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# MEASUREMENT STANDARDS

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for PR Industry Indonesia

2020

## Association of Indonesian Public Relations Companies :

### Rate Card and Measurement Standards for PR Industry Indonesia

**A**ssociation of Indonesian Public Relations Companies (APPRI) launched a set of recommended Rate Card and Measurement Standards for public relations (PR) industry in the country today here. The standards are developed through discussions by a task force comprising several APPRI member companies in a few months and so we hope for a positive response from the PR industry in Indonesia

This new APPRI Standardization covers a new formula to measure the results of the publication of media reports, so that the value of publication (PR value) is more accurate and is based on mutual consensus.

The recommended Standards cover about 18 types of public relations services in which lower tariff have been agreed upon. This includes the cost of services for *Media Relations* (such as press conference), *Media Monitoring*, to social media management. "All this time, the measurement of the work of public relations consultants has always been equal to the value in the advertising industry. Therefore, following this launch we hope clients will understand and appreciate it.

It is important for agencies (public relations and digital) to have the set of recommended rate card and measurement standards so that PR industry players are not trapped by a steep price cut strategy, but are more competitive in providing excellent services to clients. We hope that the APPRI Standardization would mark the beginning of mutual support among the local public relations agencies and the digital agencies to collaborate more.

APPRI will distribute the rate card and measurement standards to all corporations that have already been collaborating with PR and digital agencies, or have been planning to use their services in Indonesia, both through work visits and training.

**APPRI Chairman,**

Jojo S. Nugroho

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# ABOUT APPRI

**A**ssociation of Indonesian Public Relations Companies (APPRI) is the only professional organization that concern about Indonesia's PR companies who have the spirit and the responsibility to develop and advance the PR industry in the country.

APPRI was established in April 10, 1987 by several well-known PR figures and also the owner of PR firms in Indonesia. APPRI has a vision to become main organization of Indonesian public relations companies whose members have international competitiveness. Its mission is to create a supportive condition in Indonesia's competitive and healthy PR industry.

Currently, APPRI has a total of 98 member companies, including some inactive ones. In a bid to protect and support the development and skills of its member companies in order to be able to host in their own country and fairly compete in international arena, APPRI will collaborate with all relevant stakeholders in the PR industry in Indonesia such as the government, media and other PR institutions not only in Indonesia, but also abroad.

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**This is important for the development of PR industry in Indonesia**

**Maria Wongsonagoro**  
*Indonesia PR Guru and President  
Director IPM PR*

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**This is a must read book to PR practitioner. A guide to crafting an integrated PR's Value for today's era -- an era that continues to change and everything is measurable, including outputs and/or outcomes of that PR programme against a predetermined of objectives.**

**Pramita Sari**

*Chairwoman Himpunan Humas Hotel  
(H3) Jakarta, Corporate Director of  
Communications Parador Hotels & Resorts*

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**Such standardization in rate card and measurement had long been desired. As one of the APPRI founders, this what we have been hoped for and we're glad that the Standards are finally launched.**

**Miranti Abidin**

*Indonesia PR Guru, Founder  
Fortune PR*

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**We live in the midst of a revolution in communication technologies that affects the way in which people feel, think, and behave. The mass media, including web-based media, Manuel Castells argues, has become the space where political and business power strategies are played out; power now lies in the hands of those who understand or control communication.**

**We, as PR professionals truly live and must understand fully these fast-moving trends. Today, Indonesia's fledgling but fast growing PR industry has finally introduced, through the tireless work of APPRI (Indonesia's Association of PR Companies) two key PR standards, i.e. PR measurement and a PR Services standard to serve as an industry benchmark for those seeking to undertake PR/communications. These long overdue PR industry standards are finally here like a breath of fresh air. They will help guide our industry into a future steep with new competitive challenges.**

**Inke Maris, MA.**

*PR expert and Chairman of Inke Maris & Associates,  
Strategic Communications Consultant*

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Perhimpunan Humas Rumah Sakit Indonesia (PERHUMASRI) menyambut gembira diterbitkannya standar pengukuran public relations ini. Standar pengukuran ini dapat menjadi panduan Humas RS dalam mengukur secara kuantitatif program PR-nya.

Panduan ini sangat membantu Humas dan Pimpinan Rumah Sakit dalam memahami bagaimana menetapkan indikator dan mengukur kinerja dalam publikasi media. Panduan ini perlu dan sangat membantu.

**Anjari Umarjiyanto**

*Ketua Umum Perhumas Rumah Sakit Indonesia (Perhumasri)*

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Buku ini menjadi pedoman dalam menjaga kualitas para PR Agency pastinya. Di kampus, minim sekali diajarkan tentang PR Value secara detil. Di kantor pemerintah sendiri, monitoring dan analisis isu dari media rutin dilakukan baik per isu/ kegiatan maupun setiap harinya. Saya tidak terlalu yakin apakah para GPR paham menghitung PR value secara detil berdasarkan rumus dan metodologi yang tepat. Konten buku ini sangat baik untuk disosialisasikan seluas-luasnya di kalangan PR berbagai sektor.

**Dr. Dyah Rachmawati Sugiyanto**

*Ketua Umum Ikatan Pranata Humas (Iprahumas)*

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**This book succinctly brings together the importance of PR measurement and its impacts. It's practical guide for those curious about PR evaluation. Congrats to APPRI!**

**Agung Laksamana MSc, MCIPR**

*Chairman of Public Relations Association of Indonesia (PERHUMAS)*

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## FOREWORD

### Team Leader of PR Value Measurement Standardization Team

Firstly, I would like to express my gratitude to God, for allowing me and the team to finalize the PR Value Measurement Standardization formula that will be used by the association as the standardized PR Value measurement in PR industry, especially for all APPRI member.

Experiencing both client and agency side, has open my eyes that PR industry in Indonesia (maybe in the world) has no single frame of reference in measuring the PR agency services. The formula that being used were very general and has never evolved since ages, yet the industry landscape has shifting since years ago. Even for the mature media type – print media, we were using many different formula, while current media landscape is being dominated by online media.

This formula was develop based on several best practices that has been used by clients and agencies. The formula can be used to justify a single article qualitative value as well as the quality of the campaign in PR point of view.

only that, with this formula PR agency services can be measured by marketing point of view and generate a return of investment value to justify the effectiveness of marketing investment through PR activities.

The breakthrough is this formula can measure the new “it” media type, the online media, and generate the same result with print media. With its complexity, the formula will transform the powerful and unique key performance of digital platform – pageview – to same value with print media. This will allow us to generate a standardized value from both online and print media, which means we can provide a single frame of Key Performance Indicator of PR Agencies services to our clients. More on that, we can have a justified benchmark of KPI of PR agencies services in Indonesia for brand communication campaign.

To close my words, I would like to thank Tyas and Yulia from IDComm who has work, got lost and confused together with me, in formulizing the PR Value Measurement. Also to Mba Rika and R&R Public Relation team who has helped us in providing some key data for the formula and Fransisca from Fabulo PR who has help us to understand the formula from one of our client as one of our benchmark in making this formula. And of course, thank you to APPRI for the trust and the opportunity given to me to lead the team.

**Aurello Kaunang**

Business Director of Publicio



# OBJECTIVE

- To have single frame of reference for both client and all PR agencies
- To have a valid benchmarking in valuating PR Agencies performance

# PR VALUE

A converted quantitative value of PR performance based on exposure of a campaign/promotion that generated from published article in every media channels.

# CHALLENGES

- Online media is a newly growing media channel and still haven't has a standardization in advertising rate
- No standardization = every agency and client has their own measurement

# METHODOLOGY

- Benchmarking with the best of existing measurement method from clients and agencies : Unilever and IDComm
- Provide logic assumptions based on insights from media and other relevant industries (Mindshare)

# RECOMMEN DATION

**PR Value = PR Score x Article  
Tonality x Media Advertising  
Value**

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# PR Score

is article qualitative score 0 – 5 based on evaluation of five qualitative variables of an article

1. Media Tier
  2. Brand/campaign mention location
  3. Key Message picked-up
  4. Quotes
  5. Photo/illustration
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# RECOMMEN DATION

## Media Tier

Score of a media based on client-agency agreement of media grouping based on circulation and relevancy

Variable #1		
Media Tier 1	Media Tier 2	Media Tier 3
1	0.5	0.2

## Brand / Campaign Mention Location

Score of brand/campaign mention based on the mention's location in the article. For this variable, perfect score is a sum of the both score

Variable #2	
Title	Content
0.7	0.3

## Key Message

Score of quality of an article based on how many key messages picked up

Variable #3	
All (a)	Partial (p)
1	$p/a$

## Quotes

Score of effectivity of provided quotes from KOLs in press release and talkshow/interview during press event

Variable #4	
Yes	No
1	0

## Photo

Score of an article based on the visual visibility in the article in the form of photo or illustration that relevant to the brand/campaign

Variable #5		
Relevant	Not Relevant	No Photo
1	0.5	0

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# Article Tonality

Is a score based on overall article tendency toward brand/campaign. A neutral tonality mostly found during issues/crisis situation

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# RECOMMEN DATION

## Article Quality

From the sum of the five variables we can qualitatively value the article

Article Quality		
$\geq 4$	$4 > X \geq 2$	$< 2$
High	Medium	Low

## Article Tonality

Is a score based on overall article tendency toward brand/campaign. A neutral tonality mostly found during issues/crisis situation

Article Tonality		
Positive	Natural	Negative
1	0.8	0.5



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# Online Media Advertising Rate

The growth of online media in the past decade was very massive due to the changes of consumer behavior.

As a newly developed media channel, online media still does not have a singular form of ad-rate; not like print media. A new formula, with some assumptions, need to be created to have a support the singular PR measurement that can be applied to entire media channels.

The unique point of digital is the quantitative insight of exact number of pageview; therefore, The standardization that we recommend is using the pageview and eCPM to get the quantitative conversion of ad-value in IDR that similar to print media ad-value.

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# RECOMMEN DATION

**Ad Value = Estimate pageview  
per article x eCPM**

## DEFINITION

### Cost Per Mille

- The cost an advertiser pays for one thousand views.  
[https://en.wikipedia.org/wiki/Cost\\_per\\_mille](https://en.wikipedia.org/wiki/Cost_per_mille)
- Since we are measuring based on how much an advertiser pays to the media, we measure the Ad Value using CPM not eCPM  
<https://www.mobvista.com/en/blog/whats-difference-cpm-ecpm>  
<https://www.techwalla.com/articles/ecpm-vs-cpm>

### Pageview

- Cambridge Dictionary:  
An occasion when a single page of a website is visited, for example by someone clicking on a link to that page.  
<https://dictionary.cambridge.org/dictionary/english/page-view>
- Page view also called page impression  
<https://dictionary.cambridge.org/dictionary/english/page-impression>  
<https://en.wikipedia.org/wiki/Pageview>

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# Estimate Pageview per Article

- Web analytic provides total pageview per month or per day of a website, not per article.
- To get 1 article's pageview we must access the internal website insight data using admin account; which impossible
- A logic assumption need to be created to generate the article's pageview:

**A website with 10 articles can attract/ generate 10K pageviews; in average, 1 article is viewed by 1K pageviews (= 10K pageview/10 articles)**

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# ARTICLE PAGEVIEW FORMULA

$$\text{Estimate Pageview per Article} = \left( \frac{\text{Website Total Pageview per Month}}{\text{Total Published Article per Month}^*} \right)$$

## Notes

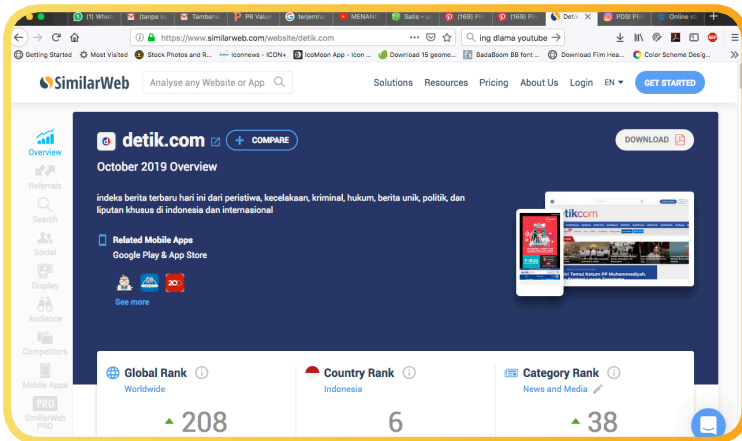
- Not all media are willing to share their average number of published article in a month.
- Assumption of total published article are generated based on comparison of total published article from several media with different total pageview that representing the assumption grouping.
- Total published article grouping based on total pageview per month.

> 50 M : 30.000 articles / month

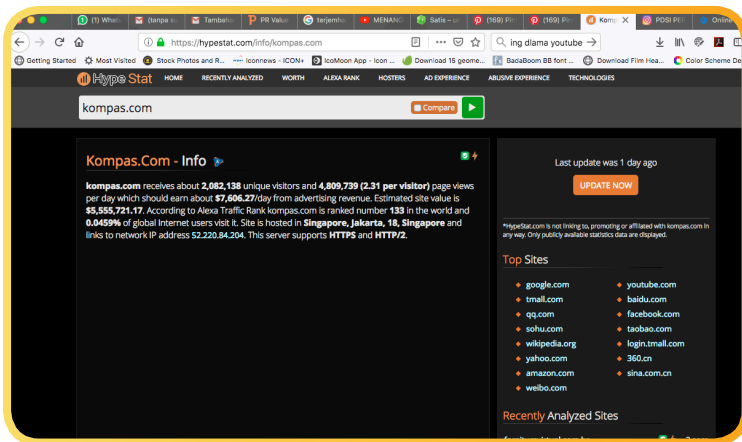
10 M - 50 M : 10.000 articles / month

< 10 M : 3.000 articles / month

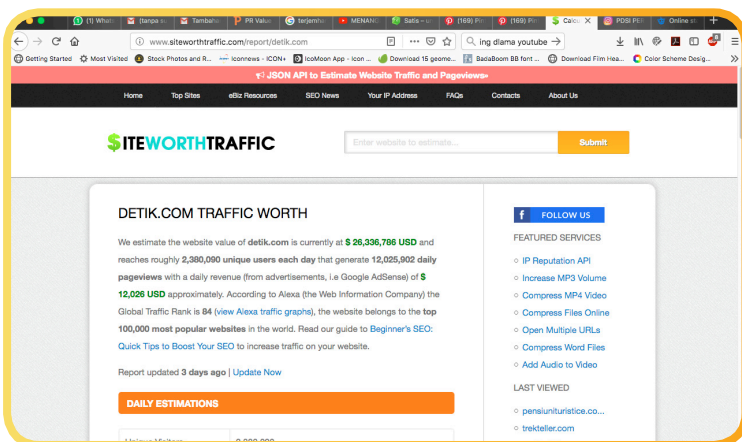
# WEB ANALYTICS



[www.similarweb.com](http://www.similarweb.com)



[www.hypestat.com](http://www.hypestat.com)



[www.siteworthtraffic.com](http://www.siteworthtraffic.com)

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**eCPM**

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# RECOMMEN DATION

■ Not all online media provides eCPM or Effective Cost Per Mile ( or per 1000 impression ) for their ad-rate, yet it is a common practice.

■ Our recommendation scheme for eCPM:

> 50 M	: IDR 45.000
10 M - 50 M	: IDR 30.000
< 10 M	: IDR 15.000*

*\*) This recommendation is based on Mindshare's eCPM rate for Indonesian online media; flat rate of IDR 15,000.*



# ARTICLE #1 PRINT MEDIA

No	Title Of Article	Page#	Media	Date Published	Publication Type	Circulation
1	Tiga Langkah Raih Body Goal	P. 31	Harian Koran Sindo	6-Feb-19	Print	385.000

Variable #1			Variable #2		Variable #3		Variable #4	
MEDIA TIER			MENTION (CAMPAIGN / BRAND / CLIENT'S NAME)		KEY MESSAGE PICK UP		QUOTE	
Tier 1	Tier 2	Tier 3	Title	Article	All	Partial	Yes	No
1			0.7	0.3	1		1	

Variable #5		TONALITY		
Photo / Illustration Display		Positive	Neutral	Negative
Related image with Cption	Unreated Image			
1		1		

SCORE
5.00

# ARTICLE #2 ONLINE MEDIA

No	Title Of Article	Link Url	Media	Date Published	Total Pageview / Month	Total Article / Month	Total Pageview / Article
1	Kata ahli gizi begini diet sesuai kebutuhan tubuh yang sebaiknya dilakukan	<a href="https://womentalk.com/health-fitness/articles/kata-ahli-gizi-begini-diet-sesuai-kebutuhan-tubuh-yang-sebaiknya-dilakukan-xjnz3">tps://womentalk.com/health-fitness/articles/kata-ahli-gizi-begini-diet-sesuai-kebutuhan-tubuh-yang-sebaiknya-dilakukan-xjnz3</a>	womentalk.com	5-Feb-19	2.450.000	3.000	817

Variable #1			Variable #2		Variable #3		Variable #4	
MEDIA TIER			MENTION (CAMPAIGN / BRAND / CLIENT'S NAME)		KEY MESSAGE PICK UP		QUOTE	
Tier 1	Tier 2	Tier 3	Title	Article	All	Partial	Yes	No
1			0.7	0.3	1		1	

Variable #5		TONALITY		
Photo / Illustration Display		Positive	Neutral	Negative
Related image with Cption	Unrealted Image			
1		1		

SCORE
5.00

# TOTAL PR VALUE

Article	Article's Quality		Article's Size or Pageview	Ad Rate or eCPM	Ad Value	PR Value
	PR Score	Category				
#1 (newspaper)	5	High	7 col x 285 mmc	175.000	349.125.000	1.745.625.000
#2 (Online)	5	High	817	15.000	12.225.000	61.275.000
<b>TOTAL PR VALUE</b>						<b>1.806.900.000</b>

## PR Value Measurement

**PR Value = PR Score x Article Tonality x Media Advertising Value**



**Print Ad-Value = Article's Sizw x Ad-Rate**  
**Online Ad-Value = Article's Pageview x eCPM**



**$\left( \frac{\text{Website Total Pageview per Month}}{\text{Total Published Article per Month}^*} \right)$**

# PR AGENCY KPI

## ■ PR Score

To quantify the quality of an article in currency to measure effectiveness of the investment of a PR activity.

## ■ PR Value

To objectively value the quality of an article and PR effort effectiveness in delivering the messages through media channels.





# PR Value Measurement Task Force

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**Team Leader:**

Publicio

**Members:**

- ID Comm
- R&R
- Global Insight
- Dasa Strategic
- Kayu Api
- Smartspin
- IMM

**Designed by:**

Mediavista