



How – and When – to Report Measurement Results♪

PRNews Measurement Conference 2014

April 8, 2014

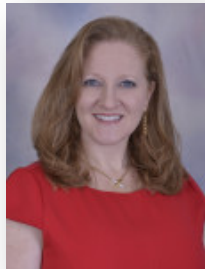
#prmeasure



Marla Bace
VP & General Manager, Marketing and Customer
Experience Operations
Circles, a division of Sodexo
@marlabace



David Hebert
Internal and Audio-Visual Communications Chief
U.S. Geological Survey
@daveahebert



Johna Burke
EVP
BurrellesLuce
@gojohnab



Know your audience♪

- How do they like to receive information?
 - Excel spreadsheet
 - PowerPoint presentation
 - Formal report
- What level of detail will they require?
 - High-level benchmark vs. supporting calculations
- Who do they in turn report?



Your objective should define what you measure♪

- Know the company's objectives
- Support the marketing objectives
- Ensure your strategy will accomplish your goals
- Define tactics and corresponding measures



Where will responsibility for reporting originate?♪

- Determine best way to measure the results
- Establish benchmarks / Identify the competition
- Internal manual processes
- Software tools (i.e. Google Analytics)
- Agency requirements (media placements)



BurrellesLuce
@gojohnab



Determine best method to present what you are measuring♪

- Via e-mail
- One-on-one
- Group Meeting



BurrellesLuce
@gojohnab



Know where your results will be shared♪

- Senior Management (depending on structure)
- Shareholders (for profit)
- A board (non-profit)
- Regulators (financial or government services)



Put measurement in context♪

- Stats/feedback vs. truth
- Cultural factors
- Functional factors



BurrellesLuce
@gojohnab



Look for common threads♪

- Across platforms/business units
- Over time
- Between qualitative and quantitative measurement
- Painting a picture vs. micromanaging your measurement



Help your execs/org. respond♪

- Clear statements connected to measurement
- Insight on specific audiences
- Reasonable expectations at both ends of the transaction



BurrellesLuce
@gojohnab



science for a changing world

@daveahebert



a Sodexo company

@marlabace

Choose and use technology wisely♪

- Vanity metrics
- Ghost metrics
- Relevant metrics



Know how your organization makes and spends \$\$\$

- Understand your P&L and/or financial statement
- Align your goals accordingly
 - Differentiate between department and overall organization goal contribution



BurrellesLuce
@gojohnab



C-Suite reporting



- Should be simple
- In the language of the audience
- Have resonating messages aligned with strategy
- Ideally be a 5 second snapshot



BurrellesLuce
@gojohnab



@daveahebert

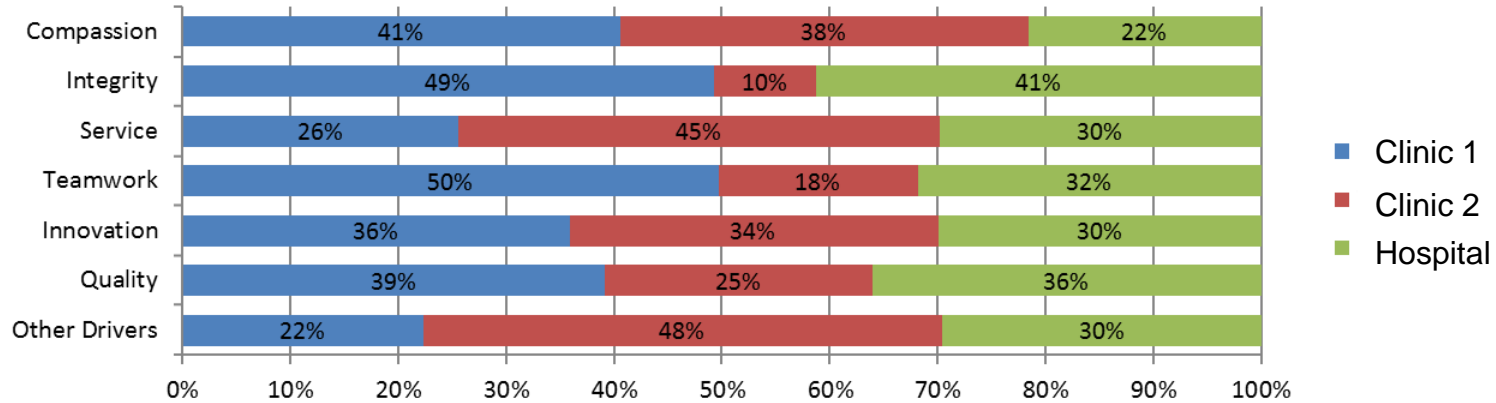


a Sodexo company

@marlabace

COMPETITIVE SHARE OF MESSAGE BY HIT

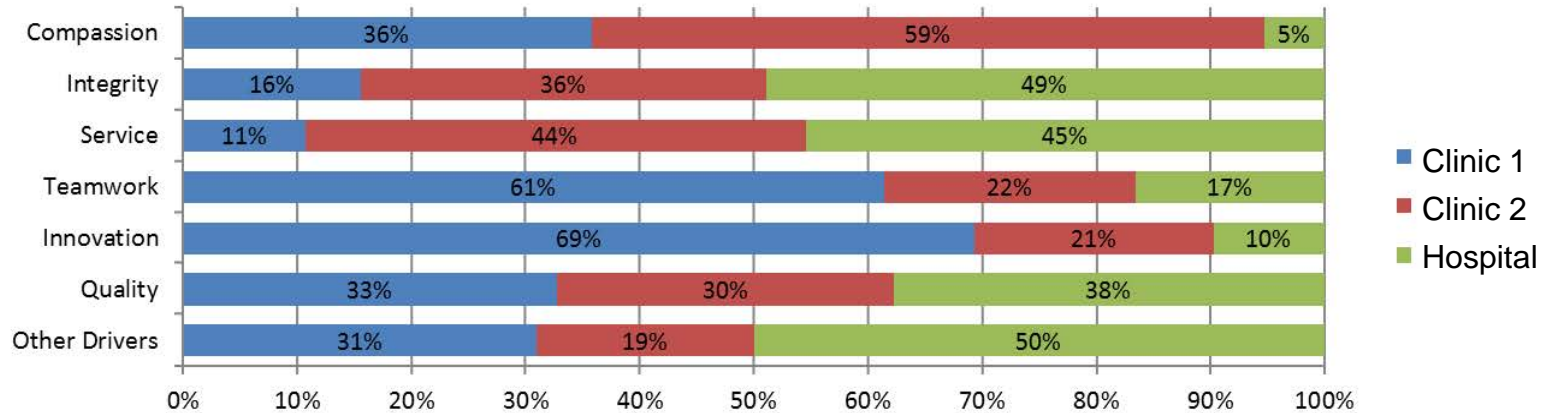
Q4 Share of Message



	ORGANIZATION 1		ORGANIZATION 2		ORGANIZATION 3	
Compassion	90	41%	84	38%	48	22%
Integrity	93	49%	18	10%	78	41%
Service	47	26%	82	45%	55	30%
Teamwork	92	50%	34	18%	59	32%
Innovation	43	36%	41	34%	36	30%
Quality	90	39%	57	25%	83	36%
Other Drivers	46	22%	99	48%	61	30%

COMPETITIVE SHARE OF MESSAGE BY HIT

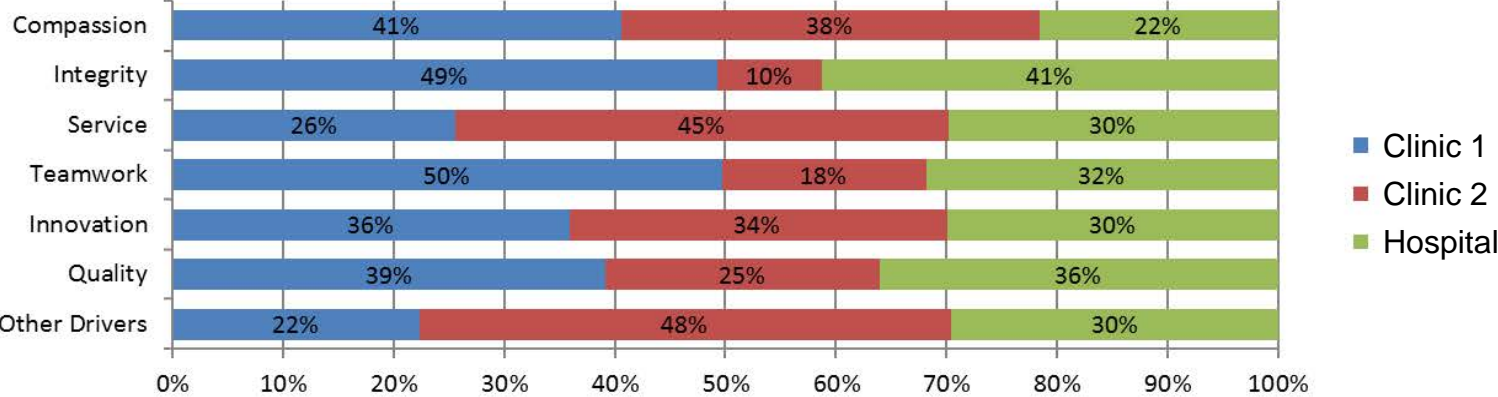
Q4 Share of Favorable Message



	Clinic 1		Clinic 2		Hospital	
Compassion	34	36%	56	59%	5	5%
Integrity	7	16%	16	36%	22	49%
Service	13	11%	53	44%	55	45%
Teamwork	78	61%	28	22%	21	17%
Innovation	43	69%	13	21%	6	10%
Quality	60	33%	54	30%	69	38%
Other Drivers	13	31%	8	19%	21	50%

COMPETITIVE SHARE OF MESSAGE BY HIT

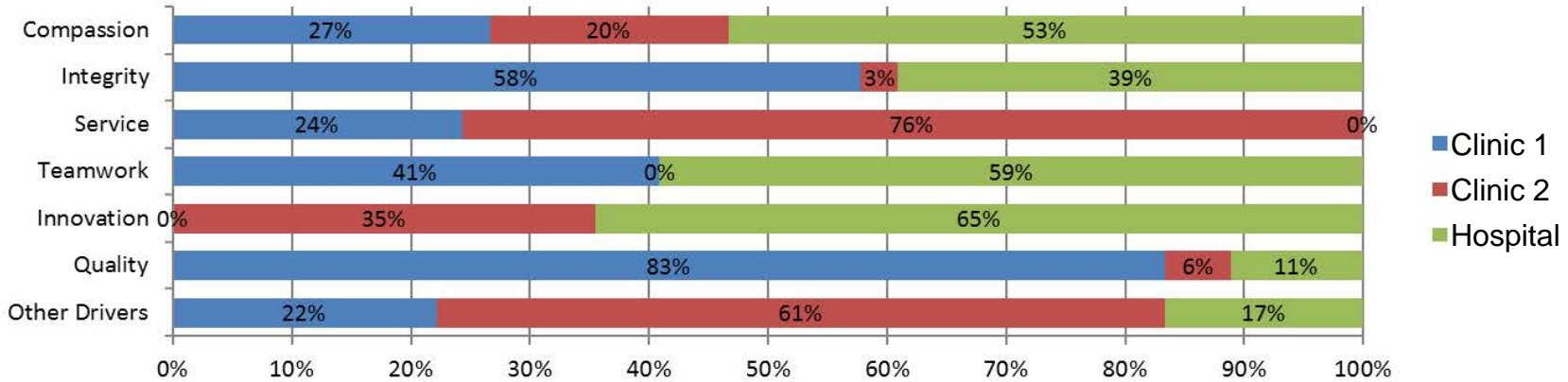
Q4 Share of Neutral Evenly Mixed Message



	Clinic 1		Clinic 2		Hospital	
Compassion	90	41%	84	38%	48	22%
Integrity	93	49%	18	10%	78	41%
Service	47	26%	82	45%	55	30%
Teamwork	92	50%	34	18%	59	32%
Innovation	43	36%	41	34%	36	30%
Quality	90	39%	57	25%	83	36%
Other Drivers	46	22%	99	48%	61	30%

COMPETITIVE SHARE OF MESSAGE BY HIT

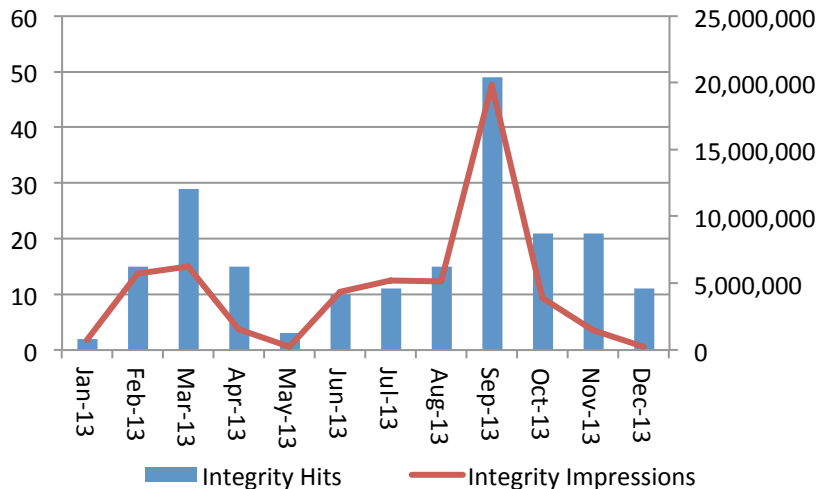
Q4 Share of Unfavorable Message



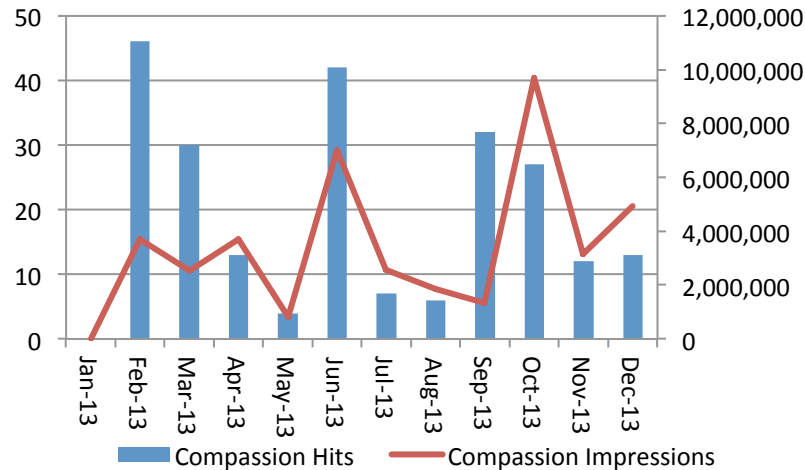
	Clinic 1		Clinic 2		Hospital	
Compassion	8	27%	6	20%	16	53%
Integrity	37	58%	2	3%	25	39%
Service	9	24%	28	76%	0	0%
Teamwork	9	41%	0	0%	13	59%
Innovation	0	0%	11	35%	20	65%
Quality	15	83%	1	6%	2	11%
Other Drivers	8	22%	22	61%	6	17%

INSTITUTE ACTIVITY

Integrity



Compassion



Hospital	Key Messages-		1/1/2013	2/1/2013	3/1/2013	4/1/2013	5/1/2013	6/1/2013	7/1/2013	8/1/2013	9/1/2013	10/1/2013	11/1/2013	12/1/2013
	Quality	Hits	7	15	0	2	0	24	4	7	2	25	7	17
		Impressions	2274762	6791340	0	992272	0	3029376	1417640	2787267	942906	10819000	1195691	558756
	Innovation	Hits	0	22	5	14	0	4	10	19	1	1	4	16
		Impressions	0	934692	2100780	3504228	0	1584192	2547220	7366129	136520	237210	1291748	3523520
	Teamwork	Hits	4	0	9	16	3	2	7	14	39	30	21	0
		Impressions	1469120	0	223542	2892384	460080	351580	2060506	862666	5179629	1142940	3447696	0
	Service	Hits	5	45	18	7	1	44	9	17	23	26	9	11
		Impressions	2124185	9761175	3563028	3331195	299195	2879668	4451535	7009304	1882734	1495494	734445	1018105
	Integrity	Hits	2	15	29	15	3	10	11	15	49	21	21	11
		Impressions	746780	5744970	6264435	1510635	239130	4317760	5165622	5099280	19853526	3898146	1462902	248259
	Compassion	Hits	0	46	30	13	4	42	7	6	32	27	12	13
		Impressions	0	3705300	2547570	3713632	814620	7013874	2566970	1843548	1343424	9702369	3163368	4945993
	Other Reputation Drivers	Hits	2	37	41	3	2	33	9	11	43	15	2	0
		Impressions	292862	6291554	6651266	35664	724276	6328179	4183524	1432321	17110130	2830470	875494	0

Methodology



- Content Collection – Content was collected for editorial coverage containing references to CLINICS and the competitors identified from broadcast, print and Internet sources monitored by BurrellesLuce.
- Audience– Audience data is based on metrics from Nielsen, comScore , SRDS and ANR as outlined in the attached methodology statement.
- Message Identification – Each clip collected was reviewed for Institution associations to the following key messages:

Quality

Innovation

Teamwork

- Media Tiers – Media Tiers were defined as identified “target” media outlets and all other outlets



BurrellesLuce
@gojohnab



@daveahebert



a Sodexo company

@marlabace

Key Take-A-Ways♪

Measurement Reporting: Know your audience, have context, align metrics w/ goals, simplicity rules.
@marlabace @daveahebert @gojohnab #prmeasure



BurrellesLuce
@gojohnab



Why is simplicity and mastering excel important?



'What I really need is this report in an infographic'

Said by no CEO or CFO ever.



BurrellesLuce
@gojohnab



@daveahebert



@marlabace