

Department for Culture, Media & Sport

Understanding campaigns, measuring impact

The challenge

The Department for Culture, Media & Sport is a government organisation which aims to make Britain the world's most creative and exciting place to live, visit and do business.

It led the communications around the First World War centenary activities, based around three key pillars:

- Understanding
- Remembrance
- Recognition

DCMS tasked Gorkana to create a robust measurement programme which would deliver actionable insight into the reach and engagement of the campaign. It was essential to gain visibility over conversations and resonance surrounding events, cultural programmes, social media activity and websites that had been especially commissioned for the centenary year.

AMEC Awards 2016



Awarded **silver** for 'Best measurement of a public sector campaign'



**Department
for Culture
Media & Sport**

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Analysis

“We have seen the importance of letting a campaign breathe, in the sense that it’s hard to sustain high levels of message penetration across a prolonged period of time. It’s really important, therefore, to have a clear comms

plan that sets out milestones and key moments to focus our proactive media work. It’s been vital having the evaluation data, to keep an eye on fluctuations over time relating to individual events and to benchmark from thereon out.”

Flavia Piggins, Head of Campaigns, DCMS communications team

What we did

As the Department was new to media analysis, Gorkana formed a close partnership with them to create a measurement framework specifically targeted to the campaign’s objectives. We looked at the principle messages surrounding the three key pillars to reveal insights around the following:

- **Volume and favourability** across time, to note peaks and troughs in coverage
- **Arms Length Bodies** (ALBs) were tracked, which were the partner organisations responsible for leading and implementing many of the events
- **Spokespeople**, to gauge effectiveness of quotes and spokesperson penetration
- **Media landscape** to allow the Department to see where they got most successful pick up

We used our UKPulse service to identify key audiences and to ensure content was reaching the target demographic, especially young people.

Results

Gorkana’s collaboration with DCMS resulted in the creation of a measurement framework which was easily understood throughout the organisation. This focused on **objectives, reporting structures, metrics** and **integration**.

By tracking data over time, supported by **human-driven insight**, we have helped inform and shape future communications activity, and created benchmarks of what success looks like.

Our collaboration with DCMS produced an intergrated dashboard using data from Gorkana, in-house **social media metrics** and outcomes metrics, such as website traffic and registrations. This is used to inform the minister and report back to the cabinet office.

DCMS are now able to quantify the amount of people that coverage is reaching and demonstrate the team’s communications activity.

Targeted audiences was a critical metric used by DCMS to paint a broader picture of the team’s communications activity, whether **shaping the language** in press releases or producing new, targeted social media content to help ensure **stronger message penetration**.

Gorkana’s work has helped the DCMS team to identify that messaging is much stronger when **personal touches**, such as case studies of particular individuals and focus on emotional details, are included. Our evaluation has highlighted the need for **integrated communications** strategies, with bespoke content across all different forms of media to ensure the highest impact.

DCMS used Gorkana to show that media coverage reached 84% of the adult UK population, demonstrating and proving the effectiveness of their comms activity.

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