



AMEC POLICY ON AVES

AMEC – The International Association for Measurement and Evaluation of Communication – advocates that the use of Advertising Value Equivalent (AVEs) has no part in modern PR practice.

For a long time it has been derided as a flawed metric, falsely claiming to measure the value and ‘return on investment’ of PR.

AMEC does not recognize AVE as a valid measurement or meaningful metric and is determined to continue its efforts to eliminate their use.

AMEC has been actively campaigning against the use of AVEs since it led the development of the [Barcelona Principles](#) at its Global Summit on Measurement in the city in 2010.

The **Barcelona Principles** is a set of seven **principles** that provided the first overarching framework for effective public relations (PR) and communication measurement, including a statement against AVEs.

Barcelona Principle #5 stated: ***AVEs are not the Value of Public Relations.***

AMEC was joined in the Barcelona Principles initiative by global trade associations, including The Institute for Public Relations; Global Alliance; PRSA and the AMEC North American Chapter.

The Barcelona Principles make clear AMEC’s position on AVEs. This this was further confirmed in a consultative industry update, [Barcelona Principles 2.0](#) in 2015, where **Barcelona Principle #5** was broadened to state: ***AVEs are not the Value of Communication.***

AMEC’s partners in the consultation were: ICCO, Institute for Public Relations, PRCA, PRSA and The Global Alliance.

AMEC recognizes that AVEs may be requested by clients many of whom have used them for a long time and irrespective of their relevancy as a financial equivalency metric use them as a form of media performance ‘index’.

AMEC is committed to work with partners to eradicate AVEs including educators, academics, in house departments, PR agencies, trade associations and monitoring and analytics vendors. AMEC asks all our members worldwide to agree to the following policy on AVEs.

THE MEMBER COMMITMENT:

As an AMEC member, companies commit that they will:

- **Not proactively promote or offer AVEs as a metric**, when helping our clients measure their communications programmes.
- **Publicly commit to work with AMEC** as a supporter of the international campaign to eradicate the use of AVEs.

- **Introduce internal guidelines and training** for all of their staff on why AVEs are an invalid metric so that they are skilled and proficient in advising clients to choose other forms of measurement including the free Integrated Evaluation Framework.
- Not provide any client with AVEs **as a sole means** of evaluating the success of a PR or communications campaign.
- **Where a client insists on having an AVE**, only to provide the number with a prominent AMEC approved disclaimer and link to AMEC's online educational material that explains why the metric is invalid. Additionally, to provide at least two other valid metrics with the AVE.
- Not provide an AVE for any client report that will be used in any **PR or Communication award scheme** around the world.
- **Pro-actively encourage Awards organizers, in our countries**, to disqualify entries which use AVEs.
- **For existing clients**, work towards convincing them to stop using AVEs by providing them other valid metrics.

AMEC and media measurement firms who are AMEC members

AMEC has asked members who supply a media monitoring service as well as measurement and insights to take specific action and remove AVE as a default metric in their monitoring platforms.

We understand this can demand a significant IT commitment which will need to be carefully planned and implemented. AMEC therefore is realistic about the time that this can take and we are not asking members to turn it off overnight, but instead to commit to doing it and getting the process implemented as quickly as possible.

AMEC will continue with its mission to educate PR and communications professionals about measurement best practice, working closely with public relations and communications trade bodies and professionals internationally. We continue to believe that credible and meaningful measurement of PR value tied to objectives and business results will help our clients plan and manage their campaigns better and prove the value of their work effectively.

AMEC's "[Say No to AVEs](#)" campaign, launched in May, 2017, has been well received by members and the communications industry. See the full "Say No" resources [here](#).

AMEC will not accept any new members who cannot agree to this policy.

Resources

AMEC provides an [online resource centre](#) to help members and their clients which includes its new free to use [AMEC Integrated Evaluation Framework](#).