

NEWSROOM

PR KPI FRAMEWORK

2016



NEWSROOM

A N A L Y T I C S

CONSISTENT PR MEASUREMENT FOR ALL

Ensure clear **key KPI focus areas** and **consistent** definition of each for all key newsrooms

All KPIs will be measured against coverage achieved within **key reading list of 100 titles***

***titles are across all categories**

CONSISTENT PR MEASUREMENT FOR ALL

Per the market update, you are tasked with identifying the top 20 (was previously noted as 15) focus media outlets that you'll target for the PureBOOST X campaign and share them with the global category team.

The following measurements will apply to those focus outlets.

PR FRAMEWORK

VISIBILITY

“BRAND MESSAGE HAS TO BE SEEN BY OUR CONSUMERS”



“Assessing exposure of key messages within target audience”

- ARTICLE VOLUME
- REACH
- KEY MESSAGE PENETRATION
- KEY MESSAGES PER ARTICLE

ADVOCACY

“BRAND MESSAGE HAS TO CONVINCe OUR CONSUMERS”



“Summarizing sentiment of brand references and vs competitors”

- SENTIMENT
- WITHIN KEY INFLUENTIAL JOURNALISTS

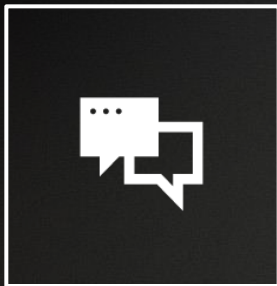
OUTCOME

“BRAND MESSAGE HAS TO EMPOWER OUR CONSUMERS TO DRIVE FURTHER ACTION”

“Tracking encouragement of audiences via call to action”

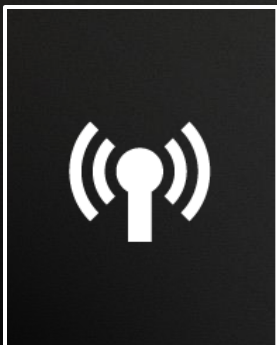
- INCLUSION OF CTA

PR FRAMEWORK



ARTICLE VOLUME - THE TOTAL NUMBER OF ONLINE AND PRINT COVERAGE GENERATED DURING THE ANALYZED PERIOD.

NOTE: ONLINE AND PRINT COVERAGE WITHIN SAME TITLE ARE MEASURED AS TWO SEPARATE PIECES OF COVERAGE. FOR MONITORING PURPOSES, RESULTS WILL BE BENCHMARKED AGAINST LEADING COMPETITOR.

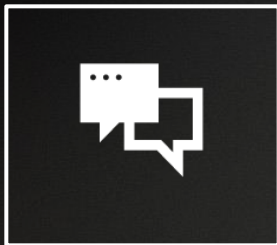


REACH - THE TOTAL AUDIENCE REACHED BY COVERAGE GENERATED WITHIN ANALYZED PERIOD. MEASURED SEPARATELY FOR EACH OF THEIR ONLINE AND PRINT PRESENCE (WHERE RELEVANT).

NOTE: ONLINE REACH WILL BE PROVIDED AS AVERAGE MONTHLY VISITORS TO THE WEBSITE. FOR PRINT REACH WILL BE PROVIDED AS AVERAGE MONTHLY CIRCULATION FIGURE OF TITLE (EVEN IF DISTRIBUTED DAILY & WEEKLY) X 2 - AS ASSUMES THAT EACH ISSUE IS READ BY TWO PEOPLE.



PR FRAMEWORK



KEY MESSAGE PENETRATION - DEFINED AS THE TOTAL VOLUME OF COVERAGE GENERATED THAT CONTAINED A PREDEFINED KEY MESSAGE, SHARED AS A % COVERAGE VOLUME TOTAL. ALL KEY MESSAGES TO BE DEFINED AND AGREED AHEAD OF REPORTING PROCESS.

TIER 1



AVG KEY MESSAGE PER ARTICLE - DEFINED AS THE AVERAGE NUMBER OF KEY MESSAGES PRESENT WITH COVERAGE ACHIEVED WITHIN ANALYZED PERIOD.

TIER 1

NOTE - KEY MESSAGES CAN INCLUDE HASHTAGS (#BOOSTYOURRUN), AS WELL AS MORE INTUITIVE MESSAGES ("BOOST OFFERS THE GREATEST ENERGY RETURN). TO PROVIDE THIS FIGURE, THE VOLUME OF KEY MESSAGES PRESENT IN EACH PIECE OF COVERAGE IS TOTALED AND AVERAGED BETWEEN TOTAL VOLUME OF COVERAGE GENERATED WITHIN REPORTING PERIOD.

PR FRAMEWORK



HASHTAG USAGE - DEFINED AS THE TOTAL NUMBER OF BRANDED HASHTAGS USED WITHIN COVERAGE. THIS COVERS PRODUCT, BRAND AND CAMPAIGN HASHTAGS AGAINST ALL CATEGORIES. RESULTS WILL BE BENCHMARKED AGAINST NIKE

TIER 1

PR FRAMEWORK



SENTIMENT - DESCRIBES HOW POSTIVE, NEUTRAL OR NEGATIVE COVERAGE GENERATED WAS TO UNDERSATND UNDERLYING FEELING OF BRAND MENTIONS. FOR MONITORING PURPOSES, THIS WILL BE BENCHMARKED AGAINST LEADING COMPETITOR.

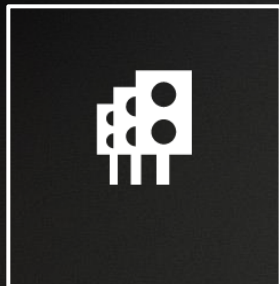
TIER 1



SOV WITHIN KEY JOURNALISTS - MEASURES SHARE OF VOICE FOR ADIDAS VERSUS LEADING COMPETITOR WITHIN THE COVERAGE GENERATED BY OUR MOST INFLUENTIAL JOURNALISTS. THIS COVERS ALL TITLES [WITHIN KEY READING LIST OF 100 TITLES], THAT THEIR WORK APPEARS IN. PARTICULARLY USEFUL FOR FREELANCERS. KEY JOURNALISTS TO BE DEFINED AHEAD OF REPORTING PROCESS.

TIER 2

PR FRAMEWORK



INCLUSION OF CTA - DEFINED AS THE INCLUSION OF ANYTHING THAT ENCOURAGES AUDIENCES TO FIND OUT MORE ABOUT A PRODUCT OR CAMPAIGN. THIS INCLUDES LINK TO ECOM, VERBAL ENCOURAGEMENT [“MAKE SURE YOU GO AND BUY THESE”], LINK OR VERBAL DRIVE TO ADIDAS’ SOCIAL CHANNELS, HYPERLINKS WITHIN TEXT TO AN ADIDAS CHANNEL OR ENCOURAGEMENT TO VISIT PARTNER CHANNELS [SUCH AS RETAILERS] TO PURCHASE. FOR MONITORING PURPOSES, THIS WILL BE BENCHMARKED AGAINST LEADING COMPETITOR.

TIER 1

INCLUSION OF EMBEDDED URLS -

THE VOLUME OF ARTICLES THAT CONTAIN A HYPERLINK TO ADIDAS.COM OR ADIDAS SOCIAL CHANNELS. FOR MONITORING PURPOSES, THIS WILL BE BENCHMARKED AGAINST LEADING COMPETITOR.

VIDEO INCLUSION -

THE VOLUME OF ARTICLES THAT INCLUDED ADIDAS-CREATED VIDEO CONTENT. FOR MONITORING PURPOSES, THIS WILL BE BENCHMARKED AGAINST LEADING COMPETITOR.

EXAMPLES OF WHAT TO MEASURE

KEY MESSAGES

- PUREBOOST X IS A RUNNING SHOE CREATED FOR WOMEN, BY WOMEN
- THE RELENTLESS ENERGY OF PUREBOOST X WILL HELP YOU GET THE MOST OUT OF EVERY RUN
- THE ADAPTIVE SILHOUETTE OF PUREBOOST X LETS YOU LOOK AND FEEL CONFIDENT

CTA

- WWW.ADIDAS.COM/PUREBOOSTX
- #PUREBOOSTX

SENTIMENT

- **NEUTRAL** - "ADIDAS HAS LAUNCHED A NEW RUNNING SHOE CALLED PUREBOOST X"
- **POSITIVE** - "ADIDAS HAS CHANGED WOMEN'S RUNNING WITH THE NEW PUREBOOST X"
- **NEGATIVE** - "ADIDAS' NEW PUREBOOST X MEETS CRITICAL REVIEWS"

THANK YOU

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