



## Measurement that shows the true value of your PR efforts.

BurrellesLuce Media Measurement® gives you the clearest picture of the coverage your company, clients, or competitors receive from all categories of media, including online news, blogs, social media, print, television, and radio.

PR professionals have relied on our services for over 25 years. We combine expert analysis, new technology, and streamlined processes to efficiently produce the measurement information you require.

BurrellesLuce Media Measurement provides the vital details you need to demonstrate your contribution to the attainment of strategic corporate goals. Those details are presented in easy-to-read reports and charts that offer valuable insight into the results of your communications activities.

## Understand the impact of your PR campaigns.

You can select from four measurement reporting options to meet your information and budget requirements:

- » Automated Media Measurement
- » BurrellesLuce Automated Share of Voice (SOV) Reporting
- » Custom Media Measurement
- » BurrellesLuce Executive Briefing

### **FOR IMMEDIATE ASSISTANCE:**

Call 877.830.3117 or visit [burrellesluce.com/measurement\\_packages](http://burrellesluce.com/measurement_packages)

## Media measurement options

### Automated Media Measurement

Identify the basic dimensions of your media coverage with **Automated Media Measurement**. Automated metrics, in the form of easy-to-use monthly reports and online charts, are delivered free to all BurrellesLuce Media Monitoring clients through the BurrellesLuce 2.0® digital portal.

**With these PR measurement reports, you can track:**

- ▶▶ Number of stories per day
- ▶▶ Impressions and number of stories by media type
- ▶▶ Stories by your top ten DMA
- ▶▶ Number of stories and impressions delivered over time
- ▶▶ Number of impressions by media type delivered over time

*The measurement data is available in PDF and Excel formats.*

### BurrellesLuce Automated Share of Voice Reporting

**BurrellesLuce Automated Share of Voice (SOV) reports** are an effective way to measure the penetration of your messages in comparison with competitors' messages. SOV reports also can be used to compare coverage among product lines within your company, or in other areas where you want to measure relative performance. With this affordable, subscription-based service, you can get the quantitative feedback you need to assess the quality of your work.

You decide what to measure according to your business objectives. BurrellesLuce will then monitor a wide range of online news sources, and email an SOV report to you each month. Every SOV report contains presentation quality PowerPoint charts that are ready to analyze and share. You'll also get the underlying data for each story reflected in the report, enabling you to drill down into the coverage details.

**With Automated Share of Voice reporting, you can:**

- ▶▶ Analyze current coverage
- ▶▶ Establish Share of Voice as a media relations benchmark
- ▶▶ Strategically allocate PR resources based on solid competitive data

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## Media measurement options

### Custom Media Measurement

If automated metrics don't provide enough information, BurrellesLuce enables you to tailor your PR measurement program to fit your specific needs. It achieves this through **BurrellesLuce Media Measurement Custom**, which offers comprehensive analysis of your measurement results. Quantitative and qualitative metrics highlight your contributions to strategic goals, and assist with planning highly effective PR campaigns.

#### Human analysts review your stories for:

- ▶▶ Sentiment (tone)
- ▶▶ Marketing Power
- ▶▶ Media Value
- ▶▶ Share of Voice
- ▶▶ Key Messages
- ▶▶ Prominence
- ▶▶ Quality Rating Score
- ▶▶ Other pre-defined and customized metrics

Reports are issued daily, monthly, quarterly, or at some other requested frequency, and are produced in your choice of Word or Excel. Data tables are accompanied by full-color PowerPoint charts that you can easily upload to your presentation or distribute to your C-suite. BurrellesLuce also produces executive-level summaries and evaluations of media coverage, which are ideal for those situations requiring expert commentary.

### BurrellesLuce Executive Briefing

Get a jump on the day's news—and on your competition. **BurrellesLuce Executive Briefing** provides the news your executives need *when* they need it: by dawn each day. Daybreak delivery enables you and your organization's top executives to act on breaking stories quickly, helping you beat your competitors in setting the tone of public discussion. It's not just the sunrise schedule that makes Executive Briefing so valuable; it's also the tailored content. **With Executive Briefing:**

- ▶▶ You customize the search parameters, the media outlets that the search will cover, and the type of information the report will present.
- ▶▶ You gain the assurance that the stories appearing in your Executive Briefing reflect the widest range of print and web content available. All news items are reviewed by experienced editors, who check each story to see that it conforms to your monitoring instructions.
- ▶▶ You receive a fully edited version of Executive Briefing, delivered to your email box or PDA at the hour in the morning you've designated; thus giving you and top management ample time to prepare for the day ahead.
- ▶▶ You free up much more of your own time to secure positive publicity. As an Executive Briefing subscriber, you benefit from the skills of our monitoring and editing specialists without adding to staff.

## With BurrellesLuce Media Measurement, the choice is yours.

Automated Media Measurement metrics, in the form of easy-to-use monthly reports and online charts, are free to all Media Monitoring clients through our BurrellesLuce 2.0® digital portal.

These PR measurement reports let you track the number of stories per day, impressions and number of stories by media type, number of stories by your top ten DMA, impressions and number of stories delivered over time, and impressions delivered by media type over time. The measurement data is conveyed in PDF and Excel format.

With Custom Media Measurement, analysts review your stories for sentiment (tone), key messages, marketing power, prominence, media value, share of voice, or other pre-defined and customized metrics. Reports are issued daily, monthly, quarterly, or at another requested frequency, in either Word or Excel format. Data tables are accompanied by full-color PowerPoint charts that you can easily upload to your presentation or distribute to your C-suite. BurrellesLuce also produces executive-level summaries and evaluations of media coverage for use in those circumstances where you require objective expert commentary.

Services	Sources	Analytics	Delivery
Automated Media Measurement®	All your coverage, including web, blog, print, and broadcast	Automated metrics, including story volume, media type, and DMA	PDF or Excel
Automated Share of Voice Reporting™	Online news sources	Automated metrics compare audience penetration among competitors, product lines or some other measureable value	Monthly email, presentation-ready PowerPoint charts & Excel. Drill down into coverage details and view underlying data for each story reflected in the report
Custom Media Measurement®	All your coverage, including web, blog, print, and broadcast	Human-analyzed, customized metrics. Optional executive-level reports providing expert objective commentary	Weekly, monthly, quarterly, or other frequency. Word or Excel. PowerPoint charts. Executive-level reports: Word document with PowerPoint charts
Executive Briefing™	Web, blogs, print and broadcast coverage	All items are qualified by human editors who review each story to ensure it conforms to you specifications	To your email box or PDA at the hour in the morning you specify

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