

為什麼要展現影響力？

왜 힘을 영향력.

閱聽人希望自己看的媒體有影響力

出資者期望看到自己有影響力

⇒ 내가 기부한

단체가 영향력 있지.

傳統的商業數據在新聞界逐漸失效

비영리 단체 기부금

수입/구독수

☆ 數位互動媒體賦權讀者共同創造影響力

閱聽人希望成為一分子.

Pulitzer Prize

紀 測量할지 알아야
성공한 사람이어야 함.

Public Service

공공 서비스

How did these stories perform “meritorious public service?” Include links detailing **impact** when possible.

Investigative Reporting

조사 보도

Please describe the **impact** of the story. Include links when relevant.

Impact Measuring

量化方式來證明
成效顯著

Claim. Refers to the Evidence

Evidence.
Clearly
labelled chart
with heading.
References
the name of
the source

7. The right message was received by consumers

Despite this being a very different model of Walkers advertising to that the public are used to, and with Gary in only a peripheral role, the branding was phenomenally strong, with more than double the normal number of people agreeing they 'couldn't fail (top box)' to remember it was for Walkers' (Figure 17).

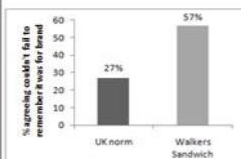


Figure 16: Correct brand attribution²⁷

Crucially, it also communicated the message we intended, building a salient association between Walkers and Sandwiches, with an 86% increase in the number of consumers agreeing that a packet of Walkers 'makes my sandwich more enjoyable' (Figure 18).

²⁷ Source: Millward Brown Post-Test Diagnostics, May 2010; statistically significant with 95% or higher confidence. UK norm is the 'Online Total (Seen Ad) Norm', as at April 2011. See previous support provided or contact Barb.Taylor@millwardbrown.com if further substantiation required.

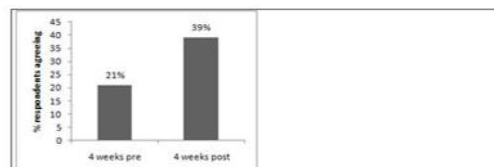


Figure 17: 'Makes my sandwich more enjoyable'²⁸

8. Consumer behaviour changed

The percentage of sandwiches eaten at lunch with a packet of Walkers stopped declining, and indeed increased in 2010 (Figure 19).

²⁸ Source: Millward Brown Tracking, Feb & April 2010. Statistically significant with 95% confidence. See previous support provided or contact Barb.Taylor@millwardbrown.com if further substantiation required.

Footnote directs
reader to **Source Data**

Impact Measuring

→ 8635231 ZDPK

EXAMPLE 2

Provide
hardcopy
evidence,
such as
screen grabs.
Do not simply
supply a
website link!

Claim



Figure 9: Consumer PR coverage

An embedded Now Magazine journalist said of the campaign: Sandwich was such a brilliant idea. At one point I feared for my life as a small group of girls suddenly grew into a mob as word got out that the hottest boys in pop were actually in the town!¹⁰

The coverage unfolded according to the phasing plan, with strong peaks at the Tease and Reveal stages, running just in advance of the matching TV phasing, as planned (Figure 11).

¹⁰ Source: Freud Communications. See supporting email entitled 'PR quotes from Freud'.

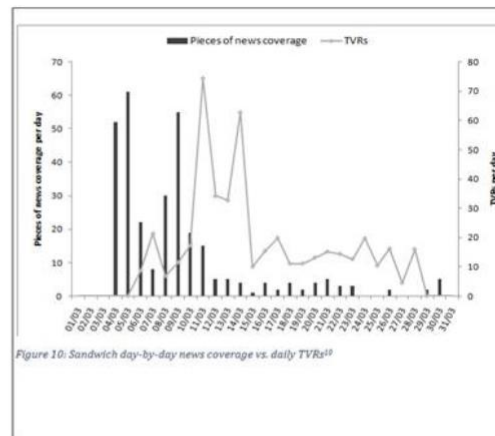


Figure 10: Sandwich day-by-day news coverage vs. daily TVRs¹¹

¹¹ Source: Freud Communications / OMD. See supporting email entitled 'Freud PR evaluation details', and sheet entitled 'Daily TVRs' within the supporting Excel data document.

Footnote directs to
Evidence and
Source Data

展現影響力是經營目標

展示

給

廣告主

目前的讀者

未來讀者

機構、政府

目標

更多訂戶

更多廣告

更多人才

更好內容

媒體從影響力獲得什麼

- 號召議題支持者
- 獲得新贊助者
- 招募新伙伴
- 獲得捐款或訂閱
- 獲取新讀者
- 提升知名度
- 招募員工或會員
- 招募志願者

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什麼是影響力



影響力等級



創造影響力



追蹤影響力