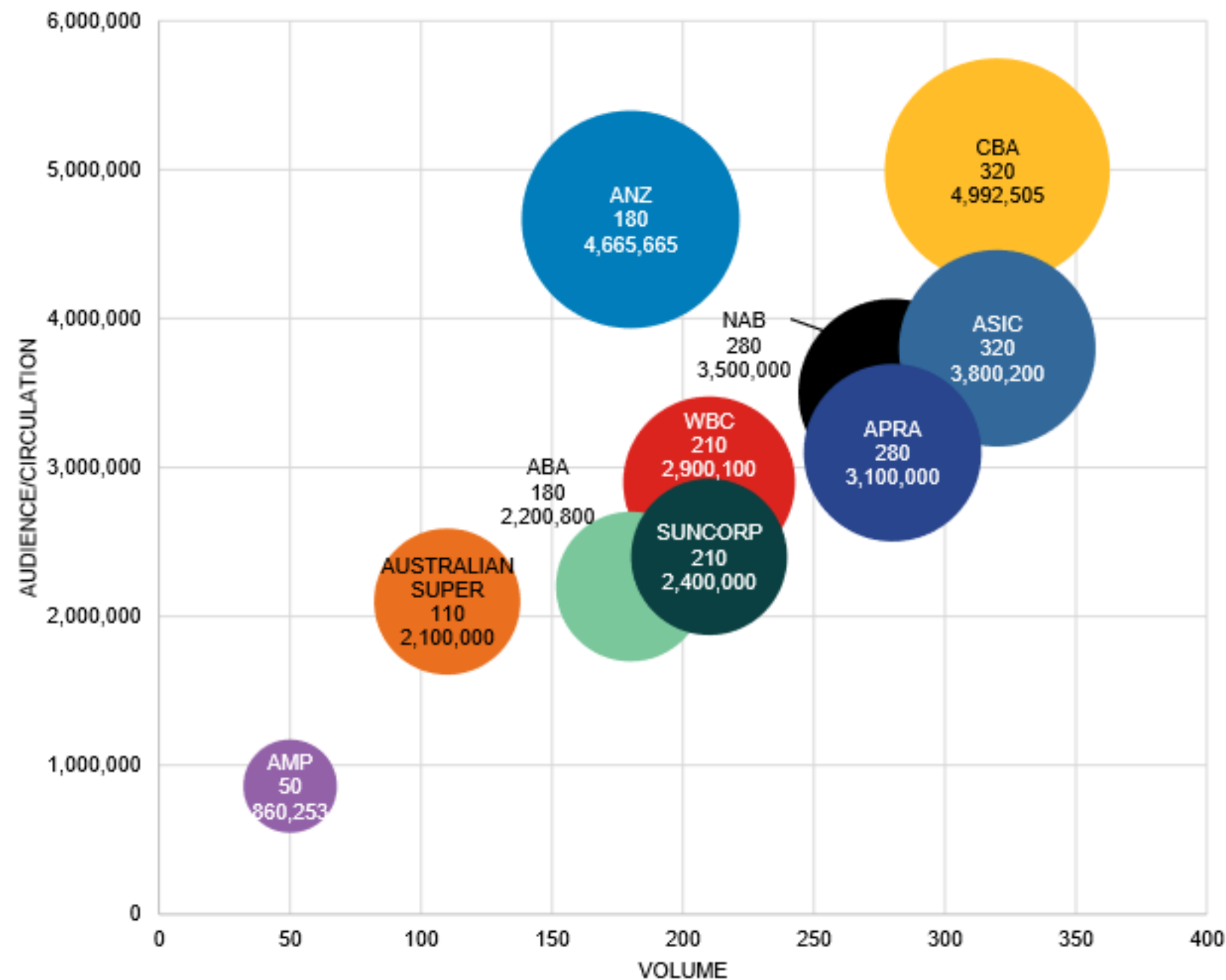


COMPETITOR ANALYSIS

Gain insight into the competitive landscape for your organisation's brand, product and communications strategy.

INDUSTRY INSIGHTS



Gain insight into the volume and audience of your competitors.

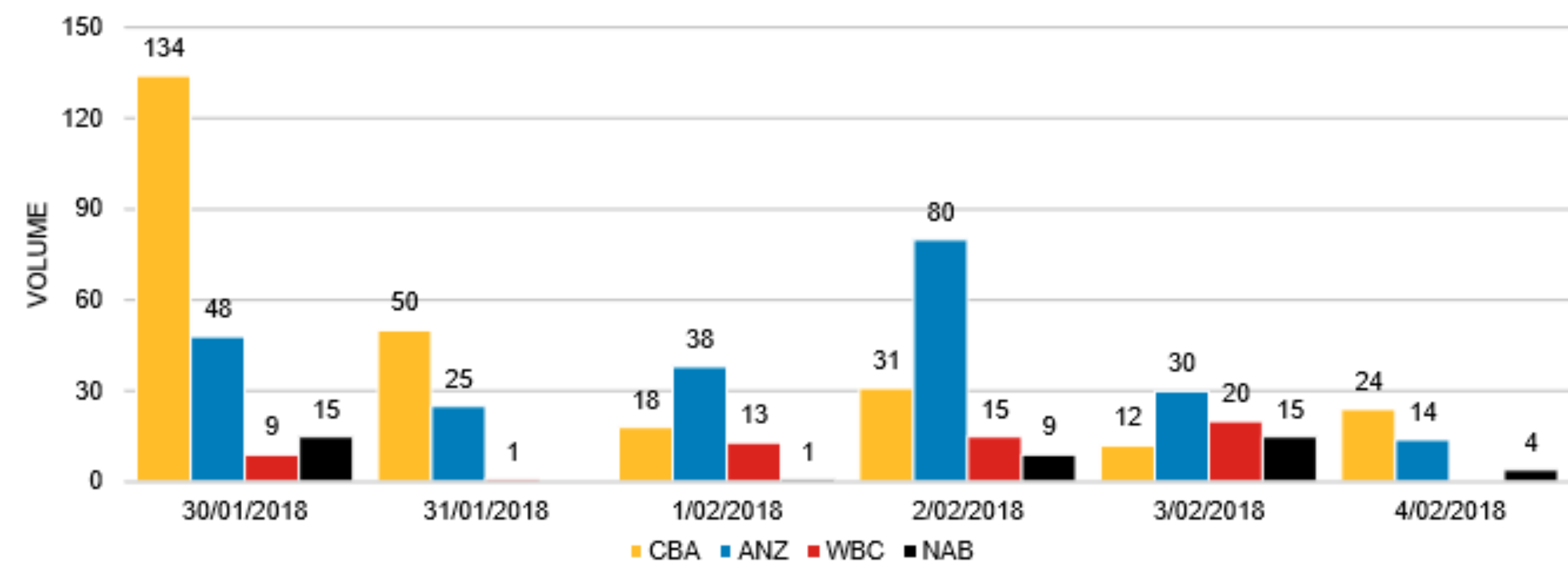
In this sample, CBA shows the equal highest volume of coverage as ASIC – but also that it reached the highest potential audience.

Interestingly ASIC's coverage reached a lower audience despite being mentioned in a similar number of items.

So how do you now ensure that you're getting the optimum reach for coverage you earn?

COMPETITOR OVERVIEW

Share of Voice Trends



- Identify the trends in coverage as well as which competitors are the focus in the media.
- Understand the volume of media mentions for each of your tracked competitors.

All Competitors

COMPETITOR	NSW	QLD	VIC	WA	NAT'L	SA	ACT	TAS	NT	TOTAL
CBA	1,878	5,095	806	446	381	559	258	238	238	9,899
ASIC	1,672	1,125	3,087	597	514	575	327	327	251	8,475
ANZ	3,514	1,055	946	475	634	485	276	251	253	7,889
NAB	465	226	223	1,508	272	100	76	69	55	2,994
WBC	220	108	138	1,035	142	58	23	24	48	1,796
TOTAL	7,749	7,609	5,200	4,061	1,943	1,777	960	909	845	31,053

The competitor breakdown can be provided for different countries, regions or client-specific markets within a country.

SO WHERE DO YOU FIT?

It's important to understand the perception of your brand and how you stack up against your competitors.

Do your business perceptions meet reality? For more information please contact:

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