

AMEC Communication Effectiveness Awards 2009

Supporting Information

Company Name: Media Measurement Ltd Client/Campaign: HomeServe - One Contact Launch
Category: Best Use of Integrated Communication Measurement: Research

Appendix 1 - Key Messages

These were the key messages which HomeServe wished to communicate in the launch campaign:

Access to more than 22 trades

HomeServe can carry out over 500 jobs in the home

HomeServe provides a clear quote before work is started

HomeServe does the job it committed to do

HomeServe engineers arrive when they say they will

HomeServe engineers keep promises

HomeServe guarantees all jobs for 12 months

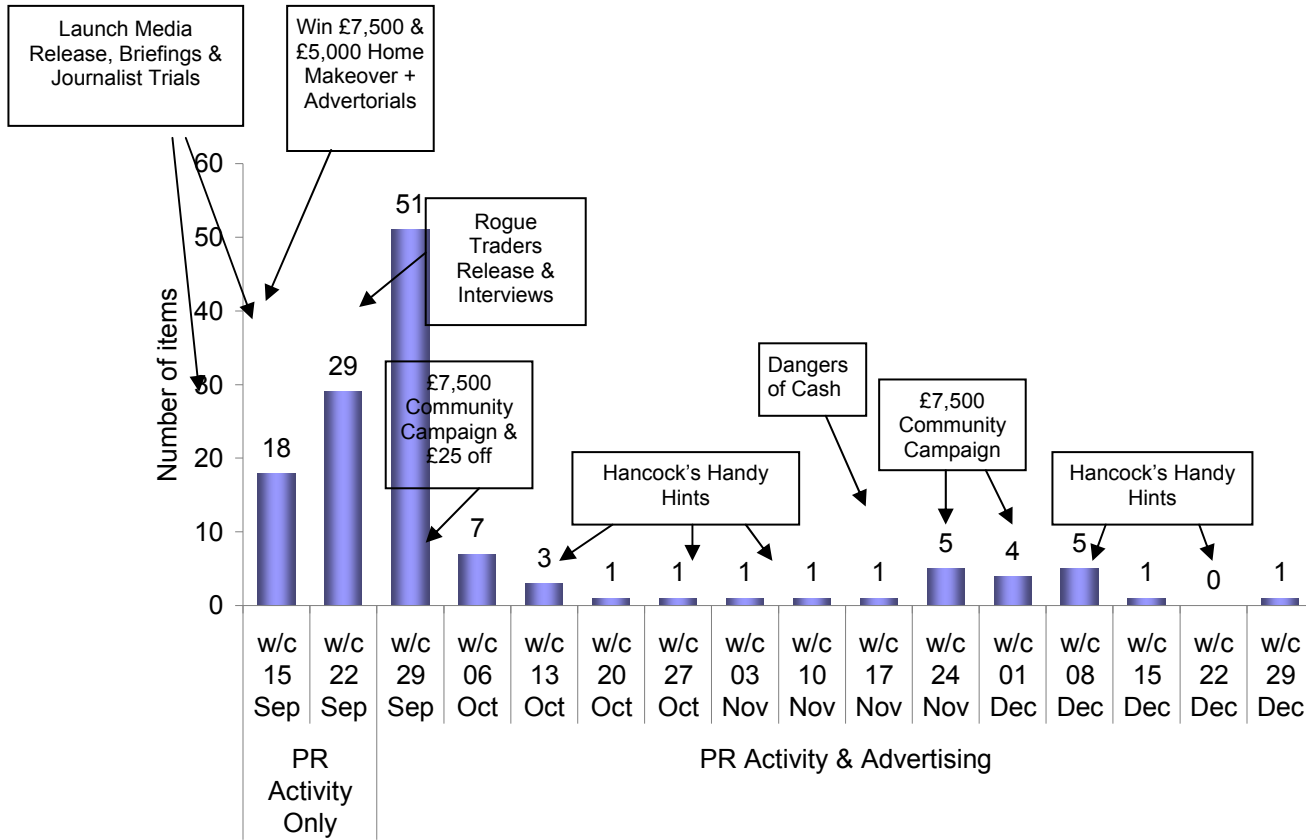
HomeServe is a credible company

HomeServe undertakes tradesmen jobs in the home

No job is too small or too much bother

Appendix 2 - Volume of Items by Week, with Key Drivers of Coverage Highlighted

The chart below shows the volume of items for the HomeServe West Midlands Launch campaign to show the effectiveness of PR office activity (which was the sole activity from 15th to 28th September) and which PR activities were the main drivers of coverage for each period.



HomeServe used the following PR activities to promote the launch of *One Contact*:

Launch Media Release - announcing the launch of the service

Press Briefings - announcing the launch of the service

Journalist Trials - offering a free trial to local journalists reviewing the service

Rogue Traders Media Release/Interviews & Dangers of Cash Media Release - promoting research exposing problems with tradesmen

Promotions & Competitions - £7,500 prize for community project; £25 off first job booked; £5,000 home makeover prize

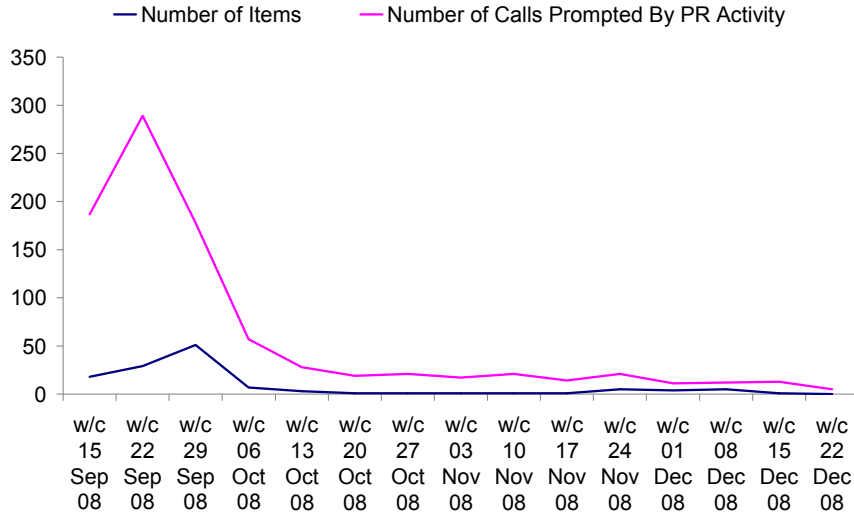
Hancock's Handy Hints - HomeServe's regular advice column in the Birmingham Mail

Appendix 3 - PR Outcomes Vs Business Outcomes

For the comparison data, all enquiries (excluding those prompted by staff offers and from existing customers) have been included for weeks 1 and 2 when PR activity was the sole method of promoting the One Contact service. From the week commencing 29th September onwards, only calls prompted by the specific PR activities were included. Please note that figures for week commencing 29th September onwards are likely to underestimate the volume of outcomes as they do not factor in the influence of editorial exposure.

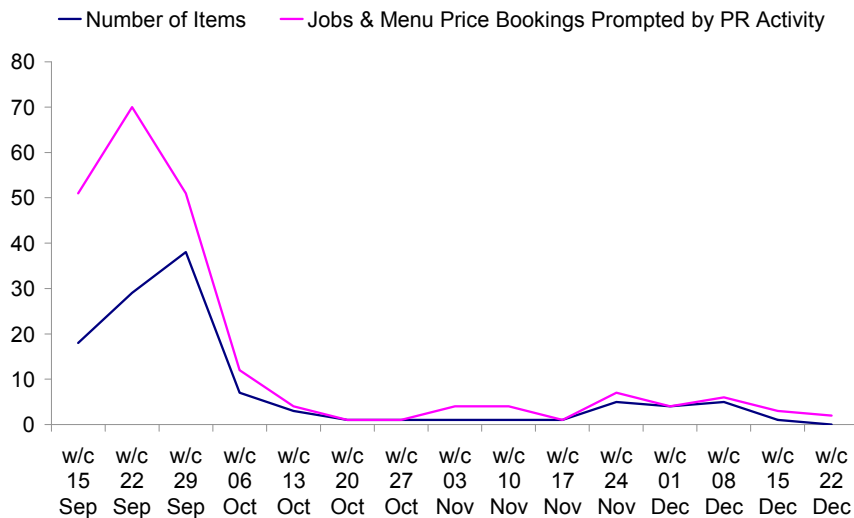
3.1 - Number of Items Vs Call Volumes

The table below tracks the number of items published each week (relating to the launch of the HomeServe One Contact service) against the number of calls received which could be identified as having been prompted by PR activity.



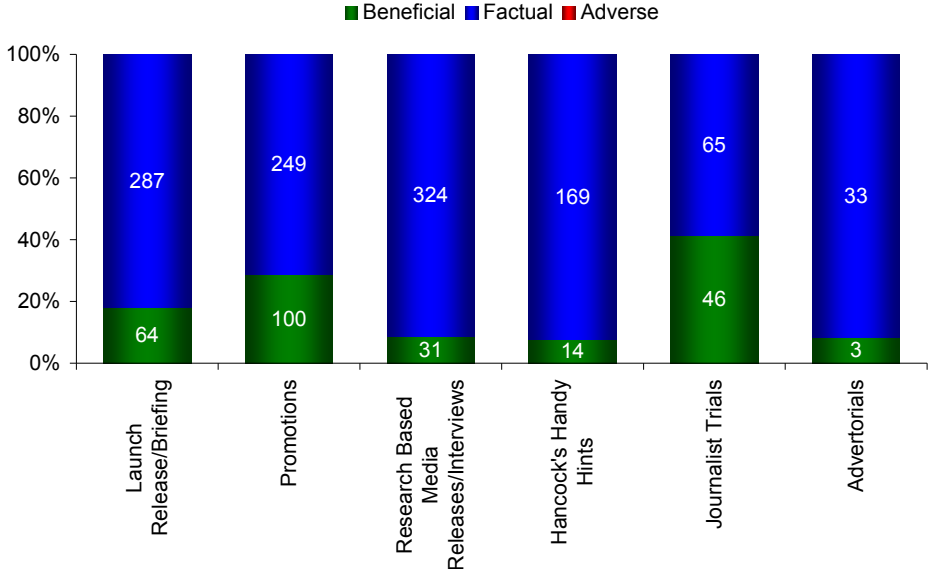
3.2 - Number of Items Vs Jobs & Menu Price Bookings

The table below tracks the number of items published each week (relating to the launch of the HomeServe One Contact service) against the number of job bookings taken for which the original enquiry could be identified as having been prompted by PR activity.

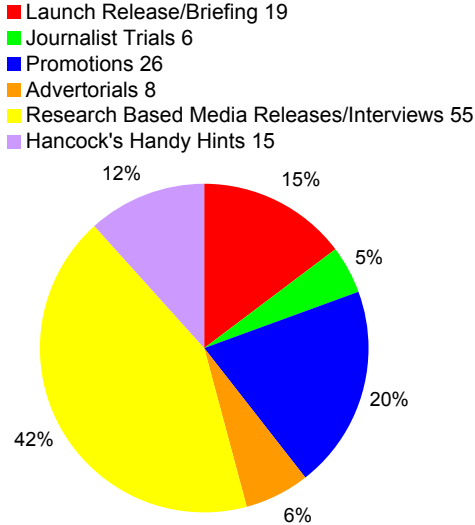


Appendix 4 - Outcomes of PR Activity in Terms of Tone of Coverage

The chart below shows the tone of coverage within the items prompted by each type of PR activity.

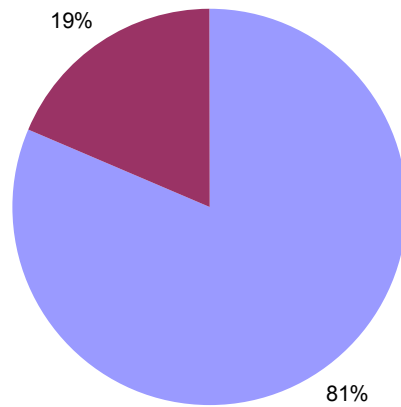


Appendix 5 - Items by Type of PR Activity



Appendix 6 - Items with a Key Message

■ Items With A Key Message ■ Items Without A Key Message



Appendix 7 - Top Key Messages

Key Message	Items	Beneficial Mentions	Factual Mentions	Adverse Mentions	Total Mentions
HomeServe undertakes tradesmen jobs in the home	100	4	96	-	100
Access to more than 22 trades	50	-	50	-	50
Can carry out over 500 jobs in the home	45	-	45	-	45
HomeServe guarantees all jobs for 12 months	19	11	8	-	19
Clear quote before work is started	17	13	4	-	17
HomeServe is a credible company	16	14	2	-	16
HomeServe engineers arrive when they say they will	11	6	6	-	12
No job too small or too much bother	9	-	9	-	9
HomeServe do the job committed to do	7	7	-	-	7
HomeServe engineers keep promises	1	1	1	-	2

Please note: mentions reflect the number of times messages are identified within context.

Appendix 8 - Number of Printed Items by Region

