

ENGINE INSIGHTS

ACCELERATED INTELLIGENCE

MEDIA AUDIT

Companies have much less control over their own brand narrative than in previous days. Social media gives customers a pen to author the narrative, and they probably have more control over the narrative than you do. What your customers are saying about your brand is becoming more important than what you are saying. Your focus needs to shift from trying to control everything about your brand narrative to directing and influencing what your customers are saying about your brand. **That's where ENGINE's Media Audit can help!**

USES

- Discover the narratives customers are creating about your brand
- Compare the narrative of your brand with your competitor's brands
- See the impact campaigns, events, and developments have on your brand narrative
- Identify the drivers of social conversations and news media coverage

WHAT YOU GET

- Timeline with Coverage by Date** – a visual graphic analysis timeline of the volume of posts/articles with callouts indicating causes for spikes or dips in coverage.
- Coverage by Source** – identifies key publications or source types discussing the topic or brand of interest.
- Coverage by Subject** – identifies key subjects associated in the coverage of the topic or brand.
- Sentiment Analysis** – analysis of posts by sentiment to determine net sentiment of the topic or brand.
- Discussion News Drivers** – identifies discussion points and excerpts relevant posts/articles to highlight topics of conversation.
- Brand/Topic Narrative** – the media audit will provide a narrative of the type of coverage the brand or topic received over the deemed period of time.

HOW IT WORKS

- Discuss your business situation and needs with an ENGINE Accelerated Intelligence analyst
- Decide on which product(s) is best suited to address your needs
- Provide any necessary background information or materials
- We execute the research, create and deliver the report

PRICING GUIDELINES

- Pricing assumes:
- The brand(s) of interest are fairly well known and discussed in social and news media.
 - The topics reported on do not deviate from those described. Any changes in scope will require a custom quote.

As described, Media Audits are \$6,000 and are delivered in 5 to 7 business days.

