



## Success Stories

A Spotlight on How iQ Media Customers Leverage Our Media Intelligence Platform

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### Legg Mason

*iQ media is a provider of media intelligence services that help companies leverage broadcast media to grow their network, generate awareness, and increase value. We sat down with Maria Rosati, Director of Corporate Communications at Legg Mason, to learn how their organization uses cliQ. Legg Mason is a global investment management firm with a focus on asset management. Legg Mason offers products in equities and fixed-income as well as domestic and international liquidity management and alternative investments (via a funds-of-hedge-funds manager).*



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### How does Legg Mason use iQ media?

At Legg Mason, we use iQ media to discover conversations about us on TV, news, blogs and social media. We also subscribe to iQ's custom analytiQs for our quarterly reporting that gives us insight on our brand building efforts over the last year.

For example, earlier this year we added a new CEO, Joseph Sullivan where we used iQ media's software and custom services to track the perception of Legg Mason across all mediums and how it has changed under new management. It gave us insight that we were not able to glean beforehand.

### How has iQ media improved your day to day activities and communications department?

It has made our job much so much easier. We like that iQ media gives a full representation of how mediums interact between broadcast, online news and social. This complete picture is becoming important, as the mainstream outlets are using multiple mediums to publish their content.

In the financial space, a lot of financial advisors have made the transition from getting news from the CNBC's or Bloomberg type TV sources, they are also going online to get their news, especially blogs and social media; iQ media gives us complete access to the sources that are important to us.

As far as social media goes, the SEC restricts what we can say on social media platforms about certain financial and investor information. What we have found helpful with iQ media, is its strategy around Twitter, where they filter out the noise of tweets and present to us influencers on Twitter in our space. We went to a conference recently and were able to easily identify financial advisors attending that were tweeting about us.

## Final thoughts?

What sold us on iQ media is the approach they have taken to creating business intelligence in the PR space. It's not just about licensing of content and who has more sources. It's their perspective on "big data" and how they empower us to move beyond media monitoring and proactively leverage media content to further our strategic communications goals. It's a shift from traditional media monitoring services to an advanced media intelligence platform. And we are excited to be taking part in this transformation.

## About Legg Mason

Legg Mason is a global asset management firm with \$645 billion in assets under management as of June 30, 2013. The Company provides active asset management in many major investment centers throughout the world. Legg Mason is headquartered in Baltimore, Maryland, and its common stock is listed on the New York Stock Exchange (symbol: LM).



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