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Disruptive Communication

Measurement, evaluation and
insights in the Age of Change

amec Global Summit on Measurement

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Interrompa Communitation

Mezurado, taksado kaj
komprenojn en la Aĝo de Ŝanĝo

amec Global Pintokunveno sur Mezurado

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Ha lo

Music : Ha lo
by Cristina Casella



Finding Esperanto

Flashback – My life



Print ruled...

Then came television

Followed by ...



We measured

- Column cc
- Number of articles
- Stature of the journalist



Public Relations changed

- **Number** of Publics have gone up
- **Engagement** increased many fold
- All ways **on** !





What are we measuring ?

- **What was the output of PR?**
 - It was earned
 - Now it is earned, paid, owned
- **Are we measuring the right things?**
 - 3 inches
 - 3 kilos
 - 3000 impressions



Today's challenges

- No common currency of measurement for PR
- Measurement for the practitioner VS measurement for the c-suite
- AVE is no longer a representative measure



New Measurement Metrics ...

Is it generating Brand Love ?

Does it help to ensure Permission to Operate ?

Is this helping in uptake / footfall / sampling ?

Is this driving share of recommendations?

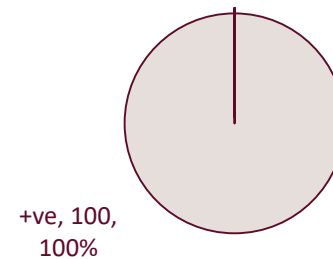
What is the Business impact ?

Today's Measurement dashboard

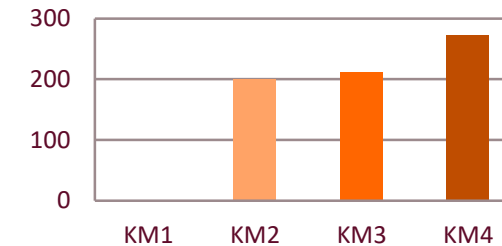
1: Total Coverage by Media Type



2: Coverage Sentiment (%)



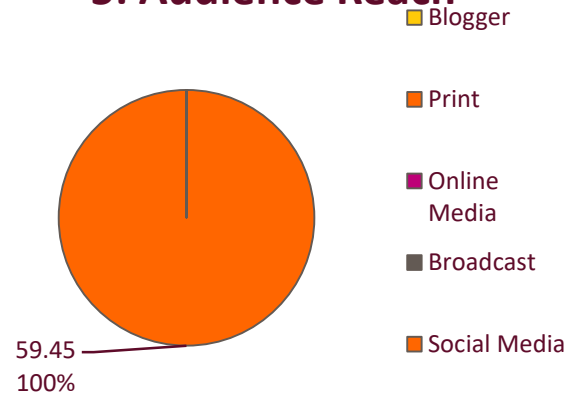
3: Key Message Cut Through



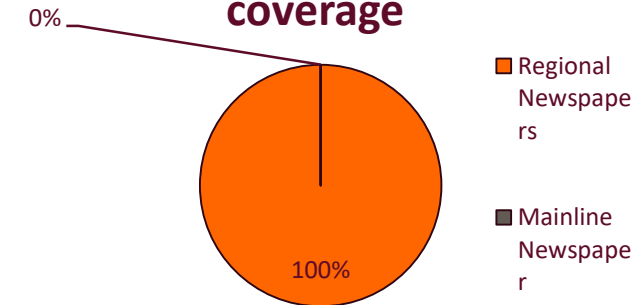
4: Key Media Coverage



5: Audience Reach



6: Total pieces of media coverage



Reputation studies

- Global studies
- Across all stakeholders
- Measuring key trends



Where do we go from here?

- Having a language does not ensure its adoption
- Relatability helps in generating curiosity
- Curiosity will lead to trial



more funny stuff at FURRYASDUCK.NET



Esperanto

- It is a constructed, international, auxiliary language
- It is the most widely spoken constructed language in the world.
- Up to 2 million people worldwide, to varying degrees, speak Esperanto



Why does it remain thin on the ground?

- “It is not practical. It is no one’s mother tongue.”
 - “It is too disruptive.”
 - “I am not a linguist and I already have to deal with too many languages.”
-
- *Because their authors never invented any Esperanto legends.*
 - *Because there is no culture or context behind the same*
 - *Because it was not marketed well*



What can we learn from this ?

It has different meaning for the evangelists / practitioners and end consumers

The tool

- A neutral common language
- Simple and practical
- Easy access

Evangelizing to practitioners

- Embedding into academic curriculum
- Samplers to induce trial among practitioners and their stakeholders

Marketing to end consumers

- Make ROI tangible for all stakeholders
- Better and newer ways to measure
- Make it the accepted common standard for the industry

Spotted On

- "It doesn't matter how accurate your measurements are if you're measuring things that don't really matter."



Esperanto also means "one who hopes"



Questions? Conversations?