



Generate insights that will define how your brand is perceived externally to inform focused program goals and objectives.

## Competitive Insight Benchmark

### WHAT WE DO:

- Analyze the brand against its top three competitors
- Audit conversations in social, digital, marketing communications and traditional media channels
- Determine share of voice, hot topics/trends, sentiment and key influencers

### WHAT YOU GET:

- Social media audit
- Marketing communications audit
- Traditional media audit
- IndustryRadar®
- Presentation with insights and recommendations

### OUR MEASUREMENT PHILOSOPHY:

Measure what is important to demonstrate business impact

- **Deepen** understanding through insights into a tasked business challenge
- **Inform** the building of a program with measureable objectives and a sound strategy
- **Analyze** to showcase how results equate to return
- **Correlate** activities to business outcomes