

Most effective planning, research and evaluation in consumer communications 2/2

GOLD: PR AGENCY ONE & DECATHLON UK - PROVING CAUSATION OVER CORRELATION

IN SUMMARY

PR Agency One have been working with global sports retailer Decathlon since 2017. A key priority for the client has always been to show the commercial impact of PR, but in 2019 they wanted to explore even deeper, to prove irrefutably that PR and no other factors – seasonality, weather or changing SKU volumes – was affecting increases in traffic and, in particular, product sales.

PR Agency One developed and enhanced their proprietary in-house AMEC-aligned measurement suite, OneEval, to deliver a whole new functionality: advanced, attribution-level ecommerce analysis, to prove that specific product sales can be

attributed to PR coverage and provide a value for this.

Decathlon's 2019 ski category launch was chosen as a test case because until this point, skiing products hadn't been promoted via PR. OneEval Commercial attributed ski product traffic from specific online coverage by tracking unique URLs to compare these sales with other Decathlon ski products that hadn't had the benefit of PR. All in all, 70 million lines of data were exported into a database and cleaned, taking into account seasonal shifts in price, spend, stock levels, total product listings, like-for-like product SKUs, user interest, paid marketing, organic marketing and competitors.

WHAT THE JUDGES SAY

This incredibly thorough application stands out by its explicit linkage of PR to business outcomes with straightforward, 'no hype' statistical analysis. The entry is very well written and shows the development of the measurement approach as more ambitious challenges come along. This is a shining example of how to prove the impact of PR on hard commercial factors.