

# New methods of PR-analysis

Ketchum ROI

# Ketchum ROI Lab Scorecard

🔒 Type of publication:	0-20 points
🔒 Tone:	0-15 points
🔒 Messages (5 in total):	0-30 points
🔒 Third party endorsement:	0-15 points
🔒 Comparison to competition:	0-20 points
🔒 TOTAL possible:	100 points



Sample Custom Scorecard

Type of Publication	Score Value
<input type="checkbox"/> A-List Outlet	20
<input type="checkbox"/> B-List Outlet	15
<input type="checkbox"/> C-List Outlet	10
Message Inclusion	Score Value
<input type="checkbox"/> Message 1	0
<input type="checkbox"/> Message 2	0
<input type="checkbox"/> Message 3	0
<input type="checkbox"/> Message 4	0
<input type="checkbox"/> Message 5	0
Message Inclusion	Score Value
<input type="checkbox"/> One message	13
<input type="checkbox"/> Two messages	26
<input type="checkbox"/> Three or more messages	31
Message Inclusion - Negative	Score Value
<input type="checkbox"/> One negative message	-13
<input type="checkbox"/> Two negative messages	-26
<input type="checkbox"/> Three or more negative messages	-31
Endorsement/Recommendations for Brand	Score Value
<input type="checkbox"/> Positive Review of Brand over Competitor	15
<input type="checkbox"/> Positive Review of Brand Only	10

See handouts for additional information

# Ketchum ROI Lab Scorecard

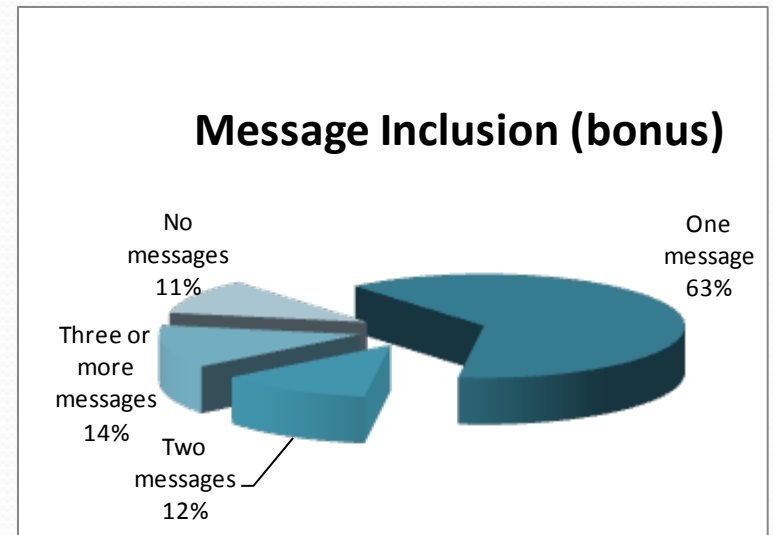


Ketchum ROI Lab Scorecard 2009 = 15 108

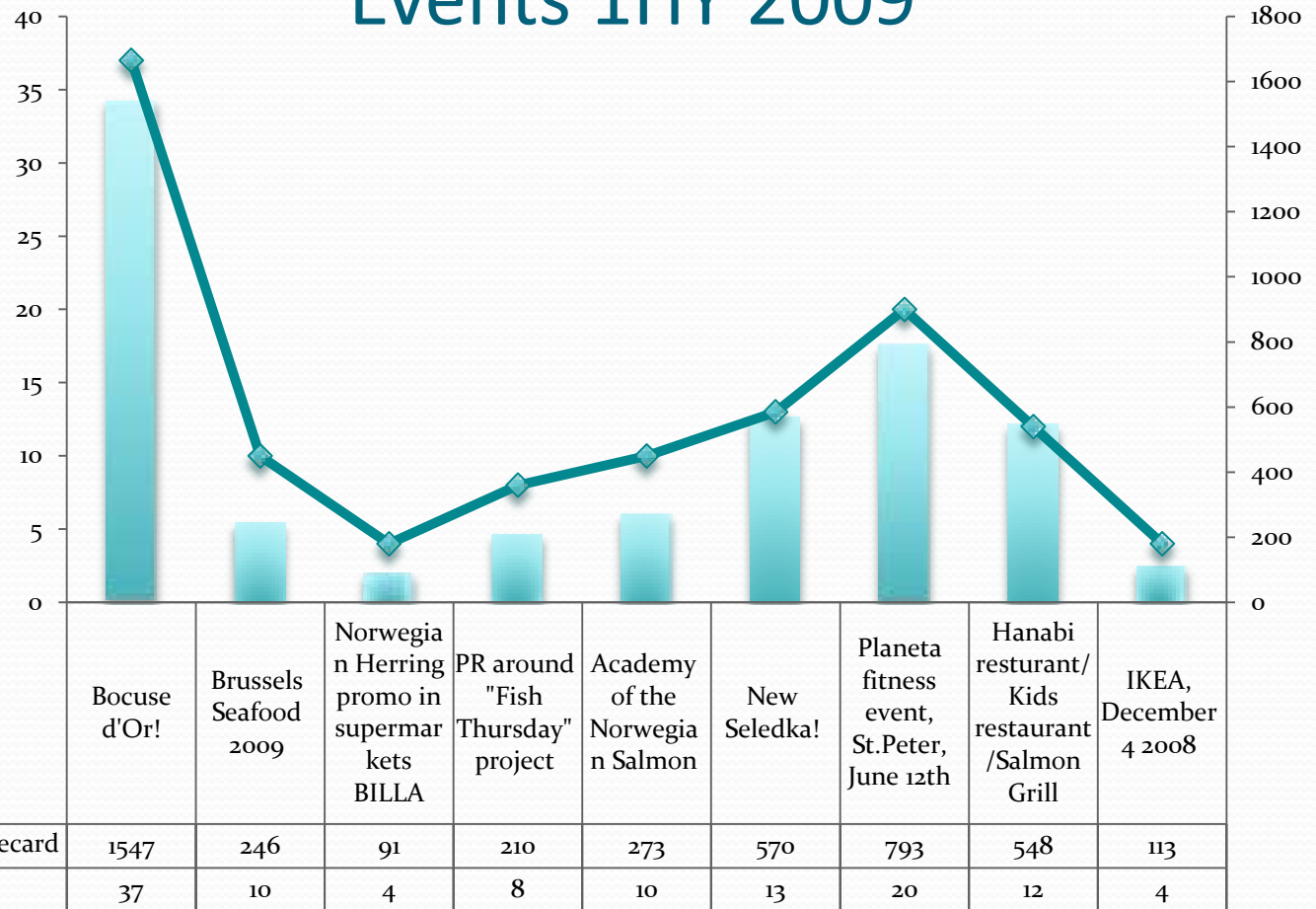
# Message Inclusion

The table shows amount of coverage per key message

Message	Coverage by message
Various ways of cooking and usage of the Norwegian fish and seafood, master-classes, Bocuse d'Or	192
Product for children	159
Figures and facts (press-releases)	138
Benefits for health	86

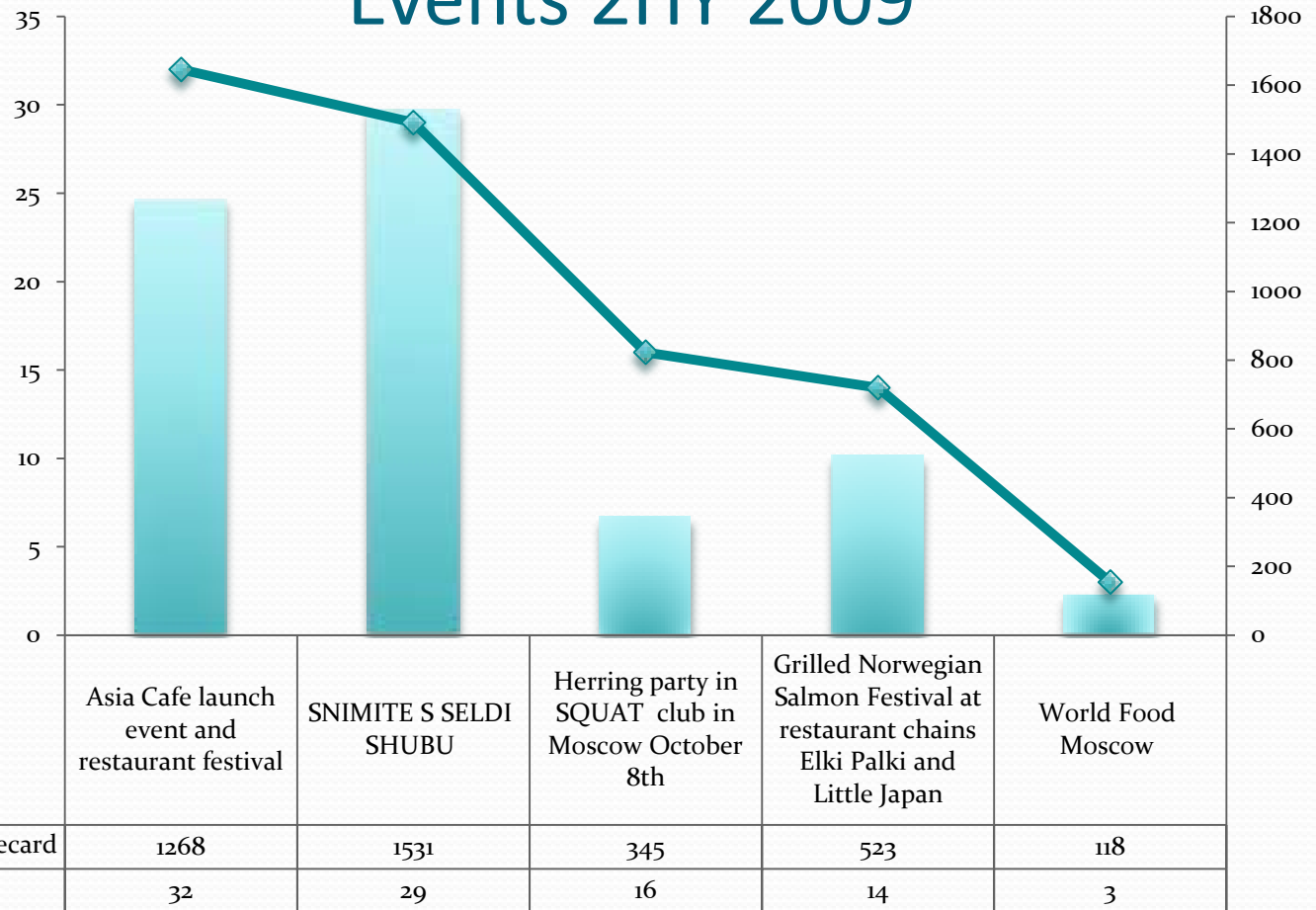


# Ketchum ROI Lab Scorecard Events 1HY 2009



Ketchum ROI Lab Scorecard Events 1 HY 2009 = 4 391

# Ketchum ROI Lab Scorecard Events 2HY 2009



Ketchum ROI Lab Scorecard Events 2 HY 2009 = 3 785