

## **MEDIA ANALYSES**



## Clear targets - Clear results

Your PR has clearly defined targets. But are these really achieved? Would you like to know how successful and efficient your PR activities are? Then it is exactly this that your media resonance analysis should be able to measure.



### + **Media resonance analyses** lead to

- scientifically-based results, that you can use as the basis for decisions concerning communication, marketing and management.
- provision of starting points for optimising your communication activities.
- are customised exactly to your specific requirements. You define the how the analysis is designed.
- local, international or even global results. You determine the markets and the scope.

You will receive comprehensive consultation from experienced analysts, from the very first briefing meeting right through to the presentation of the results. Your analysis requirements are determined and your tasks and relevant questions are defined in the dialogue with these experts. The result is a catalogue of analysis parameters, such as characteristics, media panel and the period of the analysis, that are recorded in a codebook. Specially trained analysts ensure that the quality of the analysis meets international standards. All PressWatch analysts are multi-lingual: the evaluation of your international communication activities – from Argentina to China – can be carried out in real time. Companies and market leaders that are active internationally reap the benefit of the competitive edge this service provides on a daily basis. The media resonance analysis can give you the answers to the following questions:

- What media presence and what media image does your own company / do your own products and services have?
- How is presence and image perceived in comparison to that of competitors or the branch?
- What output did press activities have after a product launch / re-launch?
- What degree of topic penetration was it fundamentally possible to achieve?
- In what way is the corporate image different from the way others perceive you in publications?
- Which trends, issues or (critically-orientated) journalists should be given special attention?
- Which issues do competitors cover and what media resonance do they achieve?
- What regional differences are there?
- Which discussions, opinions and opinion-makers affect the corporate environment?
- Do your messages come across?

## **+ The analysis components**

PressWatch provides different components for the analyses that can be combined and designed individually in accordance with your defined targets:

- Presence analysis
- Topic/Image analysis
- Stakeholder analysis
- PR analysis
- Integrated Media Resonance analysis (inclusion of market research data etc., in order to recognise exactly not only media resonance but also client acceptance)
- Picture analysis
- Author database
- Sponsoring analyses

In addition there is the possibility of carrying out benchmarking for all defined parameters of the analyses.

## **+ Presence analysis**

This measures presence and evaluation of the company, its management or its products in the media. Presence analysis looks primarily at the formal criteria of an article:

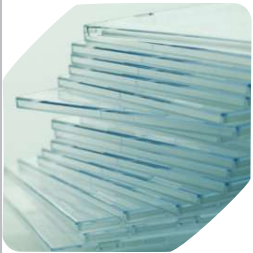
- number of articles about the company and the competition (“share of voice”)
- circulation figures or coverage achieved
- advertising value equivalence (AVE) (also weighted, i.e. taking such factors as placement, stand-alone placing, peripheral mention, picture, etc. into consideration)
- regional distribution of the publications
- size and composition of the articles (with picture, with logo etc.)
- distribution according to media type (daily newspapers, business magazines, special interest etc.)
- target success rate in defined key media

## **+ Topic and Image analysis**

These analytical components address the thematically relevant environment and analyse how your company, its products and the competition are presented in the media. This includes trends in topics, critical aspects and potential. In addition the active media are analysed, “top media” in the sense of identifying positive and particularly critical reporting and determining opinion trends.

The analysis looks at the following points:

- with what messages your company is present in the media,
- with which image factors your company is linked and
- how the media evaluates these messages and factors.



Analysis parameters can include:

- acceptance ratio: the ratio of negative/neutral/positive articles to one topic
- topic agenda and the development of topics (Issues-Monitoring & Trend Analyses)
- degree of penetration of your key messages/positioning
- determination of opinion leaders / makers in the media

Reap the benefits of the Topic and Image analysis in order to:

- prevent crises, recognise negative press reports immediately
- boost the effectiveness of press activities determine which topics come across what should be given top priority, which messages can be ignored
- recognise and utilise emotions – which factors lead to positive or negative reports?
- checking the resonance of campaigns

### **+ Stakeholder analysis**

This approach to media analysis takes the stakeholders that are relevant for your company into consideration, stakeholders such as analysts, investors, clients or also non-governmental organisations. This analysis reveals what stakeholders say about the corporate issues, which arguments they use, how they influence thematising processes and which interdependencies exist between the individual groups. The results are underpinned by meaningful quotations.

### **+ PR analysis**

The PR analysis addresses the output and success of your PR activities. Analysis parameters include:

- Initiative ratio: to what degree is the reporting self-initiated or initiated by third parties?
- Which PR measures were the sources of the publication?
- Degree of transformation: to which extent was the press release adopted?
- How was the content evaluated from a journalistic point of view?

### **+ Integrated media resonance analysis**

The integrated media resonance analysis complements the PR analysis. It is ideally suited for depicting and evaluating communication campaigns, such as the conclusion of a product launch. The analysis then also encompasses the PR output achieved as well as the attention given to and acceptance of the PR efforts in the public eye (out-take) and the effect on the attitudes, opinions and behaviour of target groups to one product or company (outcome). In other words it also includes the consumers. Because in the last instance, it is not the media resonance that is decisive, but the image and consumer acceptance that was achieved. Incorporation in the TNS group, means that PressWatch is able to provide integrated media analyses, that are far superior to any other simple media analyses in their significance with regard to the effectiveness of communication measures. sData from all over the world are at your fingertips thanks to access to TNS market research. Opinion surveys, interviews to defined issues or impact tests can be carried out whenever you like. Professional data collection can be realised even with a moderate budget and offers innumerable benefits.



Questions such as:

- Has the level of brand recognition increased?
- Have the product key messages been recognised and accepted by the consumer?
- Has the image of the company changed?
- Were the issues offered really accepted?
- Has the consumer acceptance changed?

can be answered in such a way that allows verification. Measures and effects are set in relation to each other by means of an integrated analyses that takes the media and market resonance into consideration.

### **+** Picture analysis

Photos and pictures have a decisive effect on the way reader/ users perceive articles. Very often they are the first things that catch the eye. This first impression decides sympathy and acceptance. Such information can also be included and evaluated in the analyses. What kind of picture material came across in the media? Allow us to answer this question.



### **+** Autor database

Being well informed about an author can be of decisive importance when planning an interview or an exclusive report. Allow a prior demonstration of which articles have already been published about issues that are relevant for you by which author and with which attitude.

### **+** Sponsoring analysis

Every year money is invested in the sponsoring of events, clubs, sports people or artists. Such PR activities are also a means for companies to pursue targets. Can your logo really be recognised on the tricot? What press coverage was achieved here? What circulation figures could be achieved with reports about a concert, a sporting event or an exhibition? And were the sponsors given sufficient coverage? These factors can also be checked. PressWatch has a lot of experience in the coverage of sporting events – formula 1, league football – but also in cultural sponsoring.

PressWatch clients include international groups that are active internationally, domestic Dax-listed companies, medium-sized enterprises, well-established brand name producers and agencies of all sizes. We would be glad to give you, too, more information about us.

### **Contact:**

PressWatch GmbH | Barmbeker Str. 2 | D-22303 Hamburg  
Telefon: +49.40.28.80 58 17-0 | Fax.: +49.40.28.80 58 17-16 | E-Mail: sales@presswatch.de