

amec

AWARDS | 2020

GLOBAL COMMUNICATION EFFECTIVENESS

The AMEC Awards recognise and celebrate exceptional work and showcases the importance of research, measurement, insights and analytics

In partnership with



Introduction

These AMEC Gold Award winners are among a record number of entries for 2020 which is both remarkable and heartening in such uncertain times. The quality of the entries was once again outstanding. As Richard Bagnall, CHAIR of AMEC and Global CEO and managing partner of CARMA said: "Every year the bar gets set higher."

The diversity of entries was impressive. Winning campaigns include a sporting organisation in Australia, an animal charity in Singapore, a UK cancer charity, the French national rail operator and Norway's armed services. Those are in addition, of course, to some

of the world's biggest best known B2C and B2B brands.

A successful campaign does not always equal an award-winning one. These might seem like obvious points but clarity and an ability to deliver against the brief are highly prized qualities by the judges. Likewise, to focus rigorously on the measurement and evaluation outcomes and not be diverted or distracted into discussing the PR elements of the campaign.

Among the themes that emerged from our expert panel of judges were the need for a clear strategy and defined outcomes;

structured, methodical approaches; and the use of custom frameworks and proprietary software.

Survey-led campaigns with in-depth research and planning – essentially listening to the needs of the audience – did well because they led to much tighter strategies. In some cases, that research and planning was related to the need to get buy-in from the rest of the business and organisation.

There are always ways to improve and refine even the very best entries so keep an eye out for elements of constructive criticism from our judges.

Best crisis comms measurement and reporting

**GOLD: ISENTIA & PLUS EXPRESSWAY - MANAGING
CRISIS AND REPUTATION**

IN SUMMARY

Isentia worked with PLUS Malaysia to ascertain PLUS' overall reputation as judged by consumers after their communications reached a crisis point due to political interference and a controversial decision with their Tap n' Go (TNG) cards. To get a comprehensive view of what people say, think and feel about PLUS, Isentia conducted a programme of work focused on crisis reputation, this included a daily view of negative issues and a longer form reputation analysis that combined organic social conversation and survey data. This helped PLUS change the way they positioned their leadership and their approach to innovation.

WHAT THE CLIENT SAYS

"Our engagement with Isentia is ongoing as we found the results of their reputation analysis to be insightful and free from 'noise' – and it contained validated data. We continue to strive to better serve our highways customers as well as generating value to our stakeholders."

Syed Mohammed Idid
*Head of Corporate,
Community & Public
Engagement, PLUS Malaysia*

WHAT THE JUDGES SAY

An overall great entry, showing how measurement helps tackle a crisis communication challenge that spans way beyond a single incident. A smart approach, divided into phases, combining traditional media measurement for industry-wide issues to set baseline, social media as proxy for engaged public and surveys to get deeper consumer insight. A terrific example of clear objectives leading to the delivery of a focused programme that actually delivered business-critical insights.

Best evaluation on a small budget (<£10,000 or <\$10,000)

GOLD: ISENTIA & ACRES - STOP ILLEGAL WILDLIFE TRADE THIS CHINESE NEW YEAR

IN SUMMARY

ACRES (Animal Concerns Research and Education Society), a Singapore-based NGO, wanted a digital campaign for Chinese New Year that linked the animals of the Chinese zodiac to their real life counterparts. ACRES partnered with Isentia to conduct social media analysis (rather than expensive qualitative and quantitative market research). They then designed their campaign creative to make it more engaging, and to help their key messages on animal welfare resonate online. As an NGO focusing on a specialised audience, ACRES' usage of consumer insights led to a return on campaign objectives that was beyond expectations.

WHAT THE CLIENT SAYS

"For a charity like us with limited resources, Isentia's exhaustive report helped us in planning the content and the launch timeline to ensure maximum engagement. ACRES greatly valued Isentia's expertise, time and efforts in this campaign, and we look forward to working with their team in future projects to further the cause of environmental protection in Singapore."

Anbarasi Boopal
Deputy Chief Executive, ACRES

WHAT THE JUDGES SAY

This was an excellent approach and the techniques used identified a problem and developed a solution that made a difference. It was a resourceful approach to look at big data and social in particular and it was good to see pre-campaign evaluation helping to shape an upcoming campaign based on those insights. Clever application of NLP and N-Grams to draw qualitative results.

Best first step on a measurement journey 1/3

GOLD: FLEISHMANHILLARD FISHBURN & CURRENCYCLOUD - CURRENCYCLOUD'S FIRST STEP ON THE MEASUREMENT JOURNEY

IN SUMMARY

Currencycloud engaged FleishmanHillard Fishburn (FHF) to build the company's first earned-media measurement programme. The goal was to encourage fintechs and banks to consider Currencycloud as a partner to facilitate cross-border transactions, and to showcase Currencycloud's innovative API technology in the cross-border payments conversation. The project is still in its infancy but it has already provided Currencycloud with a more holistic view of its performance. Internal buy-in has been secured with the support of the PR/marketing team which explained the reports and metrics to executive-level stakeholders

WHAT THE CLIENT SAYS

"Working with FHF has been a dream – the expertise and enthusiasm they have brought to creating a new measurement approach for us has been wonderful. The robust framework we now work to is helping to build clear insights for our strategy and business. The involvement of the team in creating and shaping it has been integral to our understanding of the metrics and allowed us to get buy-in across the business."

Sarah Hanafy
Global VP Marketing & Communications, Currencycloud

WHAT THE JUDGES SAY

A well thought-through campaign to introduce Currencycloud to a comprehensive yet simple evaluation programme and kick them off on their measurement journey. We were impressed with the inclusion of recommendations for each output and how the results were used to define new KPIs. Leveraging integrated data streams from social to web traffic is proof that you don't need a huge budget to get going.

Best first step on a measurement journey 2/3

GOLD: ISENTIA & SPORT AUSTRALIA - ATHLETES AS ROLE MODELS

IN SUMMARY

Sport Australia's Athlete Wellbeing & Engagement team reached out to ISENTIA to understand how athletes are perceived in traditional and social media. The aim was to set benchmarks, help justify their focus on athlete community engagement and provide insights to shape future strategy. The report used the CARMA qualitative methodology to analyse all mentions of 50 elite athletes across print, online and broadcast media. Content was analysed for the presence of spokespeople, detractors, tone, language, images and messages. Social media data was analysed for topics of discussion and engagement statistics and meta-data was gathered for each athlete.

WHAT THE CLIENT SAYS

"The information gathered over the past two years has provided a platform for the Australian Institute of Sport (AIS) to align athletes to their values, passions and experiences, to engage in charities and social causes, and to act as role models. The insights generated by ISENTIA has helped informed us the ways to tell these stories in unique and engaging ways."

Adam Woolnough
*Engagement Manager,
Sport Australia*

WHAT THE JUDGES SAY

This was a good effort to grasp what can help athletes catch public attention through print and online media exposure. The use of data and meta-data is smart and makes sense of the broader issues in a meaningful way. It was good to see a mix of quantitative and qualitative metrics to derive insights and that the results generated informed future strategy.

Best first step on a measurement journey 3/3

GOLD: OECD, IMPACT & INTELLIGENCE IN-HOUSE TEAM

IN SUMMARY

The Public Affairs & Communication (PAC) directorate of the Organisation for Economic Co-operation and Development (OECD) faced several communications challenges. There was no organisational-wide strategy or measurement framework for what constituted impact; data was not routinely analysed so insights were not extracted or fed into the decision-making process; and there was a lack of consistent and holistic reporting. The vision for 'communications to be evidence-driven by 2021' led to the creation of a new Impact & Intelligence team which built new capability in channel analytics, dashboard design, stakeholder impact,

influencer identification and social listening. It also reinvented its media monitoring team and daily media review. The Impact & Intelligence team rolled out an integrated measurement and reporting approach that sought to address answer key communications questions with data.

Each output was aligned with the Organisational Impacts Framework, a strategic tool for assessing the impact of OECD work. This framework was used as a guiding compass for all measurement and evaluation activities and also served as a useful change management tool to obtain internal stakeholder support and leadership buy-in.

WHAT THE JUDGES SAY

Well done OECD for putting evidence-driven communications in the spotlight. This is a good programme with straightforward results and a terrific example of how a strong strategy is the foundation for a successful programme. 'Impact at the heart of the strategy' would not mean anything if not supported by a business division. There was also evidence of great impact analysis, however, KPIs could have been explained in more detail.

Best multi-market reporting 1/2

GOLD: FLEISHMANHILLARD FISHBURN & SAMSUNG EUROPE - ALIGNING PR PERFORMANCE TRACKING WITH MARKET INTELLIGENCE AND BUSINESS OBJECTIVES CONSISTENTLY ACROSS 20 MARKETS

IN SUMMARY

Samsung wants to move away from the 'functional' image of electronics manufacturers, but it lacked a centralised measurement system and approach to track PR performance across Europe.

FHF adapted the AMEC Integrated Evaluation Framework for Samsung to develop KPIs that could monitor and measure PR activity consistently across 20 markets and three business units. FHF partnered with TrendKite to provide Samsung teams with access to a real-time dashboard tracking PR performance and feeding into monthly evaluation reports; adapted brand attributes from the firm's existing brand survey tracker to create

a measure of brand love within earned media coverage; and consulted with local Samsung stakeholders to develop tier-one media lists most suited to individual country needs while ensuring regional consistency and reflecting the 'lifestyle' aspiration.

This has enabled Samsung to introduce consistent and centralised multi-market tracking of PR performance. For the first time the company has access to a system harmoniously measuring PR activity across its 20 European markets. A key business outcome has been the ability to use year-on-year and competitor benchmarks to measure how Samsung is moving the needle.

WHAT THE JUDGES SAY

It is clear that FHF's measurement approach was closely aligned to Samsung's business objectives, in particular the partnership with Samsung's internal market intelligence team and the focus on centralisation. Overall, the entry demonstrated that FHF has created a valued and effective reporting framework and has a clear focus on the quality of their reporting data. FHF have created and executed a slick and well-integrated measurement strategy that clearly aligns with the client's objectives and raises PR's status in the marketing mix.

Best multi-market reporting 2/2

GOLD: KETCHUM & 3M - 3M CHAMPIONS SCIENCE

IN SUMMARY

The inaugural edition of 3M's State of Science Index (SOSI) – a survey of 14,000 people across 14 countries – in 2018 revealed disturbing findings about widespread indifference to and scepticism of science.

The second survey, in 2019, developed into a rallying cry that science needed advocates now more than ever. It explored the genesis of these negative perceptions and what might change them so 3M could respond with a plan to improve the public's sentiment towards science on a global scale, with local support from international 3M offices in countries surveyed. The goals were to broaden perspectives

of science's impact on day-to-day lives and society to motivate people to champion science; demonstrate 3M's relevance in driving scientific innovation; and drive brand awareness, reputation and health.

A consistent narrative emerged across all 14 markets, but local nuances still needed to be accounted for. Analysis was also conducted country by country, and the results were shared with local 3M teams to inspire and inform campaign tactics.

WHAT THE JUDGES SAY

It was a simple strategy but very well executed and the insights were extremely actionable. Great work. Ketchum's campaign is grounded in robust research and the metrics measured include a good mix of outputs, outtakes and outcomes, all of which are clearly linked back to the key campaign objectives. It is clear that the campaign had a real impact on the target audience.

Ketchum

Best use of a measurement framework 1/2

GOLD: ENGINE MISCHIEF & NATIONAL TRUST -
LOSING NATURE'S LANGUAGE

IN SUMMARY

When you hear the words tweet, web, stream, cloud what do you think of? Messaging, the internet, live video and storage? Why not birds, spiders, rivers and skies? We're losing connection with nature. We're losing the nature meaning of our words. We're losing nature language because we're losing nature from our culture.

This insight inspired a creative campaign that increased awareness of the National Trust's nature conservation work by 28.3%. The success was achieved through a robust approach to planning, strategy and evaluation, including the AMEC framework and AMEC planning primer guide principles.

WHAT THE CLIENT SAYS

"Mischief consistently deliver magic. They surfaced a fresh insight to create a new story about a seven-year-old initiative, going way beyond 'PR' to highlight a cultural concern. It didn't just create noise, it drove people to find out more and helped seed the importance of the organisation's 2020 focus."

Laura Appleby
*Head of PR & Content,
National Trust*

WHAT THE JUDGES SAY

Kudos for the creative concept of technology stealing the language of nature and bringing in a language expert. We appreciated the multitude of sources for data points within the measurement and that it links the planning to the evaluation. However, the entry occasionally reads too much like a PR entry rather than a measurement award entry.

Best use of a measurement framework 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.

Best use of integrated communication measurement/research 1/3

GOLD: CISION & MACMILLAN CANCER SUPPORT - WORLD'S BIGGEST COFFEE MORNING

IN SUMMARY

Macmillan's overall objective is to improve the lives of people with cancer and as a charity it is almost entirely funded by donations from the public. It works with Cision to monitor progress against its KPIs and applies these insights to improve the effectiveness of its PR activity.

Through its World's Biggest Coffee Morning campaign, its annual fund-raising drive, Macmillan aimed to resonate with various audiences and inspire them to get involved, in order to drive further donations. Macmillan worked with Cision to explore the relationship between peaks in campaign coverage and sign-ups to the event, to effectively evaluate the impact that

its proactive efforts had on audience behaviour.

The campaign's key objectives were to bring its brand to life, thereby raising awareness; using case studies to paint a real picture of life with cancer and highlighting Macmillan's role in supporting this; creating excitement around Coffee Morning, via celebrity partnerships, to make it an event that people don't want to miss out on; using corporate partnerships within content to reach new and wider audiences; to drive participation and donations by encouraging purchases of M&S WBCM products and landing its call to action messaging to direct people to sign up.

WHAT THE JUDGES SAY

A clear strategy with sensible objectives and clear 'organisational' outcomes. The execution showed a clear correlation between campaign and results. There was an impressive use of integrated measurement framework. The entry was clearly written with supporting evidence to show how the campaign delivered results for Macmillan.

CISION

Best use of integrated communication measurement/research 2/3

GOLD: EDELMAN INTELLIGENCE & HOLOGIC - PROVING THE BUSINESS IMPACT OF CONSUMER MARKETING AND COMMUNICATIONS

IN SUMMARY

As the leader in women's health diagnostics, Hologic engaged Edelman Intelligence to run their first ever unbranded consumer campaign ('Change this Stat', to encourage women to get tested for cervical cancer), using Edelman's proprietary CM3 tool to measure the campaign's effectiveness. CM3 allowed Hologic to measure the business impact of all campaign efforts and channels, see which communications investments were working and which were not, and make the best budget allocations based on data linked to business success. The innovative measurement approach helped to double the ROI of the campaign.

WHAT THE CLIENT SAYS

"CM3 enabled us to get to data-driven answers as to what the actual business impact and ROI was for our recent consumer campaign. The close collaboration with the team allowed us to overcome data challenges, leveraging econometrics, and developing valuable insights that ultimately enabled us to judge the impact of the campaign and ensure we made the right investment decisions moving forward."

Craig Weiss

Senior Director of Global Marketing for Cervical Health, Hologic

WHAT THE JUDGES SAY

This is a strong presentation that clearly laid out the integration of platforms. It focuses on clear commercial outcomes in terms of sales and ROI and is a powerful example of data driven insights. An excellent model combining links from activity to sales. The only criticism is a lack of clarity in how some of these metrics were calculated or if attribution from other marketing channels was taken into consideration.



Best use of integrated communication measurement/research 3/3

GOLD: ENGINE MISCHIEF & TUI - THE HOLIDAY FEELING

IN SUMMARY

After winning the 'step-change' award for First Choice at the 2019 AMEC Awards, Mischief and TUI UK wanted to apply the same insight-driven approach to TUI to show that it delivers an unbeatable 'Holiday Feeling'.

The campaign was designed to increase positive brand impression by at least 20% and increase brand consideration by at least 10%. An AMEC Framework was developed to measure and evaluate impact on consideration and used for campaign planning and monitoring effectiveness during execution. Best practice, and judges' feedback from their 2019 AMEC awards success, was used to develop the framework.

WHAT THE CLIENT SAYS

"This work shows marked effects on the things that actually matter to brands: brand sentiment, consideration and sales, plus internal advocacy. The concept from creative to execution was led by PR, supported on shared, loaned and owned channels. Modern PR is not about noise but about shifting the metrics that matter."

Liz Edwards
*Head of PR,
TUI UK and Ireland*

WHAT THE JUDGES SAY

This was a really impressive submission with excellent use of AMEC resources and methodologies to build and report. The integrated content matrix was comprehensive and easy to follow. The tone also felt true to the 'Holiday Feeling' project itself.

Engine Mischief clearly met its objectives with metrics laid out clearly and the addition of employee advocacy as a result is icing on the cake. It was great to see how the entry touched so many AMEC frameworks and tools.

ENGINE | *mischief*

Best use of measurement for a single event or campaign 1/3

GOLD: CITYPRESS & SUNLIFE - AGEIST BRITAIN

IN SUMMARY

SunLife want to be the financial services provider of choice for consumers aged over 50 and this campaign aimed to demonstrate how the brand 'gets' the over-50s audience like no other.

Using the insight that many people feel misrepresented as they get older, they championed SunLife's core audience and the issue of 'casual ageism'. The campaign was grounded in research from planning through to execution and measurement and secured backing from celebrity Carol Vorderman. It generated mass editorial coverage and thousands of conversations in support of the research. Most importantly, it aligned SunLife with its audience – 90% were

pleased to see the issue talked about and 77% wanted to know more.

Consumer research was conducted with more than 4,000 UK adults to understand how/when people experience ageism, how many admit being ageist, and if people feel progress is being made. There was analysis of the use of ageist phrases online and on social media. The findings were used to create the *Ageist Britain?* report, with a foreword by Vorderman who also acted as a passionate media spokesperson. This campaign delivered so successfully upon its objectives that a follow-up campaign was expected for 2020.

WHAT THE JUDGES SAY

A clear campaign with clear outcomes, this is a straightforward and rigorous example of how agencies can adopt best practice insights and evaluation on a relatively low budget – and it was great to see measurement and data guiding the campaign.

The support materials are well presented and give important context to the entry. There was also good use of the framework and of Google search data as a proxy for impact.



Best use of measurement for a single event or campaign 2/3

GOLD: PR NEWS & GREENPEACE RUSSIA - #OWNYOURFOREST: WILL RUSSIA LEGALIZE PRIVATE TREE FARMING?

IN SUMMARY

Forest protection is a key area of activity for Greenpeace Russia with Russian law currently forbidding commercial use of trees growing on unused farmland. Greenpeace developed amendments to change the legal status of such forests and launched a campaign (#OwnYourForest).

Devastating seasonal wildfires in eastern Russia added urgency to the initiative. Audiences' strong feelings about saving forests from fires and recovering those lost also presented a challenge to both the campaign and research.

PR News was brought in to conduct qualitative research

on target audiences and evaluate the effectiveness of the campaign through analysis of media coverage. It emerged that a primarily urban audience struggles to sympathise with what many consider to be a minority-interest issue.

However, media coverage of the issue doubled year on year; stakeholder groups expanded, with regional authorities paying more attention; discussion on social media grew with the average reach per post increasing to 13,000 from 4,000. More than 50,000 people have signed Greenpeace's petition so far.

WHAT THE JUDGES SAY

This was an excellent campaign with a very good use of mix methods throughout. There was also an impressive use of focus groups and media analysis at various stages of the project. And both research techniques provided tangible benefits for Greenpeace.

The supporting material added life and key evidence to the entry and there was good use of a measurement framework.

Best use of measurement for a single event or campaign 3/3

GOLD: THE WORLD BANK - THE WORLD BANK ANNUAL MEETINGS: HOW RIGOROUS CONVERSION AND RETENTION METRICS DELIVERED INSIGHTS FOR STRONG COMMUNICATIONS OUTCOMES

IN SUMMARY

The World Bank's challenging mission is to "end extreme poverty within a generation and boost shared prosperity". To achieve this outcome, it is essential the organisation maximises the impact of its knowledge and technical expertise by harnessing the trust and support of aid donors and maintaining its influential and leading role on the development stage.

Every year, policy makers and development experts from around the globe convene in Washington DC for the World Bank Meetings to discuss the institution's progress. The meetings are integral to the Bank's objective, underscoring the organisation's results, expertise and convening

power to more than 10,000 attendees. Delivering an engaging digital experience serves to amplify this reach to tens of thousands across the globe.

The digital communications objectives wanted to increase attendance, engagement and interactivity at digital events; increase social media reach and engagement by activating speakers and key opinion leaders; boost brand health indicator scores among online attendees and build World Bank 'promoter' numbers. Campaign optimisation outstripped targets with huge increases in sign-ups, attendees, unique-plays, quality-plays and audience chat.

WHAT THE JUDGES SAY

Fantastic use of supporting material providing in-depth detail on the data, its source and the analysis. The use of robust measurement to underpin this campaign is impressive. There is a brief mention of satisfaction of interaction being lower – it would've been good to see this explored in more detail to see if there were any changes that could be made to improve event success in the future. Overall, an interesting application of research that has great potential to evolve over time.

Best use of social media measurement

GOLD: METHODS+MASTERY & YOUTUBE - UNDERSTANDING THE INFLUENCE OF ARTIST ADVOCACY

IN SUMMARY

YouTube Music partners with hundreds of artists each year, using their massive social reach to promote the artist's songs, albums, and music videos – in turn receiving the artists' advocacy for the YouTube Music app. Enforcing artist reciprocation of YouTube Music marketing efforts is critical to delivering return on its partnership investments.

YouTube turned to Methods+Mastery (M+M) to quantify the health of artist marketing relationships and drive better ROI. M+M developed a real-time dashboard to measure the impact of artist advocacy in social media, identifying opportunities to improve

partnerships, spot high-potential future partnerships, and measure the strength of competitive relationships.

M+M worked with YouTube Music to capture the social interactions between artists, YouTube Music, and competitors. M+M was able to parse out a variety of data points factoring into larger directional analysis. M+M also aggregated the music genres and record labels of artists to provide a deeper multi-faceted view of engagement within the music industry social landscape.

WHAT THE JUDGES SAY

Fabulous work. M+M had some clear objectives that clearly linked to YouTube Music's commercial aims. They displayed innovation in developing a bespoke scoring system for the artists and in their use of data science to automate the data analysis. It is clear that the dashboard was valued by the client.

Most effective planning, research and evaluation in business-to-business communications

GOLD: KANTAR & VODAFONE - A TRANSPARENT ANALYSIS OF BUSINESS SUCCESS

IN SUMMARY

In 2019, the media insights reports delivered by Kantar to Vodafone assumed additional importance as the mobile network entered one of the most significant years in its history as they were about to acquire Unitymedia in an €18bn deal.

Vodafone's PR team was challenged to create a new narrative to fuel the company's transformation and relied on the partnership with Kantar to create campaigns which delivered against business objectives. Importantly, the need for transparent measurement which would survive boardroom scrutiny was built-in from the start.

WHAT THE CLIENT SAYS

"From the start of the year we knew PR would play an important role in building Vodafone's position as the No.1 challenger in Germany. By using a combination of media data, Touchpoints and NPS we believe we have the best understanding of how media contributes to our reputation. What was needed was a transparent way to assess the impact of our communication and to work out our next steps. Data has value when it tells you how to be better. The reports produced by our PR team and Kantar allowed us to keep track of the media and remain on course throughout 2019."

Volker Petendorf
Chief Press Officer,
Vodafone

WHAT THE JUDGES SAY

This entry highlights the importance of measurement to align with organisational goals and to be internalised by the client's comms team (and beyond). The level of transparency and mutual coordination makes for clear understanding of organisational goals and challenges.

The deep and structured qualitative aspect of content measurement is also impressive. A well-rounded blend of business, communications and M&E imperatives.

KANTAR

Most effective planning, research and evaluation in consumer communications 1/2

GOLD: ENGINE MISCHIEF & TUI - THE HOLIDAY FEELING

IN SUMMARY

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Engine Mischief clearly met its objectives with metrics laid out clearly and the addition of employee advocacy as a result is icing on the cake. It was great to see how the entry touched so many AMEC frameworks and tools.

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

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

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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.

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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.

Most effective planning, research and evaluation in the public and not-for-profit sectors 1/2

GOLD: KANTAR & SNCF - LONG LIVE THE TRAIN!

IN SUMMARY

French rail operator SNCF manages domestic services as well as high-profile projects TGV and Eurostar. Present in 120 countries, the group is involved in half of the world's high-speed and metro projects. However, in France, SNCF is a target of persistent negative media noise. SNCF wanted to create a new narrative in the media and the minds of its customers and employees. A high-impact week delivered the message 'Long Live the Train', with the mobilisation of SNCF's workforce as ambassadors and the opening of 150 company sites to public visitors. Kantar's data-led campaign led to increased approval of SNCF as an employer and public approval.

WHAT THE CLIENT SAYS

"We enacted a 360° communication and internal mobilisation that has achieved a renewed pride of belonging and a positive impact on SNCF's image. We were able to evaluate for the first time combining multi-channel media analysis and opinion of the French public. This convincing integrated approach allowed us to go further in the analysis of our brand ecosystem and is to be continued in the future."

Michel Pronost
*Communication project manager,
SNCF*

WHAT THE JUDGES SAY

This submission displayed a very effective use of measurement to drive strategy for an important campaign for France's much-loved trains. It was a very strong and robust approach to the measurement and evaluation requirements, including understanding of audiences and preferred channels. Overall, an outstanding entry which uses an integrated research approach to inform strategy and drive actionable outcomes.

KANTAR

Most effective planning, research and evaluation in the public and not-for-profit sectors 2/2

**GOLD: PEGASUS & NETWORK RAIL/BRITISH TRANSPORT
POLICE - YOU VS. TRAIN**

IN SUMMARY

In the five years up to 2018, the number of reported trespass incidents on the rail network had significantly increased. Trespassing not only causes disruption and delay for passengers but can also lead to serious injury and death. Statistics highlighted a persistent issue with teenage boys trespassing, driven in part by a lack of knowledge about the level of risk. This showed a clear need for a campaign to raise awareness of the hidden dangers among this audience with a consistent and compelling message across a range of channels in order to change behaviour. The campaign also needed to focus on hotspots and reach the parents of these boys to prompt potentially

life-saving conversations with their children.

In developing an integrated campaign to address this, Pegasus adopted a holistic approach to measurement and evaluation that moved far beyond a focus on outputs to deliver a comprehensive assessment of channel effectiveness. At the heart of the integrated campaign's development was CHANGE, Pegasus' proprietary strategic planning framework developed in partnership with University College London's Centre for Behaviour Change. By applying UCL's COM-B methodology to the challenge, they were able to rigorously analyse the behaviour of the target audience.

WHAT THE JUDGES SAY

A fantastic programme with a thoughtful strategy and comprehensive and intelligent measurement. Being able to show that trespass incidents were nearly halved reversing the previous trend was the critical outcome. It was good to see that the measurement approach was designed to align with the behavioural change strategy.

Most effective planning, research and evaluation in the public and not-for-profit sectors – in-house comms teams

GOLD: THE WORLD BANK - THE WORLD BANK'S COMMUNICATIONS MEASUREMENT AND EVALUATION FRAMEWORK

IN SUMMARY

Communication is a key driver of the World Bank's ability to deliver financial and political support and establish global thought-leadership.

In 2018, it launched a Measurement and Evaluation programme to increase the effectiveness of the organisation's communications programmes. To lay the foundation for the communications M&E framework, communication leaders across the organisation were interviewed to understand existing goal-setting processes, approaches to measurement and the steps necessary to adopt a framework.

Increased strategic understanding of measurement practices, strong support from management, and emphasis on building internal capacity were critical components of the World Bank's success in applying the new M&E framework.

Notable results include the Human Capital Project (HCP), a global campaign advocating for developing governments to increase investments in people, which used the M&E framework to measure communications impact. The campaign also led to 70 governments signing-up as HCP countries.

WHAT THE JUDGES SAY

A very well thought-out comprehensive measurement programme, not only looking at the past, but also to help future planning. It had a clear brief and thorough and well-invested approach. There were clearly expressed goals and the execution was enhanced with great use of external links and support material. The fantastic outcomes confirm the effectiveness of evaluation. The only criticism is no mention of Barcelona Principles and there could be a more detailed description of the KPIs.



THE WORLD BANK
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Most effective planning, research and evaluation: Western Europe 1/3

GOLD: CISION IN PARTNERSHIP WITH CSM & FORMULA E -
'BE SEEN, BE KNOWN, BE LOVED'

IN SUMMARY

Formula E hired CSM to promote a global communications strategy that would raise the sport's profile. The strategy's aim was to raise mainstream awareness, educating audiences about the sport's drivers and other influencers, and turning journalists into advocates.

Cision worked closely with CSM to create a bespoke report that measured progress on Formula E's status in the media. Cision designed a measurement framework with carefully selected metrics to assess Formula E's communications strategy and prove the original goals were met.

WHAT THE CLIENT SAYS

"It was particularly helpful for our client at Formula E to quantify the data and demonstrate the strong work being delivered by his department to internal stakeholders who may be unfamiliar with PR metrics."

CSM representative

WHAT THE JUDGES SAY

A well thought-out measurement programme as the first step, that not only looks at volume measures but also quality including message penetration. It would be interesting to see how the program evolves in the next step to include SNS analysis. It was no easy feat to establish a new industry with such a lofty vision to 'Be Seen, Be Known and Be Loved'.

CISION

Most effective planning, research and evaluation: Western Europe 2/3

GOLD: KANTAR & CAFEYN - THE FUTURE OF PRINT

IN SUMMARY

The online newspaper and magazine distribution platform LeKiosk created a new brand identity 'Cafeyn', in order to re-energise print audiences in an increasingly digital world. In seeking to build demand for online newspapers and magazines, the company needed a data-led approach to generate a competitive edge.

Kantar used detailed market segmentation to identify target audiences and to inspire campaign messaging and creative content. An integrated multi-channel strategy was developed, embracing paid, earned and owned media. A fusion of campaign outcomes saw a +30% gain in business KPIs.

WHAT THE CLIENT SAYS

"The Kantar study was critical to enable us to get a deep understanding of our domestic market and the benefits were multiple. It helped us to validate our rebranding and our communication campaign. The research confirmed the correctness of the big decisions we were making. Cafeyn has retained this knowledge at the centre of its strategy, using it to plan further product developments."

Ari Assuied

CEO

Cafeyn

WHAT THE JUDGES SAY

This is a great entry with the right amount of detail on methodology and strategy. It clearly outlines tangible benefits for the client and uses the client testimonial to back it up. It's a strong case study on how research can give a competitive edge. The strength lies in using the TGI research for segmentation and guiding the creative. A very strong campaign, delivering clear results against commercial objectives.

KANTAR

Most effective planning, research and evaluation: Western Europe 3/3

**GOLD: KANTAR & VODAFONE - A TRANSPARENT ANALYSIS
OF BUSINESS SUCCESS**

IN SUMMARY

In 2019, the media insights reports delivered by Kantar to Vodafone assumed additional importance as the mobile network entered one of its most significant periods as it was about to acquire Unitymedia in an €18bn deal.

Vodafone's PR team was asked to create a new narrative to fuel the company's transformation and relied on the partnership with Kantar to create campaigns which delivered against business objectives. The pair's innovative methodology combined media data, Touchpoints behavioural data and stakeholder NPS segmentation to deliver an end-to-end measurement pathway.

WHAT THE CLIENT SAYS

"From the start of the year we knew PR would play an important role in building Vodafone's position as the No.1 challenger in Germany. By using a combination of media data, Touchpoints and NPS we believe we have the best understanding of how media contributes to our reputation. What was needed was a transparent way to assess the impact of our communication and to work out our next steps. Data has value when it tells you how to be better. The reports produced by our PR team and Kantar allowed us to keep track of the media and remain on course throughout 2019."

Volker Petendorf
Chief Press Officer,
Vodafone

WHAT THE JUDGES SAY

This is a well structured programme with a good combination of media data, Touchpoints and NPS – as well as use of benchmarking against individual competitors and the sector average. This measurement and evaluation project had obvious benefits for Vodafone and it is clear that there was a strong partnership between Kantar and Vodafone in all aspects. This entry is supported well by the client testimonials.

KANTAR

Most effective planning, research and evaluation: The Americas

GOLD: METHODS+MASTERY & IBM, IBM SOCIAL DISCIPLINE - USING MACHINE LEARNING TO CREATE A BUZZ

IN SUMMARY

IBM recognised the need for deeper insights to create more meaningful content for their audience. Social media enables IBM, a B2B enterprise, to make human-to-human connections, and deeply understanding communities allows the company to create audience-centric content. IBM partnered with M+M to develop The Buzz, a trends report powered by M+M's own clustering technology to analyse what tech communities really care about on social. Objectives included grounding all trends and insights in social conversation data and challenging IBM practitioners to break out of their mould to think differently about social content and its relevance to broader contexts.

WHAT THE CLIENT SAYS

"The Buzz has become an invaluable tool for social practitioners across IBM. We created the report to use data to drive timelier audience-centric conversations and content that would resonate with measurable impact. We wanted our channel managers, strategists, content creators and analysts to shift their thinking to be nimble and more thoughtful in order to be a part of relevant market conversations in new and more meaningful ways. The Buzz has done that and more."

Meghan Wolf
Global Social Strategy, IBM

WHAT THE JUDGES SAY

Excellent use of big data and tech as well as clustering algorithms to gain insights. There were clear objectives with a defined strategy on how to deliver on them. Great use of slow and fast data and listening to inform the approach to optimise content – fabulous client testimonials as well supporting the impact.

Best use of technology in new communications measurement

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.

Most impactful client recommendations arising from a measurement study 1/4

GOLD: CECUBO GROUP & BANKIA - COMPETITIVE INTELLIGENCE UNIT: MEASUREMENT OF CSR COMMUNICATIONS IMPACT AND BENCHMARKING

IN SUMMARY

Bankia is one of the four main banks in Spain. After the 2008 crisis, it had to rethink its communications strategy, shifting focus and resources to CSR. Hence, the head management team needed to have the following in-depth knowledge: Are efforts and resources correctly assessed and oriented? Is CSR proving to be improvement in its media reputation? Benchmark analysis in CSR with the main banks in the country. What needs to be improved in each field of action? Moreover, every answer must come from an advanced system of media reputation KPIs that make best use of CSR measurement.

WHAT THE CLIENT SAYS

"At Bankia we need deep knowledge of the communication opportunities and a constant assessment of our CSR strategy. We now have access to a media analysis and measurement system with a dedicated KPI (SRI) as well as access to a team dedicated to assessing the true impact of our CSR sustainability actions and on our reputation. The benchmark study and the indicator system that has been developed makes us ready to react before an eventual reputational crisis."

Guillermo Fernández Martín
Head of Relations with the Media, Bankia

WHAT THE JUDGES SAY

Impressive submission by Cecubo Group. This project is well thought out, extremely comprehensive, with great outcomes. The outline is clear, organised and logical – although the project could have included a social-media component. Social media to the right audiences is important when considering CSR impact. That said, a really strong approach that led to a clear strategy and clear recommendations, which is the point of the category.

Most impactful client recommendations arising from a measurement study 2/4

GOLD: EDELMAN INTELLIGENCE & HOLOGIC - PROVING THE BUSINESS IMPACT OF CONSUMER MARKETING AND COMMUNICATIONS

IN SUMMARY

While cervical cancer is treatable and preventable if caught early, one woman dies from the disease every two hours. As the leader in women's health diagnostics, Hologic engaged Edelman Intelligence to run their first ever unbranded consumer campaign ('Change this Stat', to encourage women to get tested for cervical cancer), using Edelman's proprietary CM3 tool to measure the campaign's effectiveness. Edelman Intelligence saw Hologic's challenge as an opportunity to employ a solution that was faster, provided more in-depth campaign detail and captured the full value and impact of all campaign tactics.

WHAT THE CLIENT SAYS

"CM3 enabled us to get to data-driven answers as to what the actual business impact and ROI was for our recent consumer campaign. The close collaboration with the team allowed us to overcome data challenges, leveraging econometrics, and developing valuable insights that ultimately enabled us to judge the impact of the campaign and ensure we made the right investment decisions moving forward."

Craig Weiss

Senior Director of Global Marketing for Cervical Health, Hologic

WHAT THE JUDGES SAY

It's easier to pull off great measurement work for short events, but this was a beautiful example of advanced analysis techniques and frameworks applied to a long campaign. Hologic adjusted their strategy mid-campaign as a result of EI's work to improve results which is exactly what a measurement strategy should do.



Most impactful client recommendations arising from a measurement study ^{3/4}

GOLD: ISENTIA & SPORT AUSTRALIA - ATHLETES AS ROLE MODELS

IN SUMMARY

Sport Australia's Athlete Wellbeing & Engagement team reached out to Isentia to understand how athletes are perceived in traditional and social media. The aim was to set benchmarks, help justify their focus on athlete community engagement and provide insights that could shape future strategy. Important results included the strong relationship between community engagement and personal life coverage and higher success overall in terms of media coverage volumes; imbalances in coverage by gender and disability; and the importance of non-sport related posts by athletes on their social media.

WHAT THE CLIENT SAYS

"The information gathered over the past two years has provided a platform for the Australian Institute of Sport (AIS) to align athletes to their values, passions and experiences, to engage in charities and social causes, and to act as role models. The insights generated by Isentia has informed ways to tell these stories in unique and engaging ways."

Adam Woolnough
*Engagement Manager,
Sport Australia*

WHAT THE JUDGES SAY

This was an excellent submission with clear, logical and easy-to-follow sections on summary, strategy and execution. Great campaign with clear objectives, measurement and results leading to strong recommendations that were used to align athletes to their values, passions and experiences. There could have been more detailed outputs and outcomes, though.

Most impactful client recommendations arising from a measurement study 4/4

GOLD: KANTAR & VODAFONE - A TRANSPARENT ANALYSIS OF BUSINESS SUCCESS

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Volker Petendorf
Chief Press Officer,
Vodafone

WHAT THE JUDGES SAY

Great campaign with clear goals leading to strong strategy, measurement and recommendations. The objective was clear: launch a communications campaign that positioned Vodafone in such a light so as to win the support of the EU, government and consumers to make the acquisition of Unitymedia stick. The strategy was logical and the workshop between Vodafone and Kantar was important in not only establishing a partnership but also developing the four engagement categories that much of the campaign was built on.

KANTAR

Most impactful use of insights and analytics recommendations arising from a measurement study 1/3

GOLD: NORWEGIAN ARMED FORCES MEDIA CENTER - STRENGTHENING THE INTERNAL REPUTATION OF THE NORWEGIAN ARMED GUARD - A MEASUREMENT-DRIVEN APPROACH

IN SUMMARY

Every year, 40,000 Norwegian men and women have to put on their green uniforms and leave their families, children and civilian jobs behind. They are Home Guard soldiers. A fundamental part of the Norwegian Armed Forces, and the closest link between the military and civilian society.

As a Home Guard soldier, you are obliged to participate in military exercises and missions on a regular basis. Several surveys conducted among these soldiers suggested that many had a negative impression of the Home Guard. The goal was to make every soldier aware of their importance and make them proud of their efforts.

Since 2015, the analysis team at the Norwegian Armed Forces Media Centre has collaborated closely with the Norwegian Home Guard communications department. An in depth-survey was conducted as a basis to develop an insight-based strategy. It led to several recommendations for Home Guard commanders, as well as the communications department.

Later surveys show that the Home Guard's strategy to improve their internal reputation has largely been successful. Future surveys will be conducted to continue monitoring the development.

WHAT THE JUDGES SAY

There were clear SMART objectives, complete with a target audience, desired change, degree of change, and time frame. The strategy includes understanding target audiences and addressing positive and negative soldier experiences. The execution is very solid, involving the redesign of communications content across channels and measures are strong. Is there a way to measure impact in terms of advocacy, organisational engagement, or efficiency? Something to consider for the future.



**NORWEGIAN
ARMED FORCES**

Most impactful use of insights and analytics recommendations arising from a measurement study 2/3

GOLD: THE WORLD BANK - THE WORLD BANK ANNUAL MEETINGS: HOW RIGOROUS CONVERSION AND RETENTION METRICS DELIVERED INSIGHTS FOR STRONG COMMUNICATIONS OUTCOMES

IN SUMMARY

The World Bank's challenging mission is to "end extreme poverty within a generation and boost shared prosperity". To achieve this outcome, it is essential the organisation maximises the impact of its knowledge and technical expertise by harnessing the trust and support of aid donors and maintaining its influential and leading role on the development stage.

Every year, policy makers and development experts from around the globe convene in Washington DC for the World Bank Meetings to discuss the institution's progress. The meetings are integral to the Bank's objective, underscoring the organisation's results,

expertise and convening power to 10,000 attendees. Delivering an engaging digital experience serves to amplify this reach to tens of thousands across the globe.

The digital communications objectives wanted to increase attendance, engagement and interactivity at digital events; increase social media reach and engagement by activating speakers and key opinion leaders; boost brand health indicator scores among online attendees and build World Bank 'promoter' numbers. Campaign optimisation outstripped targets with huge increases in sign-ups, attendees, unique-plays, quality-plays and audience chat.

WHAT THE JUDGES SAY

A great story to tell on the challenges of communicating in the non-profit sector and proving the value – and impact – of comms. This is a very strong multimedia campaign with a clear brief, very specific KPIs and a clear link between campaign execution and measurement. Strategy is defined within the framework of a PESO model. Execution is very strong with good tactics and metrics throughout. Effectiveness is extremely strong, with measurement at the level of outputs, out-takes, and organisational impact.

Most impactful use of insights and analytics recommendations arising from a measurement study 3/3

GOLD: UNIVERSITY OF TECHNOLOGY SYDNEY & ACHMEA - IMPLEMENTING AN ARCHITECTURE OF LISTENING IN ACHMEA FOR INSIGHTS AND ENGAGEMENT

IN SUMMARY

Achmea is a multinational non-profit corporation operating in the insurance, pension and asset management sector. The group has more than ten million customers and 15,000 staff in six countries.

In 2017, a CEO's Summit decided that the Group would seek to optimise its stakeholder engagement as a way of increasing customer and employee satisfaction, retention and growth. A three-stage project ('Implementing an Architecture of Listening in Achmea') was launched in 2018-2019 involving an evaluation of existing engagement and communication

and implementation of recommended improvement.

The overarching objective of the project was to make Achmea a 'listening organisation' following 2016 research that showed a lack of organisational listening reduces access to important insights and devalues engagement, which in turn leads to reduced loyalty and retention among customers, employees, and other stakeholders and damage to reputation and business results. Both customer retention and customer satisfaction improved as a result of the project.

WHAT THE JUDGES SAY

A great example of a 'listening' exercise informing future direction. This combines holistic academic rigour with a very practical business application. There is convincing evidence of the positive impact of the changes implemented as a result of the study's recommendations. Effectiveness is a very impressive approach using a large number of business impact measures. Supporting document makes clear the wide range of initiatives within the company, many of which are operational.

Plain language award for simplicity in campaign effectiveness measurement and reporting

**GOLD: MEDIAVERSE & AUSTRALIAN GOVERNMENT DEPARTMENT -
EFFECTIVE PUBLIC COMMUNICATION**

IN SUMMARY

This government department is one of Australia's largest government agencies, responsible for facilitating a range of services to 25 million Australians. The Department's media team spans Australia's eight states and territories, managing a wide variety of proactive and reactive media issues including education campaigns, community initiatives, policy updates and service updates.

The Department anecdotally identified a need to ensure clear and effective messaging around their services. Mediaverse was engaged to undertake a comprehensive third-party assessment of the effectiveness of

the Department's media messaging and engagement to inform an improved media strategy. Several constraints were placed on the project: it was imperative the project was cost-effective; that it was completed within an eight-week period and that the findings were to be presented in a jargon-free, plain English report; the high-profile nature of the Department and the breadth of its services means they generate a high volume of media across a range of issues.

Mediaverse's robust and strategic evaluation produced measurable outcomes leading to a better public understanding of the Department's services.

WHAT THE JUDGES SAY

A very well structured entry with objectives, strategy, execution and effectiveness all clearly laid out and the whole process looks like 'plain language'. The very robust approach used multiple methodologies within the evaluation process, including qualitative interviewing. The use of workshops to review the data with the clients was particularly appropriate given the task. And effective insights created impact and organisational change. There was also good supporting materials which showcase simplicity of approach and excellent collaboration.

Innovation award for new measurement methodologies

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IN SUMMARY

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The step change award

GOLD: THE WORLD BANK - THE WORLD BANK'S COMMUNICATIONS MEASUREMENT AND EVALUATION FRAMEWORK

IN SUMMARY

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