

Best multi-market reporting 1/2

GOLD: FLEISHMANHILLARD FISHBURN & SAMSUNG EUROPE - ALIGNING PR PERFORMANCE TRACKING WITH MARKET INTELLIGENCE AND BUSINESS OBJECTIVES CONSISTENTLY ACROSS 20 MARKETS

IN SUMMARY

Samsung wants to move away from the 'functional' image of electronics manufacturers, but it lacked a centralised measurement system and approach to track PR performance across Europe.

FHF adapted the AMEC Integrated Evaluation Framework for Samsung to develop KPIs that could monitor and measure PR activity consistently across 20 markets and three business units. FHF partnered with TrendKite to provide Samsung teams with access to a real-time dashboard tracking PR performance and feeding into monthly evaluation reports; adapted brand attributes from the firm's existing brand survey tracker to create

a measure of brand love within earned media coverage; and consulted with local Samsung stakeholders to develop tier-one media lists most suited to individual country needs while ensuring regional consistency and reflecting the 'lifestyle' aspiration.

This has enabled Samsung to introduce consistent and centralised multi-market tracking of PR performance. For the first time the company has access to a system harmoniously measuring PR activity across its 20 European markets. A key business outcome has been the ability to use year-on-year and competitor benchmarks to measure how Samsung is moving the needle.

WHAT THE JUDGES SAY

It is clear that FHF's measurement approach was closely aligned to Samsung's business objectives, in particular the partnership with Samsung's internal market intelligence team and the focus on centralisation. Overall, the entry demonstrated that FHF has created a valued and effective reporting framework and has a clear focus on the quality of their reporting data. FHF have created and executed a slick and well-integrated measurement strategy that clearly aligns with the client's objectives and raises PR's status in the marketing mix.