

Creating an Integrated Measurement Ecosystem to Measure Tactical Communications, Purpose-Led Strategy, & Wider Reputation



We have created an actionable measurement ecosystem. Previously, we focused on outputs which didn't account for industry complexity or communications objectives. By linking activities with stakeholder comments, we can incorporate Public Affairs engagements, demonstrate the meaningful impact of communications, and provide evidence to our executives on how business decisions drive reputation.



Director of Communications, TELUS

About TELUS

TELUS is a purpose-driven telecoms, health, and agriculture business expanding globally from its Canadian base. It uses world-leading technology to connect communities, improve health outcomes, and transform the food system to drive meaningful human outcomes. TELUS wants to assess how well it articulates its purpose within a challenging media landscape and make informed decisions using data analytics.



Challenges & Objectives

Before appointing Onclusive to develop a new integrated measurement ecosystem, TELUS received sentiment analysis and a survey-led reputation tracker. Neither measured issues or public affairs matters effectively and the reputation survey didn't provide actionable recommendations.

Tactical measures: The purpose-led nature of the TELUS business needs to be explained via good communications. Its PR team uses a hyperlocal strategy to bring meaningful stories to community audiences. They need to reflect the impact of their storytelling to measure how well they articulate their narratives and share successes with senior executives.

Strategic measures: TELUS also requires an understanding of how PR outputs and external events shift perceptions of the brand. They need to hear what their stakeholders care about to pinpoint the contribution of communications and Public Affairs to overall reputation, and to benchmark performance against other purpose-led organisations.

Our Strategy

TELUS and Onclusive worked together to design a new approach to meet TELUS' objectives across PR Effectiveness and Stakeholder Perceptions, creating a straight line between outputs and outcomes. This included:

- Tracking TELUS narratives across key stakeholder conversations in mainstream and social media.
- Designing a bespoke impact score to measure delivery of narratives, spokespeople presence, and message penetration.
- Integrating Public Affairs engagements into wider communications objectives.
- Diagnosing drivers of positive and negative perceptions.
- Benchmarking performance against other social, purpose-driven companies

Results & Client Benefits

- TELUS can now socialise PR successes widely; showing how proactive and reactive communications contribute to the progression of key narratives and promote and protect the TELUS brand.
- The Perception Tracker surfaces unknown information, allowing TELUS to shape strategy and messaging targeted to each group. They find the intelligence on key stakeholder reactions to TELUS and competitor stories "indispensable".
- This work supports communications strategy, directly affecting PR tactics and strategic message development. Onclusive's insights into reputational risks and opportunities have also informed major commercial and sponsorship decisions.



Awards



GOLD

Best data insight from communications activity



GOLD

Best media coverage impact assessment



BRONZE

Most innovative use of data



WINNER

New PR Effectiveness measurement framework



GOLD

Best use of integrated communication measurement



SILVER

Most effective planning, research & evaluation in North America



SILVER

Best use of a measurement framework



SILVER

Step Change Award – for the best improvement of a measurement journey

About Onclusive

Onclusive is a world leader in media intelligence technology and services, dedicated to supporting PR, Communications and Marketing professionals. We deliver leading-edge innovation, human expertise, and unmatched media reach in a suite of media management, monitoring and analysis solutions that support every stage of the communications cycle. Our unified platform and services enable our customers to make fast, accurate, data-driven decisions about their communications and marketing strategies, allowing them to prove and improve their value.