

KRC RESEARCH

Our Insight *Your Breakthrough*

MEASURING SUCCESS

KRC Research's clients invest in communication, and they need to understand the return on that investment—their ROI. When they speak, who hears? Who remembers? Does awareness grow? Do perceptions, attitudes, or behaviors change? What results are achieved?

As a leader in communications research, KRC Research works closely with our clients, their public relations firms and their advertising firms to design evaluation programs that deliver a clear picture of results:

- We adapt and customize evaluation models and measurement dashboards to provide our clients with rigorous frameworks for deciding what to measure and how;
- We work with our clients to bring in the right measurement tools and resources;
- We design and implement brand, awareness, and perception tracking studies;
- We conduct data analysis and multivariate modeling to uncover the relationship between communications activities and business outcomes.

A Best Practices Approach to Measurement and Evaluation

In KRC's view, accurate and credible evaluation of communications campaigns rests on measurement of multiple campaign elements, which can be organized into the four categories in the table below. Our goal, in designing measurement programs that are both practical and meaningful, is to help our clients make the right measurement choices—not measuring everything that can be measured, but building a dashboard that picks and chooses metrics that matter for that campaign's objectives, tactics, and budgets.

	Set Objectives	Define the Question	Deploy the Right Tools
Measures of inputs	What is the tactical plan? What are the deliverables? On what schedule and budget?	What did we do?	<ul style="list-style-type: none">• Quantity of materials produced (e.g., number of press releases, events, training sessions)• Tasks completed (e.g., web site built)
Measures of messaging	What messages do we want people to hear?	Did our messages get into the marketplace?	<ul style="list-style-type: none">• Media analysis (tone, message content, etc.)
Measures of reach	Who is the target audience? How will we reach them? Through what vehicles?	How many people were exposed to our messages?	<ul style="list-style-type: none">• Media impressions• Advertising impressions• Web clicks/hits• Event attendance• Direct response statistics
Measures of outcomes	What do we want target audiences to hear, know, perceive, or believe? What business outcomes do we want to achieve as a result?	Did hearing our messages change what people think or do?	<ul style="list-style-type: none">• Awareness and perception tracking surveys• Business outcomes data (sales, enrollment, etc.)• Multivariate modeling to analyze impact of work, reach and message delivery measures on outcome measures

EXAMPLES OF OUR WORK

- KRC has worked closely with the **Partnership for Prescription Assistance (PPA)** since its launch to assess its impact over time: regularly measuring awareness and perceptions of the program among both potentially eligible patients and broader audiences; measuring satisfaction among program users; and integrating these measures with enrollment statistics and communications results. We conduct similar work for **Together Rx Access**, which also includes regular evaluation of call center effectiveness.



- KRC designed and manages the evaluation program being used by a **major government client** to measure the success of a large-scale consumer education campaign. The goal of this campaign is behavior change—getting more and more consumers to adopt a specific personal finance habit. Quarterly, KRC analyzes both awareness data and data on actual consumer behaviors provided by the government to assess both the impact and the efficiency of the program.
- The **Good Ideas Are Growing** campaign was a 5-year effort by the **Council for Biotechnology Information**. Its goal was to build awareness of the benefits of agricultural biotechnology, and thus to increase public acceptance. KRC conducted research throughout the campaign to track and measure success, integrating awareness and opinion tracking with media and advertising analysis.
- In 2002, a coalition of large banks launched the **Your Credit Card Companies** campaign to educate consumers about how to manage credit. This campaign ran for several years. More recently, the coalition launched a new campaign, **Help With My Credit**, to provide assistance to consumers facing credit challenges during tough economic times. In both cases, KRC designed and provided ongoing tracking of public awareness and perceptions.



These data are combined with activity reports, media analysis, and advertising data to provide the industry with a full picture of the campaign's impact.

- As a perception and opinion research firm, KRC frequently conducts brand, awareness, and perception tracking studies. For example, we track the reputation of a major **packaged foods company**, a major **airline**, a **major pharmaceutical company**, and a major **industrial chemical company**; we track brand awareness and perceptions for the **Colombian Coffee Federation**; and we track opinions on key issues for **PhRMA**, the pharmaceutical industry's trade association.

- KRC Research is frequently engaged to provide measurement around specific events or tactics. For example, when a sports network wanted to evaluate the impact of Major League Baseball on brand awareness for a key corporate sponsor, KRC Research was engaged to measure the overall visibility of the sponsorship as well as its impact on brand awareness and brand perceptions among target consumers. When **Pfizer** expanded its philanthropy programs to provide direct assistance to victims of Hurricane Katrina, KRC Research was engaged to measure public awareness of the resources available to them.

