

### Make your PR successes visible

**Media Impact Analysis** measures and documents the success of your press and PR campaigns, as well as how the media portrays your events and trade fair activities. Over the long term, this provides you with a **foundation for strategic decision-making** to guide product, person, or company images more effectively and to help you recognise market developments early on, track trends and reduce reaction times.

This **objective** and **quantifiable record** of your PR success can also be used to effectively manage costs and to legitimise your budget. PR without media evaluation is little more than stabbing in the dark!

Data is displayed in graph format to illustrate the complex relationships between content in a clear and understandable fashion. These graphics can be used for in-house PR review, **to create successful presentations** for business meetings, to **illustrate media coverage** on your website or **to support internal communication** on your intranet.

Impact analyses are based upon **objective, measurable criteria** and categories established, integrated and presented according to each client's individual needs. The result is a detailed, precise real-time record of **media coverage** and **image, relevant issues and trends**, and the relationship between **PR input** and **media output**.

A personal project manager develops a **code** book together with you. This contains all features and criteria used for media report analysis and evaluation. We present the results clearly using a combination of graphs and text as a brief **Management Summary** and a detailed **report**, a **booklet with your corporate logo**, or as a ready-to-go **presentation**.

**Media Impact Analyses** are not universal or exchangeable product offers. Every client has their own focuses, expectations and definitions of success. We create a unique and **individual analysis profile** for each individual client.

**NEW** Results of Media Impact Analysis in the **AUSSCHNITT Portal**, your web-based solution for managing information anywhere and at any time:

- ☒ Topic, advertising value and image charts
- ☒ Dynamic display of analysis charts based on various filter options, including explanations

Our media analysis specialists are happy to explain what else the **MIA modular system** can offer you, or our special offers such as the Media Impact Analysis **start package**, which includes a range of basic analysis features. Call us now on **+49 30 203987-0**, or send an e-mail to **sales@ausschnitt.de**.

## I Competitor analysis

Competitor analysis provides a quantitative and qualitative evaluation of your media coverage and image in direct comparison to your competitors. This is a reliable instrument to measure your success and to evaluate your strengths and weaknesses as well as opportunities and risks. **Benchmark Analysis** illustrates your brand's positioning in comparison to competitors according to specified criteria. **Share of Voice** analysis uses media reports relevant to your company. We also monitor your competitors.

## I Product and brand PR survey

PR is taking on an increasingly important role in successful **brand** representation and positioning. Targeted **image analysis** allows you to control brand and product image. This analysis is based on the authors and sources of reports and commentaries, and enables you to address the people who carry and multiply your messages in a direct and timely manner. **Advertising Value Equivalent** (AVE) indicates the size and purchasing power of target groups reached and how much this coverage would have cost as classic advertising in the respective media. Together with customer-specific, qualitative key figures, AVEs can help you manage your PR budget.

## I Personality PR and public affairs management

**Public affairs and personality PR** focuses on public image and agenda management. Regular and up-to-the-minute **Issues Analyses** serve as a reliable **early warning indicator** and are efficient issues management tools when a crisis first arises. Knowing your exact image value enables you to plan confident and focussed public appearances and help you to deal flexibly with dynamic situations in the wider world. **Input Output Analyses** determine how well you have managed to communicate your brand.

## I Investor relations tracking

How do analysts evaluate companies? How are quarterly results received? What is the key media saying? Are press releases transmitted correctly and thoroughly? How did **journalists** you contacted respond? Qualitative analysis of reports and their **sources** allows you to communicate directly with the people who circulate your messages. **Input Output Analysis** is the basis for optimal, steered press dialogue and can improve your company's public image over the long term.

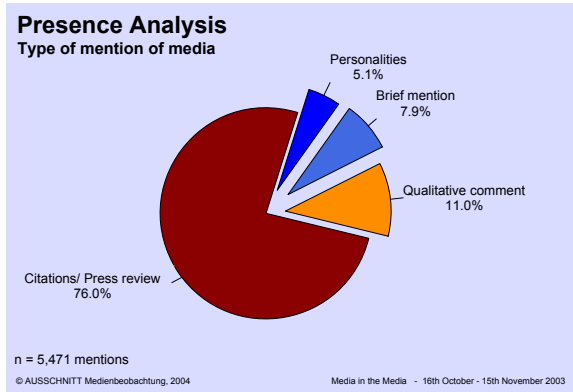
## I Sponsoring analysis

Does what you spend on sponsoring correspond to your level of exposure and desired image? Are the right target groups addressed? Media Impact Analysis measures the **reach** and level of **visibility** – Whether clearly visible or recognised by association, whether exclusive or set alongside other brands, Media Impact Analysis provides a precise **advertising value** of coverage according to region or media sector. This also provides you with a reliable tool to **monitor the efficiency** of your sponsoring activities.

## I Advertising Analysis

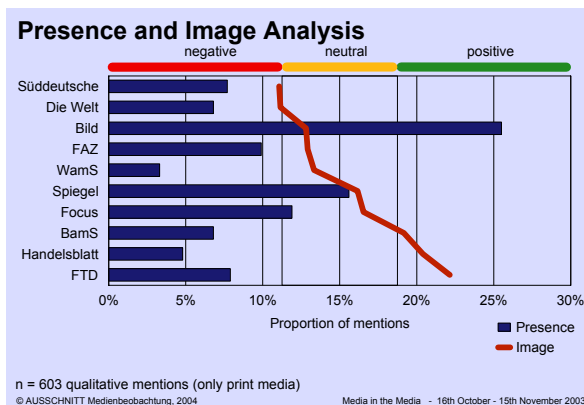
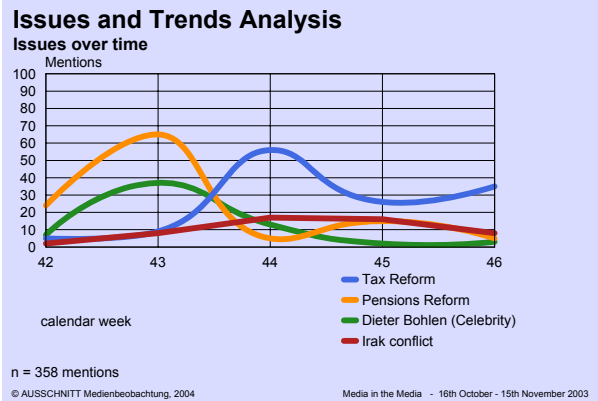
**Advertising analysis** examines competitors' advertising in the print media and provides information on product positioning for both you and your competitors, which image factors (and motifs) were used, and what USPs or company assets were mentioned. Advertising analyses can also be used to calculate **media spending** from media data and circulation. We collate analysis results to provide you statistics on your competitor's advertising expenditure in classic media. This can help you identify different aspects of your competitors' marketing strategies.

## Media Impact Analysis "Media in the media - Leading publications in the German media landscape" – examples of images and text.



News and perspectives that media titles take from other are predominantly in the form of citations and press reviews. Only 11% of all mentions of other media are qualitative comments which mention a particular media title in a qualitative manner. Almost 92% of qualitative reports about opinion-leading media appear in print media.

During the period of analysis (16 October to 15 November 2003), opinion-leading titles were largely cited in relation to four topics. In the 42<sup>nd</sup> and at the start of the 43<sup>rd</sup> calendar weeks, the main themes were "Pension reform" and "Dieter Bohlen". Interest in these topics had waned by the middle of week 43 and "Tax reform" and "the Iraq conflict" moved to the fore.



Among the leading national daily newspapers, the **FAZ**, with a neutral-negative rating, was viewed more favourably than the **Süddeutsche**. The **Süddeutsche Zeitung's** image value was clearly negative. Of all opinion-leading media analysed, the two daily business newspapers received the best results. The **FTD's** image was overwhelmingly positive, as with the **Handelsblatt**, although presence was lower.

Please ask your sales team for the full version of this Media Impact Analysis.