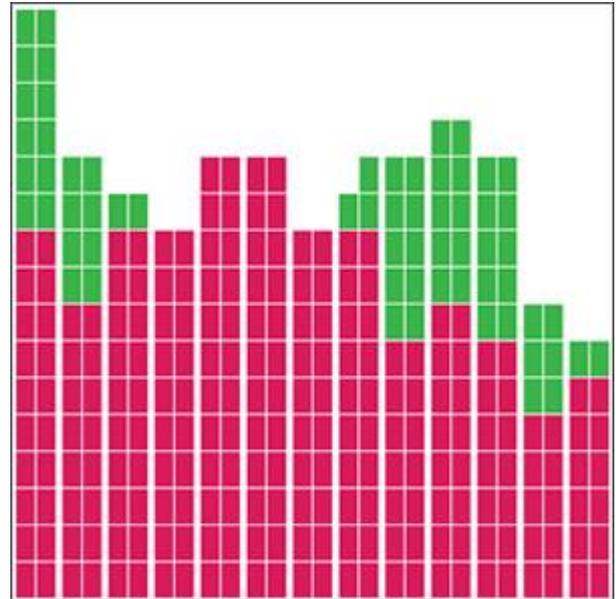


## Chapter 3

Getting started! Your measurement options and how we created a global system in our consultancy.

**Andy West**



Measurement was the real bugbear of the public relations sector for a long time. While other disciplines were able to attach concrete ROI figures on the work they were producing for clients, PR was playing around with AVE and other supposed signals of how good your media relations were. The method was flawed from the start: it was comparing apples and pears. There were many in the industry who voiced a concern over the old way, but there was still no new methodology that we could all apply.

During the mid-2000s, something began to change. The media landscape looked different and there was a growing importance of social in PR campaigns. At first, people began to say that social was hard or impossible to measure, but this soon proved to be incorrect. In fact, the prominence of social helped re-evaluate all forms of PR measurement. Enter AMEC and the Barcelona Principles. The industry needed a universal methodology that turned its back on AVE, and this was it. This was the tipping point in the quest to find an authentic and credible measurement framework for the industry.

The need for measurement in PR has been there for a long time. Yet as the world has suffered in economic turmoil, more prominence has been paid to budgeting in corporations large and small across the world. The value of everything has been under scrutiny and so now, more than ever the important of attributing a proper value on PR is essential. PR is not about column inches, it – like anything else – is about making money.



Continued education at all levels will be required to steer clients away from legacy attitudes in areas such as AVEs but then equally, agencies must play their part in continuing to develop and innovate in all areas of measurement.

Together, the PR industry can and will become fully accountable for its actions and for the investment business makes in it. And as an agency, we have taken the first small steps to becoming part of this shift.

### **Hotwire's Top 3 Measurement Tips**

- ✓ Do the groundwork and engage people at all levels across the agency in the development of the approach before launching internally.
- ✓ Identify suitable clients with which to roll out the approach, using the success of the deployment to facilitate 'sell in' to other clients across the network.
- ✓ Don't assume universal success immediately; it takes time and sometimes baby steps are needed



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