



newton media



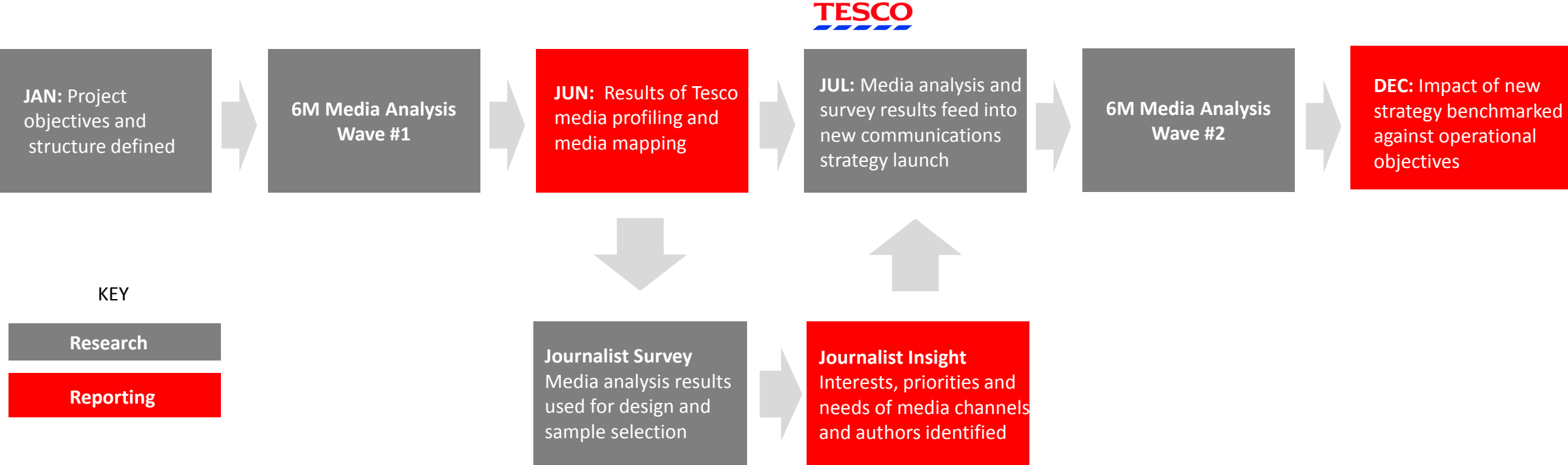
Supporting Materials

- Category: **Best use of measurement for a business to business campaign**
- Entering Company Name: **Newton Media**
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- Client: **Tesco**
- Campaign title: **Revitalising Media Relations**

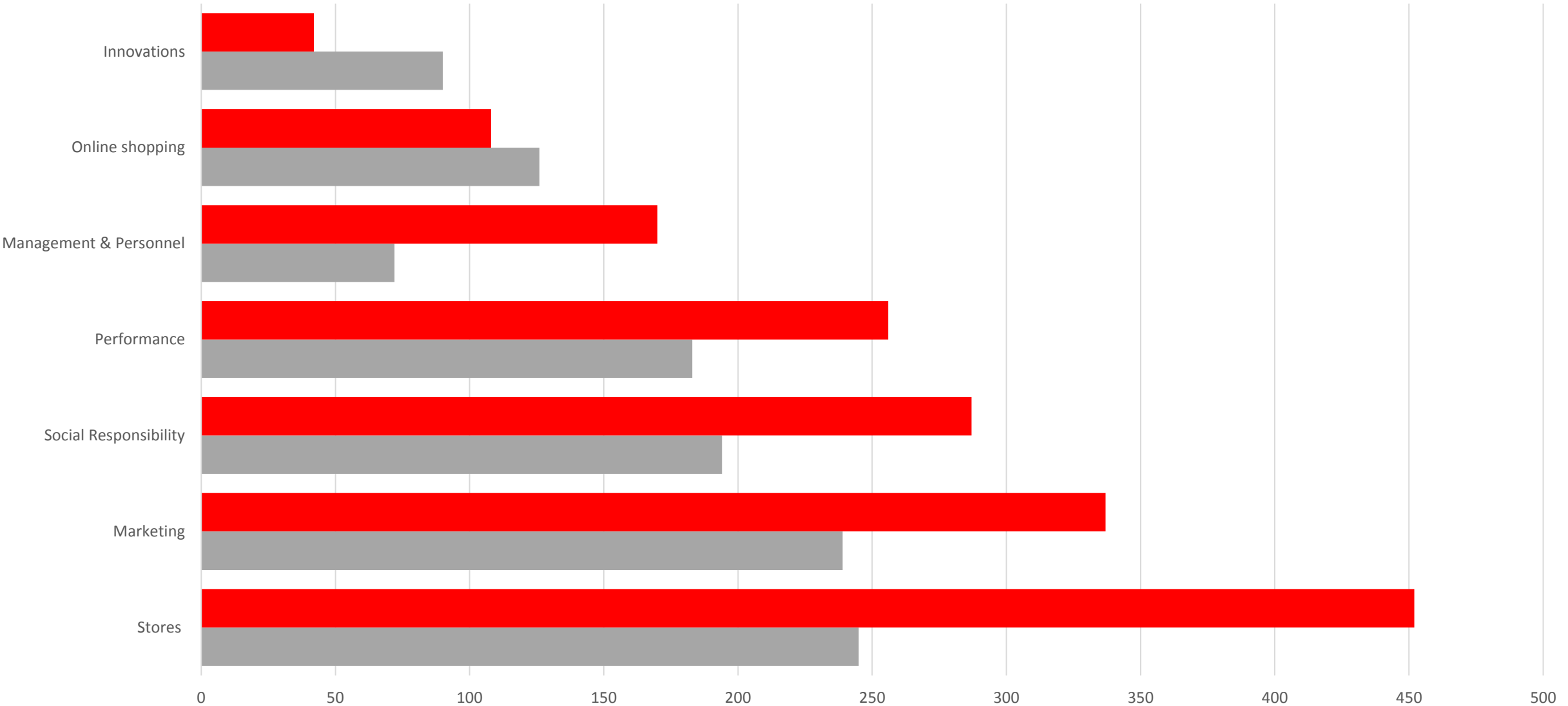
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Timeline Jan-Dec 2016
Connecting Media and Stakeholder Research



Growth in Corporate Engagement H1 v H2 2016



■ H2 ■ H1



Journalist Survey: Anonymised Responses, June 2016

"Press releases should be short and to the point. Usually, four sentences are enough to capture the content of four lengthy paragraphs."

"Don't be afraid to talk to the press, be warm and embracing – and show us your management now and then."

"You should try and identify what makes your firm exceptional."

"You should pamper your press a bit more. That's not a bribe; it's barter."

"It would be great if we journalists could occasionally get into direct contact with employees and talk to them."

"Break your habit of talking in platitudes, it's so dull."

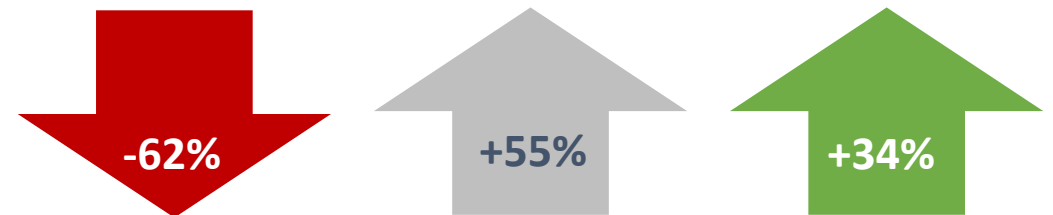
"I long for the day on which PR language becomes more cultured – I can't stand to hear words like 'revolutionary' or 'unique' anymore."



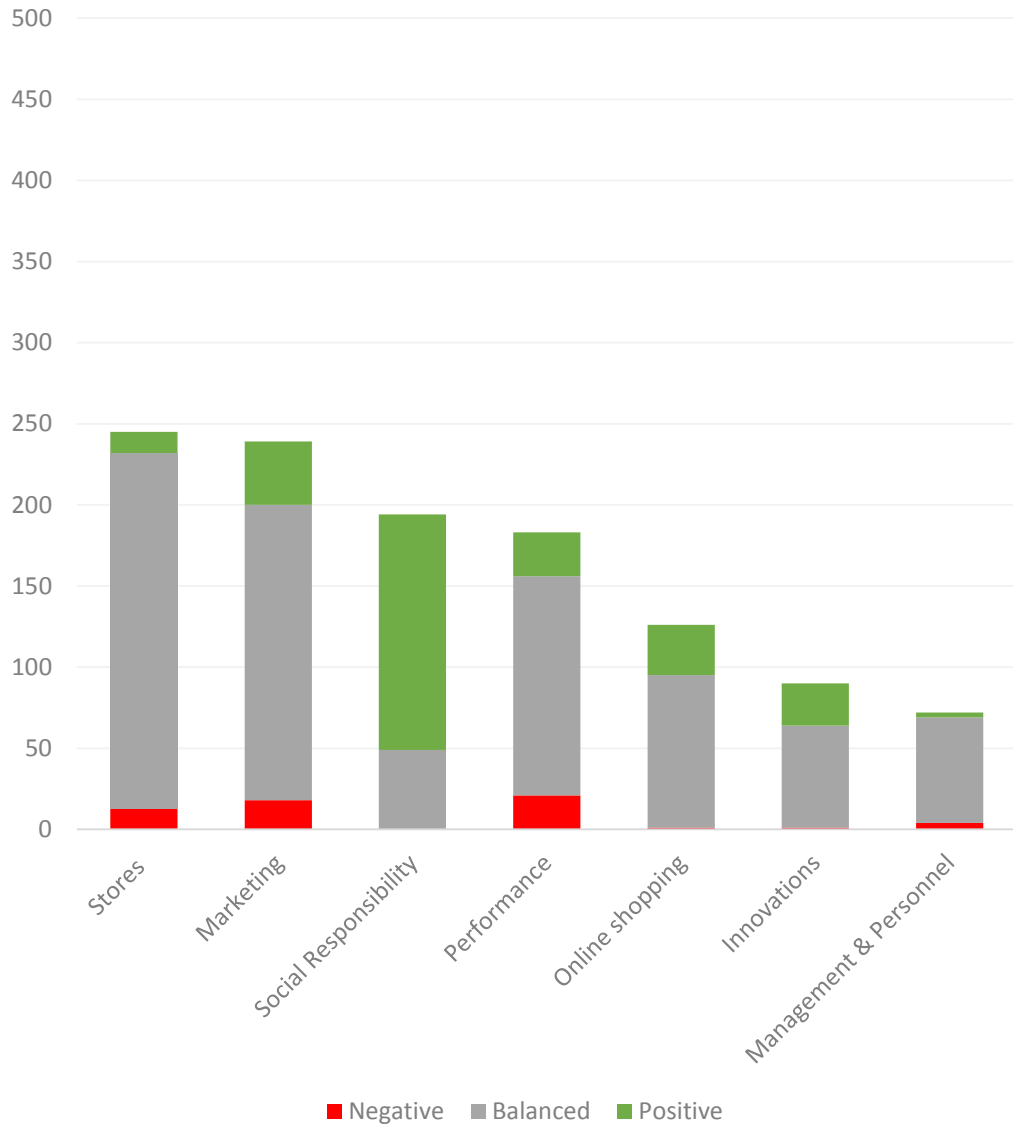
% Change in Core Corporate Issues H1 v H2 2016



Favourability H1 v H2 2016



Tesco Profile H1



Tesco Profile H2

