

Summer 2021



Hi ,

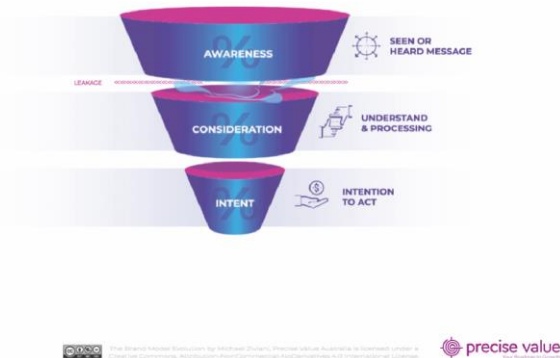
As organisations start following their roadmap out of lockdown, many have been challenged to find a new X-factor to gain the competitive edge as their markets re-open. To assist in that challenge we have assembled a cross-section of the latest thinking to help you.

Reputation and Brand

To survive and thrive now requires a more agile management style allowing marketing and communications strategies to be developed, implemented and adjusted as a refinement loop in real-time. The focus on innovation for a competitive edge provides the customer with more choice. The key is strategically and effectively targeting them with messages that build trust and brand loyalty and ultimately a positive impact on reputation.

To demonstrate how this can be achieved we created an animation called the Brand Model Evolution.

Click on the model for a short explanation of how we have improved the marketing funnel.



Good evaluation informs good strategy

We are often asked what makes for really good and effective marketing and communications evaluations - our top guidelines include:

- Evaluation should be designed around marketing and communications business objectives
- Insights from evaluation should be shared across all internal functions, platforms and channels to facilitate integrated execution
- Numbers should be provided in context - ensure you have plenty of depth to inform strategy effectively
- Set up should be agile - rarely will a plan ever execute perfectly without adjustment

Environmental, Social & Governance (ESG) - Impact on Reputation & ROI

The increasing global focus on ESG by the media is requiring many organisations to review their approach as to how they address social issues and environmental concerns. The significant impact it can have on making or breaking reputation and on ROI has been seen in recent times with Rio Tinto and AMP, for example.

ESG is complex with a detailed variety of components and measures suggested by the [World Economic Forum report](#). This is seeing a number of organisations in Australia starting to focus on and incorporate reputation and ESG in to their employee KPIs. A great example was the recent [announcement by Woolworths](#) in Australia.

ESG is becoming an important element of corporate success with the potential to measure ROI. ESG also creates positive points of differentiation in a competitive market.

Crisis Management and Reputation

Any corporate crisis can be brought on by a number of issues - some under an organisation's control, some not, such as the global pandemic. How you handle the crisis is the key to damage-limitation of reputation and brand.

[Media Health Tracking](#) will provide immediate insight into the size and effect of a crisis and its impact on reputation. This can be quantified to guide development of messages that moderate the issues of concern. An agile management approach here to loop and learn is critical in implementing successful crisis management strategies.

2021 US Summit of the Future of Measurement | 6-7 October

Michael presented at the Summit earlier this month. The event brought together leading global communicators to discuss all aspects of brand and reputation management. Michael focused on how Contemporary Analytics can power success in brand, communications and corporate reputation.

We look forward to hearing from you and understanding any challenges or questions that we may be able to help you with - over coffee, phone or video conversation.

Best regards,

Michael & team

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

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The Boatshed, 14 William Street, Henley, Sydney NSW 2111

Aurora, L3, 147 Pirie Street, Adelaide SA 5000

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