

CASE STUDY

FOR IMPULSE 2021

MAY 2021

[PR WIRE SRI LANKA](#) | [EDELMAN AFFILIATE](#)



ABOUT PR WIRE SRI LANKA

INDUSTRY: PUBLIC RELATIONS AND COMMUNICATIONS

Founded in 2010, PR Wire is a full-service Public Relations Consultancy operating within the realms of Public Relations, strategic communications and the fast-evolving media landscape. PR Wire initially entered a space which was dominated by a few players and soon became a leading PR consultancy with a growing client base-both local and global.

Today, PR Wire serves a large number of organizations, including top-most companies and conglomerates in Sri Lanka with a diverse range of service offerings. PR Wire specializes in both corporate and consumer communications, media relations, media monitoring and tracking services, market research and intelligence, crisis communication, reputation management, influencer engagement and many more while expanding its digital services arm to be on par with industry's best practices.

Media monitoring is one of the core services of PR Wire that came into existence from the beginning of the company. Over the years, PR Wire has set itself apart as one of the most reputed media monitoring companies in Sri Lanka with hands-on industry experience and expertise. Media monitoring is an essential part in PR and communications strategies which enables clients to get a clear view of their brand positioning and brand mentions across print, online and social media platforms. PR Wire's experienced monitoring team has been the strength behind this core service. The team shoulders the responsibility to monitor news and brand mentions across print, online, social and electronic media and fulfil the clients' requirements on time. The team strives to provide a best-in-class service from media monitoring to tracking and compiling a comprehensive and detailed report which will be shared with the clients daily, weekly and monthly in the formats customized based on each client's requirement.

For more information on our Group and the services, please visit www.prwiresl.com

Media Monitoring Explained...

Media monitoring is listening to who's saying what about a brand, that brand's competitors, the industry that the brand operates in, and any other topic that's important to the brand and brand's operations. As mentioned above, media monitoring is more than just print, and extends to online, broadcast and social media.

In PR and Comms it is important to measure the success of client campaigns, deal with a crisis quickly, and listen / watch out for negative publicity. All of this can be achieved by effective media monitoring.

The usual process was that the junior PR teams would manually track topics / brand name mentions across medias all platforms. This was a lengthy process. It involved purchasing newspapers, listening to the radio, and watching TV broadcasts, looking for coverage of a specific campaign, client or

company. After which, media mentions were physically cut out of the newspapers and pasted on a clippings-book. Alternatively, mentions were manually transcribed from a broadcast.

The process of manual media monitoring and measuring the impact of their PR efforts was slow and often inaccurate.

Tip!

AI is revolutionizing media monitoring, and the PR and Comms industry at large.

Case Synopsis – How to streamline the Media monitoring service

Our overall team at PR Wire is about 45 dynamic individuals of which about 20 individuals strengthen the media monitoring team. On a daily basis, our team vigilantly monitors about 20 Daily Newspapers in English, Sinhala and Tamil languages while also monitoring another 25 Newspapers which are published over the weekends (all three languages). In addition to these newspapers, we also monitor approximately 10 tabloids and 10 magazines. The PR industry is a one which constantly evolve each day, thereby today's corporates and the general public obtain and publish news stories on digital platforms such as websites and social media platforms. Currently we monitor about 65 business news related websites and approximately the same number of social media pages. There also about 40 electronic media platforms which need to be monitored (all three languages on TV and Radio).

Below are some of the common issues faced by the media monitoring team in dealing with the increasing work load and the ongoing situation of the country that has demanded the entire team to shift to a work from home model. From the media monitoring aspect, remote working limits access to team collaboration as they normally did within the office premises. In fact, the much needed support from team members is not always practical when working from home and each team member has to work on their own, and owing to family commitments while WFH and the increased stress level, there could be instances of missing important/relevant news which should go into client reporting.

In fact, monitoring all print, online, social and electronic media is certainly a challenge especially when more and more clients keep opting for the service and the present difficulties in expanding the team with new recruits. In general, all reports related to media monitoring are sent within the morning hours for clients to access them early, so that they do not need to search for any specific news related to the brand by themselves for their decision making. However, during the WFH period, we have identified and experienced instances where the reporting is delayed due to the large number of clients. The monitoring team often come across situations where the clients request for a report earlier than expected and sometimes to monitor for certain brand mentions during weekends and mercantile holidays as well. Having worked with many clients over the past years, the monitoring team has identified that the earlier they send a report, more satisfied the clients are. Keeping that in mind, the team has to work around the clock to fulfil the clients' requirements on time, especially in the morning hours.

In this background, the Media monitoring team is on the lookout for a viable solution to streamline the monitoring service in order to provide a better service to the clients.

The sample process – Instance One:

A client requests for coverage monitoring on a recent event organized by their organization.

1. The event details are shared with the consultancy prior to the event
2. The team monitors both pre-event coverage and post event coverage / mentions on all platforms
3. Reporting on a daily basis

The sample process – Instance Two:

A client requires to monitor any mentions of their Group / Organization brand as well as its sub brands.

1. The client provides key words to monitor (brand names)
2. The team to monitor all platforms (in order to track even one key word, the team requires to read all the news (business as well as general news) on all platforms.
3. Reporting on a daily basis



For clarifications, please connect with:

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- Client information cannot be shared with the event organizers nor the teams allocated to PR Wire Group at any given point of time
- This is a highly confidential document and cannot be shared with any party other than the event organizers and the teams allocated to PR Wire Group, without the written consent of PR Wire Group representatives

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