



How a Global Non-Profit Uses SoundBite Analysis to Drive Success

ifaw

International
Fund for
Animal Welfare



About

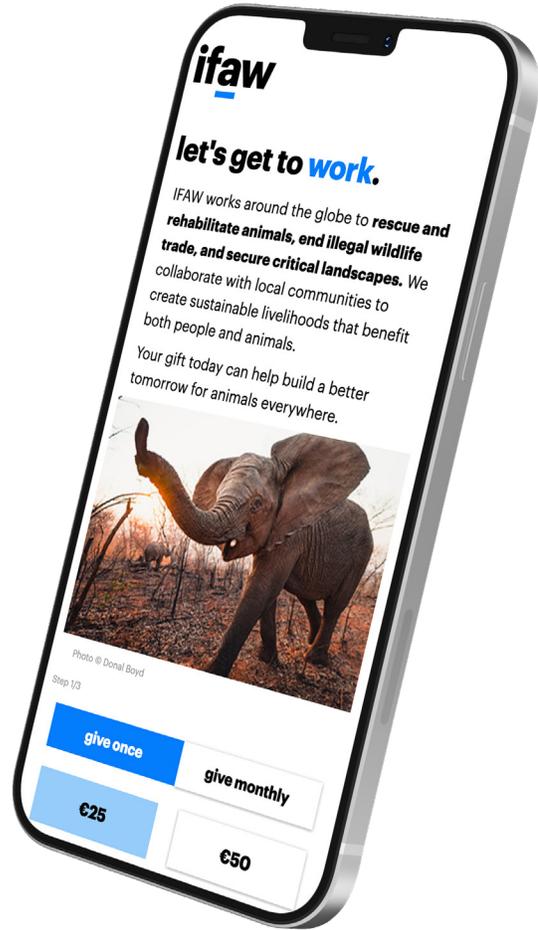
The International Fund for Animal Welfare (IFAW) is one of the world's largest and most impactful animal welfare not-for-profits. Focused on the rescue and protection of animals in habitats as well as conservation, IFAW has an ambitious mission to drum up donors and generate awareness across the globe. They collaborate with local communities to create sustainable livelihoods that benefit both people and animals, among a variety of other initiatives that require support from people who truly care.



Challenges

The IFAW communications team is responsible for creating an integrated, multi-touch experience that drives people to engage with the non-profit. When your customers are donors, it's even more crucial to be able to connect with them on an emotional level. The communications team had the desire to understand not only what IFAW messaging was most present in the media, but what messaging was driving action and helping to achieve the organization's objectives over time.

The IFAW communications team was unable to optimize their messaging strategy, because they didn't have data on what soundbites were getting picked up - or the ultimate impact of those soundbites. Thus, IFAW was unable to build and optimize messaging that was most likely to affect donations.



Though IFAW's PR professionals could see pull-through metrics, they didn't have insight into data like social media amplification or web traffic and conversions. The communications team was tasked to understand the full downstream impact of all IFAW soundbites on an ongoing basis. Without these data points, how could IFAW be part of the right conversations? And, how could they further optimize their messaging to improve donations?



Solution

IFAW decided to partner with Onclusive in order to implement tools that would help them create the most impactful messaging. They ultimately implemented NEO (News Engine Optimization), a part of Onclusive's flagship media monitoring and PR analytics platform. Described as "SEO for PR", NEO for messaging applies principles that SEO marketers have used for years. NEO for messaging allows brands to essentially dig deep on which spokespersons, soundbites, themes, and keywords drive the most business outcomes.



Results

IFAW is using NEO to identify and leverage winning soundbites that resonate with their audience and move the needle on their campaigns.

According to Stacey Hedman, Global Marketing Strategy at IFAW, “One of the reasons we chose Onclusive was because we saw [Onclusive] as more of a technology solution than just a measurement solution. Not just monitoring the media, but looking for the insights behind it... We’re a year in and we’re definitely seeing some great results.”

NEO is driven by the same analytics innovations that power other Onclusive technology and provides powerful insights that aren’t accessible otherwise. With NEO, IFAW is able to see exactly how the media, influencers, and ultimately donors are responding to and amplifying “sticky” messages: messages that can then be used to drive future marketing and public relations activities, owned media content creation and even advertising campaigns. Prioritizing focus on the outcome of PR activities rather than the volume has helped IFAW to substantially increase their ability to create the right messaging and big outcomes.

CENTRALIZATION OF MESSAGING

IFAW’s PR efforts can better align with other marketing activities now. Since they are able to understand at a glance which campaigns or thought leadership material is trending, they can implement other tactics around those efforts. IFAW’s communications team can now track soundbite buckets like species, countries, spokespeople and themes. They also do the same with competitors so that they can better collaborate and align strategies for the most positive outcomes. Now they can quickly see areas where IFAW can truly stand out or what subjects can help them join in conversations - not just from a PR perspective, but from an overall marketing one.

IFAW Soundbites: “Experts”

Most pull-through




	Articles	Amplification	Website Traffic	Website Interactions
Neil Greenwood	553	20.1k	233	35
Jason Bell	226	17.1k	281	19
Azzedine Downes	107	4.5k	284	37
Sharon Livermore	88	92.1k	502	209
Grace Ge Gabriel	77	121.8k	612	20
Rebecca Keeble	64	27.3k	1k	8
Rikkert Reijnen	34	11.4k	357	25

NEW AND UNEXPECTED INSIGHTS

It's often said that "you don't know what you don't know". This tends to be particularly true when it comes to media metrics. Understanding media pull-through performance is great, but it doesn't help professionals see how those mentions impact results. Understanding amplification, website traffic, and website interactions provides a whole other layer of analytics from which to derive insights. With NEO analysis, IFAW's communications team is able to dig deeper into which media themes and tactics are generating activity.

IFAW Soundbites: "Species"

Most social amplification



	Articles	Amplification	Website Traffic	Website Interactions
elephant	2.2k	467.3k	12.4k	1.5k
koala	1.4k	3.7M	19.2k	793
whale	1.2k	525.8k	6.5k	1.3k
rhino	812	272.2k	4.3k	1.2k
tiger	666	336.3k	4.7k	823
dolphin	586	127k	5.7k	701
pangolin	461	359.3k	2.7k	353
giraffe	412	82.1k	9k	211

For example, by reviewing IFAW's NEO dashboard for their "species" category, their team was able to see that even though the keyword "Elephants" had the most articles, the keyword "Koala" had the most amplification. Furthermore, the team could decipher that koalas, particularly their survival related to the recent Australian bushfires, was a more urgent and emotional subject that people wanted to share and talk about. Because of the viral nature of IFAW's koala content, the organization was able to generate traction on the first-ever petition to change the classification status of the animal from "vulnerable" to "endangered". If IFAW had only looked at media pull-through - as they had been before NEO - they would have most likely focused more of their resources on content related to elephants and missed these opportunities.

ALIGN MESSAGING TO GOALS

Now, IFAW is better able to construct a soundbite strategy based on a variety of goals. Earned media is an essential part of successful PR - but articles themselves are not always the end goal. Now, the non-profit can align messaging to objectives such as creating engagement within a certain area or generating traffic to a particular website. IFAW maintains a calendar of both anticipated and unanticipated activities such as:

- Seasonal floods, fires, storms
- Individual rescues and aid efforts
- International policy moments in time

Because of NEO, IFAW is uniquely positioned to make connections between the themes of individual animal rescues and larger conservation efforts.



Key Takeaways

- Once you know which messages resonate with your audience, you can continue to refine, build and optimize your future PR efforts for ongoing performance improvements.
- Own your story by amplifying winning messages and shifting ones that are not performing. Incorporate impactful messaging in media and other areas of marketing.
- Using NEO, create message categories and track important soundbites and keywords.
- Leverage a balanced mix of aspirational messaging and current messaging. Gauge changes over time in terms of messages that you want to see growing over time. Be consistent.

STACEY HEDMAN

Global Marketing Strategy at IFAW

NEO analysis helps us understand where IFAW can truly stand out. And where we might be able to tell another side of the story or what subjects might help us most... Or, join conversations that our audiences are having today.



Onclusive

Onclusive empowers communications teams with earned, owned and social media monitoring and PR analytics software and services. The inventors of **PR Attribution™** and **Power of Voice™**, Onclusive's product suite is built upon a proprietary global newscrawler which analyzes millions of earned, owned and newswire content pieces daily in over 100 languages.

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