

Sales =
 $A + x1PR$
 $+ x2PoP$

Integrated Measurement: How to Sell PESOs to Senior Leaders & Clients

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PROMOTING INTEGRATED MEASUREMENT

“We are a data-rich industry,
but analytics poor.”

-Dr. David Rockland

LOOKING AT MEASUREMENT DIFFERENTLY



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break through

PROVIDING AN INTEGRATED APPROACH



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break through

UNDERSTANDING PESO

Paid

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

Examples:

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

Earned

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 result of direct brand interaction

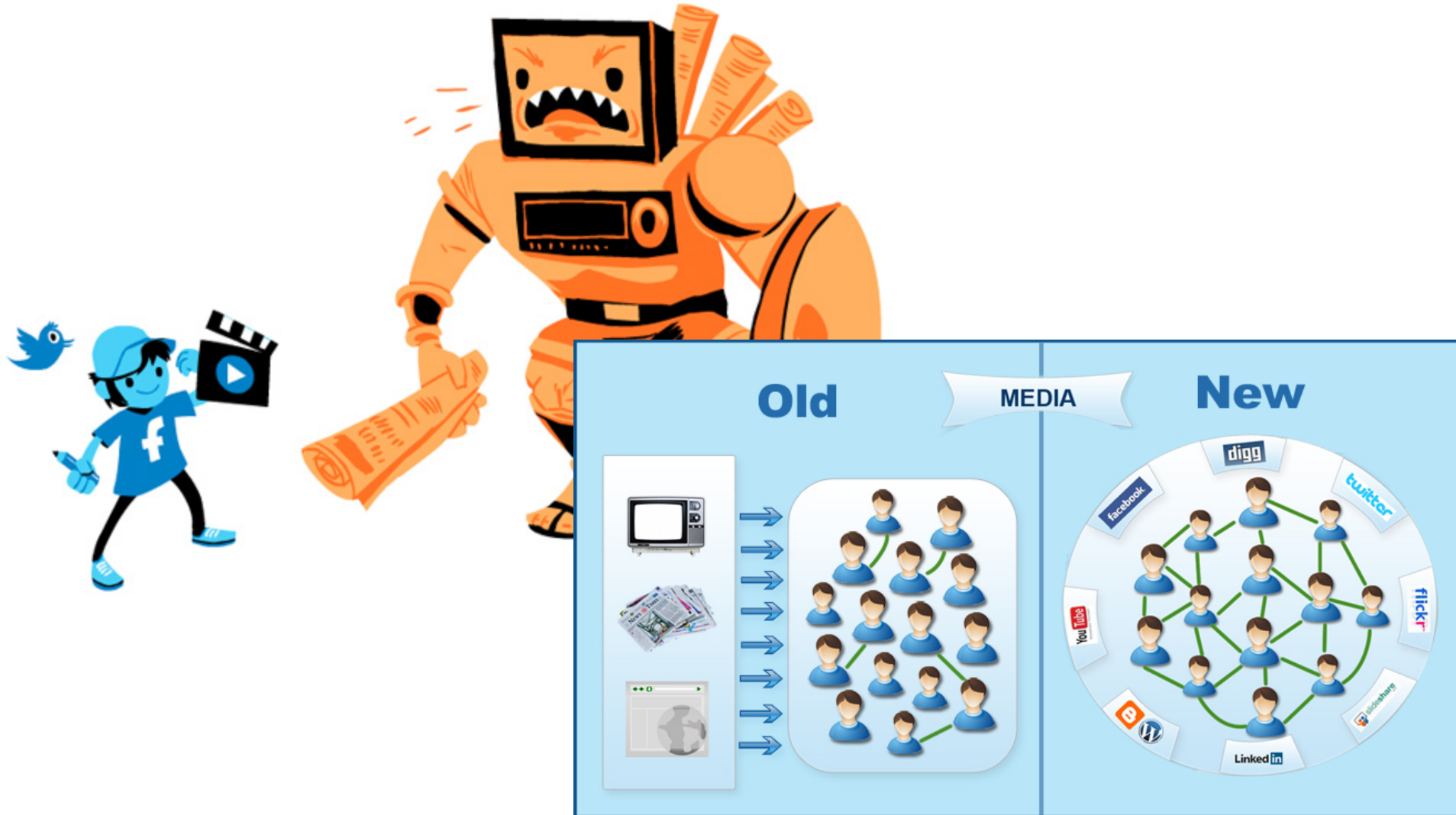
Owned

Includes all properties controlled and managed by the brand.

Examples:

- Websites
- Facebook
- Twitter
- Email database

SEEING THE HOLISTIC PICTURE PR ACTIVITIES





MOVING BEYOND AVEs

- InstaPoll – How many of you are using AVEs for your organization?
- Barcelona Principles Killed AVEs...and yet they live on
 - Using AVEs makes the assumption that a news story has the same impact as an advertisement of equal length during the same broadcast.
 - This assumption is problematic because AVEs do not take into account the fundamental differences in the nature of communications involved with news and advertising.


CREATING STRATEGIES TO HELP MOVE BEYOND AVEs

- So what is the solution if you're still using AVEs?
 - Start by gathering impressions.
 - Evaluate your message prominence and how clearly/ frequently it came through during the segment.
 - Educate your team on the value of solid measurement.



THREE KEY TAKEAWAYS

- 1. Improving your measurement approach is victory.** If you're constantly striving for perfection you may abandon all hope.
- 2. Knowing you must move away from AVEs is half the battle.** Educate senior leaders and present solutions to begin the migration away from this flawed approach.
- 3. Always integrate and always provide context.** If you're only analyzing EARNED media you're missing three quarters of the universe and major puzzle pieces to understanding your PR program.



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