

# Brand (Campaign) Management

MORE INSIGHTS • BETTER INTELLIGENCE • INFORMED DECISION-MAKING

## Know where you stand with your brand.

Timely, relevant media monitoring provides invaluable campaign feedback.

Fast, fresh  
and focused™

Analyze, interpret and get timely insights into marketplace sentiments about the latest marketing campaign. See how your brand is doing overall among key news and social media influencers. Ward off early threats that could jeopardize success. Measure brand and campaign standing reliably with complete and current information.

- ✓ Get a clear line of sight on PR and brand campaign effectiveness
- ✓ Determine if branding is achieving desired outcomes
- ✓ Discover how the market and customers are responding to specific campaigns
- ✓ Collect intelligence that enables brand and campaign benchmarking
- ✓ Facilitate decision-making based on current performance

Comprehensive  
current  
response  
system  
views  
decisive  
social media  
sentiment-scoring  
rapid snapshot  
early-warning protocols  
feedback insights  
timely  
real-time  
access news  
relevant  
content  
early-warning  
opinions  
benchmarking  
analyze brand performance  
develop  
information  
implement marketplace  
develop

For more information, contact:  
[solutions@moreover.com](mailto:solutions@moreover.com)

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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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