

# Early warning system and the basis of issues management

Brand loyalty and purchasing decisions can be seriously affected by what is said in the media. **Objections** from environmental organisations to activities in the oil industry, **rumours** about harmful ingredients in food or medicine, **gossip** about bugs in operating systems or the latest **sentence** on a long-forgotten synthetic tracksuit, claimed to be the next biggest trend - such opinions influence the ongoing success of a product and have a fundamental effect on both the short and the long-term image and success of a company or brand.

The most significant and durable role of the classic media is to transmit and reinforce the positive or negative image of a person, product, brand or company. The press is seldom the source of issues or how they evolve, however, and tends to act rather as a mediator and multiplier.

Positive or negative attitudes, debates and rumours often originate within the **new media**, such as, forums, news groups, blogs and opinion sites on the Internet. Both well-organised and more loosely structured groups of **authors** and **contributors** discuss different topics, exchange opinions and formulate arguments. They can network via online platforms and coordinate actions, thus spurring on the progress of particular topics and stories. Targeted monitoring of relevant websites, newsgroups and blogs allows the timely integration of these developments in communication strategies. AUSSCHNITT Medienbeobachtung has developed a tool to specifically analyse trends and developments on the Internet, facilitating **punctual, proactive management of communication processes in the new media**.

## Objectives

The objectives of Opinion Monitoring are to provide you with:

- | A reliable **early warning system** to alert you when critical situations arise.
- | **Information** on current discussions, events and actions
- | An extensive **analysis of individual issues**, which identifies principal actors, opinion makers and multipliers or an **analysis of the strengths and weaknesses** of individual arguments and objections, which can be used to develop appropriate strategies and tactics.
- | An integrated media analysis, which allows the whole lifecycle of topics to be tracked and managed effectively.

## New Media

The Internet is used in a variety of ways to form and disseminate opinions:

- | forums allow users to express personal opinions (newswebs, forums hosted by online media etc.)
- | in weblogs they can describe their own positions and partake in discussions.
- | opinion sites and message boards focus on particular topics (e.g. electrosmog, animal welfare etc.)
- | Hate sites and anti-corporate websites attack particular companies
- | Consumer and product review sites offer test reports on different products

## Methods

Our search covers all German weblogs and relevant forums, newsgroups and opinion sites. An initial comprehensive audit is carried out according to your specifications and is reassessed every day to guarantee maximum accuracy and relevance to your issues.

The fact that our opinion monitoring is carried out by a combination of search engines and people means that we are able to read between the lines. We pick up on and track new issues, trends and debates related to your topic to ensure that you get the wider picture of what is going on in your field.

All relevant information, authors and opinions are classified and stored in our opinion monitoring database.

## Analysis and Reporting

### Early warning system

- | Whenever a quick response is crucial, be it to deal with a critical development or to cover a particular event, we can send you timely alerts by email, telephone or text message, with a **brief description** and **links to your results**.

### Short-term reporting

- | A weekly or monthly **report**, sorted according to topics, presents you with individual issues, and a concise summary of pertinent content on all topics. The report serves as a source of information on new arguments, topics or campaigns.

### Long-term evaluation

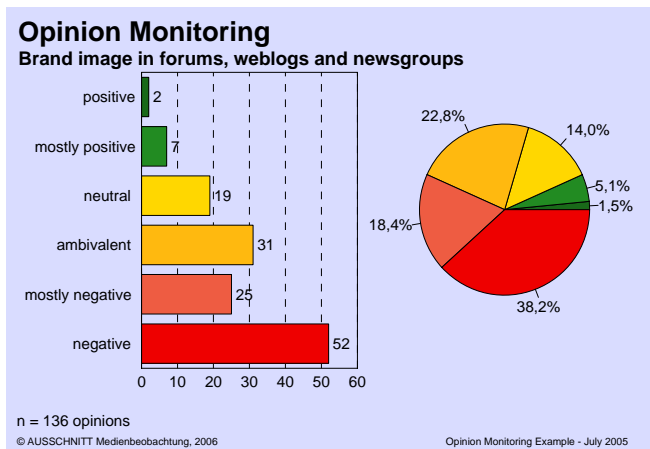
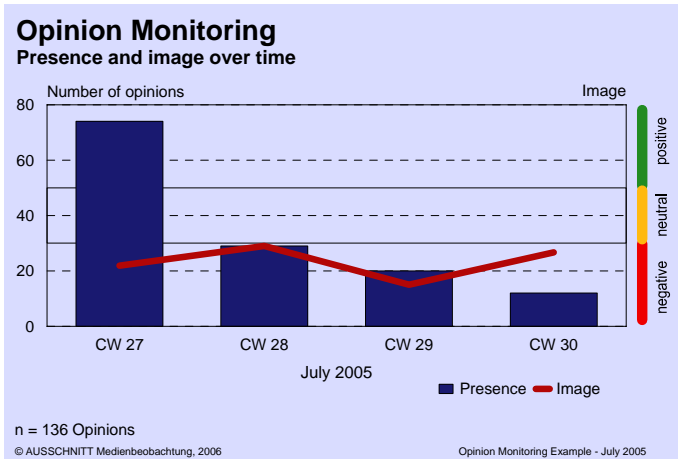
Over a longer period of time, the amount of data collected by our opinion monitoring service becomes increasingly valuable, making it possible to carry out more detailed, informative analyses.

- | **Identify** individual authors, opinion makers and disseminators and tell what factors are currently influencing online discussions.
- | **Analyse** the scope of topics covered by different websites and newsgroups.
- | **Analyse trends** in the development of different topics and issues and how they are perceived.
- | **Analyse** the opportunities and threats posed by topics, trends and issues.
- | **Analyse** the **strengths and weaknesses** of particular topics and debates



# Opinion Monitoring

As an **optional** extra you can receive an **integrated media analysis**, allowing a differentiated management of the entire lifecycle of a topic in the new media and in the classic mass media. The analysis provides transparency at every level of development and offers insights to help guide you through the agenda setting process



By this means, you can develop professional communications management strategies to recognise opportunities and threats early on, positively influence what topics are on the agenda and carefully manage crisis situations. You know how to react to unexpected hype over an old product, long assigned to the shelves and have the basis to develop, reliable prognoses on upcoming issues.

Our specialists in opinion monitoring would be happy to provide you with further information on our services and can put together a non-binding quote, customised to meet your exact requirements. Call us on: **+49 30 203987-0** or send us an email at **sales@ausschnitt.de**.



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