

# AMEC Communication Effectiveness Awards 2012

## Entry Form (Page 1)

**Company Name: Commetric Ltd.**  
**Business: International, Ongoing Monthly Media Analysis**

**Client/Campaign: Verizon**

### Objective/Brief:

Commetric has delivered qualitative, monthly international media analysis (plus an annual overview report) for Verizon Business (VB), a leading global provider of integrated IT and communications solutions to enterprises and Government agencies, plus three major competitors, for the past five years. The programme covers 15 European and Asian markets, and nine languages.

The programme has been designed to support VB's international PR implementation by providing:

- Independent evaluation of PR programme effectiveness (to complement and inform PR agency measurement metrics)
- Media intelligence for programme planning
- Measurement of agency performance (linked to quarterly objectives, bi-annual reviews and ongoing evaluation)
- Snapshot benchmarking – by market/competitor
- Topic and trend monitoring for target audience relevance
- Media driver tracking (including specific tracking parameters)

### Strategy:

The evaluation brief was designed with the above objectives in mind, coupled with flexible delivery options to meet varied internal and external reporting requirements.

The solution comprises a blend of bespoke metrics, including:

- Deep-dive analysis of each competitor's media profile, including sentiment analysis and proactive message discovery by company and by market for reliable, market intelligence
- In-depth insight into regions and markets - share of voice, theme analysis, coverage driver discovery
- Media tiering analysis - to demonstrate coverage in/on the media outlets that matter, rather than simple volume metrics across all media
- Qualitative discovery of emerging issues / opportunities by competitor
- 'At-a-glance' executive summary and interactive dashboard
- Annual report for overview reporting and future planning

For examples of the above metrics please see supporting information. AVEs have never been used or recommended.

Annual client reviews ensure the relevancy of research design yet avoid distorting intra-year trend data. Commetric's input into this process is based on the previous year's learnings i.e. flagging the developing prominence of a particular media outlet for consideration in the tier 1 list, or emphasising the development of coverage around a particular topic / business area which may require future focus.

### Execution/Implementation:

Analysis is conducted across 15 markets in Europe and Asia, in nine languages and comprises an average of 800 unique items per month. All coverage is screened for relevancy prior to analysis.

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## Entry Form (page 2)

**Company Name:**

**Client/Campaign:**

Execution/Implementation (cont'd):

Analysed content includes national, regional, trade, newswire, broadcast and online media, sourced by Commetric, using a range of content aggregators. This is then supplemented with specialised local content provided by VB's PR agencies. Media sets have been agreed together with VB based on their reflection of VB's target audience of IT decision makers, and are reviewed twice annually.

Timely delivery of data (five working days after the month end) is via PPT reports and an interactive dashboard embedded into VB's internal SharePoint. This enables daily, transparent workflow and proactive dissemination of results outside the PR team.

Ad-hoc requests around particular campaigns or issues are also often accommodated i.e. the specific analysis of coverage surrounding VB's annual Data Breach security report added insight to optimise future dissemination strategies.

Analysis is conducted by a consistent team of multi-lingual analysts using sophisticated, proprietary technology. Analysts read all coverage from the point of view of each competitor and use their industry expertise to identify emerging opportunities and issues.

The project is run out of Commetric's central media lab to ensure consistency of analysis and ongoing training. Up to 30% of the coverage is re-read and taken through an established Quality Assurance process to ensure accurate analysis processes are being followed.

**Conclusions:**

Since Commetric's qualitative media analysis programme was set up it has delivered to VB:

- Like-for-like independent evaluation across multiple markets to give a common view over a broad geographical remit
- Consistent, reliable performance benchmarks to identify where best practice is achieving results, and where more efforts need to be made, to optimise performance against objectives, which complement specific agency metrics
- A clear reporting format which demonstrates how business behaviours and strategy affect VB's media profile and brand recognition

*"Commetric's analysis is a vital component of my overall communications measurement toolkit. It provides a transparent, independent view of programme results which helps me to measure progress, focus resources, and optimise performance. It also enables me to easily provide transparent, credible reporting back into the business."*

***Jo Perrin, Verizon Business, International PR Director***