

# The Recipe For PR Measurement

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.....  
GENERAL MILLS



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# General Mills at a Glance

- One of the world's largest food companies
- Products marketed in more than 100 countries on six continents
- 42,000 employees
- \$17.6 billion in fiscal 2015 net sales\*



\*Consolidated net sales excludes \$1.1 billion of joint venture sales

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# Our Brands



# Corporate and Brand Communications

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Brand PR Center  
of Excellence

Business and  
Financial  
Communications

CSR  
Communications

Wellness  
Communications

Enterprise Social  
Media

Employee &  
Leadership  
Communications

Crisis and Issues  
Communications



GENERAL MILLS

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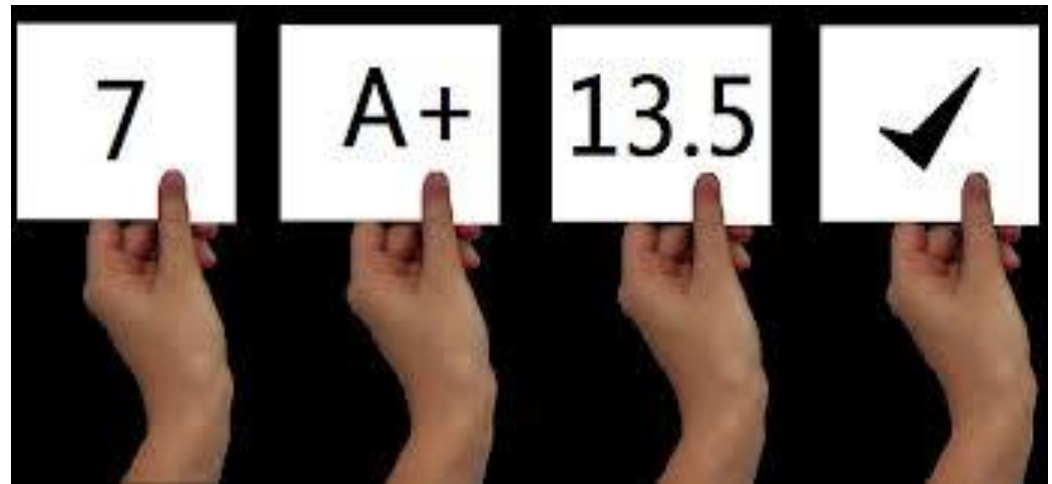
# Pillsbury Doughboy Museum of Broadcast Communications

It looks good.  
But how do I  
know it's good?



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# MEASUREMENT BEFORE



# MEASUREMENT TODAY



## Big G Crosby – Traditional Media Results

PR Goal	Metrics	Results	Status
Drive coverage in consumer-facing, broadcast show	• Target-specific coverage	• Initial launch on Good Morning America	🟢
90% of coverage is positive/neutral in tone and 75% includes a key message	• Tone • Quality of Coverage	• 99% positive/neutral • 94% includes a key message	🟢

## Big G Crosby – Social Media

PR Goal	Metrics	Results	Status
Drive 1,000 positive shares of story in social media, with 90% positive or neutral	• 11K total social shares • 4% positive	• 96% positive or neutral social shares	🟢

### Earned Channel Type



### Tone of Earned Social



### Earned Program Totals

	Current Program	Previous Program
Total Social Shares	11K	*
Percent Positive/Neutral	96%	*
Total Impressions	147MM	*
Social Engagements	-	*

### Top Earned Tweets

**General Mills to remove artificial flavors, color from cereals.** [bn.viv1GvZZH3](#)

299 Engagements  
5.87MM Impressions

**General Mills will stop artificial flavors and colors from the company's 40% of its cereals that still contain them.** [on.org/000015402915](#)

201 Engagements  
7.29MM Impressions

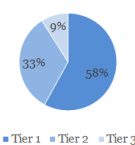
**General Mills will remove artificial colors and flavors from Lucky Charms and other cereals.** [on.org/00015402915](#)

173 Engagements  
5.74MM Impressions

**The real reason General Mills will cut fake flavors from cereals like Time and Lucky Charms cereal isn't health.**

114 Engagements  
4.86MM Impressions

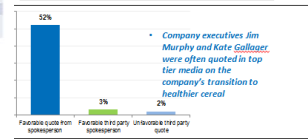
### Media Tier



### Coverage Highlights



### Spokesperson Visibility



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# Is my PR working?

## GOAL SETTING

Specific  
Measurable  
Achievable  
Realistic  
Timely



## WHEN GOALS ARE CLEAR, RESULTS ARE CLEAR

Objectives

Target audiences

KPIs

Goals



## MEASURING BREAKTHROUGH

**Traditional media:** Tone, Tier, Key Messages, Type of Mention, Spokesperson Inclusion

**Social media:** Tone, Shares, Influencers, Key Behaviors (hashtag usage, website)



## MOVING BEYOND A SIMPLE IMPRESSIONS TOTAL

Consistent one-page snapshot

Goals accountability

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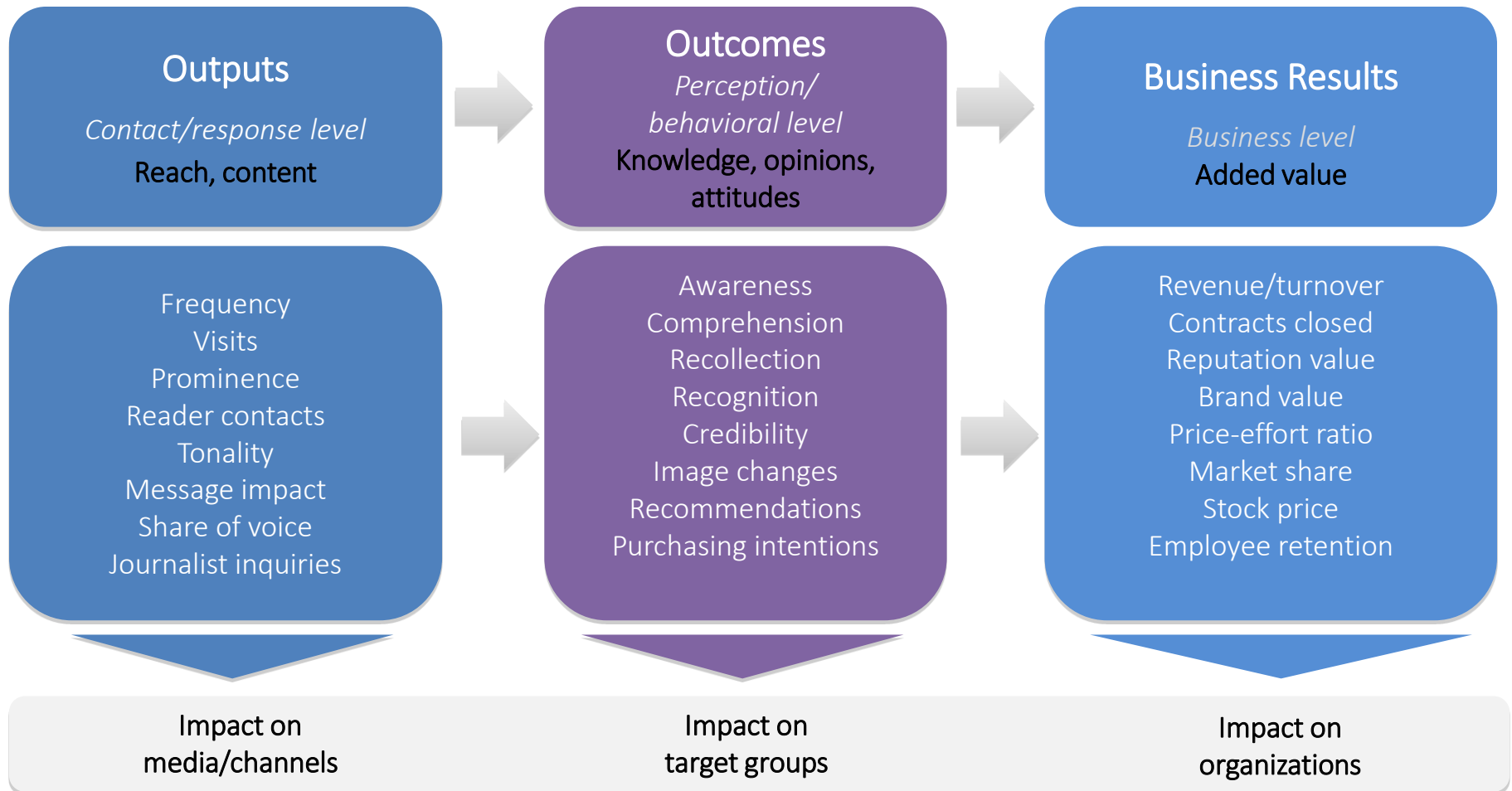


1. Goal Setting and Measurement are Fundamental to Communication and Public Relations
2. Measuring Communication Outcomes is Recommended Versus only Measuring Outputs
3. The Effect on Organizational Performance Can and Should Be Measured Where Possible
4. Measurement and Evaluation Require Both Qualitative and Quantitative Methods
5. AVEs Are Not the Value of Communication
6. Social Media Can and Should Be Measured Consistently With Other Media Channels
7. Measurement and Evaluation Should be Transparent, Consistent, and Valid

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# The Measurement Hierarchy



# Goal Setting & KPIs



- **Business Objective**
- **Communications Goal**
- **Target Audiences – Who and How?**
- **Target Channels**
- **Key Messages**
- **Outcomes**
- **Long-term goals**

# Evaluation



Communication Tiers

Inclusion of Quotes/Third Party Support

Inclusion of Key Messages

Prominence of Placement

Tone/Sentiment

Bonus Points: Photo, front page mention or broadcast tease

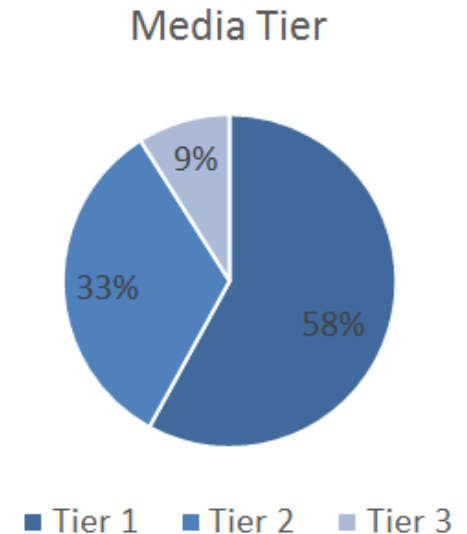
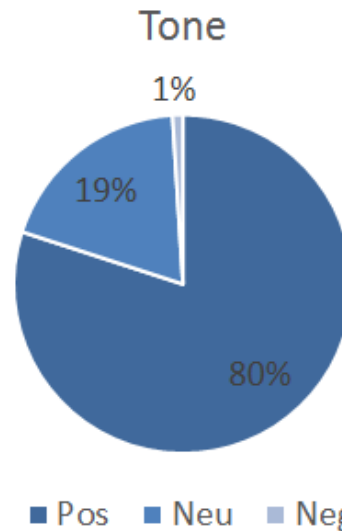
Scale -100 to +100 (plus 8 bonus points)



# General Mills – Crosby Program Results Snapshot

PR Goal	Metrics	Results	Status
Reach consumer target “Marissa” through national broadcast coverage	<ul style="list-style-type: none"> <li>Target-specific coverage</li> </ul>	<ul style="list-style-type: none"> <li>Secured exclusive with <i>Good Morning America</i>, followed by coverage <i>TODAY Show</i> and <i>CBS This Morning</i></li> </ul>	
Coverage to be positive or neutral in tone and to pull through primary key messages	<ul style="list-style-type: none"> <li>90% positive or neutral tone</li> <li>75% primary key message</li> </ul>	<ul style="list-style-type: none"> <li>99% positive or neutral tone</li> <li>94% include at least one primary key message</li> </ul>	

Earned Media Week One Snapshot	
Top-tier articles	58%
Total articles	272
Average Quality Score	68
Top Tier Impressions	50M
Total Impressions	60M
Spokesperson	52%



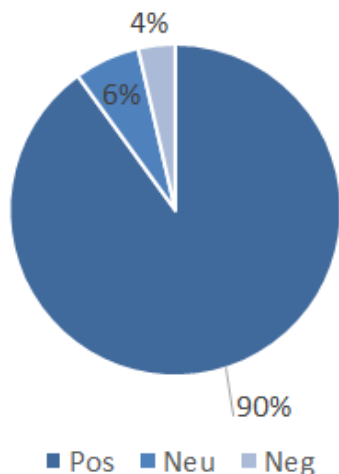
## Coverage Highlights



# General Mills – Crosby Earned Social Media

PR Goal	Metrics	Results	Status
Drive 1,000 positive or neutral shares of story in social media	<ul style="list-style-type: none"> <li>1,000 total social shares</li> <li>90% positive</li> </ul>	<ul style="list-style-type: none"> <li>11,000 total tweets</li> <li>90% of content was positive</li> </ul>	

## Tone of Earned Social



Social Media Week One Snapshot	
Total Social Shares	11K
Percent Positive/Neutral	96%
Total Impressions	147MM
Social Engagements from Top Tweets	5,432

## Top Earned Tweets



General Mills to remove artificial flavors, color from cereals. [fxn.ws/1Gv7ZH3](https://fxn.ws/1Gv7ZH3)



General Mills to remove artificial flavors, color from cereals  
Trix and Reese's Puffs will be among the first cereals to undergo the changes.  
[foxnews.com](https://www.foxnews.com)

299 Engagements  
5.87MM Impressions



General Mills will strip artificial flavors and colors from the remaining 40% of its cereals that still contain them: [on.wsj.com/1JeXQW3](https://on.wsj.com/1JeXQW3)



General Mills to Remove Artificial Flavors, Colors from All Cereals  
General Mills will strip artificial flavors and colors from the remaining 40% of its cereals that still contain them, the latest response by the food industry to change...  
[wsj.com](https://www.wsj.com)

201 Engagements  
7.29MM Impressions



General Mills will remove artificial colors and flavors from Lucky Charms and other cereals. [on.mash.to/1Je5dNj](https://on.mash.to/1Je5dNj)



173 Engagements  
5.74MM Impressions



The real reason General Mills will cut fake flavors from cereals like Trix and Lucky Charms [wapo.st/1N2mPK5](https://wapo.st/1N2mPK5)




The real reason General Mills will cut fake flavors from cereals like Trix and...  
The cereals won't be any healthier, but parents in the breakfast aisle might be intrigued.  
[washingtonpost.com](https://www.washingtonpost.com)

114 Engagements  
4.86MM Impressions



# MONSTERS CEREALS PR MEASUREMENT

PR Goal	Metrics	Results	Status
To drive impressions and positive engagement among our target audiences on social, specifically with visual content posts	<ul style="list-style-type: none"> <li>Social impressions</li> <li>Engagements</li> </ul>	<ul style="list-style-type: none"> <li>975,695 social impressions</li> <li>7,700 engagements</li> <li>3 original recipes</li> </ul>	

## Tone of Social



100% Positive

## Channel Types



75% Twitter  
15% Instagram  
13% Facebook  
2% YouTube

	Current Program	Previous program
Percent Positive/Neutral	100% positive	*
Total Impressions	975,695	*
Social Engagements	7,700	*

## Top Performing Content



**Top Instagram Post:**  
91,200 impressions



**Top Twitter Post:**  
82,687 impressions



**Top Facebook Post:**  
45,445 impressions



**Top 2<sup>nd</sup> Instagram Post:**  
5,865 impressions



# Consistent Measurement Benefits

Improved Campaign Effectiveness



Case Studies For Training



Building Clients into PR Advocates



Increased PR Budgets



# Our Journey Continues

## Training



## CPI

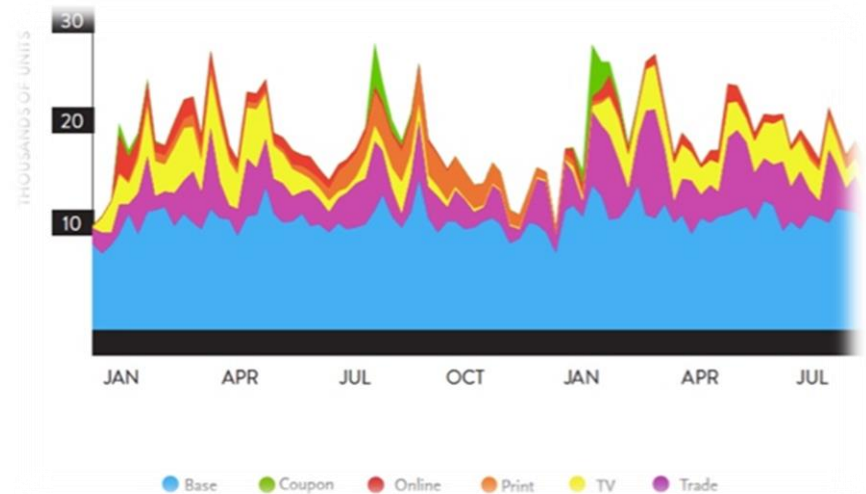


## Outcomes



Consumer Benchmark Studies

## Business Results



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