

A Reputational Reckoning: Understanding PR's impact on reputation

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**Changing
media
landscape!**

**Climate
emergency!**

**Mis- and
disinformation!**

AI!

**Economic
volatility!**

**Political
change!**

**Geopolitical
crises!**

Is your measurement keeping pace?



Most important objectives for clients

Most likely client requests



Improve corporate reputation (proactive) 68%



Increased sales 49%



Building brand purpose 43%

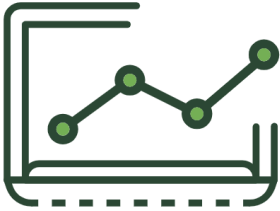


Media clippings 58%

Web traffic analytics 34%



Engagement metrics 47%



Advertising value equivalency (AVE) 34%

Sentiment metrics 25%



Media summaries 31%

What, why, how



START
HERE!

Beyond the counts and amounts



OUTPUTS

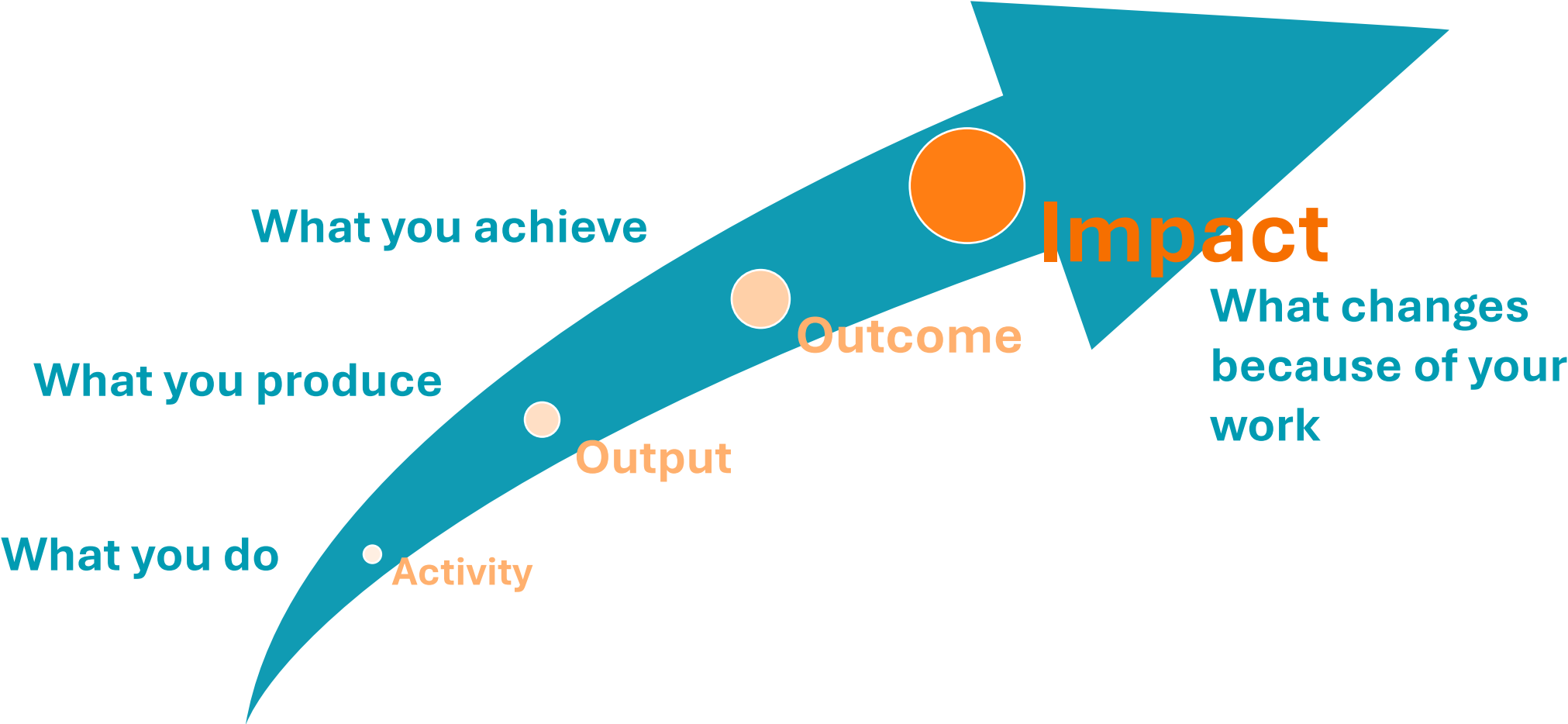


OUT-TAKES



OUTCOMES

Measure impact, not activity



See, think, do



SEE



THINK

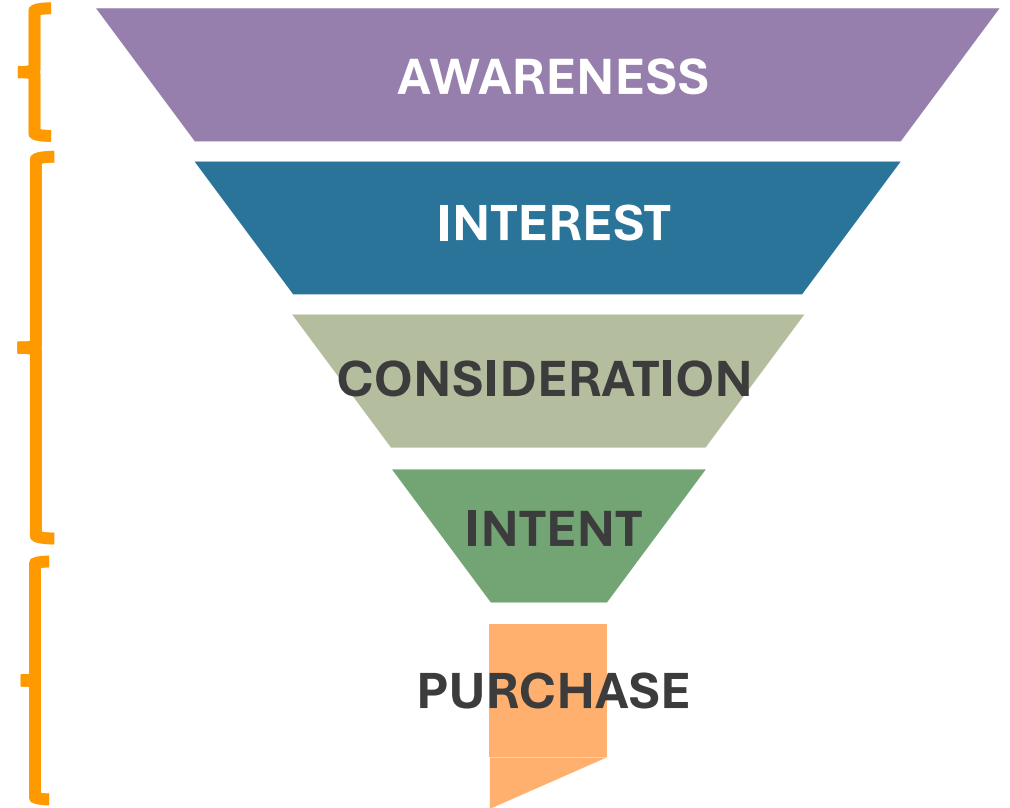


DO

SEE

THINK

DO



AWARENESS

INTEREST

CONSIDERATION

INTENT

PURCHASE

Giving structure to measurement

INPUTS

AUDIENCES:

- Desired external audience groups
- Internal stakeholders/audiences

BENCHMARKING:

- Previous years' performance
- Other data sets (e.g., market research)

EXTERNAL FACTORS:

- World events, e.g., COVID-19
- Industry landscape
- External news cycle

OBJECTIVES

AWARENESS:

- Reach target audiences
- Increase awareness from X to Y

REPUTATION:

- Increase favourability with audience
- Generate interest and consideration
- Improve reputational standing (e.g., vs competitors)

ACTION:

- Increase sales / bookings / donations
- Drive advocacy
- Drive footfall

ACTIVITY

AWARENESS:

- Media relations with key media, influencers, journalists

REPUTATION:

- Press releases / media kits with messaging
- Brief spokespeople / ambassadors on messaging
- Create content with / which amplifies desired messaging

ACTION:

- Calls to action in content
- Relevant web properties

OUTPUTS

AWARENESS:

- Volume
- Impressions
- % of positive coverage in key media
- Positive coverage from key influencers/journalists

REPUTATION:

- % of message delivery
- % of positive coverage
- % of spokespeople quotes on message

ACTION:

- % of content featuring a call to action
- Engagement on earned social media
- % of coverage featuring a product

OUTCOMES

AWARENESS:

- Market research awareness studies increase

REPUTATION:

- Google search trends over time
- Market research favourability surveys

ACTION:

- Website traffic
- Reviews / recommendations
- Engagement on owned social media
- Open rates of newsletters
- Growth in sales / bookings / donations / footfall

See, think, do



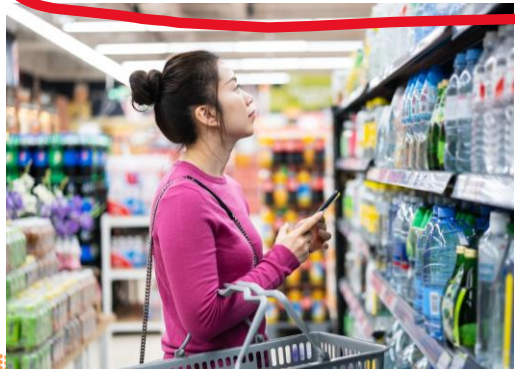
SEE

SEE



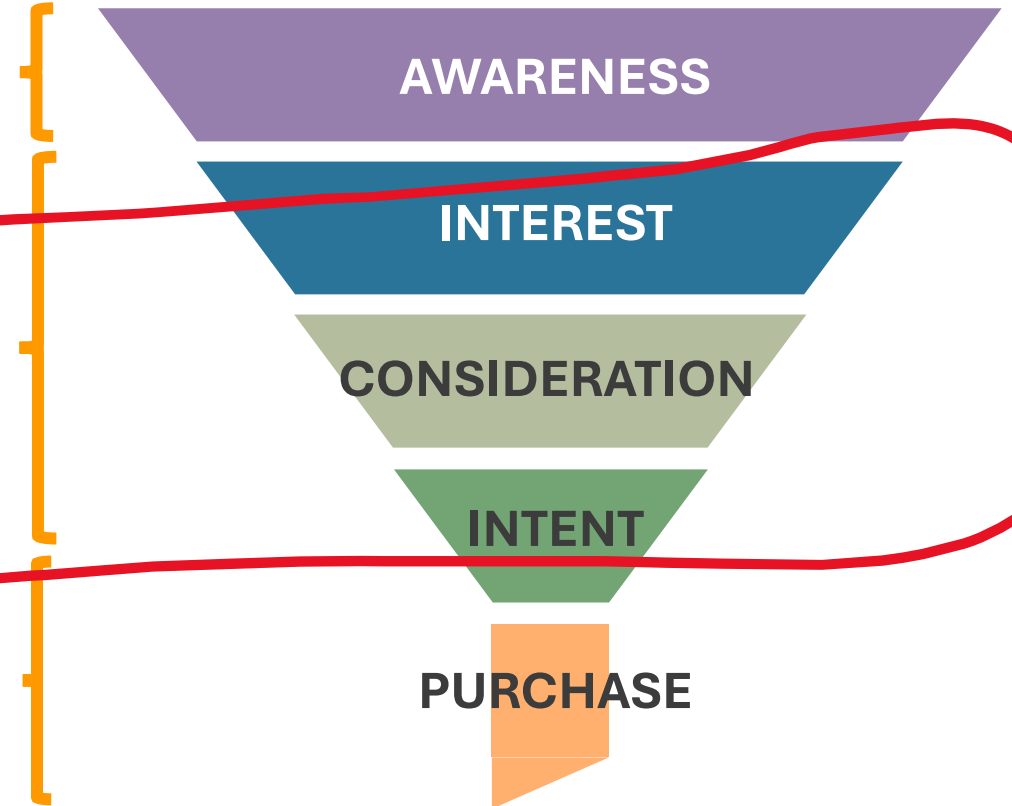
THINK

THINK



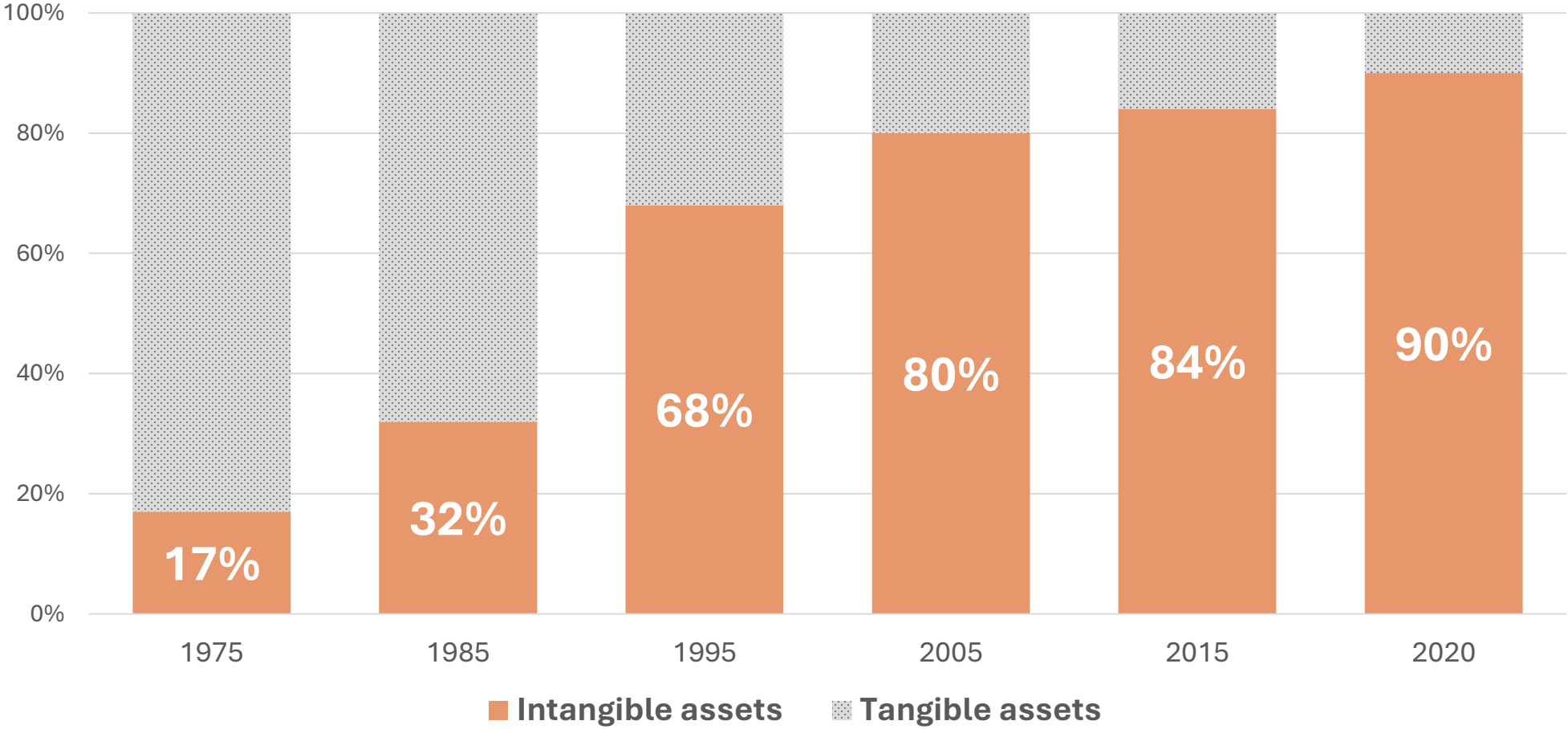
DO

DO



Reputation is central to market value

% of market value attributed to tangible vs intangible assets



But are we looking at the full picture of reputation?



Media



Social media



Perception

Reputation looks different in different places

Online media

Vision



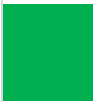
Performance



Sustainability



Products & Services



Conduct



Culture



Social media

Products & Services



Performance



Vision



Sustainability



Conduct



Culture



A holistic view of how PR & Comms impacts reputation



Media analysis

Score out of 100



Social media analysis

Score out of 100



Opinion research

Score out of 100



Consistent analysis of reputational pillars across inputs



Culture



Sustainability



Conduct



Performance



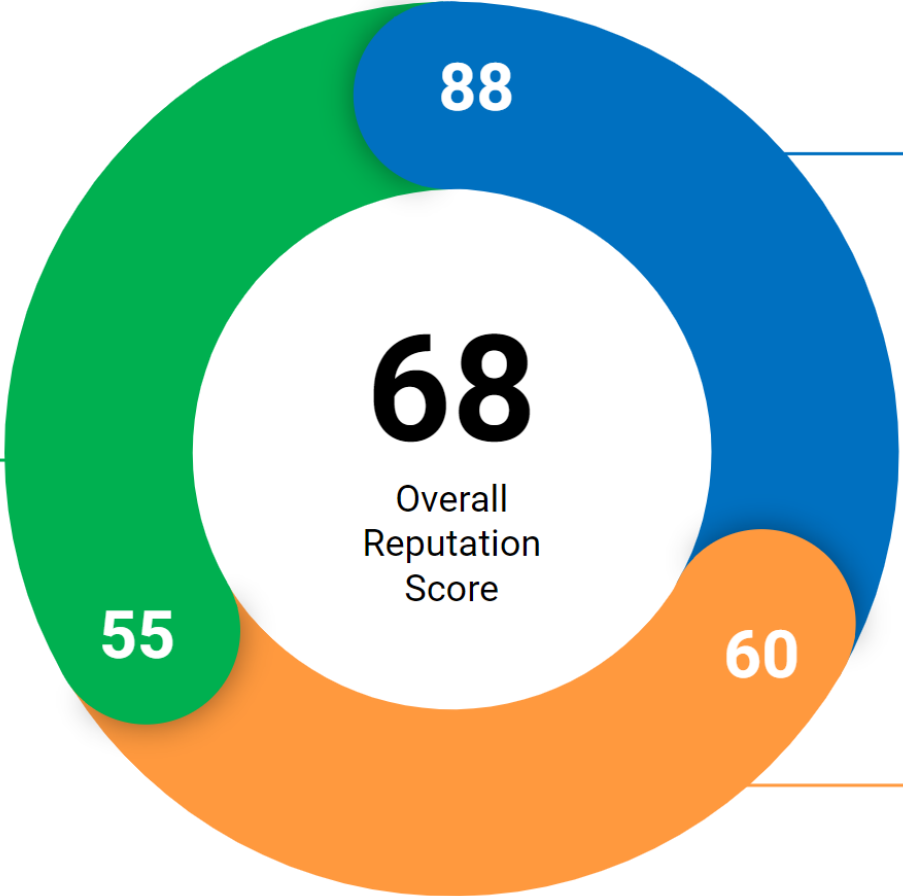
Vision

**Products &
services**

Giving combined and individual scores

Offering score: 55

Overall, your products and services had the lowest score. Audiences ranked products and services as the most important element of your reputation to them.



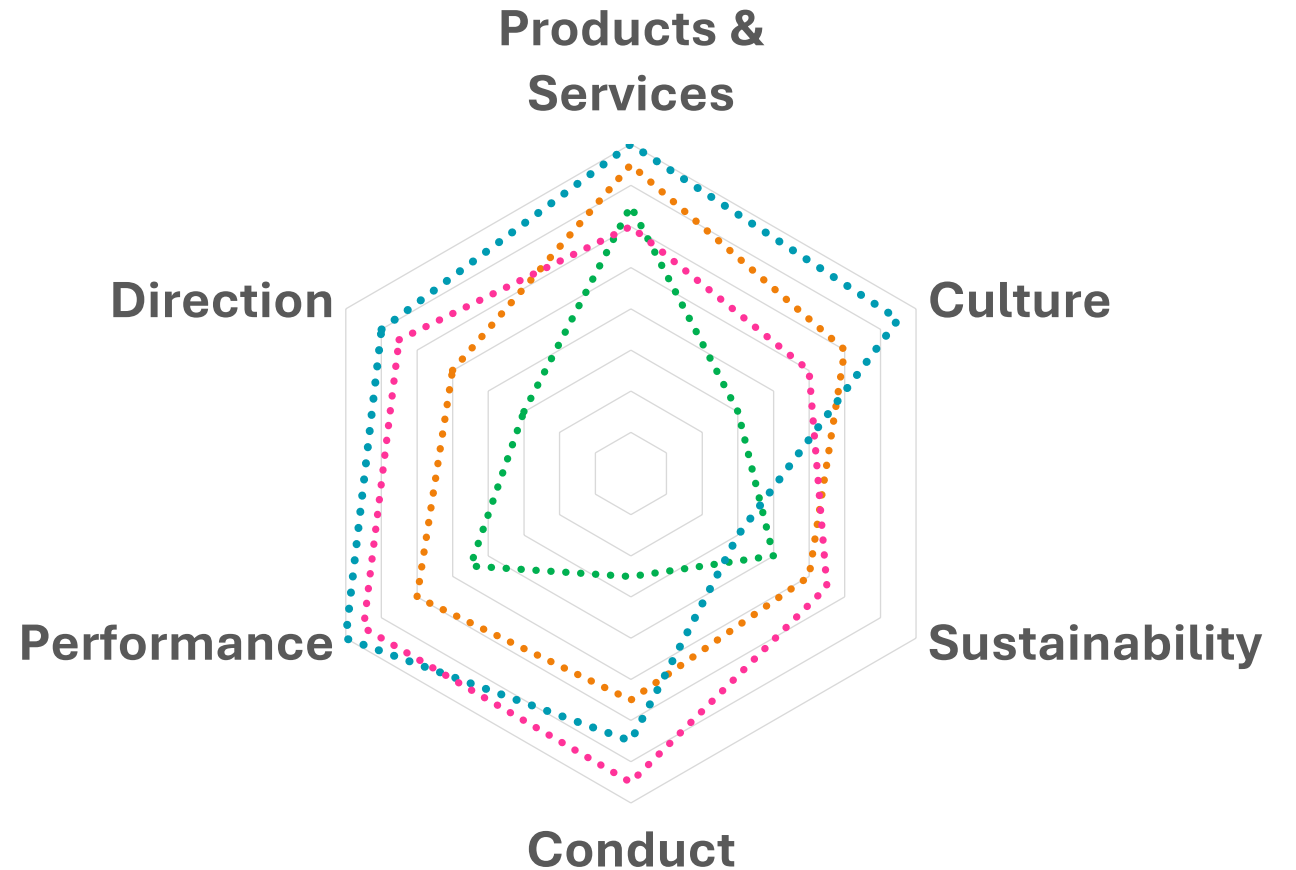
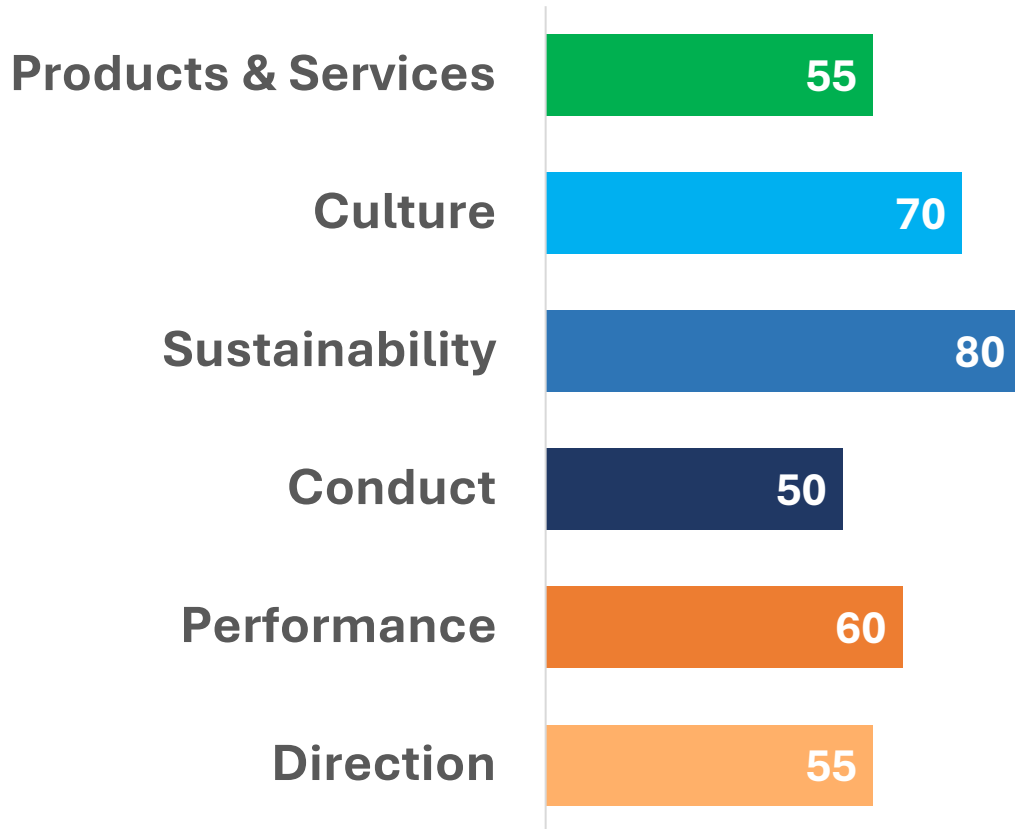
Character score: 88

Character achieved the highest score amongst all three reputation inputs (media, social media and perception). Sustainability measures were the key programmes your audiences recalled.

Vision score: 60

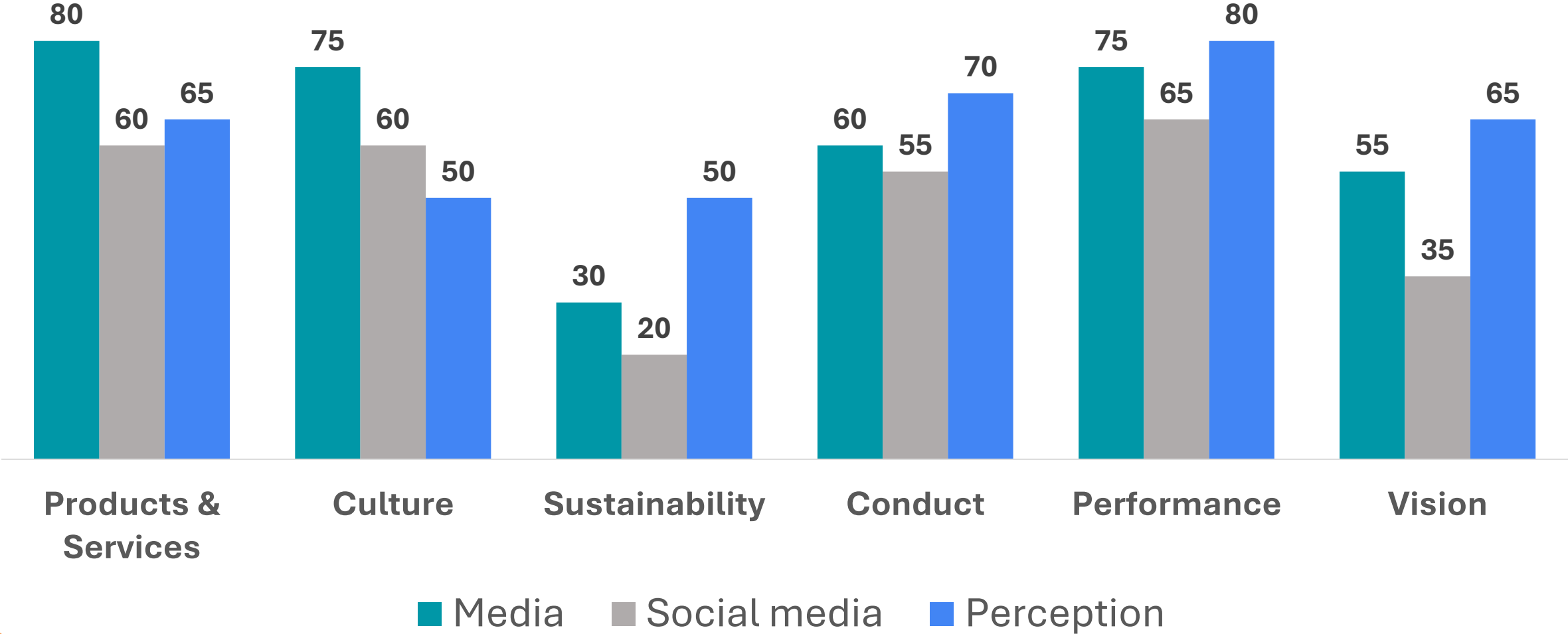
There is opportunity to improve the way you communicate and connect with audiences about your 2030 plan.

Across the pillars and across industry peers



..... COMPANY 1 COMPANY 2 COMPANY 3 COMPANY 4

Gives the full picture and pinpoints gaps



Proving impact on audience journeys



Media



OUTPUTS



Social media



OUT-TAKES



Perception



OUTCOMES



**Data-informed
decisions!**

**Audience
journey!**

**Media ≠
reputation!**

