

Digital Success: Are you ready?

Winter 2022



As we head towards the end of the financial year, the adoption of new technologies by many organisations along with meeting good corporate citizen expectations makes for a positive, agile and energetic business environment ahead - a welcome change from the last couple of years!

Climate Perspectives in the Media - like Fast Food vs a Balanced Diet!

Organisations everywhere seem to be struggling with the climate change dichotomy of ultraism vs pragmatism. Propelled by their excitement and urgency, purists would like their altruistic climate change policies implemented overnight. This is in contrast to the pragmatic, commercial reality needed 'to keep the lights on' during the transition and stay profitable. The war in Ukraine is further amplifying some of those challenges in the energy market.

A client perspective requires a carefully structured step-by-step approach, with the provision of irrefutable evidence through an evaluation frame-work to support new project funding. Analytical and critical thinking feeds that frame-work with the detail. The result needs to be able to withstand intense scrutiny leading to a more trustworthy and credible evaluation that can guide the successful implementation of climate change strategies.



Analysis of an organisation's media coverage in relation to corporate reputation is a starting point. It will highlight and examine all perspectives of the debate, evaluating which messages are actually leading to more trust. Evaluating competitors adoption of climate change policies is another option to consider.

Web 3.0 Technologies

Web3 is increasingly being featured and discussed across all media platforms. Essentially a collection of technologies including NFT's (Non Fungible Tokens) based on Blockchain technology and fuelled by Cryptocurrencies, it's fast becoming the key to future business success.

Whilst Cryptocurrency has been identified as a volatile speculative asset, the underlying technology of Blockchain will and is bringing about transformative change for how commerce develops. This new era sees assets certified in distributed ledgers making communal ownership a powerful option. It enables proportional ownership and easy transfer between part-owners. Taken that far, Web 3.0 could conceivably replace stock and bond markets. Sourcing capital is a very different affair in that scenario, as is the marketing and communications of what could include virtual products. The starting point involves identifying the most loyal and engaged customers of an organisation, so testing of new services and products can help chart the path forward.

Digital Transformation, AI & ML - Faster Deeper Better

Digital Transformation provides the tools to achieve a deeper understanding of the customer at a time that has never been more critical. In understanding their needs, organisations are positioned more closely to achieving long term financial benefits.

Artificial Intelligence (AI) and Machine Learning (ML) have been around for decades, however where it now gets interesting is in the new applications of them that are emerging in disciplines like communications. Consumers make purchasing decisions based on emotions. Influencing those becomes much easier when that emotion can be read - by a machine, at scale and fast. Knowing how customers and prospects feel can have dramatic implications for how to successfully communicate with them, so the implications for our industry are both exciting and far reaching.



As new software becomes available, opportunities are already emerging to measure emotion from text, video and tone-of-voice in audio. It's only a matter of time before your favourite video-meeting platform adds an audience 'Love Score' to rate your delivery!

Finding Customer Value by Integrating Data

Recent international research highlights the latest trends in communications are focused around identifying customer value by integrating data and developing strategies that will successfully leverage it.

The challenges lie in:

- Integrating and managing data across different messaging platforms and channels. For example, all paid and earned channels including digital and non-digital
- Structuring survey data so it reveals the attitudes that matter to boost the sales dial
- Determining which insights to focus on and how best to deploy them with new marketing strategies

The key is to start small and assemble metrics that tie back to business goals - like brand and reputation measures. That helps focus in on specific goals and avoids getting lost in a forest of data amassed from too many sources.

Most Effective Media Platforms - Not What You Think!

Often clients find two thirds or more of their media impact comes from less than one third of their raw coverage volume and this creates an undeniable bang-for-buck equation. Knowing where to focus effort is both critical and powerful.

In delivering media analytics to our clients, it's been fascinating to identify how individual channels like online news, social, print and broadcast trigger different customer behaviours.

Knowledge Sprouts

Kate Shierlaw

Kiln formed hot glass components, book

Photography by Chris Tangey



Creative PV People

We'd like to end by sharing an image created by Kate Shierlaw, an inaugural PV member and congratulate her selection as a finalist for the South Australian Museum's Natural Science Art Prize 2022.

Kate's work uses blown glass to cleverly represent the vital power of scientific findings to deepen our knowledge of natural phenomena.

We love it - bringing words to life!

Best regards,

Michael & team

Video - [Protecting Reputation when things go wrong](#) | Opinion - [Success in new COVID normal](#)

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