



Ogilvy

PR Measurements for the future



"WE SELL OR ELSE"

- DAVID OGILVY

**WE INSPIRE
BRANDS AND
PEOPLE TO
IMPACT
THE WORLD**

FROM BUILDING AN IMAGE*

*The general impression that a brand or a business has on the eyes of stakeholders



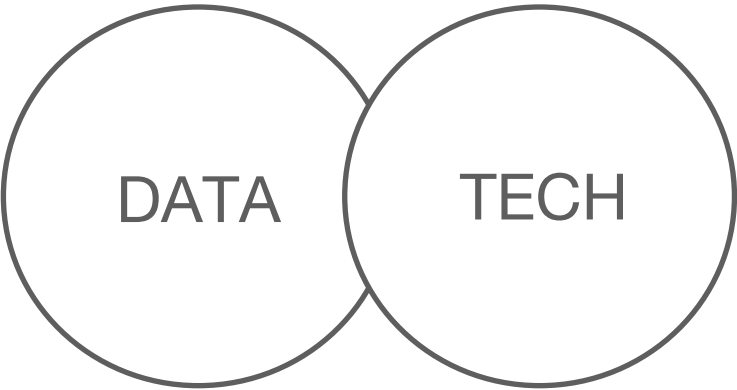
TO MAKING AN IMPACT*

*The strong effect that a brand or a business makes on the planet, people and profit



TO BE THE BEST CREATIVE PARTNER AND COMMUNICATION PLATFORM FOR FUTURE GROWTH

STRATEGY X CREATIVITY



MEASUREMENT FOR THE FUTURE

1852

SISTERS PRODUCE
ANOTHER FILM
CLEVER MACDONAGHS
SCORE AGAIN
"THE FAR PARADISE"

LIANT pioneers of the Australian film industry, the Macdonagh sisters have now definitely reached a standard with "The Far Paradise," screened privately yesterday, which convincingly establishes the fact that Australians can and do produce worth while pictures.

The sisters have not tried to "put over" their new picture by means of Australian scenery alone.

They have produced a fine picture in which every feature of the producers' and actors' art has been utilized.

EXCELLENT SCENERY

Certainly there is a quantity of excellent and typical Australian scenery, but not sufficient to destroy the story interest and create a pure scenic film.

No longer can Australians be accused of overacting before the movie camera.

"The Far Paradise" has disproved that, and the principals, Isabel Macdonagh and Paul Longuet, can take credit for their fine work.

THE FILM WEEKLY

"The Far Paradise" is
Splendid Locally-Made Film.

Those privileged to be present at the private screening of the M.C.D. Australian-made motion picture, "The Far Paradise," which took place at the Prince Edward Theatre last Tuesday morning, could not fail to be impressed by the thoroughness and finish of the work, as compared with most other pictures produced in this country.

Thoroughness in detail, highly capable acting—including Miss Marie Lorraine (star), Paul Longuet, Gaston Mervale, John Faulkner, Arthur MacLagan and Harry Halley—careful direction and first-class photography all contributed to a well-merited success.

With the British quota shortly to be brought into being, one will look to "The Far Paradise" as being worthy of first consideration, at least so far as an Australian release is concerned.

The three Macdonagh sisters, who were responsible for "The Far Paradise," achieved a big measure of success with "Those Who Love," made last year, and credited with being one of the few Australian films which were really worth while.

"The Film Weekly" unhesitatingly recommends this latest production of these talented girls as one worthy of a position on any bill.

THE MACDONAGH GIRLS



NEW AUSTRALIAN FILM

"The Far Paradise"

The Governor, Sir Dudley de Chair, was among those invited to the private screening, at the Prince Edward Theatre on Tuesday morning, of the new Australian film, "The Far Paradise," which the talented Macdonagh sisters, Paudette, Isabel, and Phyllis, have just released.

The general opinion was that the new film easily surpassed all expectations—great as these had been, both in the merit of the work, the scenario, and the captions.

The scenery is charming, and though the sisters are anxious that Australia should not in any way predominate, the pictures are so full of local color that they could not be mistaken by anyone who had ever visited Sydney.

The lighting of the scenes and the make-up of the characters are excellently done, even to the tears on the heroine's cheeks.

Miss Isabel Macdonagh, as Cherry Carson, is just a charming and very beautiful girl, who, in the brief time she spends, first in her father's luxurious home in a mythical place called Kirkston, and later with him as a derelict in a hut at Paradise Valley, manages very cleverly to portray the whole gamut of feelings from grave to gay. Her choice of clothes and surroundings is particularly up-to-date.

The assisting artists, all finished actors, as Gaston Mervale, Paul Longuet, Arthur McLagan, John Falkner, and Mrs. Kate Trefle.

Among others who were present at the screening were Sir Benjamin and Lady Fuller, Sir Victor Wilson, Hon. Hugh D. McIntosh, Mr. and Mrs. John Fuller, Mr. and Mrs. Hugh J. Ward, Mrs. Albert Littlejohn, Sir Albert Gould, Mr. Stuart F. Doyle, Mrs. W. A. Holman, Mrs. K. Trefle, Mr. George Crowley, Mr. Frank Graham (Melbourne), Mr. J. C. Bendrodt, Mrs. Mark Foy, Mr. and Mrs. W. Foeter, Mr. Rufe Naylor, Mr. and Mrs. J. H. C. Sleeman, Miss Moss, and representatives of film exchanges

SECOND FILM
BY
THE THREE SISTERS
"THE FAR PARADISE"

SUCCESSFUL SCREENING

INTERESTING from various angles, and capable of arousing much speculative thought, is "The Far Paradise," the second film of the Macdonagh sisters, of Drummoyne, which had its private screening at the Prince Edward Theatre yesterday.

In the first place the movie has all the hall-marks of a successful production. It has a story with an appealing human interest, and a lovely heroine, finely portrayed by Isabel Macdonagh (Marie Lorraine), who is willing to sacrifice her own happiness to reclaim a wastrel father.

Even in her most wrong-headed moments the young lady is sincere and convincing, and, what is just as necessary, attractive.

No persons with any knowledge of screen presentations could deny that this picture has great merit, but to



MISS McDONAGH.

classify it as an all-Australian movie would be absurd. It might have been written in England, America, Austria or Germany.

The question arises, "Why not a real Australian picture?"

It should be possible to produce an Australian picture, with an atmosphere, even without convicts, bush-rangers, new chums, and the usual exaggerated country types. These, by the way, are about as true to life as the stage Irishman or Jew. This is the sort of misrepresentation that is being carried abroad, as typical of Australia. It is not typical either as regards sentiment or character.

The talented sisters could do a great work for their native land if they produced a real Australian movie, which through the medium of its particular quality would feature the national characteristics and ideals.

The scenario was written by Miss Pauline Macdonagh and all matters on the business side were, and are, in the capable hands of Miss Phyllis Macdonagh.

BRIGHT NEW FILM
"THE FAR PARADISE"
GOVERNOR PRESENT

A new Australian film, "The Far Paradise," screened this morning at the Prince Edward Theatre, showed that in many respects Australians have little to learn in the matter of movie technique.

The film was refreshingly new also in regard to its scenic "spots." As a change from cactus-infested deserts and frozen wastes glimpses of the Burragorang Valley and the South Coast-road, with vistas of wave and sky, were shown. Certainly the localities were not spotted, for "The Far Paradise" has for its main centre of action the fictitious city of Kirkston.

Peter Lawton, the hero, and Cherry Carson, the heroine, fall in love. Carson, son, is a business sharper



Marie Lorraine

while Peter's father is an attorney. These two men are lifelong enemies, and the course of true love does not run smoothly. The action is complicated by Rosal Carson's villainous secretary, who is also in love with Cherry. Scorned by Carson, Rosal attacks him, and is killed in self-defence, but Carson, in view of his previous crooked practices, is forced to flee. His daughter accompanies him to Paradise Valley, where Carson finally dies.

Peter Lawton, through a series of lucky circumstances, is able to find Cherry, and wedding bells are rung.

On this theme the Misses Isabel, Phyllis, and Paudette Macdonagh, have made a thoroughly convincing and really entertaining screen play. They will be remembered as the producers of a previous film, "Those Who Love," which achieved well-deserved success.

"The Far Paradise" is a greater effort in every way. The action goes smoothly from first to last, and the screen work of Marie Lorraine (Isabel Macdonagh) places her on a high pinnacle.

The Governor, Sir Dudley de Chair, was present at the initial screening to-day.

"THE FAR PARADISE."
McDonagh Films. Marie Lorraine.

Screened at the Prince Edward Theatre several weeks ago, this Australian production came in for most genuine eulogy by all those present, with the newspapers adding a most generous amount of appreciation for what they rightfully consider to be a very well presented story, and one suitable for general distribution.

The plot is sound, directing and photography likewise, and the acting of the principals of a particularly high standard, that of the star (Marie Lorraine) being decidedly so. Paul Longuet, Gaston Mervale and Arthur McLagan rendered excellent support.

Many of Sydney's beauty spots are worked into the production, thus enabling overseas audiences to get an idea of the natural beauty of Our Harbor and other famous spots.

Exhibitors have our assurance that this picture is of a very ambitious kind, and well able to get by on sheer merit alone: we need say no more. Good.

MEASUREMENT FOR THE FUTURE

5 KEY IMPLICATIONS

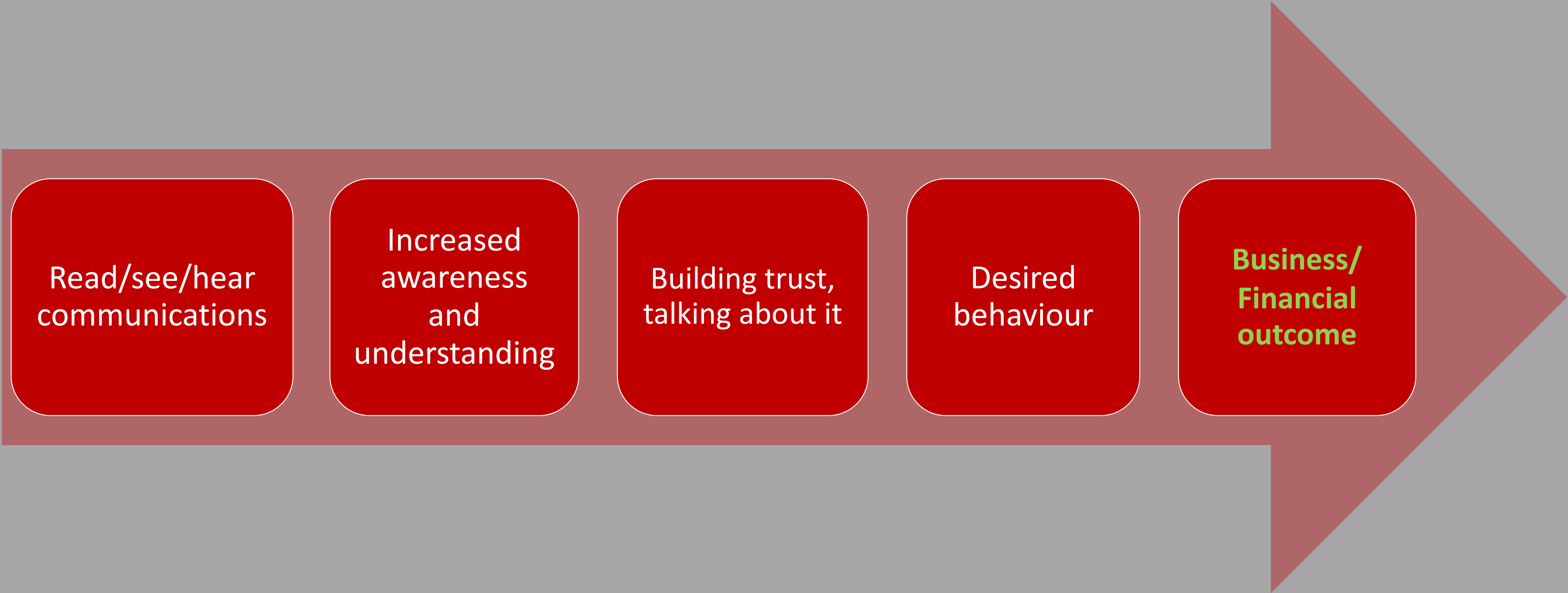
1

**MEASUREMENT IS
MORE IMPORTANT
THAN EVER BEFORE**

2 TO SHIFT FROM MEASURING OUTPUT TO OUTCOME

MEASUREMENT FRAMEWORK

OGILVY



Snack food consumer case study - small budget social media to drive purchase



Sources: Social media metrics Client's existing brand tracking study Client's existing brand tracking study

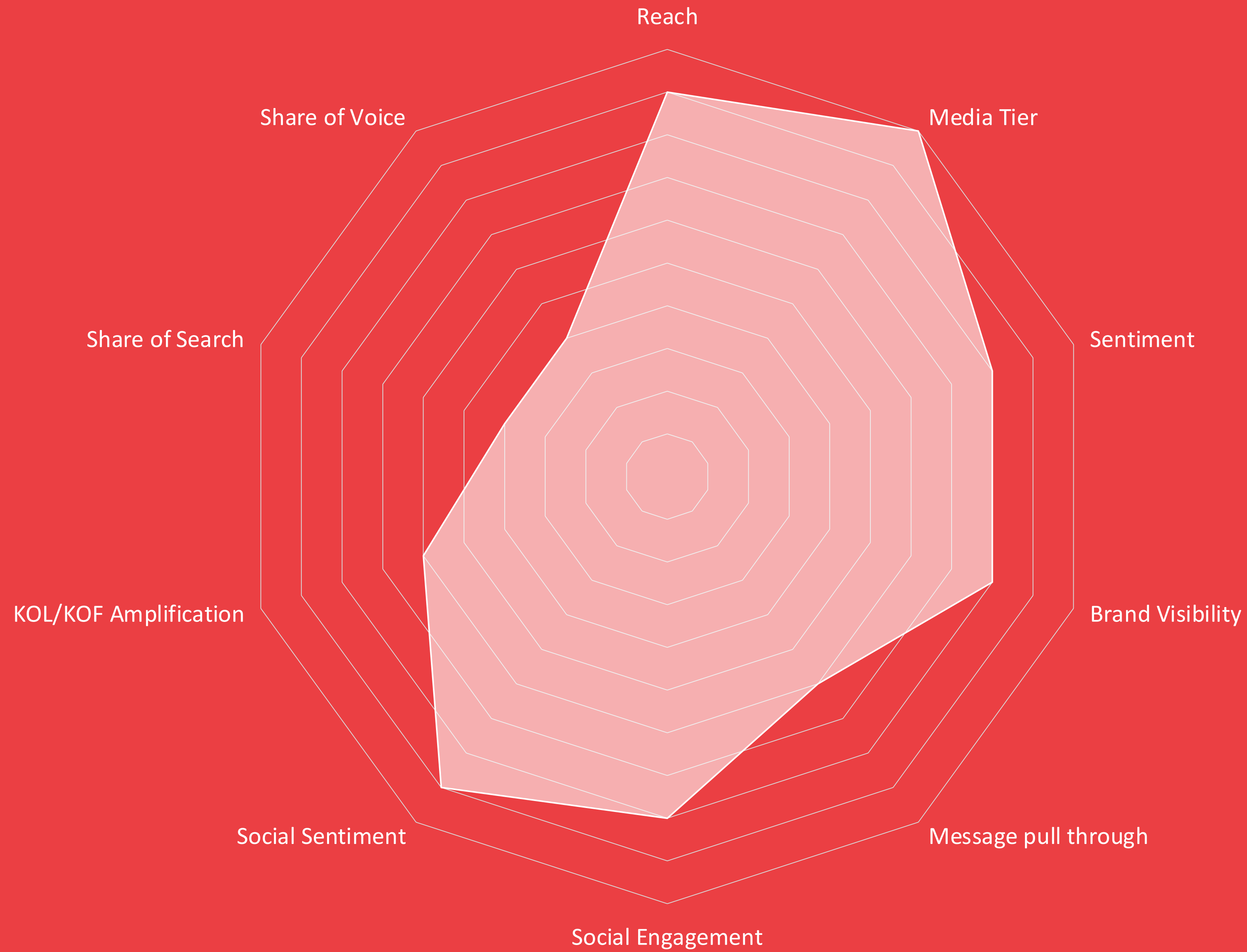
Automotive content marketing and activation to drive new product launch



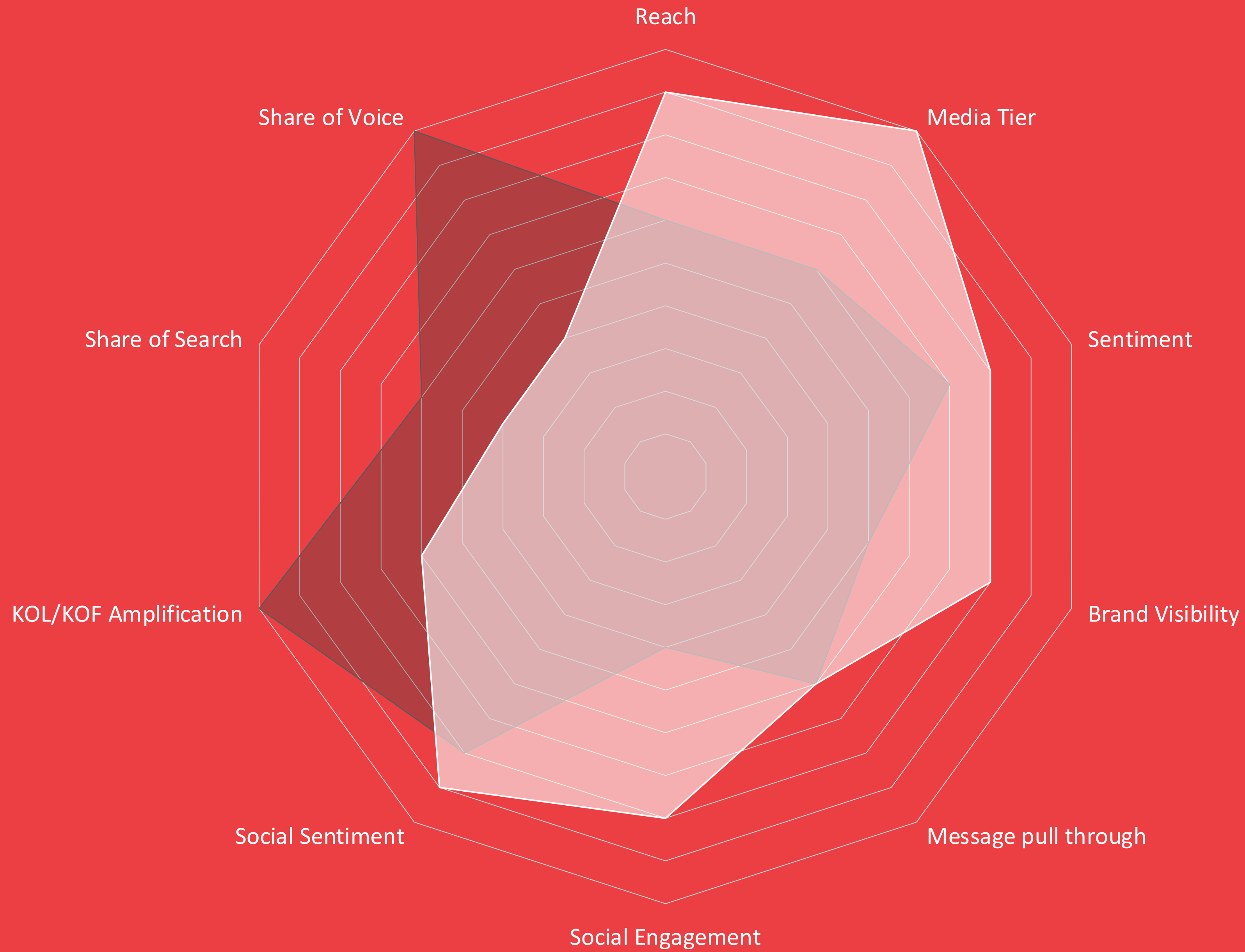
Sources: Social media metrics Client's existing brand tracking study Client sales data

3
MEASUREMENT IS
TOOL FOR
IMPROVEMENT
NOT A REPORT
CARD

Campaign Earned Influence Index



Campaign Earned Influence Index



4

NEW IDEA

PROVING

CASE STUDIES

Billboard Size: 8 x 20 m.

*ข้อมูล ณ วันที่ 31 ธันวาคม 2562 | ผู้ลงทุนควรทำความเข้าใจลักษณะสินค้า เงื่อนไขผลตอบแทนและความเสี่ยงก่อนตัดสินใจลงทุน



#หุ้้นโออาร์



Creative Financial PR for
GIGANTIC IMPACT

843 coverages
(value worth
192,000,000 THB)

no.1 hashtag on
Twitter

700,000 online
engagement

Before & After Campaign Conversations
From negative to very positive

Dedicated
Clubhouse rooms
and facebook
groups

230% growth in no.
of facebook fans
(5,000 -> 130,000)

530,000 subscribers
40x investors more
than benchmark
(10,000)

Business Outcomes

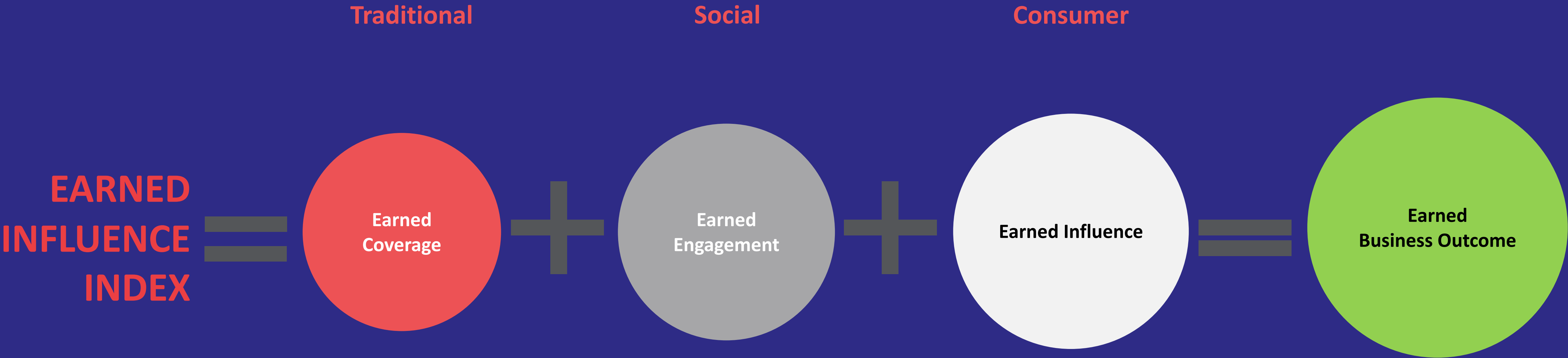
- Top ranked in SET50
- Future ambition announcement
- OR=โอกาส campaign
- License to operate in 10 countries
- Revenue growth

5 THINK MEASUREMENT AT THE BEGINNING



OUR METHODOLOGY

Measuring Impact Across



Key Attributes

- Reach
- Media Tier
- Sentiment
- Brand Visibility
- Message pull through

- Social Engagement
- Net Social Sentiment
- KOL/KOF-Key opinion former Amplification

- Share of Search (branded)
- Share of Voice

- Change in Perception
- Change in Believe
- Change in behavior

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