid media should never be applied unless proven to exist in the specific case



Principle 4: Social Media Can and Should Be Measured

- Social media measurement is a discipline, not a tool; but there is no “single metric”
- Organizations need clearly defined goals and outcomes for social media
- Media content analysis should be supplemented by web and search analytics, sales and CRM data, survey data and other methods
- Evaluating quality and quantity is critical, just as it is with conventional media
- Measurement must focus on “conversation” and “communities” not “coverage”
- Understanding reach and influence is important, but existing sources are not accessible, transparent or consistent enough to be reliable; experimentation and testing are key to success




Principle 5: Measuring Outcomes is Preferred to Measuring Outputs

- Outcomes include shifts in awareness, comprehension, attitude and behavior related to purchase, donations, brand equity, corporate reputation, employee engagement, public policy, investment decisions, and other shifts in target audiences regarding a company, NGO, government or entity, as well as the audience's own beliefs and behaviors
- Practices for measuring outcomes should be tailored to the business objectives of the PR activities. Quantitative measures such as benchmark and tracking surveys, are often preferable. However, qualitative methods can be better suited or used to supplement quantitative measures
- Standard best practices in survey research including sample design, question wording and order, and statistical analysis should be applied in total transparency



Principle 6: Business Results Can and Should Be Measured Where Possible

- To measure business results from consumer or brand marketing, models that determine the effects of the quantity and quality of PR outputs on sales or other business metrics, while accounting for other variables, are a preferred choice. Related points are:
 - ✓ Clients are creating demand for market mix models to evaluate the impact of consumer marketing
 - ✓ The PR industry needs to understand the value and implications of market mix models for accurate evaluation of consumer marketing PR, in contrast to other measurement approaches
 - ✓ The PR industry needs to develop PR measures that can provide reliable input into market mix models
 - ✓ Survey research can also be used to isolate the change in purchasing, purchase preference or attitude shift resulting from exposure to PR initiatives



Principle 7: Transparency and Replicability are Paramount to Sound Measurement

PR measurement should be done in a manner that is transparent and replicable for all steps in the process, including specifying:

Media Measurement:

- Quantitative – source of the content: print, broadcast, internet, consumer generated media along with criteria used for collection
- Qualitative – human or automated, tone, reach to target, content

Surveys:

- Methodology – sampling frame and size, margin of error, probability or non-probability
- Questions – all should be released as asked (wording and order)
- Statistical methodology- how specific metrics are calculated



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Next Steps:

1. Comments to barryleggetter@amecorg.com and david.rockland@ketchum.com by July 15
2. The five authoring organizations to review all comments
3. Final Principles to be published around July 22

