Performance Measurement Report AIFoundation Sample

NEIDHARDT COMMUNICATIONS

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Measurement & Evaluation Framework

Objective

To provide data-driven intelligence that accurately measures the effectiveness of PR activities on an organization's business goals.

Approach

Burrelle's consulted with client to determine measurement priorities and metrics for evaluation. Performance outcomes were mapped against a company's organizational goals, internal sales, and CRM data. Surveys were utilized to determine consumer attitudes and beliefs. The resulting insights were triangulated to determine if PR activities positively impacted the company's bottom line.

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Definitions

CLIENT INPUT: Client's goals and PR activities.

FREQUENCY: Number of news items, clips/stories or articles that appeared in the media during a news cycle.

IMPRESSIONS/REACH: The potential gross audience accumulated by news items during a report period.

MEDIA COST: Media Costs are based on data from SQAD's "spot cost" projections and reflect the average price for commercial for a given station or program. Costs are based on "negotiated rates" which means they are generally lower than published rate-card values but considered a better reflection of the "true broadcast value," because advertisers pay rate card rates.

ORGANIZATIONAL IMPACT: the change in products, policies & procedures that follows media analysis.

OUTCOMES: The real-world impact of PR efforts that include assessment of goal capture, change in public awareness, attitudes, increased customer service, sales, & visibility. Answers the questions about what people do.

OUTPUTS: the result of communication efforts, including stories, reach, media mentions, Google rank, website visitors, online/social media followers & newsletter subscriptions.

OUT-TAKES: Engagements including media cost, sentiment, messages, responses, influencer, prominence, quality, avg. duration on Web channels (bounce rate), social shares, user satisfaction on Web channels, interactions on social media

PROMINENCE: Composite score calculated to determine the prominence of an issue, company, or product mention, and where in the story the mention appeared.

STORY QUALITY: Composite score used to assess a story's relative quality.

SENTIMENT: The editorial attitude conveyed in a story. Typically evaluated as positive, negative or neutral.

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Executive Summary

Executive Summary

BACKGROUND

AIFoundation is the world's largest artificial intelligence (AI) advocacy association. As the leading authority on AI, the Foundation provides insight into the competencies, opportunities, standards, and best practices at the practitioner and enterprise levels. It provides STEM grants for secondary schools and strives to become the premier resource for inquires from the public and news media. As such, this project was undertaken to shape public perception of AI and to evaluate the qualitative and quantitative measures of media performance that determine the success of the Foundation's PR efforts.

OBJECTIVES AND KEY RESULTS

AIFoundation set seven goals for 2020 and evaluates its performance against them.

1. Secure 25 articles in top tier publications in 2020

2. Influencers post one original article per week promoting benefits of AI

3. Increase retweets 10% to 1,000 per day

4. Expand gross audience to 5.1B impressions

5. Sentiment: 90 percent of stories deemed favorable

6. Develop relationships with key journalists

7. Influence public perception of AI

Executive Summary

As of June 2020, AIFoundation has hit 71 percent of its goals.

Goal	Key Results	Performance Status
Secure 25 articles in top tier publications in 2020	15 articles: Wall Street Journal, New York Times, Yahoo! Finance online	✓ On-track
Influencers post one original column per day promoting AI's benefits	Influencers posted 75 articles per channel in Q2: Facebook & Twitter	✓ 45% attainment rate; correction required to support achievement of company target
Increase retweets 10% to 1,000 per day	June registered 740 tweets per day compared with 455 previously, but fell short of its 1,000 tweet-per-day goal	✓ 74% attainment rate; correction required to support achievement of company target
Expand gross audience to 5.1B impressions	3,464,671,821 impressions	✓ On-track
Sentiment: 90 percent favorable	1,690/1,690 = 100 percent favorable	✓ On-track
Journalist Outreach	90% of targeted journalist wrote an article	✓ On-track
Influencers promote benefits	All influencers hit targets	✓ On-track

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Executive Summary

This report utilizes data captured in April-June 2020. From 1,690 print and broadcast stories, approximately 3.5 billion gross audience impressions and $90 million in earned media value were created. While story traffic contracted 31 percent quarter over quarter, the average prominence and quality of stories improved, climbing to 44.9, and 4.0, respectively. Except for influencer postings and retweets, the organization is on track to hit many of its performance targets.

Significant coverage was generated by the World Economic Forum's report, *The Future of Work*. The study addressed the increasing demand for artificial intelligence and automation to give rise to more diverse AI paths and suggested that "twice as many new jobs would emerge from their arrival than were lost to disruption." The storyline generated 2.1 billion impressions through 360 news items. Additionally, articles covering IBM's 2020 Think Digital conference generated 1.9 billion impressions amid news about AI, 5G, and several coronavirus solutions that were unveiled at the conference. The chief take away was that *AI can create jobs*. Reporters widely cited the Foundation's research demonstrating that the latter is successfully driving public perception.

EVENTS

AI socialization and the shaping of public opinion were addressed through targeted events. Ads were run in major media, tweets were targeted, and celebrity guest influencer (CGI) Marcus Allen engaged with the public online and at conferences. *ABC*, *CBS*, *CNN*, and *MSNBC*-affiliated stations covered the Foundation's Satellite Media Tour (SMT) and ASKMEANYTHING events and 90 percent of targeted journalists played a key role in the resulting coverage.

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Executive Summary

Within days of the SMT and CGI the Foundation gained traction in KPI resulting in a sharp uptick in performance. Additionally, social share performance was mixed –while Facebook shares climbed to 1,337, representing a net gain of 10% month over month, Tweets fell short of their 1,000-per-day target.

SURVEYS

AIF events positively influenced audience perceptions of AI. Pre-campaign survey data revealed that audiences largely had a negative view of the technology prior to the Foundation's PR activities. Potential job loss and privacy issues were cited as two dominant themes influencing respondent perceptions and appeared in 77 percent of survey responses. Participants recalled encountering articles that largely shaped their opinions, notably PR Week's _The AI Message: Facing the Fear_ Forbes' _AI Is Amazing But Complicated; And We Don't Necessarily Need To Plunge In Headfirst_; _Privacy Preserving AI is the future of AI_ and _Rethinking Privacy for the AI Era_.

To counterbalance, the Foundation utilized the tools and methods discussed above. As a result, AI benefits were cited most frequently in post-campaign survey data due to paid influencer engagement and targeted messaging. They were the most significant influences shaping perceptions of AI after the campaign ended. Articles included, _3 key AI benefits for the future of work_; _Advantages of Artificial Intelligence_; _Top 10 benefits of Artificial Intelligence_, and the _Top 10 Benefits Of Using Artificial Intelligence For Your Business_.

When post-survey performance data was evaluated alongside CRM and sales data, the net result was greater positive sentiment and, ultimately, greater sales. Post-event surveying also detected a significant shift in audience attitude. Additionally, message tracking demonstrated that new collar jobs were trending as companies embrace automation to stay competitive and as the public begins to understand that ultimately AI _will create more jobs than it destroys._

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Executive Summary
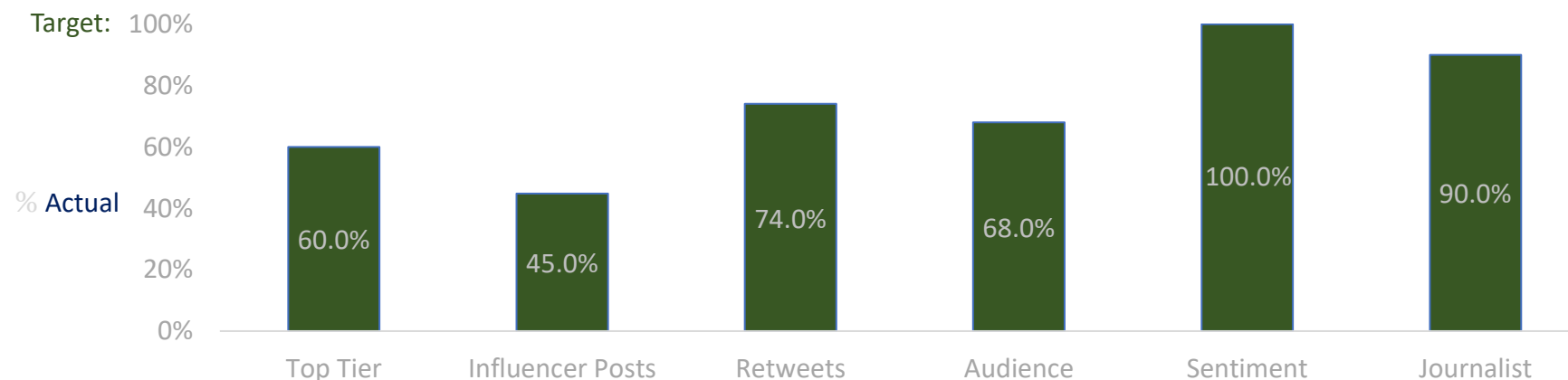
A clear statistical correlation was noted between audience size and donations to AIFoundation's charitable arm which provides STEM resources to secondary schools. As the public's understanding of ways AI benefits society and the Foundation's efforts to facilitate that grows, the more likely donations will follow.

CONCLUSION

AIFoundation's PR activities moved the needle in the key indicators. (See table 1) Specifically, visibility, customer satisfaction, increased sales and other key metrics are on pace to meet or exceed yearend targets. Nevertheless, weakness was evident in influencer posts. Therefore, adjustments and interventions must be set in place now to improve performance and enable AIFoundation to meet their 2020 targets.

Table 1: ACTUAL vs. TARGET

Category	Actual
Top Tier	60.0%
Influencer Posts	45.0%
Retweets	74.0%
Audience	68.0%
Sentiment	100.0%
Journalist	90.0%

Target: 100%
% Actual

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Inputs

Client Defined Strategies & Tactics

Including Activities & Events

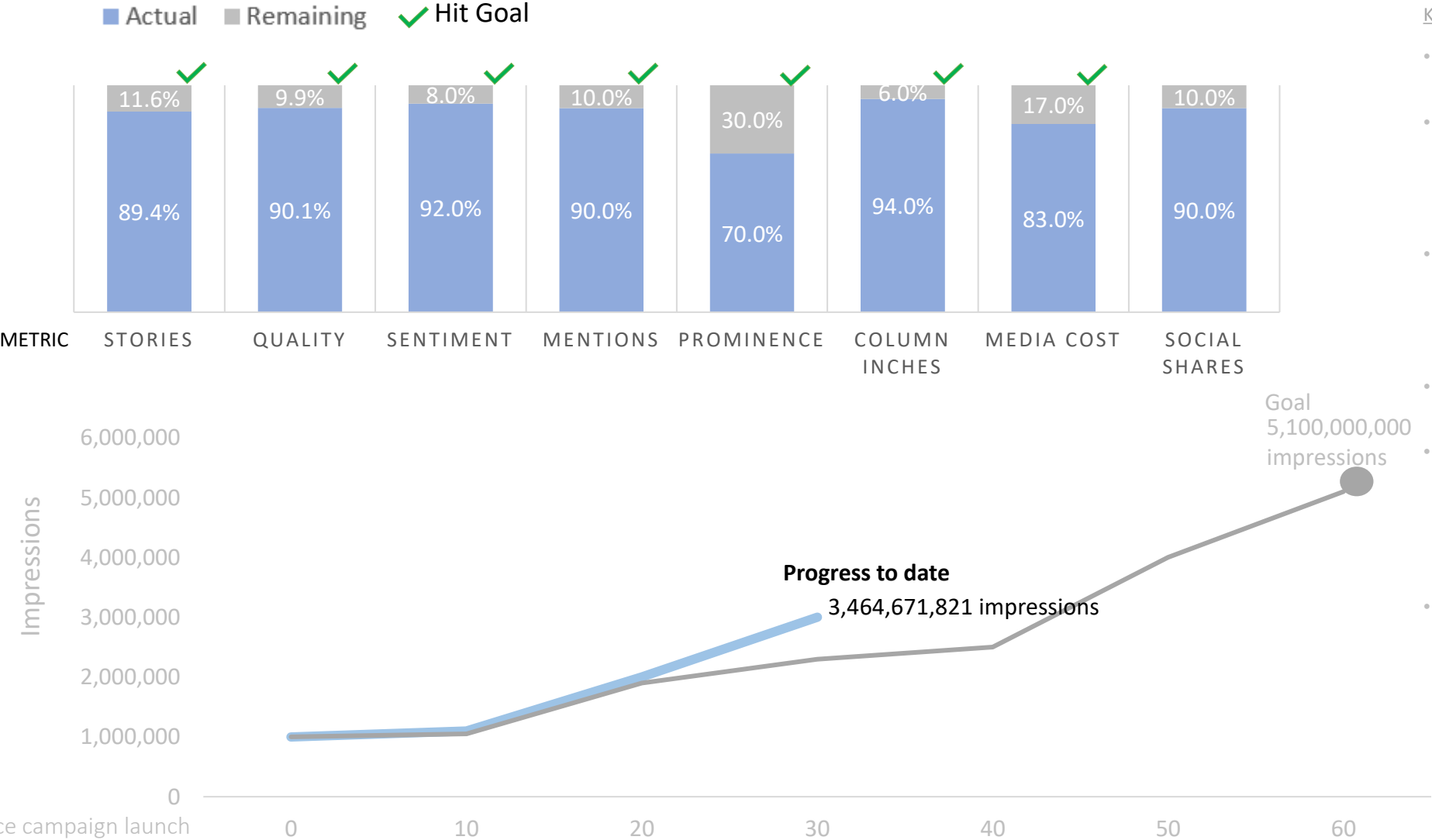| Objective	Strategy	Tactics	Outcome
Increase public awareness of AI's benefits	Pitch to major media and long-lead dailies – press kits	Secure 25 articles in top tier (NYT, WAPO, WSJ) publications in 2020	Change in public awareness and attitude about AI
Increase online visibility YOY	Expand social media interactions and engagements	Utilize influencers to post one original column per week promoting company as best in class	Company becomes a household name
Interactions on Twitter	Deepen engagement on Twitter	Increase retweets 10% to 1000 per day	Increased momentum and excitement
Expand reach	Publicize events: AMA, SMT, CGI	Increase gross audience size across all channels to 5.1B media impressions	Alleviate public concern about AI, influence sales
Shift sentiment	Opportunity Analysis – show full picture – promote benefits	90% of stories are favorable	User satisfaction
Journalistic Engagement	Brand amplification and recognition	Develop relationships with key editors, producers and journalists across business and general media	Secure one article from per month from top 10 targeted journalists
Change public opinion of AI	All methods & channels	Influencer promote benefits	Build stakeholder trust

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Outputs

Key Performance Indicators

	Goal	Stories	% Change	Impressions	% Change
Total	**1,890**	**1,690**	**-30.99%**	**3,464,671,821**	**+17.57%**
Favorable	1,890	1,690	-30.99%	3,464,671,821	+17.57%
Neutral	0	0	0	0	0
Unfavorable	0	0	0	0	0
Avg. Prominence	44.6	44.9	+3.0%	0	0
Avg. QRS	5.0	4.0	+8.0%	0	0
Media Cost	26.5M	$22M	+29.0%	0	-0
Column Inches	3,255	3,060	+11.27%	3,464,671,821	+23.01%
Mentions	292	263	+10.97	692,877,295	+137.34%
Social Shares	160	144	+65.52%	243,096,912	+164.08%

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Goal Attainment

Legend: ■ Actual ■ Remaining ✔ Hit Goal

METRIC	STORIES	QUALITY	SENTIMENT	MENTIONS	PROMINENCE	COLUMN INCHES	MEDIA COST	SOCIAL SHARES
Remaining	11.6%	9.9%	8.0%	10.0%	30.0%	6.0%	17.0%	10.0%
Actual	89.4%	90.1%	92.0%	90.0%	70.0%	94.0%	83.0%	90.0%

Progress to date
3,464,671,821 impressions

Goal
5,100,000,000
impressions

Impressions (y-axis): 0 – 6,000,000

Days since campaign launch (x-axis): 0, 10, 20, 30, 40, 50, 60

Key Findings:

- At the metric-level, 88 percent of metrics have hit their half-year targets.

- The conversation was driven by publicity surrounding the recent *Future of Work* report which was produced by the World Economic Forum and presented at Davos.

- This white paper reported that due to rising artificial intelligence and automation "twice as many new jobs would emerge than were lost to disruption".

- IBM's recent 2020 AI conference, Think also generated significant buzz.

- AI topics were also promoted by celebrity guest influencer Marcus Allen during his Facebook Live and SMT events. Additionally, CRM data indicates that company sentiment trended positively.

- Moreover, survey data before and after the events pointed to an attitudinal shift towards AI by conference attendees.

Influencer Analysis

7 articles,
12M Impressions

15 articles,
1.2M Impressions

Marcus Allen:

New York Times

15 articles,
16M Impressions

Ned Bailey:

Wall Street Journal

19 articles,
5M Impressions

Moriah Timothy:

New York Daily News

3 articles,
11M Impressions

Christopher Klein:

Atlanta Journal Con.

3 articles,
1.7M Impressions

Peter Farmer:

Happi

13 articles,
101M Impressions

Alex Griffin:

New York Times

9 articles,
18M Impressions

Heidi Nash:

Zack Calderone:

Event timeline

Marcus Allen

New York Times

**15 articles,
16M Impressions**

Event:

AskMeAnything (AMA)
April 21, 2020

Satellite Media Tour (SMT)
May 1, 2020

Celebrity Guest Influencer (CGI)
May 5, 2020

965 (1,690 gross volume)

3,464,029,821 impressions in June
(3,464,671,821 gross impressions)

475

250

467,000

175,000

April

May

June
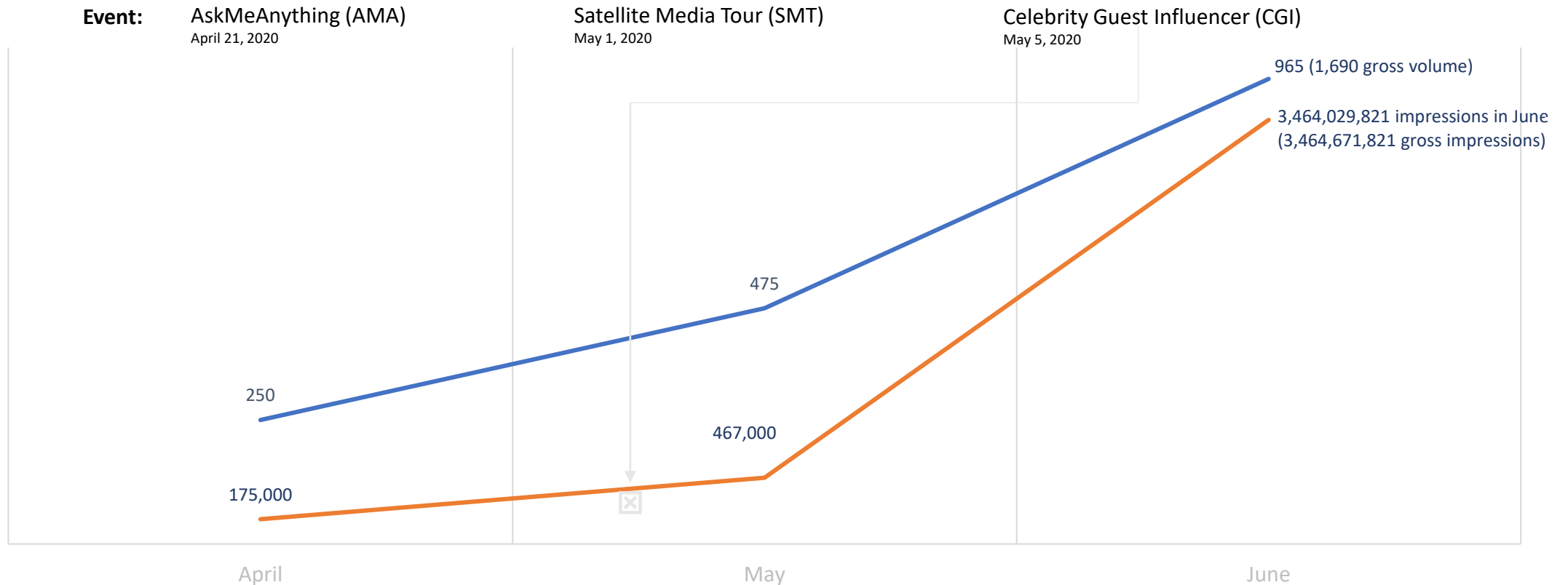
Key Findings: Within days of the SMT and CGI events story frequency and audience impressions took a sharp turn upwards. Messages & survey analysis showed evidence that the events were a positive influence on audience perceptions about AI.

Social Shares

Twitter is the channel with the highest average interactions per post

Period	facebook	twitter	Total
June 2020	**1,337**	**22,216**	**23,553**
May 2020	1,216	12,450	13,666
April 2020	1,165	12,347	13,512
March 2020	3,126	9,109	12,235
February 2020	1,140	8,154	9,654
January 2020	2,060	5,122	7,182

Key Findings:

- Social shares accelerated in June when 23,553 were recorded, representing a +72 percent increase over May's gross shares.

- June registered 740 tweets per day compared with 455 previously, but fell short of its 1,000 tweet-per-day goal.

- Performance was driven by a recent _Future of Work_ report which was produced by the World Economic Forum and presented at Davos. As a result, Twitter performance expanded +78 percent, but still fell short of set targets.

- Facebook shares climbed to 1,337 representing a net gain of 10% month over month.

- The big story here was AI can create jobs.

Sentiment Analysis

Sentiment Analysis

Trends of public sentiment in the news

■ Fav ■ Neu ■ Unfav

100% Favorable

Time Series

Q22020

Q12020

Top Media

Asbury Park Press

Wall Street Journal

New York Times

Finance.yahoo.com

0% 20% 40% 60% 80% 100%

Media Channels

Radio

TV

Social

Web

Trade

Consumer

Non-dailies

Dailies

0% 20% 40% 60% 80% 100%
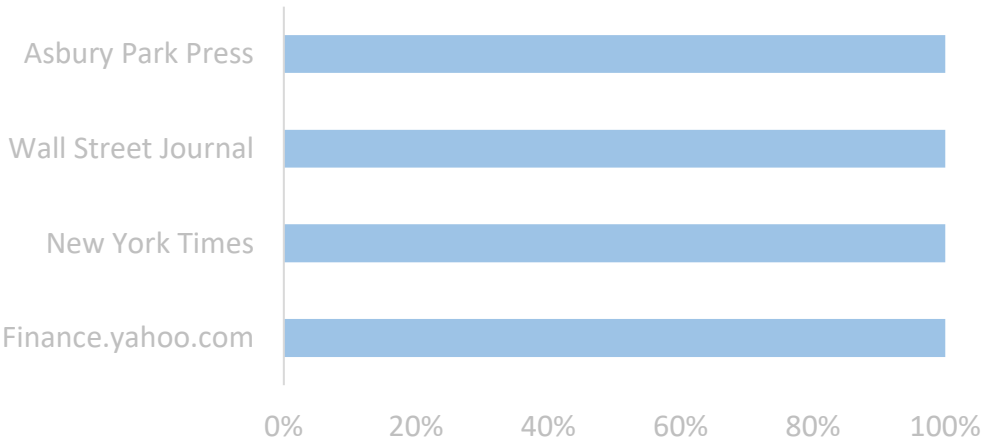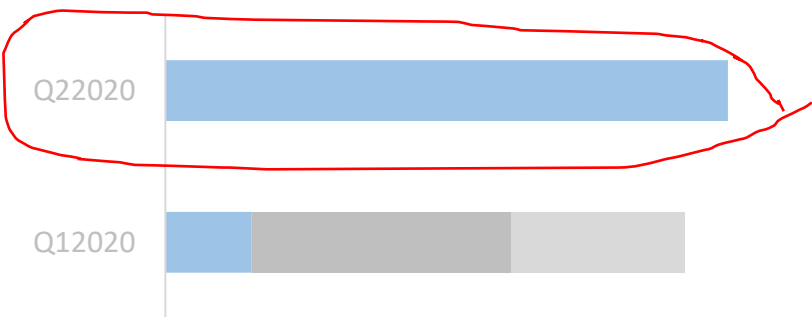
Key Findings:

- Favorability increased significantly in Q2 2020 when positive stories appeared with a relative frequency of 100 percent. Quarter over quarter, the frequency of positive news climbed 84 percent.

- A foundational principle of news and newspaper reporting is that bad news sells. In fact it sells big. Such was the case in Q1 which was a particularly negative period for the company as a relentless stream of negative news items hit the airwaves.

- Concerns about AI disrupting the workforce was a major theme in Q1. One high-volume story, *The Robots are coming. Prepare for Trouble.* appeared in the *New York Times.* In the absence of such a prolific negative news item last quarter, unfavorable sentiment expressions dropped sharply.
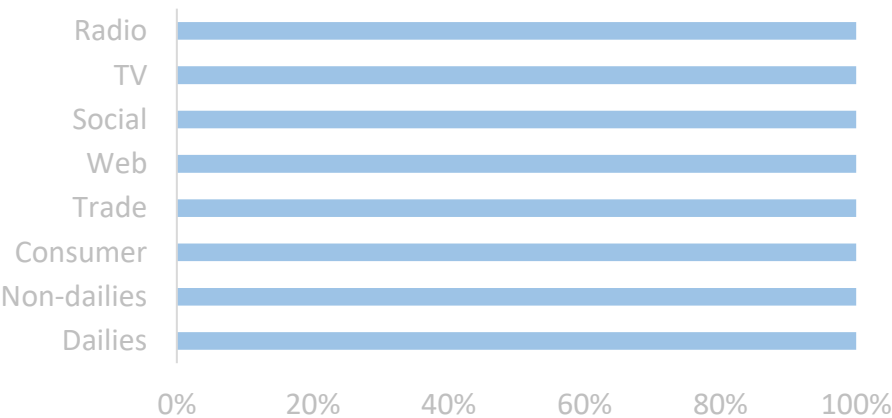
Sentiment vs. Sales

Sales & call center data supplied by the Foundation

Editorial Attitude vs. Sales Revenue

Gross Sales Revenue

$90M

Favorable

Improving customer sentiment led to higher sales

$40M

Unfavorable

$0M

Precampaign   Phase 1   Phase 2   Phase 3
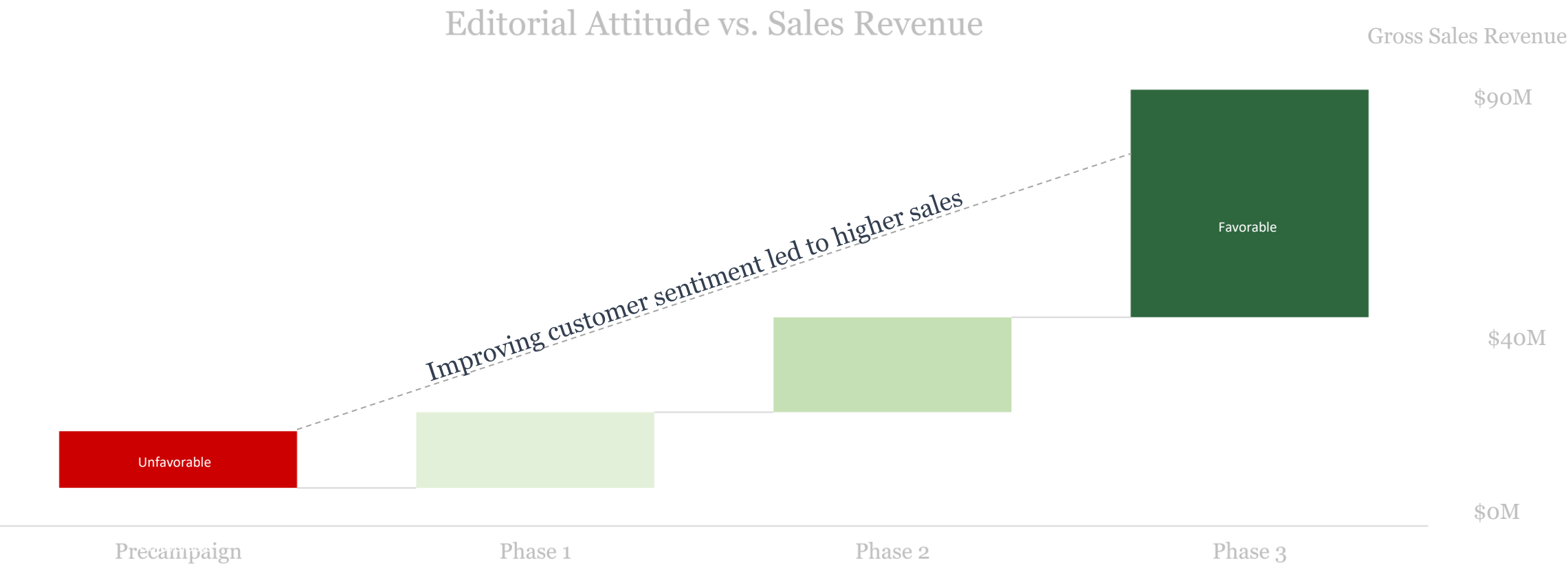
<u>Key Findings</u>: Pre-campaign surveys revealed that audiences largely had a negative view of AI. To utilize the negative coverage as a powerful catalyst for change and achieve more accurate and factual coverage the Foundation ran ads in major media, utilized targeted tweets, a celebrity guest influencer, satellite media tour and ASKMEANYTHING conference. When compared to CRM and sales data, the net result was more favorable coverage in both tone and subject and greater sales. Post-campaign surveying confirmed a notable shift in audience attitude.

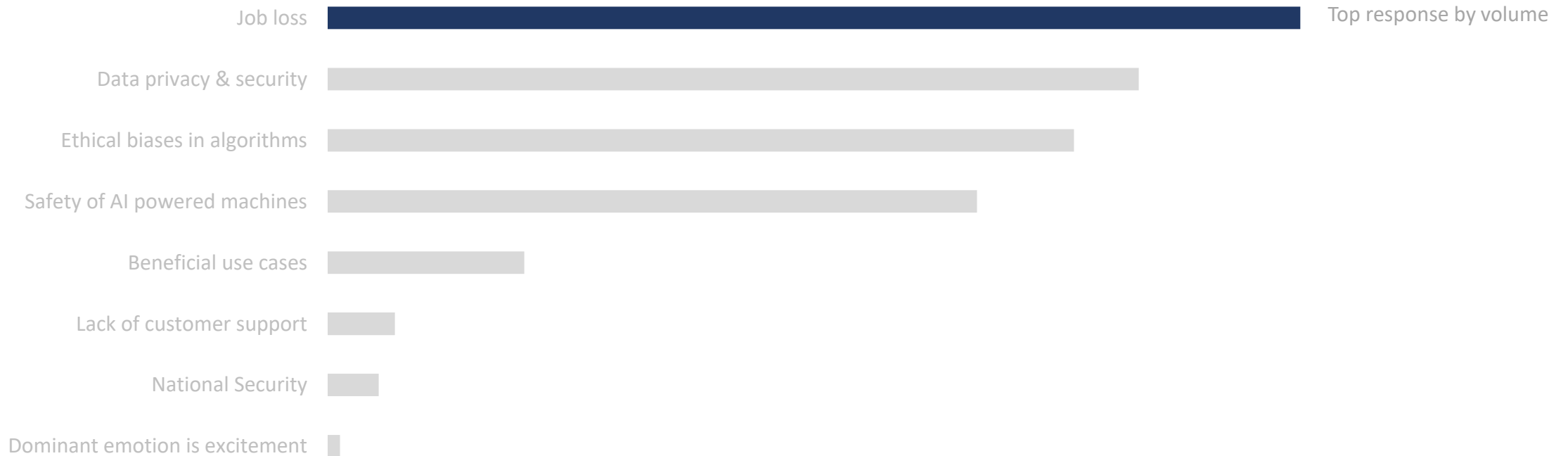**NEIDHARDT COMMUNICATIONS**

Surveys

Survey results

Consumers are fearful they will lose their jobs due to AI
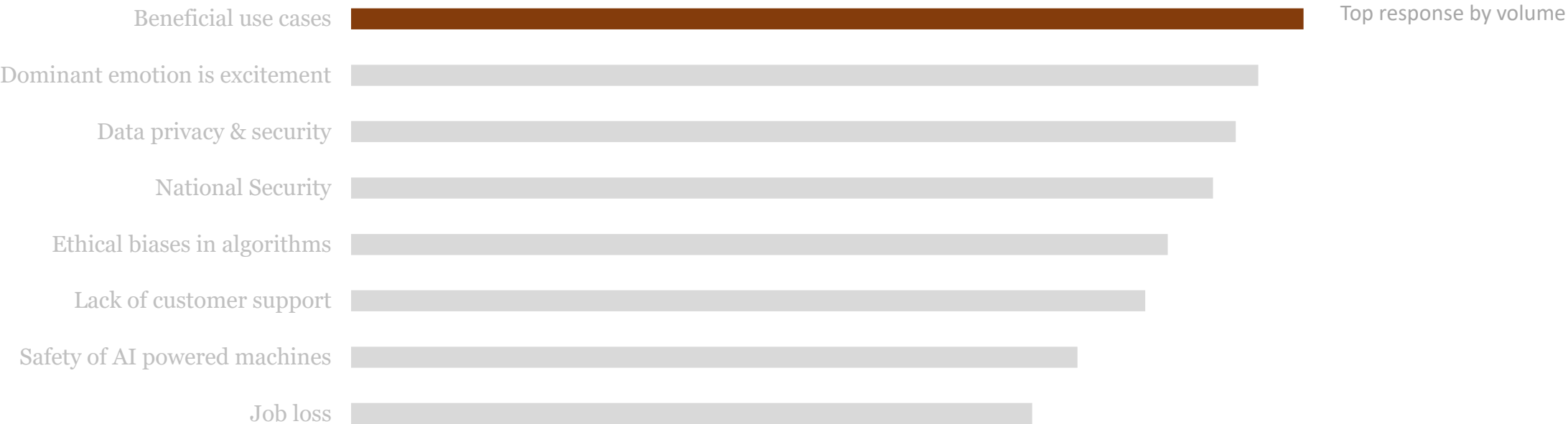
What are the most pressings questions about AI?

Job loss	Top response by volume
Data privacy & security	
Ethical biases in algorithms	
Safety of AI powered machines	
Beneficial use cases	
Lack of customer support	
National Security	
Dominant emotion is excitement	

Key Findings: Survey shows **Job Loss** was the single most important dimension shaping perceptions of AI. Respondents cited PR Week's article, *The AI Message: Facing the Fear* as a key driver of sentiment. Forbes' story, *AI Is Amazing But Complicated, And We Don't Necessarily Need To Plunge In Headfirst*, *Privacy Preserving AI is the future of AI* and *Rethinking Privacy for the AI Era*

Survey results

Key AI benefits most impressed consumers post campaign

AI benefits was cited most frequently post-campaign due to paid influencer engagement and message targeting

Beneficial use cases	Top response by volume
Dominant emotion is excitement	
Data privacy & security	
National Security	
Ethical biases in algorithms	
Lack of customer support	
Safety of AI powered machines	
Job loss	

Key Findings: Survey shows **Ai's benefits** is the most important dimension shaping perceptions of AI. *3 key AI benefits for the future of work*
Advantages of Artificial Intelligence , *Top 10 benefits of Artificial Intelligence* , *Top 10 Benefits Of Using Artificial Intelligence For Your Business*
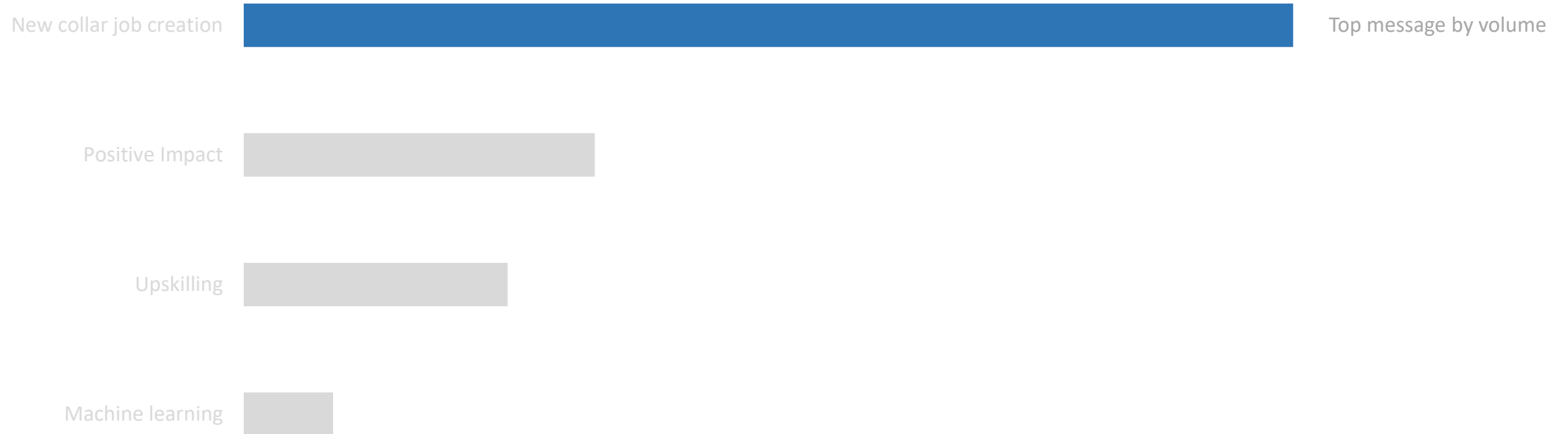
Messages

Key Messages

Companies using AI will add more jobs than they cut

New collar job creation | Top message by volume

Positive Impact

Upskilling

Machine learning

Key Findings: New collar jobs was the top message. As companies embrace automation to stay competitive, AI **will create more jobs it destroys.**

Annotations & Correlations

Peak Times & Accelerators

Based on data from all sources: measurement, survey, sales, CRM

965 stories
Tone: All favorable
Survey 2

475 stories
Gross sales increase 5 percent
Tone: All favorable
CGI

250 stories
Tone: All favorable
SMT
AMA

Survey 1

$90M
$40M
$0M

4/1 4/3 4/5 4/7 4/9 4/11 4/13 4/15 4/17 4/19 4/21 4/23 4/25 4/27 4/29 5/1 5/3 5/5 5/7 5/9 5/11 5/13 5/15 5/17 5/19 5/21 5/23 5/25 5/27 5/29 5/31 6/2 6/4 6/6 6/8 6/10 6/12 6/14 6/16 6/18 6/20 6/22 6/24 6/26 6/28 6/30
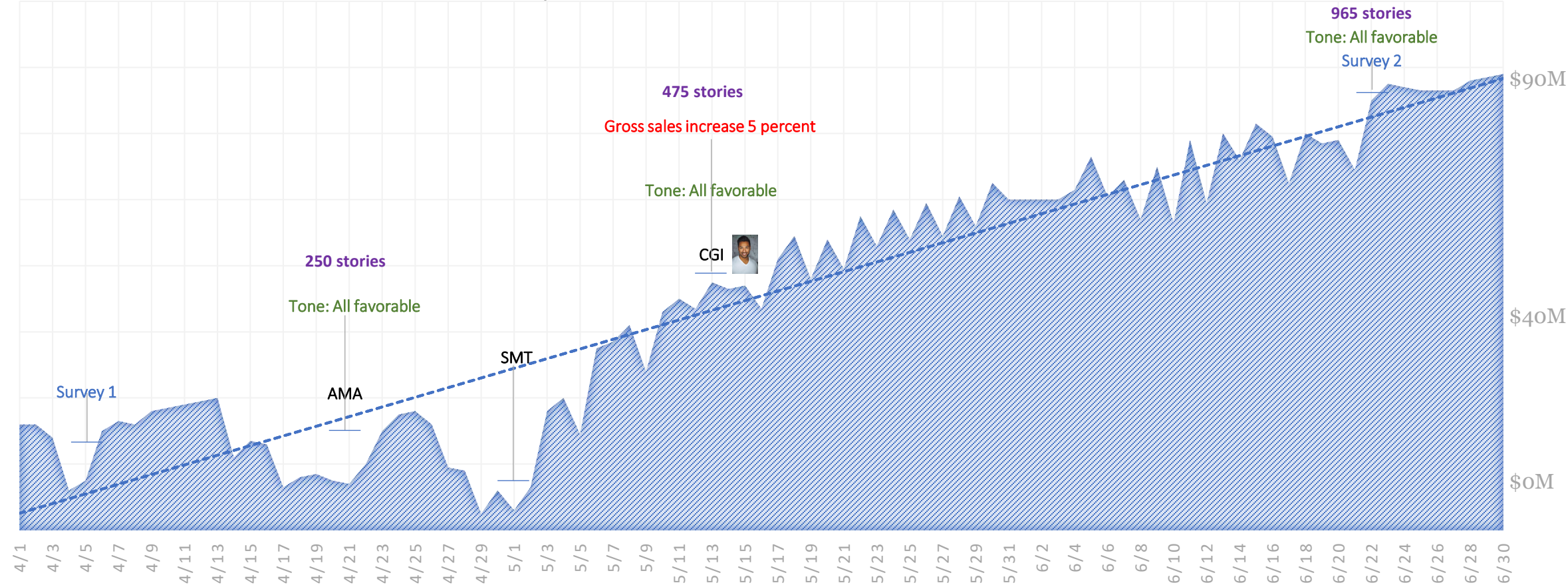
Key Findings: Pre-campaign surveys revealed that audiences had a largely negative view of AI. In an effort to use the negative coverage as a powerful catalyst for change and also achieve more accurate and factual coverage the company ran ads in major media, utilized targeted tweets, a celebrity guest influencer, satellite media tour and ASKMEANYTHING chat. When compared to CRM and sales data during the period, the net result was more positive news stories in both tone and subject, and greater sales. Post-campaign surveying confirmed a notable shift in audience attitude.

Statistical Correlation

A clear correlation was observed between impressions and donations for STEM grants
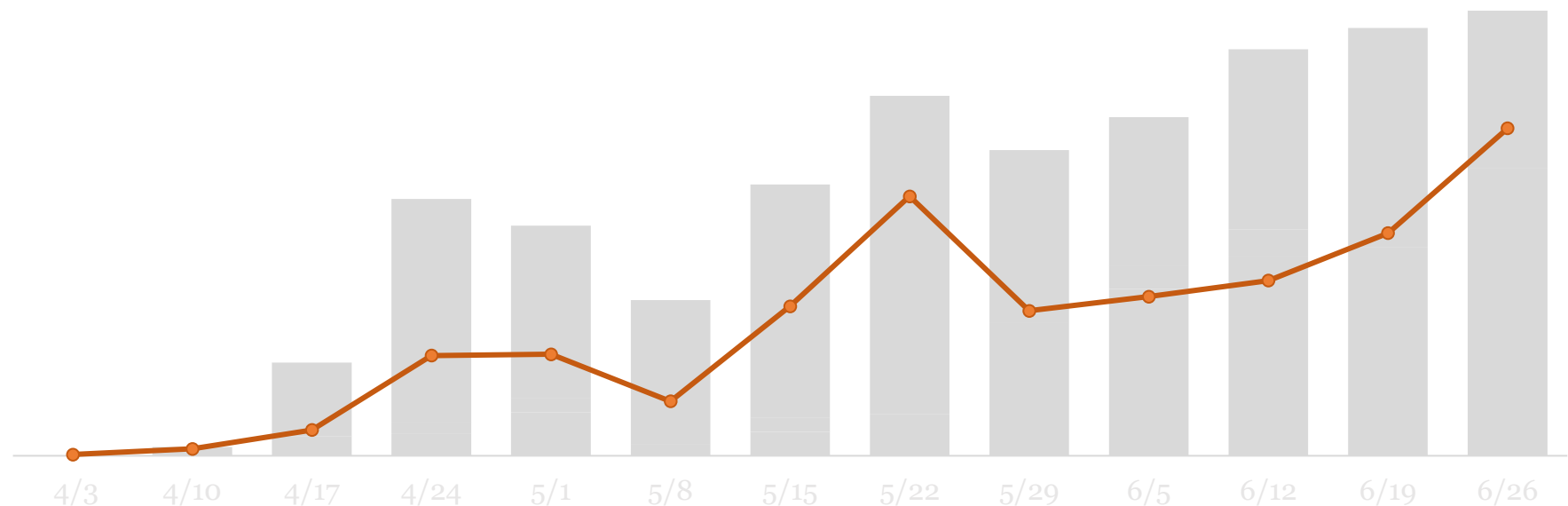
A clear correlation between impressions and donor contributions was noted. However, correlation does not imply causation, so please note that audience size is one of many factors impacting donations to the Foundation.

Channel	R Factor	Durbin-Watson Statistic	Channel Definition
Online	.512	1.669	ALL online donations through corporate website
Mobile	.622	1.967	Text AIFD to 555777
Email	.480	1.590	Targeted Emails

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