Launch of Barcelona Principles 2.0

3 September 2015
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Ketchum Partner

- Chairman of Barcelona Principles 2.0 Working Group
- Past Chairman of the International Association for Measurement and Evaluation of Communication
David Rockland, Ketchum Partner
Chair of International Working Group/Former Chair of AMEC
3 September 2015
Why Are The Barcelona Principles Important?

- Set overarching framework
- Alignment
- Basis for measurement and evaluation programs
The Barcelona Principles: Five Years Later

- **Our Original Goal**: End years of debate as to whether metrics such as AVEs and multipliers should be used, and provide a foundation and a hierarchy
- **The Five Year Results**: Adopted and broadly used
- **Recommendation from AMEC’s 2015 International Summit**: Refresh
- **What We Did**: Built upon the original Barcelona Principles to make them even more reflective of the industry and the way communication professionals work today.
- **Who Was Involved**: Wide collection of organizations, academics, businesses, governments
What’s the Same

- 7 principles and 7 primary concepts
- Goals/objectives first
- Outputs, outcomes and organizational results
- Quality and quantity
- No AVEs and no multipliers
- Transparent
## What’s New

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>A place to start</td>
<td>Learnings we can apply</td>
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<tr>
<td>Focused more on “what not do to”</td>
<td>Focused more on “what to do”</td>
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<td>We created The Principles with the PR industry in mind</td>
<td>The world has become more integrated, and communication measurement should reflect that</td>
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<td>We talked mostly about measurement, not evaluation</td>
<td>Evaluation and insight are also important</td>
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<td>More attention to quantitative methods</td>
<td>Qualitative methods just as important</td>
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## The Seven Principles

<table>
<thead>
<tr>
<th>ORIGINAL</th>
<th>2.0</th>
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<tbody>
<tr>
<td>1. Importance of Goal Setting and Measurement</td>
<td>1. Goal Setting and Measurement are Fundamental to Communication and Public Relations</td>
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<td>2. Measuring the Effect on Outcomes is Preferred to Measuring Outputs</td>
<td>2. Measuring Communication Outcomes is Recommended Versus Only Measuring Outputs</td>
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<td>3. The Effect on Business Results Can and Should Be Measured Where Possible</td>
<td>3. The Effect on Organizational Performance Can and Should Be Measured Where Possible</td>
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<td>4. Media Measurement Requires Quantity and Quality</td>
<td>4. Measurement and Evaluation Require Both Qualitative and Quantitative Methods</td>
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<td>5. AVEs are not the Value of Public Relations</td>
<td>5. AVEs are not the Value of Communication</td>
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<td>6. Social Media Can and Should be Measured</td>
<td>6. Social Media Can and Should be Measured Consistently with Other Media Channels</td>
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<tr>
<td>7. Transparency and Replicability are Paramount to Sound Measurement</td>
<td>7. Measurement and Evaluation Should be Transparent, Consistent and Valid</td>
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**Principle 1**

*From:*
Importance of Goal Setting and Measurement

*To:*
Goal Setting and Measurement are Fundamental to Communication and Public Relations

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**What To Do:**

- Conduct measurement and evaluation against defined goals and SMART
- Make goals quantitative or qualitative, but still identify who, what, how much, by when
- Be holistic: traditional and social media; changes in awareness among key stakeholders, comprehension, attitude, and behavior; and impact on organizational results. Campaigns or ongoing are both relevant.
- Be integrated and aligned across paid, earned, shared and owned channels where possible
Principle 2

From: Measuring the Effect on Outcomes is Preferred to Measuring Outputs

To: Measuring Communication Outcomes is Recommended Versus Only Measuring Outputs

What To Do:

- Tailor practices for measuring the effect on outcomes to the objectives of the communication program
- Consider both quantitative and qualitative methods
- Apply standard best practices in target audience research
**Principle 3**

*From:* The Effect on Business Results Can and Should Be Measured Where Possible

*To:* The Effect on Organizational Performance Can and Should Be Measured Where Possible

**What To Do:**
- To measure results from communication for an organization, models that determine the effects of the quantity and quality of communication outputs on organizational metrics, while accounting for other variables, are a preferred choice.
- Use models that determine the effects of the quantity and quality of communication outputs on organizational metrics (e.g., Demand for models to evaluate the impact on target audiences, survey research).
- Develop communication measures that can provide reliable input into integrated marketing and communication models, including through advanced econometrics and advanced survey analysis.
Principle 4

From: Media Measurement Requires Quantity and Quality

To: Measurement and Evaluation Require Both Qualitative and Quantitative Methods

What To Do:
- Consider qualitative methods to better explain the quantitative (or to replace, in some cases)
- Media measurement, whether in traditional or online channels, should account for:
  - Impressions among the stakeholder or target audience
  - Quality of the media coverage including, but not limited to:
    - Tone
    - Credibility and Relevance Message Delivery
    - 3rd party or company spokesperson
    - Prominence as Relevant to the Medium
  - Remember that we are measuring results and progress, not necessarily success
  - Quality measures can be negative, positive, or neutral
Principle 5

From:
AVEs are not the Value of Public Relations

To:
AVEs are Not the Value of Communication

What Not To Do:
- Do not use Advertising Value Equivalents (AVEs)
- Do not use multipliers for “pass-along values” for earned versus paid media (unless proven to exist)

What To Do:
- If you must make a comparison between the cost of space or time from earned versus paid media, use:
  - Negotiated advertising rates relevant to the client
  - Quality of the coverage (see Principle 4), including negative results; and
  - Physical space or time of the coverage related to the portion of the coverage that is relevant
Principle 6

From: Social Media Can and Should be Measured

To: Social Media Can and Should be Measured Consistently with Other Media Channels

What To Do:

- Define clear goals and outcomes for social media
- Include measurement methods such as:
  - Media content analysis
  - Web and search analytics
  - Sales and CRM data
  - Survey data
- Evaluate the quality and quantity of social media (just like with conventional media)
- Focus measurement on engagement, “conversation” and “communities,” not just “coverage” or vanity metrics such as “likes”
Principle 7

From:
Transparency and Replicability are Paramount to Sound Measurement

To:
Measurement and Evaluation Should be Transparent, Consistent and Valid

What To Do:
- Ensure integrity, honesty, openness and ethical practices
- Use valid methods
  - Quantitative = Reliable and replicable
  - Qualitative = Trustworthy
- Consider other relevant standards, like:
  - For Media Measurement:
    - Source of the content along with criteria used for collection
    - Analysis methodology
  - For Primary Research:
    - Methodology
    - Verbatim questions
    - Statistical methodology
- Recognize any potential biasing effects
  - In the research itself, or
  - Broader societal context
What’s Next

◦ It’s Measurement Month! #amecmm

◦ Adoption and education

◦ Be realistic about progress

◦ Make measurement and evaluation a part of every communication program – be like the Cabinet of the UK Government!!!
Jeremy Thompson
Managing Director, Cision, EMEA
Chairman of the International Association for Measurement and Evaluation of Communication
Measurement Month

• First week of AMEC Measurement Month
• 20+ countries taking part – and growing!
• 45 free events
• Take part on Twitter #amecmm
• See the events

• Mark the date: AMEC International Summit, London, 15-16 June, 2016
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