

Monitoring

Media monitoring

Monitoring helps you discover what's being said about your brand, industry and competitors in all types of media: press (online and offline), radio and TV.

How?

- › By analyzing your needs and preparing customized searches to only find the news items that interest you.
- › Collecting all the day's news items from the media and classifying them with our Big Data tools so that you have all the information about your brand, industry and competitors.
- › Adopting quality control measures to ensure we only collect news items that interest you and thus avoid giving you extra work.
- › Having all news items available to you as of 7 am.

How often are we in the news?

- › How many news items have been generated around our brand?
- › What is our "media footprint"?
- › How many impacts have we had?

Where are we?

- › In what channels and support media have items appeared about our brand?
- › What topics can we strengthen in each of these?

How can we improve?

- › In how many media channels have we appeared? Can we improve this figure?

CASE STUDY

Nestlé Nutrition (LATAM region)

Challenge

Nestlé's Communication Department wanted to learn about and better understand its "digital moms" and, in addition, monitor alerts and crises in Latin America.

Solution

We proposed our media monitoring service, a solution which allowed the firm to discover its media impact globally and compare it to its most direct competitor. This would allow them to identify the key issues as well as the firm's reach.

Results

Nestlé was able to constantly contextualize its positioning within the industry, become more flexible and react quickly, adapting its strategy to achieve better results.