

The Awards for Excellence in PR, 2019

Preparing the winning entry - Lessons to be learned

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16 January 2019



Our time today

- Why we do this to ourselves?
- 2018 – lessons learned
- Process – from here to the podium
- Completing the entry
- Over to you / questions?



- Showcase best practice
- demonstrate what success looks like
- provide an example to follow.



Lessons learned ... 1/

What are the objectives for Communications?

- Make some clear statement(s)
- Address the need and the benefit
- Not the process here
- Ideally SMART
- Think of how you can prove it was a success
- Think of the citation at the awards ceremony

Barcelona Principle #1 “Goal Setting and Measurement are Fundamental to Communication and Public Relations

Lessons learned ... 2/

Who is the Audience?

- consumers' / 'public at large' is not an audience
- Who does what you are trying to influence
- Again, who is the 'business' targeting?
- With whom are you trying to achieve an effect or outcome
- Think of their (the audiences') choices of media
- If data is available, use it and show it

“To be sure that the work is shoddy, tell us the audience is ‘everybody’

[@HelReynolds \(2019\)](#)

Lessons learned ... 3/

Show who you are working with, and who did what?

- Influencers are perfectly legit, as long as who does what is transparent
- Partnerships work, once it's shown who paid for what and what was worked
- If there are third parties at play, then say it and say why
- If this is an international idea repeated, say that, and show what was added
- If it's an agency / client production, don't fudge the mix – it shows

It's the work that wins...

Lessons learned ... 4/

We are not measuring Advertising!

- Quantum and measure not the same thing
- Lack of transparency in sourcing of figures
- AVE is not the value of communication
- Contribution / value to the payer – evidence of outcome

In this competition, AVE explicitly discounted out of consideration

Lessons learned ... 5/

Show how social is serving a purpose

- Not seeing clear goals and business serving outcomes for social media
- Consider measurement /analysis of content
- Report web and search analytics / Sales and CRM data and Survey data.
- Evaluate quality and quantity of social media (just like conventional media)
- Focus measurement on engagement, “conversation” and “communities,” not just “coverage” or vanity metrics such as “likes”

Barcelona Principle #6 “Social Media Can and Should be Measured Consistently with Other Media Channels”

Lessons learned ... 6/

Proof of consumer effect?

- Connect the work to sales
- Set out the desired commercial effect.
- Show connections to the ultimate target outcome

The bottom line?... did the consumer respond...? Did it work?

Lessons learned ... 7/

Sponsorship is a versatile medium

- Start by showing 'why' sponsorship was chosen
- Then show 'what' was done and 'how' it worked
- Think beyond sport
- Bigger is not necessarily better

Success is defined by the impact on the business objective, not what happens with the sponsored property

Lessons learned ... 8/

Events work, but few are showing it?

- Think of events as a medium
- Why is as important as how - who is being targeted and to what end?
- Then show the work...
- ...and how the work overcame obstacles.

Show the seams and the sewing as well as the finish here

Lessons learned ... 9/

Communicating values is not sponsorship reheated

- Sponsorship is a commercial transaction
- Being responsible as a (corporate) citizen is a different thing
- Need to see clear evidence of values through the organisation
- Then show how comms supported delivering that...
- Not about promoting a programme

Reputation is what you are known for. “You can put lipstick on a pig, but it is still a pig”

Lessons learned ... 10/

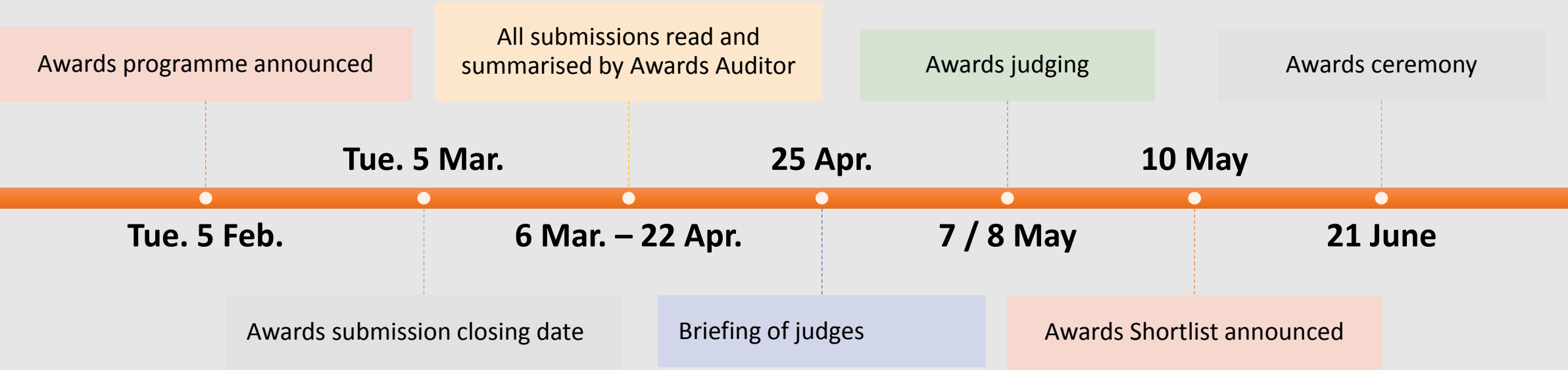
There's value from the inside out

- Scale and quality of entries low vs. work being done
- Huge area of opportunity
- Huge area also of innovation
- Scope to engage wider cohort of organisations

“Employer brand will keep me going to my pension...”

Global HR academic leader, 2018

Awards process timeline



THE WORK

THE WORK

THE WORK

The ideal submission

- A one paragraph description
- Overview and background
- Statement of Objectives
- Clear outline of target audiences
- Programme planning and strategy
- Measurement and Evaluation
- Budget

Completing the submission... 1/

Description

- Fifty (50) words,
- Address the need and the benefit
- Don't set out the process
- It serves as **an intro, not an exec summary**
- Think a standfirst in media terms

So, how many podcasts did you download today?

Simon Kelner of 'The Independent' caused a stir last week when he said he didn't know anyone who'd used a podcast. What a dinosaur! But, discovers Tim Lockhurst, he can't be alone. Most days, responses to 'Telegraph', which has invested millions online

Published: 25 March 2007

Six months ago, as The Daily Telegraph premises, talk was of whether into For staff, changes including the 'hub', and deadlines with asso revolution. One correspondent founder bored out. That w sold his fledgling Daily T bills.

ved into gleaming new and new media could work. newsdesk with a "news a terrifying since the arthur Sleigh t pay the

Intro, deck, standfirst or kicker

1 Intro gives a summary of what is expected from the article and it should work together with the headline and because of this it is almost always the best thing to place it just below the headline

2 The element of a page that we will talk about today has many names. Some refer to it as deck, other as kicker, standfirst or intro. So many names for one single element which plays a big role in providing information and grabbing readers attention. In this article we will call this element intro. Intro gives to the readers a summary of what they can expect from the article. Intro

should work with the headline and this is why it is almost always the best thing to place it just below the headline. In this way they form a unit. Headline grabs readers attention and intro gives a short

The sulk's back! Clegg joins Cameron for final and boisterous session of PMQs in Commons (and it looks like he'd rather be elsewhere)

- To Labour cheers, Ed Miliband : 'It is good to see the Deputy Prime Minister back on the front bench'
- Cameron: 'He [Ed Miliband] has completely united his party, every single one has asked Santa for the same thing, a new leader for Christmas.'

By DAVID RICHARDS

Last updated at 4:13 PM on 14th December 2011

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 [Like](#) 11

Nick Clegg took his seat alongside the Prime Minister today for the final session of Prime Minister's Questions before Christmas today.

On Monday the pro-European Deputy Prime Minister failed to take his seat on the Government front benches to hear David Cameron defend his use of the veto at the EU summit which saw him dubbed 'the incredible sulk'.

Shortly after the start of the session to loud cheers from Labour MPs Ed Miliband gestured to Mr Clegg and said: 'It is good to see the Deputy Prime Minister back on the frontbench.'

Standfirst: will usually be written by the sub-editor and is normally around 40-50 words in length. Any longer and it defeats its purpose, any shorter and it becomes difficult to get the necessary information in. Its purpose is to give some background information about the writer of the article, or to give some context to the contents of the article. Usually, it is presented in typesize larger than the story text, but much smaller than the headline.

Completing the submission... 2/

Overview and background

- The problem statement
- The brief and the expectations
- The context and profile of resources available
- Who was involved
- Constraints

Completing the submission... 3/

Make a clear Statement of Objectives

Barcelona Principle #1 “Goal Setting and Measurement are Fundamental to Communication and Public Relations

- define S.M.A.R.T. objectives
- Connected to the ‘business’ / organisational objective
- quantitative or qualitative, but identify who, what, how much, by when
- Be holistic: traditional and social media; changes in awareness among key stakeholders, comprehension, attitude, and behaviour; and impact on organizational results. Campaigns or ongoing are both relevant.
- Be integrated and aligned across paid, earned, shared and owned channels where possible

S

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Completing the submission... 4/

Outline of target audiences

- ‘consumers’ / ‘public at large’ is not an audience
- Who is being targetted?
- Where and how do they form their view
- Think of the effect or the outcome you are trying to achieve
- If data is available, use it and show it



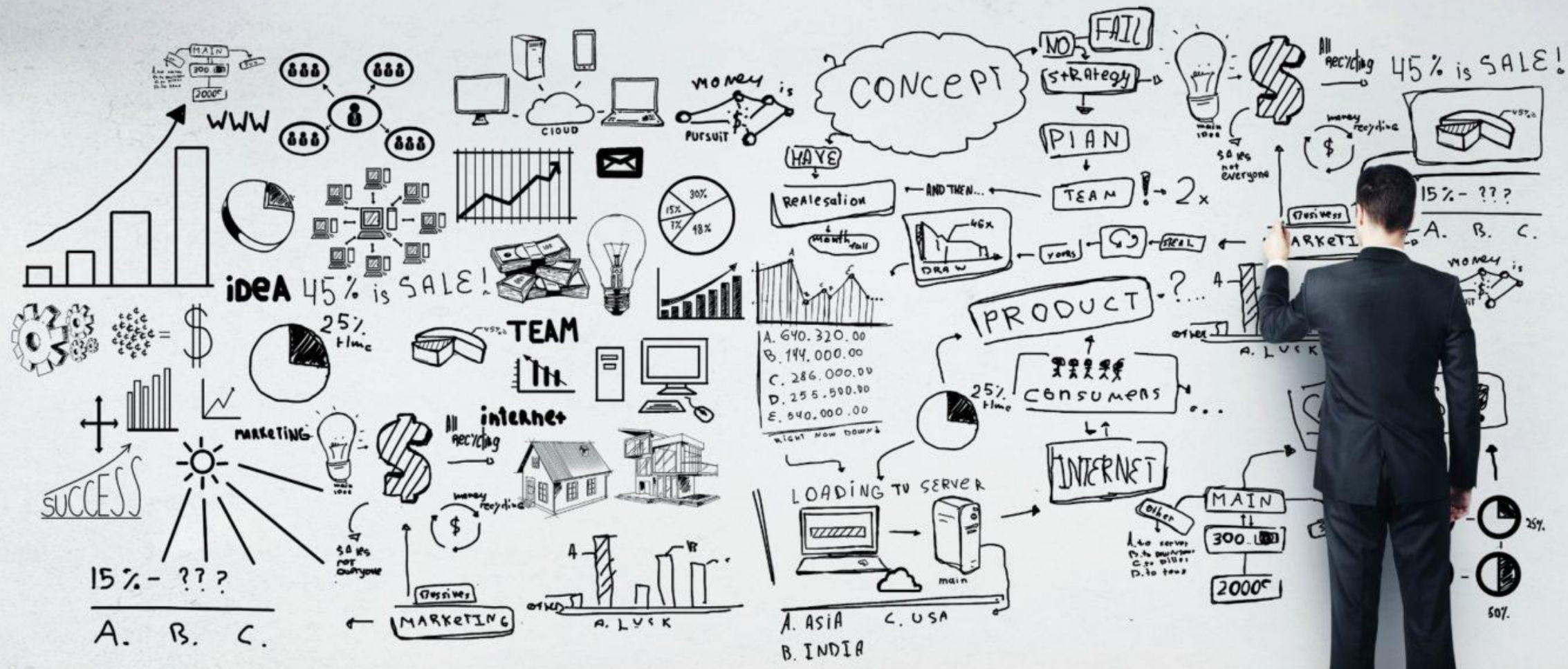
TABLE 8.3 Common elements or dimensions for segmenting customer markets

Demographic — population characteristics	Geographic — where people live	Lifestyle — people's attitudes and values	Behavioural — loyalty to a product
<ul style="list-style-type: none"> • Age • Gender • Education • Family size • Family life cycle • Occupation • Social class • Religion • Ethnicity 	<ul style="list-style-type: none"> • Urban • Suburban • Rural • Regional • City size • Climate • Landforms 	<ul style="list-style-type: none"> • Consumer opinions and interests • Socioeconomic group • Motives • Personality • Aspirations 	<ul style="list-style-type: none"> • Purchase occasion • Benefits sought • Loyalty • Use rate • Price sensitivity

Completing the submission... 5/

Programme planning and strategy

- How the opportunity / problem was rationalised
- What was considered, the decisions made and why?
- Resources chosen and deployed and why?
- How execution was planned and managed
- Partners, suppliers, key relationships
- Timelines, outputs, responses
- Risk management and contingencies



Completing the submission... 6/

Measurement and Evaluation

- Measurement is quantifiable assessment of what has happened
- Evaluation helps answer the 'why' questions
- Compare 'like with like' to show achievement
- Value of PR and communications is outcomes not outputs
- Outcomes = sales, donations, volunteers, attitude shifts, votes etc
- Outputs = coverage
- Assess all relevant aspects of outreach – not just media
- AVEs are not measurement



Completing the submission... /7

Budget

- Held confidentially
- Doesn't have to be minute detail but covering all headings
- Confirm budget dependencies
- Neither being 'big' or 'small' is good or bad
- To help compare like with like
- Assess value for money



Young Communications Professional

Similar entry process

- Intro to the individual and their career
- Details of a campaign
- How your approach to your work sets you out

Shortlist selected by judging panel

Interview with judging panel – week of 20 May

So...

- For the work
- Better inputs – better examples
- Communicate the detail

The submissions which show PR has contributed to and helped deliver real life 'business' outcomes will do best

The backdrop... Barcelona Principles

1. Goal Setting and Measurement Fundamental to Communication and Public Relations
2. Measuring Communication Outcomes Recommended Versus Only Measuring Outputs
3. Effect on *Organizational* Performance Can and Should Be Measured Where Possible
4. Measurement and Evaluation Require Both Qualitative and Quantitative Methods
5. AVEs are not the Value of Communications
6. Social Media Can and Should be Measured Consistently with Other Media Channels
7. Measurement and Evaluation Should be Transparent, Consistent and Valid



