

Evaluating communication products

Organizations spend millions on communication products every year. Brochures, annual reports, corporate videos and promotional materials are produced and distributed to a wide variety of audiences as part of broader communication programmes or as “stand alone” products. However, little systematic follow-up is undertaken to evaluate how these products are used and what is their contribution to achieving communication or organizational goals.

Answering the key questions

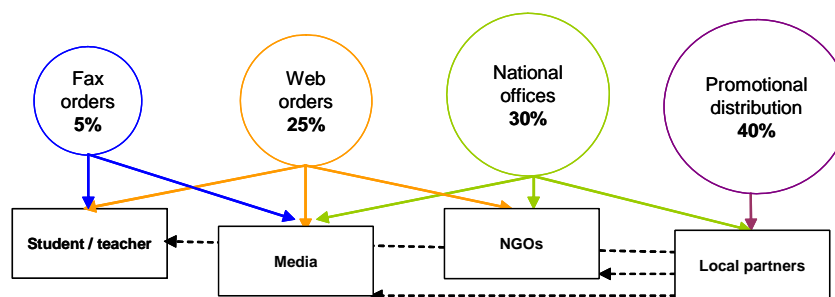
Owl RE has devised an approach to evaluate communication products that provides answers to the following key questions:

- ◆ Is the product considered to be of high quality in terms of design and content?
- ◆ Is the product targeted to the right audiences?
- ◆ Is the product available, accessible and distributed to the intended target audiences?
- ◆ Is the product used in the manner for which it was intended - and for what other unintended purposes?
- ◆ What has the product contributed to broader communication and organizational goals?
- ◆ What lessons can be learnt for improving future editions of the product and design, distribution and promotion in general?

A combination of surveys, interviews, statistical analyses and case studies are used to answer these key questions.

Tracking distribution & promotional channels

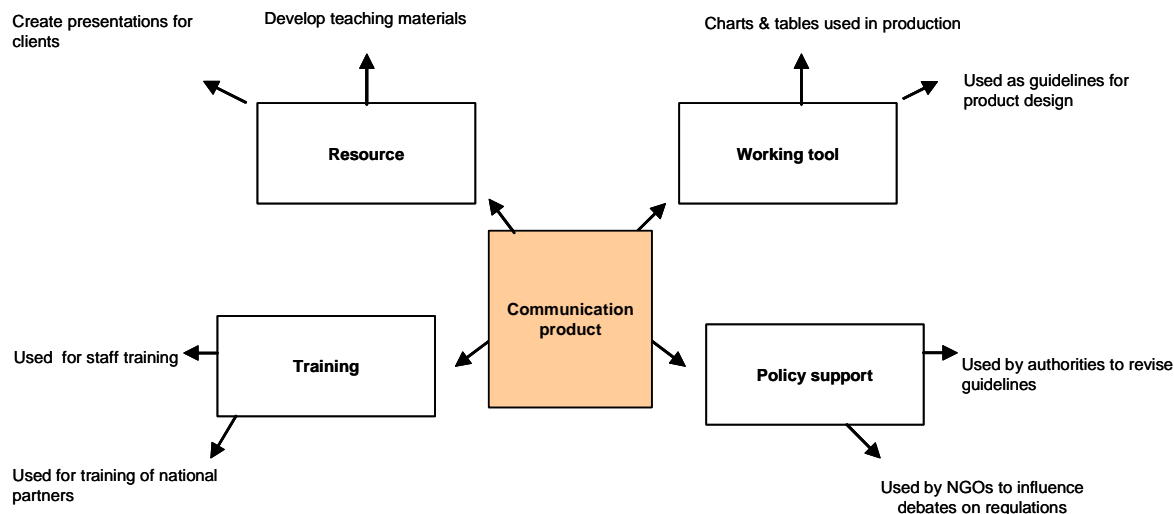
An important part of evaluating communication products is tracking how products have been distributed and promoted to audiences – and what role relays have played:



«The owl can see that which others cannot; which is the essence of true wisdom» (ancient lore)

Mapping the use of communication products

Investigating how communication products are used provides important insights for organizations – are the products being used as intended or otherwise? The use of products can be mapped out and detailed further in case studies:



In the above example, the communication product was produced mainly as a training tool and teaching resource. However, the evaluation revealed that the product has a wider usage than envisaged and consequently a broader impact.

Cost-effective evaluation

Owl Research & Evaluation supports organisations in analysing, assessing and evaluating activities in the communications, training/events and development fields.

Our key services include:

- ◆ Developing evaluation methodologies and guidelines
- ◆ Evaluating communication activities and campaigns
- ◆ Evaluating training programmes and events
- ◆ Supporting evaluation projects with research design, management & analysis.

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