

Brand Analysis

Analysis of brand media presence

Brand Analysis provides a multimedia and transversal view of how the media and consumers perceive a given brand or company and its products. This enables us, in a timely manner, to detect where it has to increase its presence, what messages it needs to strengthen or modify and how many people it reaches to thus improve its positioning.

How?

- › By monitoring and analyzing the brand's and/or its products' presence in offline, online and social media content, providing an extremely comprehensive view of what people are saying.
- › Helping brands understand what people are saying about them and their products/services, what feelings they transmit and how these messages contribute to build effective communication.
- › Optimizing the brand's marketing /communication strategy, analyzing the results of its communication campaigns, and comparing them to competitors allows us to evaluate the brand's performance in the general industry and identify opportunities for improvement.

How often are we mentioned in the media?

- › How many news items have been generated about our brand?
- › What is our "media footprint"?
- › How much audience impact have we generated?
- › How does this translate economically?

What are they saying about us?

- › What topics have had the most (volume) and greatest (feeling) impact?
- › Do people talk about corporate issues or the attributes associated to the product?
- › What are the key messages that take hold and which ones do we need to strengthen?

Where are we?

- › In what channels and support media have we appeared the most in terms of share and feeling?
- › What topics can we strengthen in both areas?

What can we improve?

- › What is the mean audience per news item and the equivalent economic value? Can we improve this?
- › What is the mix of prominence and formats per channel?

CASE STUDY

Vodafone

Challenge

Vodafone's Communication Department wanted to know if its communication strategy was being reflected in the media and how many people it was reaching. The aim was to adapt how the company communicated to become as effective as possible.

Solution

We proposed Brand Analysis, a solution which let the company know its monthly media impact at the global level, its impact compared to its most direct competitor, identify the key topics and scope and reveal the audience of their communication efforts.

Results

This enabled Vodafone to constantly contextualize its positioning in the industry, be more flexible and react quickly, adapting its strategy to achieve better results.