

Richard Bagnall & Paul Hender

HOW TO USE THE NEW AMEC FRAMEWORK
– A PRACTICAL TUTORIAL

CISION[®]

PRIME  RESEARCH



How we got here today



Barcelona 2010

Barcelona Principles



Barcelona Principles – summarised:

Important to **PLAN & SET TARGETS**

Measure **OUTCOMES** not just **OUTPUTS**

Link to **ORGANIZATIONAL OBJECTIVES**

Use **QUANTITATIVE** and **QUALITATIVE** methods

AVES are **INVALID**

INTEGRATE SOCIAL MEDIA

Be TRANSPARENT, CONSISTENT & VALID

How we got here today



Barcelona 2010

Barcelona Principles



Lisbon 2011

Valid Metrics Frameworks



Madrid 2013

Social Media Measurement Frameworks



Amsterdam 2014

User Guides



Stockholm 2015

Barcelona Principles 2.0



London 2016

IEF – The Integrated Evaluation Framework

Meaningful measurement matters





BBC Breaking News

@BBCBreaking

Breaking news alerts and updates from the BBC. For news, features, analysis follow @BBCWorld (international) or @BBCNews (UK). Latest sport news @BBCSport.

📍 London, UK

🌐 bbc.co.uk/news

📅 Joined April 2007

TWEETS
27.4K

FOLLOWING
3

FOLLOWERS
21.2M

LISTS
2



Following

Tweets

Tweets & replies

Photos & videos



BBC Breaking News @BBCBreaking · 48m

British nurse Pauline Cafferkey admitted to hospital for third time since contracting Ebola, NHS says bbc.in/1QdSe0A



226



107



View summary



BBC Breaking News @BBCBreaking · 1h

One dead & several injured - none life threatening - as train derails in Netherlands, local Mayor says bbc.in/1WFHTLa



191



80



View summary

Who to follow · Refresh · View all



Peppermint Soda @Pepper... ✕

+ Follow



CIPR NORTH WEST @CIP... ✕

+ Follow



Susan Crawford @scrawford ✕

+ Follow

Find friends

@@bbcbreaking Faker Scores

Fake

6%

Inactive

70%

Good

24%

THE WALL STREET JOURNAL.

Home World U.S. Politics Economy **Business** Tech Markets Opinion Arts Life Real Estate

CMO TODAY



Without Sports,
Broadcasters
Fumbled This Season



CMO Today: Vivendi-
Havas Deal; Upfronts
Preview; U.S. Retail
Sags



🔑 Vivendi Offers to
Acquire Bolloré's
Stake in Havas



Digital Media World
Tries to Decode
Facebook's Latest
Algorithm Tweak

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Facebook Overestimated Key Video Metric for Two Years

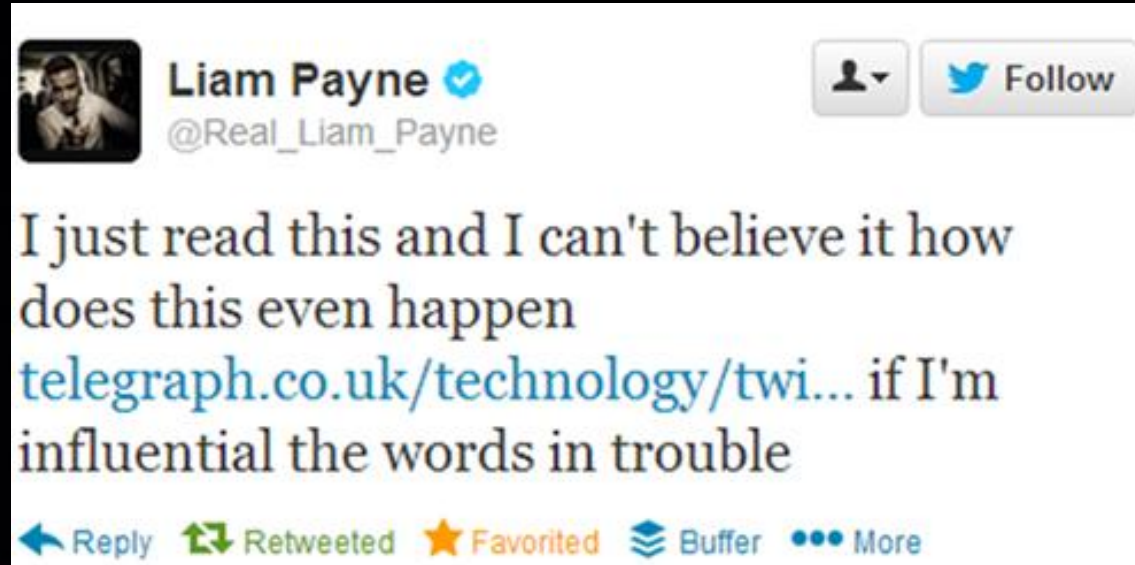
Social network miscalculated the average time users spent watching videos on its platform



The parent company of USA TODAY says it has asked the FBI to investigate a wave of fake Facebook accounts. USA TODAY

POPULAR STORIES

Britain's No 1 most influential person?



What are we trying to do?

To communicate ***the right message***

to the ***right target audience...***

... to ***achieve an objective***

Outputs, Out-takes and Outcomes



Outputs



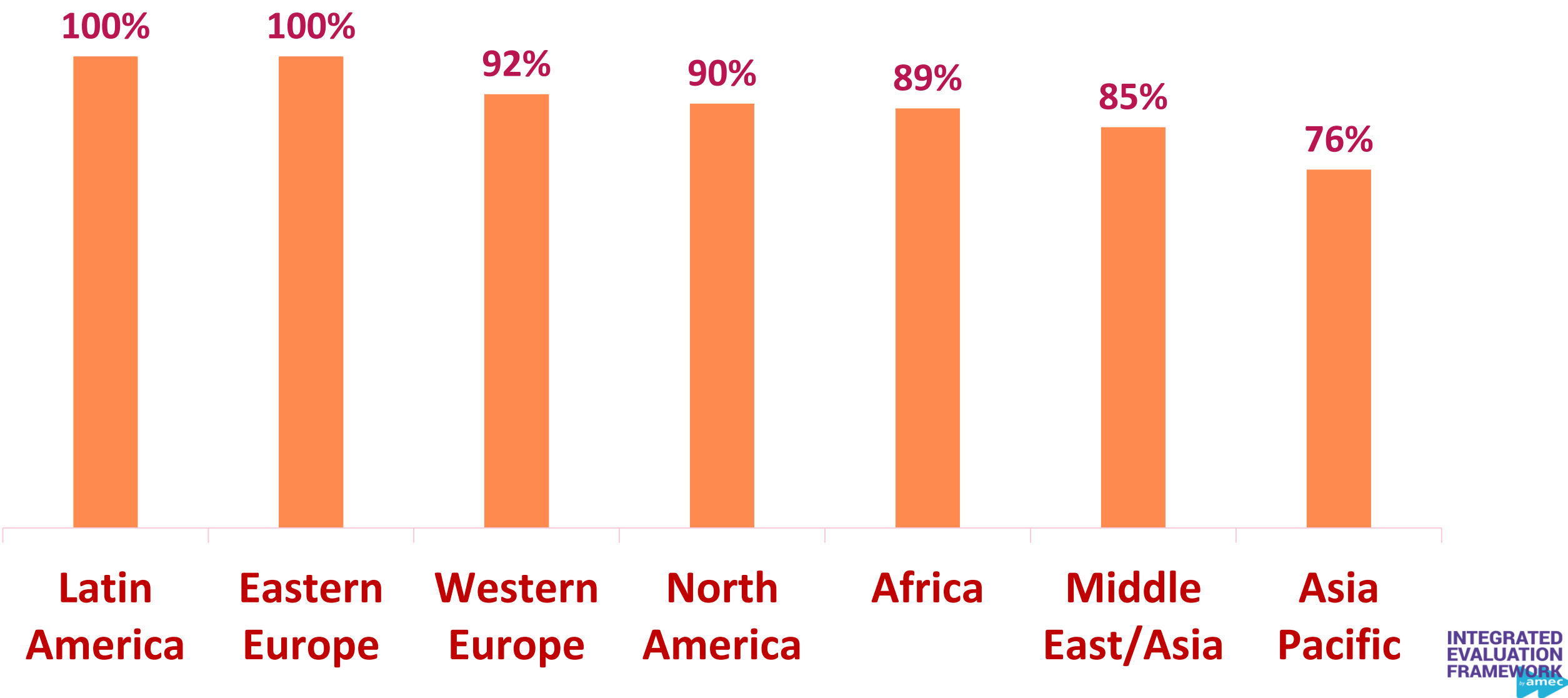
Out-takes



Outcomes

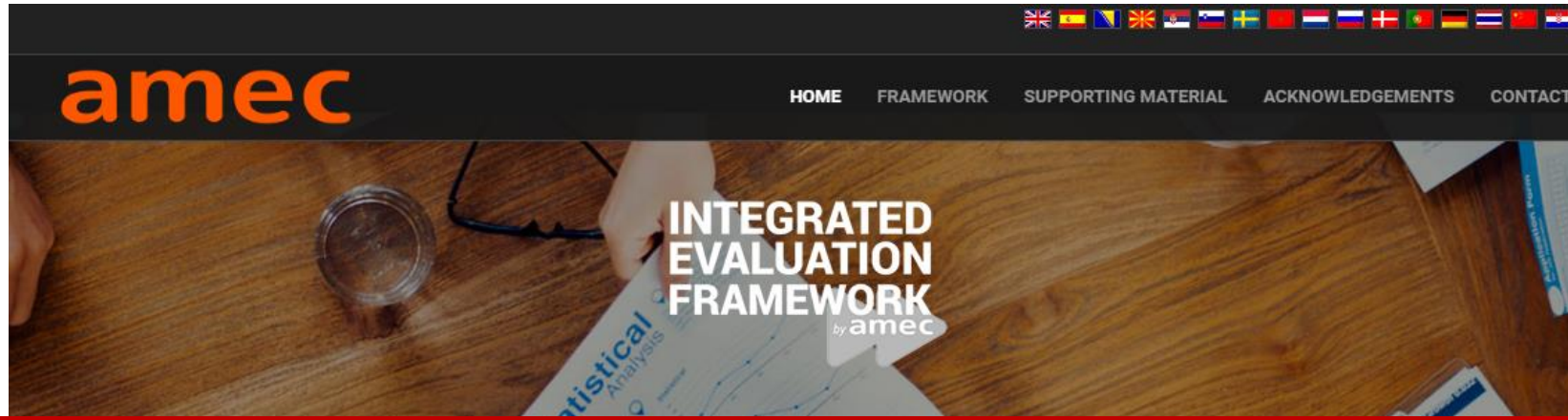


Integrated Evaluation Framework awareness levels



**77 % of AMEC members use or
planning imminently to use the
Integrated Evaluation
Framework**

‘Operationalising’ the Barcelona Principles



amecorg.com/amecframework



มีเทคนิคและกระบวนการที่ใช้ด้านการประเมินใน
วงการที่ไม่ได้รับการใส่ใจเท่าที่ควร นัก
ประชาสัมพันธ์ต้องทำงานในหลายหลายสื่อ
นอกจากนั้นนักประชาสัมพันธ์ยังต้องใช้ช่องทาง
และวิธีการที่หลากหลายนี้ในการทำงาน การ
ทำงานจะมีประสิทธิภาพก็ต่อเมื่อการวางแผน
และวัดผลการสื่อสารในวิธีการที่ผสมผสานมาก
ยิ่งขึ้น

เค้าโครงการประเมินครบวงจรของ AMEC เสนอ
วิธีการที่เชื่อถือได้และแม่นยำ โดยวิธีการเหล่านี้
สามารถใช้ได้กับองค์กรทุกขนาด นอกเหนือไป
จากนั้น วิธีการประเมินยังสามารถออกแบบมาให้
เจาะจงกับวัตถุประสงค์ต่าง ๆ และผู้ใช้งาน ทุก
คนสามารถใช้ได้เหมือนกันหมด ไม่ว่าจะเป็น
องค์กร มหาวิทยาลัย แผนกต่าง ๆ ในบริษัท
บริษัท PR และอื่น ๆ

JOIN THE CONVERSATION

ทวีต โดย @AmecOrg

AmecOrg ทวีต

Giles Peddy
@GilesPeddy

@AmecOrg Have a great event, Barry! Will be
following #amecsummit avidly!

👍 🔄

8 ชม.

Objectives

START HERE

1

Inputs

2

Activity

3

Outputs

4

Out-takes

5

Outcomes

6

Impact

7

Click on submit button to view your content in the Integrated Evaluation Framework by AMEC.

SUBMIT

Objectives



Organizational Objectives

What are the broad objectives of your organisation?



Communications Objectives

What are your communication objectives for this program?



ORGANIZATIONAL OBJECTIVES are usually published in the organization's business plan or strategy. They are often long-term and require more than communication. Identify which organizational objectives your communication program can support.

For Further information [click here](#)

2

Out-takes

5

Activity

3

Outcomes

6

Click on submit button to view your content in the Integrated Evaluation Framework by AMEC.

7

SUBMIT



live happy!

with
Slimming World

*Lauren reached her
dream weight -
read her story*

save £5
join now!

Just £9.95 on week one
then £4.95 each week



touching hearts, changing lives

Objectives

1

Organisational Objectives:

- To help as many people as possible to achieve their dream weight
- To become the world's leading authority in weight management
- To build success through customer delight

Communication objectives:

- Increase awareness of Slimming World
- Increase positive reputation of Slimming World
- Increase understanding of how Slimming World works
- Increase purchase consideration of Slimming World for people who want to lose weight
- Increase visits to the website
- Increase number of people searching for their nearest group on the website
- Increase in people joining Slimming World

Inputs

2

Target audience:

- Men, women and families at all life stages who would like to lose weight and lead healthier lives

Strategy:

- Demonstrate effectiveness through:
- Published research showing that people who set ambitious targets lose more weight
- Success stories of members who have achieved their dream weight
- How the eating plan works – through recipes and eating plans
- Encouraging people to seek support for successful weight loss by offering free membership

Activities

3

- Research published in the Journal of Human Nutrition & Dietetics featured an academic and Slimming World expert Dr Amanda Avery as a spokesperson and a case study story of a successful slimmer
- Photocall events for 'Mr Sleek' and 'Miss Slinky' are attended by national media who hear how they have lost weight and transformed their life
- Healthy recipe booklets and eating plans promoted to consumers through media partners including Daily Mirror, Daily Record and Reveal, while Woman, Bella and More featured eating plans and recipe extracts. Free membership offers are provided alongside all of these.

Outcomes

4

- 607 articles
- 66% of UK adults reached
- Reach to men increased from 40% to 67%
- 58% of coverage delivered a key message
- 29% of coverage featured a spokesperson, an increase from 22%
- 35% of coverage featured a call to action, an increase from 19%

Out-takes

5

- 74% of people said they had read about Slimming World, with 54% saying they had read positive things
- % of people with a good or very good knowledge of Slimming World increased from 27% to 35%
- % of people saying that Slimming World had a positive reputation increased from 61% to 73% (men increased from 49% to 62%)
- % of people associating Slimming World with 'helping to achieve their dream weight' increased from 56% to 68% with the biggest increases coming from men.
- % of people who said they would be likely to use Slimming World to lose weight increased from 36% to 45%

Outcomes

6

- 8.1m sessions on the public website – almost double that achieved for same period in 2016
- Dream weight research story achieved a peak of 1,108 website sessions on the 29th December and resulted in 94 group searches (giving an 8.5% conversion rate compared to average 0.25%)
- Mr Sleek story achieved 2,712 sessions with 30 conversions (1.1% conversion rate compared to average 0.25%)
- Miss Slinky story achieved 7,451 sessions with 61 conversions (0.81% conversion rate compared to average 0.25%)
- 17.86% increase year-on-year in the number of new members joining through reader offers in newspapers or consumer magazines

Impact

7

- Significant increases in positive reputation among all audiences
- % of people considering Slimming World for weight loss increased from around a third to a half
- Record number of website sessions
- Significant spikes in website conversion rate achieved through campaign stories.
- Record number of new members joined through reader offers
- Enabled Slimming World to identify the most effective media for achieving objectives and delivering strategic goals to increase reputation and attract new members.

INTEGRATED EVALUATION FRAMEWORK		Slimming World Integrated Evaluation Framework				Appendix 1
PREPARATION	ALIGN OBJECTIVES		PLAN, SET, TARGETS & OTHER INPUTS			
	ORGANIZATIONAL OBJECTIVES	COMMUNICATIONS OBJECTIVES	TARGET AUDIENCE	STRATEGY		
	<ul style="list-style-type: none"> To help as many people as possible to achieve their dream weight To become the world's leading authority in weight management To build success through customer delight 	<ul style="list-style-type: none"> Increase awareness of Slimming World Increase positive reputation of Slimming World Increase understanding of how Slimming World works Increase purchase consideration of Slimming World for people who want to lose weight Increase visits to the website Increase number of people searching for their nearest group on the website Increase in people joining Slimming World 	<ul style="list-style-type: none"> Men, women and families at all life stages who would like to lose weight and lead healthier lives 	Demonstrate effectiveness through: Published research showing that people who set ambitious targets lose more weight Success stories of members who have achieved their dream weight How the eating plan works – through recipes and eating plans Encouraging people to seek support for successful weight loss by offering free membership		
IMPLEMENTATION	IMPLEMENT	MEASURE ACTIVITY	AUDIENCE RESPONSE & EFFECTS		ORGANISATION & STAKEHOLDER EFFECTS	
	ACTIVITY	OUTPUTS	OUT-TAKES	OUTCOMES	IMPACT	
	<ul style="list-style-type: none"> Research of Slimming World members, published in the Journal of Human Nutrition & Dietetics, showed people who set ambitious targets lose more weight. This study provided the basis for the 'Dream Weight' campaign, which featured an academic and Slimming World expert Dr Amanda Avery as a spokesperson and a case study story of a successful slimmer Photocall events for 'Mr Sleek' and 'Miss Slinky' are attended by national media who hear how they have lost weight and transformed their life Healthy recipe booklets and eating plans showing the freedom and flexibility of Slimming World's programme are promoted to consumers through media partners including Daily Mirror, Daily Record and Reveal, while Woman, Bella and more featured eating plans and recipe extracts. Free membership offers are provided alongside all of these. 	Campaign period: <ul style="list-style-type: none"> 607 articles 66% of UK adults reached Reach to men increased from 40% to 67% 58% of coverage delivered a key message 29% of coverage featured a spokesperson, an increase from 22% 35% of coverage featured a call to action, an increase from 19% 	<ul style="list-style-type: none"> 74% of people said they had read about Slimming World, with 54% saying they had read positive things % of people with a good or very good knowledge of Slimming World increased from 27% to 35% % of people saying that Slimming World had a positive reputation increased from 61% to 73% The biggest increase came from men, who went from a minority thinking Slimming World had a positive reputation (49%) to a clear majority (62%) % of people associating Slimming World with 'helping to achieve their dream weight' increased from 56% to 68% with the biggest increases coming from men. % of people who said they would be likely to use Slimming World to lose weight increased from 36% to 45% 	<ul style="list-style-type: none"> 8.1m sessions on the public website – almost double that achieved for same period in 2016 Dream weight research story achieved a peak of 1,108 website sessions on the 29th December and resulted in 94 group searches (giving an 8.5% conversion rate compared to average 0.25%) Mr Sleek story achieved 2,712 sessions with 30 conversions (1.1% conversion rate compared to average 0.25%) Miss Slinky story achieved 7,451 sessions with 61 conversions (0.81% conversion rate compared to average 0.25%) 17.86% increase year-on-year in the number of new members joining through reader offers in newspapers or consumer magazines 	<ul style="list-style-type: none"> Significant increases in positive reputation among all audiences % of people considering Slimming World for weight loss increased from around a third to a half Record number of website sessions Significant spikes in website conversion rate achieved through campaign stories. Conversion rate = website visitor conducted 'nearest group search' Record number of new members joined through reader offers Enabled Slimming World to identify the most effective media for achieving objectives and delivering strategic goals to increase reputation and attract new members. 	

"January is crucial for us. It's a time when many people pledge to lose weight and, in a highly competitive market, breaking through the noise to make Slimming World the weight-loss method of choice is both a challenge and an opportunity."

"By measuring changes in brand recognition and reputation, tracking website visits and sign-ups, and linking this to media analysis that shows reach, tone and quality, we are able to understand how our messaging is resonating, who we are influencing and the impact of our communications."

"We are now taking the learnings into the planning for 2017. This year we're expanding further outside of the UK and so helping to prove that PR can drive results will ensure that earned media remains a key component of the strategy to enhance recognition, our reputation and business growth."



Jenny Caven
Head of External Affairs





Stroke
association

Objectives

1

Organisational Objectives:

- Lobby Government to continue the national Stroke strategy
- Address “unacceptable” variations in stroke care and treatment on different areas of England

Communication objectives:

- Raise awareness that Stroke is the UK’s third biggest killer
- Direct people to sign a petition calling on the Government for a New Era Stroke strategy

Inputs

2

Target audience:

- General public
- Charity supporters
- Business leaders
- Black and minority ethnic groups

Strategy:

- Awareness of the impact of stroke is low among the general public leading to a lack of pressure on the Government to maintain a stroke strategy
- Engage the public to raise awareness and to lobby the Government by signing the New Era petition for new stroke strategy.

Activities

3

- 2 phased approach – Make May Purple and World Stroke Day
- Launch of petition
- Mainstream media engagement
- Social media activity
- Support from celebrities and health bodies
- Famous landmarks become purple...



Outcomes

4

- Over 600 proactive mainstream articles
- 51% of all adults reached with key audiences successfully targeted
- 88% of New Era articles delivered key message
- 'Sign petition' call to action increased from 14% to 28% over the campaign
- 11 million #NewEra impressions

Out-takes

5

- Petition link shared more than 4,000 times
- Awareness of campaign messages increased from 2% to 37%
- Web visits and click-throughs strongly correlated with media coverage

Outcomes

6

- More than 50,000 petition signatures
- Government responded by safeguarding the existing strategy and agreed to debate

Impact

7

- Campaign met objective of gaining a Parliamentary debate
- Learnings from the campaign used to start lobbying for the debate
- People significantly more aware of the scale and challenges of stroke survivors
- Year-on year-decline in Stroke mortality

INTEGRATED EVALUATION FRAMEWORK <small>amec</small>		Stroke Association Integrated Evaluation Framework			Appendix 1
PREPARATION	ALIGN OBJECTIVES		PLAN, SET TARGETS & OTHER INPUTS		
	ORGANIZATIONAL OBJECTIVES	COMMUNICATIONS OBJECTIVES	TARGET AUDIENCE	STRATEGY	
	<p>Lobby Government to continue the national Stroke strategy</p> <p>Address "unacceptable" variations in stroke care and treatment on different areas of England</p>	<p>Raise awareness that Stroke is the UK's third biggest killer</p> <p>Direct people to sign a petition calling on the Government for a New Era Stroke strategy</p>	<ul style="list-style-type: none"> • General public • Charity supporters • Business leaders • Black and minority ethnic groups 	<p>Awareness of the impact of stroke is low among the general public leading to a lack of pressure on the Government to maintain a stroke strategy</p> <p>Engage the public to raise awareness and to lobby the Government by signing the New Era petition for new stroke strategy.</p>	
IMPLEMENTATION	IMPLEMENT	MEASURE ACTIVITY	AUDIENCE RESPONSE & EFFECTS		ORGANISATION & STAKEHOLDER EFFECTS
	ACTIVITY	OUTPUTS	OUT-TAKES	OUTCOMES	IMPACT
	<ul style="list-style-type: none"> • 2 phased approach – Make May Purple and World Stroke Day • Mainstream media engagement • Famous landmarks become purple • Launch of petition • Social media activity • Support from celebrities and health bodies 	<p>Over 600 proactive mainstream articles</p> <p>51% of all adults reached with key audiences successfully targeted</p> <p>88% of New Era articles delivered key message</p> <p>'Sign petition' call to action increased from 14% to 28% over the campaign</p> <p>11 million #NewEra impressions</p>	<ul style="list-style-type: none"> • Petition link shared more than 4,000 times • Awareness of campaign messages increased from 2% to 37% • Web visits and click-throughs strongly correlated with media coverage 	<ul style="list-style-type: none"> • More than 50,000 petition signatures • Government responded by safeguarding the existing strategy and agreed to debate 	<ul style="list-style-type: none"> • Campaign met objective of gaining a Parliamentary debate • Learnings from the campaign used to start lobbying for the debate • People significantly more aware of the scale and challenges of stroke survivors

"We have followed the latest thinking from AMEC, using first the Barcelona Principles and then the Integrated Evaluation Framework. This has helped make our limited resources work as effectively as possible and means that we're able to punch above our weight."

"I'm proud to say that we use measurement to guide our campaign activity for better audience engagement and to show the senior management team the real impact of our communications."

"Make May Purple for Stroke has provided the platform to launch our campaign activities and seen the benefit of several years of learning. We're now seeing traction in what used to be one of our hardest goals – persuading the government to understand that stroke treatment and care is a priority"




Anil Ranchod
Deputy Director PR &
Communications



WHAT DO YOU CARE ABOUT?

 **pepsi refresh** project

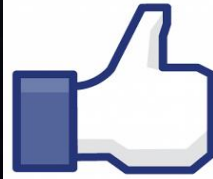
Share your ideas and vote at
[refresh**everything**.com](http://refresheverything.com) 



RESULTS:



2.9 billion impressions



3.5 million 'likes'
Increase of 600%



140,000+ tweets
60,000 new followers



17 million unique views



OTE

80 million votes







Disruptive Communication

Measurement, evaluation and
insights in the Age of Change

amec Global Summit on Measurement

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