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**FOR IMMEDIATE RELEASE**

## **Edelman and StrategyOne Endorse Barcelona Measurement Principles**

CHICAGO, Sept. 9 -- Edelman, the world's largest independent public relations firm, and Strategy One, Edelman's dedicated market research, measurement and media analytics arm, wholly endorse the "Barcelona Principles," the first global standard of effective public relations measurement.

The seven fundamental principles were formally adopted in mid-June by 200 delegates from 33 countries at the 2nd annual European Summit on Measurement. The standards were developed with and supported by The Institute for PR, the Association for Measurement and Evaluation of Communications, the Public Relations Society of America, the International Communications Consultancy Organization and the Global Alliance.

"We are pleased to wholly endorse the Barcelona Principles," said Natasha Fogel, executive vice president, Global Research & Measurement for StrategyOne. "We continue to work with clients to create customized solutions that accurately measure and optimize the value of their communications programs. In our opinion, a holistic measurement approach aligned to business outcomes is essential to validate PR value, illuminate opportunities with the market and competition, and provide overall direction for future program success."

Mike Slaby, executive vice president and global practice chair for Edelman Digital says, "In a media landscape where the boundaries between media channels are increasingly indistinct, communications strategy, and therefore measurement, must span both digital, social, and traditional media channels in a coherent, comprehensive fashion. Using these principles as a guide allows us to incorporate the ever expanding media landscape into an intelligent, consistent framework."

**The seven Barcelona principles are:**

1. Importance of Goal Setting and Measurement
2. Measuring the Effect on Outcomes is Preferred to Measuring Outputs
3. The Effect on Business Results Can and Should Be Measured Where Possible
4. Media Measurement Requires Quantity and Quality
5. AVEs are not the Value of Public Relations
6. Social Media Can and Should be Measured
7. Transparency and Replicability are Paramount to Sound Measurement

**About StrategyOne:**

StrategyOne, a Daniel J. Edelman company, employs custom public opinion research and secondary research methodologies to deliver strategic counsel to corporate, organizational and governmental clients globally. With offices in Atlanta, Chicago, London, New York, Paris, San Mateo, Washington, D.C. and Abu Dhabi we provide global clients with evidence based stakeholder insights, analysis and measurement. Visit [www.strategyone.net](http://www.strategyone.net) for more information

**About Edelman:**

Edelman is the world's largest independent public relations firm, with 3,300 employees in 52 offices worldwide. Edelman was named Advertising Age's top-ranked PR firm of the decade; Adweek's "2009 Agency of the Year"; PRWeek's "2009 Agency of the Year" and "UK Consultancy of the Year"; and Holmes Report's "Agency of the Decade," "2009 Best Large Agency to Work For" and "2009 Asia Pacific Consultancy of the Year." Edelman owns specialty firms Blue (advertising), StrategyOne (research), RUTH (creative expression), DJE Science (medical education/publishing and science communications), and MATTER (sports, sponsorship, and entertainment). Visit [www.edelman.com](http://www.edelman.com) for more information.