



Helping you manage
your reputation
across all channels

durrants

The coverage that matters, as it happens

The media landscape has transformed over the past few years, and continues to evolve. In this changeable environment brand reputations are fuelled by the power of media and influential reporting. Managing a constant stream of coverage has never been more challenging, or more essential – especially when you need to keep track of what is being said about your organisation.

Get a head start

Durrants Media Monitoring service keeps you firmly in the driving seat. We give you the head start you need when a story or online conversation begins to unfold about your industry, organisation, brand or competitors. By monitoring the most comprehensive list of global media across all channels – press, online, broadcast and social – we can bring you fast, accurate and editorially-reviewed coverage, relevant to your needs. Our frontline service helps you manage brand reputation, keep track of your PR initiatives, maximise your opportunities for coverage and ultimately stay in control.

Cut-through to what counts

Our experience shows that 90% of coverage found by automated services is not relevant to an organisation's monitoring needs. It can take valuable time and intensive effort to sift through to what matters, with the potential to miss crucial coverage. This is where our optimal blend of cutting-edge technology and people intelligence makes all the difference. We have over 250 readers, editors and summarisers working to provide you with instant cut-through: they filter and review all your coverage, so you can get straight to the information you need. Accuracy rates are over 99.6%, and we continually work to improve our monitoring technology and reading processes.

Making sure you don't miss a thing

You can be confident that if you are in the news, we will find it and deliver it to you first. We monitor the most comprehensive media list in the industry – that's over 12,000 UK and international sources, across all sectors and media channels, 24/7. We're constantly evolving our sources to suit your needs: if there's a specialist media outlet you need us to cover, we'll add it to our list.

We currently monitor:

- 5,500 UK print titles
- Over 230 broadcast channels
- 6,000 UK websites
- Millions of social media sources
- International content from over 100 countries and hundreds of thousands of sources

Broadcast monitoring:

- Extensive monitoring – we monitor over 230 UK TV and radio stations on a daily basis
- Streaming broadcast – allows you to view your coverage from your desktop
- Transcripts and recordings – a full transcript or permanent recording can be purchased for your archive

International monitoring:

- Global reach – content from over 100 countries and 100,000 sources
- In-house team of native speakers to read key daily global titles – so we can deliver faster and provide summary translations
- Cost-effective – our global network of trusted partners gives you extremely competitive rates

A service built around you

We aim to help you effectively manage your reputation and meet your PR needs by only monitoring and delivering the information you specifically need. Each monitoring brief is worked through in detailed consultation with you, and you choose how and when you receive your coverage. Ask for reports by email, online, fax or hard copy; get your information delivered first thing in the morning, or by email alerts throughout the day. You can further customise your coverage using our online portal to search, filter, archive, analyse and create personalised press packs for key stakeholders.

The best support team in the industry

Customer service is our major priority, and we have the largest support team in the industry. Clients are allocated their own dedicated account manager who is on call 24 hours a day, 363 days a year, to help with questions, queries or changes to the monitoring brief.

Everything in one place

Durrants Media Monitoring service now operates in connection with market-leading Gorkana Media Database and Metrica Media Analysis services, helping you manage all your PR activities in one place. The integrated portal gives you many valuable built-in benefits, helping you plan your campaigns more accurately, keep track of your coverage and analyse results even faster.

- Gorkana Media Database – your coverage links directly through to accurate and in-depth journalist and media outlet profiles, making it quicker and easier for you to look up and connect with the influencers behind your coverage.
- Metrica Media Analysis – real-time access to in-depth media analysis, tailored to you: helps you understand the impact and effectiveness of your PR on a day-to-day basis.
- Metrica Radar – fast and easy-to-use real-time online social media monitoring tool. Just one click to find and review all your relevant social media content and coverage; tracks conversations as they develop helping you identify the drivers and influencers who matter most.

Durrants Media Monitoring service

Total control and management

Track, review and share your multi-channel coverage quickly and easily. Review the context of your coverage with full colour PDFs of the article and key information including editorial summaries, AVE, media outlet, journalist and location on the page.

Search tools

Quickly sort and filter your coverage to suit your needs.

Archive

All your coverage is available for 28 days after publication; extended access to regional and national NLA eClips is available for up to a year.

Customisable dashboard

Track the performance of your PR initiatives throughout the day, and keep up with the latest developments via important industry and external news and Twitter feeds. Quick and easy to personalise and display whatever is most important to you: track volume and favourability of key campaign coverage, key topics and messages, spokespeople, share of voice and more.

Each chart is completely dynamic, so you can seamlessly click through to the corresponding coverage.

YOUR PROFILE ADMINISTRATION CLIPS SEARCH TERMS & CONDITIONS HELP & TOOLS LOG OUT

Dashboard Media Database Monitoring Evaluation Social Media My Archive

Last 30 days All Agreements/Subject Headings All Media Types All Keywords

Display clip full details Display summary Filter by: Cover date Upload date

Create Clipbook Print Clips View Clips Search

Displaying clips: 626-650 of 746 SORT BY: Date

14/06/11 Poor have faced far higher inflation rate than rich over the past decade, says IFS
 Guardian, The (Main) - Page 30
 Agreement: Value Supermarkets Journalist: Larry Elliot Circulation: 262,937 AVE: £2,828
 Keyword: Food Prices

16/05/11 The price is right now for the next war
 Times, The (Main) - Page 39
 Asda chief executive Andy Clarke says that he wants more price transparency for grocery shoppers and is pleased that a third party can now confirm that claims made by supermarket's Price Guarantee promotion. He also admits that the message that the grocer is going more upmarket is taking time to reach shoppers.
 Agreement: Value Supermarkets Journalist: Marcus Leroux Circulation: 449,809 AVE: £25,695
 Keyword: Asda

Source: Guardian, The (Main)
Country: UK
Date: Tuesday 14, June 2011
Page: 30
Area: 326 sq. cm
Circulation: ABC 262937 Daily
BRAD info: page rate £11,400.00, scc rate £42.00
Phone: 020 3353 2000
Keyword: FOOD PRICES



Full-colour PDFs of your coverage

Feature useful supporting information such as the media outlet/source, edition, country, date, page and size of article (if relevant), circulation, BRAD ad rate, keyword and positioning of the coverage within the page.

Streamed clips of your broadcast coverage

Include programme, keyword, time, channel, duration and a content summary.

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Keyword: Sainsbury's
 Channel/Station: ITV 1 Watchaway
 Programme: The Watchaway Tonight
 Start: 14/06/2011 18:00:00
 Presenter(s):
 Item start: 18:08:50
 Duration: 0:31
 Reporter:
 Headline: NEW DISTRIBUTION CENTRE

Summary: 600 new jobs will be created on the old site of Exeter...
 This clip is only available until 21/06/2011 00:00:00. To order a permanent recording or full transcript of this coverage, simply click on the button below or contact your account manager on 020 7871 0200.

Share Press Packs

Clipbook functionality lets you send relevant coverage with tailored messages to specific groups of stakeholders.

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Step one: Order clips Step two: Add comments Step three: Select mail list Step four: Preview and send

Create clipbook Add comments Email subject Clipbook comment

Next step Previous Step Exit

DATE HEADLINE PUBLICATION/OUTLET

13/06/11	The gaps in your supermarket	Daily Mail (Main)
13/06/11	Supermarkets want shoppers to switch fish	Guardian, (Main)
11/06/11	Only have 5 minutes?	Daily Mail (Main)
11/06/11	Sainsbury's super service secures win	Crash, The (Main)
11/06/11	Sorry for our Fax pas with Nicole's name	Oxford Mail (Main)
10/06/11	Bookworks in Stone	Irvine Herald (Main)
08/06/11	Learn about farms in Africa	Watson's Weekend(Main)
08/06/11	Sainsbury's plan is set for approval	Northampton Chronicle & Echo (Main)
08/06/11	Sainsbury's Page	Peterhead Post (Main)

Next step Previous Step Exit

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YOUR PROFILE ADMINISTRATION CLIPS SEARCH TERMS & CONDITIONS HELP & TOOLS LOG OUT

Dashboard Media Database Monitoring Evaluation Social Media My Archive Personalise

VOLUME OF CLIPS CONTAINING TOPICS/MESSAGES

Customer service Environment Jobs Quality Value for money

Strongly Positive Slightly Positive Neutral Slightly Negative Strongly Negative

CLIP VOLUME AND FAVOURABILITY OVER TIME

01/04-07/04 08/04-14/04 15/04-21/04 22/04-28/04 29/04-30/04

Strongly Positive Slightly Positive Neutral Slightly Negative Strongly Negative

SHARE OF VOICE

Morrisons Co-operative Waitrose Tesco Asda Lidl Sainsbury's Aldi M&S Budgens

VOLUME OF CLIPS OVER LAST 7 DAYS

17/05/11 18/05/11 19/05/11 20/05/11 21/05/11 22/05/11 23/05/11

TODAYS CLIPS BY MEDIA TYPE

Broadcast Consumer International National Regional Trade Web & Wireless

GORKANA CONSUMER PR NEWS

Is departing over worth the risk? 20 May 2011 10:27

When Gorkana met ELLEUK.com 18 May 2011 17:41

Case Study: Rabbit Cafe at Churchill Square 18 May 2011 17:06

Email Alerts

Email alerts of all your coverage are sent to you at a time and frequency you request; these can be tailored to include summaries and can link directly to a PDF of your coverage.

Supermarkets (Updated) Media Coverage - 9 Jun 2011

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Media Coverage for Supermarkets (Updated)

Linked below is a new coverage available on <http://www.durrants.com.uk> from your list email.

BUDGET SUPERMARKETS

BUDGENS

ALDI

ONLINE RETAILING

ONLINE RETAIL

Measure the success of your PR activities

Get at-a-glance insight into your PR on a day-to-day basis. Built-in evaluation tools and 18 templated charts allow you to review your coverage by key metrics: review by volume, campaign, key message favourability and share of voice benchmarking.

VOLUME OF CLIPS CONTAINING TOPIC MENTIONS

Campaign/Category: Action Topic: Metrics

Date Range: 21/04/11 to 20/05/11 - Total Clips: 174

Customer service Environment Jobs Quality Value for money

Strongly Positive Slightly Positive Neutral Slightly Negative Strongly Negative

TOPIC	TOTAL NUMBER OF CLIPS CONTAINING THE TOPIC	Strongly Positive	Slightly Positive	Neutral	Slightly Negative	Strongly Negative
Customer service	14	3	1	6	1	3
Environment	35	2	10	16	2	5
Jobs	75	13	8	49	3	2
Quality	14	2	1	9	1	1
Value for money	59	10	0	34	5	2

Print Chart Save Chart Download Clip Data

Exportable data

Download charts and data for further analysis, or to add to your presentations and reports.

Access your media intelligence on the move

Stay in the loop with coverage delivered to your Blackberry, iPad, iPhone or Android Smartphone. Be the first to get the latest coverage - whether it's before you arrive at the office everyday, or a breaking story on a Sunday. Includes full-colour clips and key summary information.



Why choose Durrants?

- Our service goes above and beyond the inaccuracies and inefficiencies of a purely automated service. We use an optimum mix of the latest technology backed up by a skilled editorial team to ensure you only receive the coverage that matters to you. By using expert people to review all your coverage, we can deliver content that matches your exact requirements.
- We cover the broadest media list in the industry across all channels: print, broadcast, web, wires, international and leading blogs, all monitored daily using cutting-edge technology. If you're being talked about, we'll find out where.
- Market-leading for speed, accuracy and reliability. Our unique blend of editorial review, pioneering technology and finely-tuned processes are delivered in a format that suits you, whether through our online portal, mobile, email, press packs, fax or via a data feed.
- A customisable dashboard helps you keep track of your PR performance throughout the day, alongside key Twitter and industry/external news feeds.
- Exceptional customer service from the largest account management team in the sector. We provide you with an experienced and pro-active account manager, on-hand to offer support 24/7.
- Our pioneering online PR portal offers the advantage of integrated data: in-built media analysis and charting tools help you quickly evaluate your coverage and customise how you view it through a smart dashboard.

Contact us today and see how our services can meet your challenges.

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 **020 7674 0200**

 www.durrants.co.uk

 [@DurrantsMedia](https://twitter.com/DurrantsMedia)



The market-leading media intelligence services Gorkana, Durrants and Metrica have come together as one company – Gorkana Group.

Our PR planning, monitoring and analysis services are now easily accessible through one integrated portal, giving you a unique real-time vantage point while saving you valuable time.

With our combined strengths of accurate and enriched journalist and media intelligence, fast and comprehensive media monitoring and in-depth media evaluation, we are best placed to intelligently inform and drive the success of your PR strategies.


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