

# Actionable Media Intelligence

## Making the case for consolidated vs. fragmented media monitoring & intelligence gathering

by Rossen Roussev

Amid so much data, do you have all the facts and evidence to make well-informed decisions for your company? Daily, colleagues and friends give me links to “very important” articles to read, analyze, and comment upon. This comes on top of what I’m already reading myself, and what I’ve tested through the years and know is important to me and my work. Yet, I keep asking myself, am I well informed? Am I aware of critical aspects if my contacts keep bombarding me with additional information, which I have not necessarily seen already?

We live in a world where everybody is a publisher, where it is as easy to grab a hot story from the other side of the world as it is to grab this morning’s paper from the local bakery. It is not that there is insufficient content out there. We all know that the problem is that there is way too much content out there.

During my 25-year long professional career, I’ve encountered dozens of companies claiming to provide that human, highly-intelligent filter to sift through the millions of articles and posts daily and will only tell me what I need to know. But how do they know what I need to know? Even if they know my industry, my business role, and my competitors, do they really know so much about me that they can rightfully claim that I won’t need anybody else to inform me?

When your reputation is on the line, you can’t afford to make decisions based on incomplete or inaccurate information. For example, in my recent role for a major energy company, reputation measurement and analysis was extremely high on our executive team’s agenda. Your reputation shapes your brand, defines how customers perceive you, and ultimately impacts bottom line and share price.

One of our media analysis vendors worked diligently every day to collect and analyze what was being said about us. They covered the US and at the end of the month would provide us with 50+ slides supporting the message that we were one of the greatest companies in the world. However, we used another vendor in Europe, who showed that the company was viewed very negatively. It was not meeting societal expectations and was generally disliked.

While both were reputable vendors, their views reflected their own angles and understanding.

This brings me back to my original question – Am I well informed? In the above example, probably not. So, what needs to happen to avoid making bad decisions based on faulty information?

As cliché as it might sound, I needed to make sure I was in the driver’s seat and knew where I wanted to go, versus just riding along passively as a passenger.

Translated into business speak: You’re responsible for reputation management. This connotes high awareness of company objectives and strategy, products, customers, and business targets going out a few years. Sharing a common destination with other departments, it’s critical to get to the same place in the most cost-efficient and effective way—which means one “car” instead of many.

Awareness of external factors impacting the journey is paramount— road conditions, other cars, performance, adequate fuel, potholes, etc. Also key are reliable warning systems indicating low fuel, fast-approaching vehicles, early drops of rain on the windshield, etc. Everyone needs to be in the same car—with the same dashboard and rear-view mirror— to help reach the same destination with minimal disruption.

Back to the large company example: While headed in the same general direction (monitoring the external environment and bringing external perspectives and expectations inside the company), everyone (different business teams and departments) bought and drove different cars (multiple media monitoring vendors) to get there. Different tools and solutions, and different vendors were the result simply because everyone considered themselves “different”.

## Solution

Challenging this “I’m different” attitude led us to address similarities instead of differences. Ultimately, we sought to buy and drive a single car efficient and robust enough to take everyone to the right destination. Looking at the business case, we wanted to:

- Consolidate and fully integrate media monitoring and intelligence gathering under a single vendor
- Ensure that the vendor, with our active participation and direction, would capture the best and most complete information for the best decision-making possible



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Drilling down further, we aimed to: Maximize the quality of media intelligence received and shared, and save money by simplifying and standardizing media monitoring, market and competitive intelligence, and associated analysis initiatives in a cost-effective and sustainable way.

Important mile markers identified as part of this overarching solution included:

- Better intelligence analysis of external information
- More effective and efficient ways to deliver external and internal news and information to employees
- Near real-time, global multiple channel monitoring (news, other media, broadcast...)
- Improved understanding of public image, sentiment and expectations, and reputational challenges
- An early warning system enabling timely response to threats
- Enhanced ability to capitalize on business opportunities
- Simplified and standardized content publishing mechanisms
- Stronger competitive edge
- Improved insights for well-informed decision-making
- Better transparency to employees
- More effective media relations
- Improved stakeholder relationship management

## Success!

Success resulted in tangible, measurable return on investment. Our company saved \$5 million in one year, and saw significant productivity gains. We certainly emulated achievements noted in a New York Times article explaining that companies finding and using the best data could achieve productivity increases of 5-6%—enough to “separate winners from losers in most industries”, according to a research spokesperson cited in the article.

## Can it work for you?

In theory, all of this obviously sounds good. In practice, it's only good if it works for you. To determine how development of a consolidated, fully-integrated media intelligence solution will impact your company, Moreover Technologies stands ready to conduct a needs assessment based on the highly successful solution implemented at my energy company. Through initial “value discovery,” we will work closely with you to identify how best to tailor a solution aligned with your company's business strategy and objectives—then make recommendations that get you from theory to practice rapidly. Typical time from initial assessment to deployment is 4-6 months.

## Get started now ›

*Rossen Roussev, Senior Vice President, Business Solutions at Moreover Technologies, has 25 years of international experience in corporate planning, reputation management, business operations, ethics and compliance, and enterprise restructuring and HR. His career path includes positions at the United States Information Agency, Apple, the International Institute for Sustainable Development, and the United Nations. From 1999 to 2010, he worked with Royal Dutch Shell, most recently as Head of External Intelligence (2007-2008) and Head of Policy and External Relations (2009-2010). Achievements include establishment of a strategic intelligence unit providing global compliance and reputation management. Resulting company-wide process optimization saved Shell more than \$14 million. He speaks six languages.*

## What deliverables do we bring to your front door?

Enterprise companies opting for consolidated media intelligence gathering can expect simplified processes, rapidly improving quality of information, and cost and time savings.

As a result of an initial needs assessment, companies can gain valuable tools to measure success, understand public opinion, and benchmark their competitors. In turn, they will achieve their communications objectives and address reputational challenges through a broad-based set of enhancements, including:

- Monitoring news and media, print, online, blogs, broadcasts, podcasts, etc.;
- Set-up of ad-hoc feeds to monitor emerging topics and provide early warning signals;
- Identifying emerging opportunities and threats, business and sustainability issues, social challenges, competition;
- Identifying emerging trends to see how changes and issues develop;
- Comparing changes across time periods, regions, countries, competitors etc. to see how messaging affects reputation;
- Providing necessary data and analytics to evaluate and refine messaging to better engage target audiences;
- Correlating measurements to business outcomes, shareholder value and prices;
- Contributing to business decisions by bringing external perspectives into the mix.

Media monitoring consolidation has documented major improvements when fully deployed and sustained. However, as with any major initiative, this will not happen in a vacuum. Companies must be fully engaged and committed.

## What's needed from you to make this work

Your buy-in is straightforward, with four primary requirements:

- Availability and skills of resources;
- Timely responses from individual countries and markets;
- Timely responses and provision of required guidance on IT-related implementation issues;
- Business buy-in at executive, managerial and general workforce levels.

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Worldwide Headquarters • Moreover Technologies, Inc., 1902 Campus Commons Drive, Suite 400, Reston, VA 20191-1563 • +1 703 650 1400

UK • Moreover Technologies, LTD., 69 Turnmill Street, London, EC1M 5RR • +44 (0)207 253 5003

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