



Media Audit

akkanto has extensive experience with customized media analysis, including qualitative and quantitative analyses, objective/factual summaries and evaluation of media coverage.

This kind of monitoring allows us to evaluate an enterprise's visibility. We can scrutinise media coverage for a short timeframe (following the release of a specific communication) or over the long term (for a defined period) from a neutral and objective viewpoint. Knowledge and good management of media impact allows you to engage in management of your reputation in a sustainable way.

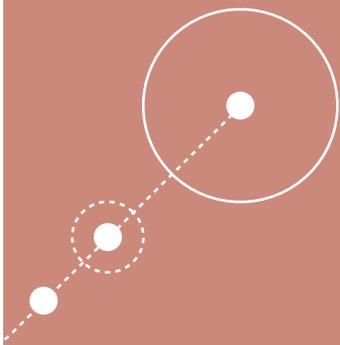
Based on the results of the analyses, akkanto can provide recommendations with regard to media strategies, covering:

- > The adequacy of key messages to specific targets
- > The selection of target media
- > The choice of communication channels

One of the ways akkanto proposes to examine your reputation is to interview journalists, discretely and on an '*ad hoc*' basis. This is what we call a 'Media Audit'. It is a series of qualitative, structured phone interviews, organised by akkanto, with a carefully chosen group of journalists (from all types of media – written as well as audiovisual) known to write about and keep up-to-date with a specific sector of activity.

Once all journalists have been interviewed, the results are compiled into a report or presentation. Information is treated confidentially (journalists' answers are not specified in a 'nominative' way).





Objectives of a Media Audit:

- > To get to know media's interest in and opinions with regards to a particular sector, your company and your competitors
- > To be able to create an effective future media strategy that is fully in line with your company's overall objective and strategy
- > To identify media expectations and potential opportunities for your company
- > To reveal possible gaps, need for information
- > To serve as a benchmark for future studies to be compared with

Who would benefit from a Media Audit?

- > CEO and management team
- > Communication directors
- > Members of communication teams
- > Marketing directors/managers

For more information, please contact:

Thierry Bouckaert, Managing Partner
T + 32 (0)2 610 10 80
M + 32 (0)475 22 22 00
thierry.bouckaert@akkanto.com

To ensure you have the latest version, please check our website: www.akkanto.com/our-expertise/media-relations. You will also find testimonials from companies who have benefitted from our Media Audit offering, as well as information about the akkanto consultants who lead it.

