



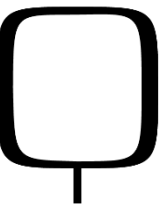
Jesper Andersen

Quantum Public Relations

EFFEKT MÅLING FOR KOMMUNIKATØRER

- MODUL 2 AF 3

19. MARTS 2026



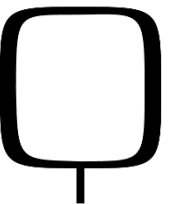
Meget kort om mig

Jesper Andersen

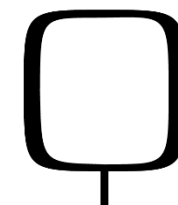
- 20 år i branchen – på bureau, in-house og selvstændig.
- Driver Quantum Public Relations.
- Medlem af AMEC siden 2014.
- Underviser fast på Master og MBA på Quadriga University i Berlin.
- Rådgiver om kommunikationsmåling, kommunikationsstrategi, Thought Leadership og Kunstig Intelligens.
- Organiserede Measurement Day konferencen 2017-2021



Quantum
Public Relations

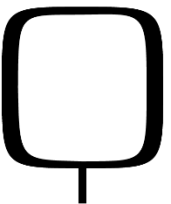
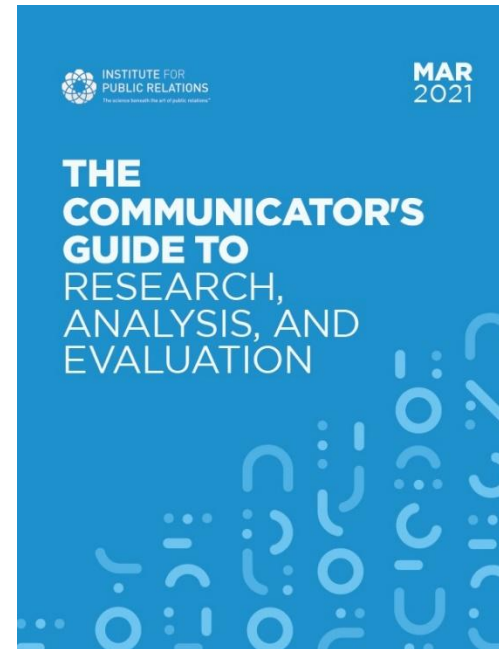
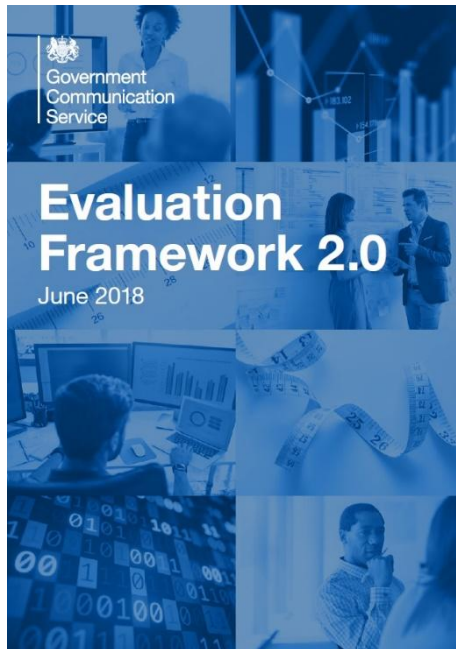


Husk modul 3 – nu torsdag den 9. april



Slides og ekstra materiale

<https://kommunikationsmaaling.dk/dmk/>



Slides og ekstra materiale

<https://kommunikationsmaaling.dk/dmk/>

STAGES MACRO-LEVEL	INPUTS ²	ACTIVITIES	OUTPUTS	OUT-TAKES ³	OUTCOMES ⁴	IMPACTS ⁵
Short definition	What you need in preparation for communication	Things you do to plan and produce your communication	What you put out that is received by target audiences	What audiences do with and take out of your communication	Effects that your communication has on audiences	The results that are caused, in full or in part, by your communication
EXAMPLE METRICS & MILESTONES MICRO-LEVEL	• SMART objectives • Targets / KPIs	• Baselines / benchmarks (e.g. current awareness) • Audience needs, preferences, etc. • Strategic plan • Evaluation plan • Pre-test data (e.g., creative concepts) • Content produced (e.g., media releases, websites) • Media relations	• Publicity volume • Media reach • Impressions/OTS • Share of voice • Tone/sentiment/favourability • Messages placed • Posts, tweets, etc. • Advertising TARPs • E-marketing volume • CPM • Clickthroughs • Event attendance	• Unique visitors • Views • Response (e.g., follows, likes, tags, shares, retweets) • Return visits/views • Recall (unaided, aided) • Positive comments • Positive response in surveys, etc. • Subscribers (e.g., RSS, newsletters) • Inquiries	• Message acceptance • Trust levels • Statements of support or intent • Leads • Registrations (e.g., organ donor list) • Brand preference • Trailing • Joining • Reaffirming (e.g., staff satisfaction)	• Public's support • Meet targets (e.g., blood donations, cancer screening membership, etc.) • Sales increase • Donations increase • Cost savings • Staff retention • Customer retention/loyalty • Quality of life / wellbeing increase
METHODS OF EVALUATION	• Internal analysis • Environmental scanning • Feasibility analysis • Risk analysis	• Metadata analysis (e.g., past research and metrics) • Market/audience research (e.g., surveys, focus groups, interviews) • Stakeholder consultation • Case studies (e.g., best practice) • SWOT analysis (or PEST, PESTLE, etc.) • Pre-testing panels • Peer review / expert review	• Media metrics (e.g., audience statistics, impressions, CPM) • Media monitoring • Media content analysis (quant) • Media content analysis (qual) • Social media analysis (quant and qual) • Activity reports (e.g., events, sponsorships)	• Web statistics (e.g., views, downloads) • Social media analysis (qual – e.g., comments) • Feedback (e.g., comments, letters) • Ethnography (observation) • Netnography (online ethnography) • Netnography¹⁰ (qual) • Social media analysis (qual) • Activity reports (e.g., events, sponsorships)	• Social media analysis (qual) • Database statistics (e.g., inquiry tracking) • Feedback (e.g., comments, letters) • Ethnography (observation) • Netnography (online ethnography) • Opinion polls • Stakeholder surveys (e.g., re awareness, understanding, interest, opinion) • Focus groups (as above) • Interviews (as above) • Net Promoter Score (NPS)¹²	• Database records (e.g., blood donations, health outcomes, membership, etc.) • Sales tracking • Donation tracking • CRM data • Staff survey data • Reputation studies • Cost Benefit Analysis/ Benefit Cost Ratio • ROI (if there are financial objectives)¹³ • Econometrics • Quality of life scales & wellbeing measures

APPENDIX 1.

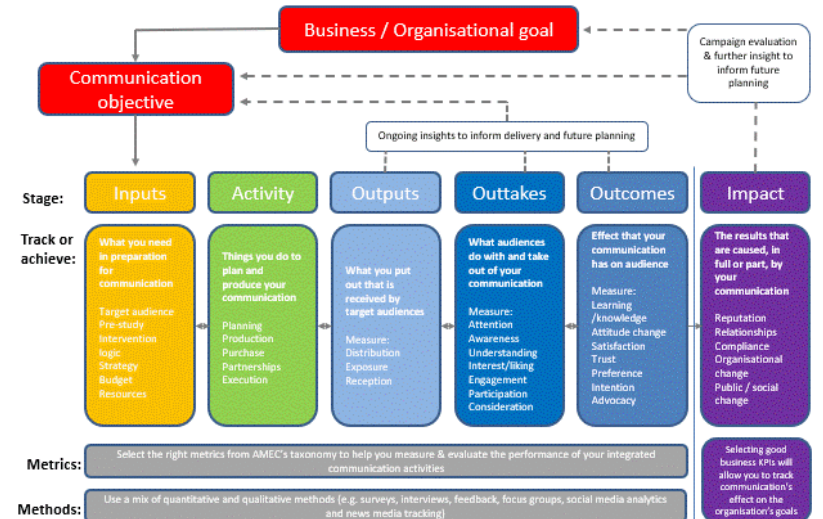
Taxonomy of Methods, Metrics, and Indicators by Program Stage

This file is available as a poster in vertical A4 or larger A3 PDF format. Contact the author: Creative Commons Licence – Attribution 4.0 International (CC by 4.0)

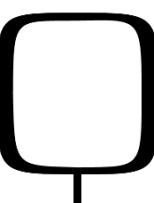
CHANNEL	METRICS & INDICATORS	METHODOLOGY	METHOD	STAGE
Advertising	• Placement • Reach • Impressions • Frequency • Clickthrough rate – CTR (e.g., to website) • Awareness of ads • Relevance of ads, liking ads • Recall of brand / message • Awareness of message • Intention to act on message • Substitution / registration for more information • Inquiries to product or service	Quant	Media buying schedule	Activity
Publicity	• Media releases / statements issued • Number of interviews / journalist contacts • Number of articles / items shared in media • Reach (net audience based on circulation/ratings) • Impressions (total audience) • Share of voice % • Messages placed • Sentiment / tone • Content created • Page views • Video views • Duration • Source site • Downloads • Return visits • Substitution / registration for more information • Inquiries • Impressions (total views) • Sentiment • Follower • Likes • Retweets • Shares • Clickthroughs (e.g., to a website) • Comments	Quant	Media buying schedule	Activity
Webcasts	• Page views • Video views • Duration • Source site • Downloads • Return visits • Substitution / registration for more information • Inquiries • Impressions (total views) • Sentiment • Follower • Likes • Retweets • Shares • Clickthroughs (e.g., to a website) • Comments	Quant	Media buying schedule	Activity
Social media	• Page views • Video views • Duration • Source site • Downloads • Return visits • Substitution / registration for more information • Inquiries • Impressions (total views) • Sentiment • Follower • Likes • Retweets • Shares • Clickthroughs (e.g., to a website) • Comments	Quant	Media buying schedule	Activity
Video	• Content produced • Views online • % of video viewed online • Views at screenings / events • Viewer satisfaction (e.g., comprehension, usefulness)	Quant	Media buying schedule	Activity
Publications	• Circulation / distribution • Readership • Reader satisfaction (e.g., usefulness) • Recall of content / messages • Number of articles • Attitudes / satisfaction (e.g., usefulness) • Total audience reach and/or impressions • Awareness of campaign • Awareness of messages • Intention to act on messages • Substitutions, registrations • Comments (positive, negative, neutral) • Employee satisfaction / Voice of Employees (VOE) • Customer satisfaction / Voice of the Customer (VOC) • Net Promoter Score (NPS) • Stakeholder satisfaction / support • Partner or public satisfaction, engagement, etc. • Trust level • Reputation rating or score • Public opinion change / support • Behaviour change (e.g., vaccination, cancer screening, change habits, etc.) • Increased investment, tourism, donations, etc. • Increased recycling, public transport use, etc. • Improved public health (e.g., reduced disease) • Changed policy, as requested • Increased sales	Quant	Media buying schedule	Activity
Events & Presentations	• Circulation / distribution • Readership • Reader satisfaction (e.g., usefulness) • Recall of content / messages • Number of articles • Attitudes / satisfaction (e.g., usefulness) • Total audience reach and/or impressions • Awareness of campaign • Awareness of messages • Intention to act on messages • Substitutions, registrations • Comments (positive, negative, neutral) • Employee satisfaction / Voice of Employees (VOE) • Customer satisfaction / Voice of the Customer (VOC) • Net Promoter Score (NPS) • Stakeholder satisfaction / support • Partner or public satisfaction, engagement, etc. • Trust level • Reputation rating or score • Public opinion change / support • Behaviour change (e.g., vaccination, cancer screening, change habits, etc.) • Increased investment, tourism, donations, etc. • Increased recycling, public transport use, etc. • Improved public health (e.g., reduced disease) • Changed policy, as requested • Increased sales	Quant	Media buying schedule	Activity
CAMPAINS & OVERALL MEASURES	• Circulation / distribution • Readership • Reader satisfaction (e.g., usefulness) • Recall of content / messages • Number of articles • Attitudes / satisfaction (e.g., usefulness) • Total audience reach and/or impressions • Awareness of campaign • Awareness of messages • Intention to act on messages • Substitutions, registrations • Comments (positive, negative, neutral) • Employee satisfaction / Voice of Employees (VOE) • Customer satisfaction / Voice of the Customer (VOC) • Net Promoter Score (NPS) • Stakeholder satisfaction / support • Partner or public satisfaction, engagement, etc. • Trust level • Reputation rating or score • Public opinion change / support • Behaviour change (e.g., vaccination, cancer screening, change habits, etc.) • Increased investment, tourism, donations, etc. • Increased recycling, public transport use, etc. • Improved public health (e.g., reduced disease) • Changed policy, as requested • Increased sales	Quant	Media buying schedule	Activity

¹⁰Some outcomes and impacts are multi-causal. In such cases, evaluation seeks to show a contribution to the outcome or impact (partial causality).

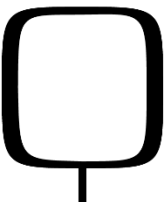
¹²Evaluation can be designed to include multiple activities in a single survey, survey of members, etc.



Model developed with inspiration from the British Government Communication Service evaluation framework and AMEC's Integrated Evaluation Framework
© Quantum Public Relations
<http://quantum.dk/>



STAGES MACRO-LEVEL	INPUTS	ACTIVITIES	OUTPUTS	OUT-TAKES ³	OUTCOMES ⁴	IMPACTS ⁵
Short definition	What you need in preparation for communication	Things you do to plan and produce your communication	What you put out that is received by target audiences	What audiences do with and take out of your communication	Effects that your communication has on audiences	The results that are caused, in full or in part, by your communication
EXAMPLE METRICS & MILESTONES MICRO-LEVEL	• SMART objectives • Targets / KPIs	• Baselines / benchmarks (e.g., current awareness) • Audience needs, preferences, etc. • Strategic plan • Evaluation plan • Pre-test data (e.g., creative concepts) • Content produced (e.g., media releases, Websites) • Media relations	• Publicity volume • Media reach • Impressions/OTS • Share of voice • Tone/sentiment/ favourability • Messages placed • Posts, tweets, etc. • Advertising TARPs • E-marketing volume • CPM • Clickthroughs • Event attendance	• Unique visitors • Views • Response (e.g., follows, likes, tags, shares, retweets) • Return visits/views • Recall (unaided, aided) • Positive comments • Positive response in surveys, etc. • Subscribers (e.g., RSS, newsletters) • Inquiries	• Message acceptance • Trust levels • Statements of support or intent • Leads • Registrations (e.g., organ donor list) • Brand preference • Trialling • Joining • Reaffirming (e.g., staff satisfaction)	• Public/s support • Meet targets (e.g., blood donations; cancer screening membership, etc.) • Sales increase • Donations increase • Cost savings • Staff retention • Customer retention/ loyalty • Quality of life / wellbeing increase
METHODS OF EVALUATION	• Internal analysis • Environmental scanning • Feasibility analysis • Risk analysis	• Metadata analysis (e.g., past research and metrics) • Market/audience research (e.g., surveys, focus groups, interviews) • Stakeholder consultation • Case studies (e.g., best practice) • SWOT analysis (or PEST, • PESTLE, etc.) • Pre-testing panels • Peer review / expert review	• Media metrics (e.g., audience statistics, impressions, CPM) • Media monitoring • Media content analysis (quant) • Media content analysis (qual) • Social media analysis (quant and qual) • Activity reports (e.g., events, sponsorships)	• Web statistics (e.g., views, downloads) • Social media analysis (qual – e.g., comments) • Feedback (e.g., comments, letters) • Ethnography¹⁰ (observation) • Netnography¹¹ (online ethnography) • Audience surveys (e.g., re awareness, understanding, interest, opinion) • Focus group (as above) • Interviews (as above)	• Social media analysis (qual) • Database statistics (e.g., inquiry tracking identifying sources) • Ethnography (observation) • Netnography (online ethnography) • Opinion polls • Stakeholder surveys (e.g., re satisfaction, trust) • Focus groups (as above) • Interviews (as above) • Net Promoter Score (NPS)¹²	• Database records (e.g., blood donations, health outcomes, membership, etc.) • Sales tracking • Donation tracking • CRM data • Staff survey data • Reputation studies • Cost Benefit Analysis/ Benefit Cost Ratio • ROI (if there are financial objectives) • Econometrics¹³ • Quality of life scales & wellbeing measures



Slides og ekstra materiale

<https://kommunikationsmaaling.dk/dmk/>

STAGES MACRO-LEVEL	INPUTS ²	ACTIVITIES	OUTPUTS	OUT-TAKES ³	OUTCOMES ⁴	IMPACTS ⁵
Short definition	What you need in preparation for communication	Things you do to plan and produce your communication	What you put out that is received by target audiences	What audiences do with and take out of your communication	Effects that your communication has on audiences	The results that are caused, in full or in part, by your communication
EXAMPLE METRICS & MILESTONES MICRO-LEVEL	• SMART objectives • Targets / KPIs	• Baselines / benchmarks (e.g. current awareness) • Audience needs, preferences, etc. • Strategic plan • Evaluation plan • Pre-test data (e.g., creative concepts) • Content produced (e.g., media releases, websites) • Media relations	• Publicity volume • Media reach • Impressions/OTS • Share of voice • Tone/sentiment/favourability • Messages placed • Posts, tweets, etc. • Advertising TARPs • E-marketing volume • CPV • Clickthroughs • Event attendance	• Unique visitors • Views • Response (e.g., follows, likes, tags, shares, retweets) • Return visits/views • Recall (unaided, aided) • Positive comments • Positive response in surveys, etc. • Subscribers (e.g., RSS, newsletters) • Inquiries	• Message acceptance • Trust levels • Statements of support or intent • Leads • Registrations (e.g., organ donor list) • Brand preference • Trailblazing • Joining • Reaffirming (e.g., staff satisfaction)	• Public's support • Meet targets (e.g., blood donations, cancer screening membership, etc.) • Sales increase • Donations increase • Cost savings • Staff retention • Customer retention/loyalty • Quality of life / wellbeing increase
METHODS OF EVALUATION	• Internal analysis • Environmental scanning • Feasibility analysis • Risk analysis	• Metadata analysis (e.g., past research and metrics) • Market/audience research (e.g., surveys, focus groups, interviews) • Stakeholder consultation • Case studies (e.g., best practice) • SWOT analysis (or PEST, PESTLE, etc.) • Pre-testing panels • Peer review / expert review	• Media metrics (e.g., audience statistics, impressions, CPV) • Media monitoring • Media content analysis (quant) • Media content analysis (qual) • Social media analysis (quant and qual) • Activity reports (e.g., events, sponsorships)	• Web statistics (e.g., views, downloads) • Social media analysis (qual – e.g., comments) • Feedback (e.g., comments, letters) • Ethnography (observation) • Netnography (online ethnography) • Netnography¹⁰ • Netnography¹¹ (online ethnography) • Audience surveys (e.g., re awareness, understanding, interest, opinion) • Focus groups (as above) • Interviews (as above) • Net Promoter Score • Interviews (as above)	• Social media analysis (qual) • Database statistics (e.g., inquiry tracking) • Feedback (e.g., comments, letters) • Ethnography (observation) • Netnography (online ethnography) • Opinion polls • Stakeholder surveys (e.g., re satisfaction, trust) • Focus groups (as above) • Interviews (as above) • Net Promoter Score • Interviews (as above)	• Database records (e.g., blood donations, health outcomes, membership, etc.) • Sales tracking • Donation tracking • CRM data • Staff survey data • Reputation studies • Cost Benefit Analysis/ Benefit Cost Ratio • ROI (if there are financial objectives) • Economics¹³ • Quality of life scales & wellbeing measures

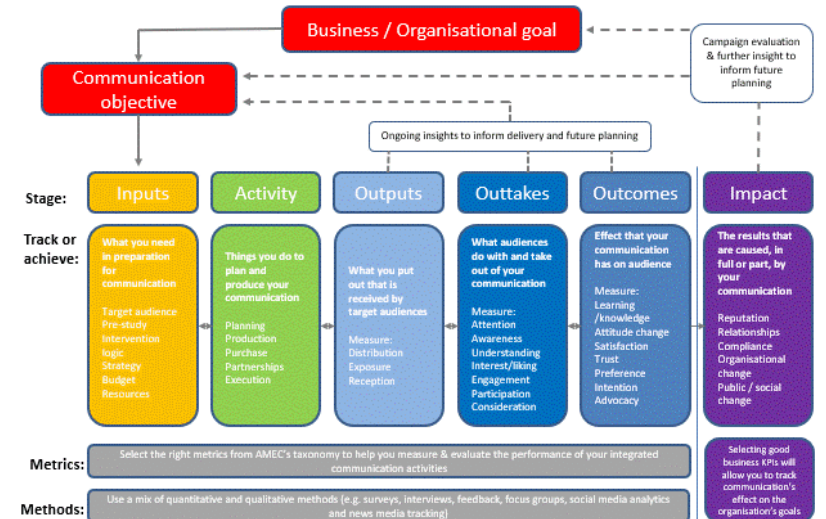
APPENDIX 1.

Taxonomy of Methods, Metrics, and Indicators by Program Stage

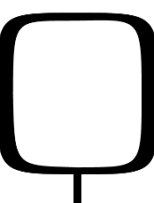
This file is available as a poster in vertical A4 or larger A3 PDF format. Contact the author: Creative Commons Licence – Attribution 4.0 International (CC by 4.0)

CHANNEL	METRICS & INDICATORS	METHODOLOGY	METHOD	STAGE
Advertising	• Placement • Reach • Impressions • Frequency • Clickthrough rate – CTR (e.g., to website) • Awareness of ads • Relevance of ads, liking ads • Recall of brand / message • Awareness of message • Intention to act on message • Substitution / registration for more information • Inquiries to product or service	Quant	Media buying schedule	Activity
Publicity	• Media releases / statements issued • Number of interviews / journalist contacts • Number of articles / items shared in media • Reach (net audience based on circulation/ratings) • Impressions (total audience) • Share of voice % • Messages placed • Sentiment / tone • Content created • Page views • Video views • Duration • Source site • Downloads • Return visits • Substitution / registration for more information • Inquiries • Impressions (total views) • Sentiment • Follower • Likes • Retweets • Shares • Clickthroughs (e.g., to a website) • Comments	Quant	Media buying schedule	Activity
Webcasts	• Page views • Video views • Duration • Source site • Downloads • Return visits • Substitution / registration for more information • Inquiries • Impressions (total views) • Sentiment • Follower • Likes • Retweets • Shares • Clickthroughs (e.g., to a website) • Comments	Quant	Media buying schedule	Activity
Social media	• Page views • Video views • Duration • Source site • Downloads • Return visits • Substitution / registration for more information • Inquiries • Impressions (total views) • Sentiment • Follower • Likes • Retweets • Shares • Clickthroughs (e.g., to a website) • Comments	Quant	Media buying schedule	Activity
Video	• Content produced • Views online • % of video viewed online • Views at screenings / events • Viewer satisfaction (e.g., comprehension, usefulness)	Quant	Media buying schedule	Activity
Publications	• Circulation / distribution • Readership • Reader satisfaction (e.g., usefulness) • Recall of content / messages • Number of articles • Audience satisfaction (e.g., usefulness) • Total audience reach and/or impressions • Awareness of campaign • Awareness of messages • Intention to act on messages • Substitutions, registrations • Comments (positive, negative, neutral) • Employee satisfaction / Voice of Employees (VOE) • Customer satisfaction / Voice of the Customer (VOC) • Net Promoter Score (NPS) • Stakeholder satisfaction / support • Partner or public satisfaction, engagement, etc. • Trust level • Reputation rating or score • Public opinion change / support • Behaviour change (e.g., vaccination, cancer screening, change trends, etc.) • Increased investment, tourism, donations, etc. • Increased recycling, public transport use, etc. • Improved public health (e.g., reduced disease) • Changed policy, as requested • Increased sales	Quant	Media buying schedule	Activity
Events & Presentations	• Circulation / distribution • Readership • Reader satisfaction (e.g., usefulness) • Recall of content / messages • Number of articles • Audience satisfaction (e.g., usefulness) • Total audience reach and/or impressions • Awareness of campaign • Awareness of messages • Intention to act on messages • Substitutions, registrations • Comments (positive, negative, neutral) • Employee satisfaction / Voice of Employees (VOE) • Customer satisfaction / Voice of the Customer (VOC) • Net Promoter Score (NPS) • Stakeholder satisfaction / support • Partner or public satisfaction, engagement, etc. • Trust level • Reputation rating or score • Public opinion change / support • Behaviour change (e.g., vaccination, cancer screening, change trends, etc.) • Increased investment, tourism, donations, etc. • Increased recycling, public transport use, etc. • Improved public health (e.g., reduced disease) • Changed policy, as requested • Increased sales	Quant	Media buying schedule	Activity
CAMPAINS & OVERALL MEASURES	• Circulation / distribution • Readership • Reader satisfaction (e.g., usefulness) • Recall of content / messages • Number of articles • Audience satisfaction (e.g., usefulness) • Total audience reach and/or impressions • Awareness of campaign • Awareness of messages • Intention to act on messages • Substitutions, registrations • Comments (positive, negative, neutral) • Employee satisfaction / Voice of Employees (VOE) • Customer satisfaction / Voice of the Customer (VOC) • Net Promoter Score (NPS) • Stakeholder satisfaction / support • Partner or public satisfaction, engagement, etc. • Trust level • Reputation rating or score • Public opinion change / support • Behaviour change (e.g., vaccination, cancer screening, change trends, etc.) • Increased investment, tourism, donations, etc. • Increased recycling, public transport use, etc. • Improved public health (e.g., reduced disease) • Changed policy, as requested • Increased sales	Quant	Media buying schedule	Activity

¹⁰Some outcomes and impacts are multi-causal. In such cases, evaluation seeks to show a contribution to the outcome or impact (partial causality).
¹¹Evaluation can be designed to include multiple activities in a single survey, focus group, interview, etc.



Model developed with inspiration from the British Government Communication Service evaluation framework and AMEC's Integrated Evaluation Framework
© Quantum Public Relations
<http://quantum.dk/>



AMEC's Integrated Evaluation Framework

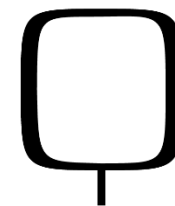
The screenshot shows the AMEC Integrated Evaluation Framework web application. The interface is a grid of seven colored boxes, each representing a step in the process, numbered 1 through 7. The boxes are: Objectives (pink, 1), Inputs (orange, 2), Activities (teal, 3), Outputs (light blue, 4), Out-takes (medium blue, 5), Outcomes (dark blue, 6), and Organizational Impact (purple, 7). A 'START HERE' label is next to box 1. Above the grid are navigation links: HOME, FRAMEWORK, SUPPORTING MATERIAL, RESOURCES, CONTACT, and AMEC WEBSITE. Below the grid is a 'Submit' button. A small text box above the 'Submit' button says: 'Click on submit button to view your content in the Integrated Evaluation Framework by AMEC.' There are also 'LOGIN', 'REGISTER', 'SAVE PROGRESS', and 'SUBMIT' buttons at the top of the interface.

Et interaktivt framework, hvor du kan indtaste din kommunikationsplan samt hvordan du vil måle indsatsen. Undervejs er der **hjælpetekster og ordforklaringer.**

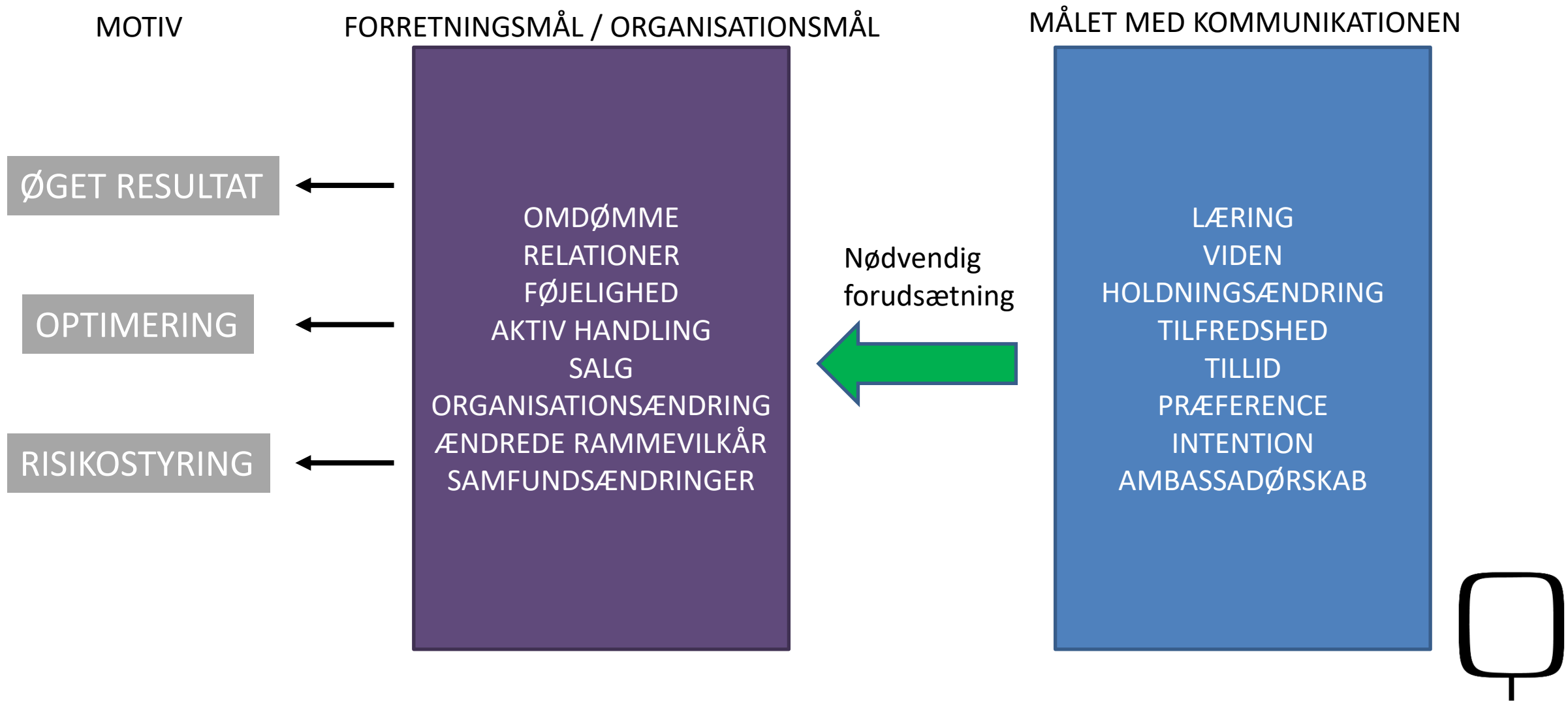
Sitet kan også bruges til at generere en overskuelig rapport over resultaterne af en indsats.

Når du er færdig, klikker du på 'submit' og så får du en pdf med alle de oplysninger, du har angivet.

<http://amecorg.com/amecframework/>



Kommunikation handler om at påvirke målgruppen



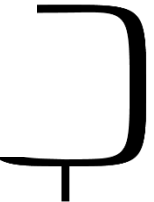
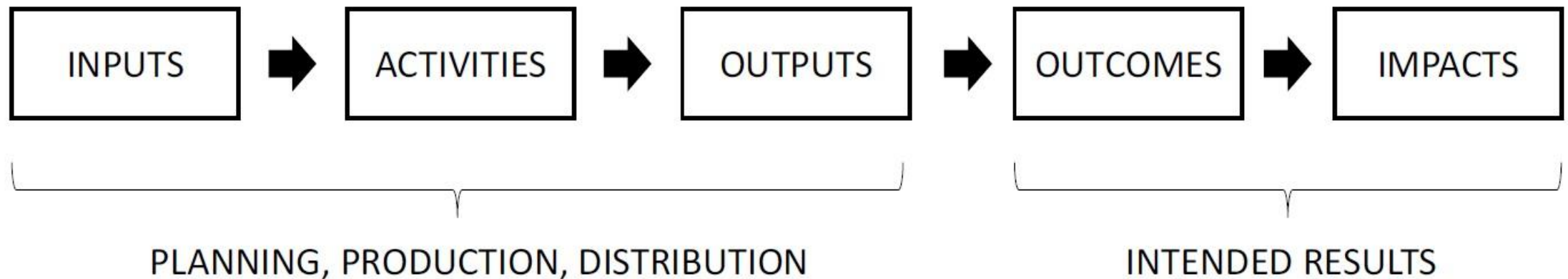
Prinsipperne bag AMEC's Integrated Evaluation Framework

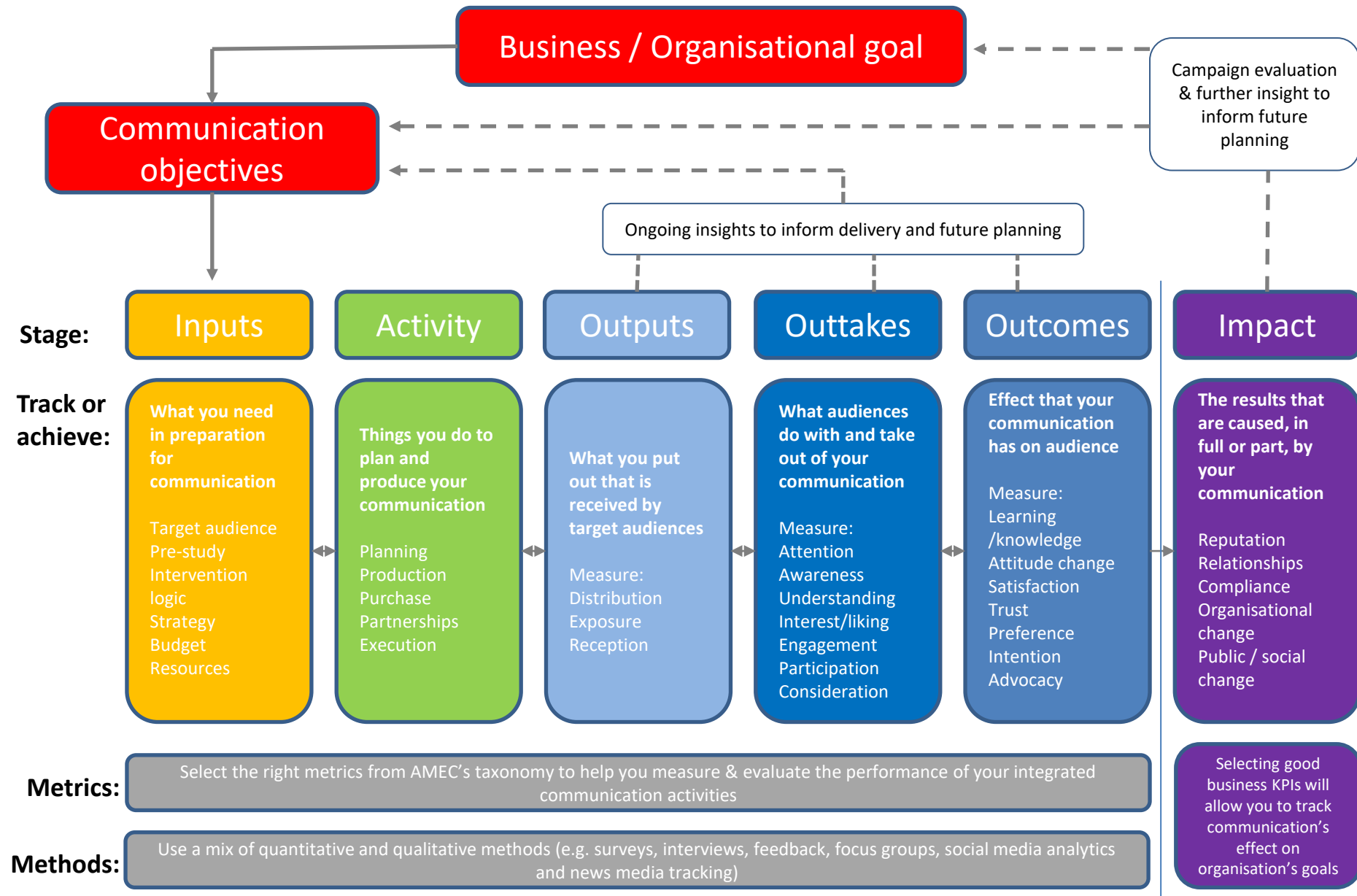
THEORY OF CHANGE



PROGRAM LOGIC MODEL

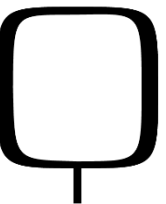
Figure 9. The structure of a basic five-stage program logic model.



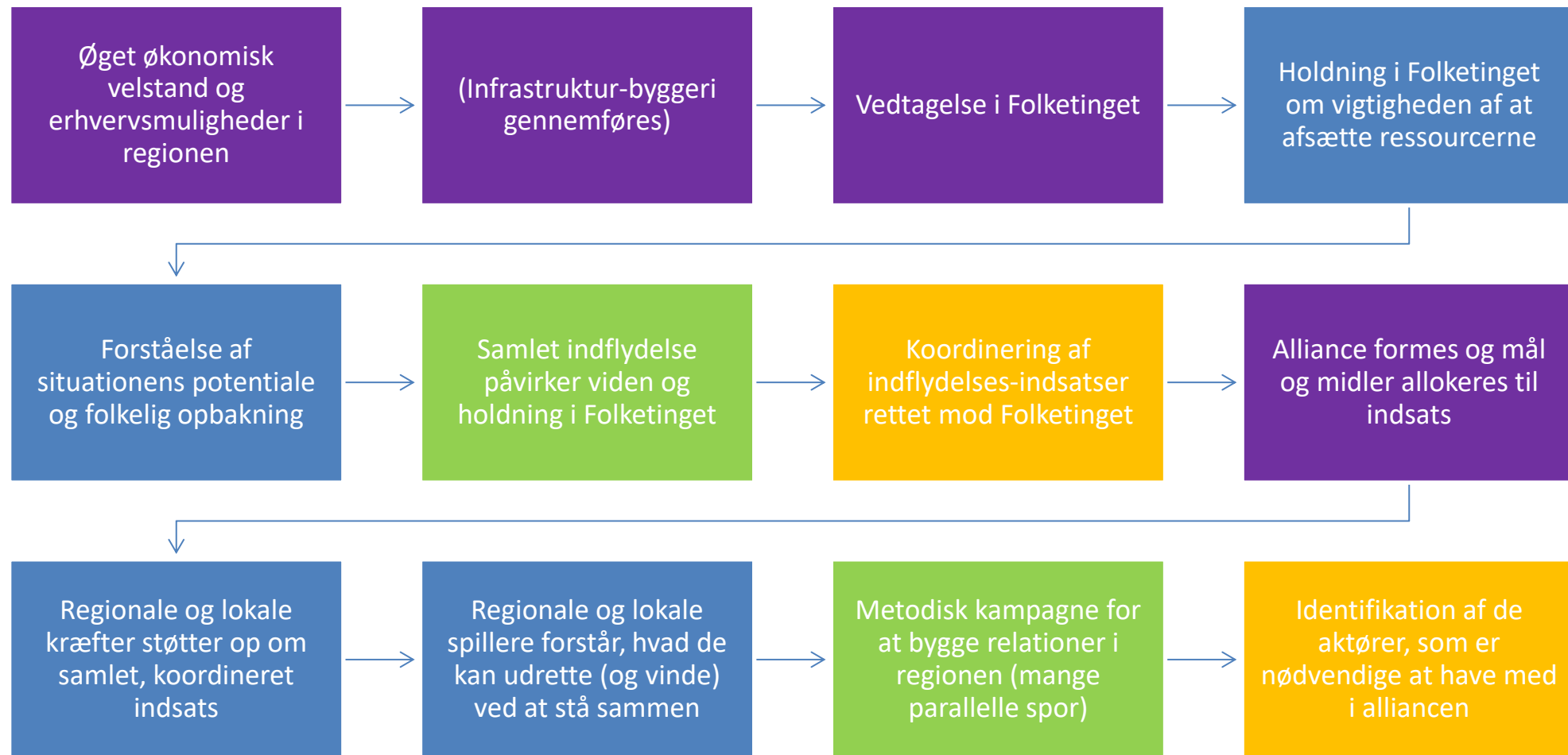


Model developed with inspiration from the British Government Communication Service evaluation framework and AMEC's Integrated Evaluation Framework

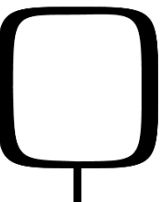
© Quantum Public Relations



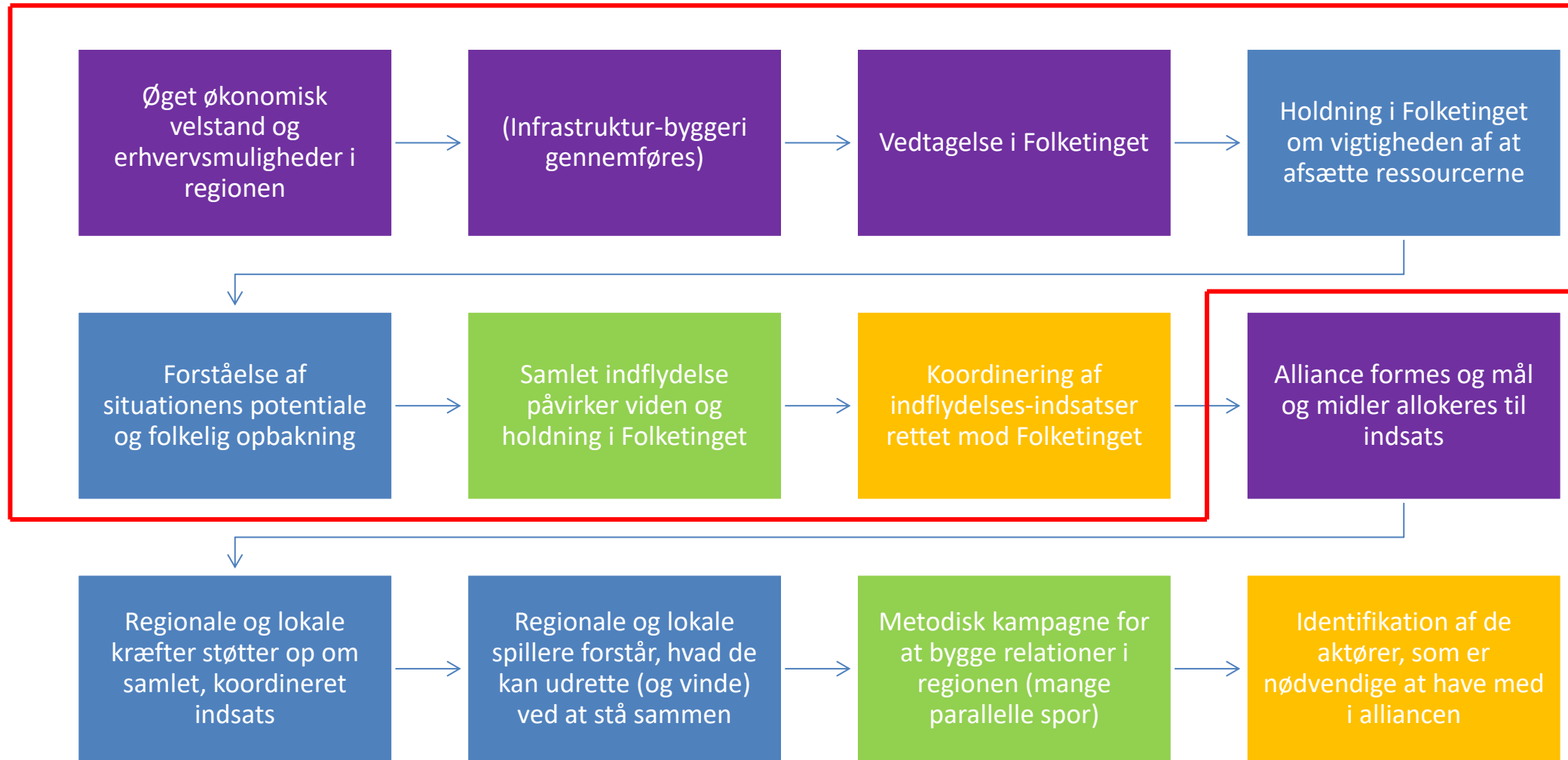
Meget ofte hænger mål sammen i 'serier af trin'



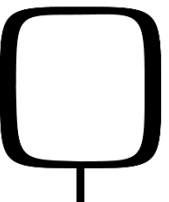
Eksempel på relations-opbygning i Region Syddanmark som første skridt på vejen mod ny infrastruktur-beslutning i Folketinget (endeligt mål).

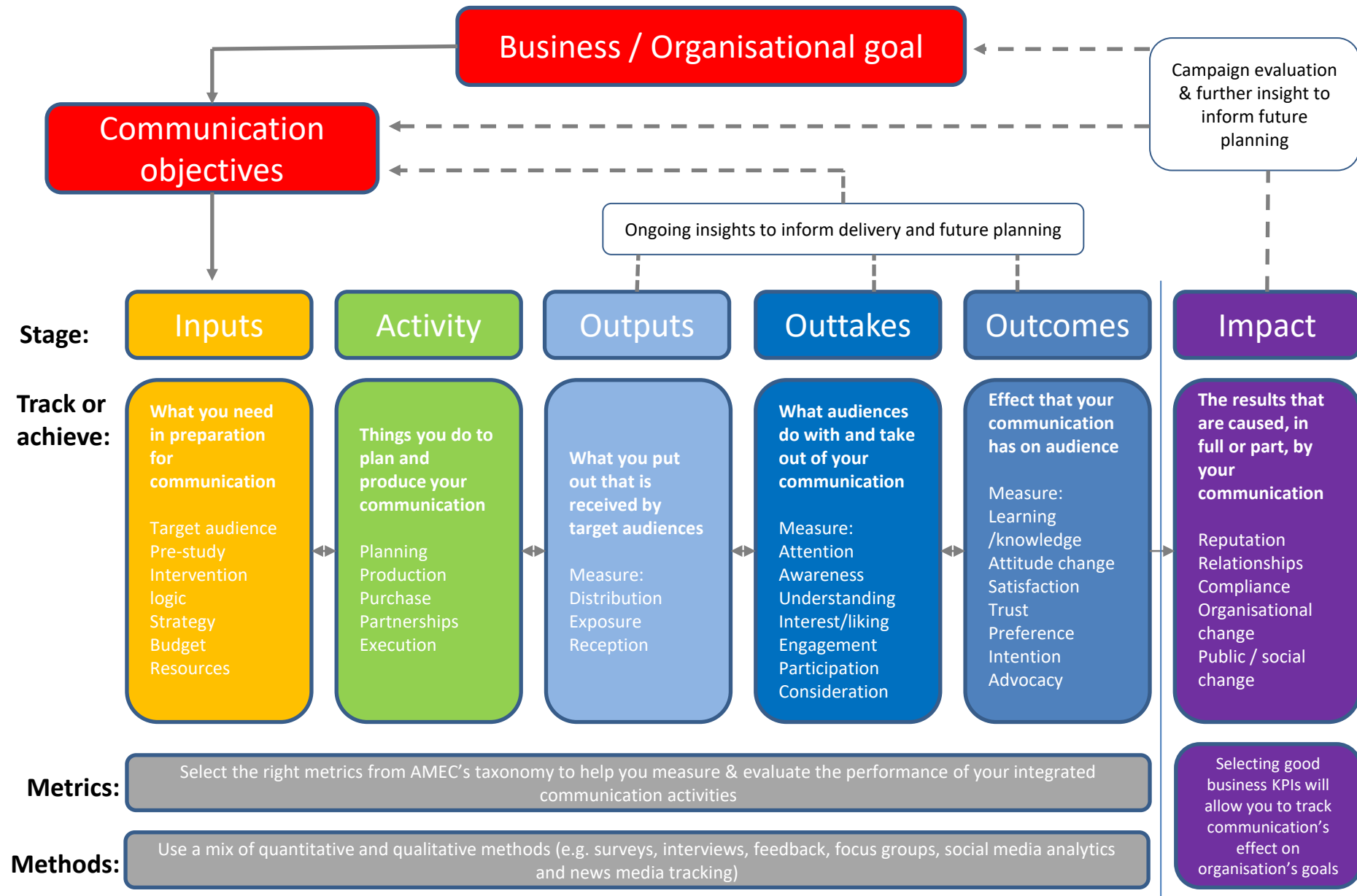


Meget ofte hænger mål sammen i 'serier af trin'



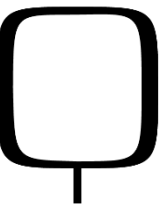
Eksempel på relations-opbygning i Region Syddanmark som første skridt på vejen mod ny infrastruktur-beslutning i Folketinget (endeligt mål).





Model developed with inspiration from the British Government Communication Service evaluation framework and AMEC's Integrated Evaluation Framework

© Quantum Public Relations



INPUTS fasen

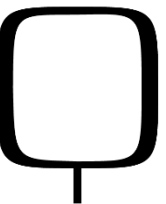
Vi spørger:

- Hvad ved vi om målgruppen?
- Hvilke ressourcer har vi?
- Hvad bygger vi vores strategi / plan omkring?
- Hvilke tidsrammer gælder der?
- Hvad er vores Intervention Logic?

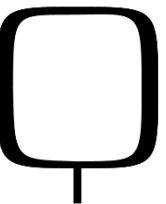
INPUTS

**What you need in preparation
for communication**

Target audience pre-study
Intervention logic
Strategy
Budget
Resources



‘Intervention logic’ i praksis



ACTIVITY fasen

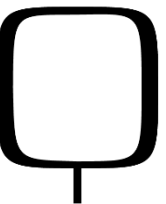
Vi eksekverer:

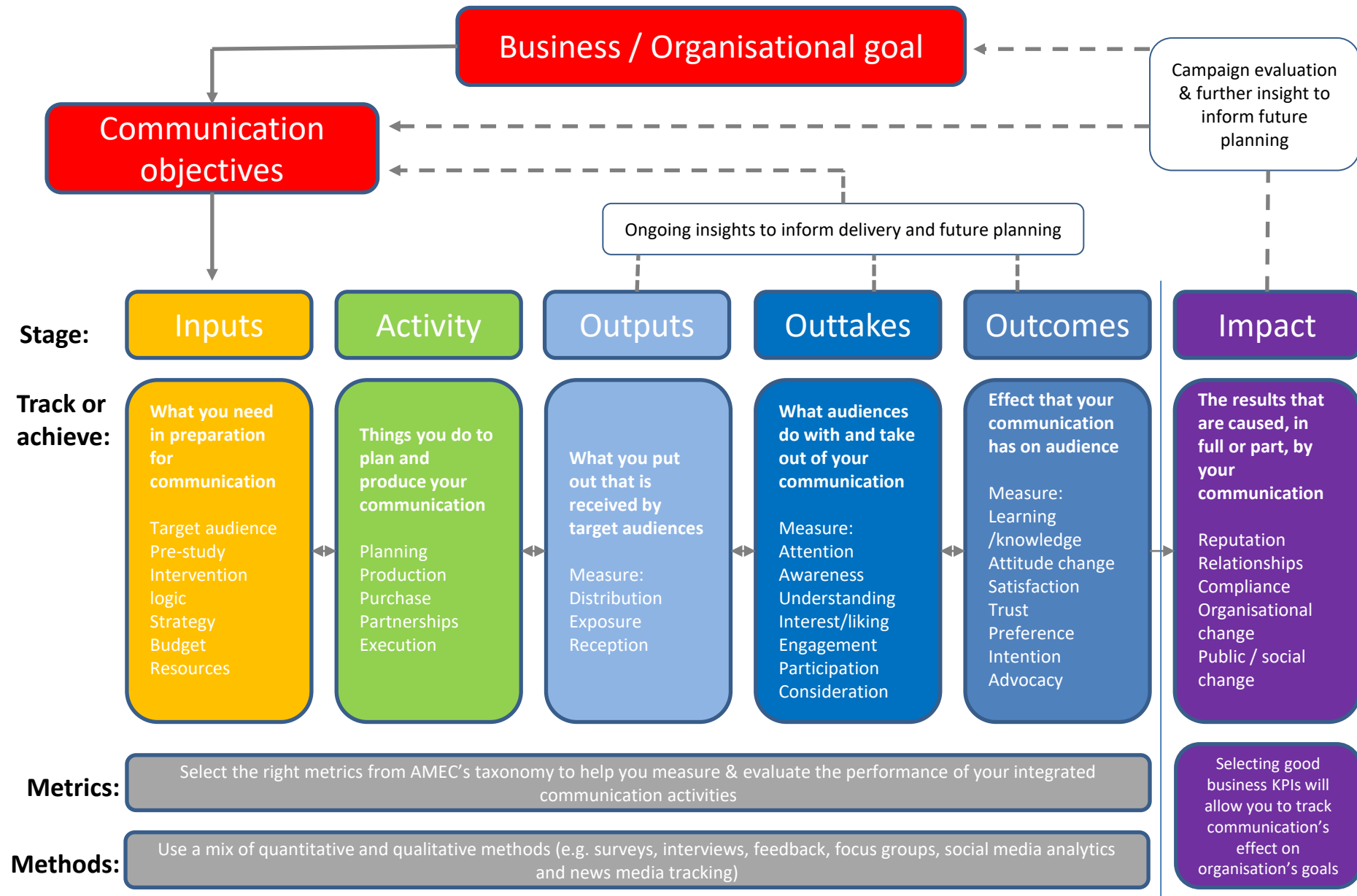
- Planlægger kommunikationsindsats
- Producerer indhold og virkemidler
- Indkøber betalt promovering
- Indgår partnerskaber
- Iværksætter kommunikationen

ACTIVITY

Things you do to plan and
produce your communication

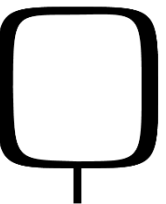
Planning
Production
Purchase
Partnerships
Execution





Model developed with inspiration from the British Government Communication Service evaluation framework and AMEC's Integrated Evaluation Framework

© Quantum Public Relations



Måling af Outputs / Resultater

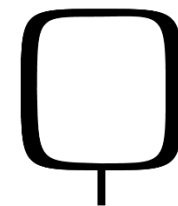
Vi fokuserer på at måle:

- Hvor mange modtagere nåede vi ud til med vores budskab?
- Hvilken / hvor stor en del af vores samlede målgruppe lykkedes vi med at ramme?
- Var vores budskab redaktionelt filtreret af en 3. part eller ej?

OUTPUTS

What you put out that is received by target audiences

Measure:
Distribution
Exposure
Reception



Måling af Outtakes / Reaktioner

Vi fokuserer på at måle:

- Hvordan reagerer vores modtager-gruppe på vores budskab eller Call to Action?
- Hvilke tegn er der på, at de har fattet interesse, er blevet mere bevidste eller ønsker at deltage?
- Kan vi tyde / tolke noget ud af deres handlinger?

OUTTAKES

Audience reaction to message

Measure:

Attention

Awareness

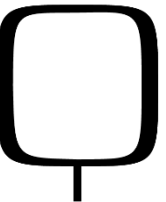
Understanding

Interest/liking

Engagement

Participation

Consideration



Måling af Outcome / Effekt

Vi fokuserer på at måle:

- Hvilken effekt har vores budskab på modtagergruppen på den lange bane?
- Hvilke ændringer i deres holdninger og handlinger kan vi observere os frem til?
- Hvad siger de til os, når de bliver direkte adspurgte?

OUTCOMES

Effect that your communication has on audience

Measure:

Learning /knowledge

Attitude change

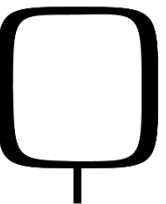
Satisfaction

Trust

Preference

Intention

Advocacy



Måling af Impact / Indflydelse

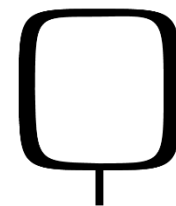
Vi fokuserer på at måle:

- Hvordan vores ændring af modtagergruppens holdninger og handlinger smitter positivt af på vores organisation – i forhold til dens konkrete forretningsmål?
- Ting og forhold, der normalt ligger uden for kommunikationsafdelingens område

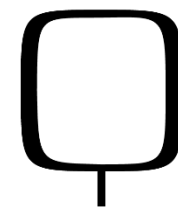
IMPACT

The results that are caused, in full or part, by your communication

Reputation
Relationships
Compliance
Organisational change
Public / social change



NHS Blood & Transplant – Missing Type Campaign



NHS – Missing Type Campaign

PREPARATION	ALIGN OBJECTIVES		INFORM AND PREPARE COMMUNICATION			
	Organizational Objectives	Communication Objectives	Target Audiences		Strategic Inputs	
IMPLEMENTATION	IMPLEMENT	MEASUREMENT AND INSIGHTS	MEASURE ACTIVITY	AUDIENCE RESPONSE AND EFFECTS		ORGANIZATION AND STAKEHOLDER
	Activities (PESO)		Outputs	Out-takes	Outcomes	Organizational Impact

NHS – Missing Type Campaign

PREPARATION	ALIGN OBJECTIVES		INFORM AND PREPARE COMMUNICATION			
	Organizational Objectives	Communication Objectives	Target Audiences		Strategic Inputs	
	To ensure an adequate supply of blood and organs for hospitals across England and North Wales	To raise public awareness of the drastic decline in donor numbers To recruit 40,000 new donors in a month				
IMPLEMENTATION	IMPLEMENT	MEASUREMENT AND INSIGHTS	MEASURE ACTIVITY	AUDIENCE RESPONSE AND EFFECTS		ORGANIZATION AND STAKEHOLDER
	Activities (PESO)		Outputs	Out-takes	Outcomes	Organizational Impact

NHS – Missing Type Campaign

PREPARATION	ALIGN OBJECTIVES		INFORM AND PREPARE COMMUNICATION			
	Organizational Objectives	Communication Objectives	Target Audiences		Strategic Inputs	
	To ensure an adequate supply of blood and organs for hospitals across England and North Wales	To raise public awareness of the drastic decline in donor numbers To recruit 40,000 new donors in a month	Particular focus on raising awareness and increasing the numbers of donors amongst young people and ethnic groups.		40% reduction in new donors last decade Half of donors are over 45 years of age Black, Asian and minority ethnic groups (BAME) make up 14% of eligible donors but only supply 5%.	
IMPLEMENTATION	IMPLEMENT	MEASUREMENT AND INSIGHTS	MEASURE ACTIVITY	AUDIENCE RESPONSE AND EFFECTS		ORGANIZATION AND STAKEHOLDER
	Activities (PESO)		Outputs	Out-takes	Outcomes	Organizational Impact

NHS – Missing Type Campaign

PREPARATION	ALIGN OBJECTIVES		INFORM AND PREPARE COMMUNICATION			
	Organizational Objectives	Communication Objectives	Target Audiences		Strategic Inputs	
	To ensure an adequate supply of blood and organs for hospitals across England and North Wales	To raise public awareness of the drastic decline in donor numbers To recruit 40,000 new donors in a month	Particular focus on raising awareness and increasing the numbers of donors amongst young people and ethnic groups.		40% reduction in new donors last decade Half of donors are over 45 years of age Black, Asian and minority ethnic groups (BAME) make up 14% of eligible donors but only supply 5%.	
IMPLEMENTATION	IMPLEMENT	MEASUREMENT AND INSIGHTS	MEASURE ACTIVITY	AUDIENCE RESPONSE AND EFFECTS		ORGANIZATION AND STAKEHOLDER
	Activities (PESO)		Outputs	Out-takes	Outcomes	Organizational Impact
	Outdoor campaign removed letters representing blood types A, O and B Press stories and facts released Spokespeople Events in ethnic groups					

NHS – Missing Type Campaign

PREPARATION	ALIGN OBJECTIVES		INFORM AND PREPARE COMMUNICATION			
	Organizational Objectives	Communication Objectives	Target Audiences		Strategic Inputs	
	To ensure an adequate supply of blood and organs for hospitals across England and North Wales	To raise public awareness of the drastic decline in donor numbers To recruit 40,000 new donors in a month	Particular focus on raising awareness and increasing the numbers of donors amongst young people and ethnic groups.		40% reduction in new donors last decade Half of donors are over 45 years of age Black, Asian and minority ethnic groups (BAME) make up 14% of eligible donors but only supply 5%.	
IMPLEMENTATION	IMPLEMENT	MEASUREMENT AND INSIGHTS	MEASURE ACTIVITY	AUDIENCE RESPONSE AND EFFECTS		ORGANIZATION AND STAKEHOLDER
	Activities (PESO)		Outputs	Out-takes	Outcomes	Organizational Impact
	Outdoor campaign removed letters representing blood types A, O and B		Mainstream media volume doubled			
	Press stories and facts released		97% articles incl. key message (up 16 percent)			
	Spokespeople		“Donors decreased 40%” was most prevailing message, 78% of content			
	Events in ethnic groups		Website was most frequent “call to action”			
			Reached 69% of young and 73% of ethnic groups			

NHS – Missing Type Campaign

PREPARATION	ALIGN OBJECTIVES		INFORM AND PREPARE COMMUNICATION			
	Organizational Objectives	Communication Objectives	Target Audiences		Strategic Inputs	
	To ensure an adequate supply of blood and organs for hospitals across England and North Wales	To raise public awareness of the drastic decline in donor numbers To recruit 40,000 new donors in a month	Particular focus on raising awareness and increasing the numbers of donors amongst young people and ethnic groups.		40% reduction in new donors last decade Half of donors are over 45 years of age Black, Asian and minority ethnic groups (BAME) make up 14% of eligible donors but only supply 5%.	
IMPLEMENTATION	IMPLEMENT	MEASUREMENT AND INSIGHTS	MEASURE ACTIVITY	AUDIENCE RESPONSE AND EFFECTS		ORGANIZATION AND STAKEHOLDER
	Activities (PESO)		Outputs	Out-takes	Outcomes	Organizational Impact
	Outdoor campaign removed letters representing blood types A, O and B		Mainstream media volume doubled	Significant engagement on social media, 19,000 posts (more than double previous years)		
	Press stories and facts released		97% articles incl. key message (up 16 percent)			
	Spokespeople		“Donors decreased 40%” was most prevailing message, 78% of content	#MissingType hashtag used in 12,000+ tweets		
	Events in ethnic groups		Website was most frequent “call to action”			
			Reached 69% of young and 73% of ethnic groups	11,000 people visited campaign website, with 17% booking appointment to give blood		

NHS – Missing Type Campaign

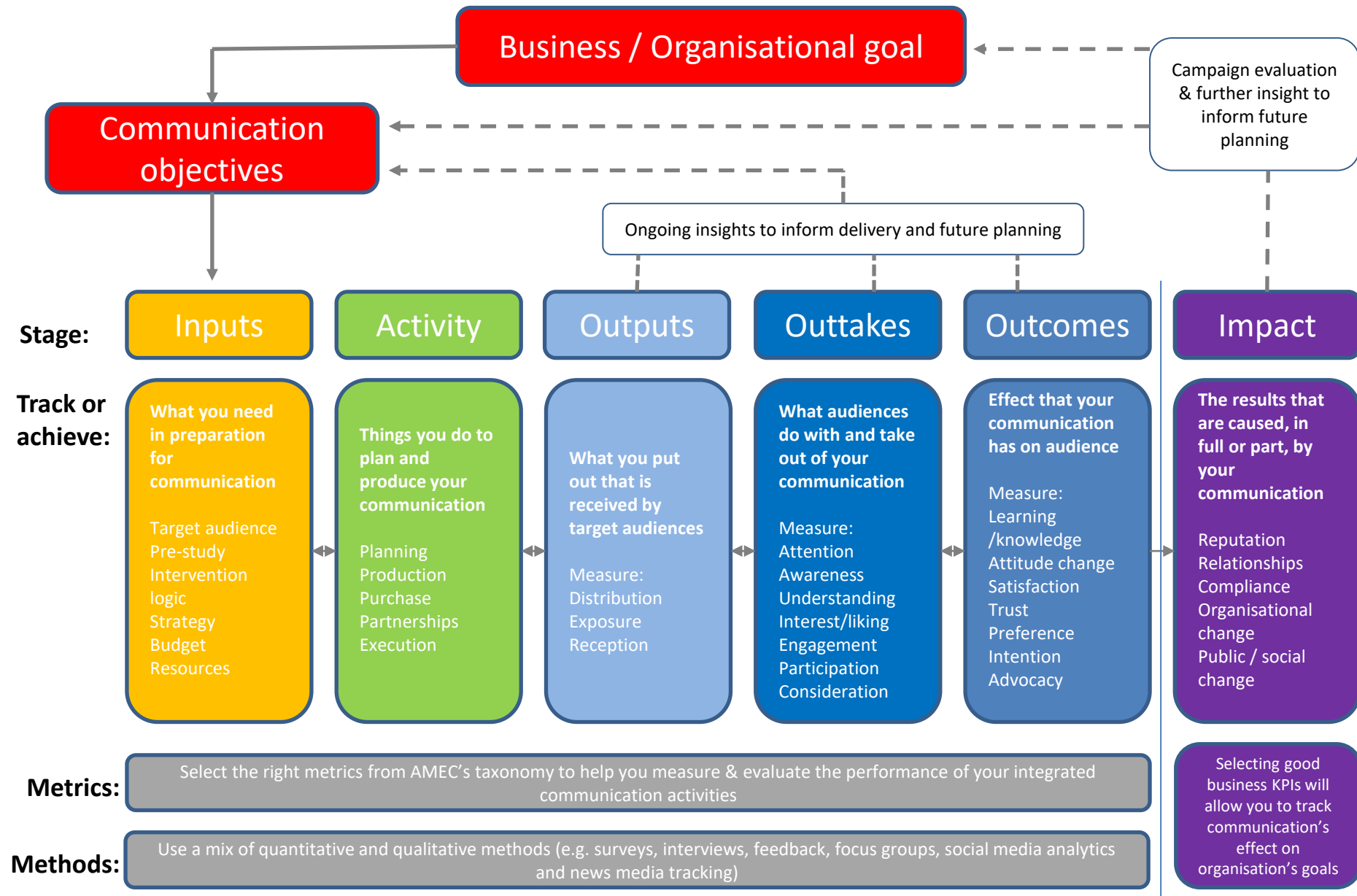
PREPARATION	ALIGN OBJECTIVES		INFORM AND PREPARE COMMUNICATION			
	Organizational Objectives	Communication Objectives	Target Audiences		Strategic Inputs	
	To ensure an adequate supply of blood and organs for hospitals across England and North Wales	To raise public awareness of the drastic decline in donor numbers To recruit 40,000 new donors in a month	Particular focus on raising awareness and increasing the numbers of donors amongst young people and ethnic groups.		40% reduction in new donors last decade Half of donors are over 45 years of age Black, Asian and minority ethnic groups (BAME) make up 14% of eligible donors but only supply 5%.	
IMPLEMENTATION	IMPLEMENT	MEASUREMENT AND INSIGHTS	MEASURE ACTIVITY	AUDIENCE RESPONSE AND EFFECTS	ORGANIZATION AND STAKEHOLDER	
	Activities (PESO)		Outputs	Out-takes	Outcomes	Organizational Impact
	Outdoor campaign removed letters representing blood types A, O and B		Mainstream media volume doubled	Significant engagement on social media, 19,000 posts (more than double previous years)	Registrations during campaign doubled to 47,000	
	Press stories and facts released		97% articles incl. key message (up 16 percent)	#MissingType hashtag used in 12,000+ tweets	Registrations for ethnic groups increased 151%	
	Spokespeople		“Donors decreased 40%” was most prevailing message, 78% of content	11,000 people visited campaign website, with 17% booking appointment to give blood	Registrations amongst young people more than doubled	
	Events in ethnic groups		Website was most frequent “call to action”			
			Reached 69% of young and 73% of ethnic groups			

NHS – Missing Type Campaign

PREPARATION	ALIGN OBJECTIVES		INFORM AND PREPARE COMMUNICATION			
	Organizational Objectives	Communication Objectives	Target Audiences		Strategic Inputs	
	To ensure an adequate supply of blood and organs for hospitals across England and North Wales	To raise public awareness of the drastic decline in donor numbers To recruit 40,000 new donors in a month	Particular focus on raising awareness and increasing the numbers of donors amongst young people and ethnic groups.		40% reduction in new donors last decade Half of donors are over 45 years of age Black, Asian and minority ethnic groups (BAME) make up 14% of eligible donors but only supply 5%.	
IMPLEMENTATION	IMPLEMENT	MEASUREMENT AND INSIGHTS	MEASURE ACTIVITY	AUDIENCE RESPONSE AND EFFECTS		ORGANIZATION AND STAKEHOLDER
	Activities (PESO)		Outputs	Out-takes	Outcomes	Organizational Impact
	Outdoor campaign removed letters representing blood types A, O and B		Mainstream media volume doubled	Significant engagement on social media, 19,000 posts (more than double previous years)	Registrations during campaign doubled to 47,000	Ensure adequate of blood and organs with new donor base.
	Press stories and facts released		97% articles incl. key message (up 16 percent)	#MissingType hashtag used in 12,000+ tweets	Registrations for ethnic groups increased 151%	Correlation between media coverage and peaks in registrations – strong causality
	Spokespeople		“Donors decreased 40%” was most prevailing message, 78% of content	11,000 people visited campaign website, with 17% booking appointment to give blood	Registrations amongst young people more than doubled	High proportion from Facebook (budget)
	Events in ethnic groups		Website was most frequent “call to action”	Reached 69% of young and 73% of ethnic groups		Regional tactics succeeded

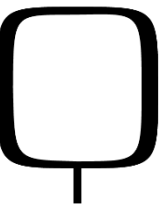
NHS – Missing Type Campaign

PREPARATION	ALIGN OBJECTIVES		INFORM AND PREPARE COMMUNICATION			
	Organizational Objectives	Communication Objectives	Target Audiences		Strategic Inputs	
	To ensure an adequate supply of blood and organs for hospitals across England and North Wales	To raise public awareness of the drastic decline in donor numbers To recruit 40,000 new donors in a month	Particular focus on raising awareness and increasing the numbers of donors amongst young people and ethnic groups.		40% reduction in new donors last decade Half of donors are over 45 years of age Black, Asian and minority ethnic groups (BAME) make up 14% of eligible donors but only supply 5%.	
IMPLEMENTATION	IMPLEMENT	MEASUREMENT AND INSIGHTS	MEASURE ACTIVITY	AUDIENCE RESPONSE AND EFFECTS		ORGANIZATION AND STAKEHOLDER
	Activities (PESO)		Outputs	Out-takes	Outcomes	Organizational Impact
	Outdoor campaign removed letters representing blood types A, O and B		Mainstream media volume doubled	Significant engagement on social media, 19,000 posts (more than double previous years)	Registrations during campaign doubled to 47,000	Ensure adequate of blood and organs with new donor base.
	Press stories and facts released		97% articles incl. key message (up 16 percent)	#MissingType hashtag used in 12,000+ tweets	Registrations for ethnic groups increased 151%	Correlation between media coverage and peaks in registrations – strong causality
	Spokespeople		“Donors decreased 40%” was most prevailing message, 78% of content	11,000 people visited campaign website, with 17% booking appointment to give blood	Registrations amongst young people more than doubled	High proportion from Facebook (budget)
	Events in ethnic groups		Website was most frequent “call to action”			Regional tactics succeeded



Model developed with inspiration from the British Government Communication Service evaluation framework and AMEC's Integrated Evaluation Framework

© Quantum Public Relations



Tak for at I lyttede!



Jesper Andersen

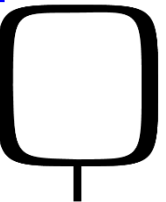
Quantum Public Relations

Tlf. +45 61 67 45 85

jesper@quantum.dk

Connect gerne:

<https://www.linkedin.com/in/jesper-andersen-quantum/>



Slides og ekstra materiale

<https://kommunikationsmaaling.dk/dmk/>

