

AMEC Global Communication Effectiveness Awards 2013 Entry Form

Category: Best PR Measurement on a Budget (the Little Acorns Award)

Entering Company Name: OneVoice Connect Measurement (OVCM)

Client: Philips

Campaign title: Philips PerfectCare – Evaluating PR's Effectiveness (**measurement budget: Budget not for publication**)

Summary of Results

To measure the effects of earned media engagement, Philips UK enlisted OneVoice Connect Measurement to field a post campaign awareness survey among women in the UK after the launch of its PerfectCare steam generator iron. The PerfectCare launch was supported entirely by PR.

Survey measurement revealed the following key outcomes:

Women in the UK are...

- Aware of PerfectCare
- Believe it's a good product
- Plan to purchase in future

Among women exposed to PR...

- More likely to believe it's a good product
- More likely to recommend
- More likely to have bought it

Objective/Brief:

In 2011, Philips UK was faced with a common business challenge. It had developed a breakthrough product in garment care, the PerfectCare steam generator iron, and now the time had come to launch the product in the UK. Philips UK needed to spread the word among consumers in an effective and meaningful way.

The answer was public relations and earned media engagement. Philips UK, with OneVoice Connect, launched PerfectCare in the fall of 2011. The launch was supported entirely by PR, targeting earned social, digital, and traditional media channels. With the help of PerfectCare spokesperson, Hermione Norris, OneVoice Connect used earned media to show how PerfectCare was different from other irons in its product category, namely that it was safe on all fabrics, it could cut ironing time in half and that it wouldn't burn your clothes.

Now that PR had successfully done its job in generating quality outputs, Philips UK wanted to understand how PR impacted consumers, namely women living in the UK. Specifically, they wanted to understand:

- Awareness of PerfectCare among target consumers
- Perception and familiarity of PerfectCare and its unique brand technology and features
- Product recommendations
- Purchase intent

Research results provided critical outcome data, and armed Philips UK with valuable target consumer insights, allowing Philips and OneVoice Connect to refine engagement strategies in 2012.

Strategy:

To capture key consumer outcomes, and to understand the impact PR had at driving outcomes, OVCM recommended and designed a post-campaign awareness survey. Since PerfectCare was new to the UK market, a pre-campaign survey was not fielded and OVCM assumed that outcome metrics were starting from zero.

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In designing the PerfectCare awareness survey, OVCM worked in partnership with Philips to ensure communications and business objectives were reflected in its design. Specifically, the survey included elements focused on:

- Social, digital and traditional media channels
- Key PerfectCare messages
- Relevant UK competitors

To link PR's effectiveness to driving target consumer outcomes, the survey asked a series of questions about female consumer's exposure to communications, including message penetration by channel and association of key brand messages with the product.

Execution/Implementation:

Data was collected via an online survey, fielded among a representative sample of 2,011 UK women in January 2012. This survey was fielded in partnership with VisionCritical.

To ensure that target consumers were reached while campaign efforts were top-of-mind, the survey was fielded immediately upon completion of major PR efforts.

After fielding was complete, OVCM analyzed data in two ways and delivered an analysis report to Philips:

1. Outcome metrics for women aware of the PerfectCare steam generate iron
2. Outcome metrics defined by communications channels for women exposed to PR

Conclusions:

The PerfectCare launch campaign, driven by PR, had been a success in reaching women in the UK. Not only were female consumers aware of the PerfectCare steam generator iron, but analysis showed that women who had seen, heard or read something about PerfectCare were more likely to understand, recommend, intend to purchase, and had already purchased the PerfectCare Steam Generator iron.

On the heels of these great outcome metrics, Philips used survey data to further refine its communications and engagement strategy for 2012. Specifically, analysis of data revealed:

- While brand awareness was high, true understanding of PerfectCare technology was relatively low.
 - **2012 PR Insight: Focus campaign on driving trial and purchase.**
- Trying the product before purchase, and receiving recommendations from friends were the two most important drivers of purchase.

Survey Details

- Questionnaire design and data analysis was executed by OneVoice Connect Measurement.
- The survey was conducted online from January 7-January 11, 2012, and administered by VisionCritical.
 - Vision Critical polls are conducted using the Springboard UK online panel, which is recruited via an industry-leading process that incorporates an in-depth screening procedure.
- A total sample of 2,011 adult women, ages 18 and older, residing in the UK was collected from England, Wales and Scotland.
 - Demographic information such as age, region, and income was collected to ensure that data was representative of women living in the UK.
- The margin of error survey findings was +/-3%.
- Total research budget: Budget not for publication

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- **2012 PR Insight: Focus on ways to prompt target consumers to try the PerfectCare steam generator irons and encourage recommendations of the brand to friends (either face-to-face or through online reviews).**

Based on these insights, OneVoice Connect advised Philips on implementing a word-of-mouth campaign to encourage product trial and further product recommendations through social channels.

As a result, OneVoice Connect put on a series of PerfectCare ironing parties in the spring of 2012. This allowed more than 2,000 women to get hands-on experience with the PerfectCare steam generator ironing products (totalling over 9,000 hours with the product). Attendees were encouraged to post and share content from the parties via social media. Immediately after the parties there was a large increase in Amazon and Philips.com reviews. A post-party survey revealed that each attendee recommended PerfectCare to many of their friends.

Lastly, shortly after the parties, Philips was elevated to the top position in the UK garment care category.