

Content Strategy

Brand-building, engagement and changing perceptions

We help brands understand the returns they receive from each audience segment that they distribute content to, know which attributes provide the greatest value and where and when to connect to those segments. The aim is for brand's messages to be more effective. To achieve this, we actively listen to the brand and its consumers' communication footprint to align brand messaging with consumer demands.

Our content strategy answers the following questions:



WHAT?

What messages?



WHO?

To which audience segments?



WHERE?

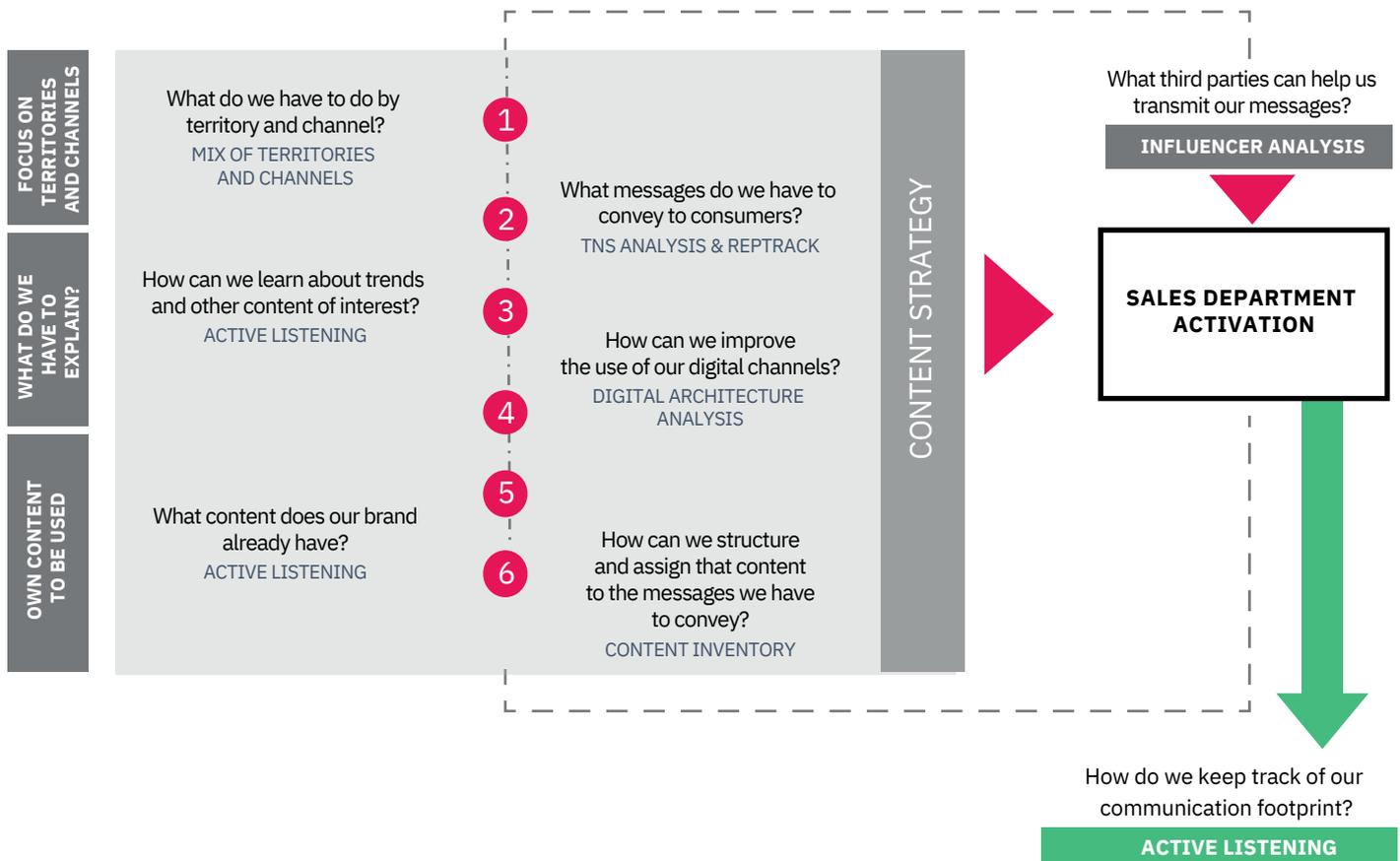
In what channels?



WHEN?

At what time?

How do we do it?



Finance industry

Challenge

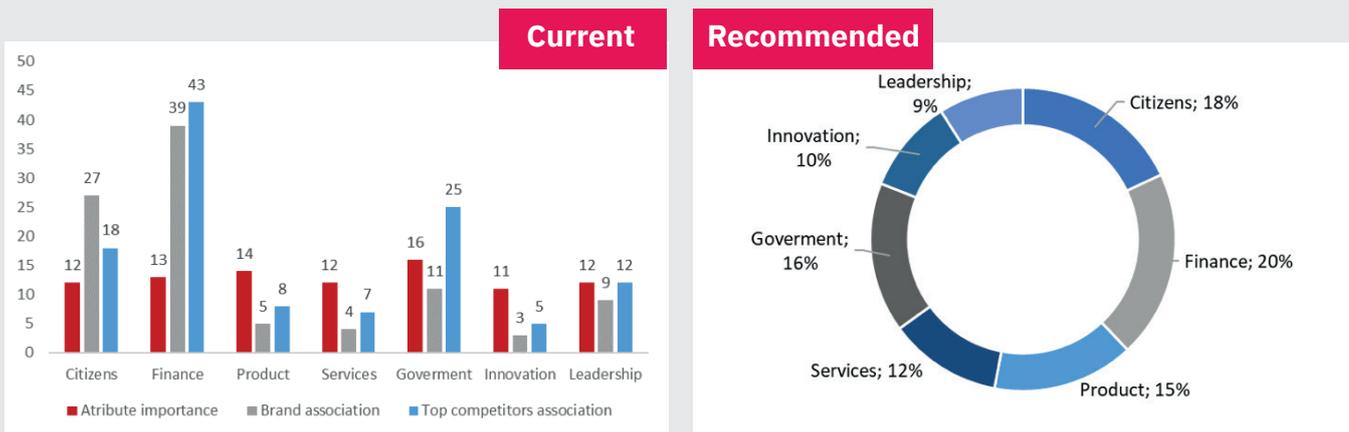
Create an integrated digital data ecosystem and identify the appropriate information flow between different data gathering and activation tools. This will provide all the information needed for the decision-making processes, avoid duplications and make the most of synergies.

Strategy

- › Track and benchmark earned/owned/paid media.
- › Apply active listening techniques to identify what messages have to be conveyed.
- › Quantify the appropriate mix of initiatives by channel and territory.
- › Identify trends and opportunities.
- › Prepare an activity calendar based on the content by territory, message and channel.

Results ILLUSTRATIVE

Mix of initiatives by channels and territories



Follow-up and benchmarking of earned media



The importance of the attributes related to “financial strength” represents 13%, while the brand dedicated 30% to this initiative.

Activity calendar

