



Introduction to Media Measurement & Analysis

CARMA[®]
| | | International |
Global Media Analysts
www.carma.com

What Is Media Measurement?

Media measurement is a standardized system for evaluating the effectiveness of communications between companies, organizations or associations and their designated target audiences through media channels.

Effectiveness is measured in terms of quantity and placement of news coverage, message impact, and the tone of coverage.

What Will Media Measurement Do For You?

In today's competitive market, organizations are looking for cost-effective communications that reach their stakeholders. Media measurement done right will help you:

Measure your news hits and their favorability impact on target audiences by looking at article placement, messages and overall tone.

Analyze the effectiveness of your messages with an in-depth look at article content. It will also look at your competition and their newsworthiness.

Understand the effectiveness of your communications strategy and identify trends unfolding in the media.



Make Data-Driven Decisions

If you don't measure and analyze your media coverage, you can't 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, podcasts, bulletin boards, and more – is also critical. Tracking and analyzing media coverage through CARMA helps you make smart decisions by understanding:

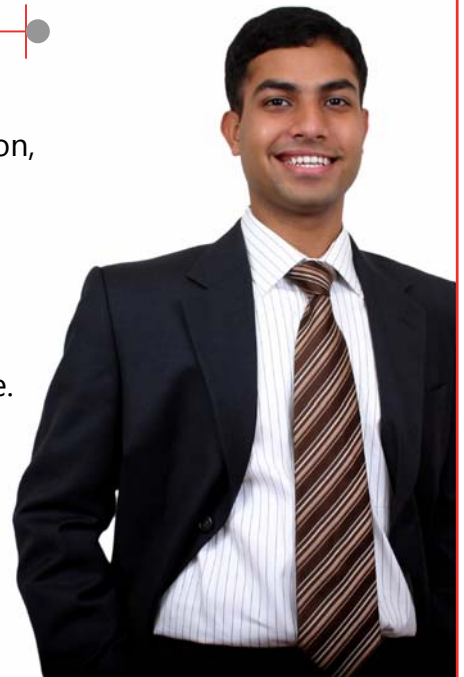
- What is the media saying about you?
- Is your media coverage positive or negative?
- Are your spokespersons being quoted?
- How do you rank in 'share of voice'?
- What is your 'favorability rating'?
- How does your media coverage compare to your competition?

Superior Quality Analysis Gives You the Edge

Any clipping service can provide you with a collection of media hits. But you need more insight into the meaning and implications of the diverse mass of mentions, information, and stories about your organization in the media.

CARMA does not abandon you with a pile of numbers. Combining innovative technology and customized, expert media analysis, CARMA transforms in-depth measurements of your performance in the news 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, reposition your company, and create powerful communications.



Thoughtful, Intelligent Assessments

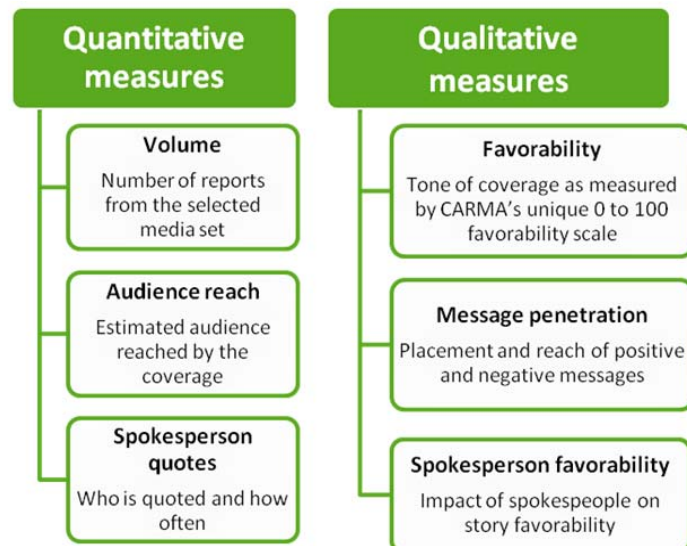
CARMA uses state-of-the-art technology balanced by human-based review and analysis. We read every article collected and develop nuanced insights, catching subtleties that cannot be obtained from computerized analyses performed by artificial intelligence software programs. Our native-level speakers research global coverage in the original language of publication to accurately capture fine details and tone that can be lost with translations. CARMA provides:

- Publication analysis
- Competitive benchmarking
- Favorability analysis
- Share of voice
- Demographic/target audience analysis
- Performance trend measurement
- Issues management
- Reputation measurement



Know Your Media IQ

The CARMA Media IQ is a unique metric that combines volume, reach, and favorability into a single number that reflects both quantitative and qualitative media impact. In addition, CARMA provides:



Measurement and Analysis Tools

CARMA offers specialized tools to make it easy for you to access information in a variety of forms:

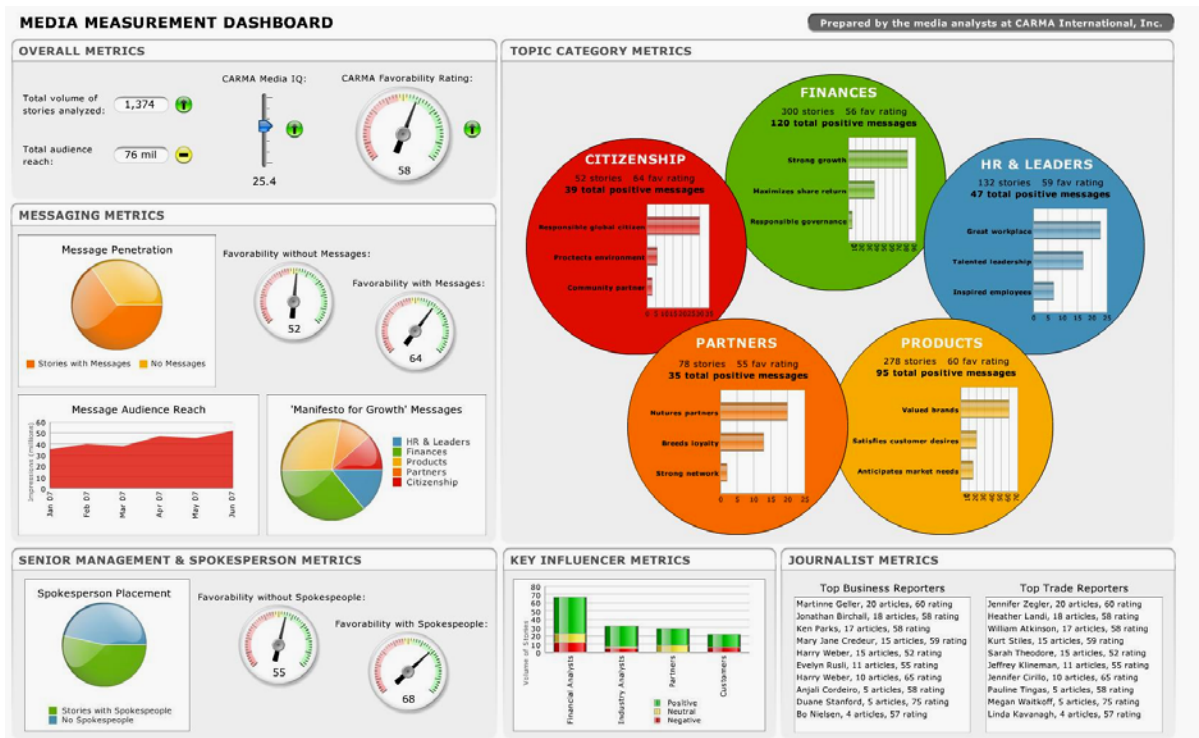
CARMA News Access, our newest product, offers daily media monitoring of more than 20,000 news sources available in electronic format.

CARMA Online is our web-based analysis tool that provides timely and complete data 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
- Quickly search for stories written by key journalists or quoting key spokespeople and executives
- Access archived dashboards and reports

CARMA Dashboards are customized based on your needs and updated each month.

Sample Dashboard



Getting Started

1. The measurement process begins with a consultation between you and CARMA media analysts.

2. An important element of the planning will be to determine key performance indicators that will be used to evaluate ongoing success.



5. As priorities change, new challenges emerge, or market conditions shift, CARMA will work with you to adjust measurement goals.

3. During the CARMA research process, our analysts will read each story and evaluate the coverage for items such as tone, message uptake, and specific elements related to the defined key performance indicators.

4. Along with numerous metrics, CARMA will provide detailed written analyses offering insight and understanding into the subtleties of the coverage, how that fits into the big picture, and what it means for you. CARMA will also provide tools that will allow you to conduct your own queries and drill down on the data results.



Media Measurement in the Real World

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 spokesperson is 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 if its spokespeople 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 foreign journalists.

Anticipate market trends within your industry

To solidify its reputation as an eco-friendly company, a prominent consumer products manufacturer hired CARMA to help stay on top of emerging environmental issues.



About CARMA

Founded in 1984 by Albert J. Barr, CARMA International emerged as the first independent media content research firm and was the genesis of media analysis services in the United States. No other company has been doing media content analysis as long as we have, giving CARMA the unrivaled knowledge and expertise that comes with time. For more than 20 years, CARMA has worked with hundreds of clients, spanning every sector of business, and the principals of CARMA International draw from a wealth of public relations, marketing, and corporate communications experience.



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