

proving effort | gain more resource

The Challenge

One of our multi-national clients sponsored a well know Australian sporting team but a competitor effectively locked them out of appearing at a Global Event held in Australia. Our client had a limited budget so decided to take an innovative approach to salvage brand value from this long term sponsorship.

The Approach

Vodafone sought to understand the value of the campaign through customised analysis. Measuring the results was less than straight forward as most pieces were graphical in their execution.

Precise Value drew upon their market research expertise and designed a statistical framework to suit measurement of the campaign elements. This provided a solid base for interpretation.

The Outcomes

The key outcomes of this work were to:

- Quantify the whole campaign and understand the resulting value created;
- Identify those elements and messages which created most strategic impact and which ones didn't;
- Deliver Boardroom-ready results with known certainty.

The Benefits

This advanced analysis delivered several benefits to the client's business:

- Proved the role of PR in concrete business outcomes;

- Identified specific events and messages that influence greater predictive power over brand value;
- Suggested compelling evidence of where to focus resources for the best return;
- Helped to facilitate very powerful strategic planning.

The Result

Our work enabled the Communications Team to prove their efforts with conviction and justify increased resource.

About Precise Value

Established in 1999, Precise Value specialises in premium quality communications analysis services for Blue Chip clients. We apply best-practice techniques to profile opportunities and quantify results in concrete business outcomes.

