

Media Monitoring

What do we offer?

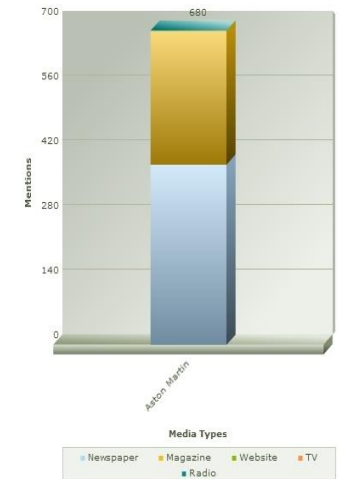
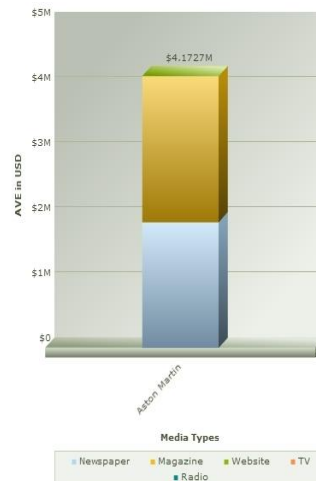
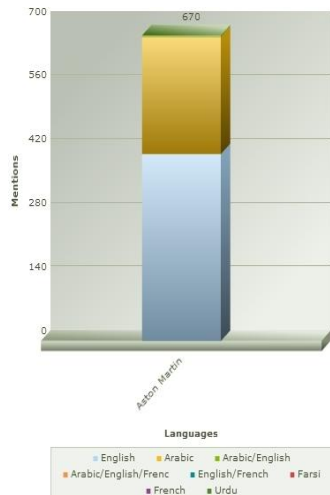
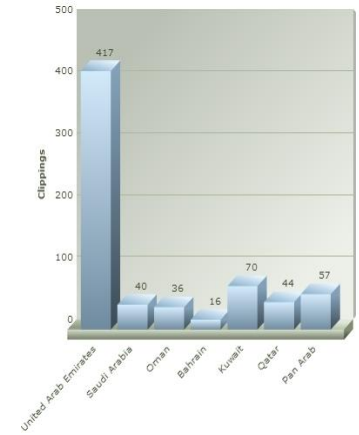
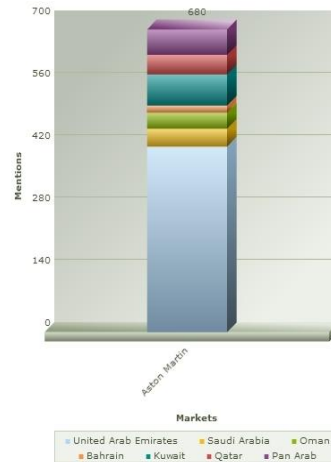
Client / Competitors / Industry news throughout the GCC region

Print / Broadcast / online coverage clips and links

Full analysis including:

- ✓ Share of Voice
- ✓ Key Messages Analysis and Ranking
- ✓ Market Penetration
- ✓ Medium Penetration / Media Vehicle breakdown
- ✓ Language Penetration and Breakdown
- ✓ Sizes
- ✓ Tone of Voice
- ✓ Spokesperson Focus
- ✓ AVE

Sample Analysis



What do we add?

A unique mix of in-house and outsourcing monitoring service to minimize errors or missing clips

A team of Public Relations professionals who are already active in the market to handle client communications, requests and special requirements

A dedicated team for filtering unneeded news and highlighting major ones

A support team including editors for translating or summarizing clips

A team director available for weekly/monthly meetings/conference calls to discuss updates and enhancements