

# *FMCG*

## *Example International Report*

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## Report content:

The reports will be written in English and delivered as powerpoint documents sent by email. Comments will be done as bullet points to keep the reports as synthetic as possible.

A typical format report will include:

- Executive summary/Key findings
- Corporate coverage
- Product coverage
- Conclusions
- Appendix (Monitoring lists, additional charts, etc.)

# *Corporate*

## Corporate content

Keywords: A, B, C, D, E

### Quantitative

- Volume of coverage achieved
- The circulation achieved for those items
- The readership achieved by the coverage
- Breakdown of coverage by media type (online press, mainstream, specialised, gaming press, business trade, radio, TV)
- The amount of “A “ proactive coverage compared with reactive coverage (press release tracking)
- “A” prominence in article: sole focus, shared mention, minor mention

### Qualitative

- The favourability of the coverage (positive, negative, neutral)
- Tracking “A” corporate announcements and penetration of key messages (as above – press release tracking)
- Focus of the article (corporate/product/both)

# *Executive Summary: Corporate*

## “A”

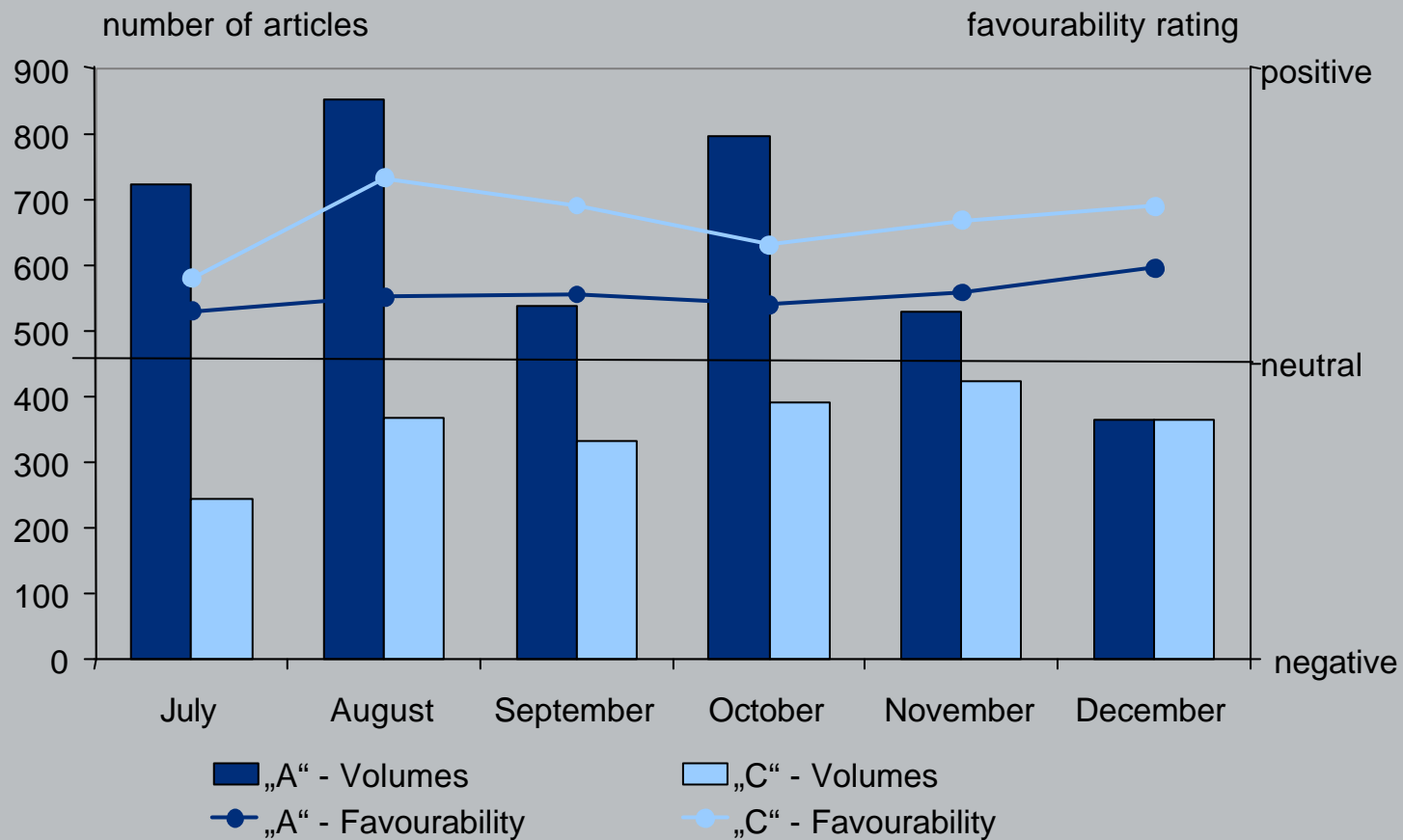
- Volumes of coverage fell from 2,120 articles in the last quarter to 1,660.
- This fall in volumes of coverage was not mirrored by a fall in circulation. This was primarily due to a piece on a US TV show during primetime which boosted audience figures.
- The industry press continued to generate the majority of coverage for “A”. They also had the greatest praise for “A”.
- Due to the announcements of “A” end of year results, they were the sole focus of most corporate articles.
- Information contained in press releases was reported by the media to a greater extent than last quarter. However, this could be due to the issue of “A” Quarter 3 results.
- Tone of coverage was more positive in nature than in previous months. The main reason for this was, as mentioned previously, the Q3 results.
- Key messages were not reported as much as in previous months. There was a slight drop in favourability but it continued to be above zero for Corporate Announcements.
- Key Message 2 received unfavourable coverage in the French press. *Le Monde* stated on November 12<sup>th</sup> that “A” was.....

## Competitors

- “C” continued to receive less coverage than “A”. However, the tone of their coverage was more favourable than “A”.
- Financial results generated the greatest proportion of coverage for all “A” competitors.
- Etc...

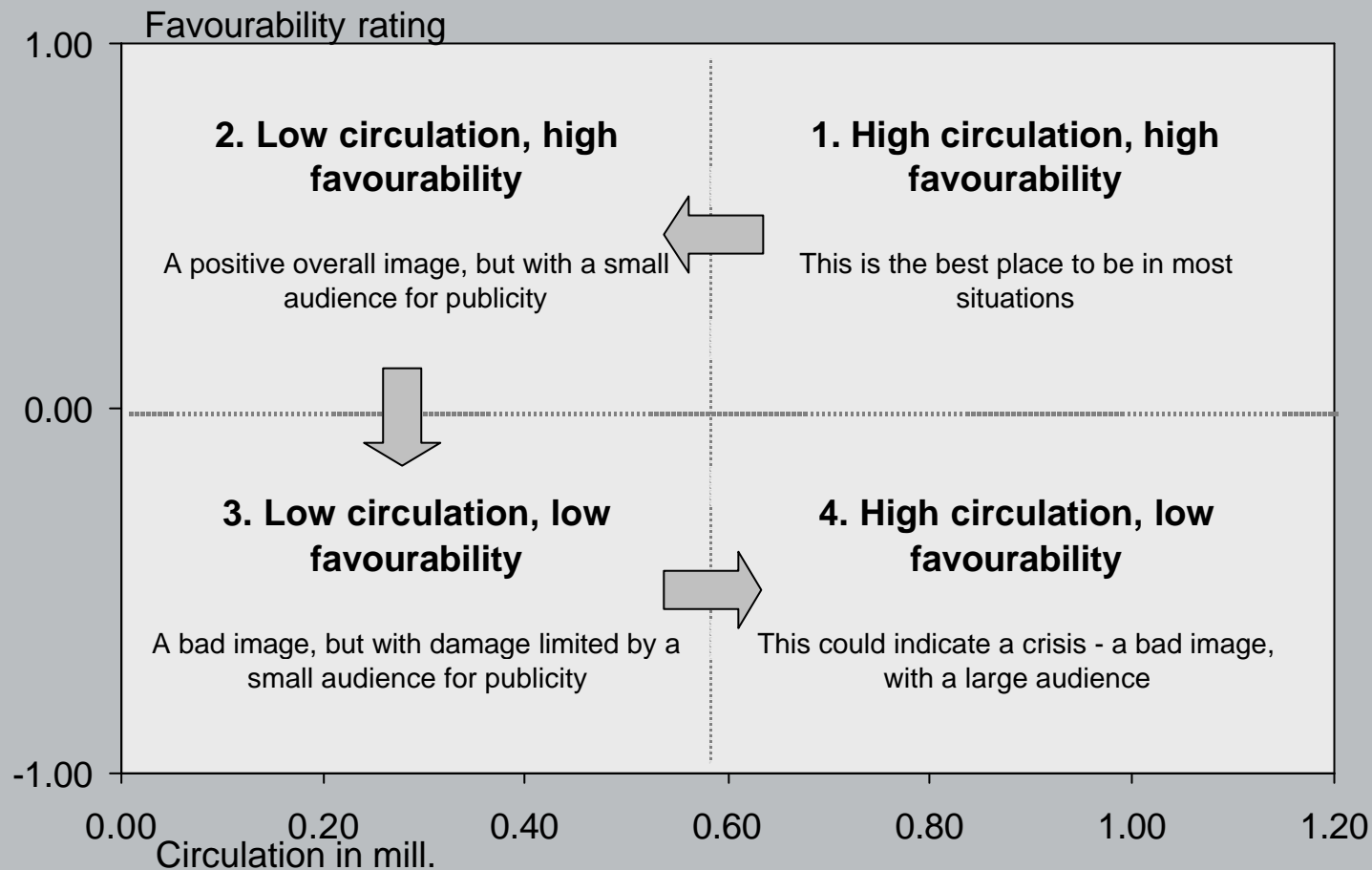
# Corporate: Volume & Tendency

2002 (number)



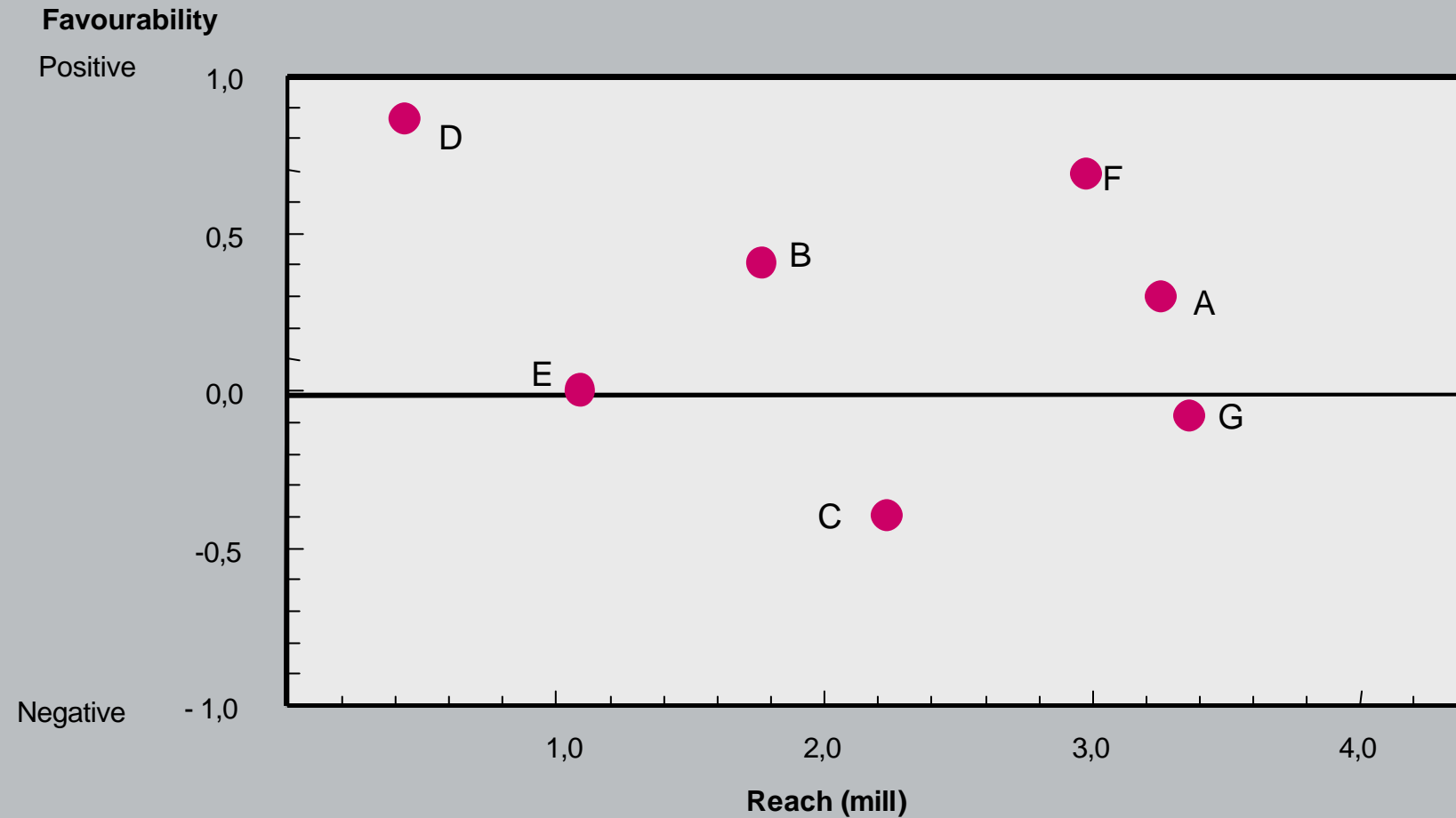
# Corporate: Volume & Tendency

2002 (number)



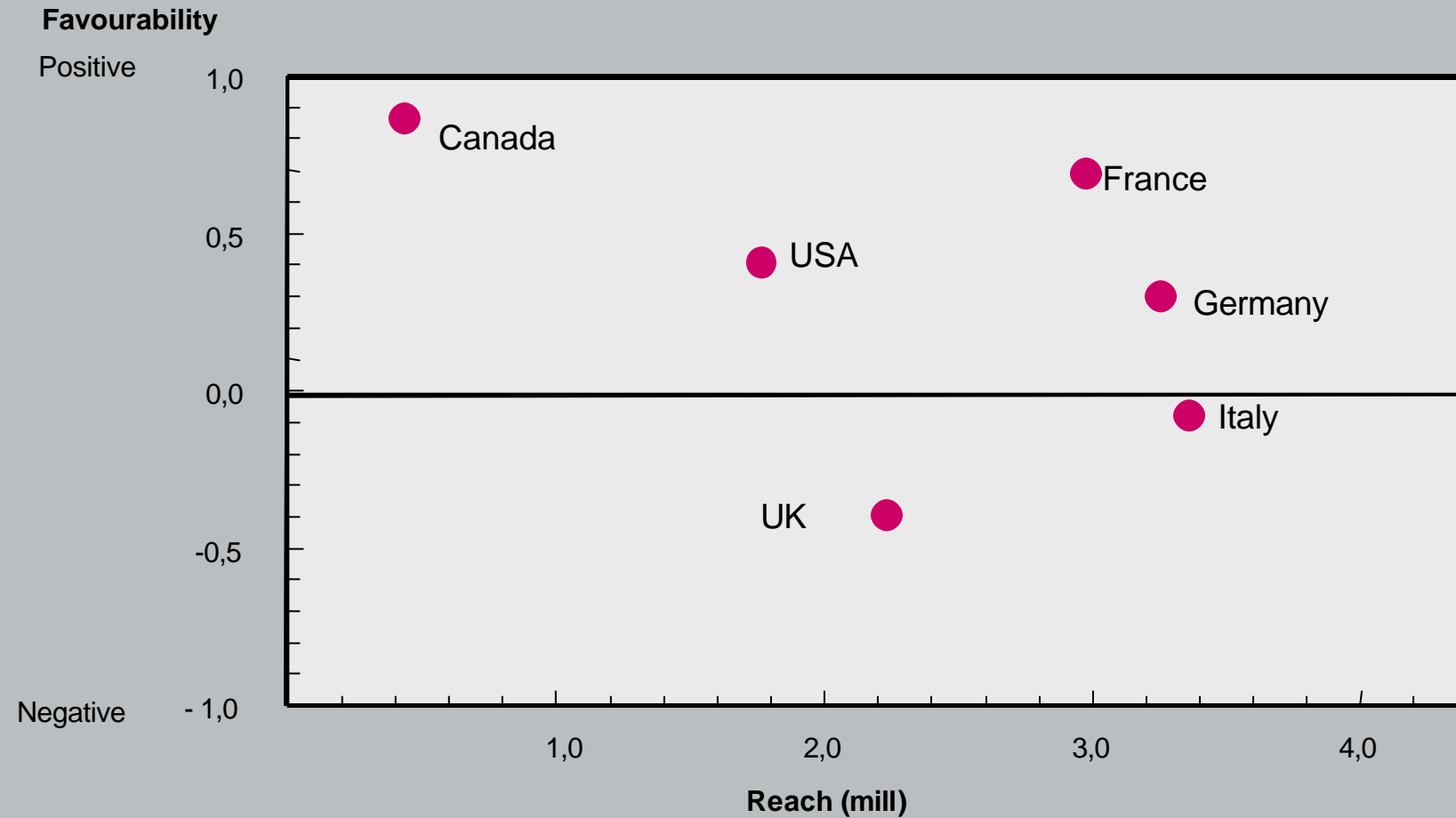
# Corporate: Volume & Tendency

2002 (number)



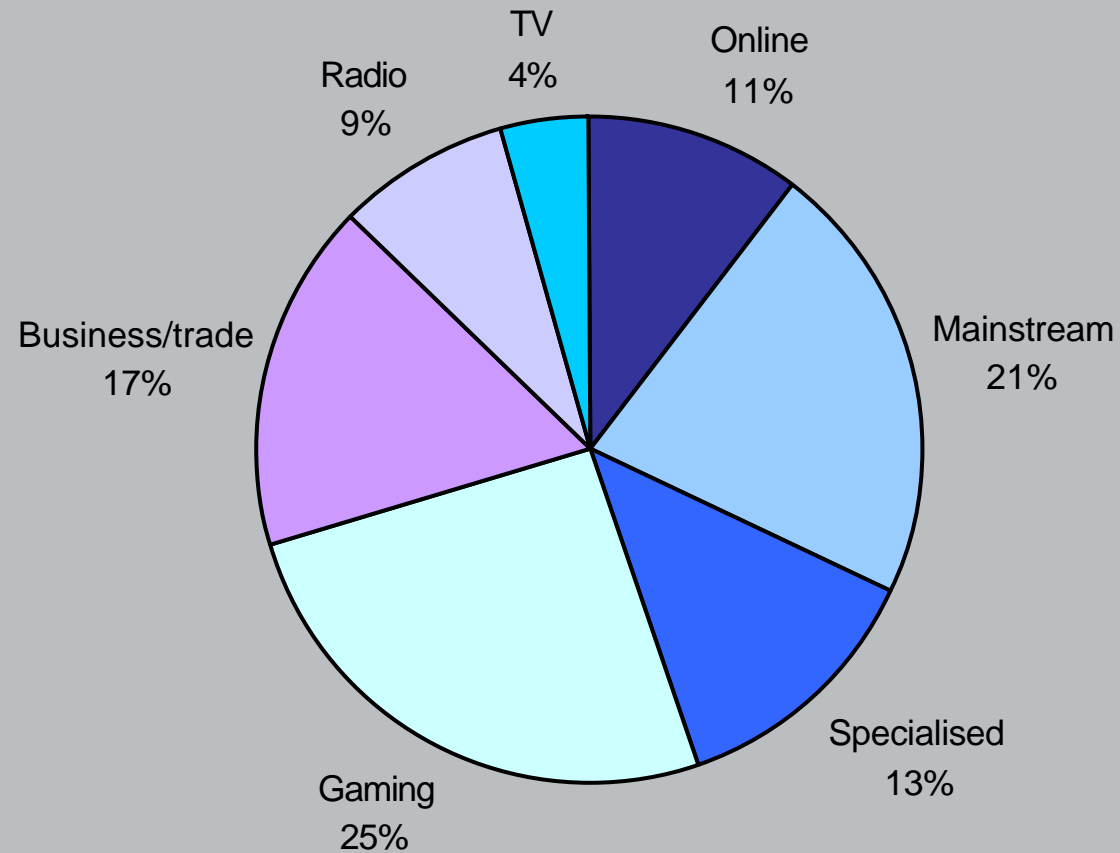
# Corporate: „A“ Volume & Tendency by country

2002 (number)



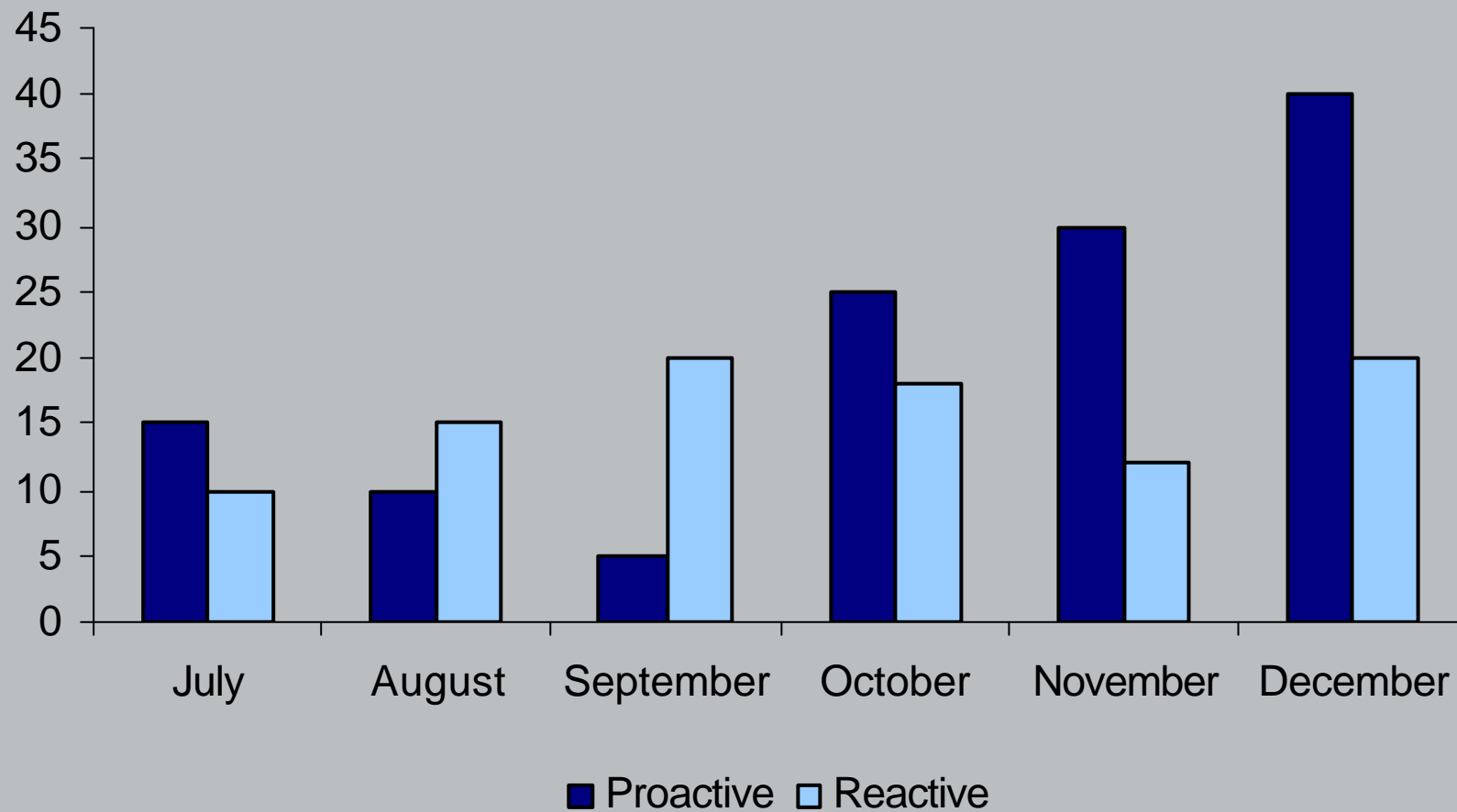
# Corporate: Media Type

2002 (number of articles)



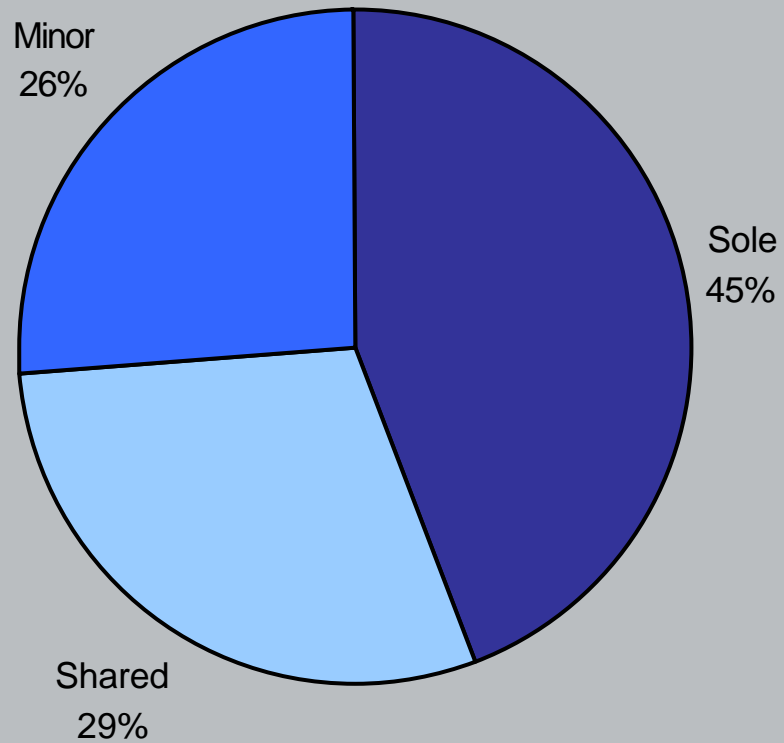
# Corporate: „A“ Proactive v Reactive coverage

2002 (number)



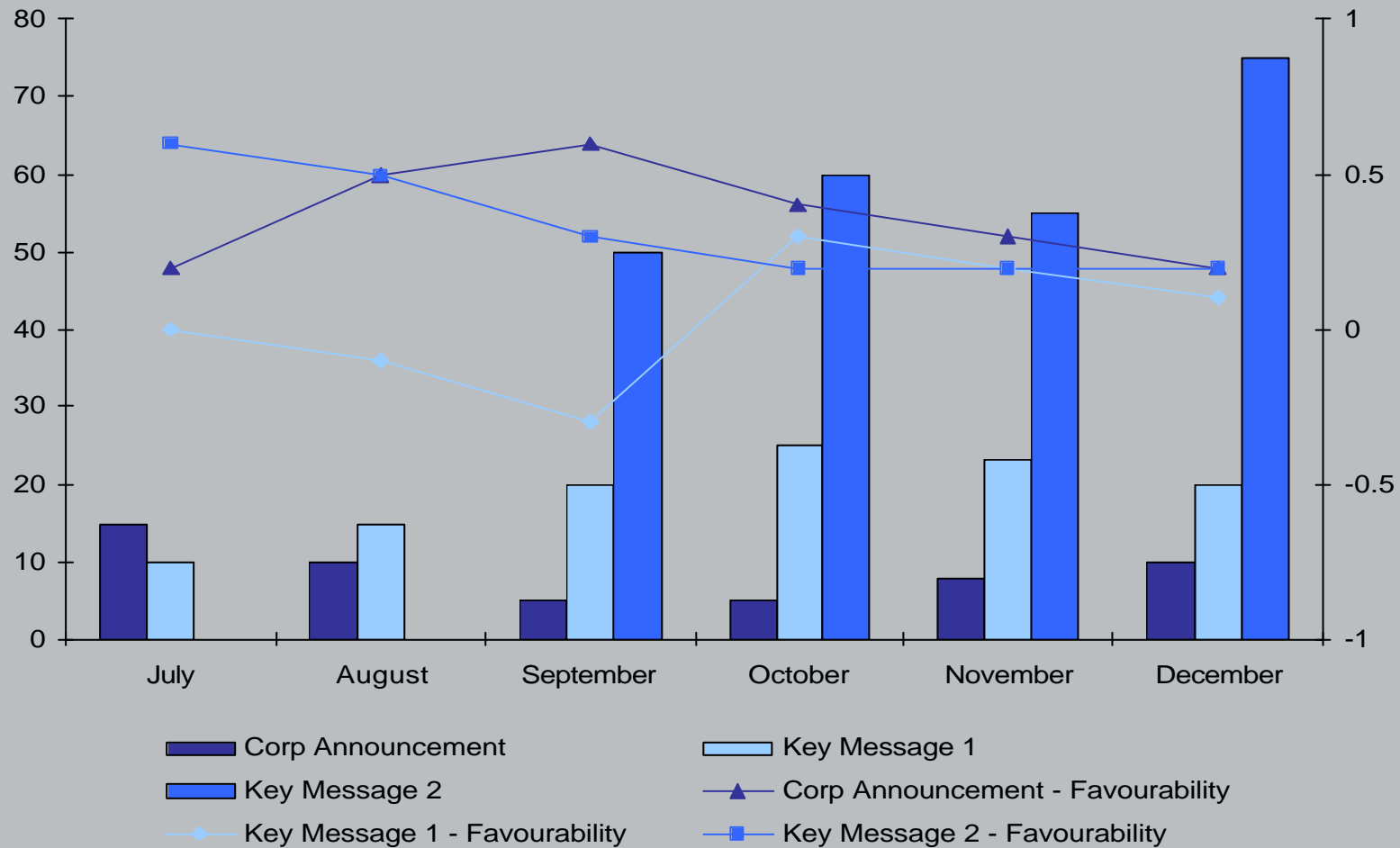
# Corporate: „A“ Prominence in Article

2002 (number)



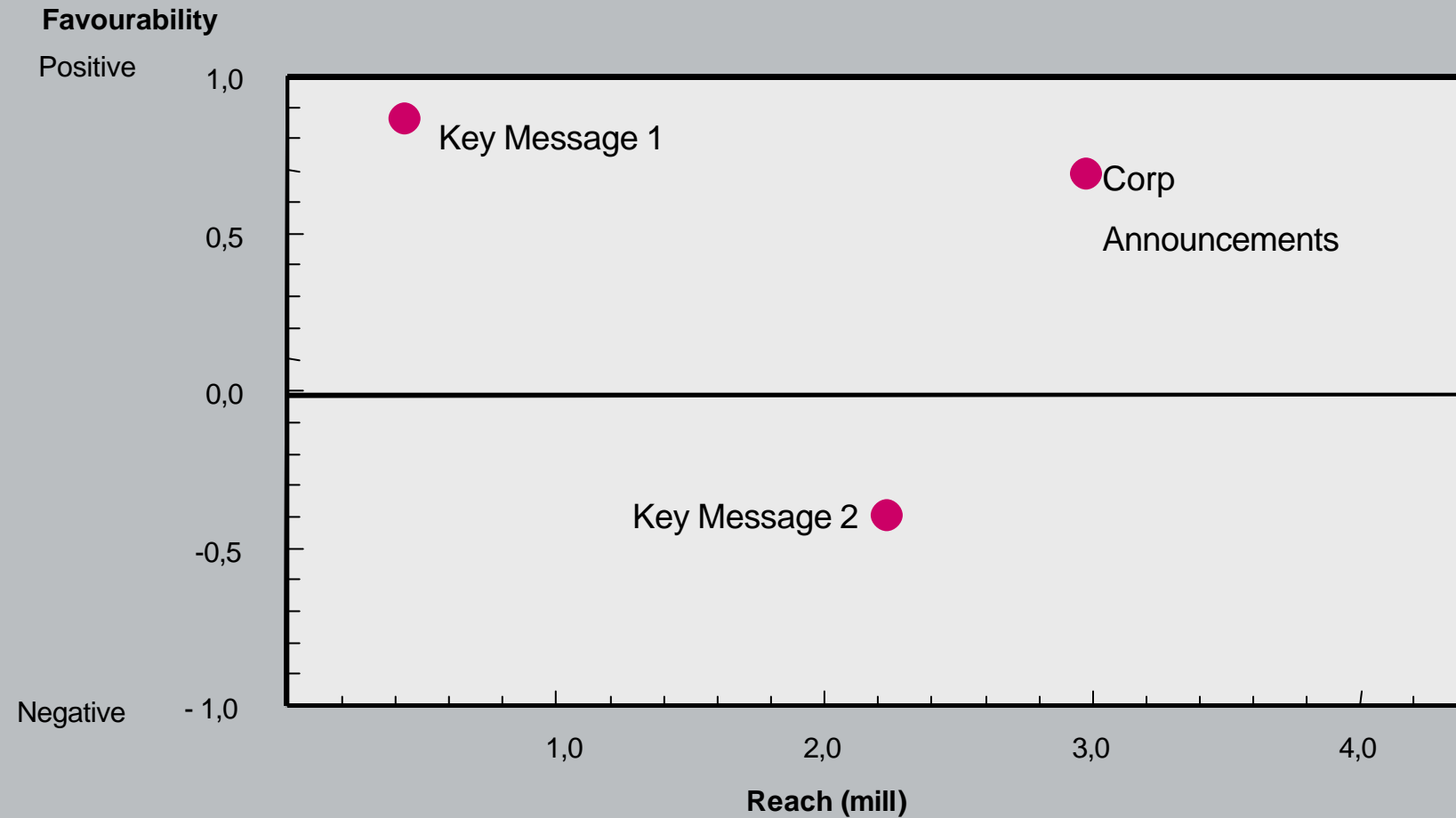
# Corporate: Announcements and Key Messages

2002 (number)



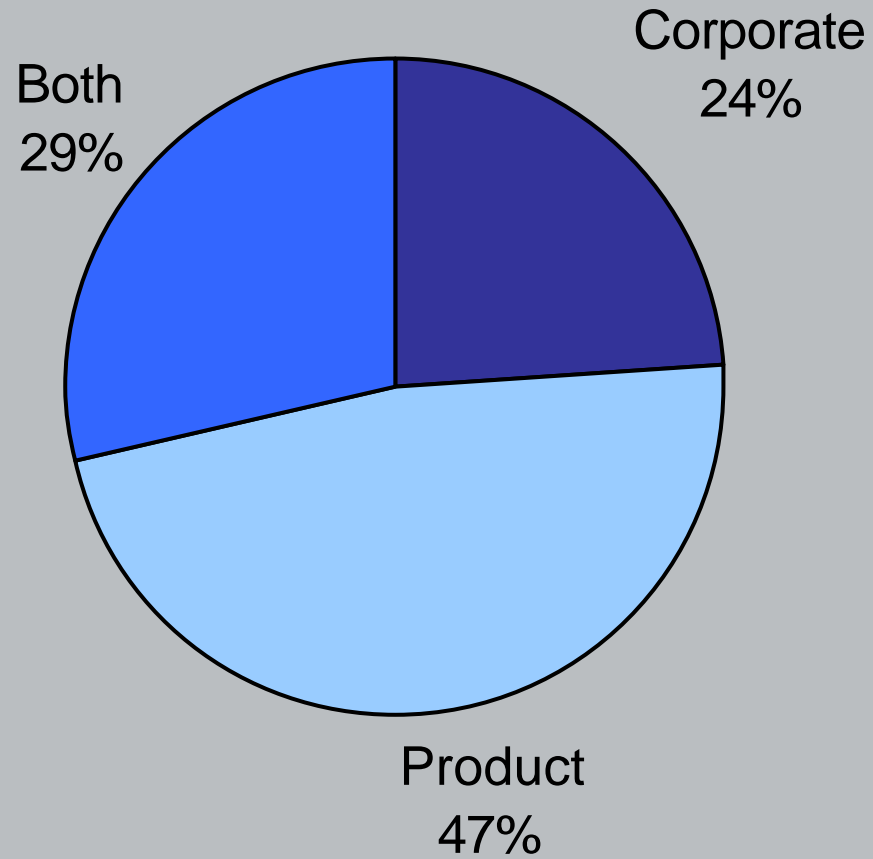
# Corporate: Announcements and Key Messages

2002 (number)



# *Focus of the Article*

2002 (number)



# *Product*

## Product content (“A” products)

Keywords: A1, A2, A3, A4, A5, A6, A7, A8 – change approx every 6 months.

### Quantitative

- Volume of coverage achieved for individual products and re-branded products
- The circulation achieved for those items
- The readership achieved by the coverage
- Breakdown of coverage by media type (online press, mainstream, specialised, gaming press, business trade, radio, TV)

### Qualitative

- The favourability of the coverage (positive, negative, neutral=“press enthusiasm”)
- Focus of the article (corporate/product)

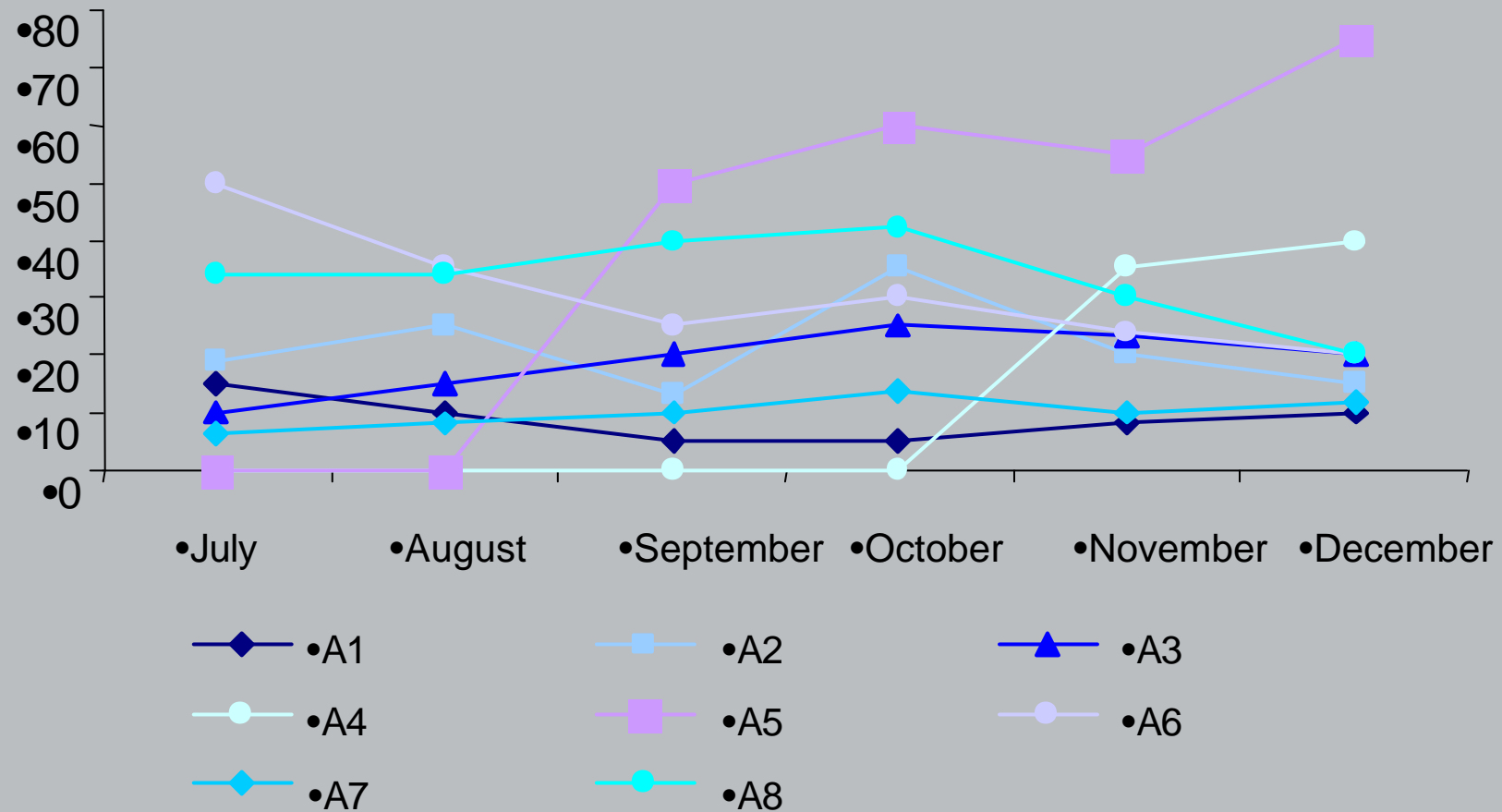
# *Executive Summary: Product*

## “A” Products

- “A’s” most mentioned game was A5. This was primarily due to its launch in September and subsequent testing/trial period. Coverage reached its peak in December with many publications commenting on the superb graphics and recommending it as a Christmas present.
- The only other game to see a rise in coverage levels over the quarter was A1. However, volumes were low and generated solely by the Canadian press.
- As in previous quarters, the industry press generated the majority of the coverage. “A” was portrayed in a favourable light, especially due to the success of A5.
- Although volumes of coverage were not particularly high for A4, it did receive an average favourability rating of –0.6 for the quarter. The German and Italian press were responsible for this. *Die Welt* and *Il Corriere della Sera* noted that  
.....
- Etc.

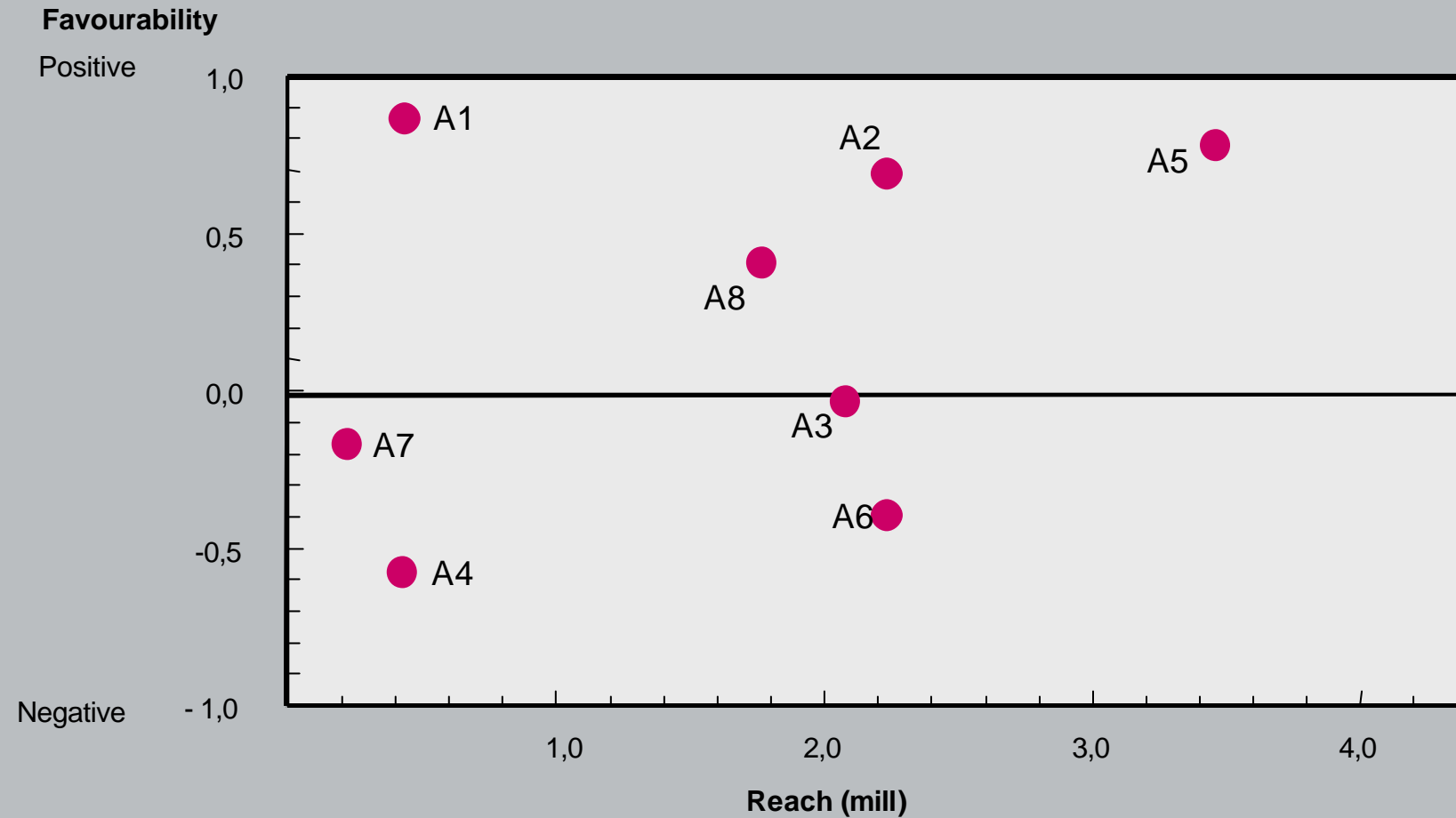
# Product: Ubi Soft Games

2002 (number)



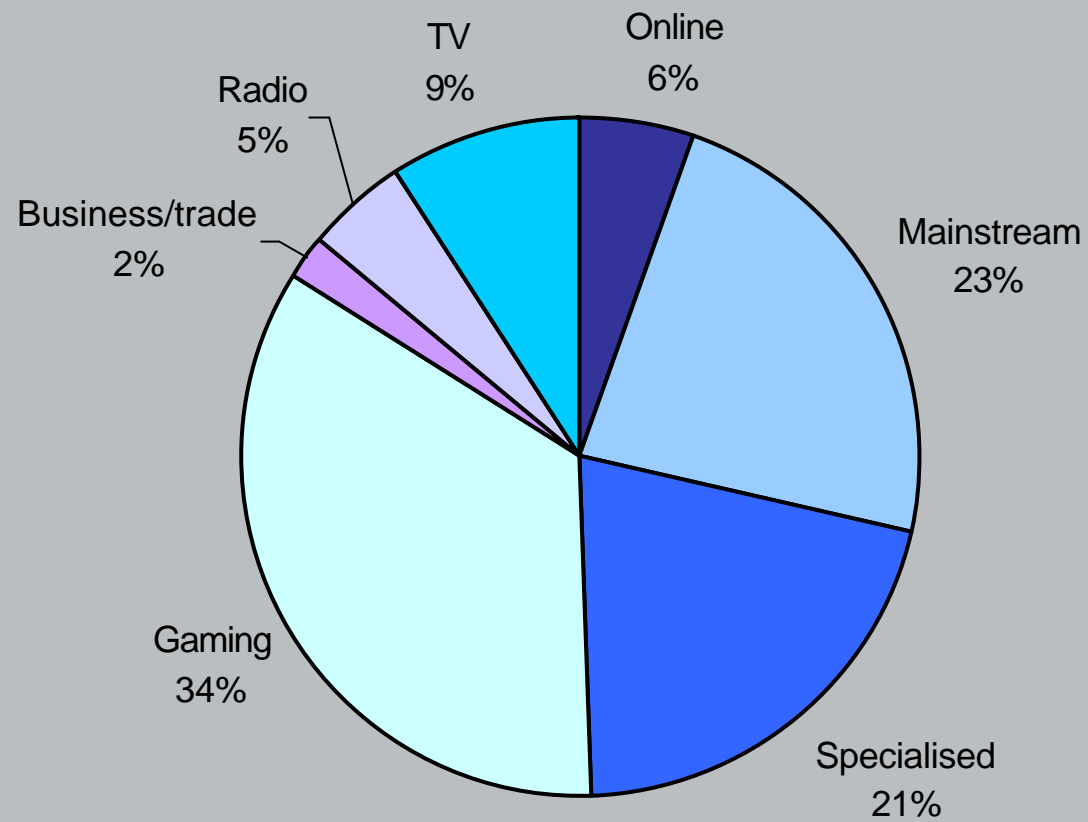
# Product: Ubi Soft Games

2002 (number)



# *Product: Media Type*

2002 (number)



## *Contacts*

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