

ESMERK

Abstracts: Brand and Image

UK:

Importance of strong brand assessed

Financial Times, 16 Oct 2003, p.14:-

A strong brand is crucial across a wide range of markets, but extending this can be fraught with danger as consumers expect certain standards to be sustained. An example of over-stretching a brand is the foray by Virgin into the rail industry. Virgin has a reputation for dealing with jaded markets, but due to the major problems suffered across the UK rail system it has become associated with apologies to customers and delays. Virgin's head of corporate affairs, Will Whitehorn, rejects suggestions that the brand has been tainted by problems on the west coast main line (WCML). Mr Whitehorn says that Virgin regards each new business as a start-up and a brand extension, saying that product innovation and a better standard of service are key criteria. Blackbird's managing partner, John Crowley, says that a brand can prove beneficial but there is a risk of the equity aspect being diluted due to an extension.

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Germany:

On the online presence of brands

Textinternet, 29 Oct 2003,-:

In terms of the image of brands, the consumer electronics, automotive and fashion industries are the strongest industries in the German-language Internet, and Siemens ranks first, according to a study of Hamburg-based mediatime consulting GmbH.

The company, which offers consulting services in the field of brand and issue management, analysed the online presence of 125 brands by means of gridpatrol, an Internet monitoring technology.

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Ulf Thorné, Manager of Media & Public Relations at SAS, gives his view on how the company handles the information flow in a highly media intensive business.



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Finding the True Image of Scandinavian Airlines

At SAS, the Scandinavian airline and hotel operator, keeping up with the news flow is critical. In its daily operations, the group's information departments rely on three main news suppliers to stay updated.

Ulf Thorné, Manager of Public & Media Relations at SAS.



Photos: Maria Rosenlöf

Our motto is: No surprises, says Ulf Thorné, Manager of Public & Media Relations at SAS. In case of an accident or other urgent matter, we must stay informed on everything that is reported to be able to act on a specific issue. We just cannot afford to wait.

Abstracts Save Time

Each morning the group's press managers meet in a teleconference to discuss the latest news feed. The discussion then forms the basis for the press departments' work. Just a few years ago the press departments relied on a daily delivery of full text press clippings. The material required a massive amount of work.

- There's a definite advantage with news abstracts compared to full text news clippings, Thorné says.

Tracking Offers an Objective View

Using Esmerk's solution to monitor the company's image in the media, Tracking, Thorné has noticed that the media coverage of the company is more balanced than he previously thought.

- The gut feeling is usually very different compared to the picture you get from the tracking service, Thorné says. You often tend to exaggerate the impact of a negative event. The actual reporting on the company often turns out to be more positive and balanced than we had expected, Thorné says.

Different Information Needs

Although SAS is a global company, Thorné sees no significant differences in the view on business intelligence and media monitoring issues within the group. However, the employees have different needs depending on their function in the organisation.

- Someone working in the development department at Braathens has a very different need than I have, Thorné says. My main interest is to find out quickly if I have to act on a specific issue. Therefore, it is important to have a news service that can be tailored to each employee, Thorné concludes.

KRISTIAN DAHLGREN



Current Awareness and Monitoring Publicity in One Package

Esmerk offers solutions to the various information needs of companies and organisations. In Finland, Esmerk now combines the traditional current awareness service and the monitoring of the corporate image in the media. Regional Managing Director Ilkka Räsänen of Esmerk Oy says the goal is to help the workload of both the corporate information services and the communications departments.

Esmerk has supplied current awareness services since 1975. The traditional service monitors what happens in the business environment in various lines of business. The global coverage includes about 1,500 sources in over 100 different countries. However, the number of sources is not as such significant since the piece of news is delivered to the client only once from the source where it contains the most information.

How Visible is Your Organisation in the Media?

Räsänen says that several clients in Finland persistently wanted Esmerk to monitor also their visibility in the media. The clients claimed that it should be easy for Esmerk as the Analysts read the papers anyway. Esmerk naturally had to respond to the challenge.

The starting point of the media monitoring differs significantly from the basis of the current awareness service. Räsänen says the idea of media monitoring is to report when and how a company or an organisation has appeared in certain, pre-selected media. The client can now choose also television and radio as well as Internet sources to the service.

Just as Esmerk's current awareness service, the media monitoring also consists of abstracts of the news items, delivered to the client in electronic format. Additionally, the report includes a list of different media variables. The service includes a quarterly summary with an analysis and graphic illustrations of the development of the public image during the period.

Changes in the Business Environment Reflect to Your Corporate Image

- What is new is the combination of the current awareness service and the media monitoring, Räsänen says. Over the past couple of years, the operations of corporate information services and communications departments have been drawn closer together. Thus, companies have to be able to compare the signals affecting corporate image and strategies.

Esmerk can produce a daily report for monitoring for instance how corporate communication has succeeded as well as the general changes in the business environment. Esmerk quality relies not on automatic search engines, but on actual work by highly qualified people.

- Our clients have been extremely satisfied with the fact that they receive all the material neatly processed from one supplier. Moreover, Esmerk is capable of delivering the reports flexibly, in the format of the client's choice and adapted to the client's electronic environment, Räsänen points out.

TERHO REHMENEN

TRANSLATED BY SANNA TERMONEN

Photos: Antonin Halas



Ilkka Räsänen heads the Esmerk Nordic operations in Finland, Sweden and Russia.

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.

esmerk

Esmerk Update

People Behind the Abstracts at the Esmerk Offices Around the World.

Esmerk People:



Photo by:
Timo M.
Hämäläinen

Kerkko Paananen
Analyst

Reet Meerits
Analyst

Kerkko Paananen:

Compared to Reet, I am a newcomer to Esmerk. Before joining the company in January 2002, I worked at Statistics Finland, Helsinki Adult Education Centre, the Finnish Consulate in St Petersburg and Helsinki's Lutheran cemetery. At Esmerk, I can put my know-how to good use, while learning about things that I am interested in. My studies have allowed me to learn several different languages, some of which I use every day at work. Finnish is my mother tongue, and Swedish and English I learned at school. University of Helsinki is where I learned the rest: Estonian, Russian, Polish, French, German and Spanish.

I am married and a father of a six-month-old girl, Aija Kotivalo, who is now learning to sit up and already pushing her first tooth. It seems my life is all news these days: both at work and at home, there is something new every day. Working at Sanomatalo, SanomaWSOY's modern glass-covered office complex in Helsinki, I must say that its location right in the very centre of Helsinki really gives you the feeling of being at the centre of things. Life at home brings you back to earth.

Reet Meerits:

I have now worked in the Esmerk Group for ten years, including eight years in Esmerk's office in Estonia. It has been a great challenge, as with an academic background in Romanic languages and general linguistics, I had no prior practice in writing business news in English. I have experience in writing news items in Estonian and editing a TV weekly in my hometown of Tallinn.

I come from Estonia but in 2002 I happily relocated myself from my native Estonian surroundings to the welcoming Esmerk Group in Finland. Our small Baltic team covers the Baltic press, involving native-language business news from Estonia, Latvia and Lithuania as well as respective news from the Russian-language dailies. I consider it a challenge to be an unbiased Esmerk-tool in selecting news for others, while being most particular in retaining impartiality in selection as well as in writing abstracts. Relocating to Finland was easy, as I knew the business. I have benefited a lot from moving to Finland, as I have become a willing but lazy student of the Finnish language. Finnish is a complicated language to master, even more complicated than my native Estonian.

New Features in the Esmerk Tracking Service

Tracking the Media

Esmerk Tracking service covers 80% of the total circulation of the press in Finland, and it has been extended to cover electronic media as well. In Finland, Esmerk now monitors the main news broadcasts on the radio and on the four main TV channels as well as the most important sources of business information on the Internet.

Taking the Analysis Further

The Tracking analysing tool has some new features that allow the analysis to be taken further.

The service now enables comparison of the media visibility of several companies. The share of voice analysis displays the publicity of your company for instance compared to that of your competitors. The tool allows deeper analysis and comparison. Another new feature is the PR index with more detailed information about the volume of publicity.

In addition, Esmerk Tracking service includes a quarterly summary on media visibility, drafted on the basis of the analysis tool. This is a PowerPoint presentation and is very helpful in passing on the information within the company.

HANNA-MARIA TARJAMO