

Media Reputation Research



HELLO

about us

PressChoice is a reputation research and tracking company that has, for over a decade, been providing some of the biggest companies in the UK with insight into how to understand and manage their reputation by measuring the impact a company has on the nation's key opinion formers in the media.

Our team has years of experience at the very top of both the corporate and media worlds.

Our long-standing customers will tell you that we are a friendly group of professionals, who make their lives easier by helping them achieve their personal and corporate goals.

Our Clients include some of the most significant businesses in the UK



What Our Customers Have Said About Us



“I have found the service to be superb.”

Lloyds Banking Group

“The report and service provided, has been a really effective tool.”

Nationwide

“We have always been delighted with the research.... Their personal attention to our objectives ...makes them stand out from the rest. They offer excellent value and I have no hesitation in recommending them.”

Chartered Insurance Institute



Why Media Reputation Measurement Matters

Access to the UK's leading Opinion Formers

Understanding what the country's most influential opinion formers think of your brand, your business, your leaders and how you connect with them, is essential if you are to learn where your strengths and weaknesses lie. Even more importantly, it enables you to learn from the best practices in the industry to help improve your company's reputation.

Essential Insight To Support Your Media Strategy

Understanding what the most trusted media think of your corporate reputation, helps you design a reputation strategy that can significantly boost your media profile and standing both amongst journalists and your clients.

Exclusive Bespoke Verbatim Insights from Newspaper Editors

For over a decade we have been building strong relationships with the national newspaper segment editors and leading writers to help share their insight with you in detailed verbatim comments about the topics that most concern you and are most helpful in forming your strategy. Only you receive the full confidential bespoke research we provide, so that you understand the currents which will shape your corporate reputation over the next year,

What Media Reputation. Research Provides

We provide an insight into how the senior opinion formers across the UK media, view your company.

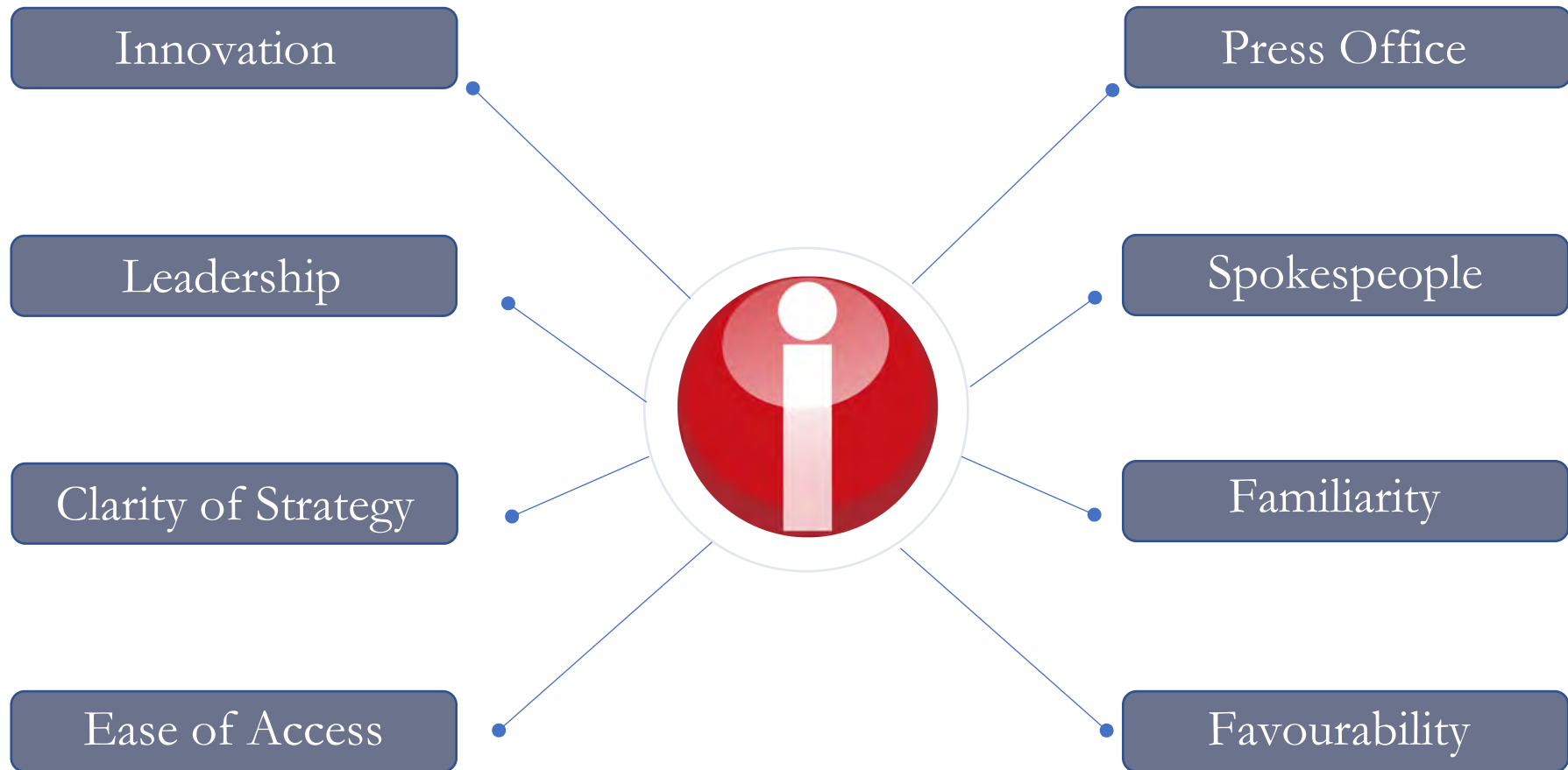
We analyse the results in two ways: A quantitative analysis which provides you with in-depth sector comparisons on how your company performs against its peer group. We also provide each company with hundreds of verbatim comments from journalists detailing what they think about the strengths and weaknesses of your company's reputation.

Our analysis enables you to chart progress, establish benchmarks and very importantly it also helps create a future strategy for your company's media reputation.

This approach enables you to understand

- What lies behind the comments you see in the media
- Why you are not quoted in the way you want or to the extent you want
- How to improve the impact you and your team are having
- It also, of course, helps provide independent evidence of your team's successes

Key Insights Into Your Corporate Reputation Amongst 200 Leading Journalists



Our Reports in Numbers

- 3 Reports: Personal Finance/
Business & City/Social Media
- 30 Editors: Personal Finance & City Editors
& Deputy Editors of National Newspaper
- 58 Publications
- 212 Journalists
- 252 Possible Data Views



Media Reputation Reports Include:

Personal Finance Journalists

Business & City Journalists

212 Journalists

58 Publications

30 Editors

252 Possible Data views



A Selection of Our Key Journalists in the 2022 Reports

In 2022 the **Personal Finance Editors, City Editors and Senior Writers** from every major national newspaper and trade publication, took part in our research. They included the following:

Some of the Personal Finance Journalists Who Took Part in 2022



Victoria Bischoff
Personal Finance Editor
Daily Mail
Prestige



Beth Brearley
ESG Editor
Daily Mail
Prestige & Target



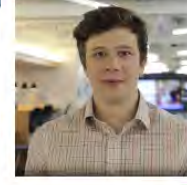
Harry Brennan
Senior PF Journalist
Daily & Sunday Telegraph
Prestige



James Coney
Money Editor
The Times & Sunday Times
Prestige



Sarah Davidson
Money Editor
i Paper
Prestige & Target



Tom Ellis
Editor
Professional Adviser
Prestige



Maria Espadinha
Editor
Pensions Expert
Prestige



Jack Gilbert
Deputy Editor
New Model Adviser
Prestige



John Greenwood
Editor
Corporate Adviser
Prestige



Kate Hughes
Money Editor
The Independent
Prestige



Ali Hussain
Chief Money Reporter
The Times & Sunday Times
Prestige



Daniel Jones
Consumer Editor
Mail on Sunday
Prestige & Target



Harvey Jones
PF Editor
Daily and Sunday Express
Prestige



Helen Knapman
Assistant Editor
Money Saving Expert
Prestige



Simoney Kyriakou
Editor
Financial Adviser
Prestige



Taha Lokhandwala
Deputy PF Editor
Daily & Sunday Telegraph
Prestige



Holly Mead
Deputy Consumer Editor
The Sun
Prestige



Emma Munbodh
Money Editor
The Mirror
Prestige



Amelia Murray
Chief Money Reporter
Daily Mail
Prestige



Hilary Osborne
Money Editor
The Guardian
Prestige



Fiona Parker
Money Mail Reporter
Daily Mail
Prestige & Target



Jeff Prestridge
PF Editor
Mail on Sunday
Prestige



Simon Read
PF Journalist
Freelance
Prestige



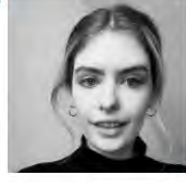
Rachel Rickard Straus
Deputy PF Editor
Mail on Sunday
Prestige



Victoria Shaw
Personal Finance Journalist
Press Association
Prestige



Lois Vallely
Chief Reporter
Money Marketing
Prestige



Jess Sheldon
Personal Finance Editor
Daily Express
Prestige



Sam Barker
Money Reporter
Daily Mirror
Target



Sam Barrett
Personal Finance Journalist
Freelance
Target



Sian Barton
Editor
Insurance Age
Target



Julia Brookes
Travel Doctor Column
The Times
Target



Stephanie Denton
Editor
Insurance Post
Target



Grace Gausden
Deputy Money Editor
The i
Target



Sally Hamilton
Consumer Champion
Daily Telegraph
Target



Sally Hickey
Senior Reporter
FTAdviser
Target



Jill Insley
Financial Columnist
The Times
Target



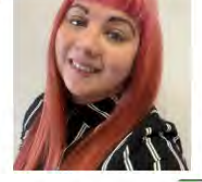
Helena Kelly
Money Reporter
Daily Mail
Target



Pamela Kokoszka
Reporter
Insurance Post
Target



Lucy Warwick-Ching
Communities Editor
Financial Times
Target



Levi Winchester
Money Reporter
Daily Mirror
Target



Melanie Wright
Personal Finance Journalist
Freelance
Target

Some of the Business & City Journalists Who Took Part in 2022



Jim Armitage
Business Editor
The Times & Sunday Times
Prestige & Target



Tracey Boles
Business Editor
The Sun
Prestige & Target



James Burton
Deputy Business Editor
Daily & Sunday Telegraph
Prestige & Target



Lucy Burton
Banking Editor
Daily & Sunday Telegraph
Prestige & Target



Aimee Donnellan
Columnist
Reuters
Prestige & Target



Emma Dunkley
Senior City Correspondent
Mail on Sunday
Prestige & Target



Simon English
Senior City Correspondent
Evening Standard
Prestige & Target



Maisha Frost
Business & Consumer Editor
Daily & Sunday Express
Prestige



Katherine Griffiths
Finance Editor
Bloomberg
Prestige



Graham Hiscott
Business Editor
Daily Mirror
Prestige & Target



Geoff Ho
City Editor
Daily & Sunday Express
Prestige & Target



Patrick Hosking
Financial Editor
The Times & Sunday Times
Prestige & Target



Simon Jack
Business Editor
BBC
Prestige & Target



Alex Lawson
Senior City Correspondent
Mail on Sunday
Prestige



Ben Marlow
Chief City Commentator
Daily & Sunday Telegraph
Prestige & Target



Sabah Meddings
Chief Business Correspondent
The Times & Sunday Times
Prestige



Simon Neville
City Editor
PA Media
Prestige & Target



Nils Pratley
Finance Editor
The Guardian
Prestige & Target



Oliver Shah
Associate Editor
The Times & Sunday Times
Prestige & Target



Ruth Sunderland
Group Business Editor
Daily Mail
Prestige & Target



Dan Thomas
Chief Business Correspondent
Financial Times
Prestige & Target



Matthew Vincent
Editor
Financial Times
Prestige



Lucy White
Chief City Reporter
Daily Mail
Prestige



Jon Yeomans
Deputy Business Editor
The Times & Sunday Times
Prestige



Simon Foy
Financial Reporter
Daily Telegraph
Target



REUTERS®

Simon Jessop
Chief Correspondent
Reuters
Target



Katie Prescott
Presenter
BBC
Target



Holly Williams
Deputy City Editor
PA Media
Target

A full list of journalists is available on request.

We sub-divide the results so you can see individual segments such as Personal Finance, City, National Newspaper, Trade, TV & Radio. We also provide a bespoke Target list of journalists for each client so that **the research reflects only the journalists that matter to you.**

Research Content

Each report is different but amongst the reputation indicators we tracked in 2021 were the following:

MEDIA METRICS

- Press office performance
- Press office responsiveness to media
- Press office understanding of business
- Most likely to be called for comment

COMPANY LEADERSHIP

- Access to senior management
- Performance of senior management
- Clarity of strategy
- Level of open communication
- Executive leadership
- Access to product experts

VALUES

- Perceptions of company values and characteristics
- Mapping of a reputation net
- Willingness of opinion formers to meet and engage with the business

RELATIONSHIP METRICS

- Customer service
- Familiarity
- Favourability
- Brand strength
- Trust
- Reputation
- Ability to innovate

Putting You In Control

We help create a detailed picture of a company's media reputation. Even more important than this is the fact that our research enables your company to build on its reputation, to help move your team and your company forward.

We help create a picture of where you are and help show a path to where you want to be.

Our research enables us to give you the insight and comparisons you need.

It enables you to:

- Objectively understand the strengths & weaknesses of your corporate reputation by access to some of the UK's most powerful opinion formers
- Help shape the peer group in which you wish to be compared
- Create a target list of publications and journalists to understand what happens to your reputation amongst the audience you are concentrating efforts and how lessons there can be applied to a wider group.
- Create bespoke questions to understand company specific issues
- Receive feedback during the research process so that the analysis can respond to immediate feedback from journalists
- Receive year-long support from PressChoice which works as your reputation research arm for the full year.

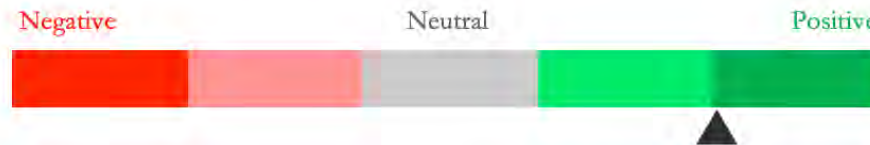
EXAMPLE

Some Examples

A Detailed Segmented Analysis: We provide a detailed segmented analysis so that clients can see how they score not only amongst the general population of relevant journalists but also in specific sub-groups of interest. These include National Newspapers, Trade Press, TV & Radio and Subject Specialist groups.

We also provide a segmented analysis based on the clients own bespoke Target List of Journalists.

Overall Tone & Themes



Overall Tone of Answers: Fairly Positive [+8]

The main themes raised by journalists are:

Positive

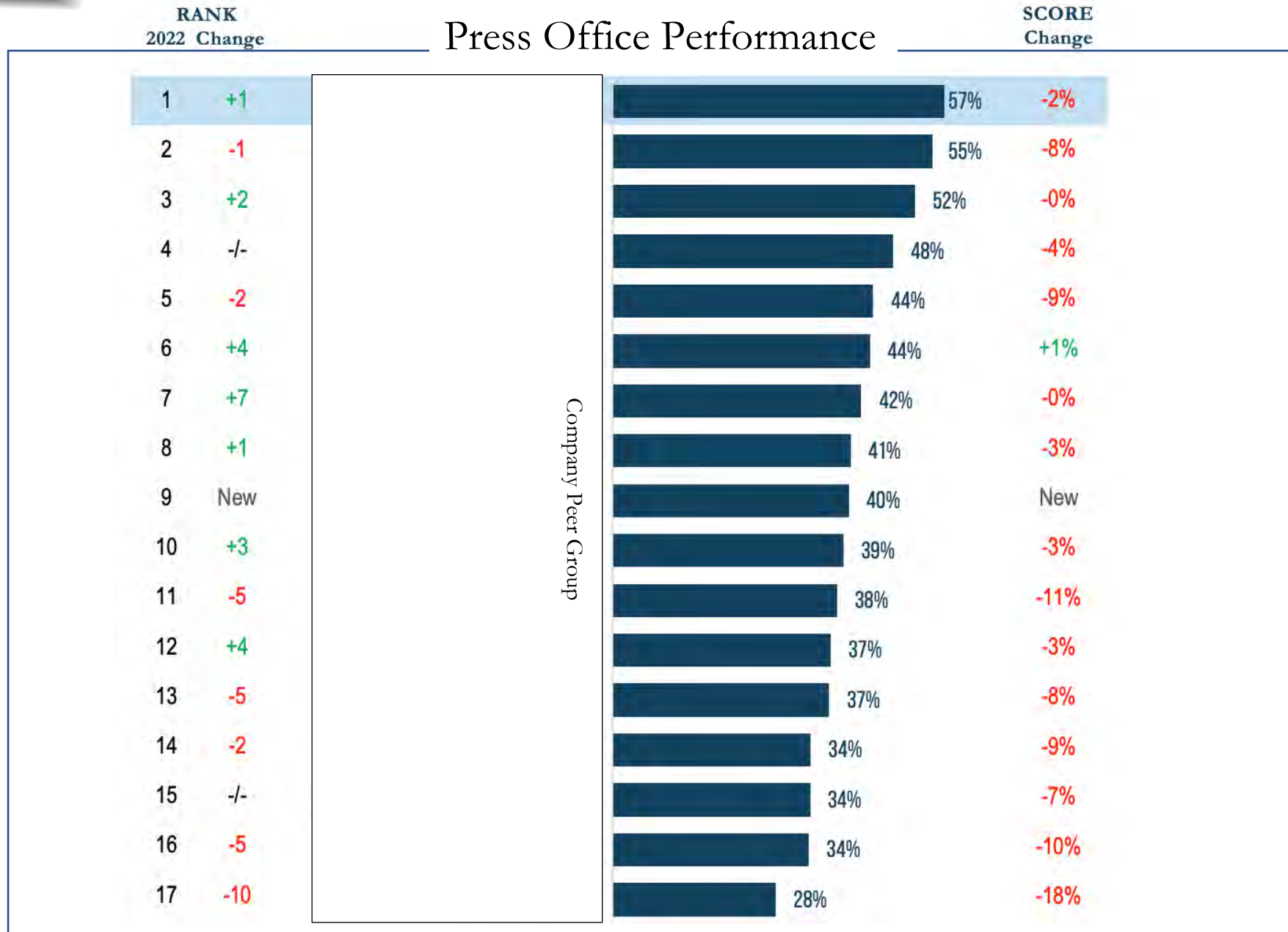
Neutral

Negative

Detailed comments for the client would reveal which factors are seen as positive and negative.

EXAMPLE

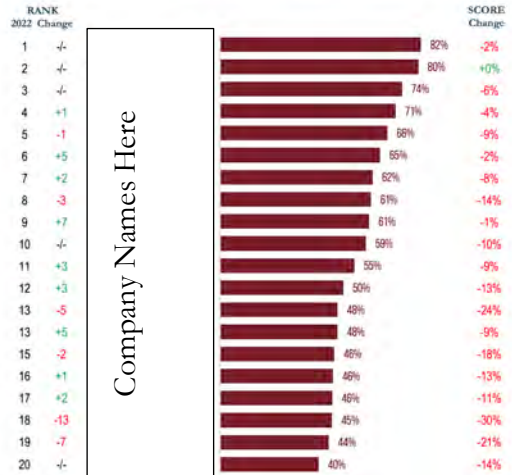
These ranked charts are available for your peer group on our major reputation measures.



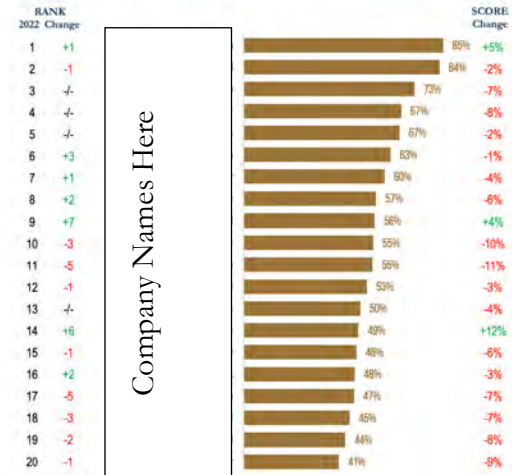
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Segmented Analysis of Journalists' Views

Target Journalists
Access To Experts



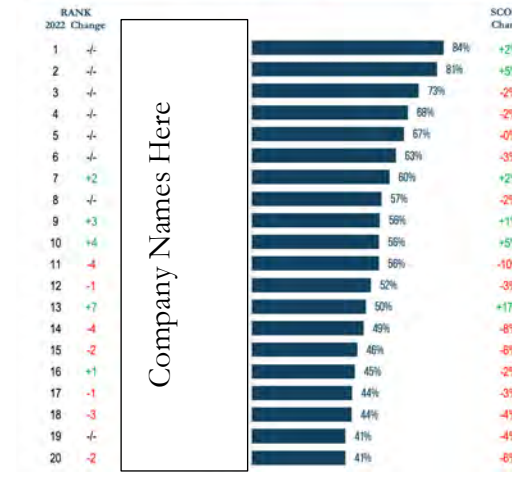
National Newspaper Journalists
Access To Experts



Editors
Access To Experts

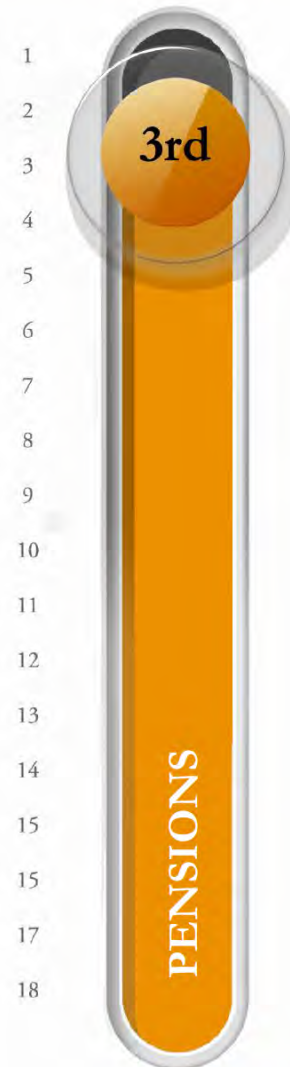


Trade Journalists
Access To Experts



EXAMPLE

Who To Call



xxx remain the company journalist most want to call about insurance.

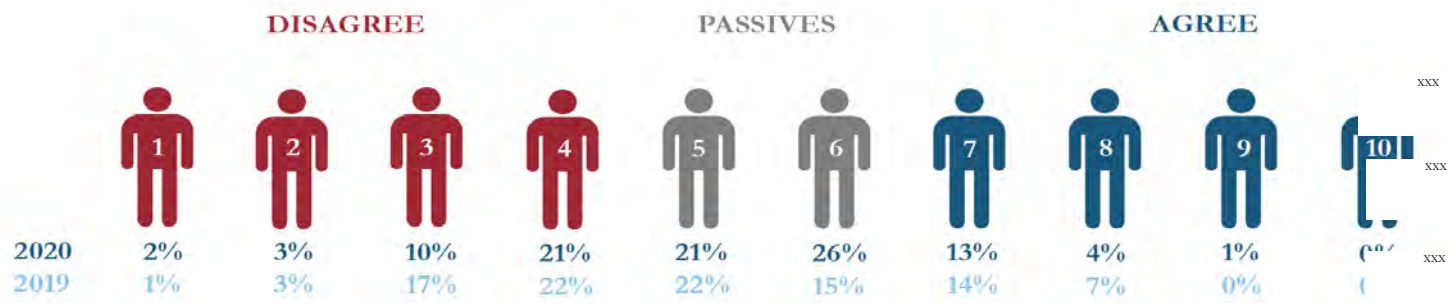
The ranking for pensions improved over the year and there is lots of comment in the verbatim section about how to improve this even further.

EXAMPLE

Honesty and Openness

PressChoice asked 109 Personal Finance Journalists to what extent they agree with the following:

"The financial services industry conducts itself in an honest and open way."



PressChoice Net Score (2008-2020)



EXAMPLE

Top 5 Words to Describe Aviva

73

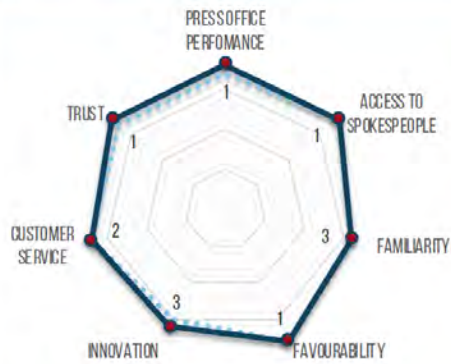
TOP 5 WORDS BY %	NUMBER OF JOURNALISTS	% SCORE	RANK	TOP 3 PERFORMERS
STABLE		55%	1 ST	Company Peer Group
TRADITIONAL		50%	=5 TH	
INNOVATIVE		40%	=1 ST	
RESPONSIBLE		35%	2 ND	
INFLUENTIAL		35%	3 RD	

EXAMPLE

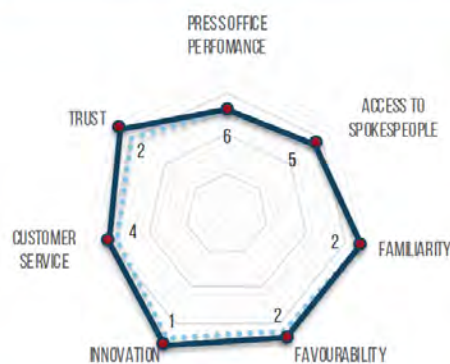
Reputation Nets - 2020

2020 rank displayed on the reputation net.

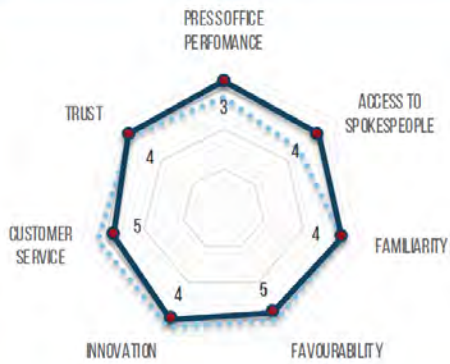
Company Name



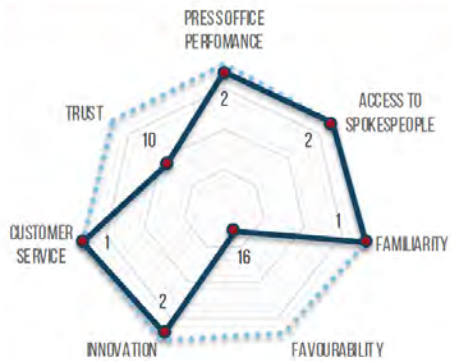
Company Name



Company Name



Company Name



Company Name



Company Name



EXAMPLE

Exclusive & bespoke content to highlight your strengths and provide objective evidence of your team's value

One of the things our clients find most useful, are the hundreds of company-specific and insightful comments we get from detailed interviews with leading journalists. These highlight strengths of the media team, specifics about what can be improved and ideas about how to increase a company's media impact.

Only the client sees the comments about their company and this exclusive and bespoke content is a huge benefit to our clients and their comms team,

It is also frequently used to provide evidence to the senior management of the objective perceived strengths of the comms and media team and the value they provide to the whole company.

EXAMPLE

Examples of the in-depth verbatim insights we provide from leading journalists

Now, I think they are great. I speak to [xxx] and [xxx] quite a regular basis. They are both brilliant from our perspective, even if we have got questions that they cannot help out with on the record.

Senior Retail Journalist, National Newspaper

I think they are incredibly good. They are one of the more responsive. I speak to [xxx] a lot who is brilliant and one of the best PRs in retail.

Retail Journalist, National Newspaper

[xxx] is very good and will come to us proactively which is rare for press officers to do. He is excellent and we have worked together for a long time. He really gets the [xxx] brand into our newspaper.

Business Editor, National Newspaper

The [xxx] Group has a brilliant CEO in [xxx]. Steve has brought a corporate mentality and is a hardnosed businessman basically who really knows his onions and how to run a big organisation. I think they are incredibly lucky to have him.

Business Editor, National Newspaper

EXAMPLE

Each client usually receives hundreds of comments like these

“
[xxx] is always really good. She's super helpful and always up for a chat. [xxx] too is excellent. Oh, and [xxx]. I think [xxx] probably are the best media team that I deal with in terms of responding and access to management.

Chief City Correspondent, National Newspaper

“
I don't say this lightly – [xxx] are outstanding. They are brilliantly helpful.

Business Editor, National Newspaper

“
I speak to [xxx] and [xxx]. Both excellent professionals that give you answers and facilitate access to [xxx]. That is all I can ask.

Business Editor, National Newspaper

“
An excellent press office, very strong all round. Every time I have called the press office, every single person has known what they are talking about and responded. Very, very good.

Business Columnist, National Newspaper

Introducing



Adam Shaw

Managing Director

Adam is one of the most experienced and high-profile business and finance journalists in the UK.

Amongst a wide-ranging career, he has been the business presenter on the BBC News flagship programme, **Today on Radio 4**. He has also presented **Panorama on BBC1**, **Money Box on Radio 4**, **Working Lunch BBC2** and the most watched current Affairs programme in the UK, **ITV's Tonight programme**. He has interviewed many of the world's business leaders including Bill Gates, Henry Ford, Richard Branson and Jimmy Wales. He brings the lessons of those business successes to our PressChoice analysis.



Lauri Pastrone

Director of Research

Lauri joined PressChoice after being Director of Research for Latin America for IDC, specialising in market research for the information technology and consumer technology sectors.

She has been with PressChoice for over 10 years and runs offices in both London and Los Gatos, California.

She spends much of the rest of her time volunteering for the charity Women for Women, a charity which works worldwide to help women survivors of war rebuild their lives. She has recently created a cookbook in aid of the charity in which she worked with **Meryl Streep, Desmond Tutu, Emma Thompson, Richard Branson, Paul McCartney and Mia Farrow** amongst others.



Chris Stenlake

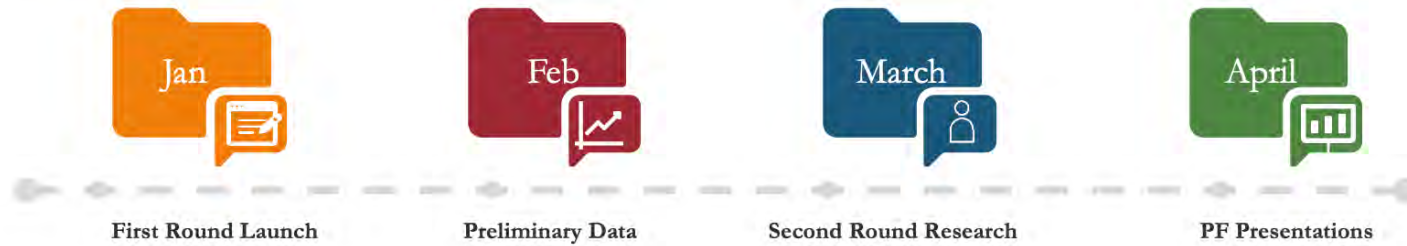
Data & Analysis Manager

Chris began his career as a geologist, first analysing data for Linc Energy. But he soon started digging for other kinds of nuggets and turned his technical analysis skills to business consulting, where he became the Insight Manager for the consultancy group, Peloton. His team dedicated itself to transforming high potential businesses into high impact companies.

Chris is now a key member of the PressChoice team designing new ways of both analysing data and creating impactful ways of presenting messages in clear and precise formats.

Research Timeline

Personal Finance



Business & City



The first round of research begins in January – but the earlier clients join, the more bespoke the work they get for free.

PRESS CHOICE

Bringing your business into focus



Reputation Research

Corporate Video

Please contact us for more details by emailing nikki@presschoice.com

www.presschoice.com