



## **AMEC Communication Effectiveness Awards 2007**

### **AMEC AWARD WINNER: Best Use of Media Evaluation - Not for Profit**

#### **Client/Campaign: Cancer Research UK**

#### **Objective/Brief:**

In February 2002 The Cancer Research Campaign (CRC) and Imperial Cancer Research Fund (ICRF) merged to form Cancer Research UK, the biggest fundraising charity in the UK. Following the merger activity the newly formed organisation became aware that that the volume of its coverage was significantly increasing and as such recognised the need for media evaluation for several reasons:

- 1.) To track and monitor coverage volumes
- 2.) To measure coverage content against communication objectives (see appendix 1)
- 3.) To gain insights which can be fed back into the communications programme to successfully promote the reputation of the organisation

In addition, as the largest charity in the sector, Cancer Research UK became the benchmark used by the media and other charities and so found a new pressure on it to set high standards and lead by example.

Recognising that regular and timely media evaluation is key to its strategic processes, Metrica was briefed to analyse Cancer Research UK's press, online and broadcast media coverage on a daily basis. Metrica now tracks over 50 campaigns and 100 key messages for Cancer Research UK.

#### **Strategy:**

The receipt of daily MyMetrica (see appendix 2) updates keeps Cancer Research UK aware of what is being said about it, and issues relevant to it, in the media every day. This not only enables the organisation to keep an eye on how its proactive campaigns are doing, but also helps it to spot any general trends, good or bad, early enough that they might be dealt with appropriately.

Daily analysis is shown on Metrica's online portal MyMetrica to allow Cancer Research UK to access its evaluation as regularly as might be required. To meet Cancer Research UK's brief, Metrica also provides a top-line monthly report and quarterly in-depth report.

The three evaluation tools (daily, monthly and quarterly) measure:

- Key message delivery (monitored by three core Cancer Research UK messages)
- Regional variations – publications are split by region to measure the press teams from the different Cancer Research UK's regions
- Business area breakdown – the different types of coverage that Cancer Research UK generates including fundraising, science / research, retail, health information / awareness, corporate and community fundraising
- Volume and favourability of the most prolific Cancer Research UK campaigns
- Audience reach and frequency.
- Most prolific spokespeople, journalists and media type

In addition, the PR teams at Cancer Research UK use MyMetrica to build internal presentations showing the results of PR activity. This is then distributed shared with the organisation as appropriate and also used in the planning of future campaigns.

## **Execution/Implementation:**

By pursuing a strategy of daily media monitoring and analysis Cancer Research UK is able to execute a number of key activities which enable it to meet and maintain its communications objectives. Under pressure to be seen in a positive light across all types of media, the daily analysis enables Cancer Research UK to keep on top on what is being said about it and respond to any negatively quickly and effectively.

## **Execution/Implementation (cont'd)**

An example of this was during the SunSmart campaign in 2006 when medical journalist, Oliver Gillie, argued against the messages delivered in the campaign. He disagreed with Cancer Research UK's message that people should stay out of the sun by stating it is crucial everyone gets exposure to the sun for Vitamin D. Cancer Research UK was able to respond to his negative comments about the campaign, and take appropriate action to manage the situation.

By looking at the ongoing campaign evaluation Cancer Research UK could see that both journalists and the public alike were receiving mixed messages, one from Cancer Research UK and the other from Oliver Gillie. As a result it changed the emphasis of the SunSmart campaign, tailoring the message to 'don't get burned in the sun' which found the balance between delivering the appropriate message and pleasing its critics.

Another of Cancer Research UK's main campaigns is Race for Life for which it uses MyMetrica to ascertain which areas of the country are receiving the most coverage and which ones need to push more (see appendix 3). The target volumes for Race for Life coverage increase each year so by having historical data readily available is a valuable tool helping Cancer Research UK to forecast strategically.

Cancer Research UK's PR activity is aimed at all UK adults and as such high readership publications are key. Over the past year, the organisation has reached an average of 71% of all UK adults which has been calculated using Metrica's research and planning tool Consumer Pulse (see appendix 4). This information, combined with the MyMetrica portal, helps Cancer Research UK continue to effectively target national high readership publications, showing where best to focus its efforts day to day, week to week, month to month.

The MyMetrica portal has also proved particularly useful to Cancer Research UK for monitoring and responding to negative trends and keeping negative exposure in the media to a minimum.

## **Conclusion:**

As a result of employing Metrica's evaluation services Cancer Research UK has been able to fulfil the objectives laid out in its brief – namely to track and monitor coverage volumes, to measure coverage content against communication objectives and gain insights which can be fed back into the communications programme to successfully promote the reputation of the organisation.

In addition it has been able to set a realistic, consistent and attainable best practice bar for the rest of the charity sector to follow and aspire to.

*“Using Metrica over the past year has enabled us to work with a strategic focus in mind. The availability and accuracy of the analysis helps the organisation to plan future campaigns and highlights the success of campaigns so far. As our first year of evaluation came to a close, we are impressed with Metrica's impeccable and friendly service. We see Metrica as the trustworthy eyes and ears of our organisation.”*

Peter Flynn, Head of Media Operations, Cancer Research UK.