Ruth Pestana

DIRECTOR, STRATEGIC PLANNING & INSIGHTS, KGRA ASIA KETCHUM



The industry stats look positive







Ask yourselves...

1

How often
does your firm/
your client's firm
develop a data-driven
communications
strategy?

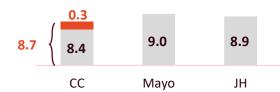
2

How frequently is measurement data used in decision-making in your firm/your client's firm?





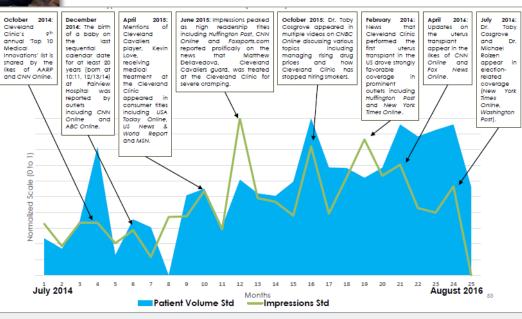
KGRA recommended that CC focus on improving the performance of the three key messages of trusted, innovative & visionary to close the reputation gap between CC and its competitors



Improvement in reputation if performance of all three key messages increased by 1-point

A data driven strategy







Now how do we drive this further?





Rachana Panda

CHIEF COMMUNICATIONS OFFICER & CITIZENSHIP LEADER, GE SOUTH ASIA



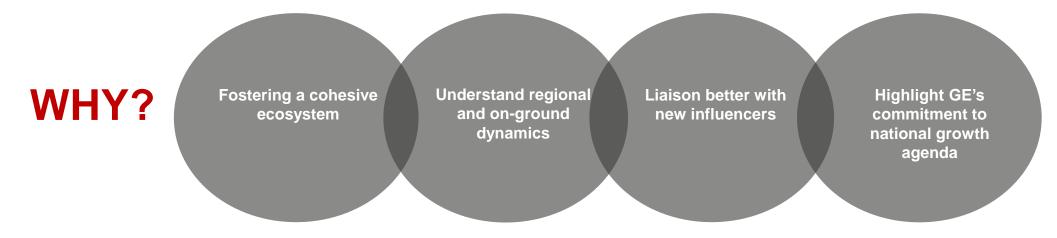
Empowering Communities

 Nurturing relationships with influencers in the region to create a social impact and effectively driving community engagement initiatives

GE's Diesel Locomotive Factory – A \$2.6 B project

Target: 1000 locomotives over a 10 year period

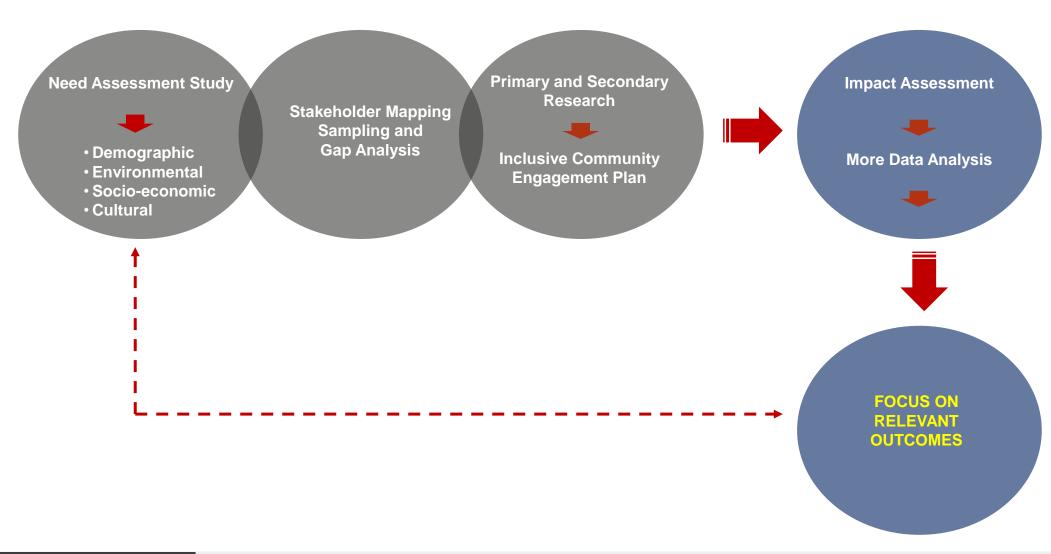
Location: Marhaura block District: Saran State: Bihar Country: India







Measurement based approach





Driving Communications Strategy

Issues

POLITICAL FRAMEWORK

Local, State and Centre levels

CULTURE DYNAMICS

Aligning expectations
Adding economic value

INFRASTRUCTURE

No major industry setup Agrarian economy

SKILLING

Basic skill-set available Few women oriented courses

Key tenets

Identify immediate needs

Manage the sensitivities

Influencer engagement

Proof points

- Establish fresh linkages
- Route initiatives through local bodies
- Highly targeted programs
- Making the campaign meaningful
- Awareness: Safe drinking water, sustainable irrigation
- Promote: Alternative renewable power
- Explore non-formal education programs





Metrics based decision-making

Activity Stakeholder Mapping

Defining roles and responsibilities

Managing expectations at multiple levels

Targeting tangible results

Activity	GE	IR	Agency	Community	GP*	Block	District	State Govt	Central Govt	Media
Drinking water treatment and dist.	R	С	lm	В	Α	S	I,G	1	1	1
Watershed/off grid power	R	С	lm	В	Α	S	I,G	1	1	1
Sanitation & key infrastructure	R	С	lm	В	Α	S	I,G	1	1	1
Skill building	R	С	lm	В	Α	S	I,G	Р	1	1
Education/ Children	R	С	lm	В	Α	S	I,G	1	1	1
Health	R	С	lm	В	Α	S	I,G	Р	1	1
Farmer Training & Capacity building	R	С	lm	В	Α	S	I,G	1	1	1
Cultural, community & sports activities	R	С	lm	В	Α	S	I,G	1	1	1
Collaboration w/ schools, colleges,	R	С	-	В	Α	S	I,G	1	1	1
Support to Govt. initiatives or schemes	R	С	-	В	Α	S	I,G	Р	1	1
Collaboration w/ IR for CSR	R	С	lm	В	Α	S	I,G	1	1	1



R: Responsible A: Approver S: Support C: Consult I: Inform Im: Implementer B: Beneficiary G: Guidance P: Partner *GP: Gram Panchavat





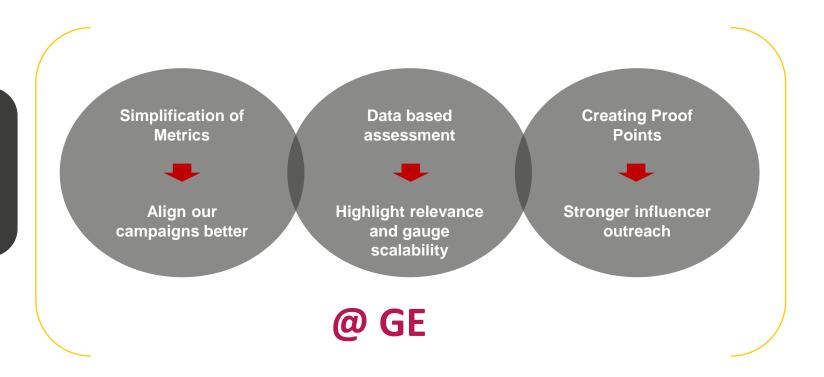


A culture that values metrics

In today's world of Disruptions

– Metrics bring credibility

RELEVANT AND PRIORITIZE





Aseem Sood

CEO IMPACT RESEARCH & MEASUREMENT, INDIA









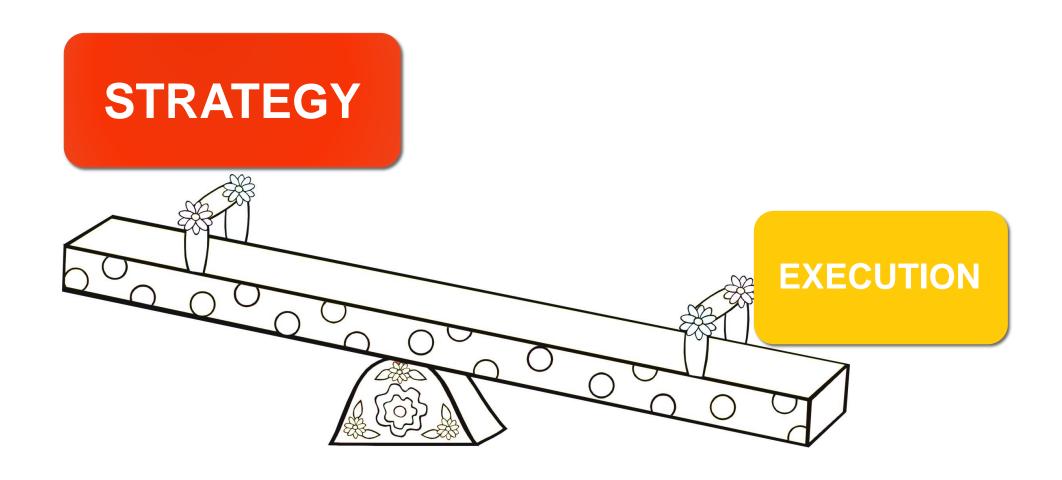
FASTER DATA BETTER DATA?

Knowing when not to look at a piece of data is just as important as knowing when to look.

Noah Lorang
Data monkey at Basecamp



Real-time dashboards are Invaluable





MEDIA UNIVERSE TOUCHED

Delhi **Hindustan Times** The Times of India **Navbharat Times** Dainik Jagran Mint Hindustan

Gujarat Divya Bhaskar Sandesh NavGujarat Samay DNA The Times of India Jai Hind

Jansatta **Gujarat Vaibhav** Rajasthan Patrika **Prabhat**

Bihar

Hindustan

Aaj

Hindustan Times

Rajasthan Rajasthan Patrika **Dainik Navivoti** Samachar Jagat **Hindustan Times Daily News News Today** Vir Arjun

Hakunama Samachar

Dainik Taj Bharti

Palika Post

Kerala Malayala Manorama **Deccan Chronicle** Mathrubhoomi The New Indian Express Mangalam Chandrika The Times of India Janmabumi Veekshanam Deepika

Tamil Nadu The Hindu The New Indian Express Dina Bhoomi **Deccan Chronicle Tamil Sudar Dina Vanigam** Dina Sooriyan The Times of India Trinity Mirror Afternoon

Punjab Dainik Bhaskar The Tribune **Punjab Kesari** Aaj Samaj The Times of India Hindustan Times **Amar Ujala Dainik Jagran** The Indian Express Punjabi Jagran

Madhya Pradesh **Dainik Bhaskar** Dainik Jagran Central Chronicle **Patrika** The Times of India **Hindustan Times** Navbharat People's Samachar Raj Express **Nava Bharat**

Ispat Times

Maharashtra The Meghalaya Guardian Maharashtra Times Punya Nagri The North East Times Kesari **Assam Post Nava Bharat** Assam Tribune Nagpur Post The Sentinel (Hindi) Dainik Bhaskar Lokshahi Varta Sambad Lahari The Hitavada **Amar Asom** Deshonnati Vidarbha Ki Baat Dainik Batori **Uttar Pradesh**

Himachal Pradesh Amar Ujala

Dainik Jagran

Hindustan Times

Business Standard

Amar Ujala

The Pioneer

Rajasthan Patrika

Rashtriya Sahara

Punjab Kesari Divva Himachal

Dainik Bhaskar The Times of India The Tribune Rashtriya Sahara

Sanmarg

Prabhat Khabar

Navbihar

The Times of India Pioneer The Economic Times Amrit Varsha

Orissa The New Indian Express Sambad Sanmarg Surya Prava Orissa Today Samaya Sanchar **Odisha Bhaskar** Amruta Duniya

Mahabharat

Uttarakhand Aaj Rashtriya Sahara Hindustan I-Next **Amar Ujala Hindustan Times** The Times of India The Pioneer **Garwal Post**

Himachal Times

Andhra Pradesh Deccan Chronicle The New Indian Express Eenadu Sakshi Andhra Prabha Andhra Bhoomi Surya Prajashkati Vishal Andhra Sakshi

Jharkhand Chattisgarh **Navbharat** Hindustan **Central Chronicle** Aaj Hindustan Times Nai Dunia The Pioneer The Hitavada The Times of India **Patrika Prabhat Khabar Hindustan Times Dainik Jagran** The Times of India Akbar-E- Mashriq Hari Bhoomi Sangmarg Samvet Shikhar

Rashtriya Khabar

Aaj Hindustan Rashtriya Sahara The Times of India Hindustan Times I-Next Pioneer (Hindi) The Pioneer Swadesh DNA (Hindi)

Jammu & Kashmir **Daily Excelsior** The Tribune **Amar Ujala** Greater Kashmir **Dainik Kashmir Times Kashmir Times** Taskeen Glimpses of Future **Mercury Times** North In News

Assam

Ajir Asom



News TILES



American Express

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Citi tops 1million mark for Voice Biometrics ...

Forever News 22 Mar

CashlessAfrica Expo Gets Underway in Lagos, Nigeria

BizWire Express 22 Mar

Carlyle Frontrunner to Buy GE Stakes in

The Economic Times, Delhi 22 Mar

Carlyle leads race for \$300m SBI card stake

The Times of India, Bangalore 22

Carlyle leads race for \$300m SBI card stake

The Times of India, Mumbai 22 Mar

Indians Most Savvy About Support Tech

The Economic Times, Chennai 22 Mar

ICICI 'Mera iMobile' Mobile Banking App Launched ...

Gadgets 360 22 Mar

Indians can make, or break, brands through ...

The New Indian Express, Bangalore 22 Mar

Cashless Push Tears into Paper Meal-voucher Firms

The Economic Times, Chennai 22 Mar

French retailer Carrefour launches new online banking ...

Daily World 22 Mar

Carlyle Group leads the race to buy ...

Mint, National 22 Mar

French retailer Carrefour launches new online banking ... The Times of India 22 Mar

Carlyle Likely to Replace GE in SBI Card Business
The Economic Times, Bangalore 22

Indians Most Savvy About Support Tech

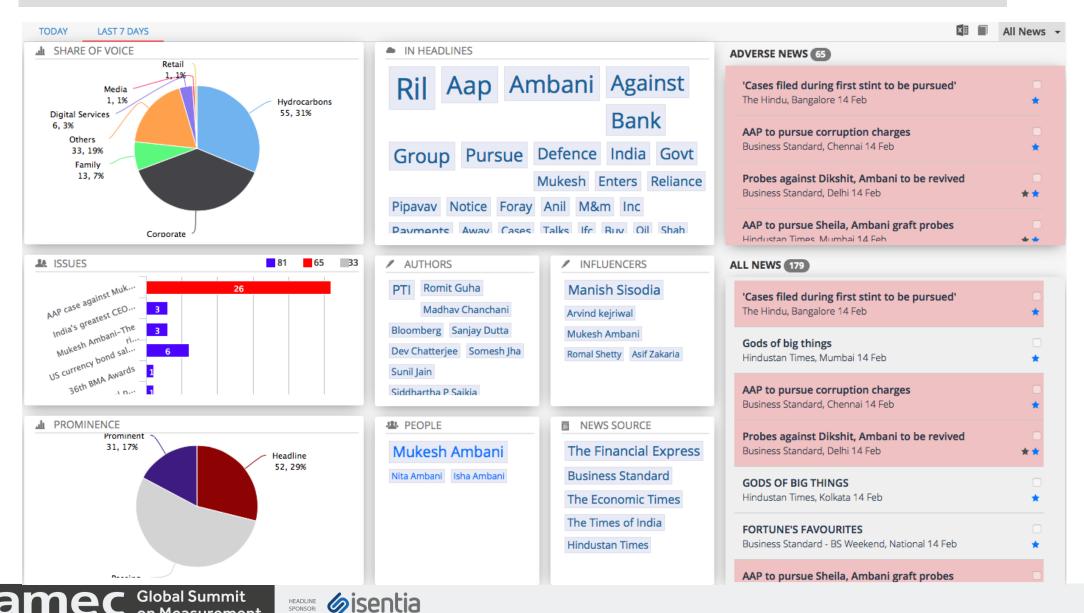
The Economic Times, Chennai 22

Indians can make, or break, brands through ...

The New Indian Express, Bangalore 22 Mar



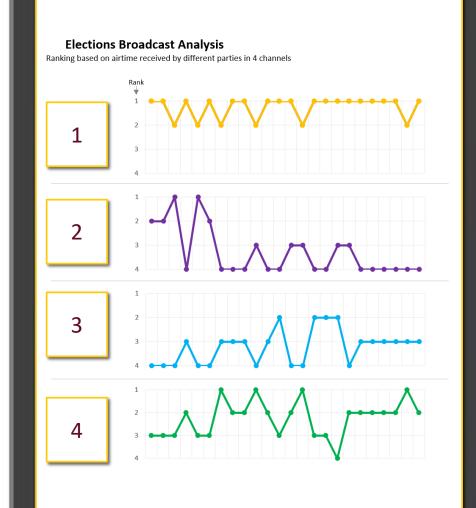
Dashboard to help you consume news faster



ークイトー、ケート

WhatsAPP Dashboard during Elections









Matthew Stanton

CEO – STRATEGY & CONTENT ISENTIA



Owned Data can inform Earned

- Know your 'real' Audience
- Know what content 'engages' your real audience
- Know what content 'engages' your desired audience
- Target your desired audience



Disruptive Communication

Measurement, evaluation and insights in the Age of Change

amec Global Summit on Measurement

