

# PR Measurement Clinic: Assessing the Success of a Communications Strategy

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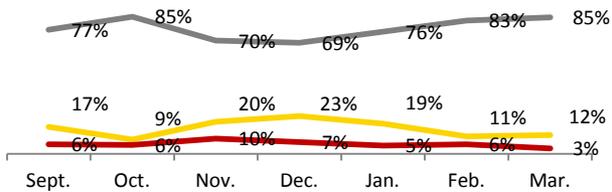
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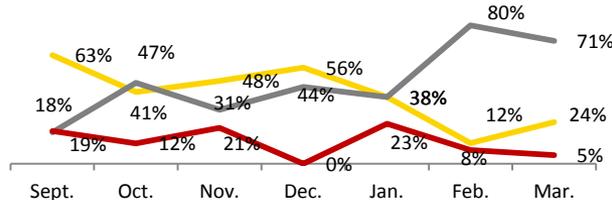
@GWPRmasters

**KPI: Overall Brand Sentiment**

Facebook Reactive

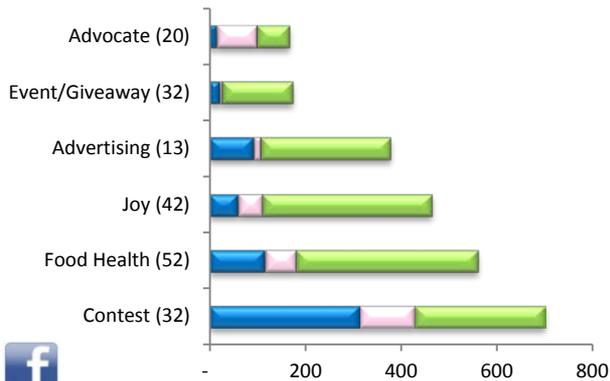


Facebook Proactive

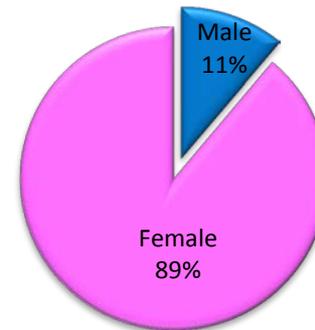


**KPI: Facebook Content Engagement by Category**

■ On-Topic Responses ■ Off-Topic Responses ■ Content Likes



**KPI: Facebook Demographics**

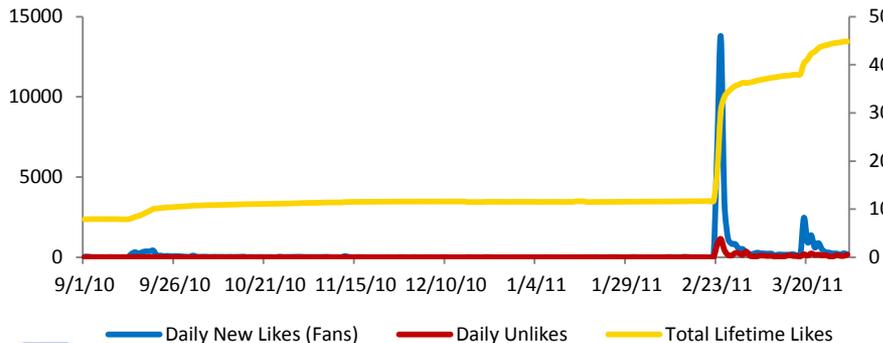


Male Demographic is up 1% from Feb.  
\*529 Users Unknown

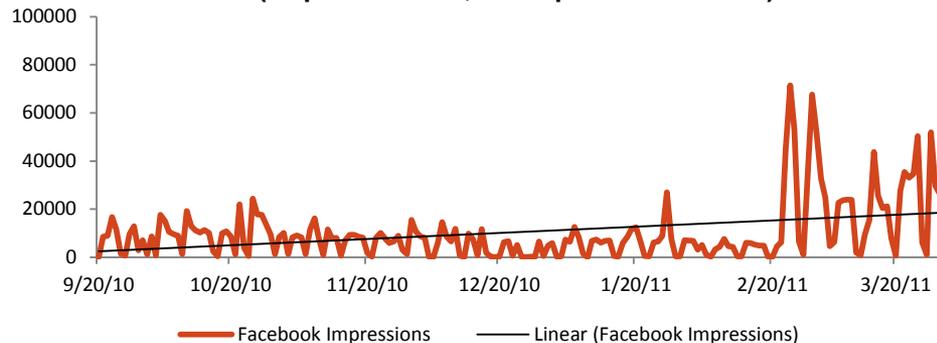
**KPI: Facebook Community Size & Content Reach**



**Facebook Community Growth = 26% (208% Feb.)**



**Facebook Content Reach: 48 posts = 816,016 impressions (29 posts = 1299,586 impressions in Feb)**



# Campaign Overview

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- This dashboard measures a campaign to launch a new food product.
- The business goal was to increase share within a highly competitive category.
- The campaign included a launch event, extensive media briefings, and an online contest where users could show how they had enjoyed the new product.

# Your Task

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- You have 15 minutes to:
    - Review the attached dashboard
    - Discuss what it means, both in terms of campaign success as well as what you might do next
    - Decide how you will present your findings
  - We'll call on several of you to present so that we can have a broader discussion of key issues

# KPIs Dashboard

Key Performance Indicator	Data Collection Tool/Survey	Goal	Initial Tracking Result	Post-Campaign Tracking	Comparison to Goal
% who aware of the new product launch	Pre- and post-campaign tracking surveys	25%	8%	29%	+4%
Entries into online contest	Web tracking	2,500 entries	N/A	1,000	-1,500
Message penetration	Sonar media tracking	75% of coverage contains key message	N/A	90% message penetration	+15%
Message Reach	Sonar media tracking	Media impact score of 200 million	N/A	200 million	met
Purchase intent	Pre- and post - campaign tracking	15%	8%	16%	+1%

\* Numbers are for illustration only.