

# PREnhance<sup>®</sup>

Finding New Value



Cross-Client Analysis: Trust insights  
By Chris Carter – Insights Analyst  
2011



## Background

- Precise Value analyses communications in the Media using the PREnhance® professional media analysis service. The analysis aims to provide a quantified understanding of the profile, content and Value (Impact) of media coverage.
- Each piece of media is independently reviewed and assessed by our degree qualified assessors each with over 15 years professional experience. Taking a seasoned approach to their review, they ensure each relevant part of a clipping is captured and the underlying thematic sense is accurately scored. A round-robin calibration adds further to this accuracy.
- A detailed assessment framework captures up to 50 items for each article and classifies clippings by content (eg. Topic, Product, Spokesperson, Appeal) and favourability.
  - Favourability is captured through multiple tone ratings including article headline, text and, graphics where applicable.
  - Brand attributes like Trust are detected as themes within all coverage and scored for favour.
- Coverage is de-identified then pooled from the broad, cross-industry client base of Precise Value. This report shows Trust results from that benchmarking pool.

# Cross-Client Analyses

- We de-identify and pool results for cross-client benchmarks
  - Common measures allow valid comparisons and learning
  - De-identified results are shared and discussed in peer forums
- Examples follow on CSR coverage results for 2009-2010.

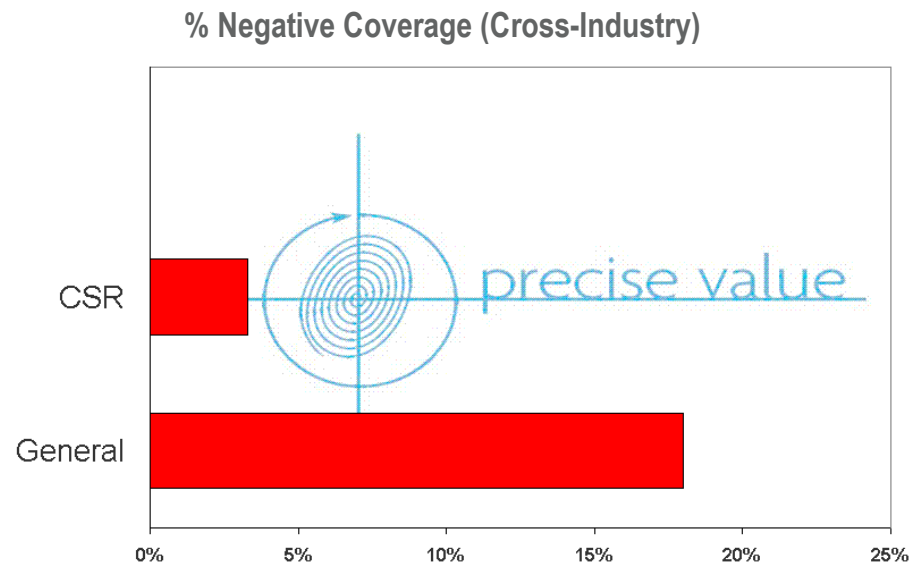


# Quantifying CSR Uplift

Cross-Client Analysis Findings

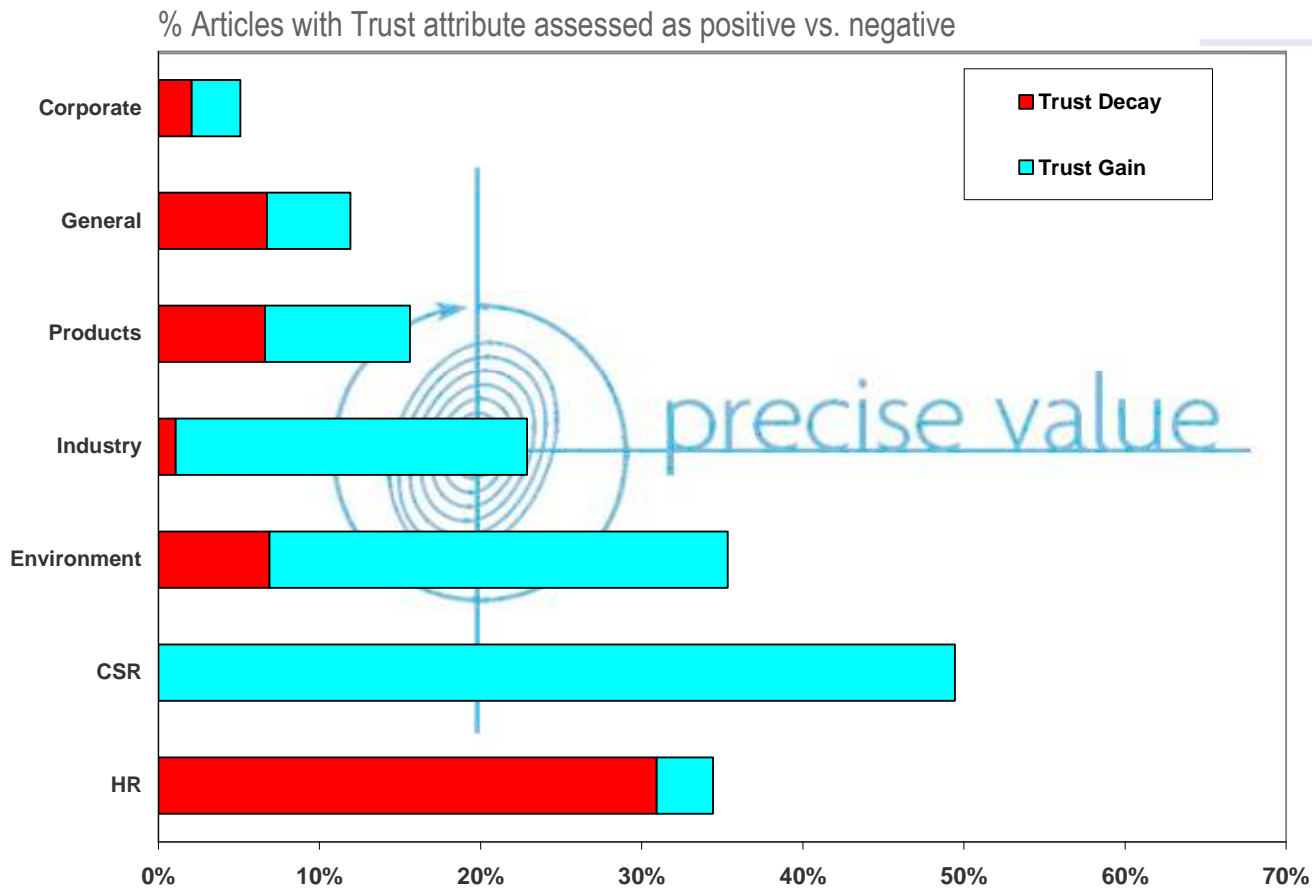
## CSR Findings for 2009-10 (combined)

- CSR articles on average had more than double the tone of general Communications
- Just 3% negatives were detected for CSR articles compared with 18% for all coverage topics
- CSR articles generated on average twice as much Impact per article as general Communications



# Trustworthiness

Impact of CSR on Trust as a brand attribute: 2009 - 2010 data



Articles assessed: 10,657

Where Trust attribute is present as positive, average Tone uplift observed was +0.7



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# Nature and sources of trust

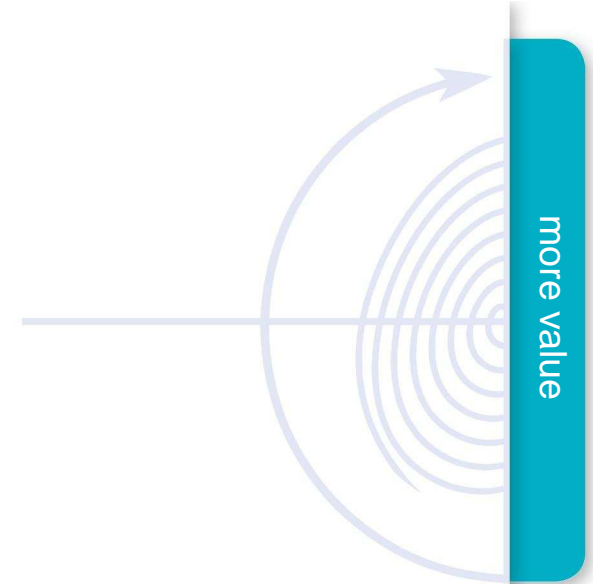
Impact of topical media on Trust as a brand attribute: 2009 - 2010 results commentary

- When the Trust theme is present in media coverage, favourability of that coverage doubles! This makes it much easier to achieve and maintain strong media impact.
- CSR in media was the number 1 generator of Trust, with half of all media coverage we assessed carrying the theme convincingly.
  - All CSR coverage was positively favourable to the respective company/brand this period.
  - Despite this leading position, the proportion of CSR coverage overall declined notably year-on-year.
- General, Product, and Corporate articles are naturally divided fairly evenly between Trust-winning and Trust-eroding articles, but unlike CSR, most articles are neutral. In some cases large Trust negatives have appeared in Product e.g. for product recalls – how these are handled is critical.
- Environmental articles also tend to be a good source of Trust. Coverage is less favourable than CSR – about a quarter of articles are Trust building (28%) rather than half, and a further 7% were negative.
- Industry articles with commentary or discussion of a company's entire sector were largely favourable (22% Trust-building, 1% Trust decay).
- HR coverage around workforce reductions from the GFC suggested that Trust is very easy to lose. Where the topic was widely reported, we saw up to 42% of HR coverage eroding Trust.

cross-industry benchmark

## Capability

- Our Marketing Performance Consulting covers
  - Qualitative research development of message and brand drivers
  - Advertising message capture
  - Events analysis
  - Segmentation models
  - Marketing Mix & ROI models
  - CRM Analytics & Integrated Research solutions
  - Communications Toolkits for Plan – Do – Refine software solutions



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