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Media Intelligence Suite

The Burson-Marsteller Media Intelligence Suite is a set of bundled tools that are customized to fit your organization's specific needs, whether they be social, political, or business related.

For organizations with a significant media presence, the prospect of independently maintaining an accurate overview of reporting about themselves as well as issues relevant to them as they are reflected in the media already presents a substantial challenge. The traditional means of manually collecting and compiling articles into a press review requires an excessive budget and time commitment.

In order to maintain a proper overview and be able to react quickly to specific situations or time-critical matters, Burson-Marsteller offers clients an invaluable toolset, the Media Intelligence Suite.

The suite contains a range of services that provide clients with real-time information and in-depth analysis of their presence in traditional as well as digital media.

The **Media Intelligence Suite** is based on a news platform that offers clients:

- **News Alert**
- **News Ticker**
- **Global NewsCast**
- **Media Coverage Reports**
- **Media Portal**
- **Trend/Issue Radar**
- **Media Analysis**
- **Social Media Analysis**
- **PR Dashboard**

The unique features provided by each service are assembled for the client into a seamlessly integrated package where the client determines which services are necessary. The Media Intelligence Suite is tailored to provide comprehensive coverage without being overwhelming to you or your bank account. It is always possible to adjust services and features to fit with the changing needs of your organization.

Contact us to find out more about how the Media Intelligence Suite can provide you with one of the most important advantages of any industry – being well informed.

The web-based news platform

The platform represents the core of all Media Intelligence Suite services. It is a single, centralized media coverage tool used for gathering the whole range of news sources such as online, print, broadcast, etc. It is supplied to Burson-Marsteller by an external partner. The platform is available 24 hours a day, seven days a week and provides access to all news items and data for analysis. Tracked articles and information require ongoing quality management including post-coding and post-editing. These are performed by Burson-Marsteller's editorial and evaluation teams.

Because Media Intelligence Suite services are based on this single database, there are no concerns regarding possible loss of information or redundancies caused by using multiple sources. Complete information from a single source also ensures accurate data analysis presented in a unified way.



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The news platform not only provides information on whether our clients or their products are communicated at all, it also allows for an evaluation of what, and in which form information is communicated. Analysis of this information can then show a current snapshot or recent trend. In this way developments or crisis can be confronted and dealt with almost in real-time.

In addition, the news platform can be fully customized to fit an organization's individual needs based on categories such as media selection, geography, coding, analysis, and presentation. Furthermore, the platform supports a high degree of flexibility in distribution methods including generating PDF, Word, Excel, and HTML formats publishable using a variety of protocols that include e-mail, SMS, and HTTP.

News Alert

Being on the road no longer means being away from the office. Burson-Marsteller's News Alert service keeps you abreast of the situation no matter where you are, any time day or night.

News Alert is a push service designed around the news platform. It tracks print and online media, and then forwards notices of important stories directly to end-user devices such as Smartphones, BlackBerry, and other electronic devices. The system functions using customizable key word searches based on such things as company names, products, and services.

News Alert is an easy to implement service that is both cost effective and practical.

News Ticker

Unfortunately, things don't always happen at a time that is convenient or according to a set schedule. In order to react quickly to events as they unfold, organizations often need to get the news delivered as it happens. This ensures the right response at the right time and enables your organization to somewhat better direct the conversation and course of events.

When determining the right message, News Ticker helps by providing the latest in media coverage. It is a way to gain direct and immediate feedback in terms of amount of coverage, sources, and general opinion in the news. News Ticker represents the first line of scrutiny for organizations that prefer to be proactive rather than reactive in both their internal and external communications.

News Ticker is a push service that delivers entire news articles via telefax.

Global NewsCast

A cup of coffee and the morning paper have a long tradition, and with good reason. The best way to start the day is by informing yourself of events and how they might pertain to you. Imagine though if you had to start each day by reading dozens of papers in order to find the stories that were most important for you and your organization. It becomes an insurmountable task. Global NewsCast makes it simple and offers evaluation in both the selection of relevant business news items and summary content.

Global NewsCast is a service that provides a client with clippings of the day's relevant news items and delivers them every morning via e-mail. It offers global news coverage from sources such as print and online. Each article has an executive summary with a link connecting it to the full story.



Selected users can also have additional access to the full articles from print publishing sources.

With Global NewsCast, you have the ability to quickly get an overview of the day's hot topics from around the world. With that done, you may find that you now have time to check the sports or lifestyle page.

Media Coverage Reports

Through the news platform, it is possible for users to create their own detailed Media Coverage Reports that include a fully linked table of contents with complete articles and an executive summary. In addition, coverage reports provide graphical representation of detailed statistics as well as core data from news sources. The core data covers such things as publication information, circulation, and advertising equivalents.

The reports can be quickly generated through the central news platform and represent a snapshot of the media impact for specific topics, campaigns, products, or events.

Media Portal

Numerous studies have shown that successful companies have well-established communications channels for their employees. Providing information openly and in a timely manner is one of the basic tenants of effective internal communications. It removes doubt, helps to prevent speculation, and instills confidence in the organisation. One of the greatest challenges that many companies face is providing easy and convenient access to the information that employees need.

By offering an overview of the news, the Media Portal is an ideal solution in information management. Companies interested in establishing an effective, user-friendly means of providing employees with comprehensive media coverage via the company's own intranet can take advantage of the Media Portal's customizable news platform service.

Employees have access to a high-quality online print clipping service. In addition, news items are fully searchable, and the Media Portal includes a seven-day archive function. Advanced users also have the ability to perform detailed searches based on fully customizable search parameters.

Because the Media Portal is about providing access, it is designed to be exceedingly user friendly. It offers a single sign-on feature, RSS feeds that are separated by categories, and an interface is presented through Ajax panels, which individual users can adjust according to their specific needs.

Trend/Issue Radar

Catching trends early is critically important, and maybe the best way to illustrate this is with a metaphor.

As you lay on your surfboard paddling out into deeper waters, you keep your eyes locked on the horizon. Watching the swells, you see wave after wave surge forward. They build up as they head towards shore only to crest and come crashing down again. You're looking for that perfect wave. Around you, other surfers are doing the same and there's fierce competition for catching the right wave. If you misjudge the perfect wave and just let it roll by, you'll see some other surfer grab it for the perfect ride. If you desperately try to catch it at the last moment, it will likely swallow you up and throw you out the other side gasping for air. But if



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you see the perfect wave early enough and set up for it, you're in the best position to catch it, to the envy of everyone else.

Think of these waves as trends. The Trend/issue Radar keeps an eye on the horizon and looks for events, issues, and themes that are just developing. Reacting early can mean the difference between being on top of events or being swallowed up and carried away by them.

The Trend/Issue Radar is an invaluable tool, not only for public relations but also public affairs. Any organization striving to establish thought leadership in any particular field or industry has to be at the forefront of developing trends. The longer it takes to recognize a developing trend or issue, the more difficult it becomes to establish a leading position.

Media Analysis

With budget restrictions often very tight and demands for efficiency increasingly cutting across every part of most organizations, there is growing emphasis for return on investment and accurate metrics for evaluating that return.

Professional communicators have also heard the call for accountability. It is no longer acceptable to say that communications is too intangible to be measured, but many communications professionals are struggling to figure out what to measure and how to fit measurement and evaluation into an already tight budget.

In many organizations, marketing and communications are seen as tools to improve corporate or brand reputation, but trying to tie a specific activity back to overall brand reputation tends to be a frustrating and time-consuming experience, one undertaken mostly by large organizations with huge research budgets. The real key to understanding reputation is in measuring the relationships that it is based on. Relationships are fundamental to the success of an organization.

For some organizations it is becoming a matter of survival to understand how to measure and better manage their relationships. If relationships can be measured, they can be improved, and improved relationships mean increased efficiencies, greater effectiveness and improved overall performance.

The Media Analysis service provides the capability to collect the data you need to measure these relationships and help you evaluate your progress towards your goals. A qualitative analysis looks at key issues pertaining to a company and evaluates a company's overall perception and share of voice based on media reporting.

Such a thorough analysis accounts for frequency of reporting, sources' level of influence, and tonality to ensure an accurate picture in a specific context or a broader overall perspective depending on the client's needs.

Social Media Analysis

Whereas Media Analysis focuses on the traditional communication channels such broadcast, print, and online media. Social Media Analysis incorporates many more non-traditional channels such as blogs, discussion boards, chat rooms, and social networks.

Use of these communication forms is increasing at an exponential rate, and their influence has grown substantially stronger over the past decade. In some instances, particular blogs or videos published on sites such as YouTube can have an enormous and far reaching impact on an organization. Gone are the days when word of mouth simply meant information being



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passed along from person to person one at a time or in small groups where the impact took a long time to be felt. Web2.0 technology has not given the individual the capacity to reach millions of people. Therefore, an understanding of the impact that social media is having on an organization is absolutely essential.

PR Dashboard

Burson-Marsteller has developed a proprietary online campaign management dashboard. This tool uses the latest web-based technologies to deliver an instant "dashboard" view of a PR campaign via web browser. The report dynamically updates in real time to deliver a comprehensive view of all aspects of a PR campaign such as media activities, media analysis and coverage, and budgets.

PR barometers provide Management with a qualified report in which analysis results are summarized. Key Performance Indicators (KPIs) recommend appropriate measures to optimize communication, and this brings us back to the core of PR business.

Our Approach to measurement:

The effectiveness of PR campaigns can be measured across a number of variables, ranging from the number of basic activities undertaken, to the actual business results achieved, across all platforms and through all channels. Along this spectrum measurement would fall into four categories.

1. Measures of **activity** (e.g. campaigns and events implemented, key reporters contacted, press kits produced, collateral distributed, influencers and sites identified)
2. Measures of **output** (e.g. quality and quantity of all forms of content across all platforms – print, broadcast, and online including blogs and message boards; favourability by message; and website traffic – number of visitors, unique vs. returning, time spent on site, pages viewed, etc.)
3. Measures of **impact** (e.g. changes of perceptions, attitudes or behaviour of target audiences – Are they attending events? Are they downloading or sharing website content or participating in online forums/chats/discussions? Are they requesting to be contacted, etc.)
4. Measures of **outcomes** (e.g. changes in sales, market share, stock price, or legislative/regulatory victories that can be directly or partly attributed to influencer marketing campaigns)

Burson-Marsteller's approach to communications strategy includes identifying the objectives clearly at the outset of every campaign, ensuring that programme elements will not be off strategy, and making sure that results can be measured or evaluated against every client's goals. Therefore, we work from the start of every campaign to define the most appropriate measurement metrics that should be linked as closely as possible to the overall business and marketing objectives of the campaign.

The PR Dashboard provides an easy to understand graphical interface to reflect the complex planning and evaluation occurring in the background.