

Make your PR successes visible, quicker

Annual reports, new product launches, a cultural event, an upcoming IPO, an unexpected crisis or a major political decision – Media coverage of events such as these can have a huge effect on the image of a company, brand or product, sometimes over the course of just one day. An **up-to-the-minute overview** of **strengths** and **weaknesses** of media **coverage** and **image** is essential for strategic communication management.

AUSSCHNITT Medienbeobachtung has created a special flat-rate **Flash Media Report package** with a **National Press Review including all licensing fees** and **message analysis**. This sophisticated, clear and relevant media impact analysis for the 'day after' PR is delivered **by midday** the day after your event.

National Press Review – Digital delivery from 5.30 am

- | 10 daily newspapers – Coverage from the day after your event
- | 8 TV news and current affairs programmes – Coverage from the day of your event
- | 9 news agencies – Coverage from the day of your event

Flash Analysis Report – Delivery by 1 pm

In qualitative media impact analysis, each individual key message is recorded. One article usually contains well over ten messages. This type of coding system allows even small units of meaning to be identified and analysed. Analysis includes:

| **Media coverage:** Which key media featured reports on your event, how much coverage was there and on what themes, which leading media did not cover your event?

| **Media image/tone:** What kind of images of the event, different themes or persons are conveyed by the media?

| **Core messages:** Which core messages are communicated by the media and which appear less often?

| **Arguments/criticism:** What are the relevant arguments and what are the critics saying?

| **Authors:** Who are the most important authors, who determines media coverage and what is their position on your company or event?

The Flash Media Report is approximately 12 pages long and includes a separate Management Summary. It is delivered by e-mail and placed in the AUSSCHNITT Portal. Flash Media Reports are particularly suited to company activities or cultural events that require accurate and up-to-the-minute analyses to be able to make fast, educated decisions.

We can also provide you with samples and further details about the Flash Media Report or assist you in the completion of a statement of intent. Use the enclosed order form, call us on: **+49 30 203987-0** or send us an e-mail at **sales@ausschnitt.de**.