



**Customer:**

FirstGroup

**Service:**

FirstGroup Insight Brief

**OVERVIEW**

■ <b>Report type</b>	Ongoing
■ <b>Deliverables</b>	Monthly reports
■ <b>Estimated Volume</b>	400 articles per month
■ <b>Coverage Cap</b>	400 articles per month
■ <b>Report Deadline</b>	6 WD
■ <b>Frequency of Reporting</b>	Monthly
■ <b>Analysis Deadline</b>	3 WD
■ <b>Spreadsheet / MP+ Coding</b>	Offline spreadsheet coding
■ <b>Analyst</b>	Black Team
■ <b>Report Writer</b>	Mark Greig
■ <b>Evaluation Client Service Manager</b>	David Hickey

<p>■ <b>Account Director / Account Consultant</b></p>	<p>Luke Greene</p>
<p>■ <b>Client Contact</b></p>	<p>Stuart Butchers FirstGroup Group Corporate Communications Manager 50 Eastbourne Terrace Paddington London W2 6LG Tel 020 7291 0512 Email <a href="mailto:stuart.butchers@firstgroup.com">stuart.butchers@firstgroup.com</a></p>

## BACKGROUND

As from August 2014 client has agreed to ongoing monthly reports. Competitor analysis should be restricted to quant stats and sentiment only.

## MONITORING

- Customer name : FirstGroup (1047)
- Agreement Number: FirstGroup CC (ED-1)

## FILTERING

- Please do not include any articles that solely discuss HS2. If content mentions HS2 but also discusses another relevant franchise of competitor, do include this in the analysis
- For FirstGroup and Competitor coverage please code UK National and Scottish Edition coverage only.
- Please evaluate only for FirstGroup, Stagecoach, National Express and Go Ahead

## SUMMARY

- |  |                |
|--|----------------|
| • Qualitative analysis                           | - Yes          |
| • Competitor Benchmarking                        | - Yes - Qual   |
| • Filtering required for Competitor benchmarking | - UK Nationals |
| • Social Media                                   | - No           |
| • Amount per article for excess fees             | - £ 2,50       |

## INSIGHT CRITERIA

Criteria	Options	Notes
<b>Competitors</b>  <b>Mandatory</b>  Select all that apply	<ul style="list-style-type: none"> <li>• FirstGroup</li> <li>• Stagecoach</li> <li>• National Express</li> <li>• Go Ahead</li> </ul>	Select all that apply  <b>Duplicate row for each competitor</b>
<b>Sentiment</b>  <b>Mandatory</b>  Select one only	<ul style="list-style-type: none"> <li>• Positive</li> <li>• Negative</li> <li>• Neutral</li> <li>• Balanced</li> </ul>	Select one per article  <b>Code for FirstGroup and Competitor coverage</b>
<b>Prominence</b>  <b>Mandatory</b>  Select one only	<ul style="list-style-type: none"> <li>• Headline/Byline</li> <li>• Leading paragraph</li> <li>• A paragraph or more towards top half of article</li> <li>• A paragraph or less towards bottom half of article</li> <li>• Passing mention</li> </ul>	Select one per article  <b>Code for FirstGroup coverage only</b>
<b>First Group Spokespeople</b>  <b>Non-Mandatory</b>  Select all that apply	<ul style="list-style-type: none"> <li>• To be identified by analyst</li> </ul>	Select all that apply  <b>Code for FirstGroup coverage only</b>  Name Surname (Job title in brackets)
<b>Third Party Spokespeople</b>  <b>Non-Mandatory</b>  Select all that apply	<ul style="list-style-type: none"> <li>• To be identified by analyst</li> </ul>	Select all that apply  <b>Code for FirstGroup coverage only</b>  <b>Name Surname (Job title in brackets)</b>
<b>PR Influence</b>  <b>Mandatory</b>  Select one only	<ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul>	Select one per article  <b>Code for FirstGroup coverage only</b>
<b>PR Influence</b>  <b>Mandatory</b>  Select one only	<ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul>	Select one per article  <b>Code for FirstGroup coverage only</b>

<p><b>Key Stories</b></p> <p><b>Mandatory</b></p> <p>Select all that apply</p>	<p>Analyst to identify key stories as they appear</p>	<p>Select all that apply</p> <p>Code for FirstGroup and Competitors.</p>
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## **MONTHLY REPORT REQUIREMENTS**

<b>Section</b>	<b>Contents</b>	<b>Guidance</b>
<b>8 Key Findings</b>	<p><b>Scorecard:</b></p> <ul style="list-style-type: none"> <li>• Total volume of coverage</li> <li>• % and Vol Positive coverage</li> <li>• % and Vol Negative coverage</li> <li>• Total Value</li> <li>• Total Reach</li> <li>• % PR-Influenced Coverage</li> <li>• Top publication</li> <li>• Top Journalist</li> <li>• Top Story</li> </ul> <p><b>Commentary:</b></p> <p>Prominence by Coverage and Sentiment (bar chart)</p>	Top Source and Top Journalist from UK Nationals only
<b>9 Sentiment Breakdown</b>	<ul style="list-style-type: none"> <li>• Pie chart Sentiment by Volume</li> <li>• Pie chart Sentiment by Reach</li> <li>• Pie chart Sentiment by Value</li> <li>• Month-in-month trend by Sentiment and Reach</li> </ul>	
<b>10 Top Stories</b>	<ul style="list-style-type: none"> <li>• Top stories by sentiment</li> </ul>	Bar chart – please include call out boxes explaining the story
<b>11 Spokespeople analysis</b>	<ul style="list-style-type: none"> <li>• Top FirstGroup spokespeople by volume</li> <li>• Pie chart PR influence VS Non-PR influence</li> <li>• Third-party spokespeople</li> </ul>	Please include call out boxes in FirstGroup and Third-party spokespeople charts
<b>12 Top Publications and Journalists</b>	<ul style="list-style-type: none"> <li>• Top Publications by sentiment</li> <li>• Top Publications by top story</li> <li>• Top Journalists by sentiment (UK Nationals only)</li> </ul>	<b>UK Nationals only</b>
<b>Competitor Benchmark</b>	<ul style="list-style-type: none"> <li>• Go Ahead sentiment pie chart</li> <li>• National Express sentiment pie chart</li> <li>• Stagecoach sentiment pie chart</li> <li>• Volume by sentiment and reach for each competitor</li> </ul>	<b>UK Nationals only</b>

<b>Methodology</b>		<p>Please explain</p> <p>Quantitative components: Media type, Reach and Value</p> <p>Qualitative components: Sentiment, Prominence, Spokesperson, PR Influence and Story</p>
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