



Onclusive

Transform Your PR Measurement

Creating an integrated ecosystem for:

- Tactical communication
- Purpose-Led Strategy
- Wider Reputation Management

2024



Your speaker



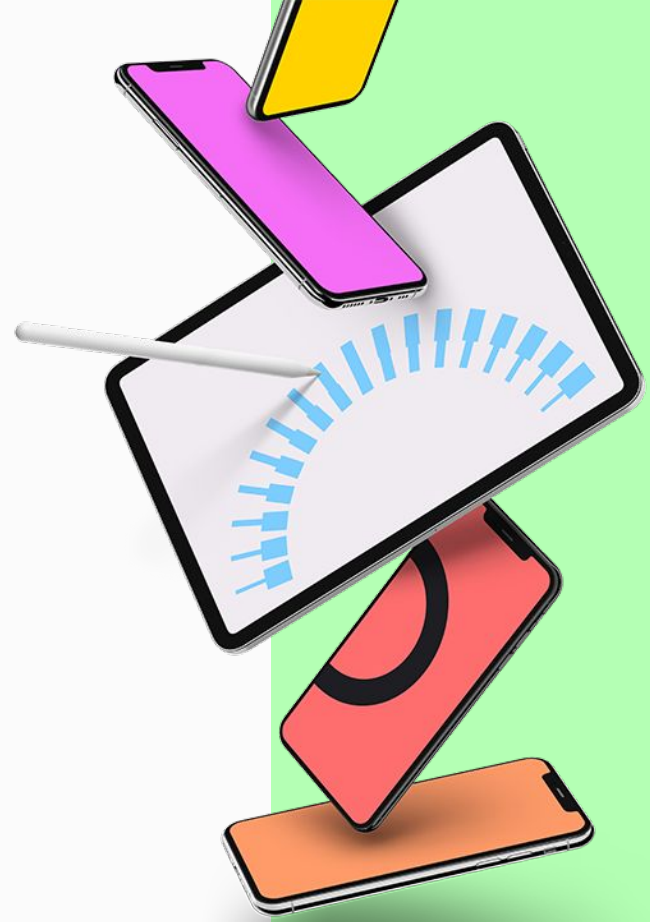
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Head of Insights UKI
Onclusive



About Onclusive

We work with and empower the world's leading brands and agencies to **modernize their communications, increase performance and demonstrate value.** Crucially, we help you improve the bottom line by ensuring you can make the right decisions, at the right time.

Some of our partners



Award-Winning Project for Integrated PR Measurement



GOLD 2024
Best data insight from
communications activity



WINNER 2024
New PR Effectiveness
measurement framework



GOLD 2023
Best use of integrated
communication
measurement



SILVER 2023
Step Change Award – best
improvement of a
measurement journey



GOLD 2024
Best media coverage
impact assessment



SILVER 2024
Innovation Awards for
new measurement
methodology



BRONZE 2024
Most innovative use of
data



GOLD 2024
Best evaluation
strategy



SILVER 2023
Best use of a
measurement framework



SILVER 2023
Most effective planning,
research & evaluation
in North America



Driving business
impact

Why bother with a measurement framework in the first place?

x4.5

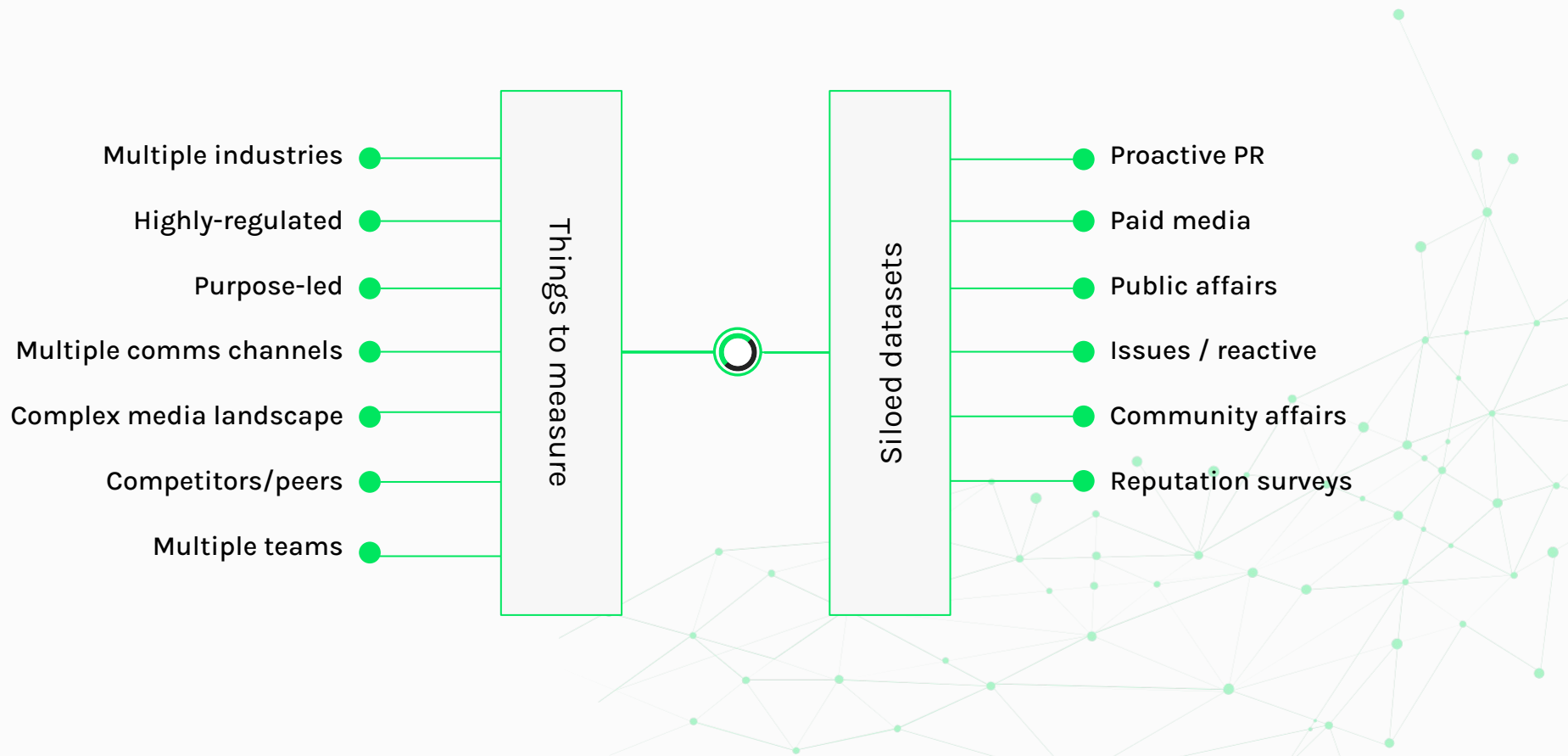
More likely to drive business impact when using a structured measurement system in comms teams than those who don't.







The status quo



First things first... Auditing!

- What could be reused, repurposed? Enhanced? Ditched? Added?
- Defining channels and activities to tackle
- Keeping in mind who the data would be used for and how this would be presented
- Articulating the target narrative to be reflected in the media to best monitor it





Designing the Project

Based on comms objectives for each area:



Proactive



Issues management



Public Affairs





Tackling challenges: A matrix for measuring PR efforts

PROACTIVE

Focus on brand visibility & awareness as well as key message penetration

REACTIVE

Issue & crisis management- shifting the narrative & balancing external tone



PUBLIC AFFAIRS

Supporting Government relations for industry regulation negotiation

Communication objectives of each specialised comms unit



Tackling challenges: Perception tracking

01 Media & Key Jou

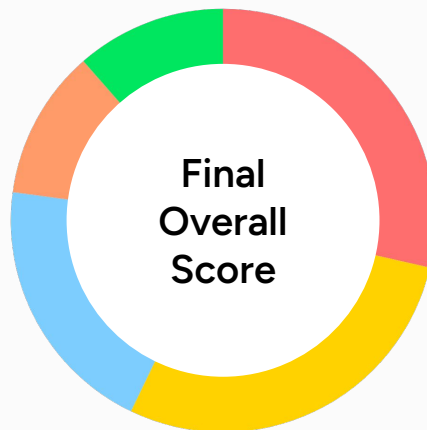
Alexandra Posadzki, Christine Dobby
Rita Trichur, Anja Karadeglija, etc

02 Politicians

Federal, Provincial and Municipal
senior government officials; Political
influencers

03 Consumers & the Public

Customers, non-customers,
general public



04 Industry Professionals

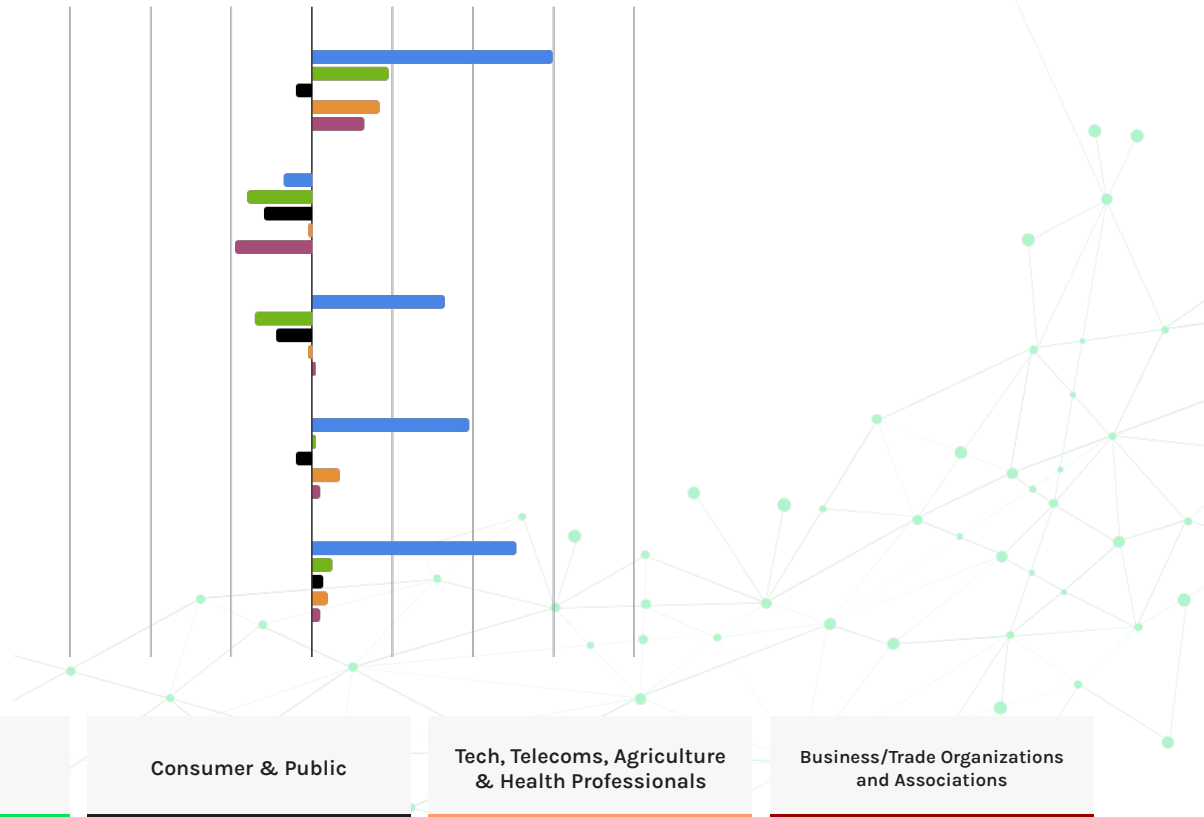
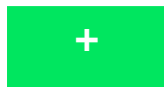
Experts and influencers in the field

05 Business Organizations and Trade Associations

Regulators, NGOs, unions or regional
chambers of commerce



Stakeholder Perception



Media & Key Journalists

Politicians

Consumer & Public

Tech, Telecoms, Agriculture
& Health Professionals

Business/Trade Organizations
and Associations

H





Wrapping up

Identifying the needs

What are the current painpoints? How is reporting done?
Are your efforts being reflected in the boardroom?

Data audit

Gathering the processes, metrics and data in place to use
or lose. Is this concrete actionable data that is consistent?

Take it to the next level!

Why leave it there? Get granular and consider all the
stakeholders which matter for your organisation overall
objectives so that your voice resonates in the boardroom
and at the shareholder meetings

1

2

3

4

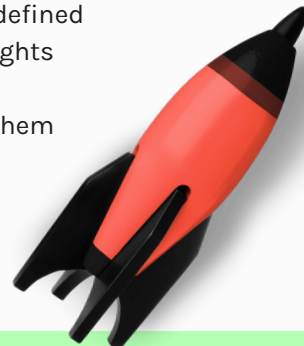
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Understanding the teams goals

Who needs to have which insights?

Establishing a consistent framework

Based on the data audit, and defined
objectives, identify which insights
are most relevant and how to
combine them and visualise them





Thank you

AN AI-DRIVEN, COMPREHENSIVE SOLUTION



Media
Monitoring



Forward
Planning



Analytics
Platform



Insights &
consultancy



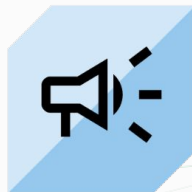
Press
Reviews



Social
Listening



Contacts
Database



PR
Manager



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First things first...



Tackling the challenges: PR Effectiveness



PROACTIVE:

*Focus on brand
visibility & awareness
as well as key
message penetration*



REACTIVE:

*Issue & crisis
management*



PUBLIC AFFAIRS:



Communication objectives of each specialised comms unit



First steps

Data audit

- silos

- not actionable

Channels and activities

Narratives

Stakeholders



TELUS' pain points

Promoting and protecting the brand
Needed an integrated framework to capture the full picture
Reflect industry complexity

Play video of
GS here -
1:40-2:50
approx