



Advanced Media Analysis Techniques

The Media Impact Analyzer
Provided by Mission Research

Why use media analysis?

Need for accountability

- In today's economy, marketers and communicators must balance decreasing resources with increasing pressure to justify budgets and demonstrate ROI. To maximize value, brand reputation must be converted into a tangible asset.

Measurement

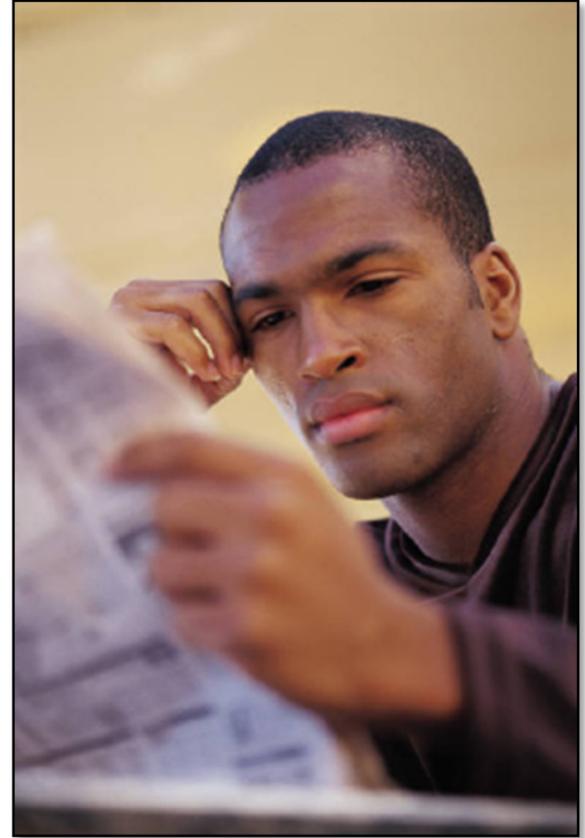
- There is a growing demand within the realm of business analysis for more sophisticated measurement and evaluation techniques. Counting mentions, audience ratings, impressions and column inches simply do not provide enough intelligence for organizations seeking to take control of their brand image.

Management intelligence

- Media analysis provides both strategic and tactical information which can be of vital assistance in planning, competitive positioning, issues management and day-to-day media relations.

When is media analysis useful?

- Brand image
- Market research
- Strategic planning
- Budget justification
- Issues management
- Sponsorship evaluation
- Trending and forecasting
- Competitive benchmarking
- CSR and philanthropy assessment
- Public relations and media relations
- Grassroots and government relations
- Marketing campaigns and product launches



Traditional media analysis models

Reading the paper

- The original form of “media analysis”: *offers little to no long-term insight, and the scale is miniscule.*

Impression counts / Audience ratings

- Measuring the impact of your media coverage by ascertaining how many readers/viewers potentially read/saw your organization mentioned: *an inaccurate measurement as circulation and audience figures tend to be inflated for the benefit of advertisers, not to mention that only a fraction of actual readers/viewers would have noticed any particular company mention.*

Advertising cost equivalency analysis

- Converting the physical dimensions of editorial space into the equivalent value in advertising space, thus arriving at a dollar value for the mention: *the most misleading form of analysis as negative coverage will yield positive results; the reality of 21st Century brand management is that all news is not necessarily good news.*

Introducing Mission Research's Media Impact Analyzer



The **Media Impact Analyzer** is peerless among media analysis models. It is the most advanced, in-depth analysis technique for organizational news coverage; a model that is at once both sophisticated and straightforward. The major benefit of this model is that it enables you to quickly and precisely gauge the impact of your media coverage on public opinion of your brand. What sets the Media Impact Analyzer apart from other media analysis models is its accuracy. Pure and simple.

The Media Impact Analyzer at work

Count: 251

Impact Score: +2.2

What does this mean?

These two simple numbers describe *every aspect of all your media coverage*. Count indicates the quantity of news stories analyzed. The Impact Score is derived from an analysis of variables including placement, presence of key messages or spokespeople, editorial tone, and several others. Researchers input these variables into a software suite developed by Mission Research that calculates the relative weight of each variable, thus arriving at a single value score for the article: the Impact Score.

The Impact Score ranges from -10 (entirely negative) to +10 (entirely positive). Any rating more than a point away from zero is significant, and the typical impact score for any organization over a period of time tends to range between +1.0 and +2.0. Therefore a rating of +2.2 in the above example would be considered to be above average.

The Impact Score is where the Media Impact Analyzer surpasses all other in-depth media analysis models. This is because it acknowledges that stories on the front page of a first-tier publications with your organization mentioned in the headline will have a greater impact on public opinion than buried mentions in a local community newspaper regardless of tone.

Accuracy in media analysis... finally.

The Media Impact Analyzer at work

In addition to the overall Impact Score, any of the analyzed variables can be understood in terms of its individual Count and Impact Score. Here are some examples using fabricated names and numbers:

Region:	Count	Impact Score
Ontario	42	+2.5
Quebec	18	+0.3
Prairies	7	+4.1

Journalists:	Count	Impact Score
Joe Schmidt, Globe and Mail	18	+2.4
Fred Little, National Post	13	+0.8
Tina LaRosa, CBC News	9	+1.2

Core Themes:	Count	Impact Score
Product Reviews	76	+3.3
Corporate Social Responsibility	62	+2.4
Stock Market	50	-1.9

Compare the costs...

Focus groups

- The overall cost of a focus group study including four groups of eight respondents would be approximately \$16,000 per study.

Telephone surveys

- Running a national telephone survey of n=1,000 adult Canadians that is, for example, 10 minutes in length would cost roughly \$15,000 per study.

The Media Impact Analyzer

- An in-depth analysis of 100 media clippings would cost just \$3,500 per study. A larger study of 500 press clippings from over a longer period of time would be \$8,000 per study. *The Media Impact Analyzer is one of the most informative yet cost-effective business analysis tools available.*

Let's get started!

Interested in learning more about what the Media Impact Analyzer can do for you and your organization? Please don't hesitate to contact us – we'd love to hear from you!

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