

# What Will CARMA Media Analysis Do for You?



**Measuring and analyzing your media coverage enables you to judge the effectiveness of your communications outreach.** Today's media environment is more complex than ever before. Traditional media remains important, but increasingly, understanding what is being said about you in non-traditional, social media outlets such as blogs and message boards is also critical. Make smart decisions by tracking and analyzing media coverage through CARMA to:

- Understand how the media environment is changing in your industry
- Determine strengths and weaknesses of your media coverage vs. your competitors
- Discover what messages are resonating with media
- Learn which stakeholders are shaping your media profile
- Know just how favorable or unfavorable your media coverage is trending
- Monitor and measure key strategic media PR objectives

## The CARMA Difference

Combining innovative technology and customized, expert media analysis, CARMA transforms in-depth measurement of your performance in the media into actionable intelligence.

With the advantage of CARMA's customized system you can: hone your message, assess your strengths vs. your competitors', stop wasting money on ineffective efforts, properly position your company, and create powerful communications.

CARMA uses human-based review and analysis balanced by state-of-the-art technology. We read every article collected and develop nuanced insights, catching subtleties that cannot be obtained from computerized analyses performed by artificial intelligence software programs. CARMA provides:

- Publication analysis
- Competitive benchmarking
- Favorability analysis
- Message platform analysis
- Demographic/target audience analysis
- Performance trend measurement
- Issues research
- Reputation measurement



The world's leading independent media measurement and analysis company

## CARMA Services

**CARMA Online** is our web-based portal that provides timely and complete research results in one place, enabling you to:

- Examine trends in media coverage for brands, issues or message platforms
- Drill down from top-line metrics to specific article details
- Copy charts for internal presentations or reports
- Download raw data for further analysis
- Search for stories written by key journalists or quoting key spokespersons and executives
- Access archived dashboards and reports

**CARMA Reports and Dashboards** are customized based on your needs.



## Media Analysis in Action

Here are ways you can benefit from media measurement and analysis, with real-life examples:

**Evaluate your company's effectiveness in a crisis.** A top telecommunications company used CARMA media measurement to monitor how the public perceived its response to Hurricane Katrina. The research prompted the company to address concerned audiences and influenced plans for future disaster response.

**Understand how effective your spokespersons are with reporters.** A Fortune 500 client used CARMA media measurement to show how the CEO's media outreach efforts improved the company's media image.

**Improve your messaging when your company is criticized in the press.** Under fire for operating in a country reported to have a poor record on human rights, an oil pipeline company used CARMA research to determine whether spokespersons and messaging strategies were effective at countering critics.

**Correct media misperceptions about your company.** An over-the-counter drug manufacturer used CARMA research to identify which journalists were inaccurately characterizing its medicine and then reached out to those journalists to improve their understanding.

**Gauge the value of public relations and media expenditures.** A major manufacturer used CARMA to judge the effectiveness of a media tour it hosted for global journalists.

**Anticipate market trends within your industry.** To solidify its reputation as an eco-friendly company, a prominent consumer products manufacturer hired CARMA to monitor emerging environmental issues.

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