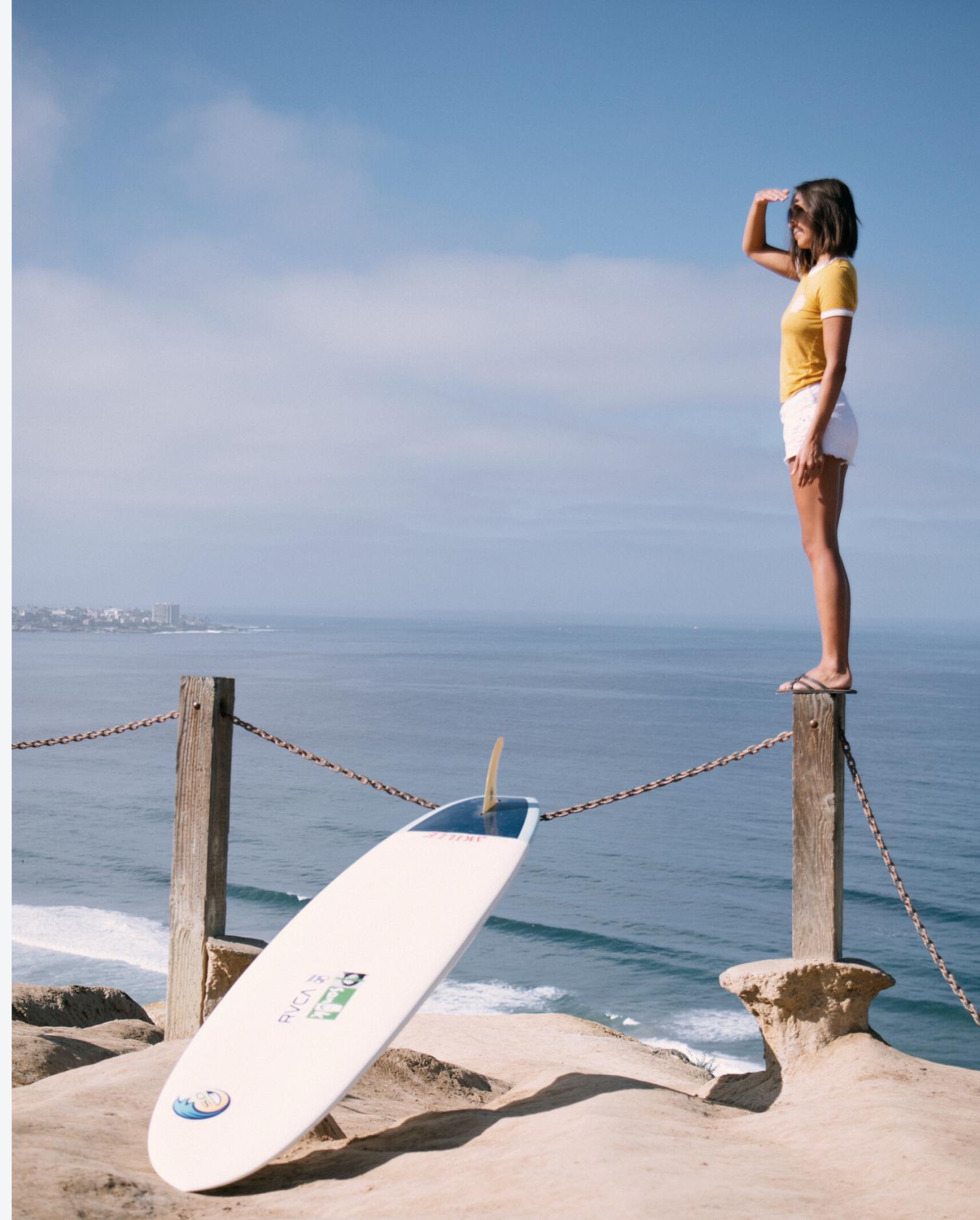




SAN DIEGO TOURISM AUTHORITY

PR Effectiveness and
Measurement Strategy Improvements



Background

As recently as 2018, the San Diego Tourism Authority (SDTA) was measuring the value of its PR/earned media placements by Advertising Value Equivalency (AVE)

Example:

1-page advertisement purchase
cost = \$50,000

1-page article gained through
earned media = \$50,000 value?



Problem

ADVERTISING VALUES ARE INCONSISTENT

Model based on pre-internet media ad rates

IGNORES QUALITATIVE FACTORS

Audience, messaging, tone





Goal

Create PR analysis tool that rewards earned media alignment with brand needs

Steps



Review brand
research



Examine resources
available

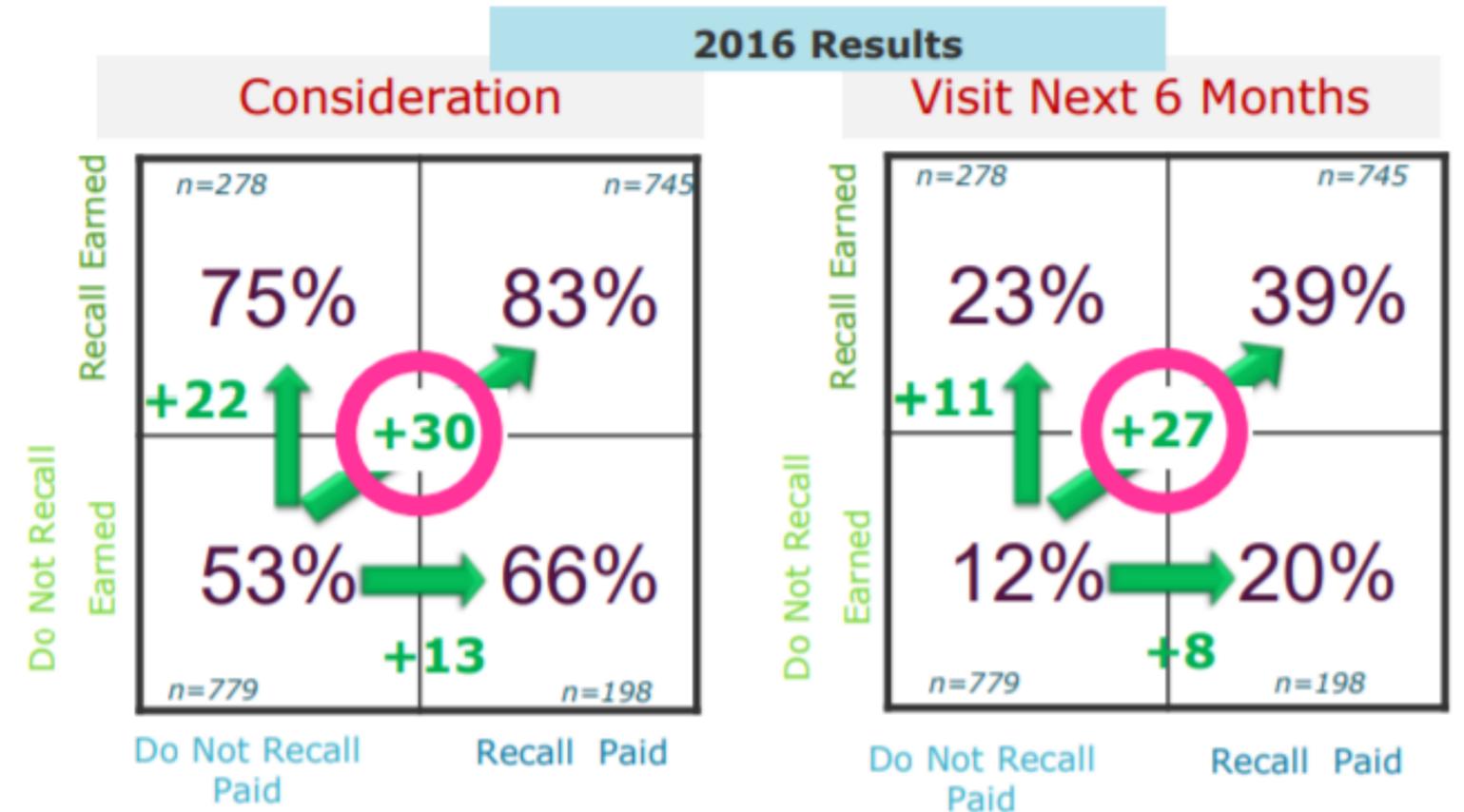


Use insights to
create metrics

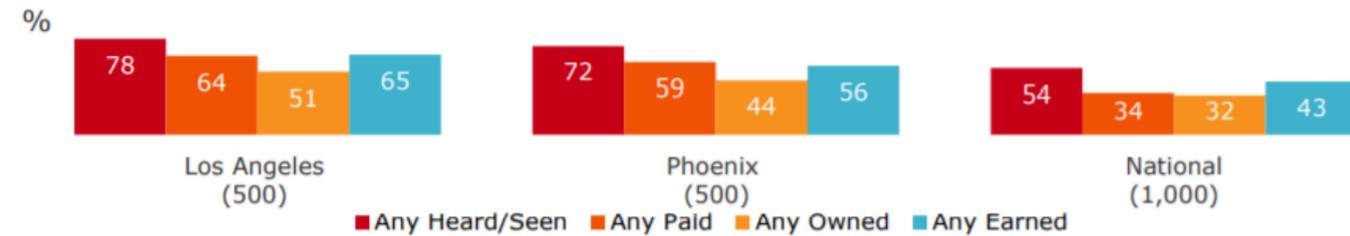
Insight 1

Earned media makes advertising more effective.

The SDTA's extensive brand research shows audiences express the highest intent to travel to San Diego when there is synergy between paid media and earned media messaging.



Ad recognition summary *continued*



	Los Angeles	Phoenix	National
Paid	64	59	34
Owned	51	44	32
Earned	65	56	43
Generic Social Media	38	34	25
Recall Topics (PR)	63	52	40
Cali-Baja Cuisine	6	7	4
Craft Beer	16	10	9
Balboa Park	20	10	6
Mission Bay	12	12	6
La Jolla	16	13	8
Nightlife	16	13	11
Arts & Culture	14	14	9
Early California History	9	5	4
Kids Free October	27	25	5
Family Vacations	25	29	21
Outdoor Recreation	14	16	11
Up-&-coming Neighborhoods	4	5	3
Two-Nation Vacation	7	5	4

PAID: Q32/Q34/Q36 Smiles/Hula/Kids Free; Q95 Radio; Q38 Newspaper FSI (Free Standing Insert); Q48/Q50 D1 Linqia/D2 Kids Free Banners
 OWNED: Q93 (Website); Q85 Blog; Q78 Facebook; Q80 Twitter; Q82 YouTube; Q84 Instagram; Q86 Google+ EARNED: Q73 Generic; Q72 PR



San Diego 2016-17 Fall Campaign
 Effectiveness

© TNS 2017

212 245226

Insight 2

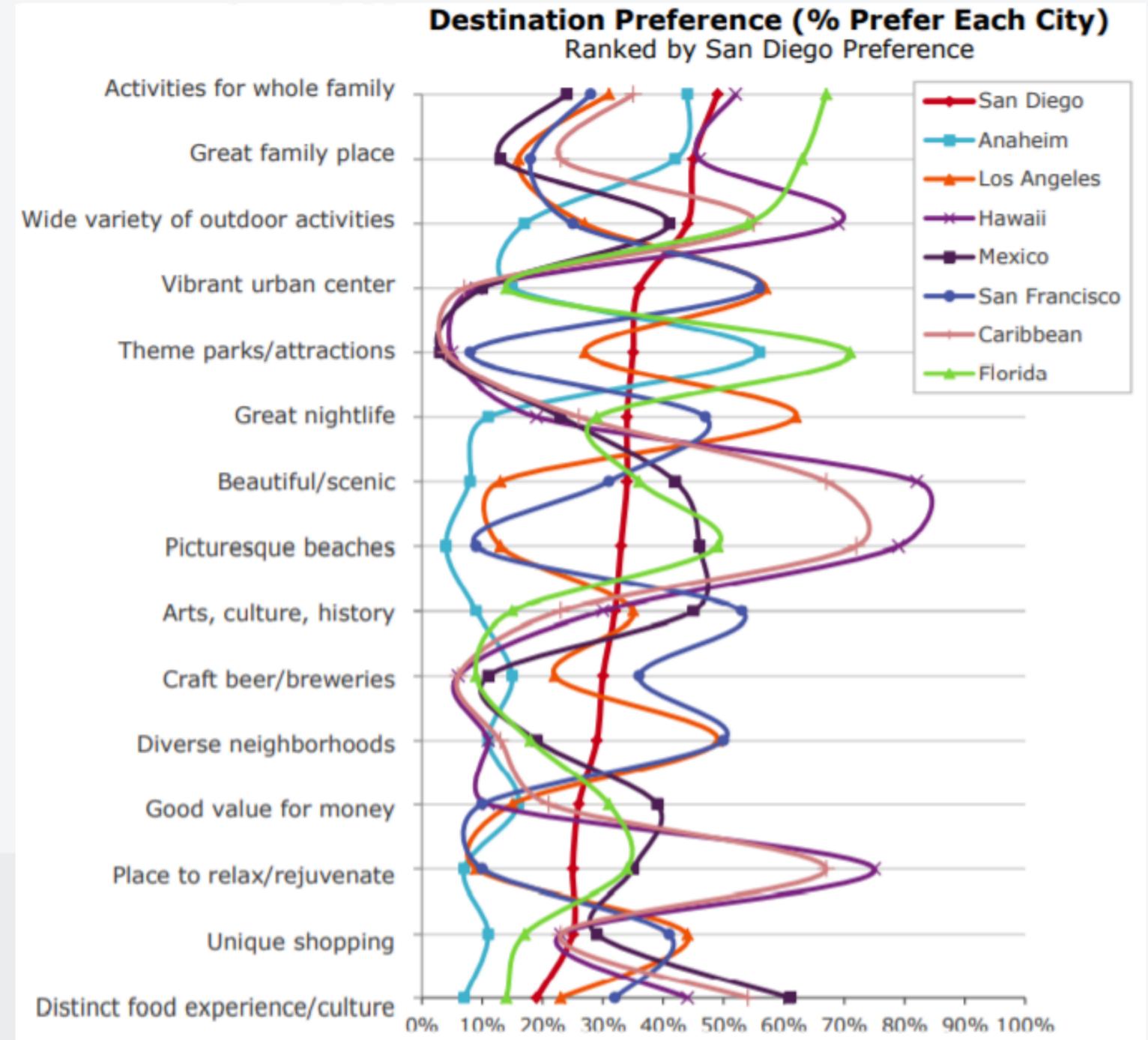
Media placements reaching key audiences should be valued more highly.

Recall of key destination attributes shifts based on audience geography. Different topics across different audiences cannot be compared 1:1 when measuring PR effectiveness.

Insight 3

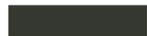
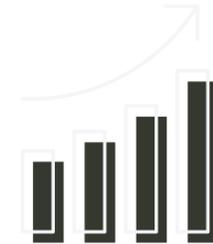
Messaging should focus on topics that move the needle the most.

Different topics need to be highlighted at different times in order to engage customers. Measurement must reflect this.



Resources

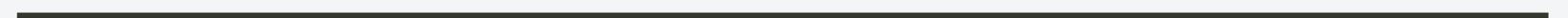
- Third party media monitoring
- SimpleView CRM
- Tableau



Recommendation

Combine brand research findings with resources to create effectiveness scoring system for earned media placements.

Change PR team KPIs from advertising equivalency to average effectiveness score.



Sample



Portland Monthly
"Tacos & Top Guns"

TACOS & TOP GUNS
Portland Monthly
87 pts

Clip Set Date: February
Author: Kelly Clarke
Country: UNITED STATES

Circulation
5 pts
Medium: Print
Circulation: 66,589
Tier: 50K+

Audience
7 pts
Regional

Placement
20 pts
Feature

Assets
5 pts
Link to sandiego.org: No (0 pts)
Has Hashtag or Handle: No (0 pts)
Has Photo/Video: True (5 pts)
Has Quote: No (0 pts)

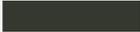
Message
30 pts

- Arts and Culture
- Beach / City Blend
- Beaches
- Dining/Libations
- Family/Attractions

PR Involvement
20 pts
Hosted

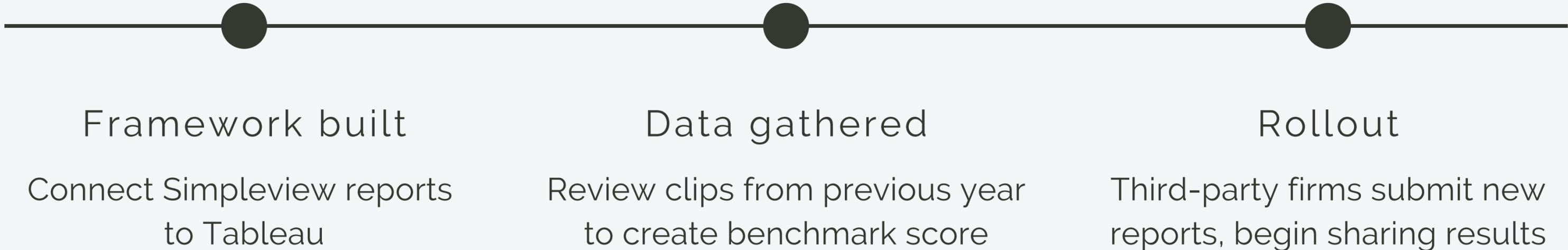
Effectiveness Score

Calculated by key messages featured, audience relative to target, destination assets included, more



Timeline

JAN TO JULY 2019



Considerations & Risks

Scoring can/should be continually adjusted based on market conditions

Board/stakeholder buy-in difficult for hospitality industry leaders used to seeing sales-based goals



THANK YOU!

Candice Eley
candiceeley@yahoo.com
(949) 394-8716

