



AMEC International Communication Effectiveness Awards 2015

Category: Integrated Communication Measurement/Research

Entering Company Name: Mediaverse Pty Ltd

Client: A leading Australian insurance company

Campaign title: Reputor by Mediaverse – An integrated measurement dashboard

Publication Approved – client name has been concealed for reasons of confidentiality

Objective/Brief

Successful consumer communications programs at their core have the aims to shape market perception and drive desirable stakeholder behaviour. Achieving these aims is the product not only of great messages, but of testing, evaluation and refinement. For this reason, a measurement approach that deals only with media outputs cannot give a complete picture of the effectiveness of brand communication programs.

This was the challenge confronting [client name], one of Australia's largest insurance companies. A highly active communications team needed to identify, track and interpret the range of factors that have an impact on brand reputation so that they can effectively manage them.

As the client's media analysis provider since 2011, Mediaverse was ideally placed to provide a new, expanded service with the following key objectives:

- Assess data available from Mediaverse, client and external sources to identify metrics relevant to reputation management;
- Devise and implement an effective new approach to integrate and compare these multiple data sources, including an easy-to-use interactive reporting tool;
- Establish and report against key performance targets across all of the indicators; and
- Ensure integrity, transparency and replicability of results to deliver reliable insights.

“Right from the word go, Mediaverse was hungry, keen and full of ideas on how we could achieve our aims.”

- Client's Corporate Affairs Manager

Strategy

In order to present a holistic picture of [client name]'s communications and brand reputation position, Mediaverse proposed a new interactive reporting tool known as Reputor. Designed, developed and managed by Mediaverse, the Reputor project for [client name] draws together data gathered by Mediaverse, third-party market research agencies and the client's internal figures. The data included media analysis, market perception and customer satisfaction ratings. In doing so, it brought the outputs and outcomes of the client's communication together in a single place for the first time.

[Client name] encompasses a portfolio of many different brands that are positioned across various markets. Brand differentiation was therefore another critical part of the process of providing meaningful analytics, as each brand has a separate target market, operating profile and communications strategy. This meant that a blended score across all brands would be less useful in providing actionable intelligence for the respective teams receiving the reports. To address this, Mediaverse and the client agreed that the initial scope for Reputor would cover the four largest brands, and that data collection would be targeted to the most relevant geographic markets for each brand.

Mediaverse media analysis is a central component of the Reputor platform for [client name]. Due to Mediaverse's existing relationship with the client, Mediaverse has detailed knowledge of their media coverage and strategies. Mediaverse analyses up to 500 unique media items per month for the client and its leading competitors in the Australian personal insurance market. Each item is assessed against a range of metrics including favourability, prominence, key messaging and themes. With input from the client, Mediaverse developed an approach that integrated this analysis with outcomes-focused metrics derived from internal performance results and third-party market research data.

Reputor had to meet the needs of key client personnel from the executive level, right through to the communications and strategy teams. Mediaverse's approach to integrating data from multiple sources fulfilled a need amongst executives to understand the whole picture of each brand's performance.

This project required an innovative approach not just in the data sourcing and integration, but in the technology and user experience for presenting the results. Working with the client, Mediaverse designed and developed an end-to-end data framework and dashboard reporting solution. Mediaverse determined that there were two essential aspects of the client's reporting requirements – at a glance viewing of the latest data, and charting of trends to demonstrate performance and highlight correlations over time.

“This is all very new ground for us and, indeed, for this market. There is nothing out there like Reputor and so we are working with Mediaverse to build something from the ground up.”

- Client's Corporate Affairs Manager

Execution/Implementation

Throughout 2014, the Reputor project for [client name] progressed from concept creation and design, through to development and testing, to delivery and on-going operation. At every stage, Mediaverse presented ideas and consulted with the client to ensure the end result was user-friendly, effective and fit for purpose.

The first step for Mediaverse was to identify the full range of reputation tracking available to [client name], and determine a set of indicators that were of key value. Several sources of data existed across the client's business that could be drawn upon for this project. The following initial indicators were agreed:

- **Customer Net Promoter Score, Customer Satisfaction, Trust Monitor:** A set of perceptual measures assessing attitudes towards each brand amongst current and potential customers. Supplied by the client from third-party market research.
- **Earned media index:** Analysis by Mediaverse of the client's representation across traditional media channels based on sentiment and reach in target markets.
- **Customer complaints:** Internal figures reflecting customers' experience. Improperly managed, complaints can carry through into negative publicity

Mediaverse reviewed 12 months' worth of retrospective data across each of these indicators to devise targets that reflected both past performance and aspirational goals. Targets were colour-coded for quick visual identification. As part of the data review and analysis process, Mediaverse verified the completeness and integrity of the data set, and consulted with the client to resolve any discrepancies. With data originating from multiple sources, Mediaverse also filtered the results for each indicator to harmonise time periods and allow valid and meaningful comparisons. Once verified, the initial data was uploaded to Reputor. New data is uploaded on a regular basis and is available to the client immediately afterwards.

With Reputor, Mediaverse was able to add greater depth and value to the traditional media analysis it provides to [client name] by introducing a new metric: the Earned Media Index (EMI). In keeping with the focus of the Reputor project, the EMI is targeted to specifically assess consumer-focused coverage (as opposed to corporate coverage), and is differentiated by brand. Performance is measured on the basis of favourability, prominence and audience reach. These parameters give a result that reflects how successful each brand has been in delivering its intended messages to its target audience.

The EMI is easily integrated and compared with outcomes-focused measures from other data sources provided by the client such as customer satisfaction and Net Promoter Scores. When the EMI is integrated with market perception indicators, the outcomes of the client's media strategy become more visible and the team is better equipped to respond.

Reputor's simple, integrated dashboard design facilitates fast and reliable reporting to the executive level, while still offering full transparency because other users can view the underlying database. Reputor is delivered as an online service designed for both desktop and tablet, which makes it accessible at any time to personnel across the business. Shareable links and PDF export options also allow easy distribution to relevant internal and external stakeholders.

Reputor also offers a flexible and expandable solution for the client. These further key metrics have been flagged for future use (subject to budget, data availability and refinement of methodology):

- **Social media sentiment:** [Client name] and Mediaverse have commenced a review of available data to determine the most appropriate and reliable measurement approach across social media platforms. There is a need to cut through the noise and concentrate on meaningful, influential content.
- **Employee panel:** Recognising the role of employees as brand ambassadors, this measure will be integrated into Reputor once the initial set of results is available.

Effectiveness of Assignment

Mediaverse set out to deliver an innovative solution to a challenging business problem for the client: How to track, analyse and report against a variety of key factors that impact brand reputation and performance. Reputor's custom-built dashboard platform delivered across all of the project's objectives with the following key benefits:

- **Integrated** – Reputor brings together multiple sources of reputation data – media analysis, market research, and internal company statistics – that had previously been handled in a disparate manner by various business units in [client name]. At both the executive level and within the communications team, having one integrated reporting tool provides greater clarity and a sound basis for strategic decision making.
- **Actionable** – Reputor has provided the client with a valuable initial data set to measure and track performance and conduct in-depth correlation analysis across the featured indicators and internal financial results. The client's Corporate Affairs Manager identifies Reputor as an 'early warning system' that highlights negative trends across multiple indicators and prompts remediating action. This is a distinct advantage of an integrated solution, as it can be easy to misinterpret a single data point when viewed in isolation.

The data analysed to date covered a high risk period for several of the client's brands, as natural disasters drove a dramatic spike in insurance claim volume. Through Reputor, the client was able to identify that one brand was more successful than others in boosting its earned media index, customer net promoter score and brand trust during this challenging period, where another had lost ground. Insights from the better performing strategy were able to be shared across the business.

- **Intuitive** – A key feature of the success of the project was building a platform that is intuitive for users, requiring very little training, and allowing the client to make use of the results from day one. Simple navigation, clear dashboard layout and strong visuals combine to offer a high-quality user experience. The platform incorporates definitions and explanatory notes that can be displayed to ensure that any user can understand the data presented to them. The setting of colour-coded target ranges for results also ties with the Red-Amber-Green or 'traffic light' analysis approach that is well recognised and understood throughout the client's team.
- **Efficient** – The collaborative approach to this project allowed the client to benefit from a custom-made solution for a very low investment cost. Mediaverse took responsibility for design and development, as well as ongoing hosting and maintenance. The time investment required from the client is also low, as Mediaverse receives, interprets and inputs the relevant data.
- **Reliable** – The Reputor platform also ensures the integrity and transparency of reported data, with a full audit trail, ability to review the underlying database, and secure access controls. Documented procedures and criteria for each metric allow for a consistent methodology over time, producing results that are a consistent and reliable basis for decision-making.

"Many of the analysed data sets live in one part of the business...The only place these are all seen and analysed together is in Reputor.

"It will provide us with useful reputational intelligence we can then use in our role as trusted brand advisers to the business"

- Client's Corporate Affairs Manager