



PUBLICITY EVALUATION CALCULATOR

ONE OF THE BENEFITS OF SPONSORSHIP IS THE PUBLICITY GENERATED BY THE EVENTS. BUT DO THEY PRODUCE THE MEDIA RESULTS YOU WERE PROMISED? AS YOU ANALYZE ROI METRICS FOR EVENTS, YOU MUST INCLUDE PUBLICITY COVERAGE IN HARD NUMBERS. USE THIS WORKSHEET, PRODUCED FOR EM BY WEB-BASED PUBLICITY EVALUATOR PRTRACK (PRTRAK.COM) AS A GUIDE. WHETHER YOU ARE MEASURING A ONE-TIME EVENT, OR A YEAR'S WORTH, DON'T SETTLE FOR CLIP BOOKS!

STEP 1

PICK THE METRICS YOU WANT

You have three main choices:

1. Media Value: New studies show Media Value correlates closer to business results than any other publicity metric when used to calculate Share of Discussion (see below)
2. Audience Impressions: Also correlate well and are a recognized marketing metric
3. Share of Discussion: A new metric measuring the Quantity and Quality of your coverage compared to your competitors', correlates highest with outcomes

STEP 2

START QUANTITATIVELY

Obtain audited data and calculate Media Values and Impressions by amount of coverage in an article or duration of broadcast placements:

1. For PRINT, use Open B/W, Color rates, and Circulation from sources such as SRDS, Burrelle's, American Newspaper Representatives, and Bacon's
2. For BROADCAST, use "negotiated" spot costs and "gross impressions" from reliable, third-party suppliers such as Arbitron, Nielsen, and SQAD
3. For INTERNET, use "negotiated CPMs" by industry for a 468 x 60 banner ad as the value for every 50 words of Internet coverage, and Daily Average Visitors from suppliers such as ComScore Media Metrix and SQAD

STEP 3

REFINE QUALITATIVELY

Determine if coverage obtained is positive, negative, or neutral based on whether it delivered your message, held you in a positive light, and reached your target audience. Once this is done:

1. Deduct negative coverage leaving Net Favorable Media Value and Net Favorable Impressions
2. Tally the number of key message points or brand mentions in each story

STEP 4

MAKE THE NUMBERS TALK TO YOU

For each calculation below, compare your results against campaign objectives, or other campaigns, over time and/or against competitors to truly gauge success:

A. COST-PER-MEDIA VALUE DOLLAR

1. Add all costs of event publicity campaign
2. Take Net Favorable Media Value for campaign
3. Divide line 1 by line 2 to get Cost-Per-Media Value Dollar

Example Cost-Per-Media Value Dollar:

- Cost of Publicity Campaign: \$12,000 (500 articles generated)
- Net Favorable Media Value: \$48,000
- \$12,000 divided by \$48,000 = 25 cents per Media Value Dollar
- For ROI, divide \$48,000 by \$12,000 = 4x return-on-investment.

B. COST-PER-IMPRESSION (CPI)

1. Add all costs of event publicity campaign
2. Total number of Net Favorable Audience Impressions for campaign
3. Divide line 1 by line 2 to get Cost-Per-Impression

Example Cost-Per-Impression:

- Cost of Publicity Campaign: \$12,000 (500 articles generated)
- Total Impressions: 3.0 million
- \$12,000 divided by 3.0 million impressions = \$0.004 CPI or \$4.00 CPM

C. COST-PER-MESSAGE POINT (CMP)

1. Add all costs of event publicity campaign
2. Determine all Positive or Neutral Message Points and total
3. Divide line 1 by line 2 to get number of Message Points delivered (CMP)

Example Cost-Per-Media Value Dollar:

- Cost of Publicity Campaign: \$12,000 (500 articles generated)
 - 10% had 4 MPs = 50 x 4 = 200 MPs
 - 30% had 3 MPs = 150 x 3 = 450 MPs
 - 50% had 2 MPs = 250 x 2 = 500 MPs
 - 10% had 1 MPs = 50 x 1 = 50 MPs
- Total Message Points: 1,200
- \$12,000 divided by 1,200 = \$10.00 CMP

D. SHARE OF DISCUSSION (SOD)

For more accurate correlations across multiple events:

1. Capture coverage of sponsor and competitors
2. Calculate Net Positive Media Value for each
3. Divide each company's Net Favorable Media Value by the total of all competitors to obtain Share of Discussion (SOD)
4. Correlate SOD metrics to event attendance, sales, or other outcome results

Example Share of Discussion:

- Sponsor B had the most Total Media Value, Sponsor A had the highest Net Positive Media Value, and thus owned Share of Discussion

	Total Media Value	Negative Media Value	Net Positive Media Value	Share of Discussion
Sponsor A	\$100,000	(\$40,000)	\$60,000	44.4%
Sponsor B	\$150,000	(\$100,000)	\$50,000	37.0%
Sponsor C	\$50,000	(\$25,000)	\$25,000	18.5%
TOTALS	\$300,000	(\$165,000)	\$135,000	100.0%