

# Communicate your PR Success

Global & Domestic Bespoke  
Media Evaluation Programmes



In today's competitive climate, success is everything. The pressures on departments to prove their worth on the bottom line has never been so apparent, not least within PR & Communications where demonstrating ROI for PR campaigns is expected. At its essence, Evaluation enables you to communicate your PR success – but how?



Bespoke evaluation programmes deliver a tailored solution for evaluating the impact of your corporate communication and PR campaigns. It is a media audit that has authority, credibility and independence, enabling you to prove your team's worth to the wider audience, to stakeholders and in the boardroom. Through the acquisition of Presswatch Media in early 2007, TNS Media Intelligence has inherited an evaluation provider with a strong heritage in both bespoke and syndicated evaluation services.

As the proliferation of media vehicles grows, evaluation programmes must cover a wider audience and wider range of media. Our monitoring teams worldwide track Press, Broadcast and Web coverage, ensuring that our evaluation reports, global and domestic, are in-tune with the blurring lines between different forms of media. Our acquisition of Cymfony, the leading CGM monitoring company, has enabled us to integrate blog monitoring with expert analysis to identify the key issues and influencers in the blogosphere.

Faced with the challenge of a global, 24-hour media environment and the necessity to prove the value of PR in the boardroom, there's never been a greater need for a credible, independent evaluation provider. With global and local capabilities, TNS Media Intelligence retains its solid reputation for delivering tailored media evaluation programmes to major corporations, the government, NGOs and PR consultancies.

A handwritten signature in blue ink that reads "Philip Lynch". The signature is fluid and cursive, written in a professional style.

Philip Lynch  
Evaluation Director



# Insights

## The value of Media Evaluation

An evaluation report can help corporations, in-house teams and agencies understand their position within the media and determine the effectiveness of PR activities, campaigns and key messages.

At TNS Media Intelligence we deliver regular and ad-hoc media evaluation reports to a wide variety of clients. The needs and requirements of each client are unique, though the insights an evaluation programme delivers can be broadly defined between corporates and consultants:



### Corporates

- To gain an independent audit of your reputation
- As a planning tool to design an effective communication strategy
- To benchmark your performance against competitors
- To assess the success of key message communication
- To track key media and journalists against your target audience
- To gain insight into how the media are influencing the perception of your organisation, brands and competitors
- To achieve competitive advantage through industry trends and media environment insights

### Consultants

- To gain an independent audit against campaign objectives
- To build into client reports
- To showcase internally the impact of PR
- As an indispensable research tool for effective campaign planning
- To track press release pick-up

### TNS Media Intelligence

- A heritage in media evaluation through the acquisition of Presswatch
- In-house media monitoring capabilities, both global and domestic
- Extensive research expertise enables us to integrate evaluation with other research disciplines within the TNS Group
- Provision of CGM and WOM monitoring and evaluation through the acquisition of Cymfony
- Clear and robust methodology



# Tailored

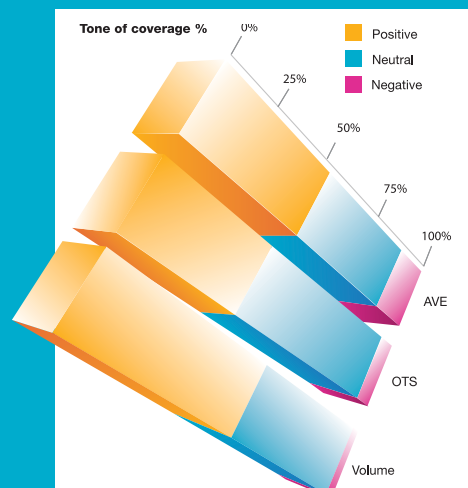
## A tailored evaluation programme

Our success is based on delivering tailored evaluation programmes and each project is shaped by the client from the outset. As a starting point, examples of key indicators used in our reports are listed (right).

Reports can be delivered in a variety of formats according to your requirements. As a guideline, we deliver to clients a bound report, a .pdf copy and an online archive library through our media management tool, morethannews. We frequently also provide an executive summary in addition to the main report which can be circulated on a wider basis or at a higher level.

Our in-house capabilities enable us to minimise Press, Broadcast and Web monitoring costs by designing a combined monitoring service and evaluation programme tailored to your exact requirements.

Our affiliation to the industry bodies of AMEC, FIBEP, IABM and UKMMA ensure that our standards are maintained across the 24 countries we operate in worldwide.

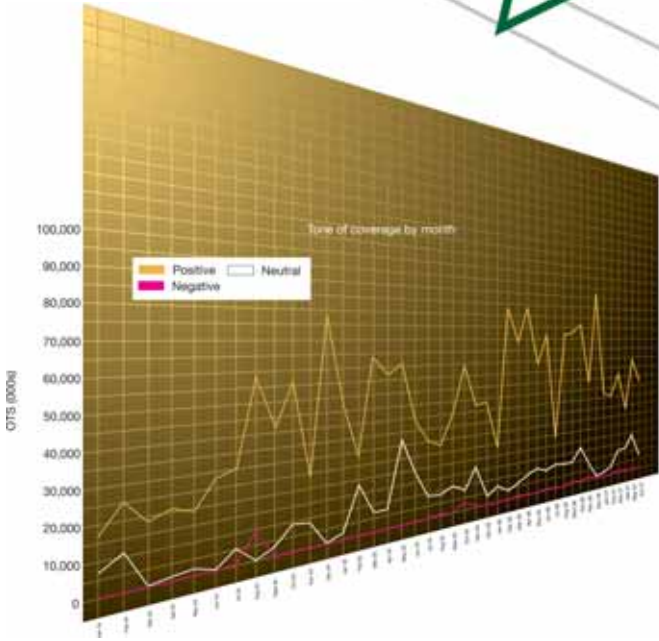
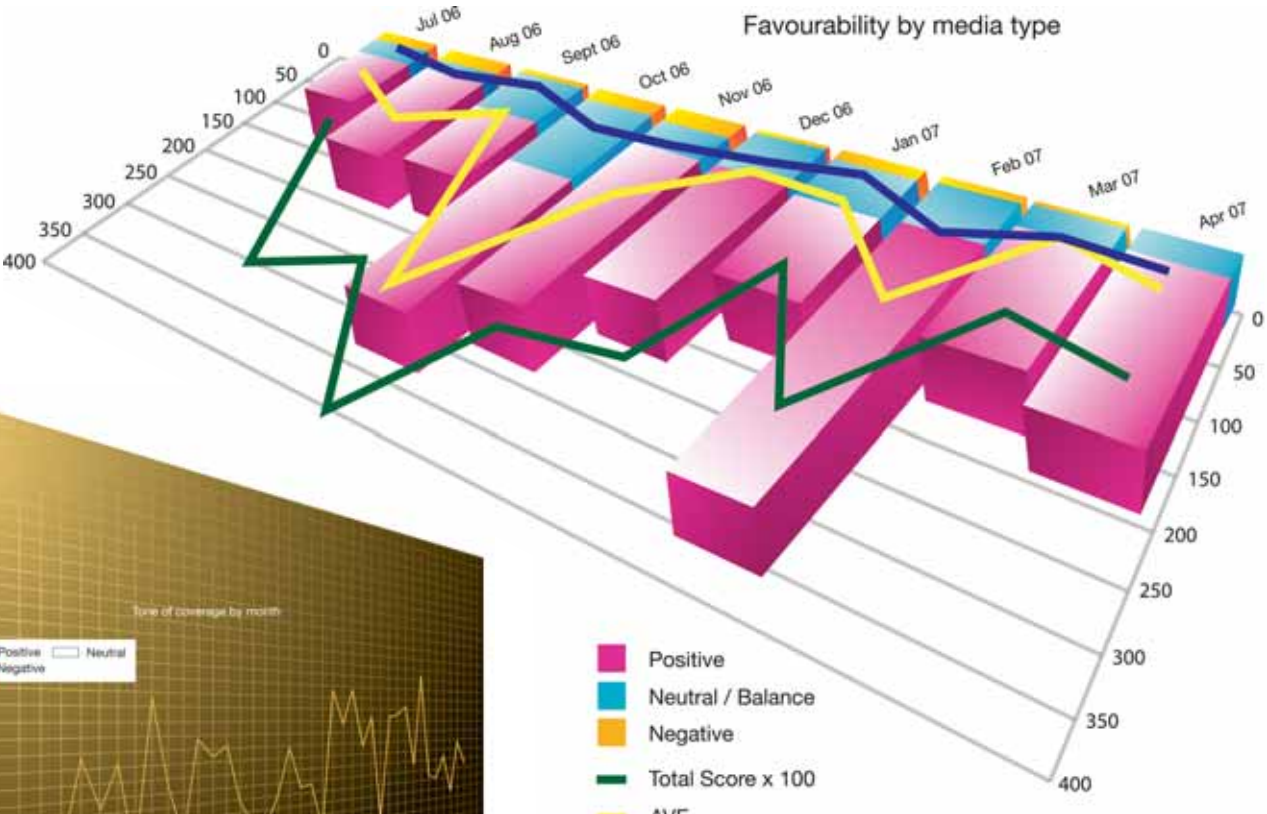


### Key Indicators

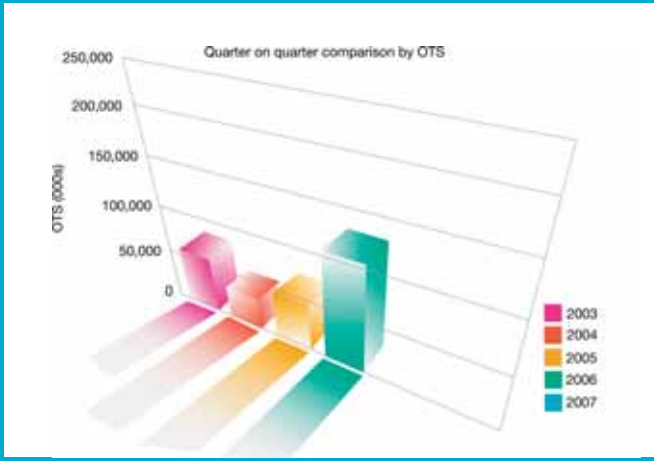
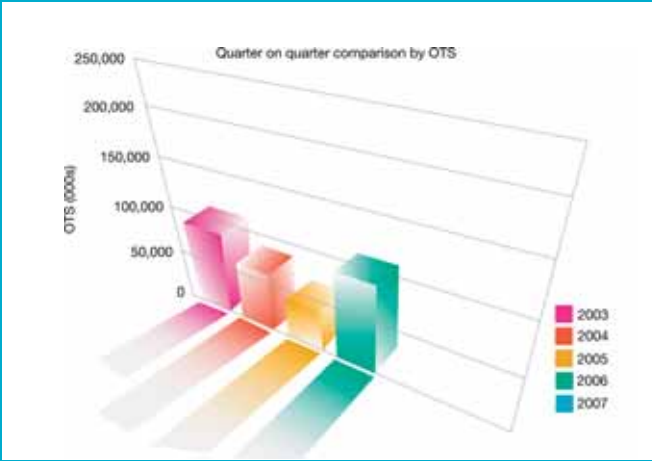
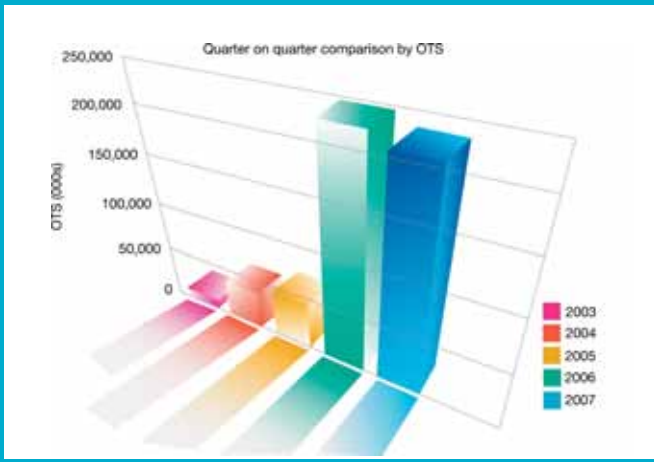
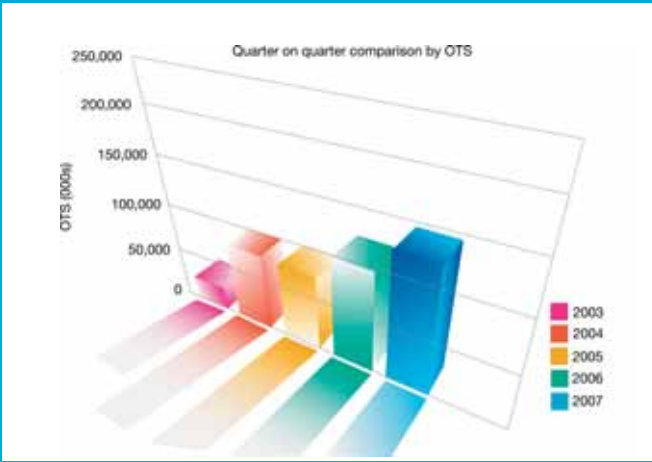
- Analysis of the tone of reporting
- Share of voice
- Competitive position within features
- Key message penetration
- Trend analysis
- Competitor Benchmarking
- Prominence of mention
- Issues Analysis
- Hit List and Key Journalist tracking
- Proactive vs Reactive coverage
- Journalist audits
- Breakdown by market (international analysis)

We are also able to offer target audience profiling to access what percentage of your target audience you reached and Market research to assess the impact of your campaign on consumer perceptions and behaviour

### Favourability by media type



- Positive
- Neutral / Balance
- Negative
- Total Score x 100
- AVE





# Partnership

## Client service

Client Service lies at the heart of our evaluation programmes, building a real partnership between the client and your account team at TNS Media Intelligence.

Our dedicated team of writers and analysts compile reports based on human decision making, not a mechanical calculation. At the start of each evaluation project, our analysts meet with the client to gain an acute understanding of the organisation's purposes and the objectives for commissioning the report. Meetings don't just occur at the beginning of the programme – our evaluation team and Directors are always available for review meetings on both a regular and ad-hoc basis.

With the increased frequency of acquisitions and consolidation of corporations into larger, global entities, our team of experienced analysts and writers can deliver bi-lingual reports and multi-language executive summaries, enabling you to communicate your PR success to a wider audience.

Our constant innovation, professionalism and tailored approach towards our evaluation programmes provide our clients with competitive advantage over their peers. Our positioning within one of the world's largest research agencies means that other research disciplines are at our fingertips, enabling you to integrate your media evaluation with other studies in order to show the outcome as well as the output of your PR campaigns.

# Insight through information

TNS Media Intelligence is the leading provider of Global and Domestic Media Monitoring and Evaluation to Communication Professionals around the world.

As industry thought leaders, we deliver information and insight to global organisations and local clients worldwide. Working in partnership with our clients, our online and bespoke product and service portfolio presents syndicated and customised solutions from over 10,000 media outlets across the UK.

We deliver **Information:**

- Our consultative approach towards understanding client's requirements enables us to be flexible, specialised and proactive
- To help PR & Communication professionals monitor and evaluate what's being said about them and their competitors in the media
- Our presence in over 24 countries worldwide ensures that we capture all your media coverage as and when it happens, from around the corner to around the world
- By bringing together global and local coverage, a Management team with a wealth of industry experience and highly skilled experts within each industry sector, our service provision is second to none

We deliver **Insights:**

- to help clients make more effective decisions so they can plan and improve their communication, PR and media campaigns
- By providing more information across a larger range of news and social media, with authoritative and accurate analysis, we give clients insight to manage their reputation

Established in 24 countries, TNS Media Intelligence explores all the media – print, radio, TV, Internet, cinema and outdoor worldwide, 24 hours a day, seven days a week, and offers a full range of insights and analysis including media monitoring and evaluation, advertising expenditure monitoring, advertising creative monitoring and sports sponsorship evaluation.

Partner to 16,000 clients around the world, TNS Media Intelligence tracks 3 million brands and counting . . .



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