Checking the numbers
Evaluation of communication campaigns
Frank Knecht, Strategy & Corporate Campaigns
Brussels, 7-8 November 2019
Monitoring & evaluation of communication in the EC

On-going measurement, analyses & coordination

- Strategy & corporate campaigns
  - Campaigns
  - Governance
- Social media
- Europa Web
- Media monitoring & Eurobarometer
  - Media monitoring
  - Eurobarometer

In-depth evaluation & procedure

- Planning, budget and evaluation
  - Planning
  - Evaluation

Member of amec
International association for the measurement and evaluation of communication
Our intervention logic

Our communication activities such as:
- Social media
- Media relations
- Advertising
- Website
- Events
- Work with influencers
- Content production
- Stakeholder relations

...create:
- Reach
- Content
- Messages

...which increase our target audience’s:
- Awareness
- Understanding
- Recognition of the EU

and foster:
- Dialogue
- Engagement
- Endorsement

...that ultimately improve our audience’s:
- Opinion of the EU
- Trust in the EU
- Support for EU’s policies
<table>
<thead>
<tr>
<th>WHAT</th>
<th>EU funding helps generate more jobs, growth and local investments.</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHY</td>
<td>To demonstrate the local benefits and impact of EU funding and investment.</td>
</tr>
<tr>
<td>HOW</td>
<td>Showcasing real stories, real beneficiaries and real local impact.</td>
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</tbody>
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<th>WHAT</th>
<th>How EU values and achievements make a change in your daily life.</th>
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<td>WHY</td>
<td>To reconnect young citizens with the EU's core values.</td>
</tr>
<tr>
<td>HOW</td>
<td>Teasing with creative AV materials that fit the online experience and inviting young people to share their EUandME stories.</td>
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<th>WHAT</th>
<th>How the EU brings together ordinary heroes to help tackle global challenges and protect citizens.</th>
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<td>WHY</td>
<td>To reassure Europeans that the EU is taking action to address their concerns.</td>
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<td>HOW</td>
<td>Focusing on chains of ordinary heroes working together on the ground to protect the citizens.</td>
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<th>WHAT</th>
<th>Real life examples showing how EU initiatives and actions contribute to the development of rural areas.</th>
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<td>WHY</td>
<td>To improve awareness of the EU’s impact and its support for rural communities.</td>
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<tr>
<td>HOW</td>
<td>Travelling through rural areas to debate about the EU, present local success stories, and engage with people.</td>
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**KPIs: REACH, RECALL, PERCEPTION CHANGE**
Impact = policy + communication + external factors

Results = the effects on our audience

Outputs = the measure of our activities

Opinion, trust perception change

Clicks, CPC, completed views, VTR, CPV, view duration, media coverage, tonality, EU exposure, message uptake, message clarity, authenticity, emotions, recall, awareness

Potential reach, participants, impressions, CPM, default views, website visits

Data collection & benchmarks

Mid-term & Final assessment

On-going measurement

Focus groups

Baseline

Metrics

Research
Best known: Schengen, Human rights, Erasmus
Least known: Support to new business, personal data protection, skills development
Research

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Data collection & benchmarks

Website polls

Website tests

Website analytics

Facial decoding

Social media monitoring

Media monitoring

Events observation

Calculations

Data analyses

\[ R_m = 1 - (1 - p1)(1 - p2) \]
Reach* 80% of its target audience (15-35 yrs), at 3 cents cost per contact

Recall 27%

Awareness 6% points increase of people who declared the campaign informed them

Message 66% find the messages clear and 74% find them authentic

Emotions 36% feel proud to live in the EU

Opinion 38% think positively about the EU
Benchmarks for Commission campaigns

**Outputs**
- Reach: 62%
- CPM: €3.66
- Per person reached: €0.04
- Viewability rate: >50%

**Results**
- Video completion: >50%
- Message uptake: 63%
- Recall: 24%
- Awareness: 54%

**Impact**
- Positive opinion: 33%
- Perception change: 5 PP

Research
Metrics
Baseline
Focus groups
On-going measurement
Mid-term & Final assessment

Data collection & benchmarks
5 things that worked

1. Having a **baseline** when setting your targets

2. Regular testing, digging deeper, **knowing your audience**

3. **Critical** eye, and not be easily impressed by data

4. Prioritising **results**-oriented metrics over outputs

5. Collecting data, set our own **benchmarks**
… but we can still improve*

1. Our information **sharing** infrastructure

2. The **qualitative** research of audience needs

3. The **use of TV** and news media

4. The **comparability** of our evaluation methodology **across the Commission**

5. Our mandatory list of **indicators and benchmarks**

* recommendations from an independent evaluation study by Deloitte&Coffey