

**IMAGINE A  
RESEARCH  
AGENCY  
THAT HELPS  
YOU SOLVE  
PROBLEMS,  
NOT JUST  
IDENTIFY  
THEM.**



## What's new @ AMR?

### Launching the AMR Omnibus

From March 2013, AMR will be conducting an Online Omnibus every fortnight for fast simple information requirements. Many of our clients are regularly seeking 'factoids' to support key decisions and to show their communications to the public and stakeholders as being driven by consumer needs or reactions. Therefore we will have a new service available from late March, with a 4 work-day turnaround of results collected from a representative national sample of n=1000 18+ adults.

### Measuring the reputation of Australia's Leading Sports Codes

AMR are leaders in Reputation measurement and management, with experience working with a variety of corporate and not for profit organisations on measuring and maximising the value that can be gained through growing company reputation. This February, we have for the first time measured the reputation of Australia's leading sports codes eg; Australian Football League (AFL), Australian Rugby Union (ARU), Athletics Australia, Basketball Australia and Cricket Australia. This will create a rank of top 16 sports codes which hold the highest reputations amongst the Australian community. This information will be of interest to sports codes, teams and the corporations which sponsor and support these codes.

### Creating Shared Value

Creating Shared Value (a concept developed by Porter and Kramer in their HBR article 'How to Fix Capitalism') is a new way of thinking about value creation for business that emphasises the social benefits that can be gained by doing business. As a growing number of companies are now starting to shift from a Corporate Social Responsibility (corporate philanthropy) mindset to Creating Shared Value programs where the social benefit they create is aligned with their business functions, the need to measure and track the benefits has also become more important.

At AMR, we have developed a way of measuring companies' level of CSV - that is, the level of association consumers and stakeholders have with companies being focused on driving profits while also driving social benefit. Through this research, we have been able to show the strong positive reputational impact CSV programmes can have.





## **Measuring Influence of Social Network Influencers: Partnership with KRED (KRED.com)**

The rise of social media has resulted in companies having an increased focus on advocacy and the impact of positive or negative recommendations. As a result companies such as Klout and Kred have developed algorithms that score each individual's influence online. AMR is now working with Kred to understand the attitudes of behaviours of individuals with strong online influence and linking questionnaire responses to an individual's Kred score.

## **Digital Advertising Evaluation**

Traditional evaluation of digital advertising has relied on respondents recalling exposure to a specific online advertisement. The downfall with this approach is that people struggle to recall advertising they have been exposed to, leading to validity issues with the data collected. Working with STW companies the Online Research Unit and Alpha Salmon, we have developed an approach to evaluate digital advertising without relying on respondent recall. Using our approach, we are able to 'tag' online banner ads for our clients using custom built code. When a member of our online panel clicks into the clients' banner advertisement, a cookie is dropped on the panellists computer. Using this cookie technology we are able to run surveys with panellists exposed to clients advertisements.

## **Measuring Advertising Effectiveness with Facial Coding**

Emotion is central to advertising effectiveness. In the past, capturing emotional response was based on retroactive evaluation and a high degree of researcher interpretation. With digital facial coding we now measure which of the universal expressed emotions – happiness, sadness, surprise, anger, fear, and disgust – were elicited during advertising, showing which scenes, words and stories have emotional impact.

While only previously available in clinical laboratory settings, the widespread availability of webcams means that the approach is now available as part of online surveys. AMR currently uses facial coding for pre-testing advertising, looking at both wear-in and wear-out in campaign tracking.

### **CONTACT amr**

#### **Sydney**

72 Christie St  
St Leonards NSW 2065  
P +61 02 9020 6700

#### **Melbourne**

Level 12, 380 St Kilda Road  
Melbourne VIC 3004  
P +61 3 9684 6454

#### **Brisbane**

161 Robertson St  
Fortitude Valley QLD 4006  
P +61 408 496 785

#### **Website:**

[www.amr-australia.com](http://www.amr-australia.com)

#### **Twitter:**

@amr\_australia