

ESMERK Topics: Brand and Image

Brazil: **Consumers swap brand names for special offers**

Jornal do Commercio, 04 Nov 2002,-

The rise in inflation in Brazil, which reached 3.87% in October 2002 according to the general price index, IGP-M, is leading many consumers to change their habits. Consumers are now substituting well known brands for whichever item is on special offer. Customers are also increasingly substituting luxury items.

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Colombia: **Ley will have a new image**

Portafolio, 21 Oct 2002,-

Marking its 80th anniversary the 62 stores of the Colombian department store chain Ley will be refurbished following the main guidelines of the firm's new corporate image. More ready meals and vegetables will be offered. Works are to commence in shops located in cities like Manizales, Monteria, Bogota, Medellin, Cartagena, Armenia, Pereira, Girardot and Cartago. Ley is a subsidiary of Exito. The project is expected to demand investments worth COP 500000mn (US\$ 174.91mn).

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Russia: **On PR market development in 2001**

Vedomosti, 22 Oct 2002, p.B7:-

According to the market research centre ROMIR, in 2001, turnover of 80 Russian largest PR companies grew by 70% year-on-year and totalled US\$ 87-135.5mn, against US\$ 58-80mn in 2000.

The Russian Association of Advertising Agencies (RARA) states that total spending on advertising raised by 54%, compared with 2000, and amounted to US\$ 1.7bn.

ROMIR has conducted an opinion poll among 149 PR agencies in Russia, representatives of 78 of them agreed to declare 2001 turnover of their companies. Thus, turnover of 14 agencies amounted to more than US\$ 3mn, 8 - more than US\$ 5mn, 9 - US\$ 3-5mn, 16 - US\$ 500,000-999,000.

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Susanna Lassila says it is important for Nelonen to monitor the company's public image. The information received through the Esmerk Tracking service provokes discussion.



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Nelonen Focuses on its Publicity

- The Esmerk Tracking service is a great help in developing communication services, says Susanna Lassila, Press and PR Manager of Channel Four Finland, Nelonen. Channel Four Finland is part of SanomaWSOY's subsidiary, the electronic media group Swelcom.



Photo by:
Hannu Jukola

Lassila emphasises the superiority of an electronic service compared to press cuttings.

overall picture of how the situation is developing. The extended management group and information unit are particularly interested in the summary.

Measures After Analysis

In addition to developing communication, the information provided by the Tracking service can also be utilised in developing the brand of Nelonen. The service provides information on how the programme slots and regularly changing channel image, that have been structured as their own sub-brands, are being received. It also relates which newspapers are writing about Nelonen and which are not, and which papers write more about the competitor. Lassila emphasises that it is essential to know the tone of the articles and how Nelonen's own news bulletins and those of its competitor get through in the press.

At the very least, the information received through the Tracking service provokes discussion. According to Lassila, the information unit converts the information into concrete actions. Thanks to the report, any errors or misunderstandings in the papers can be corrected immediately. The report also makes it easy to see on which issues Nelonen should give more information.

Information in Easy Format

Lassila emphasises the superiority of an electronic service compared to press cuttings. Unlike handling press cuttings no time is wasted in processing the information which is in easy format. The service also prevents information overflow because it contains only the information that is essential from Nelonen's point of view.

According to Lassila, the cooperation between Nelonen and Esmerk has started well and in a good atmosphere. She is particularly happy that Esmerk has also made suggestions on how Nelonen's service could be improved.

MERJA PESONEN

TRANSLATED BY
ANNA-MAIJA LEHMUS

Channel Four Finland, a commercial TV channel that has been broadcasting since 1997, started using the Tracking service in the beginning of June 2002. According to Lassila, the need for follow-up has been great from the start because it is particularly important for Nelonen as a new TV channel to find out what viewers think about it and how it is treated in the media.

Media Report Used by the Whole Company

The content of the Tracking service, as well as its appearance, were tailored to fit Nelonen's needs. The Media Report is sent in electronic format to all the employees daily, i.e. to a total of about 140 people.

Lassila estimates that the Media Report is read by practically everyone. According to her, it is important that all the staff can use it to follow the development of Nelonen's public image.

In addition to the daily Media Report, Nelonen's Tracking service includes a summary that is sent every other month detailing what has been written about Nelonen and its competitor during the past two months. Lassila is pleased with the analysis because in addition to diagrams the information is presented also in writing.

- If you read just the Media Reports, you may remember a single individual dominating point, but the summary that is included in the service presents the factual relationships of issues and gives a good



Storytelling, the Concept of Today

There are trends that live a short but intense life, and there are trends that are here to stay. Storytelling could be said to be a trend of the latter type. People have always been fascinated by stories, and since the dawn of time there has been a strong tradition of storytelling.

Today this phenomenon is the focus of a lot of attention since many companies have realized the importance of storytelling to create advantages for their organizations. The Danish author of the book *The Dream Society* (2001), [Rolf Jensen](#), often uses the concept of Storytelling in his theories. He believes that the information frenzy of today will be replaced by “the dream society”.

- In this society our emotions will play an important role in how we choose to live our lives. The products or services that have something to tell or can convey a feeling will be successful. We will gradually abandon the material needs that often characterize our daily lives today and start trusting our emotions, says Jensen.

Building the Corporate Image

By telling a story you create insight and exchange information. A story well told creates images within a person, which makes it easier to interpret both the story

itself and the world the story describes. On a market that is increasingly exposed to competition you need more than just logotypes and interesting products. This is why Storytelling has become an important tool for building the corporate image, both externally, towards the surrounding world, and internally among colleagues.

This way you can increase knowledge in an organization and create a unifying culture for your activities. You build an identity that is typical of your company. The identity will unite and bring your organization together, at the same time as it distinguishes the organization on the market and creates a presence with customers and other important players.

So, What Is the Esmerk Story?

Esmerk's business concept is based on supplying tailored news. This was the idea of the company's founder [Kari Salonen](#). In his work as a journalist he noticed that the important aspects of news-items were frequently lost as articles often contain so

many sidetracks. Salonen also realized the importance of monitoring news continuously to be able to fully understand a news-item and interpret its consequences.

The Esmerk story began in 1975 in Helsinki. When Salonen started the company he strived for personal contact with his customers, which is important for the quality of the service. The abstracts were written in the morning and were delivered personally to the customers in Helsinki in the afternoon. We try to maintain the same spirit today, even if technological advancements have made it possible to deliver the abstracts more rapidly in electronic format. We work constantly with the ambition of giving our customers personally tailored services that meet the demands of their specific needs.

MARIA ANDERSSON

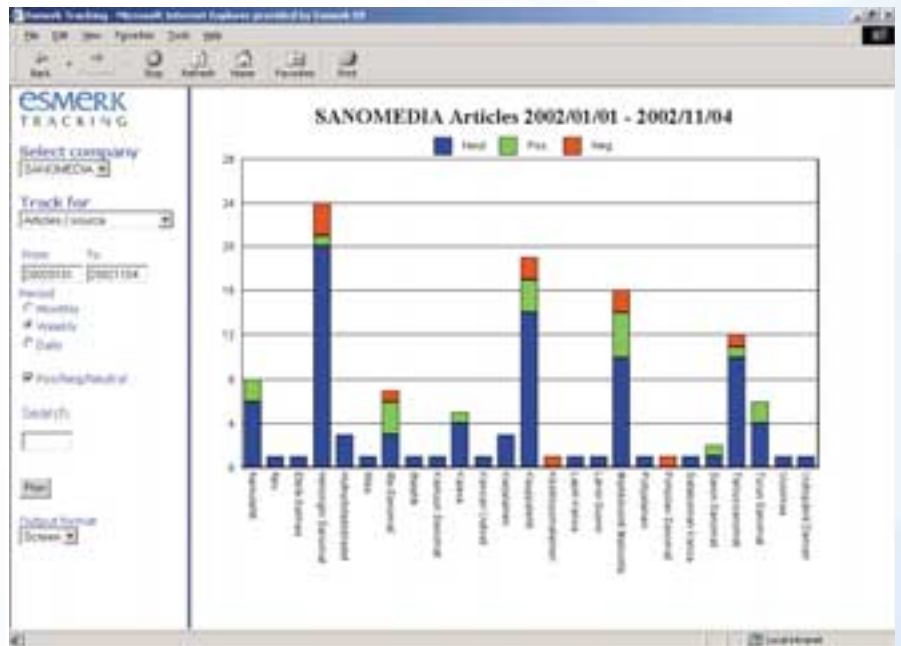
TRANSLATED BY
JOHAN HAMMARLUND

Esmerk supplies leading international companies with intelligently tailored essential information of their business environments. We now have tens of thousands end users throughout the world, being serviced by a network of offices around the world.

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Esmerk Update

Esmerk Tracking - Tool for Easy Monitoring of Publicity



Esmerk launched the Tracking service 18 months ago. Tracking equals systematic and continuous monitoring of the public image of your own company or that of a competitor in the press. Thus, Esmerk will monitor the number of articles published in the press on a certain company, and the way the company has been presented in the articles. The Tracking Analysts abstract the essential information in the articles, just as in Esmerk Classic, the traditional current awareness service. For now, the Tracking service has been available in Scandinavia.

Basic Tools: Media Reports and Analysis Tool

The customer can monitor his public image with the daily Media Reports sent via e-mail or to the corporate intranet. The

Media Report compiles the abstracts of all the articles where the company has been mentioned. The abstract includes information on the source and several features of the original article, providing an extensive and detailed description of the overall publicity.

Additionally, the service comes with an access to the Analysis Tool which enables graphic illustrations of the publicity for instance during different periods of time or in different sources. The Analysis Tool requires only a browser and an Internet connection.

With Esmerk Tracking the customer receives valuable information, necessary for decision making, on the public image of the company or a competitor without having to scan through dozens of newspapers.

Tracking Service Evolving

Esmerk is developing the Tracking service further, and the customers have played an important role in the development with useful feedback. The Analysis Tool and the search function have developed greatly compared with the first version.

Esmerk Tracking has already proved a good and valuable service, and it brings an important addition to Esmerk's operations. However, Tracking does not compete with Esmerk Classic. The traditional news service and the Tracking service offer solutions to completely different needs. The traditional news service offers vital information on the events and changes in the business environment, Esmerk Tracking helps to monitor the public image.