



# Integration: A look ahead to 2020

Dr. David B. Rockland, CEO and Partner,  
Ketchum Research and Change  
Chairman, AMEC

PR News Measurement  
Conference



# Media Measurement: Past, Present, Future

## Measurement around 2000



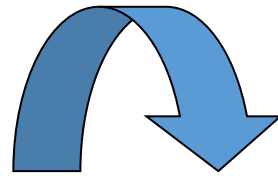
### Clipping Books...

Messy

Cumbersome

Time Consuming

## Measurement in 2012

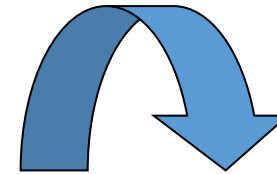


### Online Portals...

Sleek

User Friendly

Data at the Click of a Button



## Measurement in 2015

### Analytics and ROI

Linked to Sales

Market Intelligence

PR Measurement

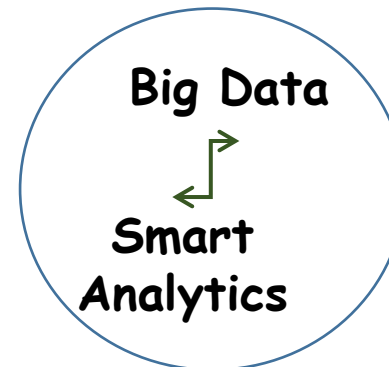
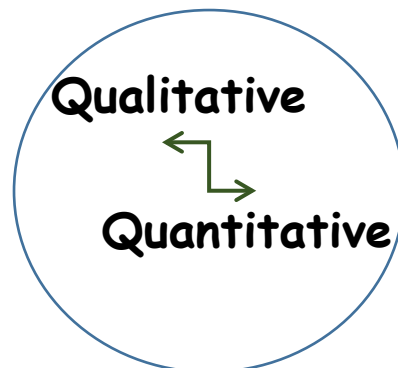
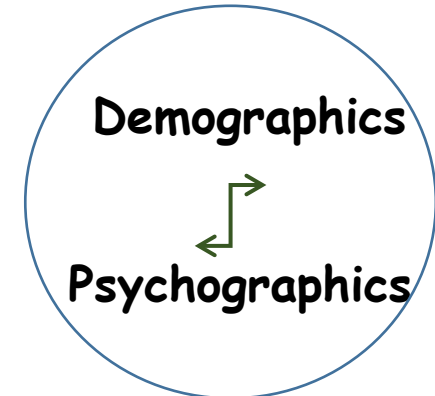
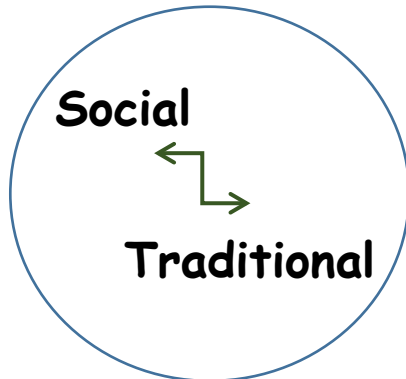
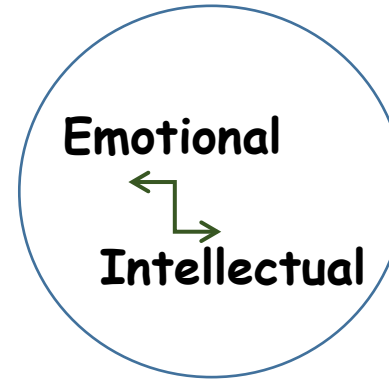
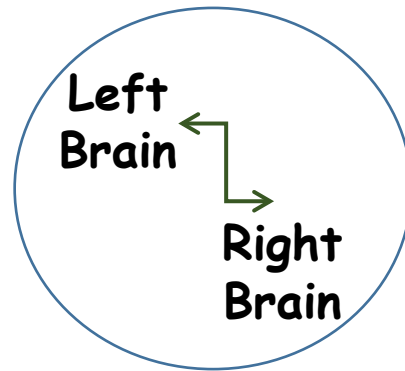
Consistent

# Seven Principles of PR Measurement

- 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**



# We all know the lines are “blurring”



# Myopic way to solve the puzzle





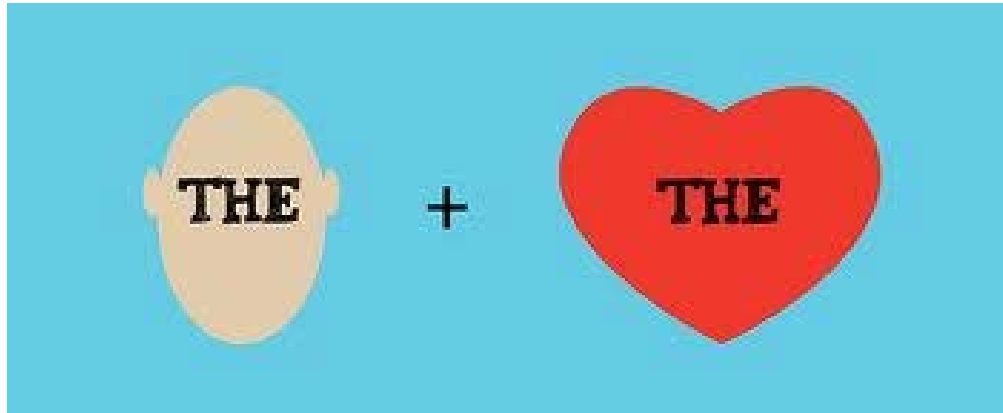
# Right and left brain merge



# Demographics and psychographics



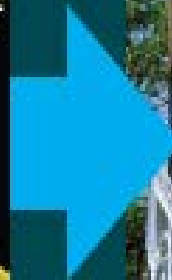
# The emotional and the intellectual





# From Message to Creative

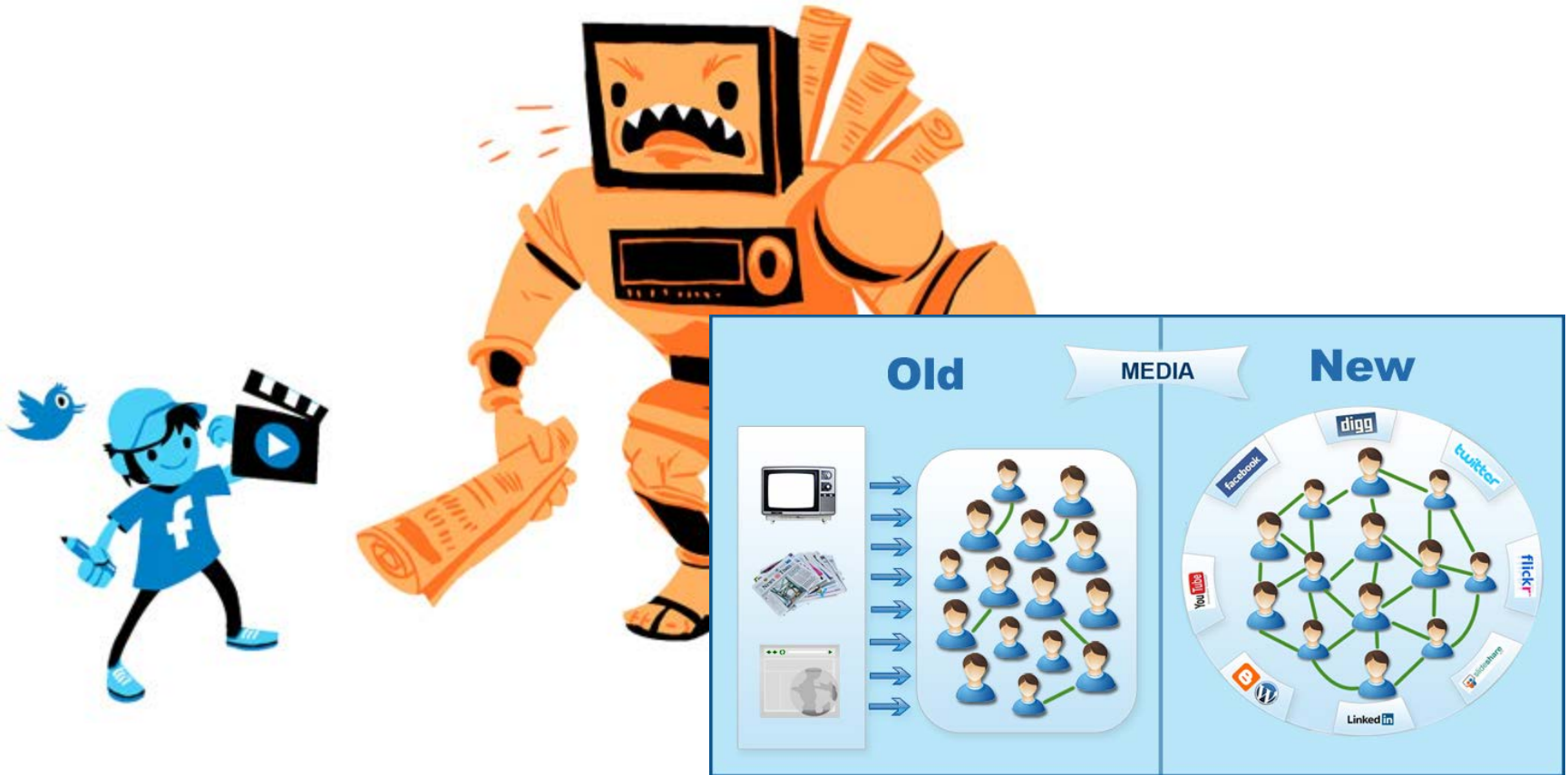
↑  
SALES



# Qualitative and Quantitative



# Social and traditional



# Integrated Approach



# Let's start with a common set of definitions of the PESO distribution channels

## Earned

Includes all activities where content is generated by a 3rd party, but the initiative to do so is the result of active engagement with the content-creator.

### Examples:

- Media relations
- Blogger relations
- Contests

## Shared

Includes all online and offline content and conversation occurring between two or more consumers that is organic in nature.

### Examples:

- Consumers talking - but not as a result of direct interaction with the brand

## Owned

Includes all properties controlled and managed by the brand.

### Examples:

- Websites
- Facebook page
- Twitter account
- Email database

## Paid

Includes all forms of content where the placement is purchased – both online & offline.

### Examples:

- Ads
- Video
- out-of-home
- Paid search





# Big data combined with smart analytics



# Channel Selection



- Online is the most cost effective marketing spend

Channel	Leads* Generated Per \$1,000	Total Leads Generated (Annual)
Direct Mail	7	59,747
Radio	5	4,645
Online	34	6,439
PoPs	19	13,503

$$R^2 = .665$$

$$\text{Model 1: Leads}^{\$} = 86.36 + 0.007(\text{Direct Mail}) + 0.005(\text{Radio}) + 0.034(\text{Online}) + .019(\text{PoP}) + 163(\text{If summer}) + 129(\text{If fall})$$



# Channel Selection



- If professional PoP outreach is used for all annual PoP marketing spend instead of ever using a hodgepodge approach, potential revenue increase is \$8.2 million.

<b>\$ Shifted from PoP H to PoP P</b>	<b>Net Leads Gained</b>	<b>Potential Increase in Revenue</b>
\$226,983	2,951	\$8.2 million



# Message Selection:

## Brand Attributes with Positive Impact on Marketing Funnel



“Sunlight is the greatest disinfectant”





# Which Half of Advertising Spend Is Wasted?

*John Wanamaker*



# Debunking what PR professionals really wish was true



# What does mean for 2015-2020?



# Questions?

