

ACME
B ♦ A ♦ N ♦ K

REPORT

Media Analysis
July – September, 2002

CARMA[®]
| | | International

SAMPLE ONLY

This document illustrates the format and content of a CARMA International (Asia Pacific)

SINGLE COUNTRY REPORT

but information is fictionalised for demonstration purposes only.

INTRODUCTION

CARMA International provides ongoing analysis of editorial media coverage of banking and finance issues for ACME Bank compared with its leading competitors in the Australian market.

The following report presents findings of media analysis for the period 1 July – 30 September, 2002.

Competitors tracked are: **Bank of China; BMZ; National Trust; and Singapore Central.**

Media coverage is analysed from press clippings of **all national, metropolitan and trade media.**

METHODOLOGY

*CARMA International analyses media coverage **qualitatively** as well as **quantitatively**. What media coverage communicated, how extensively, and whom it reached, are more important than sheer volume.*

*Quantitative measurement of publicity is relatively straight-forward and involves calculation of the number of articles in which a client or product is mentioned (**volume**); total audience reach based on circulation (called **impressions**); and **share of voice** (SOV) where competitors are analysed.*

*Qualitative evaluation is provided by CARMA International beyond simple positive/negative/neutral ratings which can be misleading. For instance, articles may be positive in tone, but may not reach key audiences or may not communicate key messages. The CARMA[®] methodology uses sophisticated multi-variate analysis designed to determine the likely **IMPACT** of media articles specifically in relation to a client's objectives. CARMA rates articles based on (1) the **media** in which they appeared (particularly whether it reached the client's target audience); (2)) **position** (eg. front page, front section, etc); (3) **size** or length; (4) **prominence** (including mention in headlines or photos); (5) **issues** discussed; (6) **sources** quoted; and, very importantly, (7) whether the article contained the client's **messages**. A cumulative score called the CARMA **'Favourability' rating** is calculated and expressed on a 0-100 scale where 50 is neutral. Favourability, in short, is a cumulative rating of how effectively media coverage reached key target audiences or markets with key messages.*

A more detailed description of the CARMA[®] methodology is attached as Annex A.

HIGHLIGHTS

Total volume:	503 articles
Impressions (total audience reached):	1,236,000
Total ACME mentions:	498
ACME favourability rating:	53.0 (slightly favourable)
Leading corporate issue (volume):	Acquisitions / Divestments (178 mentions)
Leading product/service issue (volume):	Capital Markets (25 mentions)
Leading media:	Business Times (Singapore)
Leading favourable message:	Customer Focus – ACME provides tailored product offerings for different customer segments (22 mentions)
Leading company spokesperson (volume):	Win Su Woo, ACME Chairman (16 mentions)
Leading competitor (volume):	Bank of China (127 mentions)
Leading competitor (favourability):	Bank of China (51.0 rating)

SHARE OF VOICE

Share of Voice

by Volume of Mentions

Australia

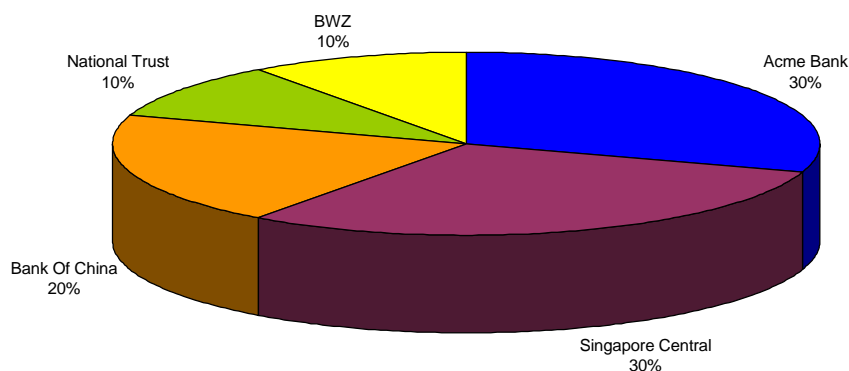


Chart 1.

Chart 1 shows that ACME Bank gained almost one-third 'share of voice' in editorial media coverage of banking and finance issues during the period, well ahead of Bank of China, BMZ and National Trust.

However, Singapore Central gained equal 'share of voice'. This was largely due to SC's involvement in merger discussions with Malaysia Trustees.

ACME

- This was the third straight quarter that ACME Bank gained the leading or equal leading 'share of voice' in key Australian media coverage.
- The majority of ACME Bank's media coverage was favourable, as will be shown in following sections of this report.

SINGAPORE CENTRAL

- Notwithstanding its strong position, ACME Bank needs to note that Singapore Central is a significant competitor for media space and is increasing its profile.
- It is significant that a leading Singapore bank is gaining such a volume of media coverage in Australian media (on ACME Bank's 'home turf'). This appears to be indicative of a strong marketing drive regionally and into the Australian market.

BANK OF CHINA

- BOC ranked third in terms of volume of media coverage during the period. This was a significant increase in its media coverage compared with 2nd quarter of calendar year 2002 and indicates an export focus in its operations and marketing.

BWZ & NATIONAL TRUST

- Both BWZ and National Trust received a relatively low volume of media coverage in Australia during the period. Given their Asian focus and specialist products in the business banking market, this is not surprising. In specific coverage of business banking, these two competitors ranked more prominently.

COMPETITOR COMPARISON

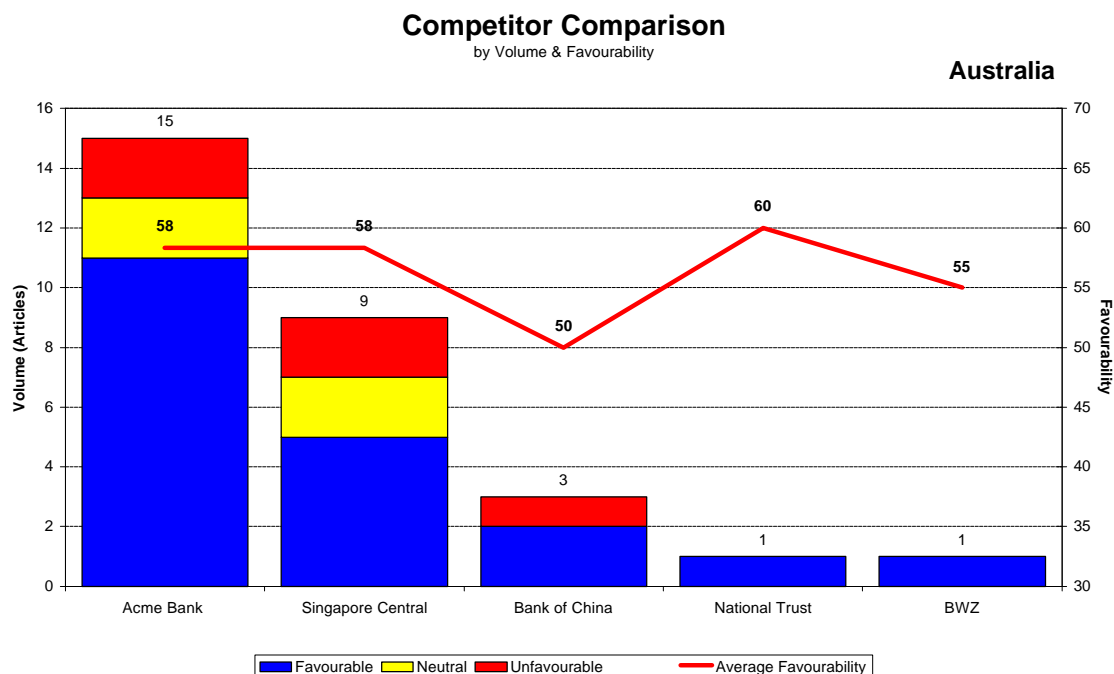


Chart 2.

Chart 2 presents overall findings on the volume and favourability of media coverage for ACME Bank and its key competitors during the period.

This shows that ACME Bank received the **highest volume of media coverage** and **close to the highest favourability**. Even though National Trust received a 60 average Favourability Rating (compared with ACME's 58), this was for one article only.

Singapore Central was the second leading bank (closest competitor) in volume and equal to ACME Bank in favourability.

Bank of China received considerably less media coverage this quarter and a neutral Favourability Rating which was eight points lower than ACME Bank and Singapore Central.

The table below provides breakdown data on articles and ratings for each competitor.

Competitor Name	Favourable	Neutral	Unfavourable	Volume (Mentions)	Average Favourability
Acme Bank	11	2	2	15	58
Singapore Central	5	2	2	9	58
Bank of China	2	0	1	3	50
National Trust	1	0	0	1	60
BWZ	1	0	0	1	55
Grand Total	20	4	5	29	57

ACME

- This was the third straight quarter that ACME Bank gained the leading or equal leading volume of media coverage in Australia.
- ACME Bank's average Favourability Rating was close to the highest (equal with Singapore Central and marginally behind National Trust, but NT received very low volume).

SINGAPORE CENTRAL

- SC has substantially increased its media profile over the past two quarters, suggestive of a major marketing drive, particularly into Australia.
- However, SC received mixed coverage with a balance of favourable, neutral and unfavourable articles.

BANK OF CHINA

- BOC received a surprisingly low volume of media coverage this quarter and a flat 50 neutral rating in terms of Favourability. BOC appears to be 'keeping its powder dry' and staying out of the media. This may suggest preparation for a major announcement. This analysis is supported by speculation in industry e-newsletters that Bank of China is engaged in talks with a leading US bank on a joint venture in China.
- BOC received more polarised coverage than other competitors, with no neutral coverage. Articles were either significantly favourable or significantly unfavourable.

BWZ

- BWZ received quite low coverage in the period, although this was favourable.
- BWZ is focussed almost exclusively on the business banking market.

NATIONAL TRUST

- Similarly, NT received very little coverage, but what occurred was favourable.

LEADING ISSUES

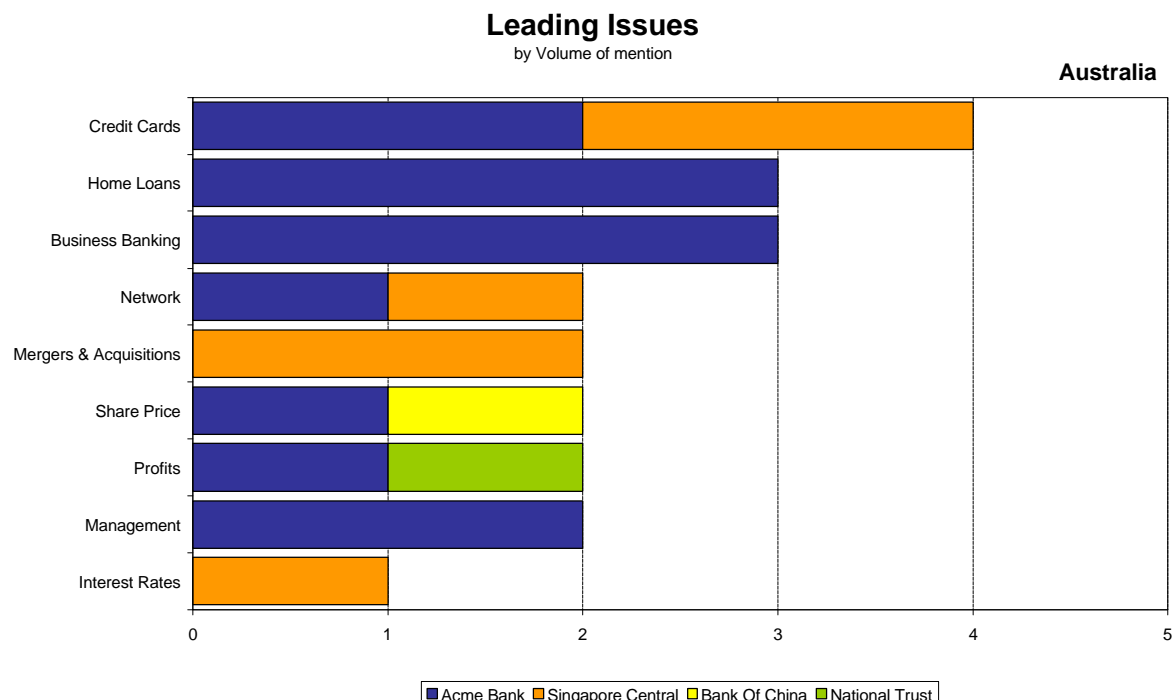


Chart 3.

Chart 3 above shows that credit cards were the most reported issue this quarter, followed by home loans and business banking, with ACME Bank and Singapore Central dominating coverage on these issues.

The supporting table below shows a breakdown of the number of favourable, neutral and unfavourable articles on each issue and the average Favourability Rating of each issue.

Issue Description	Favourable	Neutral	Unfavourable	Volume (Mentions)	Average Favourability
Interest Rates	1	0	0	1	65
Management	1	0	1	2	55
Profits	2	0	0	2	63
Share Price	1	0	1	2	53
Mergers & Acquisitions	2	0	0	2	63
Network	1	0	1	2	53
Business Banking	2	1	0	3	58
Home Loans	2	1	0	3	59
Credit Cards	3	1	0	4	51
Grand Total	15	3	3	21	57

It is noteworthy that, while credit cards received the highest volume of coverage, it was the least favourably reported issue, with a even balance of favourable and unfavourable articles, leading to a 51 average Favourability rating (close to neutral).

MEDIA ANALYSIS JULY – SEPTEMBER 2002

Interest rates, profits and mergers and acquisitions were the most favourably reported issues.

ACME

- DBS dominated industry share of voice, appearing in 99 per cent of total coverage.

COMPETITORS

- Singapore Central again competed strongly in the media, receiving major coverage on credit cards and network (equal to ACME Bank), mergers and acquisitions and interest rates.
- Bank of China was prominent in reporting of share price, but was not widely reported on other issues.
- National Trust received prominent coverage on profits after its recent announcement of a recovery from previous losses and a forecast US\$200 million half-yearly profit.
- BWZ was not reported to any significant extent on any of the leading issues.

LEADING MESSAGES

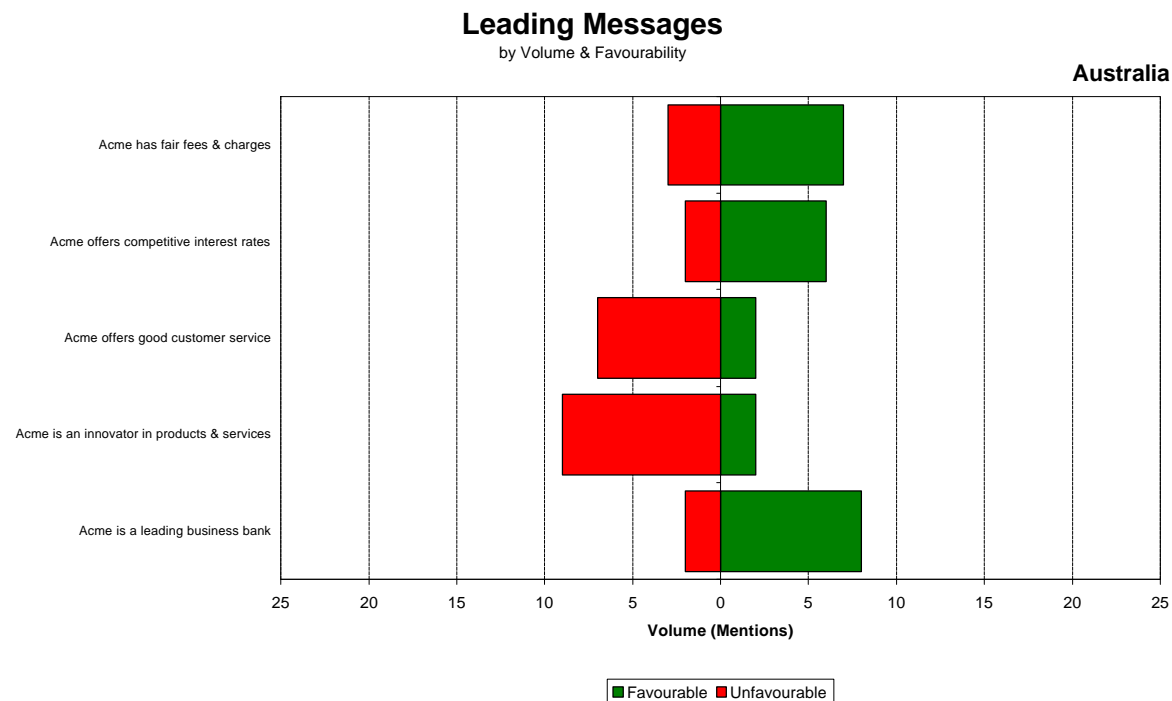


Chart 4.

Chart 4 shows ACME Bank media coverage contained a mix of messages.

- On the positive side, ACME was favourably reported as “a leading business bank”; for having “fair fees and charges” and for “competitive interest rates”, with some mentions of “offering good customer service” and being “an innovator in products and services”.
- However, unfavourable references to innovative products and services and customer service far outweighed favourable mentions. These are two areas where ACME Bank appears to need to drive its PR and marketing messages harder.
- In general, ACME Bank is being positioned in the media as a leading bank in the region in terms of size and turnover with competitive interest rates and fees, but as not being an innovator and not offering sufficient customer service.

LEADING SPOKESPERSONS

Leading Spokespersons

Top 5 SOV by Volume of Mentions

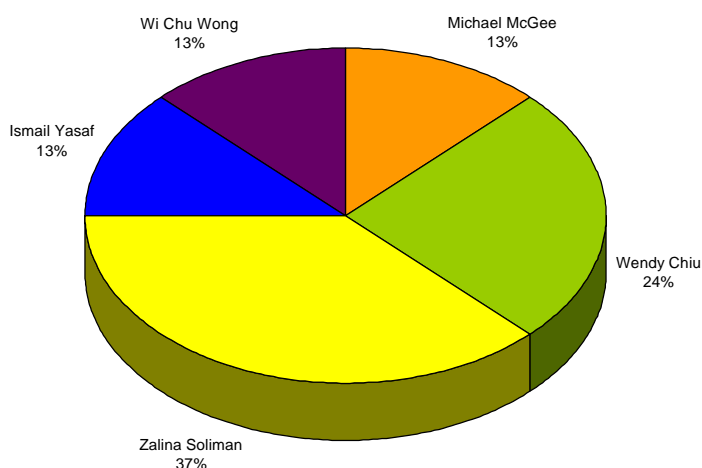


Chart 5.

Chart 5 above shows most prominent spokespersons on banking and finance issues from the competitors tracked in Australia, with Zalina Soliman, Vice President of Business Bank at ACME Bank being the most reported industry spokesperson

Wi Chu Wong also was quoted in one article for ACME Bank as shown in the table below, with Singapore Cental CEO, Michael McGee, and Head of Retail, Wendy Chiu being quoted in one and two articles respectively.

Source	Volume of Mentions		Acme Bank
	Singapore Central	Bank of China	
Michael McGee	1		
Wendy Chiu	2		
Zalina Soliman			3
Ismail Yasaf		1	
Wi Chu Wong			1
Grand Total	3	1	4

LEADING MEDIA

Leading Media

by Volume & Favourability

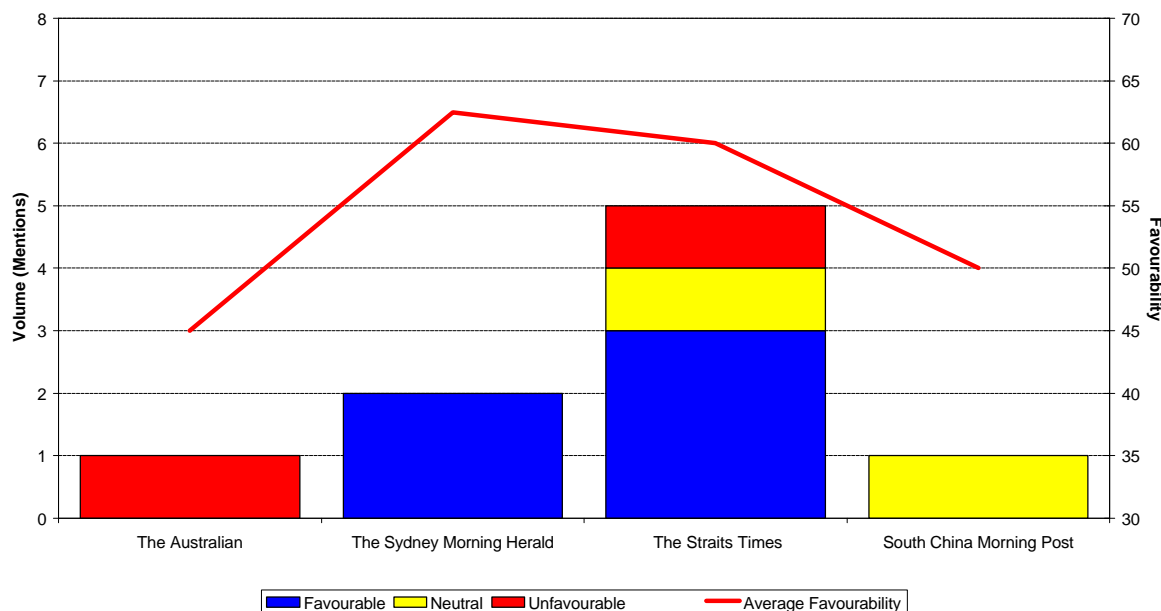


Chart 6.

Chart 6 shows that *The Straits Times* was the leading media in volume of reporting on banking and finance issues. The *Sydney Morning Herald* and *South China Morning Post* were the next most prolific on banking and finance issues. (Note: This 'Single Country Sample Report' is using fictional data, hence media names are not from one country. However, the chart format is actual.)

The table below shows the number of articles published in each major newspaper and the average Favourability Rating of each publication. Noteworthy was that *The Straits Times* and the *Sydney Morning Herald* were strongly favourable, however, *The Australian* was quite unfavourable. The *South China Morning Post* was neutral on average, indicating balanced reporting.

Media Name	Favourable	Neutral	Unfavourable	Volume (Mentions)	Average Favourability
Straits Times	3	1	1	5	60
The Australian	0	0	1	1	45
South China Morning Post	0	1	0	1	50
Sydney Morning Herald	1	0	0	1	60
Aus Fin Review	1	0	0	1	65
Grand Total	5	2	2	9	58

LEADING BYLINES

Leading Bylines
by Volume & Favourability

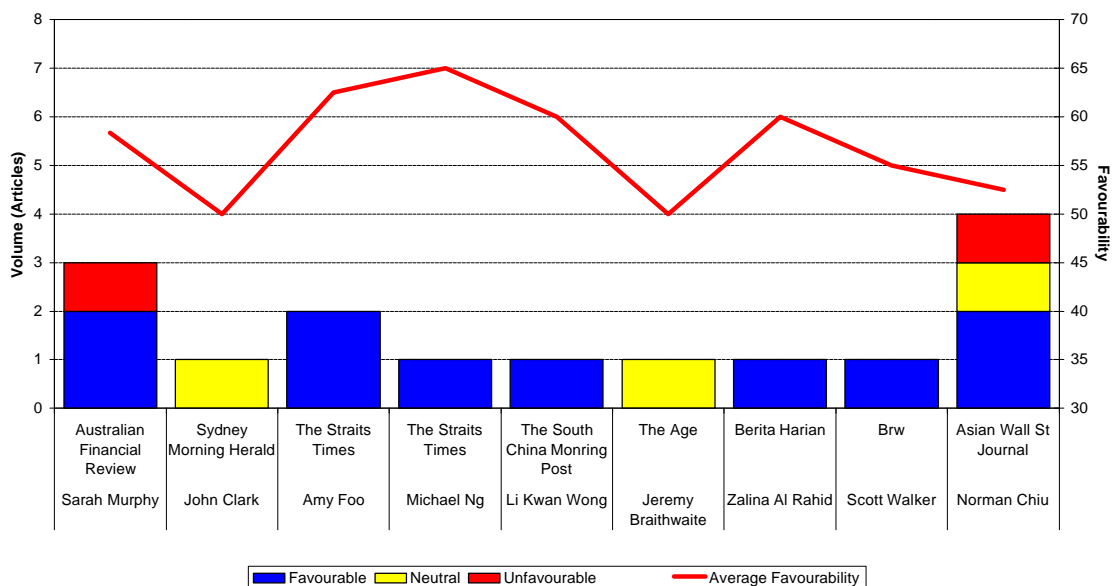


Chart 7.

Chart 7 shows the 10 leading by-lines (journalists) writing on banking and finance issues in the countries analysed. *(Note: This 'Single Country Sample Report' is using fictional data, hence media names are not from one country. However, the chart format is actual.)*

The table below provides supporting data on the number of articles written by each journalist (ranked by volume) and their Favourability Rating.

Byline	Media	Fav	Neutral	Unfav	Volume of (Mentions)	Average Fav
Sarah Murphy	Australian Financial Review	2	0	1	4	58
John Clark	Sydney Morning Herald	0	1	0	1	50
Amy Foo	Straits Times	2	0	0	2	63
Michael Ng	Straits Times	1	0	0	1	65
Li Kwan Wong	South China Morning Post	1	0	0	3	60
Jeremy Braithwaite	The Age	0	1	0	1	50
Zalina Al Rahid	Berita Harian	1	0	0	1	60
Scott Walker	BRW	1	0	0	1	55
Norman Chiu	Asian Wall St Journal	2	1	1	5	53
Grand Total		10	3	2	19	57

MEDIA ANALYSIS JULY – SEPTEMBER 2002

- **Norman Chiu** of the *Asian Wall Street Journal* wrote on a wide range of banking and finance issues including mergers and acquisitions, economy recovery, profits and new products and services, and was mostly neutral in terms of favourability.
- **Sarah Murphy** of the *Australian Financial Review* wrote mainly on ACME Bank's interests in Australia and was highly favourable;
- **Amy Foo** from *The Straits Times* focussed on local Singapore market issues with two articles, both favourable.
- **Michael Ng** also from *The Straits Times* was the most favourable writer on ACME Bank, but wrote only one article.
- **Jeremy Braithwaite** from the *Melbourne Age* newspaper was critical of Asian banks taking major stakes in Australian companies.
- **Zalina Al Rahid** of *Berita Harian* wrote only one article but it was highly favourable.

MEDIA PLACEMENT

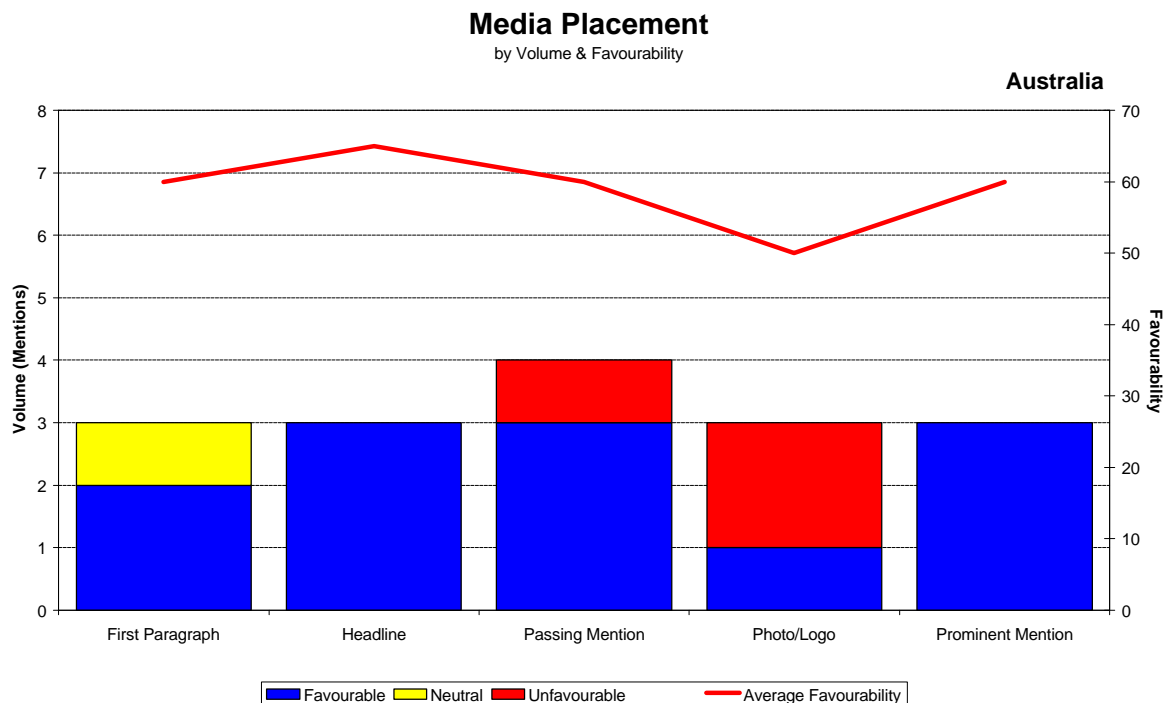


Chart 8.

Prominence of media placement significantly determines impact of coverage. Chart 9 provides a breakdown of coverage to show the number of articles that contained first paragraph or headline mention of ACME Bank, a photo or logo, prominent mention or passing mention, as well as the average Favourability Rating of each type of coverage.

- This indicates that the majority of ACME Bank coverage was ‘passing mentions’ in articles about banking and finance issues. However, a significant proportion of articles contained headline, first paragraph or prominent mention of ACME Bank.
- Noteworthy was the **unfavourable positioning of photos** and the ACME Bank logo on a number of occasions. An example was a photo in the *South China Morning Post* of the CEO of ACME Bank scratching his head with a chart on the wall showing a downward slide in investment returns. This suggests that ‘photo events’ may need to be better managed to present positive photos.

MEDIA RELEASE TRACKING

Media Releases Generated
by Volume of Mentions

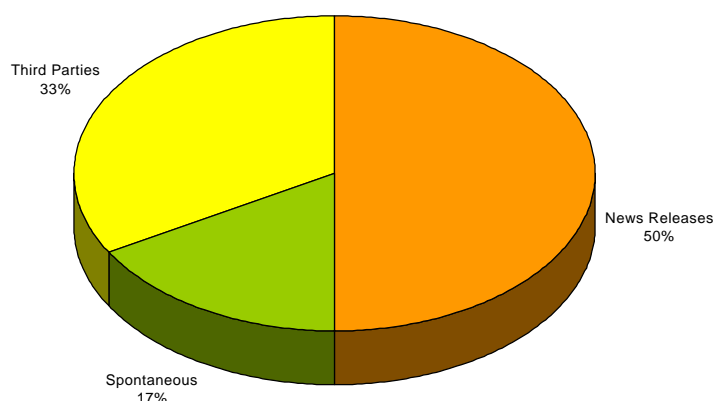


Chart 10.

As part of measuring the ROI (Return on Investment) of public relations for ACME Bank, Chart 10 shows that 50% of media coverage gained was attributable to news releases issued by ACME. One third (33%) was initiated by third parties (ie. other companies, regulators, organisations or government) and 17% was spontaneous coverage (ie. media initiated).

The average Favourability Rating of each category of media coverage was as follows:

- News releases generated 58
- Third party generated 54
- Spontaneous 51

This shows clearly that media coverage initiated by ACME Bank is more favourable than coverage initiated by others or spontaneously occurring, indicating a quantifiable Return on Investment from ACME public relations activity.

TRENDS – ACME BANK

Trends - Client Coverage

by Volume & Favourability

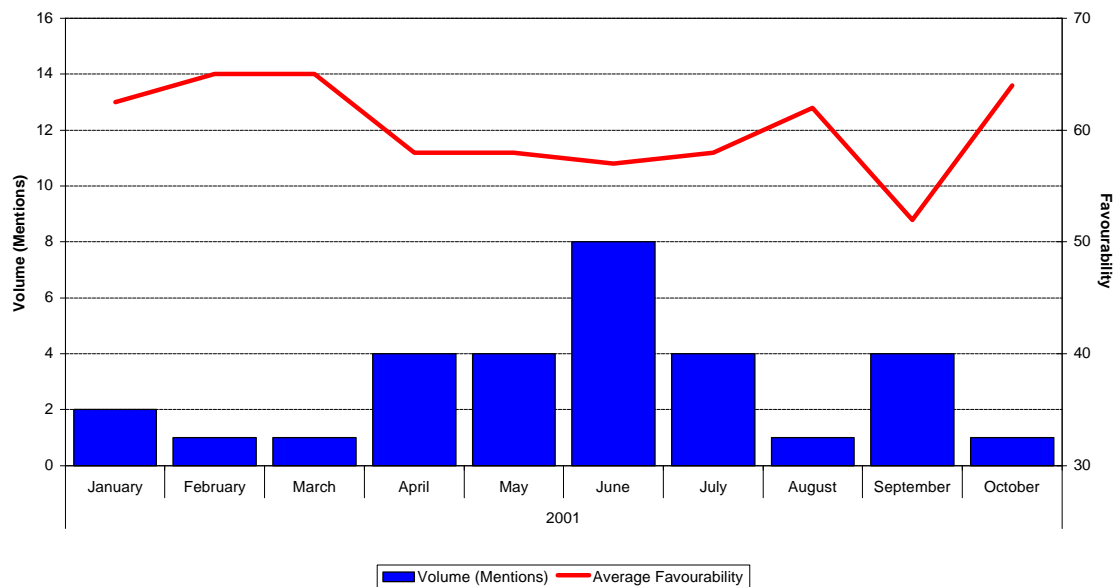


Chart 11.

Chart 11 shows the trend in ACME Bank media coverage in both volume and Favourability over the 10 months from January to October, 2002.

- The highest volume of media coverage was received in June when ACME announced its interim financial results. Coverage was, in fact, intensive throughout April to July spurred by pre-announcement speculation and post-announcement analysis. A second peak in media coverage occurred in September with speculation of an acquisition of **Indra Bank** in Indonesia.
- However, in terms of Favourability, the rumoured acquisition of Indra was reported unfavourably, recording ACME Bank's lowest Favourability Rating for the year.
- The highest Favourability was gained in reporting during February and March (although there was very low volume in this period) and during August and October.

TRENDS – COMPETITORS

Trends - Competitor Comparison

by Volume & Favourability

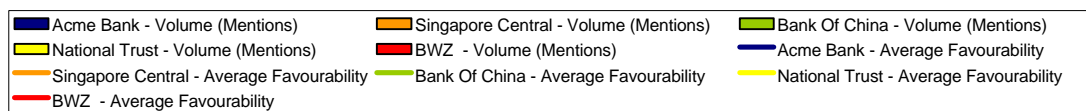
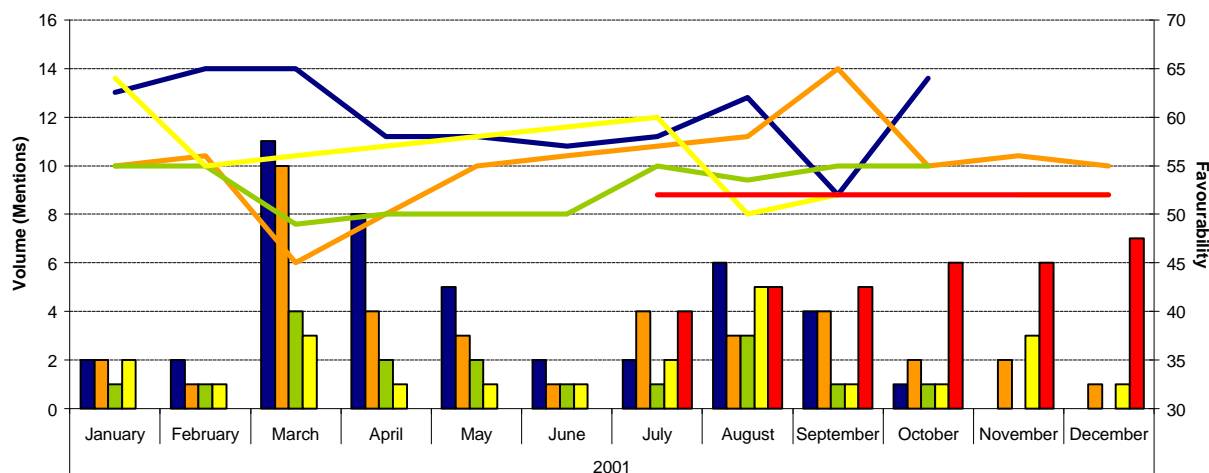


Chart 12.

Chart 12 shows the volume and favourability of media reporting of ACME Bank and its competitors over the 12 months from January to December 2001. *(Note: This 'Single Country Sample Report' is using fictional data, hence multiple countries shown. However, the chart format is indicative of trend data charts.)*

- ACME Bank (shown in dark blue) dominated media coverage in March, April, May and August. The Favourability Rating of ACME coverage during these months was also the highest of all competitors.
- BWZ (red) received high volume of media coverage in the second half of the year, but (as shown by the red Favourability line), BWZ received the least favourable media coverage during this period.
- Singapore Central received the second highest volume of coverage in most months, but favourability of reporting on SC plunged in March when its acquisition of two provincial China banks ran into regulatory problems.
- Bank of China has consistently ranked third in volume and favourability of media coverage in the countries analysed.

CONCLUSIONS

- Overall, **ACME Bank is receiving equal leading ‘share of voice’ and quite favourable media coverage** in Australia.
- The **Favourability of ACME Bank media coverage is distinctly higher in media stories emanating from news releases**, indicating that ACME’s public relations efforts are paying dividends.
- However, ACME Bank needs to address unfavourable messages in the media concerning its **customer service and innovation in products and services**, as unfavourable reporting substantially outweighed favourable reporting of these issues.
- **Singapore Central appears to be on a major marketing drive into Australia and regionally**, with significant media coverage in Australian media. ACME needs to counter SC PR efforts in its ‘home’ market.
- **Bank of China appears to be ‘holding back’ on media activity, suggestive of preparation for a big announcement.** This bank is usually prominent in the media, but has uncharacteristically ‘gone to ground’ recently. Meanwhile, rumours are spreading in some e-newsletters and on the Web that BOC is involved in major joint venture talks with a large US bank. We recommend “watch this space”.

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