

Ornico wins Africa's first AMEC Awards

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Ornico's campaign analysis of the inaugural The CEO SleepOut™ in 2015 has been awarded two Gold Awards at the prestigious AMEC Awards, held in London on 16 June 2016. This is the world's premium awards celebrating excellence in communications measurement and evaluation. Ornico was awarded Gold for both the "Best use of measurement for a single event" and "Best measurement of a not-for profit campaign", beating stiff competition from global campaigns featuring Pope Francis, The Bill and Melinda Gates Foundation and Unicef.

Now in its 14th year, the AMEC Awards aim to recognise and celebrate exceptional global work and accomplishments in making research, measurement and analytics integral in communication. It is the first time that an entry from Africa has received this international award.

Ornico, the Brand Intelligence® research company, joined The CEO SleepOut™ as a friend in 2015, volunteering its media research and analysis services to assist the organisation in its fundraising initiative. By using the Barcelona Principles best measurement principles Ornico could clearly demonstrate that key media and public relations objectives were being met.

The CEO SleepOut™ 2015 surpassed its targets and raised more than R26m for Girls and Boys Town, the most ever for a single South African fund raising initiative. Solid benchmarks were also created to enable improved campaign planning for The CEO SleepOut™ 2016 – being held on the Nelson Mandela Bridge in Johannesburg on 28 July 2016.

"The fact that our philanthropic event from South Africa was acknowledged on a global stage, alongside such notable brands as The Bill and Melinda Gates Foundation, Mission Australia, not to mention Pope St. Frances, is incredibly humbling. We are proud to position Ornico as a Friend in the 2015 and 2016 CEO SleepOut™ Champions line-up," says Ali Gregg, CEO of The SleepOut™. Gregg added that Ornico's in-depth media tracking, before and after the event, provided them with a credible and tangible platform to demonstrate that they met their communication objectives. Ali Gregg believes that Ornico's best measurement principles can – and should – be used as a valuable analytics tool across multiple industries in South Africa, in traditional business and not-for-profit sectors.

AMEC (The International Association for the Measurement and Evaluation of Communication) is the world's largest professional body for communications research, media intelligence and insights and boasts membership from more than 48 countries. It is arguably most well-known for pioneering the Barcelona Principles of public relations and communication measurement.

"ROI is a buzzword many companies, agencies and brands try to pursue. The question asked should always be, what are we trying to achieve and how do we measure it? That is why we are excited to have won this award, it enables us to help our clients be world-class in measuring what matters," says Ornico CEO Oresti Patricios

The AMEC Awards was held in conjunction with AMEC's 2016 International Summit which saw global communication experts from more than 30 countries in attendance.

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