Jenny Cruxton
News Canada

A Bit of Background…

In 2004 the industry set out to create a standardized Canadian measurement system for editorial and proactive PR programs

MR²P

Canadian Public Relations Society

Advancing Public Relations & Communications Management
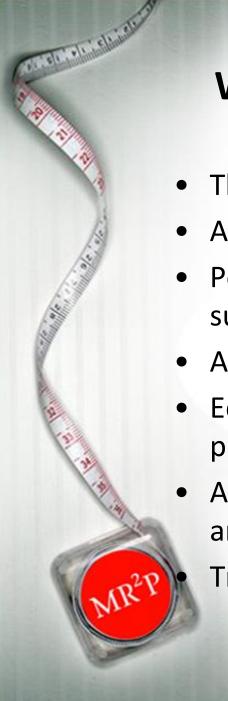
Why Create a Measurement Standard?

- Ad values obsolete
- Compare programs "apples to apples"
- Address the "value of PR"
- Provide consistent metrics
- No multiplier

What about Ad Values?

- The industry has moved away from using ad values
- Ad values are not endorsed
- Poor measure of media coverage or a campaign's success.
- Assumes that the effect is equal to the effect of an ad.
- Editorial and advertising are very different in what they provide
- Ads are commonly repeated whereas stories generally aren't so the effect is vastly different.
- Trivializes / marginalizes the PR function!

MR²P

And so in 2005, Media Relations Rating Points (MRP) was born!

Media Relations Rating Points

- Launched by CPRS

- Standardized reporting of editorial media coverage

- Endorsed by IABC/Toronto, CPRS and CCPRF

- Supported by data from News Canada

- Managed and governed by the CPRS Measurement Committee.

MRP Offers

- Simplified reporting

- The ability to benchmark and course correct

- Accurate cost per contact metric

- Affordable audited data and tools

- ROI to help marketers understand the value of PR!

MRP Does Not

- Replace media monitoring

- Eliminate other add-on and enhanced tools

- Replace formal research

- Evaluate events, sampling, social media, WOM, experiential marketing...

MR²P

Qualitative Evaluation

- Tone (Positive, Balanced, Negative)

- Customized objectives (Quality Ratings)
  - Select 3 to 8 Quality Ratings per report:
    - Company / brand mention
    - Photo/Image
    - Key message
    - Spokesperson quote
    - Prominence
    - Colour
    - Exclusivity

- Bonus / Demerit
  - Additional point (plus/minus)
    - exceptional positive or negative coverage

Quantitative Evaluation

Total reach

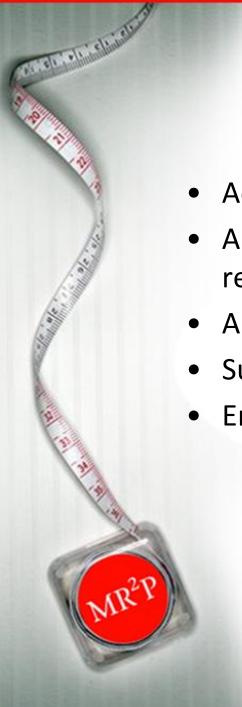- readership/viewership

Cost per contact

- Example:

    Program cost: $25,000

    Total reach/viewership: 750,000

    = Cost per contact: $0.03

    Other useful metrics: % of Tier 1 media, Geographical overview, media by type etc.

www.mrpdata.com

- Access audited reach data
- Automatically generate media reports, clipping reports and charts/graphs
- Ability to store and share reports
- Subscription based – very affordable
- English and French

MR²P

Accurate & Reliable Data Sources

Newspapers (Dailies and Weeklies)
- NADbank, Combase, Crop/ Stathebdo, News Canada

Magazines
- Print Measurement Bureau (PMB), News Canada

Internet
- comScore Media Metrix, News Canada

Television
- BBM Neilsen, News Canada

Radio
- BBM Neilsen, News Canada

MR²P

What Does Success Look Like?

Quality score: 75% or higher

Cost per Contact: $0.03 or less

Frequently Asked Questions

Can I count front page and story as 2 hits?

Can I count a giveaway promoted on the same show 5 times as 5 hits?

Can I count newswires or aggregators?

MRP in Action

Questions?

www.mrpdata.com

Connect

Jenny Cruxton 416-599-9900 ex 217

jcruxton@mrpdata.com

@jcruxton, @mrpdatadotcom

Find us on Facebook and LinkedIn