



The QIA™ Media Monitor

Practical Media Analysis Ideas for Communications Professionals

May 2004

Are Your Messages Really Getting Through?

Message Measurement as part of a comprehensive Media Monitoring & Analysis System



E-mail this to a friend



Active links to additional information.

Getting your messages through the clutter in today's media marketplace is becoming an increasing challenge. Indeed, determining "where, when and how" these key messages are (or are not) getting through is growing in importance as non-advertising communications takes on an even greater role in advancing organizational objectives.

In today's hyper-competitive business environment, all organizational functions are also being judged on how they perform – what they contribute to organizational success. Systematic message measurement is one of the principle ways to demonstrate the effectiveness of your communications. Information from systematic measurement provides quantitative data on which to improve the effectiveness of your communications. In addition, it also provides the foundational data for developing more advanced measurement such as communications return on investment (ROI).

Building an integrated media monitoring and analysis system

Message measurement offers an ideal place to begin building an integrated media monitoring and analysis system. Developing a systematic measurement system begins with some thoughtful decision making. Here are some key issues to consider:

Define the point of view from which to assess and measure key messages.

Should this be from your perspective, or from that of your key audiences? To give our clients the best assessment of how their communications are performing, we analyze media-delivered impressions from the viewpoint of your key constituents. Basing your

measurement process on your audience's viewpoint providing a more objective and results-focused framework for assessing communications performance. With QIA™ Online providing this information in a "real time" format, our clients have the ability to assess and adjust their tactics to maximize their impact.

Define the impact you're trying to achieve with your key messages.

In addition to quantitatively measuring your key messages, it is also very helpful to assess whether they occurred in a fashion that will yield your desired end results. Again, with QIA™, our analysts can add a qualitative assessment "when and where" your key messages appear relative to their ability to achieve their objectives. This added qualitative assessment is most valuable when done from the perspective of the intended target audience, as it provides an independent, third party view of how your messages may impact your audiences.

Once you have determined the standpoint from which to measure, you can begin to precisely define how this will happen. In providing a practical, usable measurement systems, we typically address the following issues:

Measuring Key Message Volume –

measuring the exact volume of impressions for each key message "when and where" it occurs enabling to you to see:

- the total volume of impressions for each key audience over any time frame;
- trends in key message impression volumes to track changes in media coverage and media response.



E-mail this to a friend

Assessing Key Message Tonality

While it is presumed all of your key messages are written and communicated to generate favorable impressions, many times how they ultimately appear in the media may not be as favorable as you have planned particularly from your audiences' point-of-view. With QIA™, we assess tonality (supportive, critical or neutral) of all key message impressions to give you a clear indication of what your key constituents are seeing.

Measuring Counter messages

While it also would be nice to presume that yours are the only messages out there, the reality is that there are many other messages and voices competing for your audiences' attention, many of them generating impressions that are counter to the key messages you are trying to communicate. Therefore in our work, we also identify, track and measure messages "counter" to those you are trying to communicate to give you a clearer measurement of the "net impact" of your messaging to your key audiences.

When you now combine these volume and tonality measurements along with the standard media analysis information QIA™ provides with each record – publication/media source, date, byline, impression type, (article, editorial, advertisement, etc.), market/region – you now have a very practical and powerful system that enables you to assess both the effectiveness of your current communications and messages, as well as providing "real time" data from which to adjust your message tactics and enhance the impact of your communications. A quick tour of QIA™ On-line's

powerful analysis engine will illustrate the rich, practical and usable data this information can deliver through your web browser 24/7.

Building a measurement foundation

As noted earlier, measuring key messages can be the beginning of a comprehensive media analysis system. It also forms the foundation on which more specific forms of media analysis can be conducted to include:

- Brand Attribute Analysis;
- Share of Voice Measurement;
- Communications Performance Tracking;
- Tracking Key Messages Through Non-Public Media as well as Public Media.

Conclusion

With greater performance expectations being placed on organizational communications today, message measurement is certainly a valuable communications research activity that can easily be started now and expanded as your needs change.



More information?

Call us toll free at **866-443-9600**, or e-mail us at info@qia.com with any thoughts or questions you might have.

Read More?

- [How QIA™ Works](#)
- [On-line News Clip Libraries](#)
- [Basic Media Analysis](#)
- [Advanced Media Analysis](#)
- [Message & Opinion Measurement](#)
- [Brand & Reputation Factor Analysis](#)
- [Retrospective Analysis](#)
- [Communications S.W.O.T Analysis](#)
- [Comprehensive Written Reports](#)
- [Report Presentations](#)
- [On-Call Strategy Support](#)

QIA™

115 Elna Road - Suite E
Lebanon, New Hampshire
03766-1467

P: 866-443-9600

F: 603-443-9911

E: info@qia.com

www.qia.com