

PRESS CHOICE

REPUTATION
MANAGEMENT

STAND OUT
FROM THE
CROWD



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.

Product Suite

Reputation Research & Tracking

Media Production

Journalist Database

Introducing

SOME OF THE TEAM



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.

OUR SERVICES

REPUTATION RESEARCH

Reputation management and tracking amongst the UK's leading journalist opinion formers.

CORPORATE VIDEO

The most experienced crews from BBC, ITV and Sky will produce the most cost effective videos for internal and external communications.

JOURNALIST DATABASE

Our unique journalist database www.journalistsearch.com provides you the biographies & contact details of the UK's leading journalists.

REPUTATION RESEARCH



REPUTATION MANAGEMENT & TRACKING

The PressChoice suite of reports provide you with detailed and focussed intelligence about the effectiveness of your corporate reputation management and media strategy.

We provide this insight through detailed discussions with the UK's leading journalists and editors. Through the privileged access we have to senior opinion formers, your personalised Reputation Report will provide you with a precise understanding of the forces that shape your reputation and coverage.

Crucially, we don't just tell you how well you are doing, we highlight what can be done to improve the tone and scope of your media coverage.

We also set your results in the context of the market and show how you can learn from your competitors and the best practice in the industry.

Our Service

- Detailed corporate reputation analysis & tracking
- Direct reporting of verbatim comments
- Access to our proprietary database of leading journalists
www.journalistsearch.com



Lloyds Banking Group “I have found the service to be superb.”

A background image of a desk with a blue mug, several pencils, and a smartphone. A semi-transparent white box with a thin brown border is overlaid on the right side of the image, containing text.

Our reputation tracking reports include in-depth interviews with:

290 Journalists

50 Publications/TV & Radio Broadcasters

20 Business & City National Newspaper Editors

20 Personal Finance National Newspaper Editors

Number Based on 2017 Reports

Chartered Insurance Institute **“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.”**

A wooden desk with a spiral notebook, glasses, a watch, a pen, and a cup of coffee. The notebook is open, and the glasses are resting on it. The watch has a colorful, patterned strap. The pen is a simple, dark-colored ballpoint pen. The cup of coffee is white and filled with dark coffee. The background is a warm, wooden surface.

120 Reputation Measures

Our Reputation Research Provides

120 different measures

Multi-level analysis, which enables clients to access the precise information they need

Bespoke research for all clients

REPUTATION METRICS

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

MEDIA METRICS

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

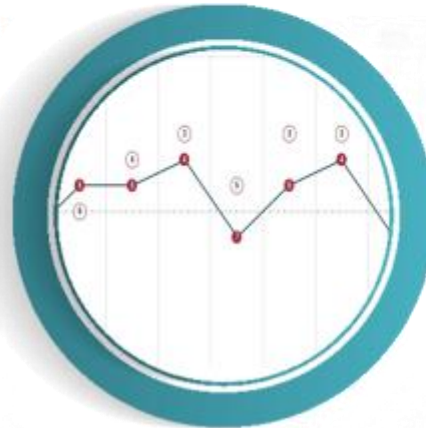
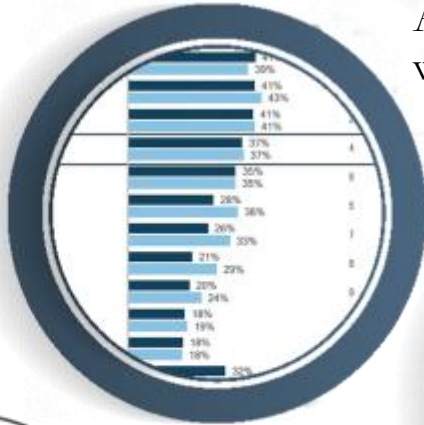
RELATIONSHIP METRICS

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

Above are some examples of the metrics we use to measure company reputation

QUANTITATIVE & QUALITATIVE MEASUREMENT

Analysis of over 100 different reputation measures compared with other companies in your industry.



Tracking a company's reputation performance over a number of years and providing single view analysis of the performance of a company's most important reputation factors with the industry average.



Comparison of a company's reputation impact within different segments of the media.

Reputation
Analysis

“Verbatim
Quotes”

Detailed bespoke reporting of interviews with senior opinion formers. These are confidential verbatim reports provided exclusively to the client concerned.

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



ZURICH



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

CORPORATE VIDEO

A top-down view of various video production equipment scattered on a dark wooden surface. In the upper left, there's a black camera body with two silver XLR connectors. Below it is a clapperboard with a black and white chevron pattern and the word 'ROLL' visible. To the right of the clapperboard is a silver lens mount. In the lower center, there's a camera lens with a silver mount. To the right of the lens are two SD memory cards. In the bottom right, there's a black camera grip or base. The background is a dark, textured wooden surface.

COST EFFECTIVE VIDEO PRODUCTION

We use the best producers, camera operators and editors in the business. Our whole team have spent years in the broadcast media working for BBC, ITV, Sky and Channel 4.

They will bring an unrivalled professionalism and attention to detail to your project to ensure it achieves your goal in the time frame you specify and to a budget you can afford.

PRESSCHOICE VIDEO PRODUCTION



We film in High Definition, 4K or Standard Video formats using the latest range of equipment to suit your needs.

Our video commissioning process follows a structured path which gives you control of the kind of product you need. We can also provide faster turn-around projects which stream-line the process.

Commissioning Meeting

We begin with a meeting between the client and the project Senior Producer.

Story Board

We provide a detailed story board of the film

Development Meeting

After you have had time to consider the proposed Story Board a Senior Producer and Researcher discuss with you any changes you would like.

Filming Days

Our crew of producer, researcher, camera operator and sound recordist will film the project as to the agreed plan.

Edit Review

We show you a rough cut edit of the film so that you can make any changes you require.

Final Edit

Our experienced editors put together the final edit and provide you with the film on any digital media you specify.

JOURNALIST DATABASE



www.journalistsearch.com

Our journalist database digitally stores thousands of journalists' details so you can access them whenever and wherever you like.

Users can search by:

Journalist Name ✓

Publication Name ✓

Subject Speciality ✓

The login page shows the latest changes, so you can see which journalists have changed jobs or updated their details. This regularly updated page ensures you are up-to-date with the latest news.



Click for Word
Cloud of
Latest Twitter
Comments

Details of their
subject specialisms

A measure of their
social media
influence

One-click links to
their social media

One-click email
contact

Address &
telephone number

Corporate
entertainment
preferences



CONTACT



Corporate Entertainment:
THEATRE

BANKING FUND MANAGEMENT GENERAL INSURANCE LIFE INSURANCE PENSIONS
PERSONAL INVESTMENT SAVINGS STOCK MARKETS ASSET MANAGEMENT BONDS

Twitter Klout Score

Journalist

Average

Full biographical
details and
preferences

John is one of the most influential journalists in his field in the national press. He prefers to be contacted on Monday mornings. On all issues he is always looking for a consumer angle and therefore pitches which emphasise the consumer angle, then to be more successful with him.

He has spent 5 years at his current publication and before that has worked across several different national and trade titles.

He has a keen interest in running and often Tweets more about his regular runs than about the stories he is writing.



Bringing your business into focus



Reputation Research

Journalist Data

Corporate Video

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