



SCHOOL OF HUMANITIES & SOCIAL SCIENCES

BACHELOR OF ARTS IN COMMUNICATION

END OF SEMESTER EXAMINATION

**BAC 4107: MONITORING AND EVALUATION COMMUNICATION FOR
PUBLIC RELATIONS**

Date: Friday 18th October 2019

Time: 15:30 – 17:30

Instructions

1. This examination consists of **FOUR** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

Question 1

(30 marks)

Read the article below and answer the question that follows

Case Study - Kenya Tourist Board

Hills Balfour handles full representation for Kenya Tourism Board UK and Ireland, incorporating trade and consumer marketing, co-op partnerships, advertising, public relations, events and stunts amongst other activities.

In 2011, Hills Balfour executed a campaign around the theme of romance to tie in with the Royal Wedding following the engagement of Prince William and Catherine Middleton in Kenya the previous year. Our aim was to raise awareness of Kenya as a wedding and honeymoon destination and increase sales to Kenya through a tour operator partner. This also enabled us to highlight Kenyan roses as a major import to the UK, through a launch stunt linking Kenyan roses with romance in Kenya.

Hills Balfour organised the delivery and distribution of 13,000 single Kenyan roses to London commuters across four rail stations between 7am and 10am the week before the Royal Wedding. Roses were handed to commuters by Kenyan Maasai Warriors in full traditional attire and these Maasai later visited a selection of publishing houses around London to personally deliver a dozen red roses to magazine and newspaper travel editors. A bespoke gift card was attached to each rose stating “Find romance in Kenya... Will and Kate did”, together with a holiday package from leading tour operator, Hayes & Jarvis as the call to action.

Press coverage generated by the stunt was valued in excess of £100,000 and reached over 11 million consumers in the UK, Ireland, Kenya, Japan, Finland and Russia. There was also

extensive social media engagement from those receiving the roses. Hayes & Jarvis reported Kenya as the top selling destination within its programme for the week following the stunt.

- Subsequent to this successful launch, the Kenya Royal Romance campaign continued with advertising, marketing and public relations activities. Such activities included:
- A radio syndication campaign with the editor of Wedding Ideas magazine as the interviewee
- Two group press trips hosting national press to Kenya themed around romance
- A radio campaign with Smooth FM to win a holiday to Kenya in partnership with Somak Holidays and Kenya Airways which received 7,888 entries
- A holiday competition in partnership with Cosmos in Tesco magazine's royal supplement published over the royal wedding bank holiday weekend which received 25,450 entries

This has led to sustained interest in Kenya as a destination for couples, weddings and honeymoons.

Questions

In light of this article, develop and describe a set of evaluation criteria with seven steps of the evaluation framework established by AMEC, in a hierarchical order. (14 marks)

(ii) Identify one objective of this campaign. Based on that objective, elaborate three social media goals that could have been developed. For each goal, state a metric you would use to measure success. (10 marks)

(iii) According to Muck Rack's State of PR 2019 report, measurement remains PR pros' biggest challenge. Explain 3 reasons why measurement is a challenge to industry players. (6 marks)

Question 2 (15 marks)

It is the duty of public relations practitioners to measure, document and communicate their effort. Discuss five reasons why such effort should be measured.

Question 3 (15 marks)

- (i) Explain five ways of measuring production in public relations. (10 marks)
- (ii) In light of the principle of substitution, write a brief critique of measurement of production. (5 marks)

Question 4 (15 marks)

a. With the aid of a relevant example borrowed from case studies explored in class this semester, describe the following terms as used in monitoring and evaluation of public relations activities. (12 marks)

- (i) Input
- (ii) Output
- (iii) Outtakes
- (iv) Outcomes

b. Explain the role of stated objectives in evaluating public relations programs? (3 marks)