

Using Measurement to Make Data-Informed Decisions at Atlantic City Alliance

DMIA Las Vegas
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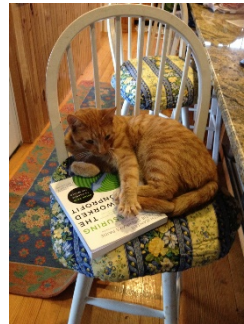
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Katie Delahaye Paine:

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Paine Publishing:

Providing communications professionals the knowledge and information they need to navigate the journey to good measurement

- Newsletters
- Training Courses
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Keys to Success in Measuring Destination Success

- ▶ Start with agreement on role that PR plays in path to purchase
 - Travel Alberta – “It’s the spark”
 - CTC – PR is now part of the marketing mix model
 - NH – For every 100 positive media impressions, 3 people visit, average spend = \$50
 - Atlantic City – PR changes minds and drives traffic
- ▶ Must also agree on what elements are a necessary part of that “spark”
 - Dispelling a myth
 - Desirable visuals
 - Recommendations
 - Stories that leave the reader more likely to visit
- ▶ Factors to consider
 - Role of partners – airlines, hotels, etc.
 - Role of government bodies
 - Uncontrollable events – The Calgary Flood, Hurricane Sandy, Celebrities misbehaving

ACA Measurement Program Parameters

- ▶ Goal: Move to Industry Standards Metrics and away from media value and ad value equivalency
- ▶ Measure quality not just quantity
- ▶ Began in January 2013
- ▶ Used January-March 2013 as benchmark
- ▶ Customized “Quality Score” that indexes message content, tone, and media importance on a scale of +10 to -10
- ▶ Correlated with web traffic to measure outcomes
- ▶ Data is available on demand as well as in quarterly reports
- ▶ Raw data is collected and coded on Top Tier media only.
- ▶ Data is processed through a custom algorithm to enable analysis and derive OCS Scores

Definitions of “Success”

- ▶ Workshop defined the criteria
- ▶ All criteria linked back to the goals:

High Quality Media Coverage



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graph TD; A[High Quality Media Coverage] --> B[Intent to visit]; B --> C[Improved reputation]; C --> D[Visits/Non-gaming revenue];
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Intent to visit

Improved reputation

Visits/Non-gaming revenue

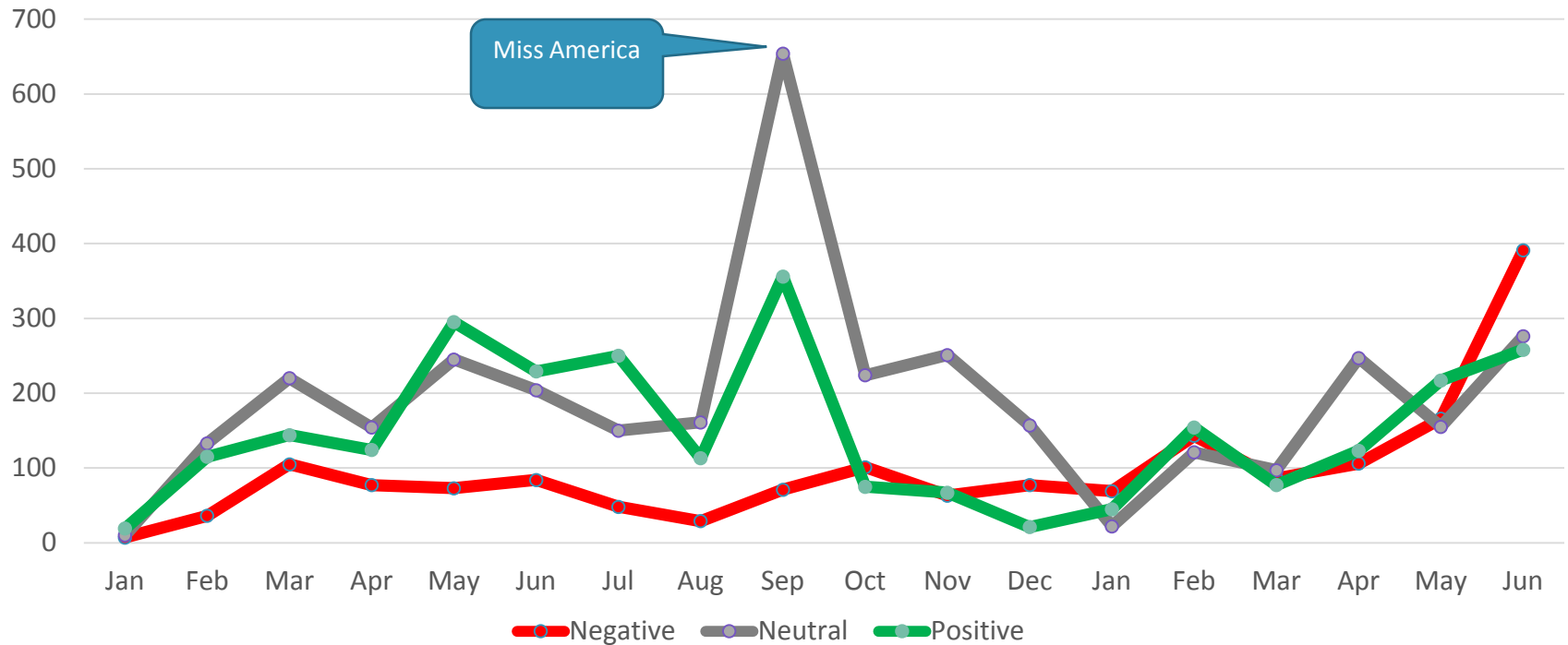
Defining High Quality Coverage

The OCS Score

Desirable Criteria	Score	Undesirable Score	Score
Positive sentiment	1	Negative Sentiment	-2
Contains one or More Positive Messages	3	Contains one or more Negative Messages	-3
Event/Program is mentioned	2	No Event/Program is mentioned	0
Appears in Tier1 Media	2	Negative Mention in Tier1	-1
Third Party Endorsement	1	Recommends competition	-2
Contains a desirable visual	1	Contain undesirable visual	-2
Total Score	10	Total	-10

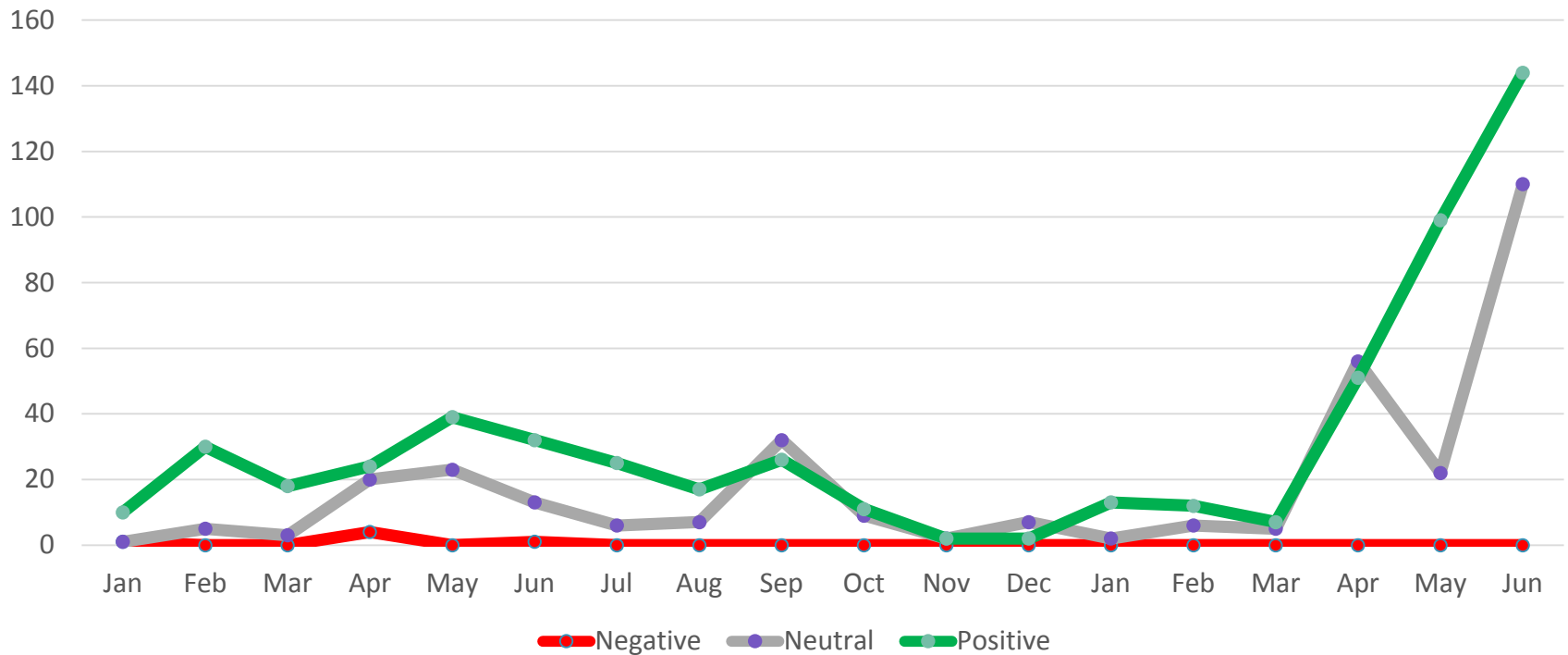
Negative Coverage of AC is Constant and Growing

Tone of Coverage about Atlantic City Over Time



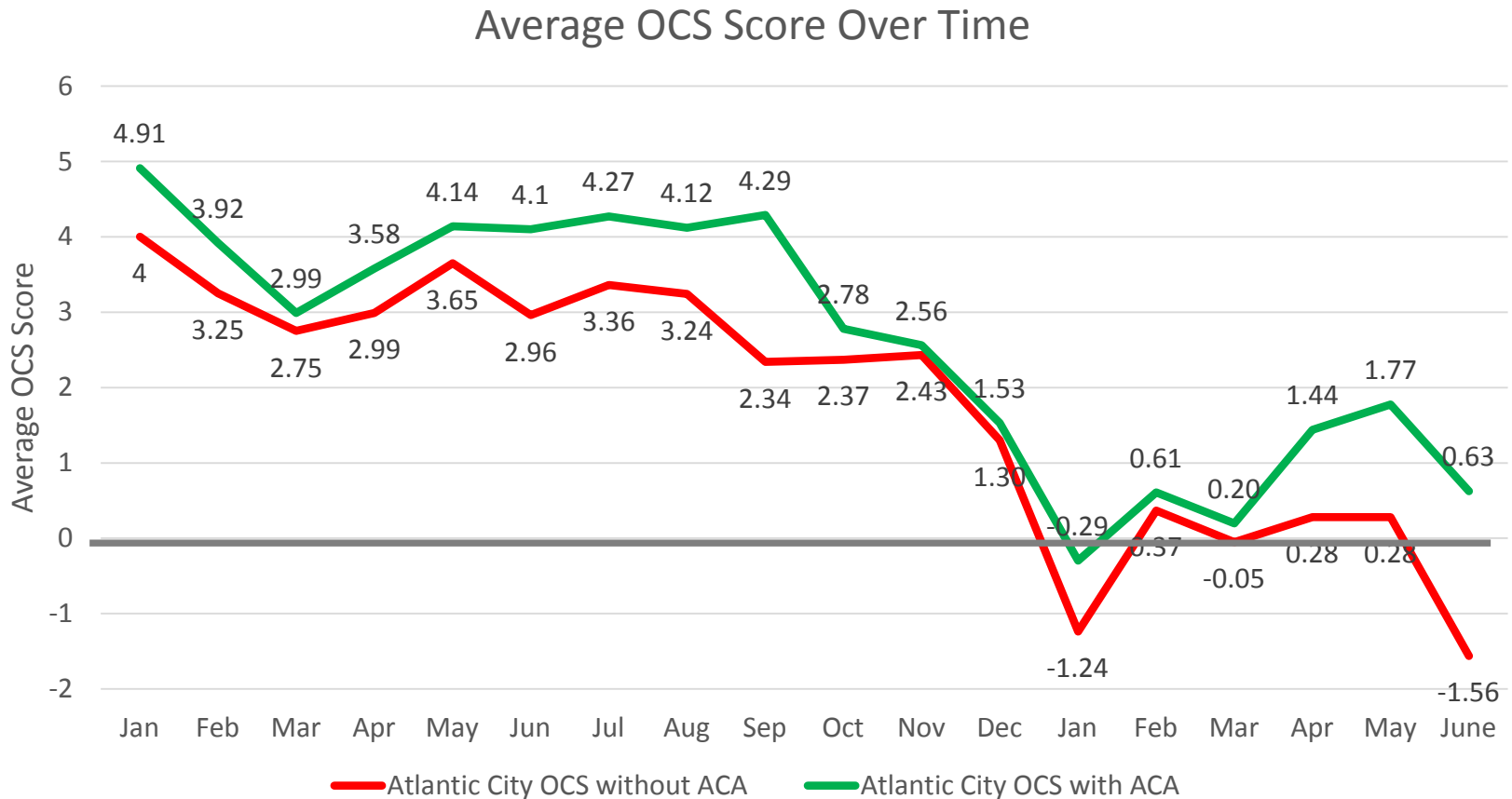
ACA Programs generate predominantly positive coverage

Sentiment of ACA Coverage Over Time



Without ACA events, OCS Scores for Atlantic City would have been significantly lower

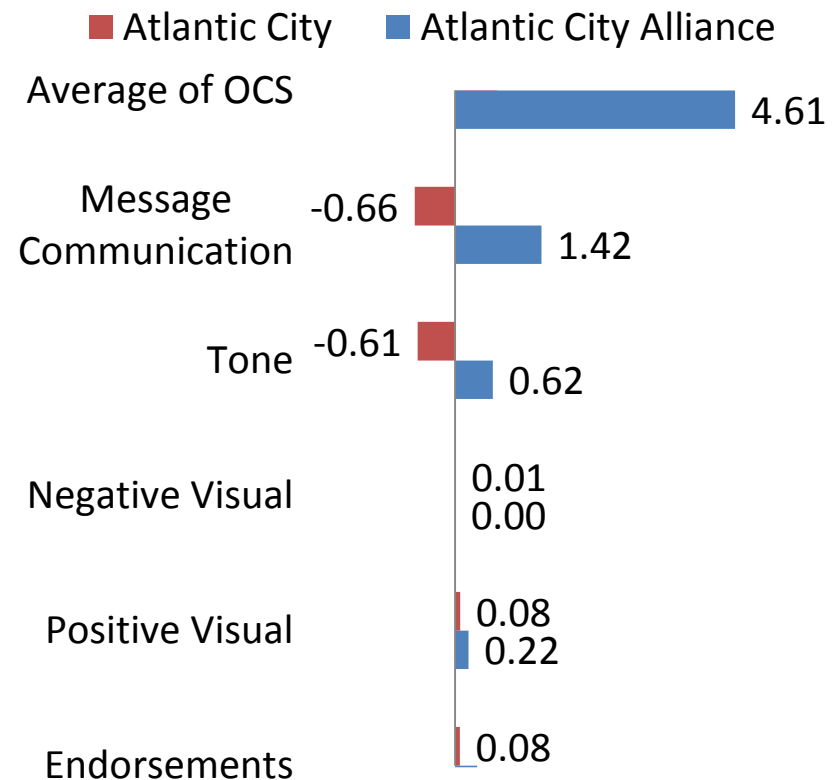
The red line represents coverage of Atlantic City minus all mentions of ACA and its programs



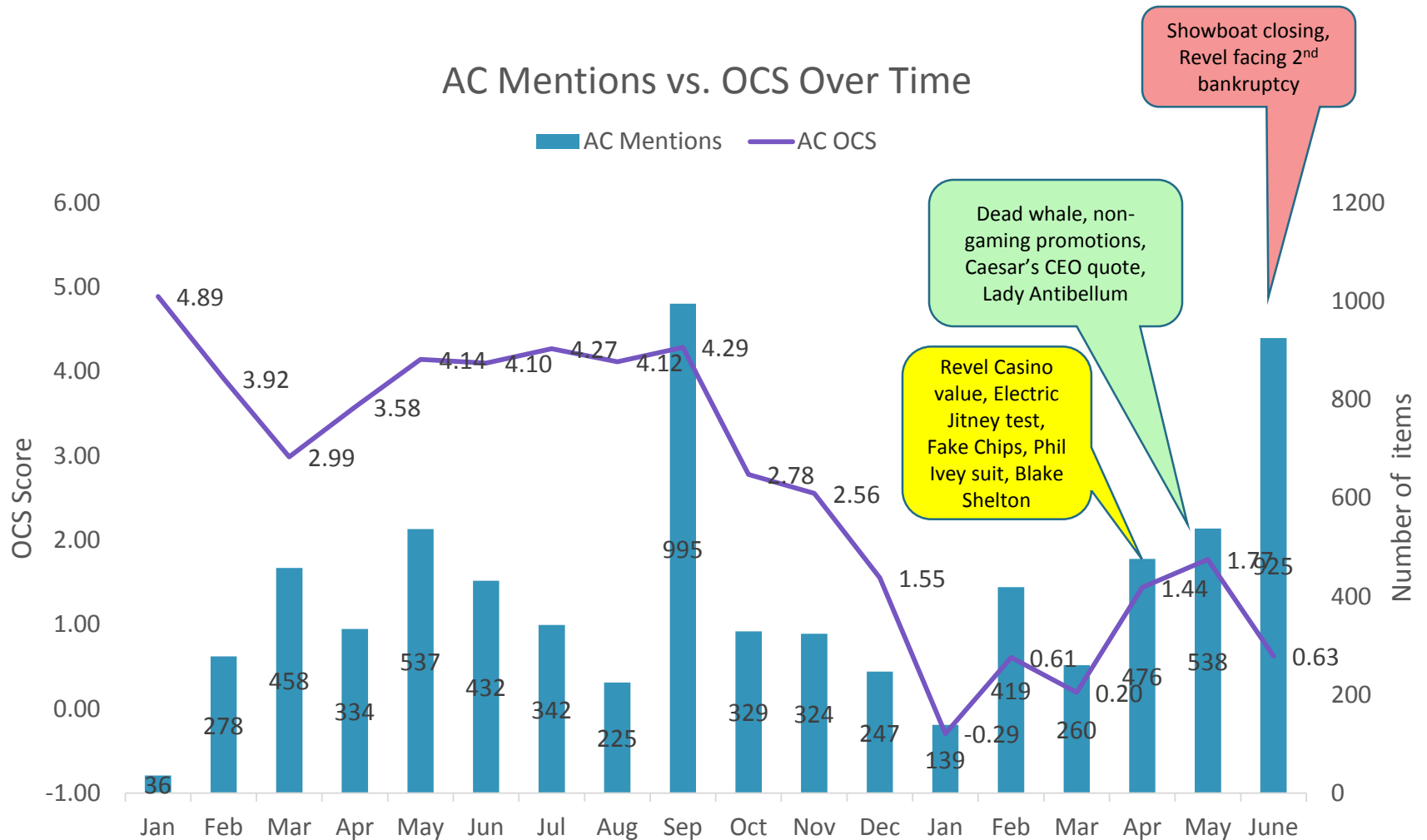
ACA has made a demonstrable difference in the quality of media coverage

- ▶ If an ACA or one of its programs was mentioned in a media story, it was:
 - ▶ More likely to contain an endorsement
 - ▶ More likely to be positive
 - ▶ More likely to contain key messages
 - ▶ Less likely to be negative

Differences in Quality of Coverage with and without ACA

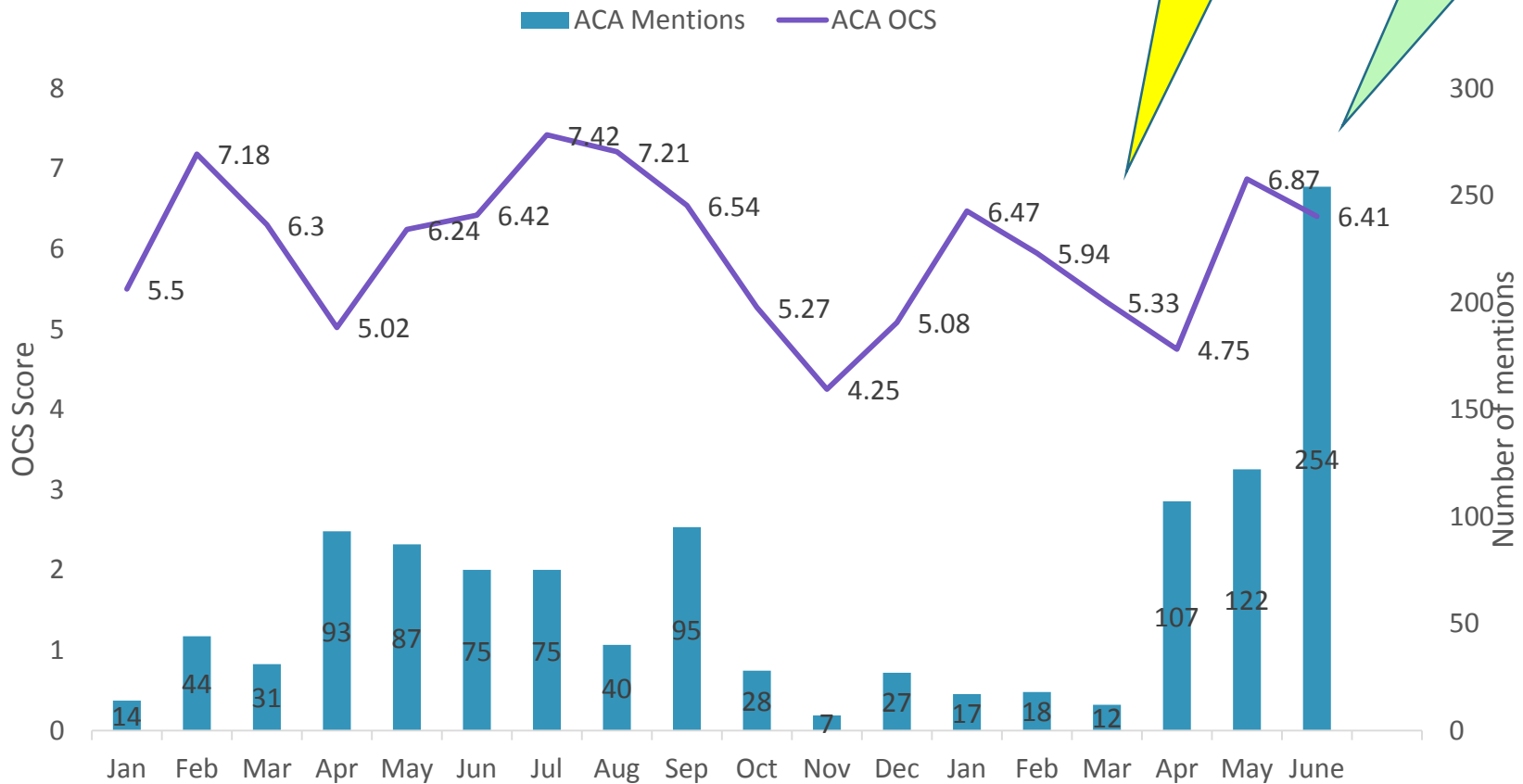


OCS scores for Atlantic City significantly improved thanks to ACA events



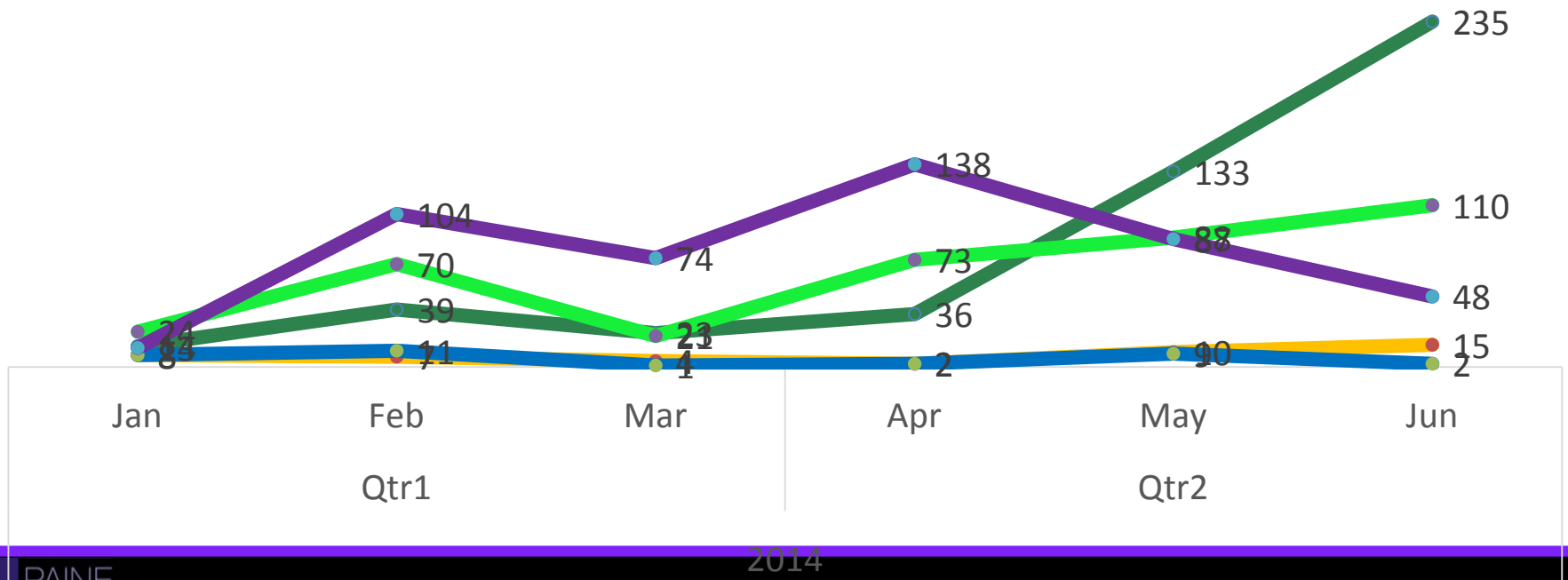
ACA maintains high OCS score with proactive program coverage

ACA Mentions vs. OCS Over Time



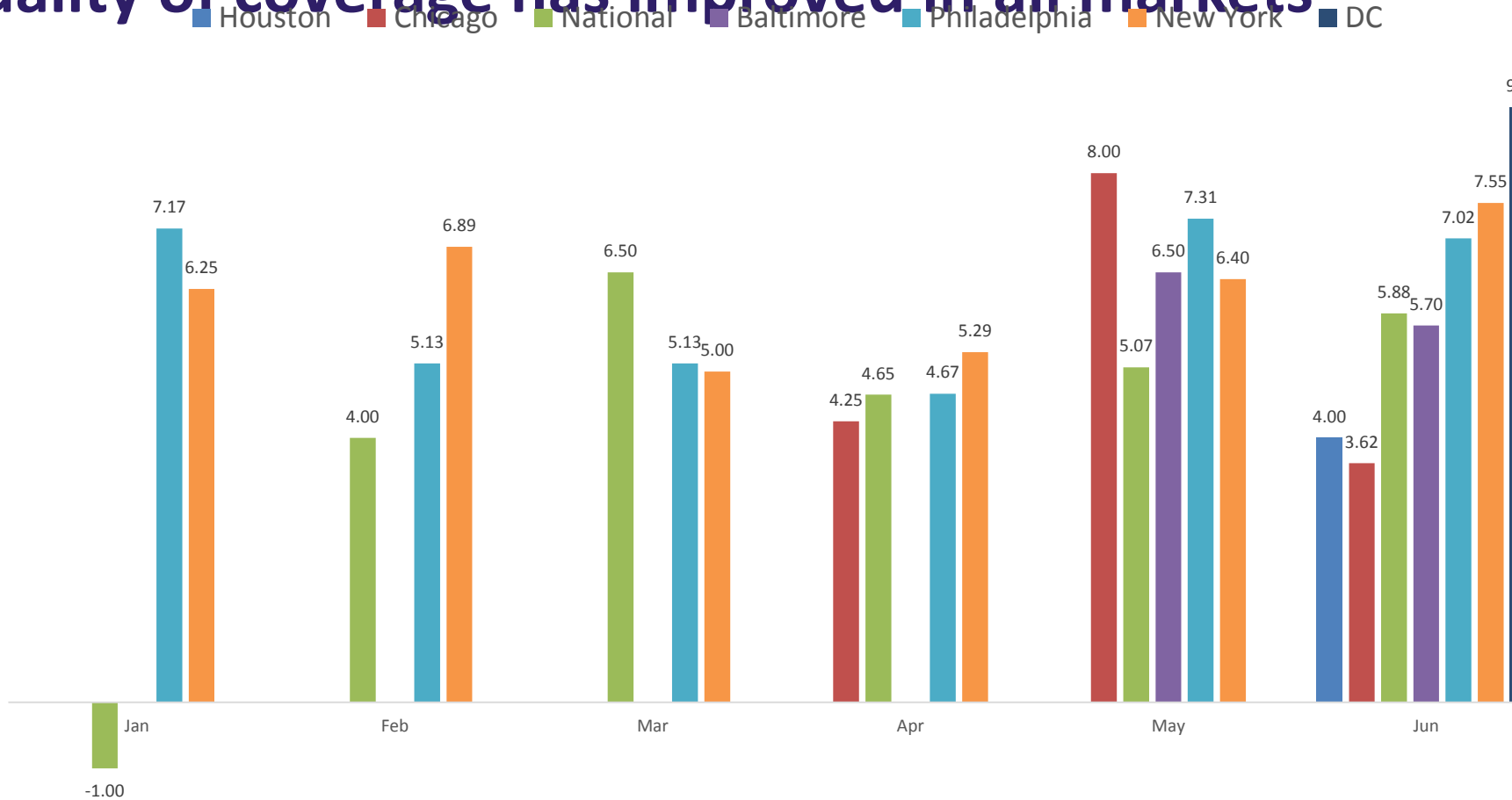
Communication of the "Making a Comeback" & "Something for Everyone" messages increased as ACA announced new programs

- Atlantic City has something for everyone
- Atlantic City is a clean and safe place to visit
- Atlantic City is a year-round destination spot
- Atlantic City is making a comeback
- Atlantic City offers more than just gaming



Quality of coverage has improved in all markets

New Markets Yield High Quality Results

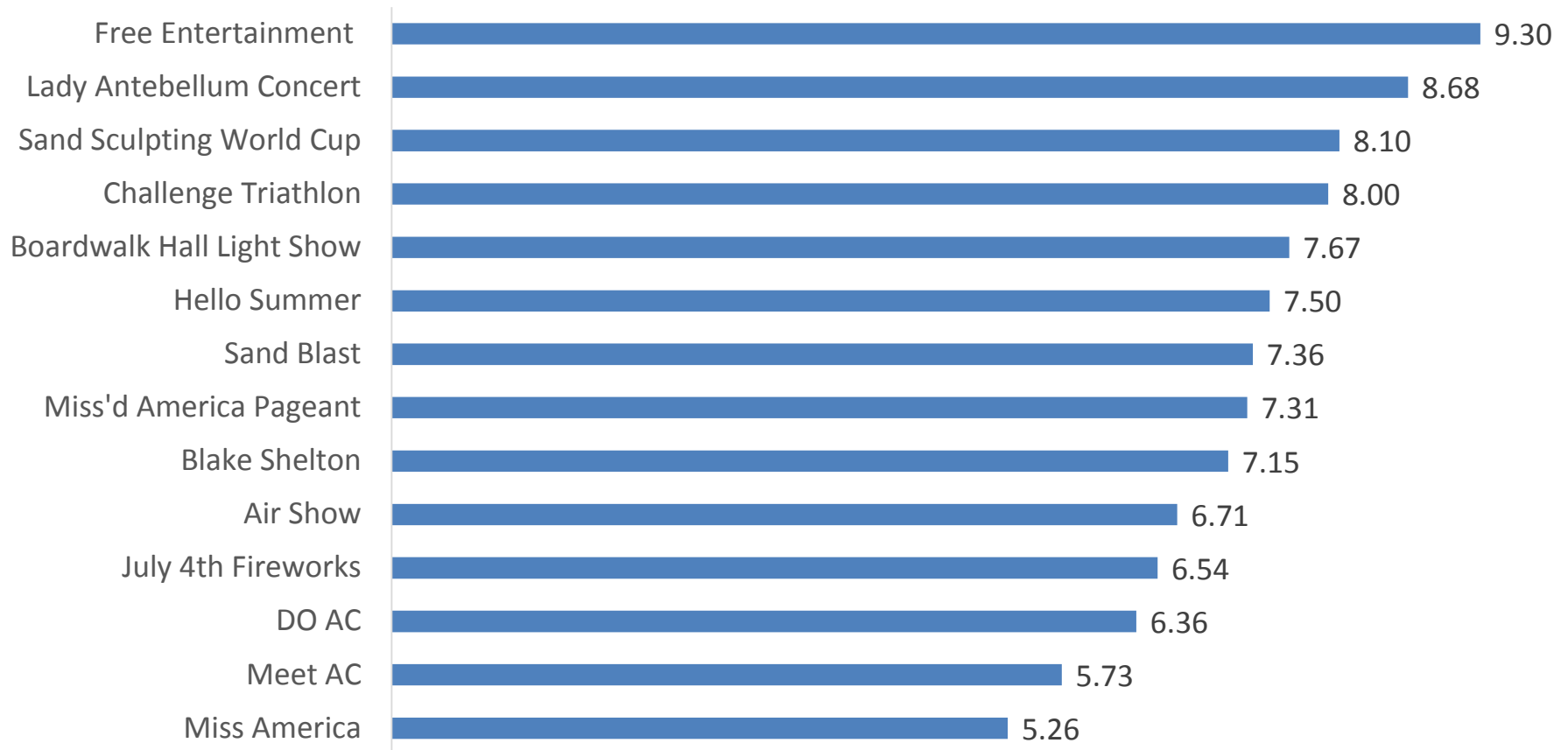


Articles that scored a perfect 10

ItemDate	Outlet	ItemTitle	OCS
5/30/2014 0:00	Huffington Post	10 Great Things to Do in Atlantic City (That Don't Involve Gambling)	10
6/20/2014 0:00	phillymag.com	12 Things to Do in Philly This Weekend: Solstice Parties	10
6/20/2014 0:00	NJ.com	2nd Annual DO AC Sand Sculpting World Cup returns to Atlantic City	10
6/19/2014 0:00	Huffington Post	5 Free Activities At The Jersey Shore	10
6/19/2014 0:00	Huffington Post	5 Free Activities For Your Jersey Shore Trip This Summer	10
6/19/2014 0:00	philly.com	5 free things for visitors to do	10
6/27/2014 0:00	NJ.com	8 free things to do in Atlantic City	10
6/17/2014 0:00	philly.com	A sandier World Cup in Atlantic City	10
5/28/2014 0:00	nwi.com	Beyond the Boardwalk: Atlantic City offers culinary escape for dining variety vacations	10
6/3/2014 0:00	Daily Local News	DO/AC World Cup of Sand Sculpting returns this summer	10
6/27/2014 0:00	philly.com	Five things to do today – sand sculpting awards, store opening, dance party	10
6/24/2014 0:00	Philadelphia Tribune	Fun for free down the Jersey Shore	10
6/20/2014 0:00	KYW-TV Online	Hear Philly: The Shore Thing – Fireworks Just One Of Many Activities Down The Shore This July 4th - CBS Philly	10
5/30/2014 0:00	KYW-TV Online	Hear Philly: The Shore Thing - Gumbo, Sand Sculptures and 'The Planet's Biggest Beach Party'	10
6/27/2014 0:00	CNBC Online	July 4 weekend travel returns with a boom, and deals remain	10
5/22/2014 0:00	NJ.com	Lady Antebellum to play second free concert in Atlantic City	10
6/18/2014 0:00	Newsworks	Next Exit Shore Guide (week of June 19-25)	10
2/24/2014 0:00	am New York	Plan a spring fling in Atlantic City	10
6/16/2014 0:00	WKXW-FM Online	Sand Sculpting in Atlantic City	10
6/27/2014 0:00	WTFX-TV Online	Sand Sculpting World Cup	10
5/10/2014 0:00	Asbury Park Press	Sculptors	10
6/15/2014 0:00	philly.com	SECRETS OF THE SANDMAN	10
5/16/2014 0:00	philly.com	Summer's events are Shore big	10
5/16/2014 0:00	Philadelphia Inquirer	Sun-soaked nightlife by day	10
6/30/2014 0:00	NJBIZ.com	Take a look at what's to come in Atlantic City	10
5/29/2014 0:00	examiner.com	Ticket Alert, Lady Antebellum's FREE beach concert in August at Atlantic City	10
1/24/2014 0:00	philly.com	Warm up to A.C. winter nightlife	10
5/21/2014 0:00	KYW-TV Online	What's New At The Shore: Parades, Festivals, Fireworks - CBS Philly	10
5/23/2014 0:00	KYW-TV Online	What's New At The Shore: Special Attractions For Kids	10

Free entertainment generated the highest OCS Scores in Q2

Top Programs By OCS



High Quality Coverage Appeared on Good Morning America, NPR, and other leading media outlets

The screenshot shows the Travel Post website with a navigation bar at the top. The main article is titled "10 Great Things to Do in Atlantic City (That Don't Involve Gambling)" by Maureen Yule-Cohen. The article text begins: "Atlantic City, NJ has been compared to Las Vegas...". Below the text is a photograph of a wooden gazebo on a beach.

'Good Morning America' predicts a bright summer on Atlantic City Boardwalk



Clinger Zee of Good Morning America films a live weather report on the beach, Wednesday May 14, 2014, for a TV broadcast in Atlantic City.

The screenshot shows a news article titled "Post-Sandy: Atlantic City Wants Its Tourists Back" by David Schierer. The article discusses the impact of Hurricane Sandy on Atlantic City and the city's efforts to attract tourists back. It includes a photograph of the boardwalk and a "Listen to the Story" audio player.

The screenshot shows an article titled "Atlantic City Strives to Rise as Casinos Fall". The article discusses the economic challenges Atlantic City faces due to the decline of casinos and the city's efforts to diversify its economy. It includes a photograph of a building with a red roof.

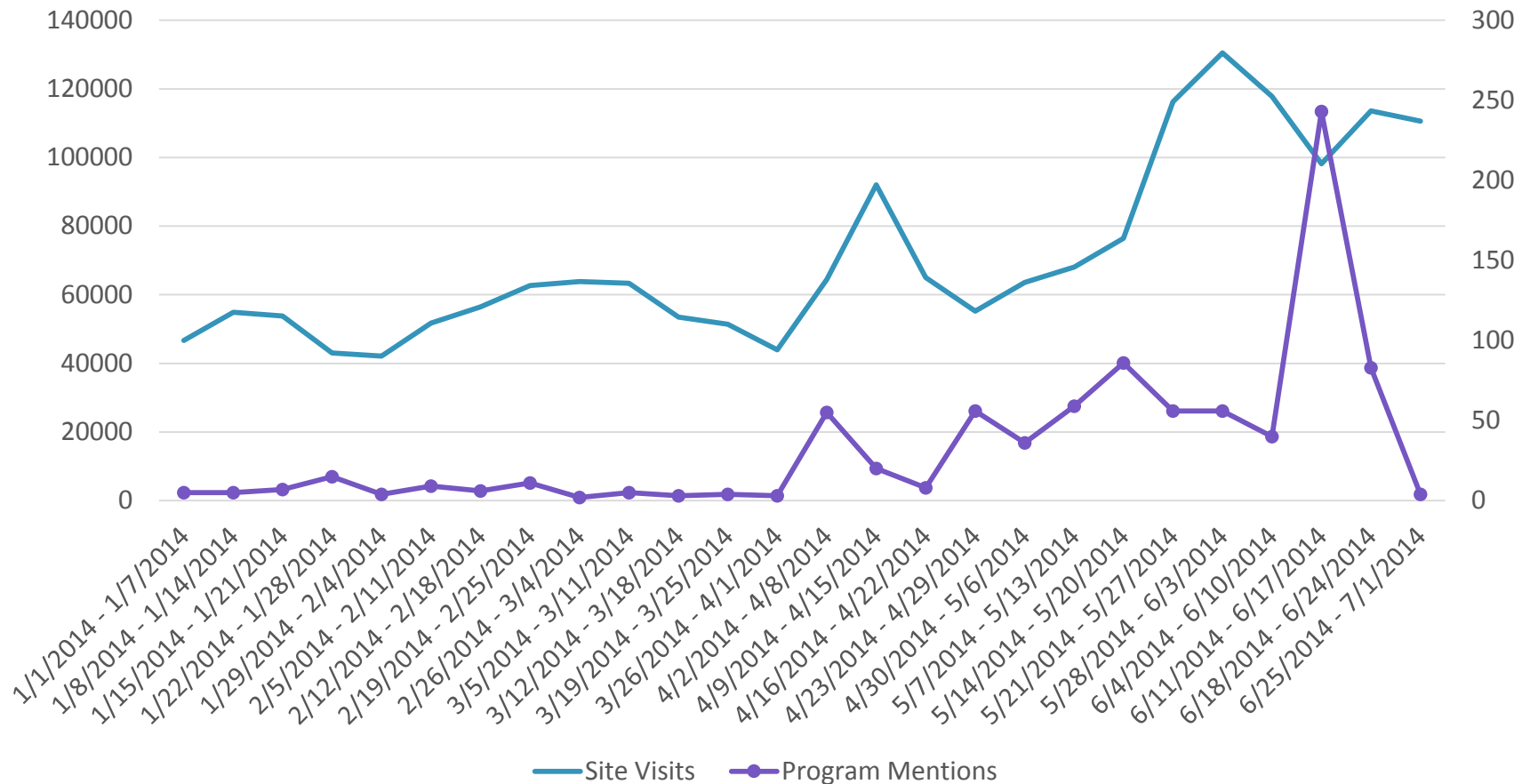
The screenshot shows an article titled "Atlantic City is All In" by Andrew C. Gagliardi. The article discusses the city's economic challenges and its efforts to attract tourists. It includes a photograph of a man holding a rainbow flag.

The screenshot shows an article titled "Upmarket casino cuisine in Atlantic City" by Michael Hayes. The article discusses the rise of high-end dining at casinos in Atlantic City. It includes a photograph of a plate of shrimp.

The screenshot shows an article titled "Plan a spring fling in Atlantic City" by Andrew C. Gagliardi. The article discusses the city's efforts to attract tourists during the spring season. It includes a photograph of a building and a group of people.

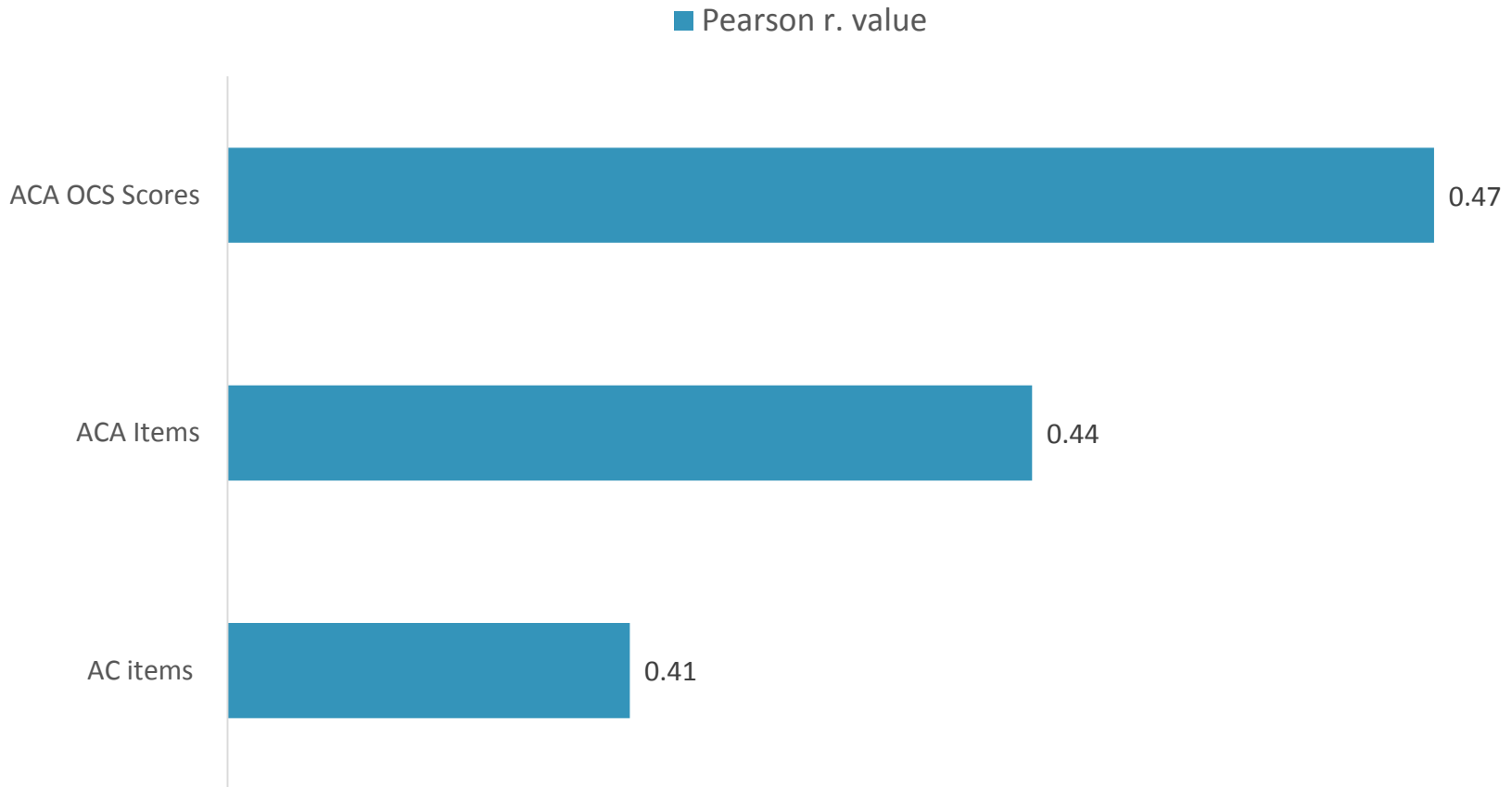
When ACA programs received media coverage, traffic followed

Relationship between ACA Program Mentions and Site Visits



ACA programs drive higher OCS scores, which correlate highly with web visits

Correlations between Web Visits and PR Metrics



PR is having a positive impact on preference and perceptions

- ▶ Based on the results of the most recent brand tracking survey, it appears that people who say they have recently heard news about Atlantic City are very likely to perceive AC as fun – a key driver of preference
- ▶ Respondents who remember seeing news reports about Atlantic City are also very likely to associate key messages and positioning statements such as “place I am excited to go to” and “fun place to hang out with friends.”
- ▶ The same respondents are also more likely to recommend Atlantic City to friends.
- ▶ The largest percentage of respondents who remember seeing news about Atlantic City don’t remember where they saw it. If they do remember, most saw news in newspapers and online media.

Thank You!

- ▶ For more information on measurement go to www.painepublishing.com
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