



# Comms Evaluation: Best Practices in a disrupted world

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# Evolution of a life-long love affair: Thank you Greece!



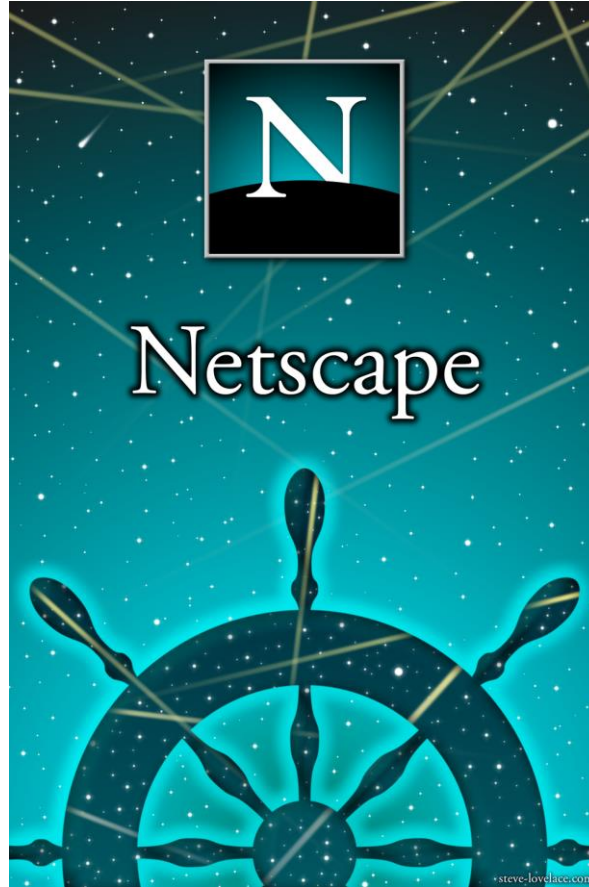


# Evolution... to Revolution

Print



WWW



Social

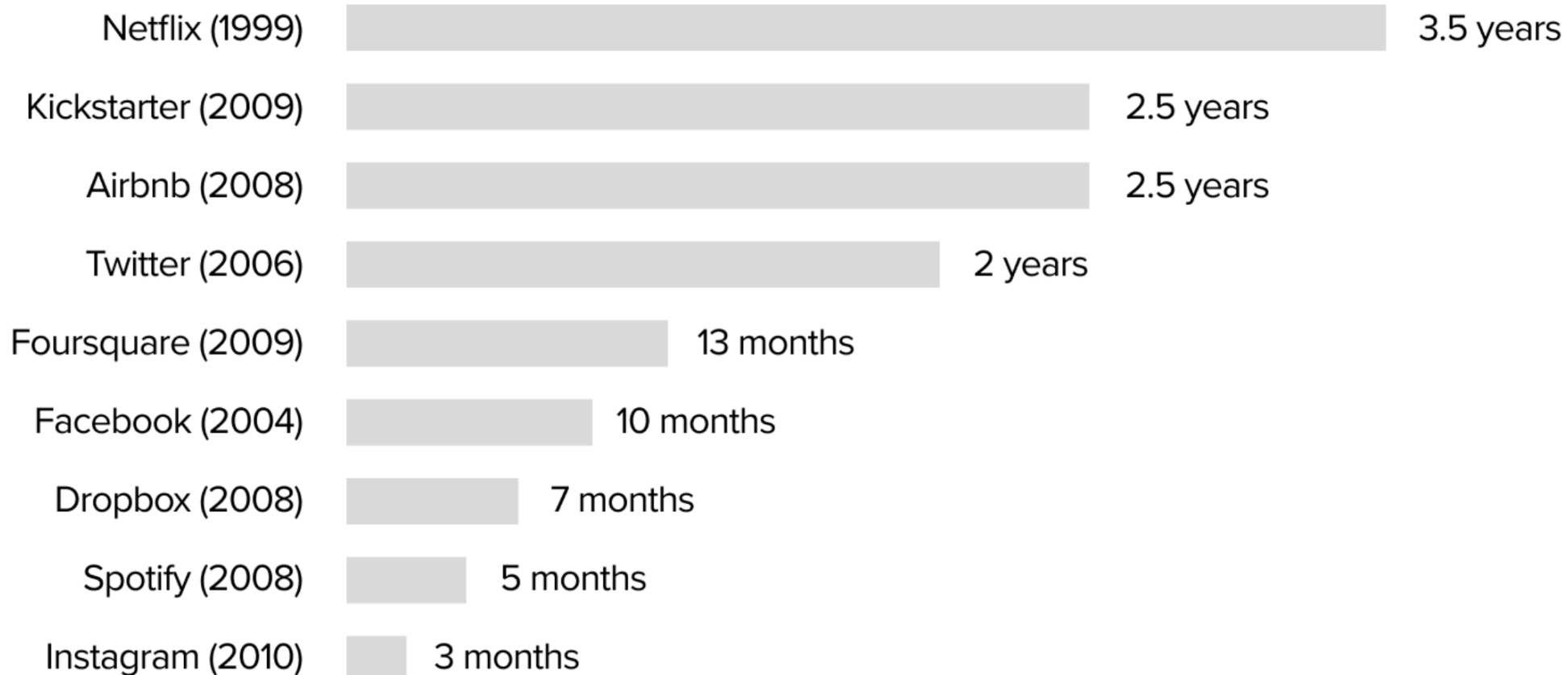


AI



# Unprecedented Speed to Adoption

## Time to reach 1M users



**ChatGPT (2022)**

**5 days**

“expect malicious influence networks complete with fake websites, Twitter bots, Facebook pages, TikTok feeds and much more.

***“The supply of disinformation, will soon be infinite”***

The Stanford Internet Observatory

The  
Economist

Fox News. Now what?

Ukraine's game plan

Why civil wars are lasting longer

A special report on the car industry

APRIL 22ND-28TH 2023







WORD OF THE YEAR 2022

**PERMACRISIS**



# Out of reach...



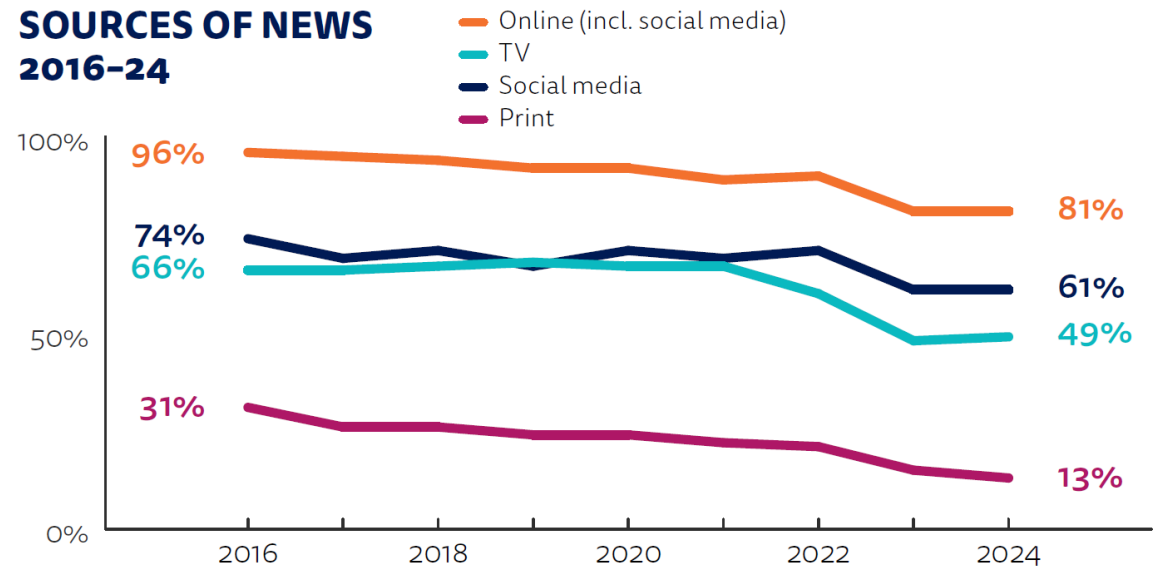
## The battle for attention and relevance

Media consumption decline continues.

Only **13%** of adults use **PRINT** as source of news



**SOURCES OF NEWS 2016-24**

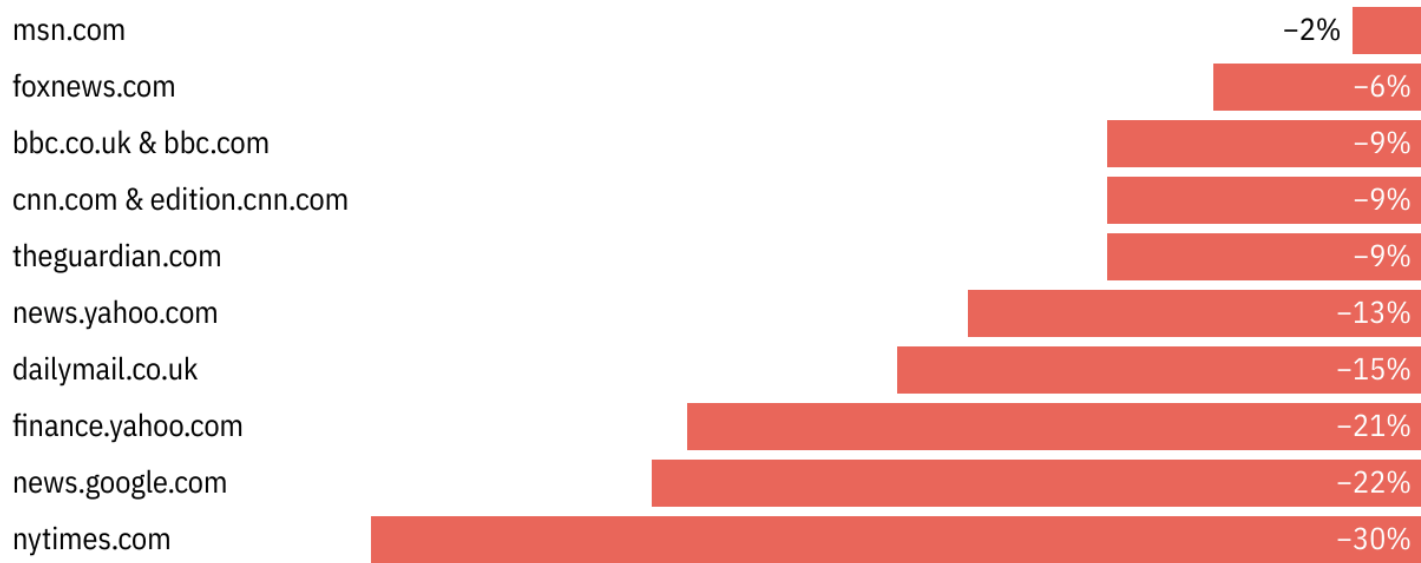




# All top 10 biggest global news brands suffer decline in YOY visits

## No top ten site grew in May

YoY change (%) in visits among the top 10 biggest newsbrands in the world, May 2023



Source: Similarweb

**PressGazette**

**46%** of key European websites in Digital News Report are behind a paywall

The screenshot shows a paywall overlay on the Los Angeles Times website. The overlay is a white box with a large, faint watermark of a hand holding a dollar sign. The text inside the box reads: "You've reached your free article limit." followed by a blue "SUBSCRIBE" button. Below the button, it says "Limited-time offer. \$1 for 8 weeks." and "Please consider a subscription to support our journalism." There is a red link: "Click here for FREE COVID-19 coverage." Below that is "Already a subscriber?" with a blue "Log in" button. Then it asks "Are you a print subscriber visiting latimes.com for the first time?" with a blue "Activate digital access" button. At the bottom of the box is the "Los Angeles Times" logo and tagline "The state of what's next." and a small link "Go To Homepage". At the very bottom of the page, there is a green banner that says "Act fast. Limited-time offer." and a small "x" icon in the bottom right corner.

Los Angeles Times

ADVERTISEMENT

Good News. Joanne Dauphin, Agent

Go To Homepage

Terms of Service | Privacy Policy

coronavirus pandemic

Act fast. Limited-time offer.



# Data is the new oil

Global Media intelligence & PR software Market expected to grow to \$11.25 billion by 2026



# Client / Agency disconnect

## ICCO World PR Report



### Bosses want:

- 👍 Improved reputation
- 👍 Increased sales
- 👍 Developed brand purpose



### Our response:

- 👎 Tone & Engagement metrics
- 👎 Clip volumes & impressions
- 👎 AVES





COST

## Richard Edelman:



[PR Week](#) 10 December 2024

**“The PR industry must prove that it has tangible results.**

**It is not enough to have clips or other ‘things’.**

**You have to sell stuff or improve reputation in a**



# The solution? Hiding in plain sight

PR is about communicating **the right message to the right target audience...**

...at the right time..

...to **achieve an objective**

e.g. awareness, attitude, interest, consideration, reputation, propensity, attendance, sales, share price



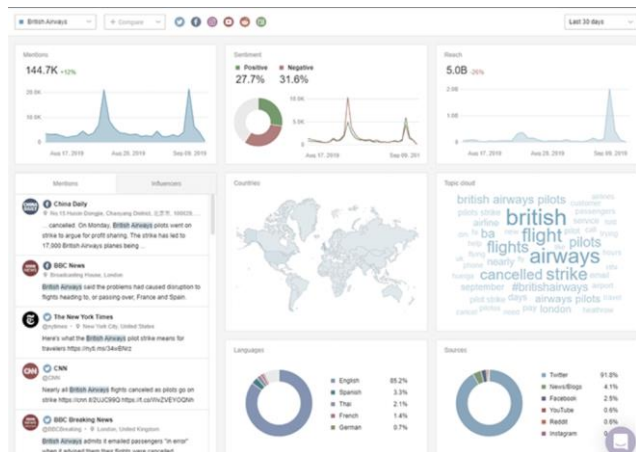
# Outputs



# Out-takes



# Outcomes





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**amec**

HOME

FRAMEWORK

SUPPORTING MATERIAL

ACKNOWLEDGEMENTS

CONTACT

INTEGRATED  
EVALUATION  
FRAMEWORK  
by amec

[amecorg.com/amecframework](http://amecorg.com/amecframework)

WELCOME

Welcome to the resource centre for AMEC's new Integrated Evaluation Framework. This new special section of AMEC's website has been put together to answer the most common challenges and pressures faced by communicators today as they look to prove their value in a rapidly evolving media landscape.



START  
HERE!

amec

# Objectives

START HERE

1

# Inputs

2

# Activities

3

# Outputs

4

# Out-takes

5

# Outcomes

6

# Organizational Impact

7

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

[Submit](#)





## 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](#)

STAGES	INPUTS <sup>1</sup>
<i>Macro-level</i>	
<i>Short definition</i>	<i>What you need in preparation for communication</i>
<b>KEY STEPS</b> <i>Meso-level</i>	<ul style="list-style-type: none"><li>• <b>Objectives</b></li><li>• <b>Budget</b></li><li>• <b>Resources</b> (e.g., staff, agencies, facilities, partnerships)</li></ul>
<b>METRICS &amp; MILESTONES</b> <i>Micro-level</i>	<ul style="list-style-type: none"><li>• SMART objectives</li><li>• Targets / KPIs</li></ul>
<b>METHODS</b> of evaluation	<ul style="list-style-type: none"><li>• Internal analysis</li><li>• Environmental scanning</li><li>• Feasibility analysis</li><li>• Risk analysis</li></ul>

# Activity

3

# Outcomes

6

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

SUBMIT

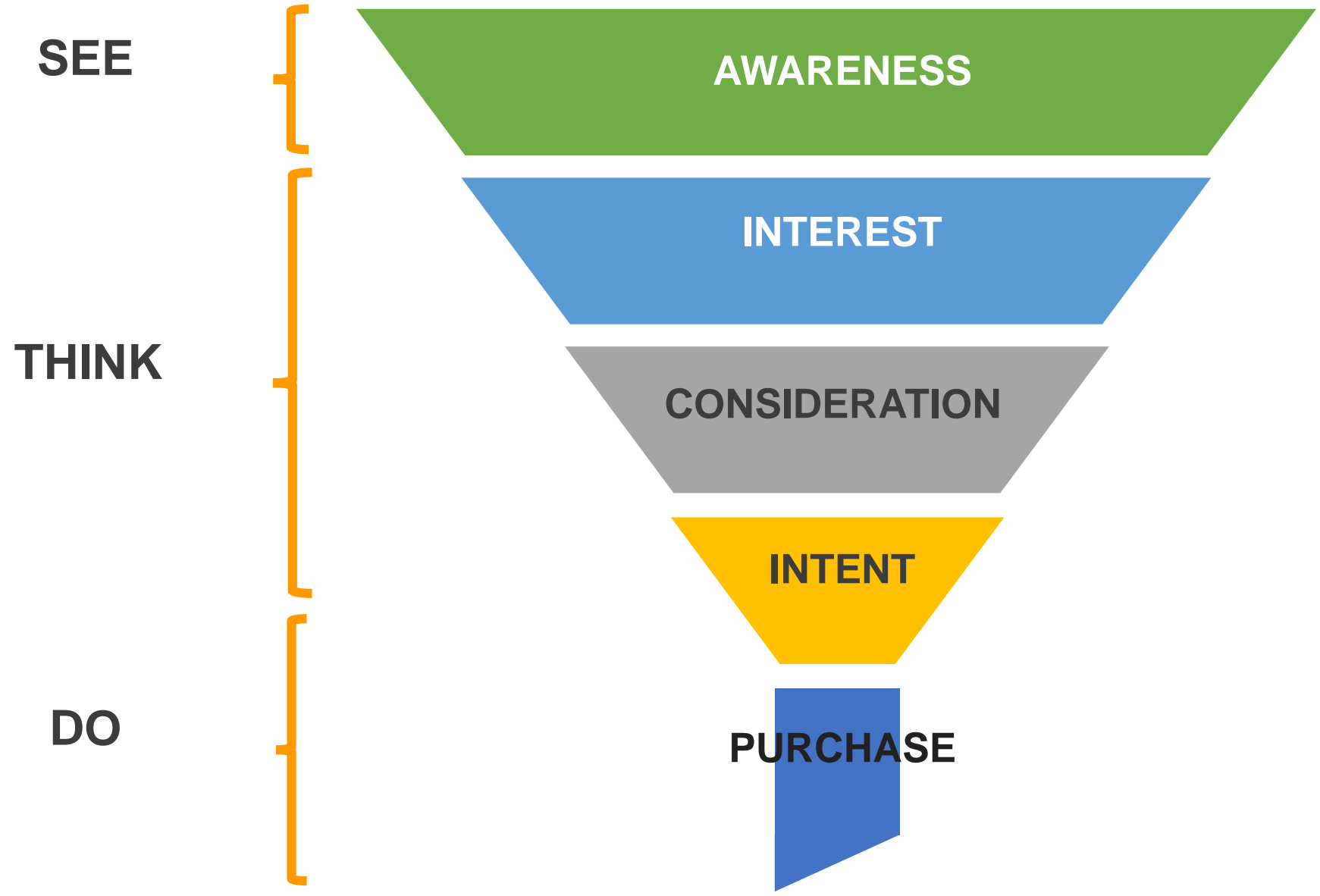
# Profit Centre



# Cost Centre



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# SEE, THINK, DO

## INPUTS

### AUDIENCES:

- Desired external audience groups
- Internal stakeholders/audiences

### BENCHMARKING:

- Previous years' performance
- Other data sets (e.g., market research)

### EXTERNAL FACTORS:

- World events, e.g., COVID-19
- Industry landscape
- External news cycle



## OBJECTIVES

### AWARENESS:

- Reach target audiences
- Increase awareness from X to Y

### REPUTATION:

- Increase favourability with audience
- Generate interest and consideration
- Improve reputational standing (e.g., vs competitors)

### ACTION:

- Increase sales / bookings / donations
- Drive advocacy
- Drive footfall



## ACTIVITY

### AWARENESS:

- Media relations with key media, influencers, journalists

### REPUTATION:

- Press releases / media kits with messaging
- Brief spokespeople / ambassadors on messaging
- Create content with / which amplifies desired messaging

### ACTION:

- Calls to action in content
- Relevant web properties



## OUTPUTS

### AWARENESS:

- Volume
- Impressions
- % of positive coverage in key media
- Positive coverage from key influencers/journalists

### REPUTATION:

- % of message delivery
- % of positive coverage
- % of spokespeople quotes on message

### ACTION:

- % of content featuring a call to action
- Engagement on earned social media
- % of coverage featuring a product



## OUTCOMES

### AWARENESS:

- Market research awareness studies increase

### REPUTATION:

- Google search trends over time
- Market research favourability surveys


### ACTION:

- Website traffic
- Reviews / recommendations
- Engagement on owned social media
- Open rates of newsletters
- Growth in sales / bookings / donations / footfall

# TOURISM IRELAND MEASUREMENT FRAMEWORK

## TOURISM IRELAND'S COMMUNICATIONS STRATEGY

<b>INPUTS</b> 	<b>AUDIENCES:</b> <ul style="list-style-type: none"> <li>Culturally curious</li> <li>Social energizers</li> </ul>	<b>REPORTING AUDIENCES:</b> <ul style="list-style-type: none"> <li>Publicity team</li> <li>SMT</li> <li>Board</li> <li>Govt/political/product</li> <li>Journalists</li> </ul>	<b>MARKET RESEARCH / CONSUMER DATA:</b> <ul style="list-style-type: none"> <li>Traveler / exit surveys</li> <li>Brand tracker</li> </ul>	<b>EXTERNAL FACTORS:</b> <ul style="list-style-type: none"> <li>COVID-19</li> </ul>	<b>KPIs</b> 	<b>STRATEGY:</b> <ul style="list-style-type: none"> <li>Alignment with marketing roadmap</li> </ul>	<b>AWARENESS:</b> <ul style="list-style-type: none"> <li>Choosing the right media for the target audience</li> </ul>	<b>INTEREST:</b> <ul style="list-style-type: none"> <li>Message delivery</li> <li>Influencer engagement</li> </ul>	<b>ACTION:</b> <ul style="list-style-type: none"> <li>Includes call to action</li> </ul>

 <b>OBJECTIVES</b>	 <b>ACTIVITY</b>	 <b>OUTPUTS</b>	 <b>OUTCOMES</b>
<b>AWARENESS:</b> <ul style="list-style-type: none"> <li>Reach target audiences</li> </ul>	<b>AWARENESS:</b> <ul style="list-style-type: none"> <li>Qualifying and targeting influencers</li> <li>Media visits</li> <li>Journalist vetting</li> <li>Collaboration with journalists</li> </ul>	<b>AWARENESS:</b> <ul style="list-style-type: none"> <li>Volume, reach, GRP, etc.</li> </ul>	<b>AWARENESS:</b> <ul style="list-style-type: none"> <li>Key media reached</li> <li>Key journalists / influencers reached</li> <li>Market research – improved awareness of Ireland as a destination</li> </ul>
<b>INTEREST:</b> <ul style="list-style-type: none"> <li>Drive brand essence and passion points</li> </ul>	<b>INTEREST:</b> <ul style="list-style-type: none"> <li>Press releases</li> <li>Domestic events</li> <li>Content creation</li> </ul>	<b>INTEREST:</b> <ul style="list-style-type: none"> <li>Message delivery (or similar)</li> <li>Imagery used in coverage</li> <li>Sentiment</li> </ul>	<b>INTEREST:</b> <ul style="list-style-type: none"> <li>Market research – exit surveys (favourability towards country, association with brand messages, etc..)</li> <li>Search data</li> <li>Website traffic</li> </ul>
<b>ACTION:</b> <ul style="list-style-type: none"> <li>Encourage visits to Ireland</li> <li>Encourage visits to specific brand experiences/products</li> </ul>	<b>ACTION:</b> <ul style="list-style-type: none"> <li>International market events</li> <li>Media visit itineraries</li> </ul>	<b>ACTION:</b> <ul style="list-style-type: none"> <li>Brand experiences/products in coverage</li> <li>Destination partners in coverage</li> <li>Call to action in coverage</li> </ul>	<b>ACTION:</b> <ul style="list-style-type: none"> <li>Open rates/click throughs</li> <li>Successful growth of overseas visitor numbers and / or revenue (regionalised where possible)</li> <li>Successful footfall / growth of specific products / brand experiences (regionalised where possible)</li> </ul>

# Three parting tips



**If you're failing to plan, you're planning to fail**



**Avoid the kid in the sweet shop syndrome**



**Begin simply, but simply begin**