ISENTIA
THOUGHT LEADERS SERIES 2019

ABOUT ISENTIA

Powered by technology, inspired by people

Our mission is to help organisations, like yours, leap forward.

We ask questions, seek information and create simplicity in an ever-expanding media landscape.

With more than 30 years' experience working with the biggest brands across Asia-Pacific, we continue to be curious and were listed on the Australian Financial Review's 50 Most Innovative Companies last year.

We'll give you a wealth of relevant information, at speed, with the tools to take action and give you an edge over the competition.

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OUR TEAM

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WENDY LIM

OUR DATA, OUR INSIGHTS

ALL-IN-ONE

From Singapore to Sydney, we've got you covered!

We have access to integrated media data combining online, print, broadcast, digital and social for 12 markets. This is also customisable for your industry and market.

Print
30,000
items per day. That includes newspapers, magazines and trade publications.

Broadcast
13,000
summaries per day from radio and TV.

Online News
1,200,000
items per day.

Forums
6,000,000
posts per day.

Twitter
6,200,000
tweets per day.

Sina Weibo
250,000
posts per day.

YouTube
6,000
new videos per day.

Blog posts
432,000
posts per day.

WeChat
500,000
posts per day.

Facebook/Instagram Pages
300,000
posts and comments per day.

1 **MONITORING**
MEDIA MONITORING TOOL
Data Visualisation, Automated Reports

2 **INSIGHTS**
KEY METRICS
Driving tangible PR/marketing ROI, outcomes & applications

3 **ADVANCED ANALYTICS**
ADVANCED INSIGHTS
Trend-spotting, Segmentation, Campaigns, Reputation analysis

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TRACK BRAND PERFORMANCE

IDENTIFY CONSUMER NEEDS

INFLUENCER MANAGEMENT

DISCOVER RELEVANT CONSUMER SEGMENTS

RepID

REPUTATION ANALYSIS

SOLUTIONS WE PROVIDE

SPOT CONSUMER TRENDS

COMMUNICATE ACROSS MAINSTREAM & SOCIAL MEDIA

MEASURE CAMPAIGN PERFORMANCE

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CRISIS REPORTING

5-hour activation for crisis reports. Understand WHO is talking and HOW are they talking, to craft appropriate responses to counter key narratives.

Regular reports on a daily, weekly, monthly and yearly basis are also available.

2 SOCIAL SEGMENTATION

Understand WHO is talking and HOW are they talking, with a combination of data science and qualitative analytics, for greater effectiveness in crafting your campaigns.

1

Crisis Report Summary (16-18 Sep 2016)

Remote Gambling

Issue focus:

1. Government disfavoured due to perceived double standard on impending exemption of Singapore Pools, STC from Remote Gambling Act

2. Online petition against perceived legalisation of online gambling in Singapore gained low traction

3. Concern seen on perceived negative social consequences of gambling addiction

4. Legalisation of online betting seen as contradictory to Government's efforts on promotion of healthy family unit

5. Authorities urged to set conditions for online betting to avoid exacerbation of problem gambling
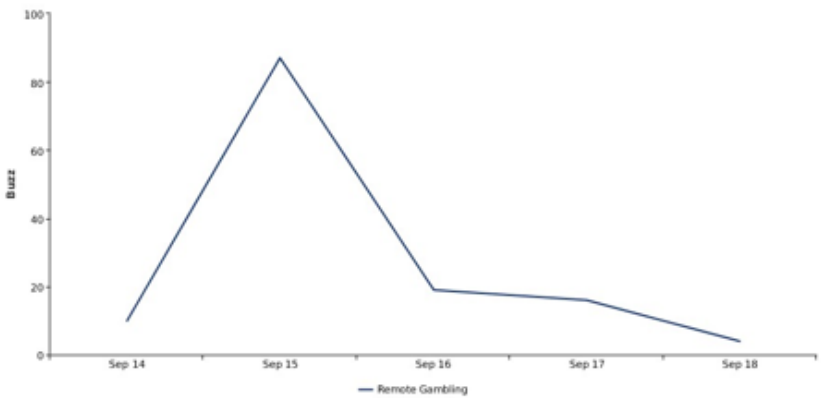
Story 1

Government disfavoured due to perceived double standard on impending exemption of Singapore Pools, STC from Remote Gambling Act

What Caused Chatter:

On If Only Singaporeans and HardwareZone Forum, it was shared that Singapore Pools and the Singapore Turf Club (STC) were preparing to launch their online betting services in anticipation of getting an exemption from the Remote Gambling Act by the end of the month.

On SG Talk Forum, "sgbuffet" shared a 28 Nov 2013 report on CalvinAyre.com regarding the legislation that would formally outlaw online gambling in Singapore. Minister (MTI) S Iswaran reportedly indicated that online gambling was a "potentially more addictive form of gambling" than its land-based counterpart. In this regard, the thread starter wondered why the Government would now allow Singapore Pools and STC to launch their online betting services in the country. He also held that if online gambling was harmful, then it should be "banned without exclusion".

Overall Sentiment: Negative towards the impending exemption of Singapore Pools and STC from the Remote Gambling Act
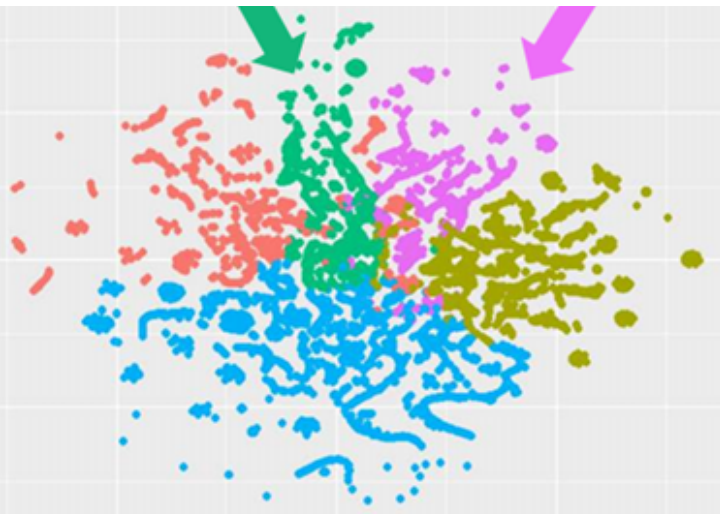
Social Media Activity: High activity was observed on If Only Singaporeans, HardwareZone Forum [1] [2] and SG Talk Forum.
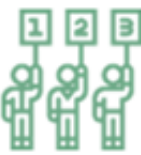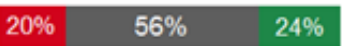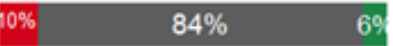
Common Opinions:

- Many netizens expressed criticism towards the perceived "hypocrisy" of the Government and its double standard on who should be allowed to operate remote gambling services in Singapore.

- Some claimed that the launch of online betting services would encourage younger people to gamble.

- A few stated that it would contribute to the rising debt of gambling addicts.

- A few, on the other hand, welcomed the move due to the perception that punters would no longer need to queue in betting outlets.

3

PROFILING REPORTS

Identify and analyze WHAT is the public perception of a public figure, and the association with his/her key mandate and interest areas.

Conduct a trait analysis based on a set of predefined traits (Competence, Connectedness, Public Serving, Personability), with the ability to benchmark. This can also be done for personalities in other countries.

Sample Public Figure
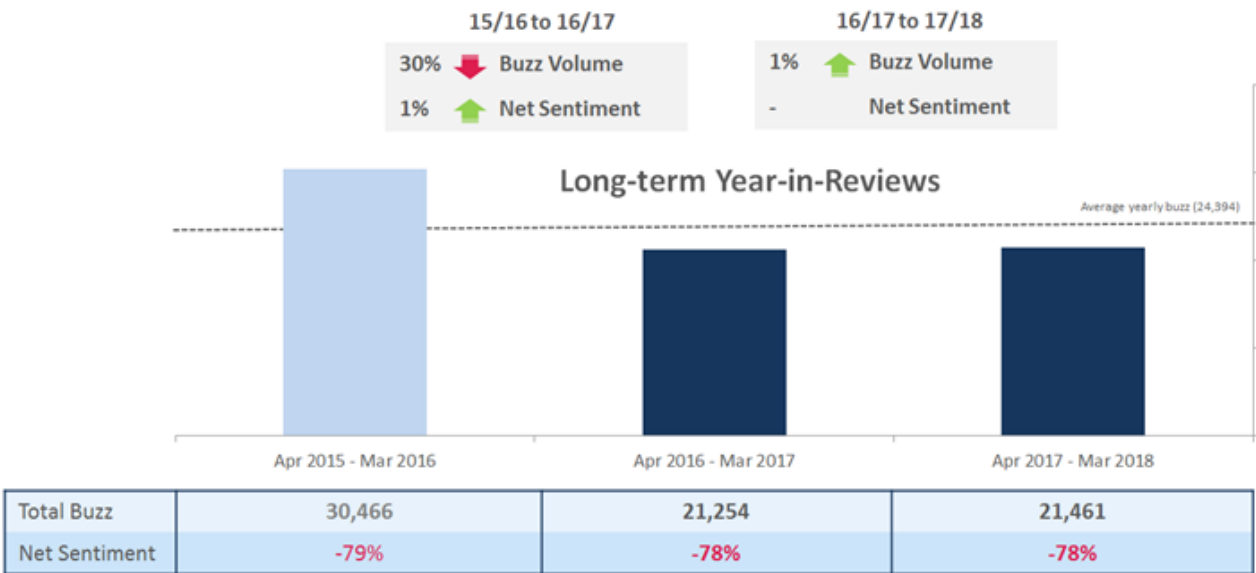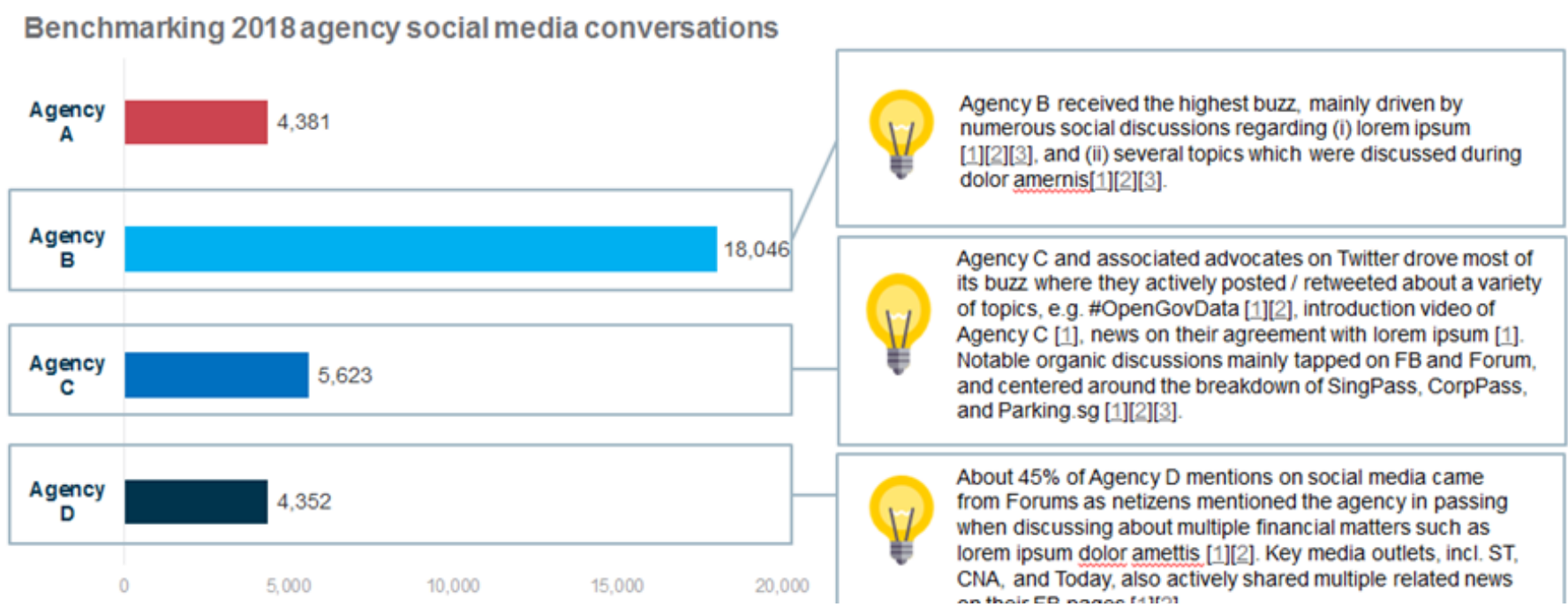
Connected	-4.36
Competent	-2.41
Public-Serving	-5.33
Hardworking	-2.00
Personable	**4.07**
Overall Average	-2.01

4
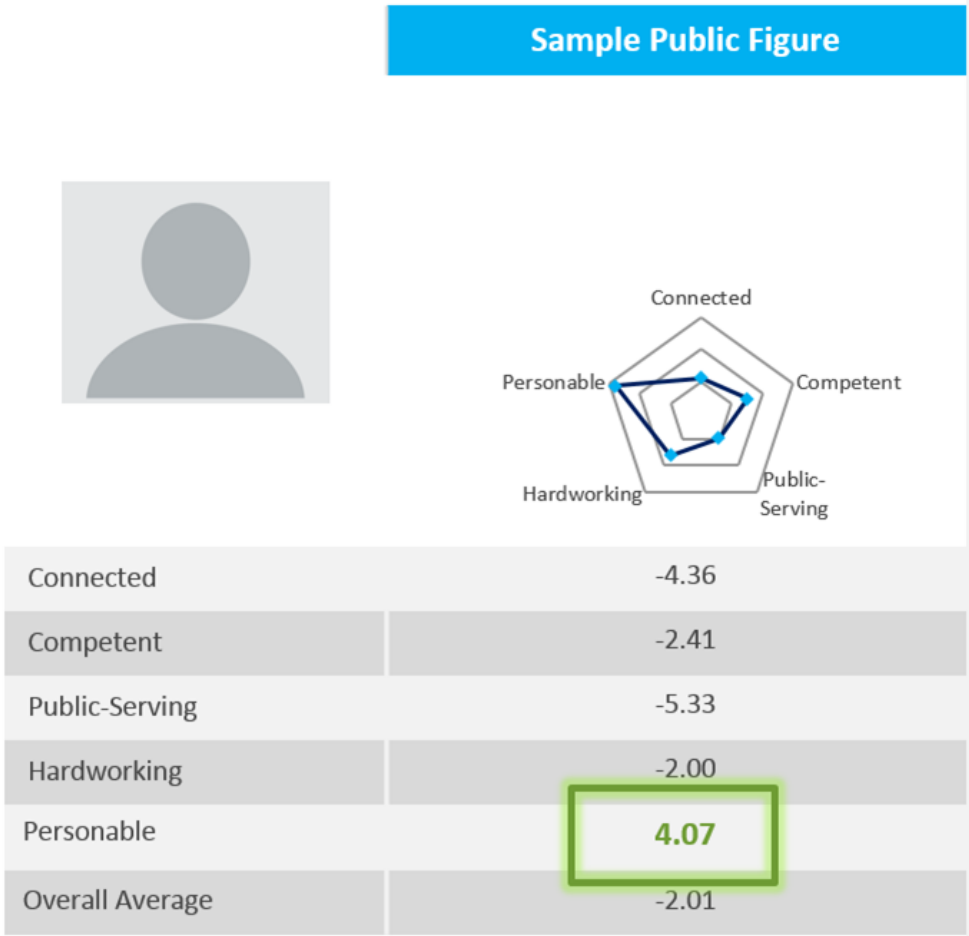
REDEFINING BRAND HEALTH

Evaluate HOW your organization is perceived, WHAT triggered conversations, WHAT drives sentiments about your organization.

Benchmarking 2018 agency social media conversations

Agency A	4,381
Agency B	18,046
Agency C	5,623
Agency D	4,352

Agency B received the highest buzz, mainly driven by numerous social discussions regarding (i) lorem ipsum [1][2][3], and (ii) several topics which were discussed during dolor amernis[1][2][3].

Agency C and associated advocates on Twitter drove most of its buzz where they actively posted / retweeted about a variety of topics, e.g. #OpenGovData [1][2], introduction video of Agency C [1], news on their agreement with lorem ipsum [1]. Notable organic discussions mainly tapped on FB and Forum, and centered around the breakdown of SingPass, CorpPass, and Parking.sg [1][2][3].

About 45% of Agency D mentions on social media came from Forums as netizens mentioned the agency in passing when discussing about multiple financial matters such as lorem ipsum dolor amettis [1][2]. Key media outlets, incl. ST, CNA, and Today, also actively shared multiple related news on their FB pages [1][2].

15/16 to 16/17		16/17 to 17/18	
30% Buzz Volume		1% Buzz Volume	
1% Net Sentiment		- Net Sentiment	

Long-term Year-in-Reviews

Average yearly buzz (24,394)

	Apr 2015 - Mar 2016	Apr 2016 - Mar 2017	Apr 2017 - Mar 2018
Total Buzz	30,466	21,254	21,461
Net Sentiment	-79%	-78%	-78%

MAINSTREAM INSIGHTS

Favorability

Having a favorable coverage will <u>uplift readers' perception</u> of your brand.

Journalists

Identify journalists who write favorably about your brand.

<u>Deepen engagement</u> with them to sustain high level of favorable coverage.

Messages

<u>Evaluate the efficiency of media publications</u> in conveying your messages.
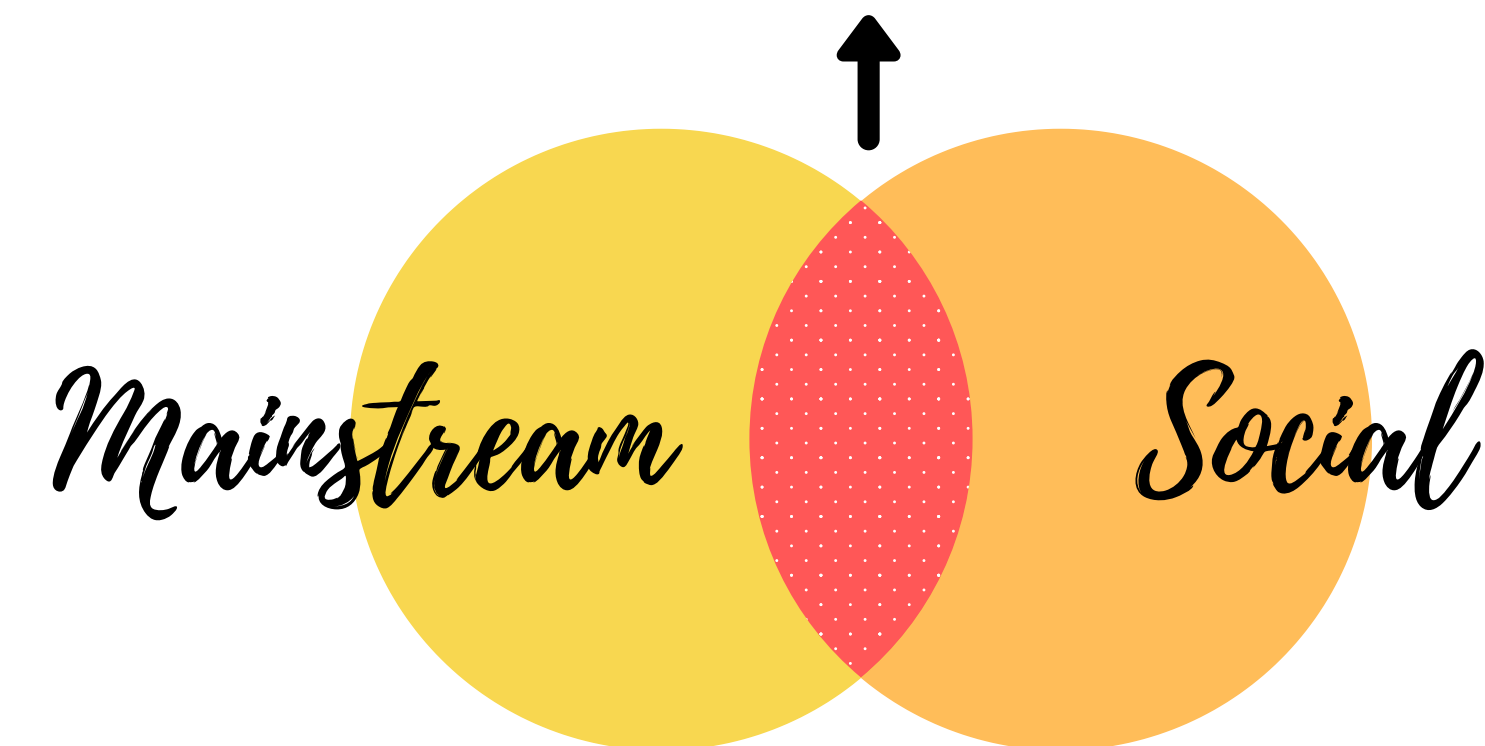
<u>Improve message resonation</u> with your target audience.

Perception Gap

What is the <u>gap between mainstream coverage and social chatters</u> of your brand? How do you close the gap?

DEEP DIVE into every aspect of your Mainstream Media efforts

Perception Gap Caselet:

Innovation <> Job loss

Mainstream   Social

Smart digital tower for air traffic control to be trialled at Singapore's Changi Airport

Mainstream story captured how the smart tower will <u>**augment**</u> the role of air traffic controllers.

Netizens wrongly assumed that the smart tower will <u>replace</u> air traffic controllers.

They talked a great deal about the <u>irreplaceability of the human element</u> in jobs.
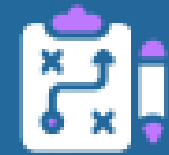
5

CUSTOMISED SOLUTIONS FOR EVERY DEPARTMENT

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Communications	Marketing	Intelligence/ Enforcement	Community Engagement	Foreign liaison/ Engagement	Research & Strategy
Strategic communications	Agency Audit	Capture Suspicious Content	Maximising ROI	Understanding Global Issues	Power of Social Datapoints
Reputation Management	Effective Track Earned Media	Comprehensive Coverage	Tracking Campaigns	Maximising ROI	Market Research using Social
Auditing Key Spokespeople	Maximising ROI	Understanding Behaviours	Content Creation	Profiling Reports	Quick turnaround of reports
Crisis Comms	Identify Needs	Profiling Reports	Benchmarking		

reputation

noun [C usually singular, U]
the opinion that people in general have about someone or something, or how much respect or admiration someone or something receives, based on past behaviour or character.

REPUTATION ANALYSIS

WHAT IT IS
Our reputation analysis uses an integrated framework that blends social media conversations and survey data in order to reveal a comprehensive view on what people say, think and feel about your organisation.

Our framework looks into the most important drivers of organisational reputation, representing three levels: Strategy, Culture, and finally Delivery. We unpack each to reveal opportunities and weaknesses, along with demographic insights and where neutral audiences may be influenced.

WHY IT'S BETTER
Not only is the mix of social media and survey analysis a game changer, we can also deliver this product back to clients faster and at a better price than others in the market.

WHAT DO WE CALL IT
Isentia's Reputation Analysis. We call the overall score a 'RepID' score, that's weighted on our own -10 to +10 scale, that can easily work in with other metrics clients use today.

WHO WANTS IT
From CEOs and CFOs who understand the value reputation holds, to Heads of Comms and Marketing looking for a quick way to benchmark, protect and influence their organisational reputation. HR leaders are also conscious of reputation's power to attract or deter talent, and COOs are connecting the dots between a failure to deliver, and the impact this has to an organisations reputation.

CHECK OUT OUR SAMPLE REPORT AT:
HTTP://BIT.LY/ISENTIAREPLAUNCH

REPUTATION ANALYSIS

RepID

STRATEGY   CULTURE   DELIVERY
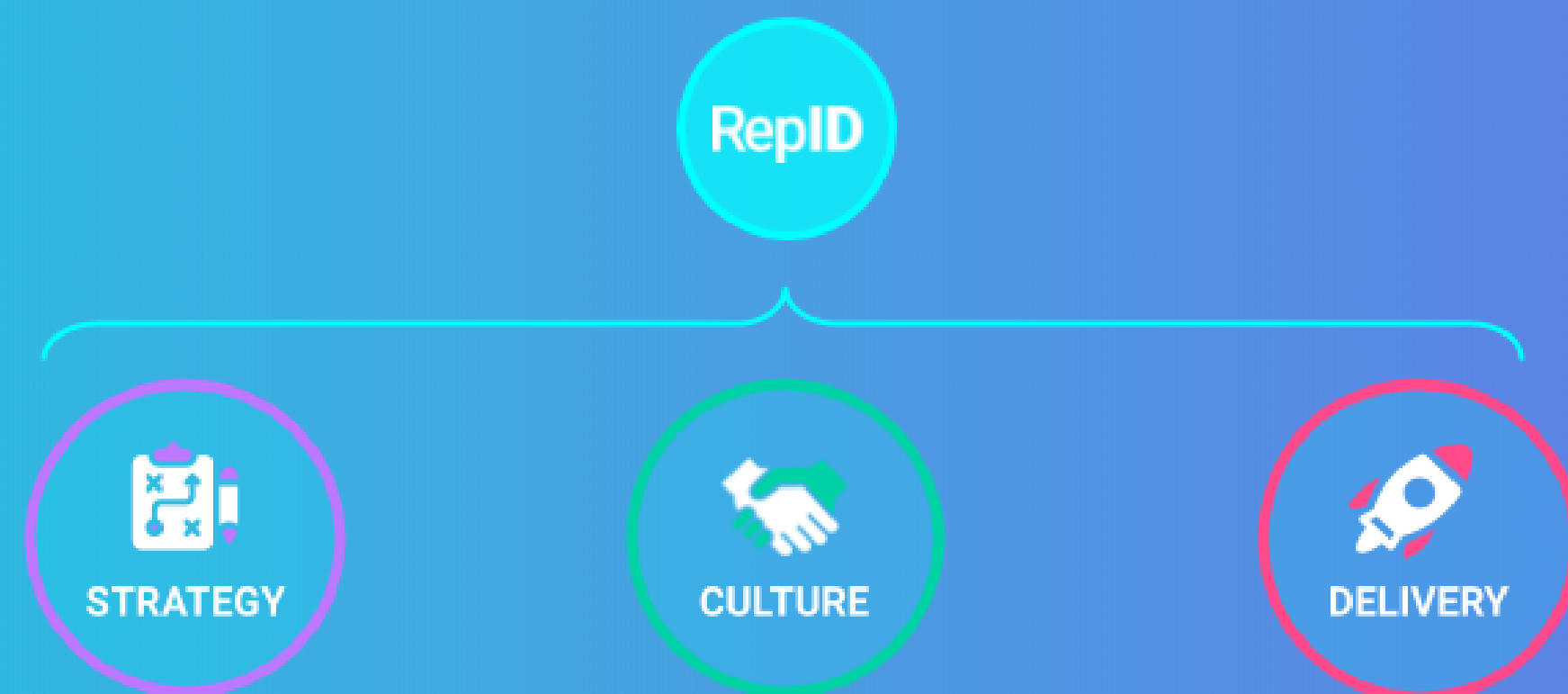
Isentia's Reputation Analysis is set to be a game-changer in traditional media intelligence and market research circles. It blends organic social media conversations and survey data to provide a more comprehensive and modern view of what the public says, thinks and feels about an organisation.

Isentia's Reputation Analysis uses an integrated framework that examines the three most important drivers of organisational reputation: strategy, culture, and delivery.

All three drivers are analysed independently, and the report includes an overall RepID score on a scale of -10 to +10 which integrates the strategy, culture and delivery scores, as well as providing detailed information on performance across each driver.

RepID is designed to help organisations across APAC benchmark, strategise and measure reputation.

OUR CONTACT

NOTES

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