# Cision Demonstrates Excellence in PR Measurement with Big Wins at 2017 AMEC Awards

**Cision and subsidiary Gorkana receive 10 awards for superior communications measurement and campaigns**

LONDON, May 25, 2017 /PRNewswire/ -- Cision, a leading media communication technology and analytics company, and Gorkana, the UK's leading media intelligence company, won a combined 10 AMEC awards, including six golds, at the PR measurement body's 2017 awards event. The International Association for Measurement and Evaluation of Communication (IAMEC) recognized Cision and Gorkana for their excellence in measurement and campaigns for clients including Samsung, Slimming World, the Museum of London, the Stroke Association and more.

AMEC's annual two-day award summit held in Bangkok last week (May 17-18) celebrated international communication effectiveness. The haul of awards made Cision a big winner in an AMEC-reported record year for entries. Cision's gold awards include:

- Most impactful client recommendations arising from a measurement study for Samsung
- Best use of integrated communication measurement for the Stroke Association
- Best use of a measurement framework for Slimming World
- Best use of a measurement framework for the Museum ofLondon
- Best use of a measurement framework for Mischief and the National Trust
- Best campaign in the public and not-for-profit sectors for Mischief and the National Trust

Cision also took home three silver awards for best use of a measurement framework (best practice framework), best measurement of a consumer campaign for Samsung, and best measurement of a consumer campaign for Slimming World, as well as one bronze Plain English award for simplicity in campaign effectiveness measurement and reporting for TD Bank.

"I'm delighted to have worked with Cision on our analysis and measurement program and winning this AMEC award is a fantastic achievement. Cision's team really works as an extension of my communications team and their expertise is invaluable," said Anil Ranchod, deputy director of PR and communications at UK charity the Stroke Association. "The metrics Cision provides allow us to demonstrate we're having the right impact, which is is crucial if we want our donors and supporters to continue to invest in our work. The difference our PR work makes is not just the bottom line – it's also about saving lives. If we don't get it right, we could cost people their lives."

"It's crucial to be able to prove success and ROI in earned media and we are delighted to be acknowledged by AMEC and its jury of judges," said Kevin Akeroyd, CEO of Cision. "We're extremely proud of the great work that, in partnership with some exceptional clients, we have been producing over the last 12 months, and look forward to continuing to raise the bar on measurement in our industry."

The AMEC Awards is the largest awards scheme of its type for communications measurement and insights, open to media intelligence and insights firms, PR companies, client in-house teams, Government teams and not-for-profit organizations.

**About Cision:**
Cision is a leading media communication technology and analytics company that enables marketers and communicators to effectively manage their earned media programs in coordination with paid and owned channels to drive business impact. As the creator of the Cision Communications Cloud™, the first-of-its-kind earned media cloud-based platform, Cision has combined cutting-edge data, analytics, technology and services into a unified communication ecosystem that brands can use to build consistent, meaningful and enduring relationships with influencers and buyers in order to amplify their marketplace influence. For more information, visit www.cision.com or follow @Cision on Twitter.

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