

PR NEWS & RESEARCH

Agency Presentation

PR News

PR Research Is

- specialist **media monitoring** and **analysis** agency
- **15 years of experience** in the market since 1995
- 25+ **dedicated** staff members
- a partner of leading Russian and foreign **PR agencies** such as PRP Weber Shandwick, Comunica Gollin Harris, Mikhailov & Partners, Brain Box, PR Technology and IDS
- A partner of **foreign** media monitoring agency Institute of Media Monitoring, Poland



МИХАЙЛОВ И ПАРТНЕРЫ
УПРАВЛЕНИЕ СТРАТЕГИЧЕСКИМИ КОММУНИКАЦИЯМИ

PR News Is

- An information system providing the opportunity for companies to publish press releases and for subscribers to read them
- All information published on www.prnews.ru is immediately added to electronic databases Integrum, Medialogia and Factiva
- Advantages of the system :
 - a database of PR contacts on registered companies
 - multi-criteria search for press releases (by title, category, publication date, company)
 - manual selection and editing of articles to filter out irrelevant coverage
 - subscription to abstracts/full-text press releases



Client Testimonials



- **GoodYear:** "Among the advantages of PR News, the **professionalism** of its team, the quality **analytical service** and the best **price/quality** ratio must be mentioned specifically. Thank you for the mutually beneficial collaboration!"



- **Sanofi:** "We have been working with PR News for over three years and appreciate its team's professionalism and **quick response to urgent requests**, the latter being especially crucial in our work. With pleasure we continue our collaboration this year."



- **PricewaterhouseCoopers:** "PR News is proactive and offers **flexible/individualized approach** to each client and **fast and high-quality service.**"



- **Lacoste Russia:** "We would like to thank PR News for its work. We hope the agency will further continue providing as **prompt** and punctual service as before. Thank you very much for your work!"



Our Advantages

- **Analysis:**
15 years of experience in PR analysis, a wide range of analysis tools and in-house analysts
- **Wide access to print media outlets:**
subscription to 600+ national and 2,000+ regional publications; media list adjustment for monitoring purposes
- **Quality:**
 - manual and automated data processing
 - multi-level checking of fullness and quality of data
- **Convenience:**
flexible reporting, custom-tailored approach, personal account manager
- **Translation:**
in-house translators
- **Archive of publications:**
in-house archive of publications



Products and Services

Media coverage/content analysis

KPIs

Company reputation index

Competition analysis

New media/Monitoring 2.0

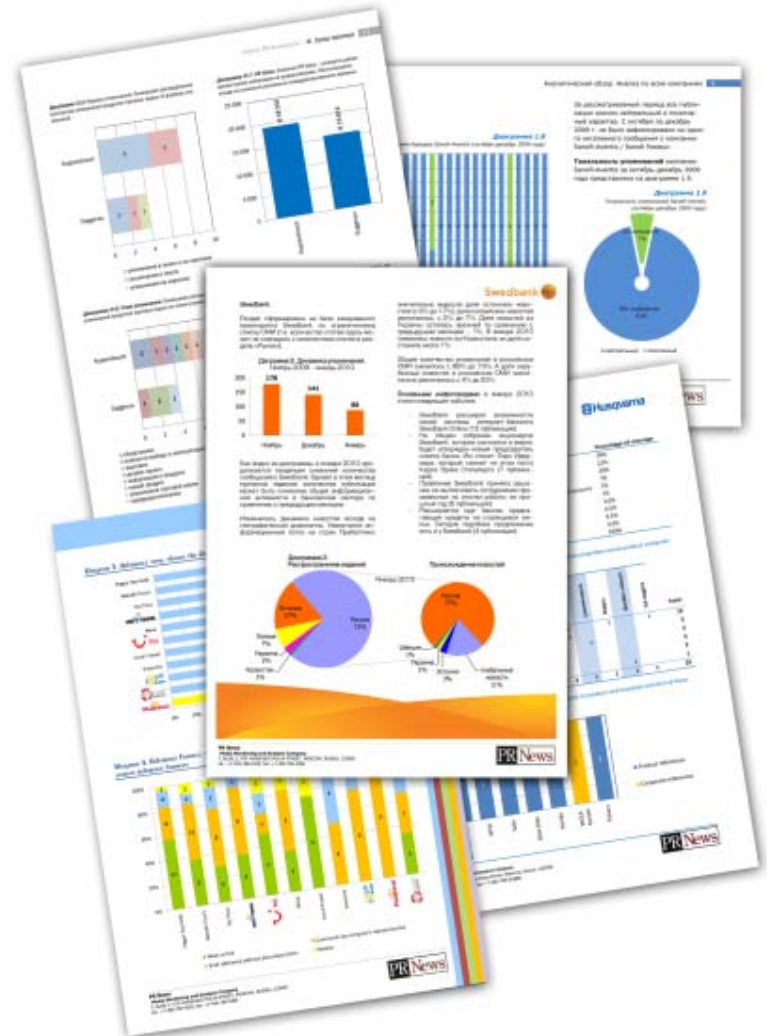
Journalist polls

Crisis monitoring

PR campaign analysis (ROI)

Media list development

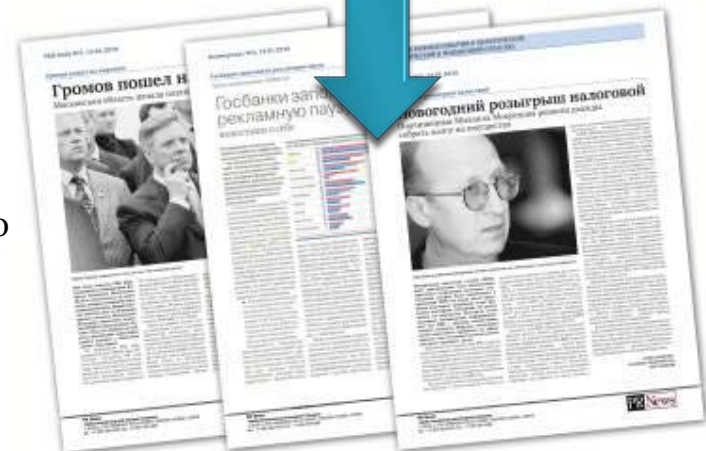
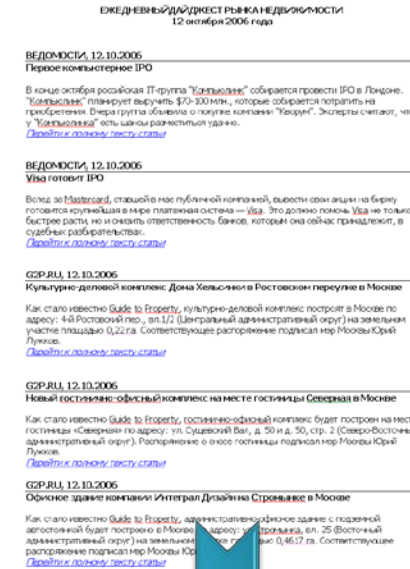
Advertising monitoring



Media Coverage Monitoring

Monitoring options:

- **Full monitoring** – all coverage
 - traditional monitoring of print media (including niche publications) + monitoring of online publications
 - most accurate
 - more expensive
- **Selected monitoring** – selected article
 - monitoring of key publications only, electronic libraries are used
 - cheaper but a lot of coverage is left overlooked
 - the fastest way of monitoring when coverage is extensive
- **Best solution** – a combination of two options
 - monitoring of print media with clippings/screenshots included in the report (PR News has access to 600+ publications)
 - monitoring of online publications (all publications available online)
 - monitoring of television and radio programs with video and audio footage provided (all national television channels and radio stations)
 - monitoring of blogs and online forums (Yandex Blogs, Google Blogs, forums)



Media Coverage/Content Analysis

Analysis options:

- **Tone** – tone of coverage (positive, neutral, negative)
- **Key message** – how coverage reflects the client's key message?
- **Exposure** – where a company/brand is covered? In the headline? On a photo? In text?
- **Media** – choose between “media list A” and “media list B” to see which media outlets provided the most coverage?
- **People covered** – your employees? Industry experts and analysts? Customers? Public officers?
- **Coverage form** – product review? Interview? Short article? Brief mention?



Key Performance Indicators (KPI)

KPI examples:

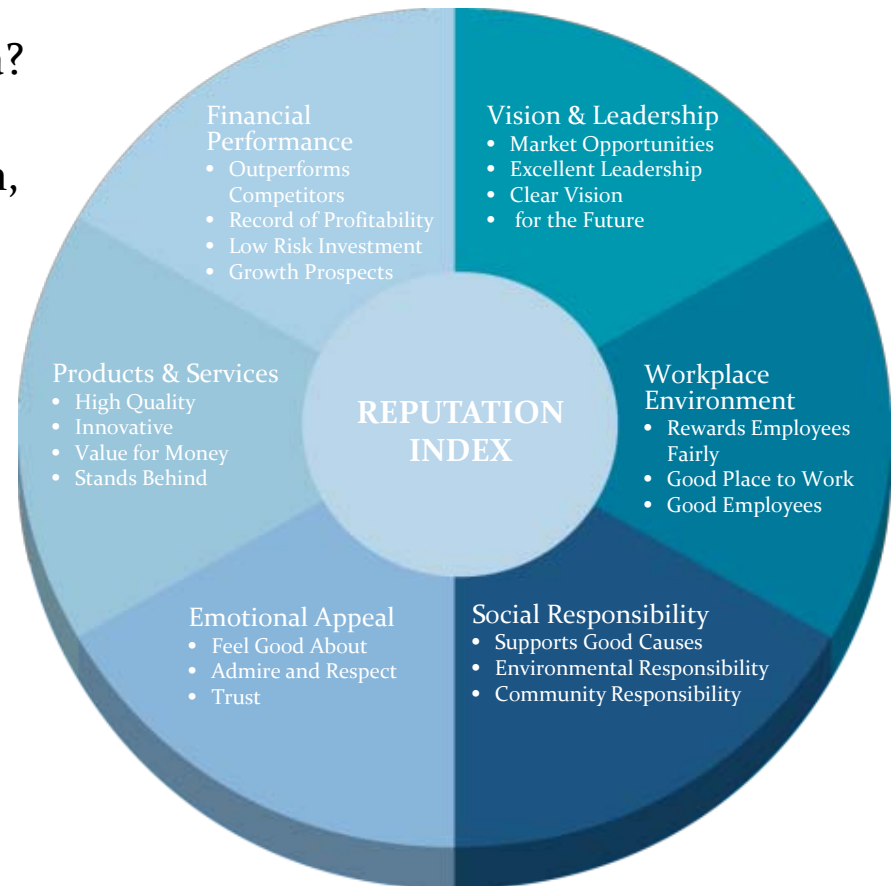
- **Positive/negative coverage share** (dynamics, compared to the previous period)
- **Client's representatives covered**
- **Key message analysis** (share of coverage containing key messages)
- **Key message perception analysis** (dynamics)
- **Various media outlets** (percentage of coverage provided by business, specialty, online and other categories of publications)
- **Branding** (percentage of coverage including images, logo exposure, etc.)

KPI	Score
Article format	10 to 20 points
Tone	-15 to 15 points
Key message	-31 to 31 points
Reference format	10 to 20 points
Mentions in headlines	-10 to 10 points
Other (logo, pictures of a product, use of celebrities for advertising)	5 points
Company's representatives	-5 to 5 points



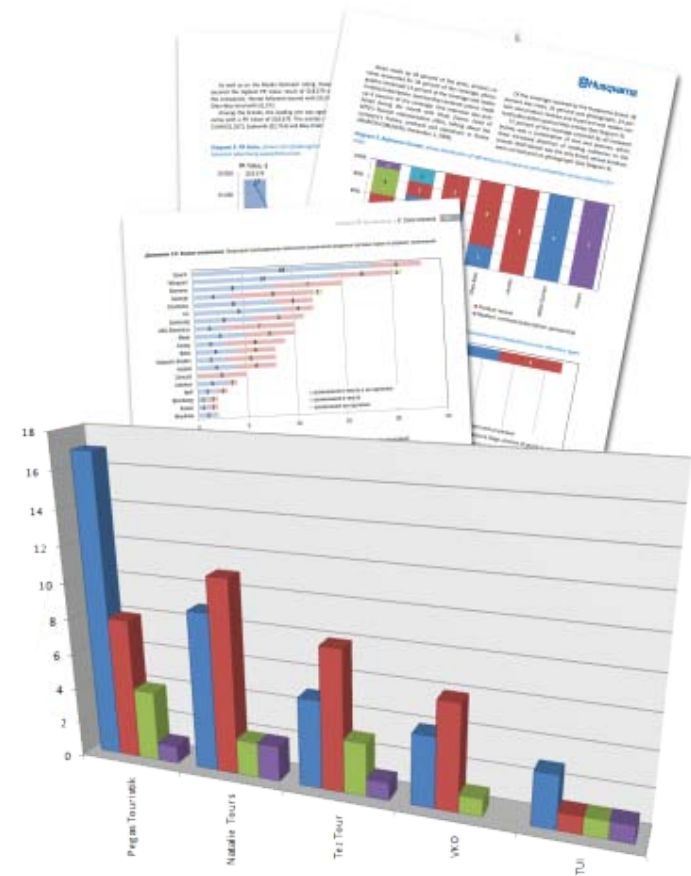
Company Reputation Index

- **Emotional appeal:**
how the company is viewed by the media?
- **Products and services:**
key product coverage: quality, innovation, price, reliability, etc.
- **Financial performance:**
coverage of financial performance/
reports
- **Leadership:**
coverage of the company as a market leader
- **Workplace environment:**
coverage of the company as a good place to work
- **Social responsibility:**
support of good causes (sponsorship), charity, employee programs, etc.



Competition Analysis

- **Press rating** – company/brand's coverage calculated as number of mentions by the media
- **Share of Voice** – share of coverage calculated as press rating in absolute terms
- **PR Value (AdValue, AVE)** – advertising value equivalent; positive and neutral coverage is rated as positive PR Value and negative coverage is rated as negative PR Value
- **Media Outreach** – audience reached (based on TNS Gallup Media data)
- **Tone** – emotional tone of coverage (positive, neutral, negative)
- **Media type** – distribution of coverage by types of media outlets
- **PR activity** - analysis of the quantity and topics of coverage that followed a press release or a PR campaign and analysis of mentions of the company's representatives (executives and other staff members), experts, etc.
- **News about competitors** – partnerships, product presentations, corporate news, sponsored events, etc.
- **Openness** – interviews, comments by the company's representatives



New Media/Monitoring 2.0

Goals:

- Corporate communications
- Products
- Internal communications/HR
- Crisis/situation monitoring
- Competition analysis

Sources for monitoring:

- Yandex blogs
- Google blogs
- Social networks
- Forums

KPI options:

- Amount of coverage (total and for product groups)
- Amount of coverage in an article (whole article is about the company\the company is mentioned briefly\a significant part of the article is about the company)
- Popularity of a post in terms of comments (number of comments)
- Tone
- Active posters
- Friend list (number of a blogger's friends/group members)
- Number of views for video hosting websites
- Top discussions
- Identification of key discussions
- Discussion dynamics
- Company's representatives mentioned
- Company's response
- SWOT analysis
- Other (as quantitative analysis is performed after every thread is read by an analyst, new parameters can be added if required)

NEW MEDIA Monitoring

Monitoring methods

Manual



Any KPI data
is provided



Time-consuming

Automated



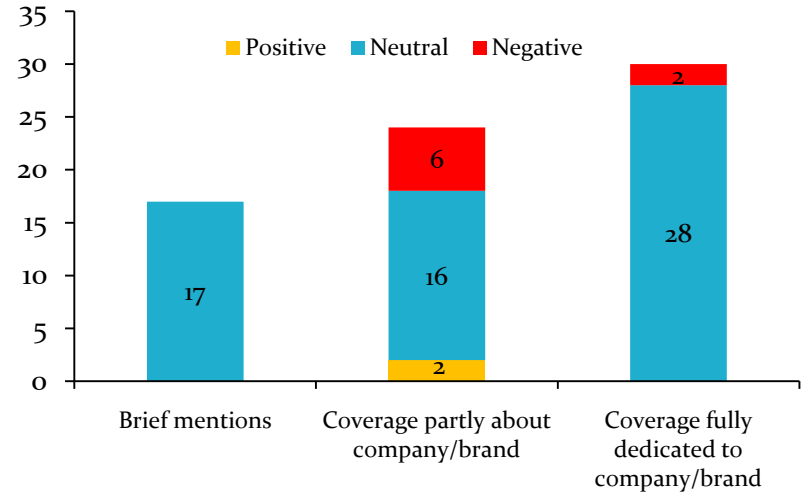
Cheap and fast



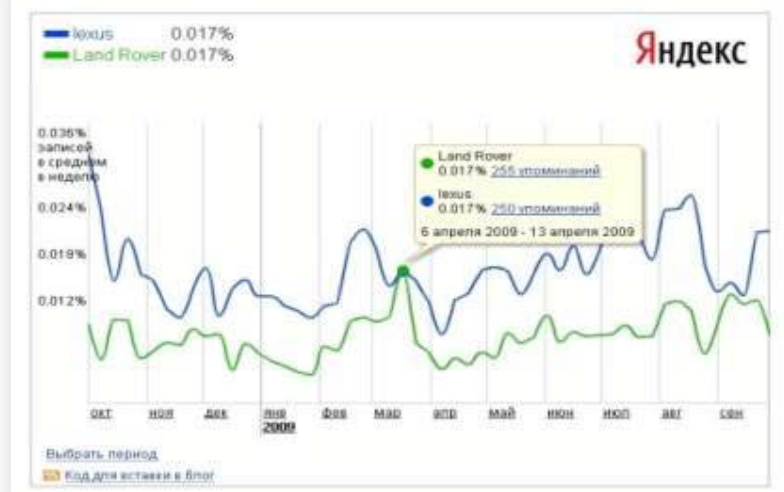
A lot of unneeded info



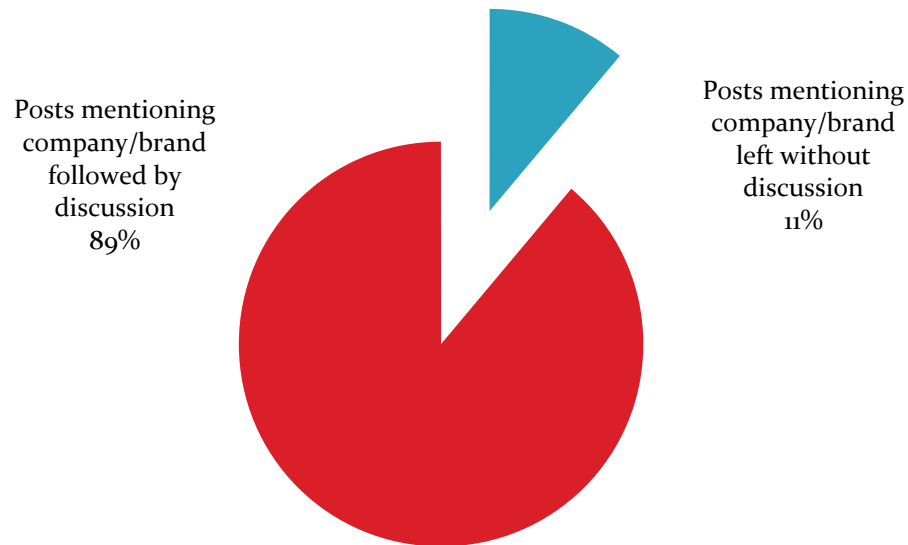
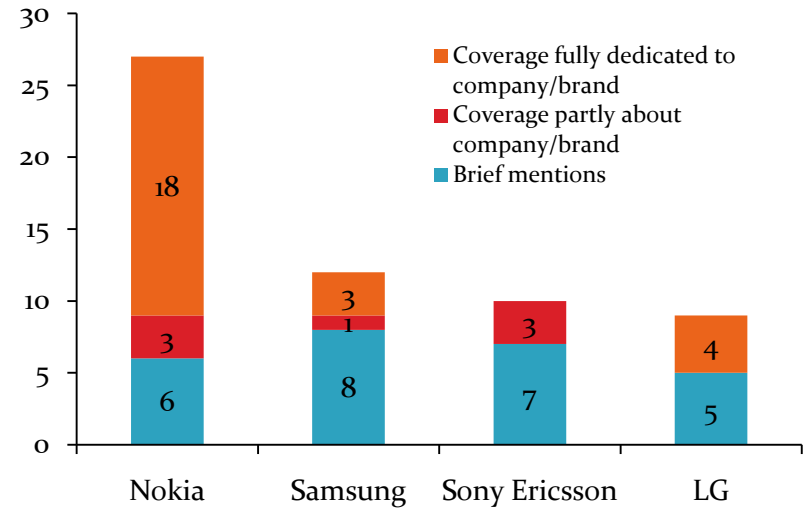
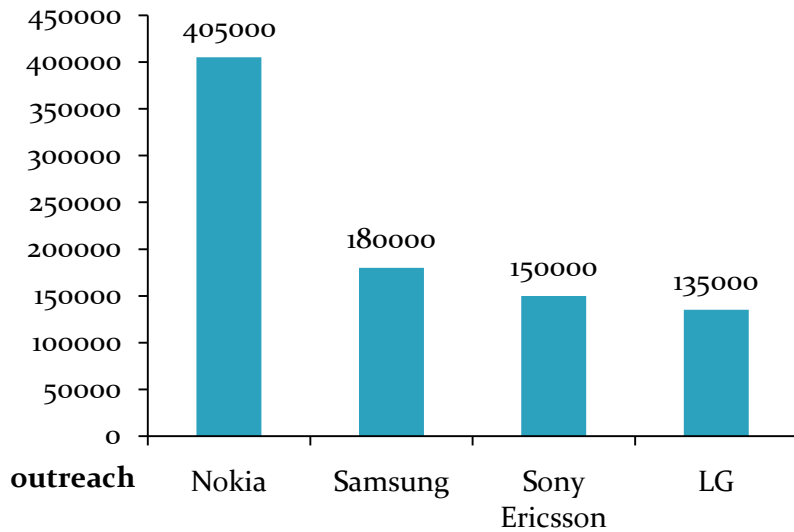
Content analysis is
impossible



Пульт блогосферы — lexus и Land Rover



NEW MEDIA Analysis



Journalist Polls

Press office performance evaluation

- quality and speed of response;
- willingness to provide information;
- speed of providing information;
- professionalism of employees;
- friendliness;
- creativity

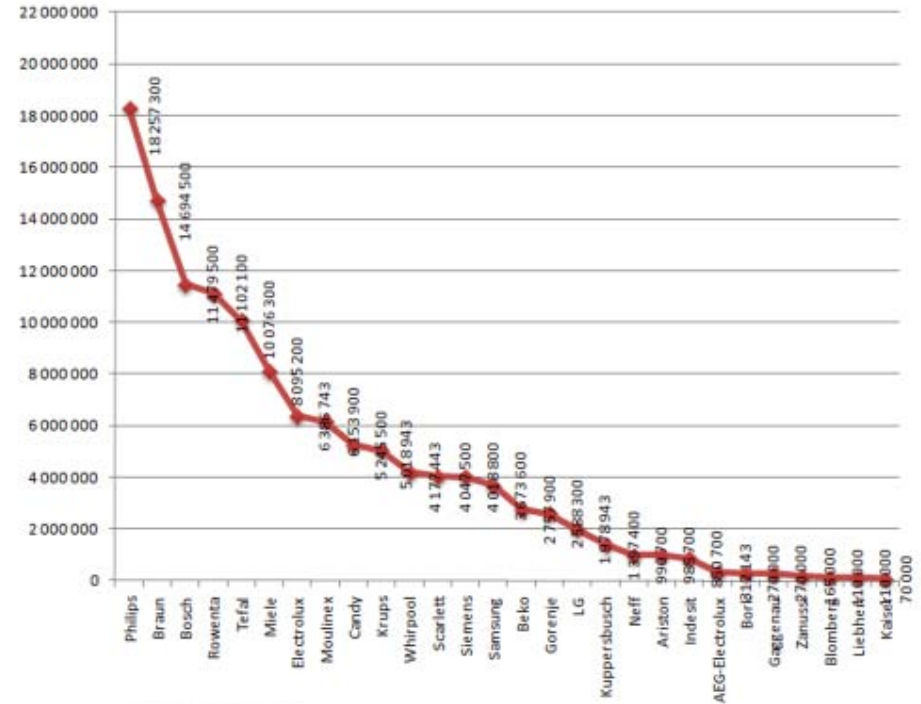
Recommendations for improving press office performance

- provide interesting information;
- meet journalists' needs as to form of communication with them



Crisis Monitoring

- **Real-time monitoring** (crisis peaks - updates every two hours)
- **Analytical reports** on a weekly basis:
 - risk analysis: possible effect on the company's reputation based on coverage context and how influential the publication that publishes the coverage is
 - crisis coverage dynamics
 - analysis of reprints, identification of the source of information



PR Campaign Analysis

PR campaigns are evaluated using the following parameters:

- **Media Outreach** – calculated as the number of people who read a magazine or a newspaper or watched a TV show, listened to a radio program, or visited a website
- **PR Value (AdValue, AVE)** – cost of placing/removing an article as an advertorial/product placement; calculated in US dollars based on advertising place/time
- **ROI** - return on investment is calculated as the ratio of investment to profit; ROI is used to measure efficiency of investment

$$\text{ROI} = \text{PR Value} / \text{Budget}$$

- **Sponsorship evaluation** – share of coverage received by sponsors and how they are covered (logo placement analysis)

$$\text{ROI} = \text{PR Value} / \text{Бюджет}$$



Media List Development

A media list is made using the following parameters:

- **specialty of a publication or section** (business, general interest, men's, women's, industry, etc.)
- **target audience reach** (based on TNS Gallup Media – NRS data)
- **regional coverage** (publications circulating in specific geographical areas)



Advertising Monitoring

Our ad monitoring service provides you with the following:

- copies of ads;
- number of ads;
- ad placement costs – company/product ad budget;
- audience reach;
- target publications for a specific market.



Сравнение рекламы и PR
Март-июнь 2008

Бренд	Всего публикаций (рекламы и PR) в руб. (тыс.)					
	Март		Апрель			
	Реклама	PR	Всего	Реклама	PR	Всего
Mango	164	11	25	4	229	8
Topshop	34	1	13	1	33	
Kira Plastinina			4	1		
Oggi	2		3	1	2	
Bershka			1	1		

Бренд	Публикации	Реклама, 2	PR, 3	PR, 4	PR, 5	PR, 6
MANGO	COSMOPOLITAN	88 444	2	8 450	8	
	COSMOPOLITAN SHOPPING	10 312	1	200	4	
	ELLE	51 227	2	15 252	17	
	GRAZIA	19 509	2			
	INFLIGHT REVIEW	23 900	2			
	INSTYLE	17 498	1	8 806	13	
	L'OFFICIEL	38 573	2	50	1	
	VOGUE	45 328	2			
	АВЕНЖА ВСЕ РАЗВЛЕЧЕНИЯ ВСЕЛЕННОЙ	80 706	2	18 500	1	
	АЗЕРОВОД	28 317	2			
	КАРАВАН ИСТОРИИ	48 679	2			
	КОМСОМОЛЬСКАЯ ПРАВДА	883	1	5 610	3	
TOPSHOP	VOGUE	101 053	2	83 131	21	

Thank you!

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