DATA DRIVEN ADVOCACY

FAIB – 17 November 2016

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About Cambre

Multidisciplinary team (35+) focused on European advocacy and communications.

Collaborative approach to **government relations, public affairs** and **public relations.**

Based in Brussels, with a **network of partner agencies** across Europe and beyond.

Discipline-driven thinking and dedicated teams organised by policy area, we bring solutions, not services.

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Core services and sector expertise

Health, Food & Wellbeing	Energy & Climate change
External Relations & International Trade	Internal Market Financial Services
Environment & Transport	ICT / Telecoms
Government relations	Public Affairs
Corporate & online communications	Media Relations
Association Management	

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SETTING THE SCENE

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Political risk

The value of trust - Return of Influence

Information overload

Content snacking

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Evidence v.s. Emotion
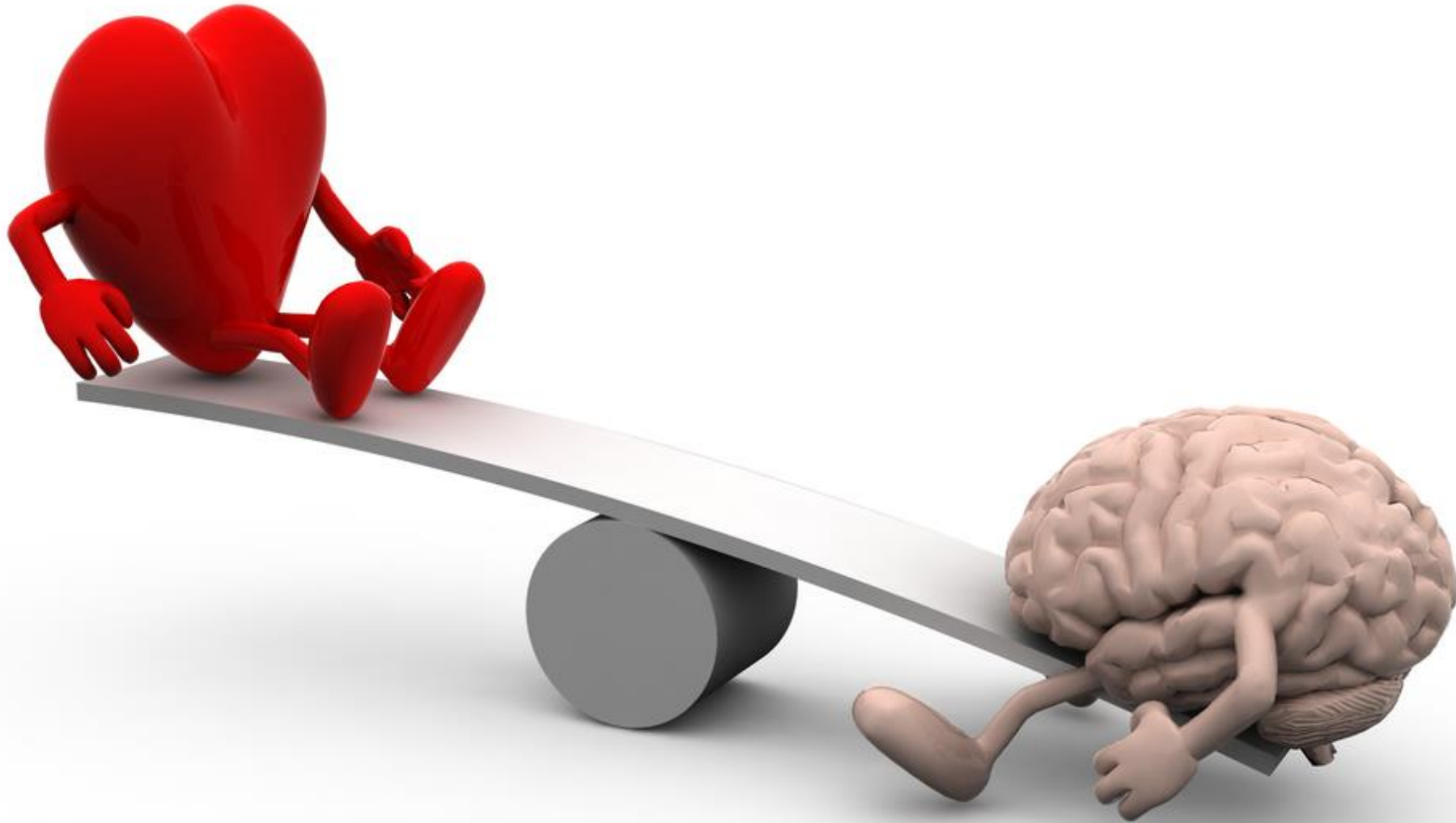
A Multidisciplinary Paradigm

Regulation

Reputation

Risk

Political Risk

Hyper-Connectivity

Information Overload

Evidence v Emotion

Trust
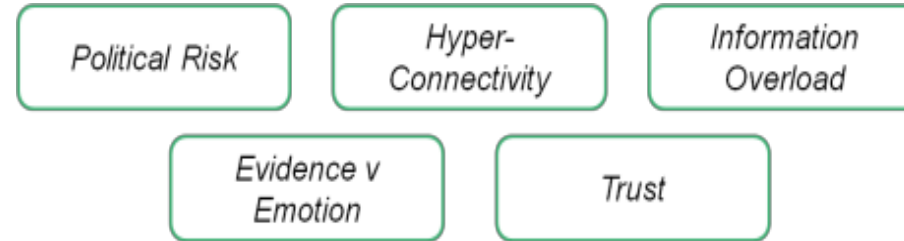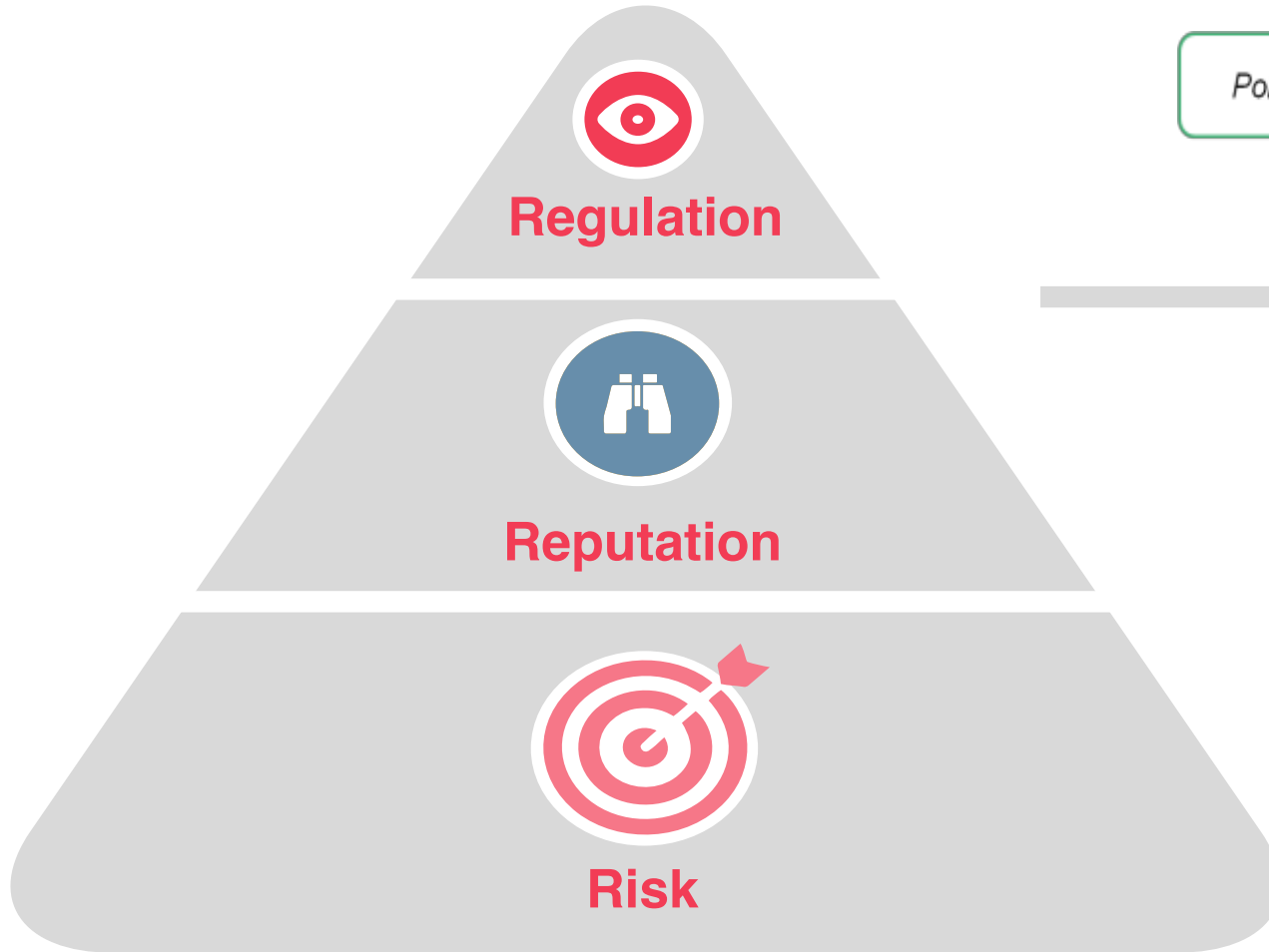
- **Government Relations**

- **Public Affairs**

- **Public Relations**

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DATA,
WHAT FOR?

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Data, what for?

Inform STRATEGY

- Gather insights and evidence to define or adjust your **advocacy strategy**
- **Testing**: Validate assumptions, 'gut-feelings', messages, brand names, etc.

Generate CONTENT

- Gather insights and evidence to back-up your key **messages and arguments**
- Generate **proof-points**: Facts and figures, numbers, opinions, etc.

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Strategy development

- **Perception audits**
  - What others think of your association, industry, brand, issues
  - Reduced sample size – targeted responses
  - Can combine telephone, face-to-face and online

- **Opinion polls**
  - Larger samples – focus on consumers/citizens
  - Offer insights for both strategy and content development
    - Can be used for message testing and issue prioritisation
    - Can target specific constituencies/regions

- **Focus groups**
  - Test messages, brand names, taglines… prioritise issues
  - It can be difficult to recruit participants, especially if interested in very specific audiences e.g. policy-makers
  - Representative samples may not be needed

Inform STRATEGY

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Strategy development

- **Content analysis**
  - Media, social media, online references
  - Track views/opinions over time
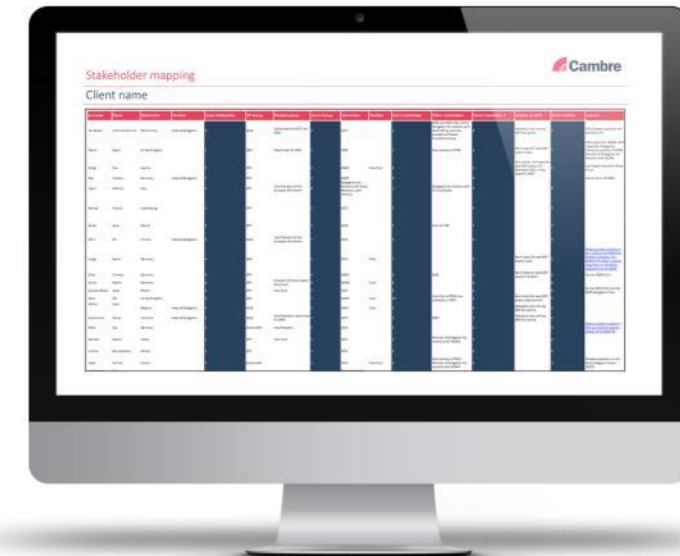 - Identify 'hot' topics & misconceptions
  - Define responses

- **Stakeholder analysis**
  - Track support on issues and positions
  - Evaluate best 'course of action'

- **Online measurements**
  - Websites: Traffic, referrals, page views…
  - Social Media: followers, shares, likes, views…
  - Apps: Downloads, comments

Systematise

Examples
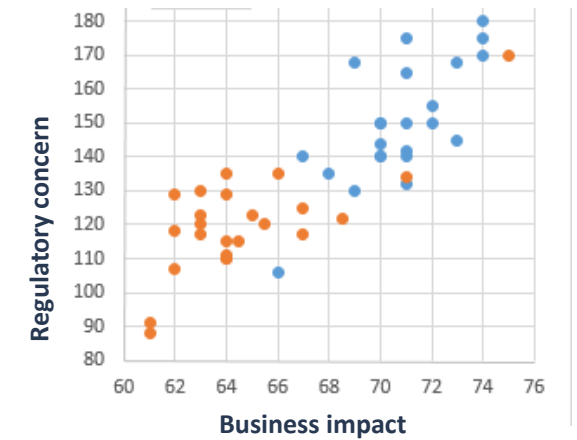
Content development

- **Socio-economic analysis**
  - Evaluate impact of a specific sector
  - Not only 'jobs and growth'
  - Could be largely based on publicly available data (i.e. Eurostat)
  - *Best if commissioned to third party - credibility*

- **Impact assessments**
  - Evaluate the implications of specific policies/regulations
  - 'What if' scenarios
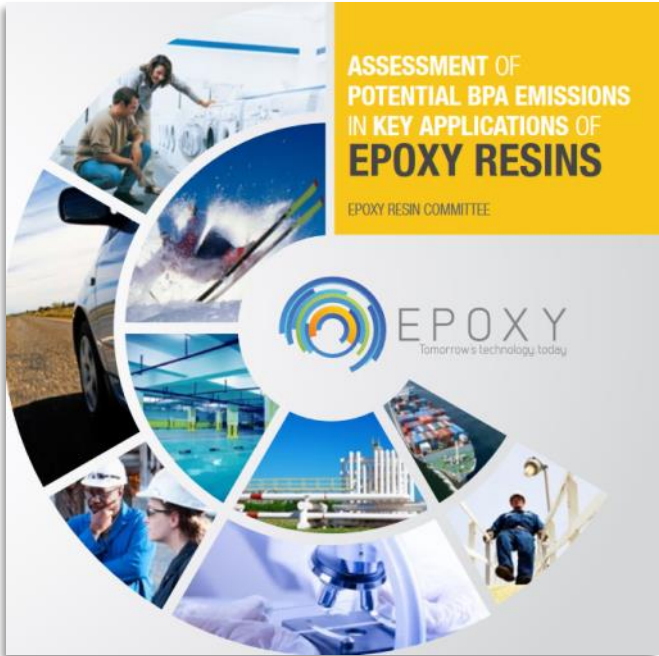 - *Best if commissioned to third party - credibility*

- **Polling**
  - Consumer polls can be a great way to generate content around an issue
    - Target a specific constituency/region
  - Questionnaire development and sample selection are critical
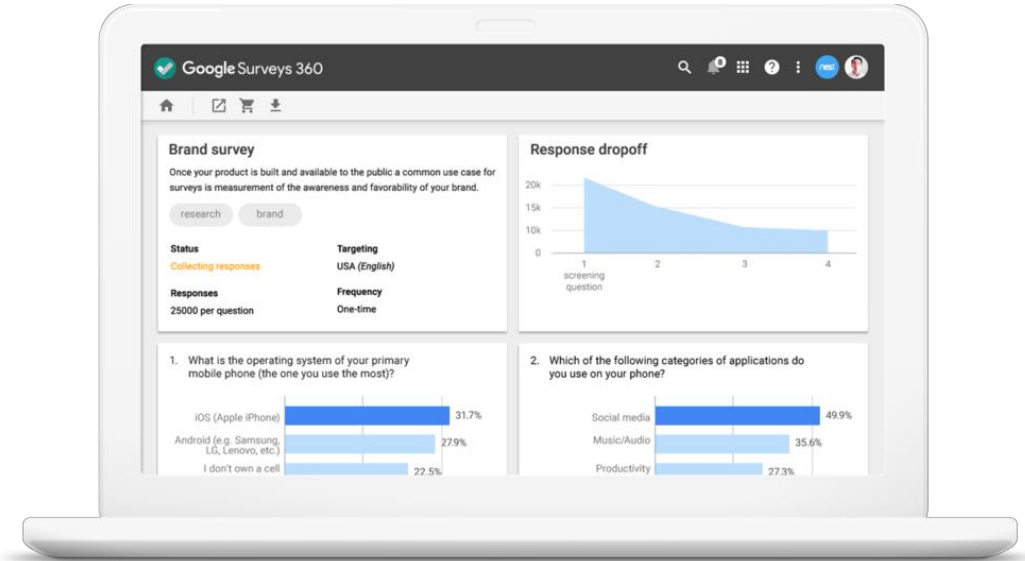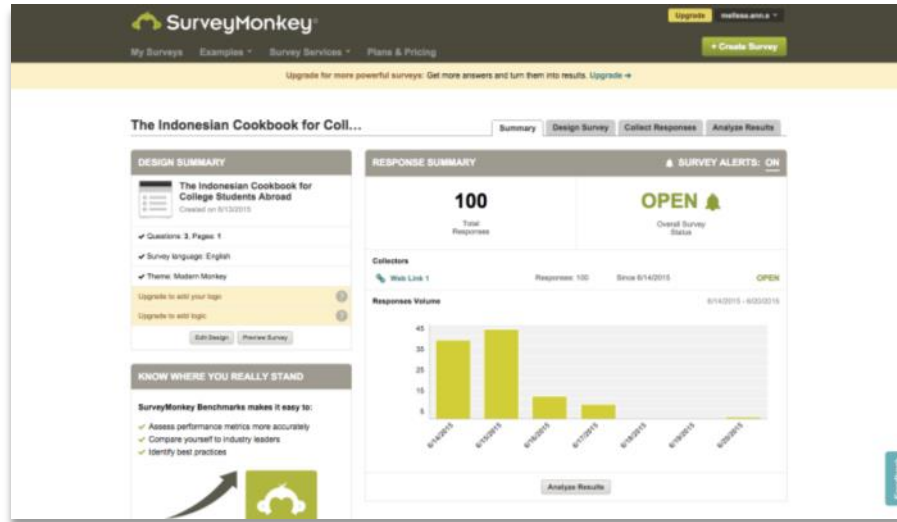 - *Best if commissioned to third party - credibility*

Generate CONTENT

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Examples

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Tools

A word about election/political polling

- **Voting intention polls are different**
  - They rely on polling large numbers of people
  - Responses can vary greatly over time
    - Linked to heavily media-driven campaigns
    - Voters are gathering information from a larger number of sources

- **Why are they getting it wrong**
  - Fewer people are willing to answer
    - People are suspicious, not interested, embarrassed…
  - Increased use of mobile phones – respondents are hard to reach
  - Use of outdated methodologies and modelling systems
  - Recruitment systems can be biased

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VISUALISATION & PROMOTION

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Brussels Bubble…

Watchdogs

Institutions

Think Tanks

Member States

NGOs

Politicians

Journalists

Associations Federations

Companies Competitors

…and beyond

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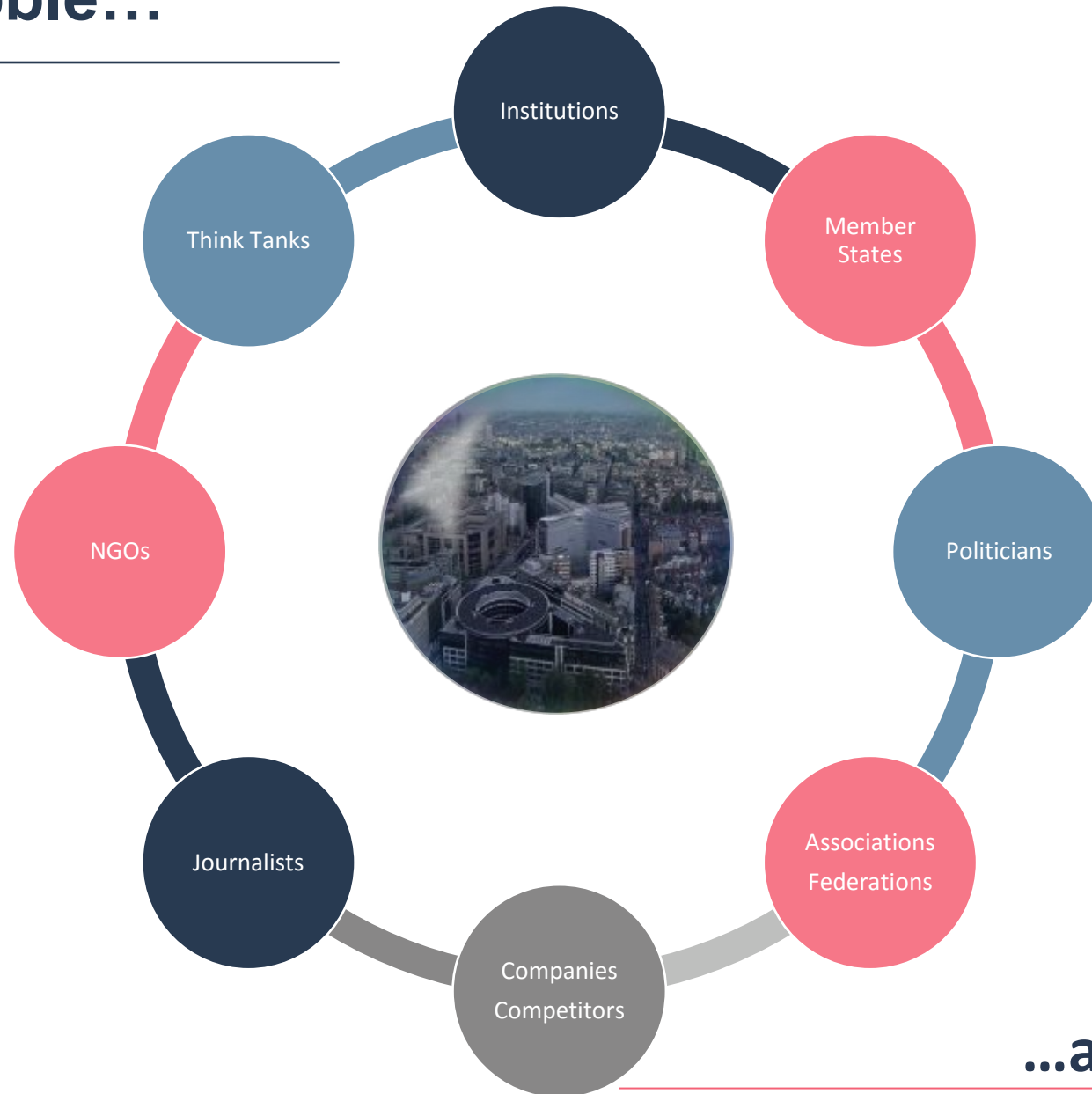
Visualisation

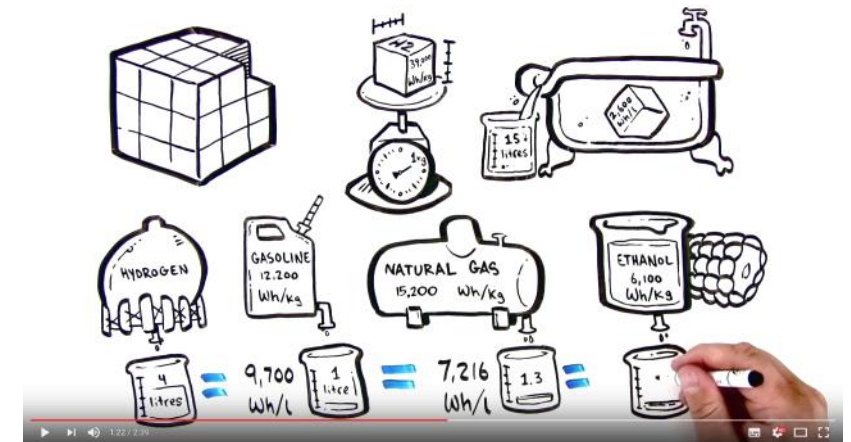- **Print & Online**
  - Reports, brochures, leaflets, etc.
  - Infographics & factsheets
  - Interactive websites
  - Presentations

- **Videos**
  - Computer generated animations
  - Real footage with overlaid graphics
  - Interviews

- **Virtual reality & augmented reality**
  - Immersive experience
  - Overlay data on the real world
  - Technology still being developed
  - Higher costs – slow uptake

Promotion – Spread the word

- **Publications**
  - Print and online

- **Media**
  - Press releases, announcements
  - Interviews, opinion pieces, editorials

- **Online**
  - Website(s)
  - Social media

- **Advertising**
  - Print
  - Online

- **Events**

- **Mailings & newsletter**

MULTI-CHANNEL

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MEASUREMENT

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Measurement

Track PERFORMANCE

- Have you achieved your set objectives?

- What's working? What is not?

- Do you need to tweak your strategy?

- Can you use the output e.g. communicate to members?

- Collect – Evaluate – Tweak – **Repeat – Repeat - Repeat**

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Measurement

INPUTS

- Calls
- Emails
- Events
- Press releases
- Interviews
- Websites
- Social media channels
- Monitoring reports
- Coordination
- …

B E N C H M A R K

OUTPUT (KPIs)

- Readership
- Attendance
- Media Coverage
- Traffic, downloads
- Likes, shares, retweets
- Impressions
- Meetings
- Responses
- Membership
- …

B E N C H M A R K

OUTCOME

- Awareness
  - Issues
- Comprehension
  - Issues
- Attitudes
  - Relationships
  - Regulation
- Behaviours
  - Endorsement
  - Voting
  - Regulation
  - Sales?

Knowledge

Reputation

Qualitative & Quantitative

Policy & Regulation – Stakeholder tracking

Surveys & Polls – Perception audits

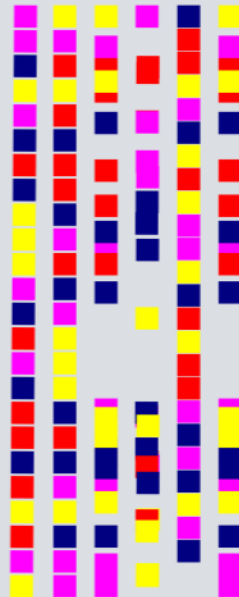Media & Online analysis – Trends & Sentiment

Measure

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FINAL CONSIDERATIONS

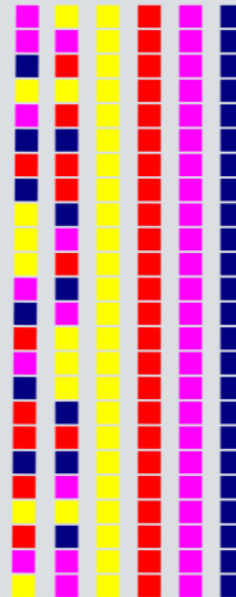# Big data

Mobile

Smartphones

Mobile web browsing overtakes desktop for the first time

Smartphones and tablets become king as the share of desktop web browsing traffic shrinks to 48.7%, according to data

Samuel Gibbs

Wednesday 2 November 2016 11.20 GMT

Shares
381

Save for later

Mobile web has now overtaken desktop browsing worldwide. Photograph: Sean Anderson for the Guardian

Mobile devices are used more than traditional computers for web browsing, as smartphone and tablet use overtook desktop for the first time, October figures show.

Mobile web browsing has been steadily growing since 2009, while the desktop's share of web traffic has steadily decreased. In October, the two crossed over, with global mobile and tablet browsing accounting for 51.3% versus the desktop's 48.7%, according to the latest data from web analytics firm StatCounter.

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Micro-targeting

Multi-disciplinary

THANKS!

SAY HELLO!

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