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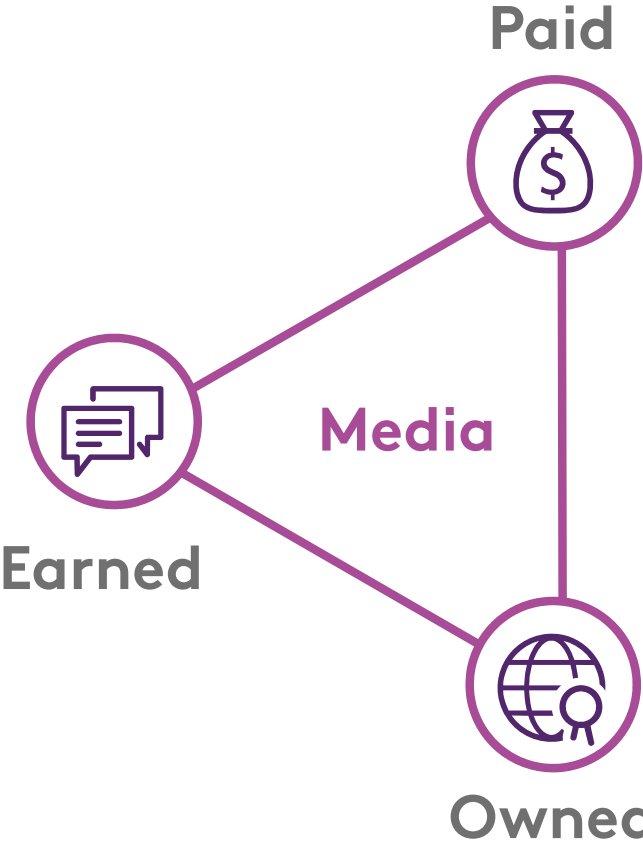# Getting Media Measurement Right
Product development for speed and scale

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The Challenge

The requirements are clear... what is the impact of my investment?

Paid

Earned

Media

Owned

✓ .... across all relevant markets

✓ ... covering all relevant media channels

✓ ...in a competitive context
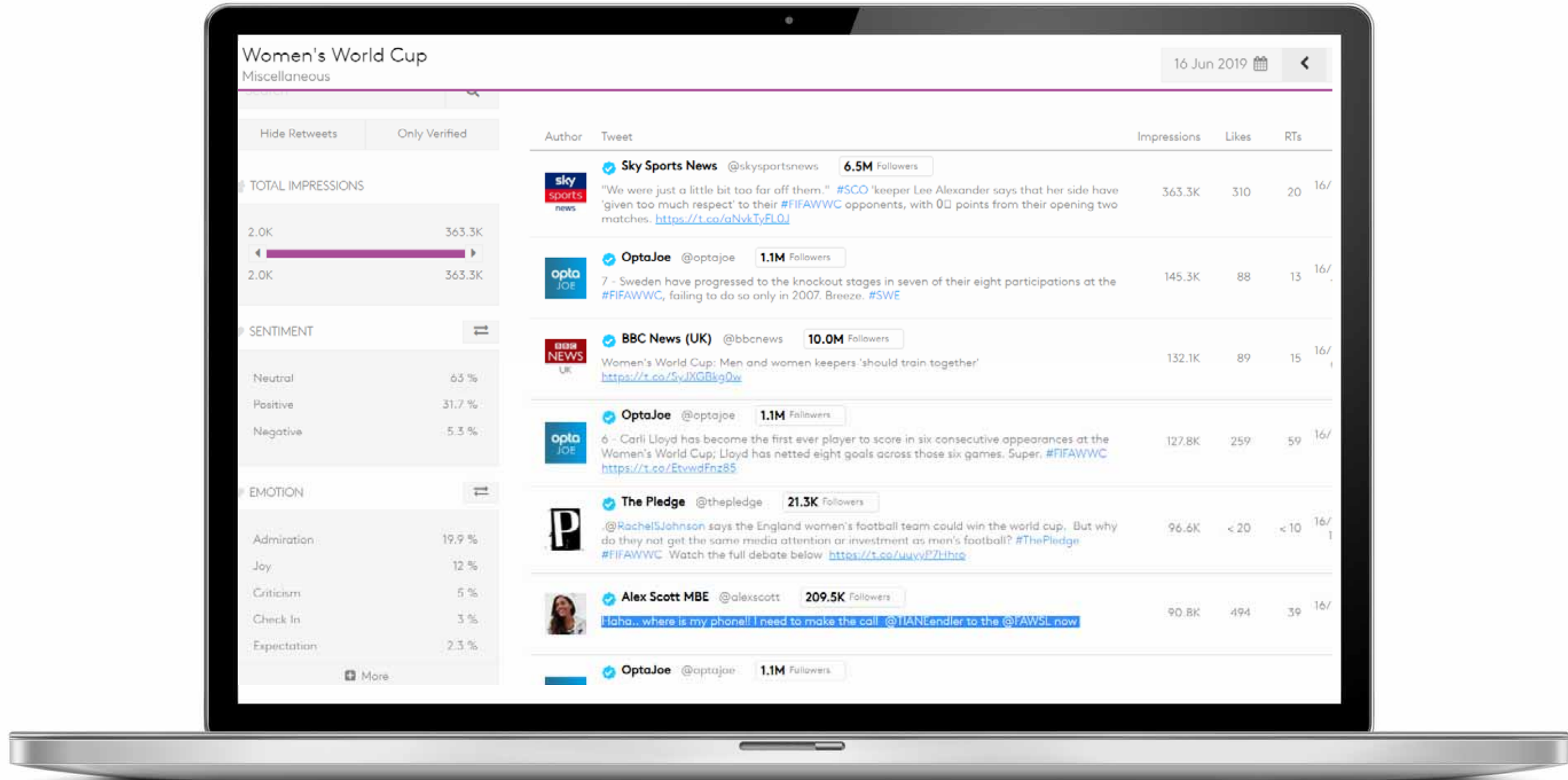
★ On brand

📢 Reputation

📊 Sales

But it's tough! Particularly for (Traditional) Earned Media

- Potential and actual reach

- Positive and negative sentiment

- Large and small prominence

- Planned and unplanned

- Promote AND protect
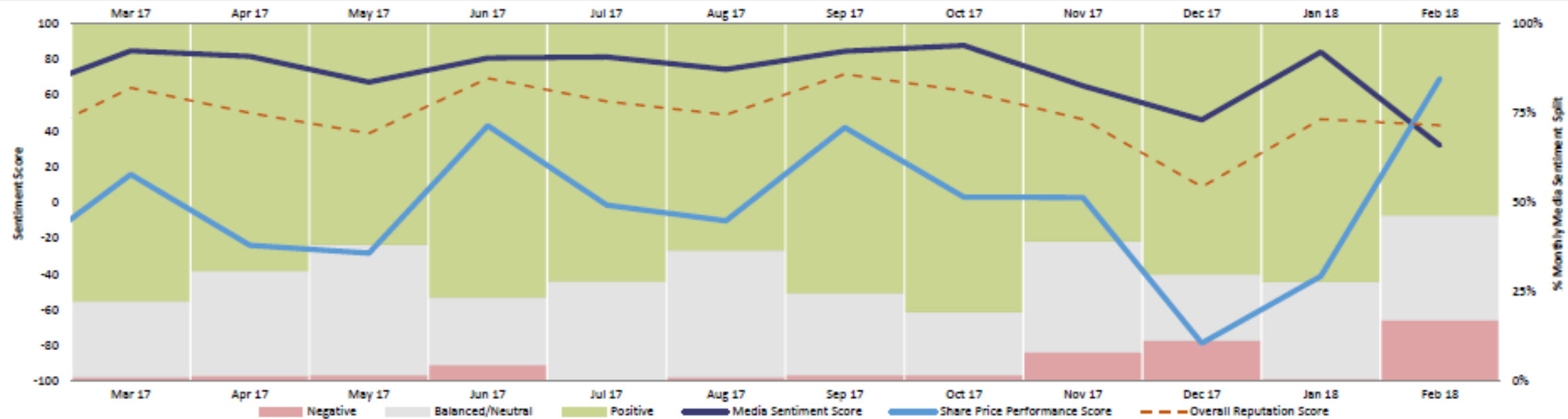
There are measures around social media

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We are making steps in the right direction

Reputation/Data Integration Report Example: Share Price Performance Compared to Media Sentiment

	March 17	April 17	May 17	June 17	July 17	August 17	September 17	October 17	November 17	December 17	January 18	February 18	YTD Ave
Media Sentiment Score	+85	+82	+67	+81	+81	+74	+85	+88	+65	+46	+84	+32	+73
Share Price Performance Sentiment Score	+16	-24	-28	+43	-1	-10	+42	+3	+3	-79	-41	+69	-1
Reputation Score (Media & Share Price Combined)	+64	+50	+39	+69	+56	+49	+72	+62	+46	+9	+47	+43	+51

Key Media Topics

- •Brighthouse spin-off
- •Q1 results •Sears annuity buyout
- •Senior leadership changes •Brighthouse spin-off
- •Logan Circle acquisition
- •Q2 results •Brighthouse spin-off
- •ANZ acquisition speculation
- •Afore MetLife sale
- •Q3 results
- •Regulatory probe into unpaid pensions
- •Earnings update postponed •Sifi designation
- •Q4 results •Unpaid pensions investigation

Legend: Negative | Balanced/Neutral | Positive | Media Sentiment Score | Share Price Performance Score | Overall Reputation Score

Methodology

The central aim of reputation tracking is to measure perceptions across a range of stakeholder groups to give a wide-angle overview of the shifts and trends in a company's reputation.

Each stakeholder segment is assessed on an individual basis, based on characteristics of the segment and the availability of data. The methodology for each stakeholder segment ultimately produces a score (Net Sentiment score) for each company on a scale of +100 to -100, which is considered a measure of the sentiment of that stakeholder.

The Kantar Media Reputation Tracker is built around an Overall Reputation Score (The Overall Reputation Score is a composite of the scores from each stakeholder segment). Stakeholder segments can include: Media, Customers, General Public, Analysts, Investor/Market, Regulators and Politicians.

Each segment is weighted, to reflect its reputational significance. The overall score is calculated as the total sum of each segment times by its specific weighting. For the purposes of this example slide, Media was weighted at 70% of the Overall Reputation Score, the Share Price Performance Score accounted for 30%.

'Share Price Performance Score' takes into account: the number of positive trading days vs negative trading days throughout a reporting period; the number of days when the closing share price exceeds its opening price; the magnitude of change in share price on each trading day; and the trading volume on each trading day

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And we've tested the waters on links to ROI

CONTRIBUTION TO BRAND POWER OVER TIME

■ Base ■ Paid Media ■ PR

1.5%

5.7%
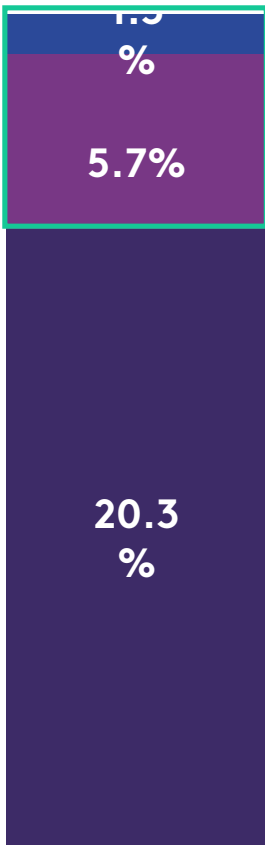
Combined Paid+PR = 7.1%

20.3%

POWER

SHARE OF CTM SPEND

■ Paid Media ■ PR

14%

86%
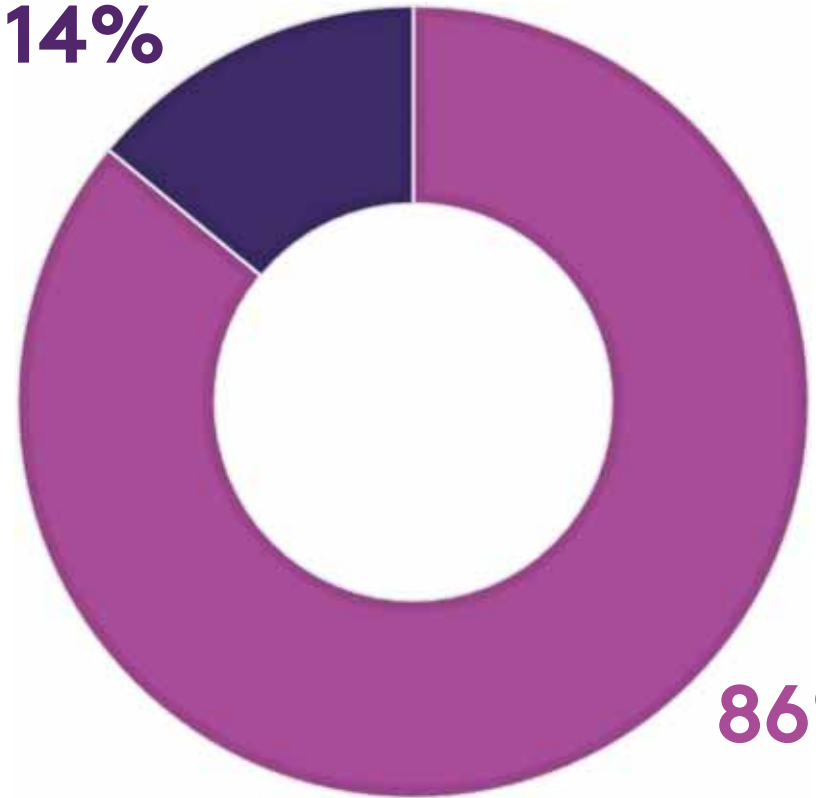
SHARE OF CONTRIBUTION TO BRAND POWER

■ Paid Media ■ PR

19%

81%

Nov'15 – Feb'18

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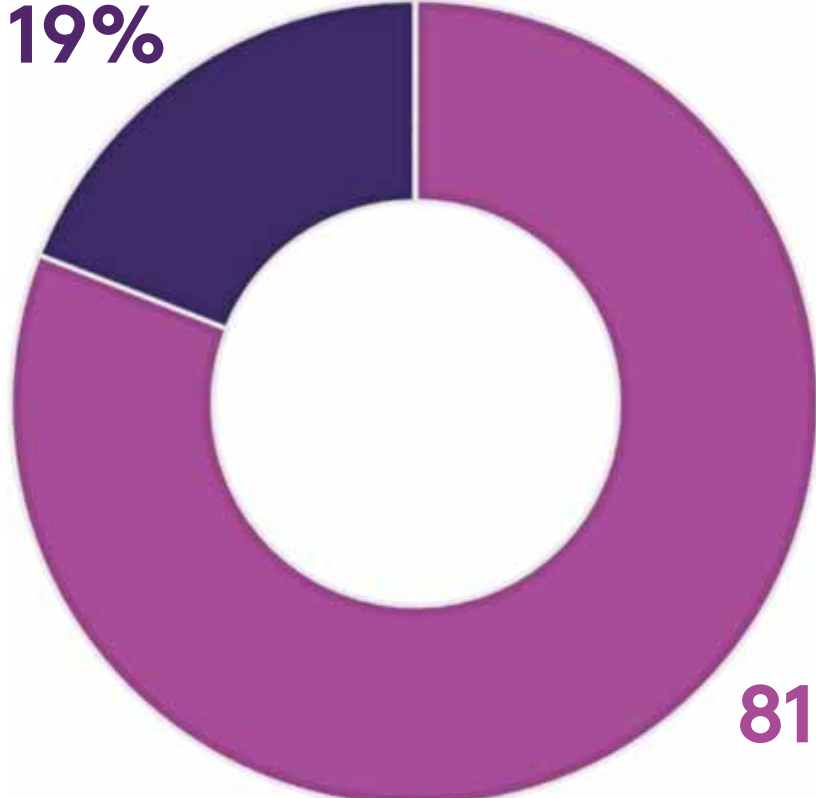
But we can go further...

Better measurement of...   ... leads to...
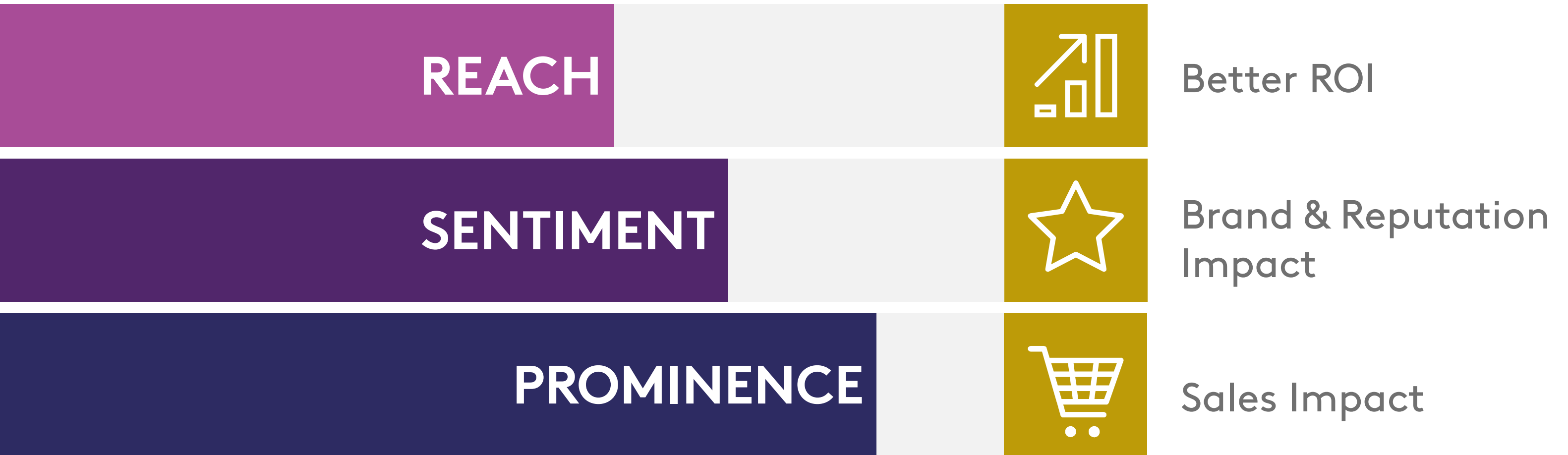
REACH		Better ROI
SENTIMENT		Brand & Reputation Impact
PROMINENCE		Sales Impact

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Kantar's expertise:
Connected Intelligence
across paid, owned & earned media

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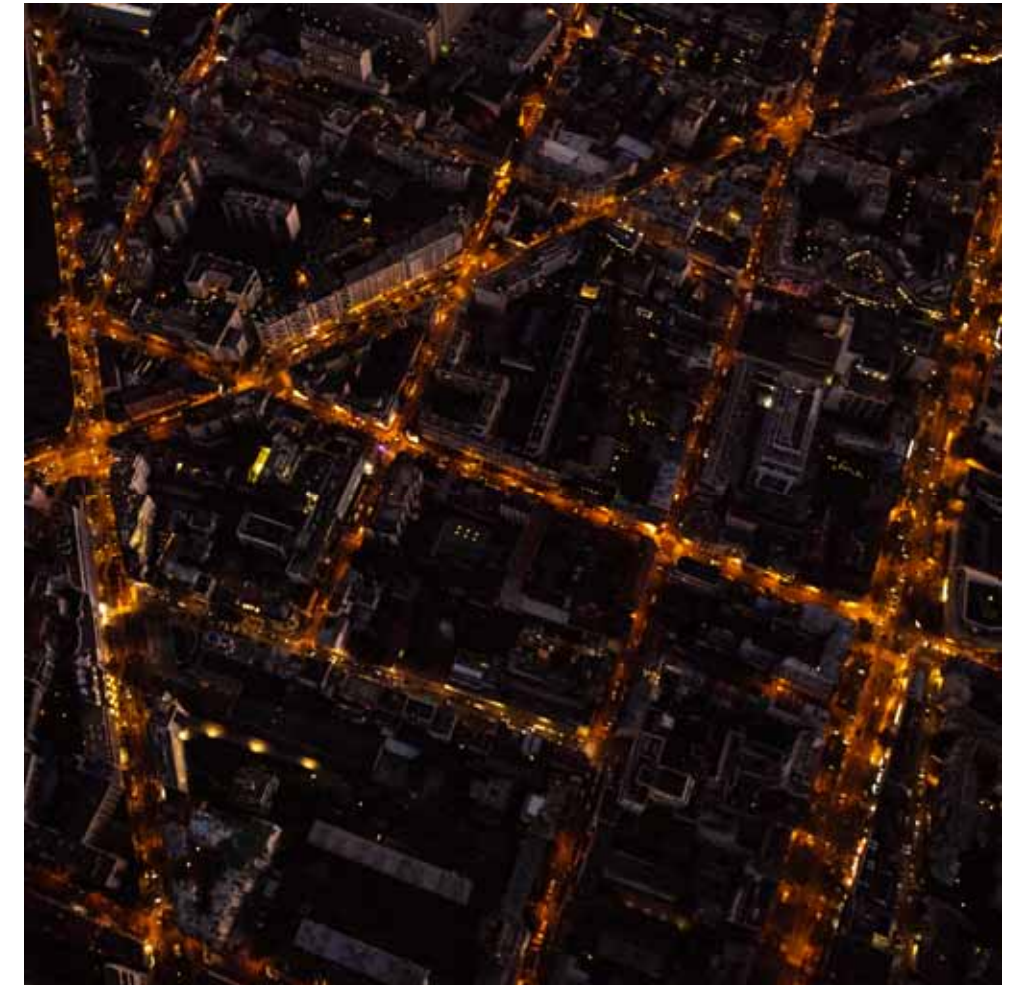
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We are leveraging AI to deliver this bigger vision…

Enhanced Sentiment

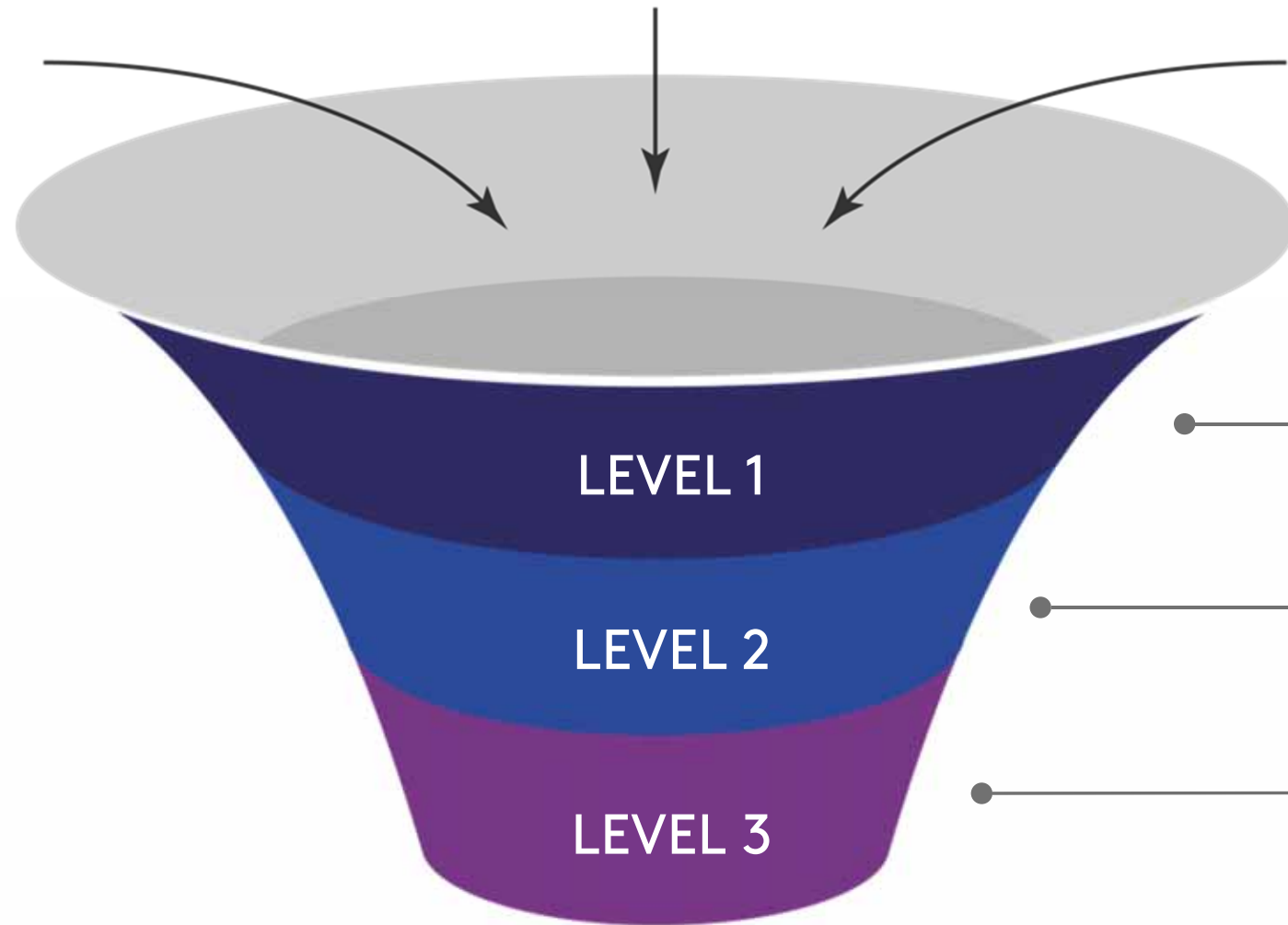

Enhanced Content Analysis

Enhanced Reach

Product Development

Enhanced Sentiment, Prominence and Reach

Enhanced Measurement of Reach

We have built a bespoke supervised machine learning model

LEVEL 1

LEVEL 2

LEVEL 3

PRINT ARTICLE READERSHIP

Level 1 is for aggregate level data for the potential readers of the publication (publication wise readership)

Level 2 narrows down to page wise readership

Level 3 narrows down to article wise readership using genre, presence of picture, length of article
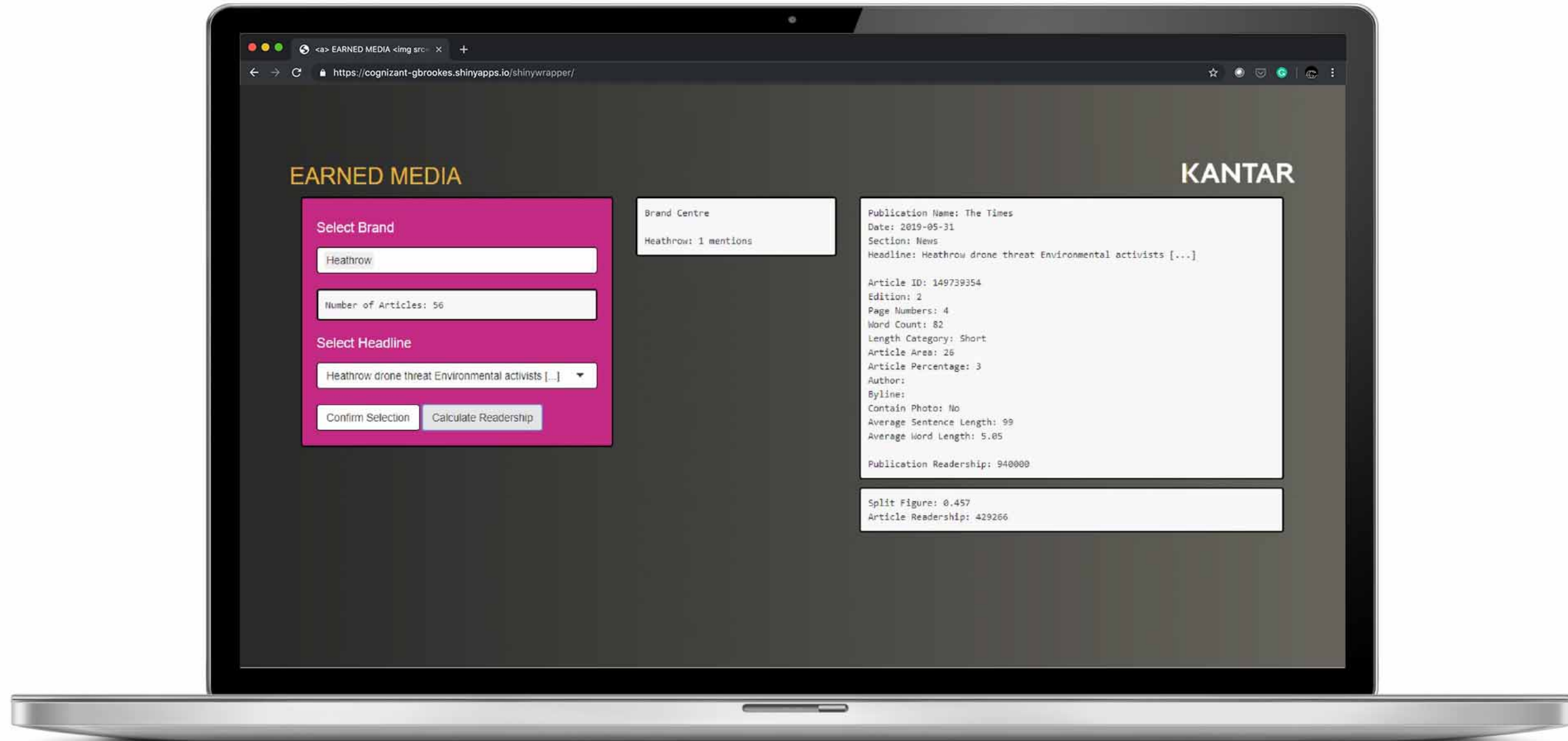
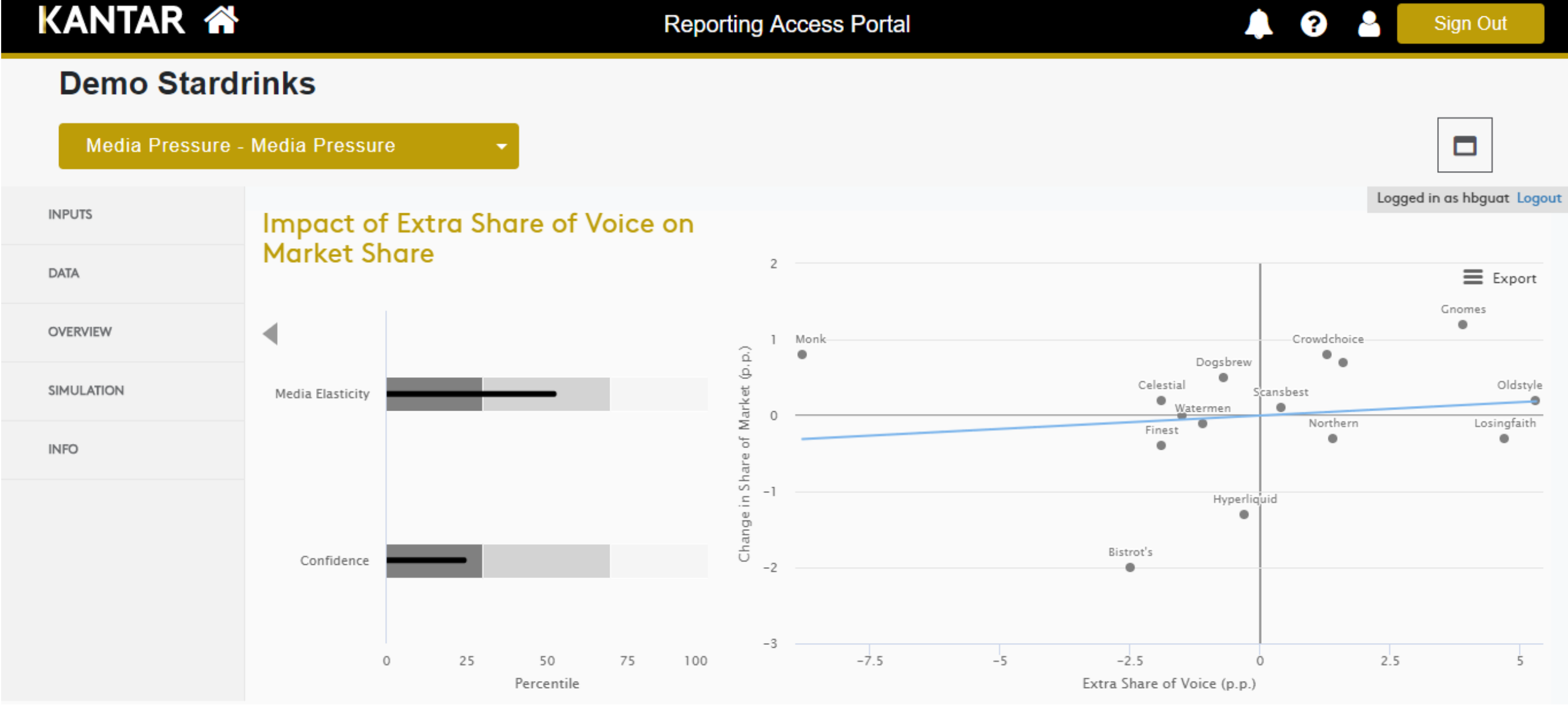Data Sources

TGI

Ad hoc depth of readership survey

Ad hoc depth of readership survey, TGI for genre

First outputs look good!

Product Development
ROI

A better reach measure opens up possibilities for conversion models

And to brand uplift

Demo Stardrinks

Mind to Sales Simulator - Mind to Sales Simulator ▾

Kantar **M2S Simulator**   **KANTAR**

Show entries

| 50 ▾ | Search: |

Settings		RC1 ⬍	RC6 ⬍	RC3 ⬍	RC5 ⬍	RC2 ⬍	RC4 ⬍
Select Brand:	Has high quality	0.59	0.47	0.10	0.14	0.03	-0.05
	Is trending on the world stage	0.63	0.23	0.22	0.16	-0.08	-0.00
Mixfun ▾	Is instantly recognizable	0.62	0.24	0.04	0.05	0.16	0.14
Select Image:	Is a drink that brings the nation together	0.68	0.34	0.03	0.17	0.07	0.02
A brand worth paying more for ▾	A brand that encourages responsible consumption	0.73	0.31	0.02	0.11	0.03	0.00
	Encourages me to be open to what the world has to offer	0.74	0.21	-0.00	0.12	0.07	0.03
Select Change %	A brand that shares my interest	0.54	0.44	0.15	0.17	0.11	-0.02
Increase:	A brand worth its price	0.65	0.41	0.10	0.14	0.05	-0.04