



# BARCELONA PRINCIPLES

amec

prca 



**PRSA**  
Public  
Relations  
Society of  
America



**ICCO**  
INTERNATIONAL  
COMMUNICATIONS  
CONSULTANCY  
ORGANISATION

**IIPR**  
Institute  
for Public  
Relations  
FOUNDED 1956

## Launch of Barcelona Principles 2.0

3 September 2015

# David Rockland

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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





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David Rockland, Ketchum Partner  
Chair of International Working Group/Former Chair of  
AMEC

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# Why Are The Barcelona Principles Important?

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- Set overarching framework
- Alignment
- Basis for measurement and evaluation programs



# The Barcelona Principles: Five Years Later

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- **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

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- 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

THEN (2010)

NOW (2015)

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



# The Seven Principles

## ORIGINAL

1. Importance of Goal Setting and Measurement
2. Measuring the Effect on Outcomes is Preferred to Measuring Outputs
3. The Effect on Business Results Can and Should Be Measured Where Possible
4. Media Measurement Requires Quantity and Quality
5. AVEs are not the Value of Public Relations
6. Social Media Can and Should be Measured
7. Transparency and Replicability are Paramount to Sound Measurement

## 2.0

1. Goal Setting and Measurement are Fundamental to Communication and Public Relations
2. Measuring Communication Outcomes is Recommended Versus Only Measuring Outputs
3. The 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 Communication
6. Social Media Can and Should be Measured Consistently with Other Media Channels
7. Measurement and Evaluation Should be Transparent, Consistent and Valid





# Principle 1

*From:*

Importance of Goal Setting and Measurement

*To:*

Goal Setting and Measurement are Fundamental to Communication and Public Relations

## 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:*

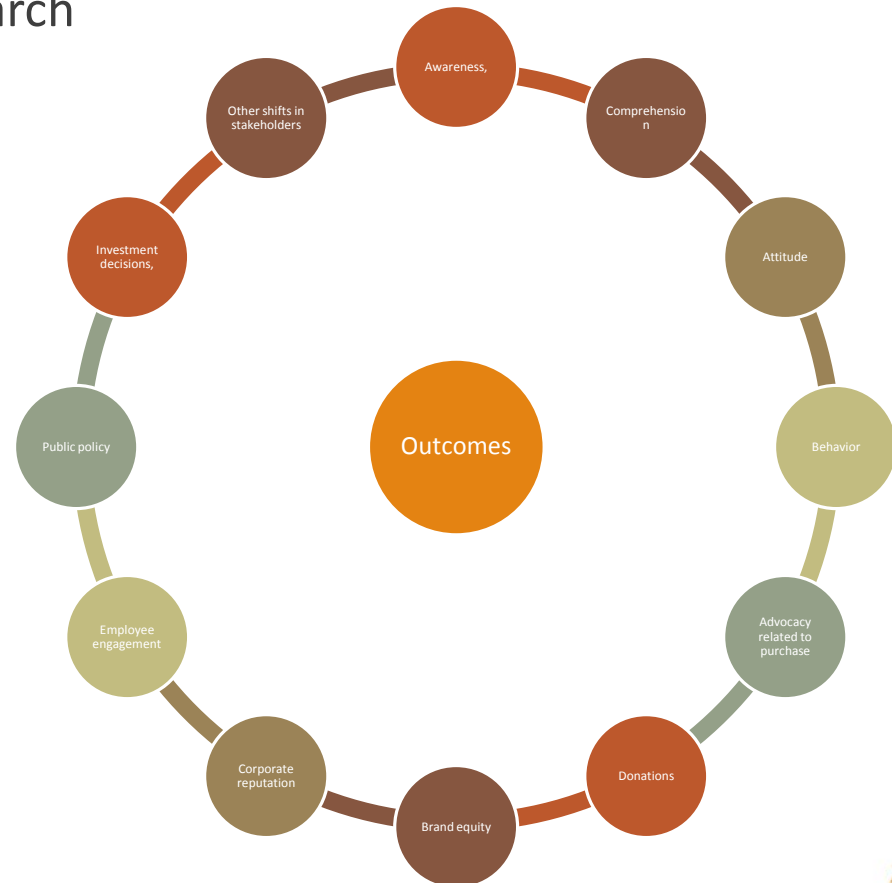
Measuring the Effect on Outcomes is Preferred to Measuring Outputs

*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
    - 3<sup>rd</sup> 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

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- 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

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Managing Director, Cision, EMEA



Chairman of the International Association for  
Measurement and Evaluation of Communication



# Measurement Month

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- 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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