

4th

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EUROPEAN SUMMIT
ON MEASUREMENT

13-15 June 2012, **Dublin**



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PR Measurement Utopia

Monitoring, engaging, & managing today's
influencers

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Next 5 Years



Our Current Experience

International
May ROB

9-May-12

PRIME					
Overall Scores	Scored Articles ROB	ROB PRIME Average Score	Scored Articles YTD	YTD PRIME Average Score	PRIME Performance against FY12 Target
General PRIME Score	5000	134	75199	133	●
FY12 Target					123
Advocacy Elements		Tone	Message	Quotes	Action
ROB		3.5	4.5	2.1	2.5
YTD		4.1	3.2	3.1	3.1
Trend Advocacy Elements		↓	↑	↓	↓

Global Storytelling Agenda (GSA): Theme and Sub-Theme

Categories					
Categories	Scored Articles ROB	ROB PRIME Average Score	Scored Articles YTD	YTD PRIME Average Score	PRIME Trend
Advertising	64	133	764	135	→
Anti Piracy and Genuine Software	111	115	671	128	↓
Broad Business Story	109	145	676	137	↑
Broad Cloud Story	201	118	1372	143	↓
Broad Consumer Story	157	137	2512	131	↑
Broad Corporate Story	181	118	2288	124	↓
Broad Developer Story	71	140	414	150	↓
Consumer Hardware and Other	78	140	1184	132	↑
Developer Tools	80	130	786	134	→
Dynamics	98	154	1046	153	→
Education and Skills Training	248	115	1192	155	↓
EPG/Industry	21	148	323	141	↑
Growth/Finances	356	148	2678	132	↑
Intellectual Property Rights	492	119	2181	114	↑
Leadership and Executives	105	135	1142	123	↑
Litigation and Competition	282	104	1355	95	↑
Local Innovation and Economic Growth	272	150	1536	153	→
Microsoft Culture	90	130	828	128	→

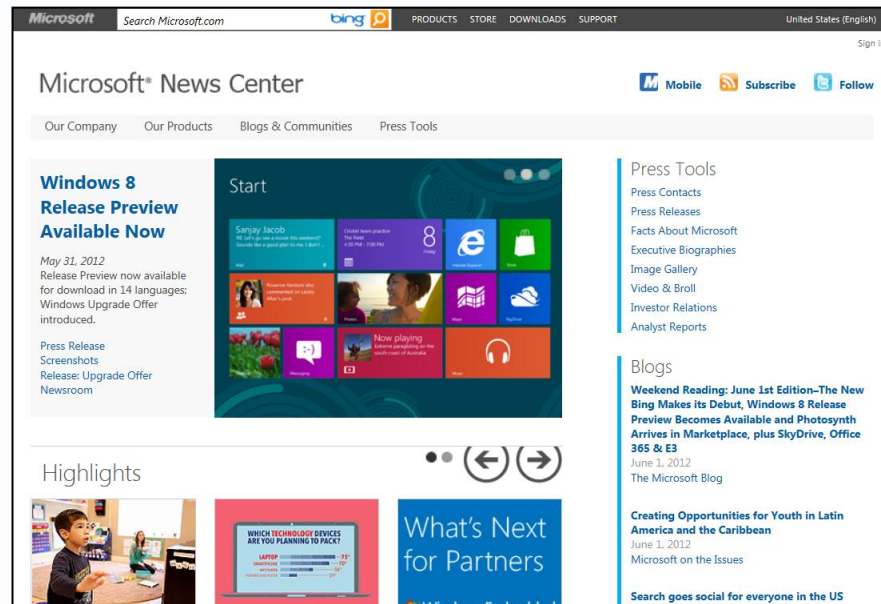
PRIME

- **Good:** Driving consistent messages around the world
- **...but** limited to specific lens of traditional influencers, by design

Our Current Experience

Social Listening

- **Good:** Ability to monitor conversations about company & competitors quickly
- **...but** understanding the impact these conversations have on business goals is elusive.



Our Current Experience

Augment PR metrics with market research

- **Good:** Ability to focus on specific topic or perceptions to test...especially brand
- **...but** this doesn't scale around the world



The background image is a blurred screenshot of a presentation slide. It features several 3D pie charts in various colors (green, purple, red, yellow, blue). The word 'Europe' is visible above one chart, and 'North America' is visible below another. Two logos are overlaid on the slide: the Gartner logo on the left and the IDC logo on the right.

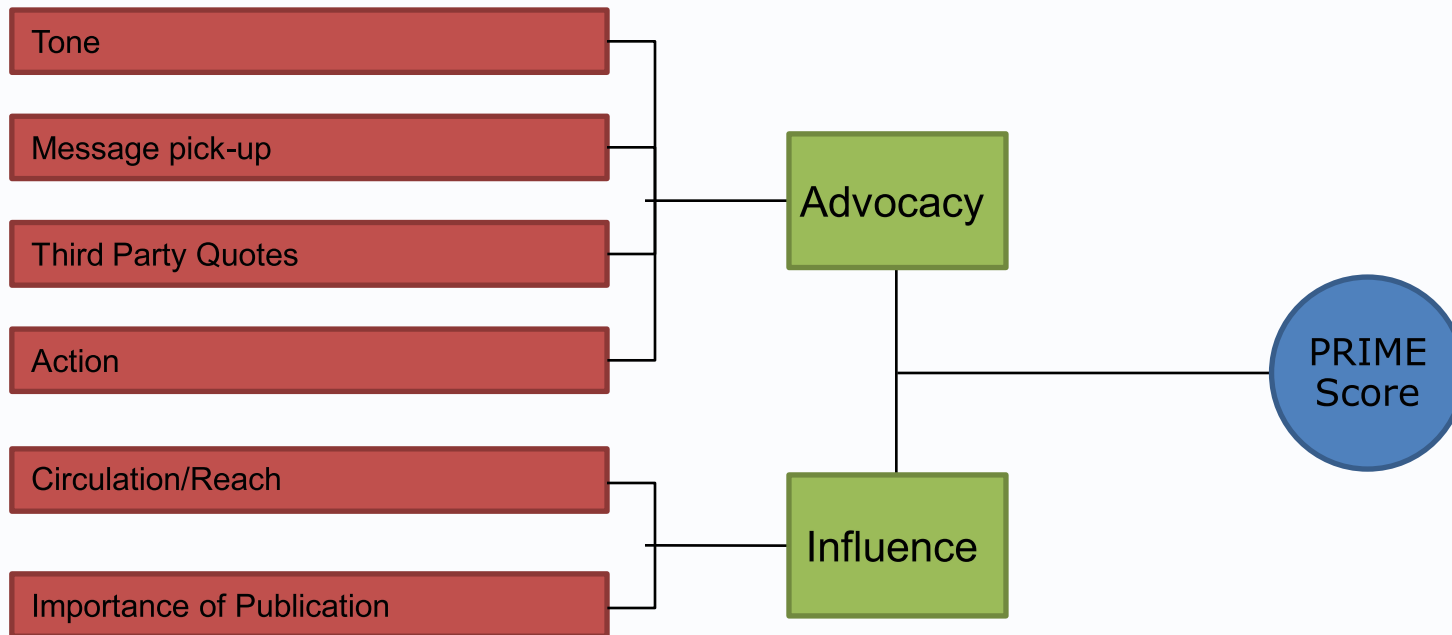
Gartner.

 **IDC**
Analyze the Future

Microsoft PRIME

PRIME System = PR Insights and Measurement Effectiveness

The PRIME score reflects not only the overall tone of an article and our success in landing key messages, but also third party quotes and any action communicated in the placement.



Make Some Changes

- Stop:
 - Spending PR budget on measurement that isn't meaningful or valuable
 - Focusing on the negatives, it's much easier to improve what you are already doing well
- Start
 - Recognize your gaps, make trade offs
 - Ask and answer for your company:
 - Are social media influencers more important than traditional media?
 - How much time should a PR professional spend on social media?
 - What social media measures reflect your business objectives?
- Continue.....to do something
 - Evolve your current system to meet business needs
 - Re-define what should be measured
 - Ensure that you are targeting the right influencers
 - Continue to work in the industry and learn from each other



Plan for the Future

