

 **Gorkana Group**
Gorkana | durrants | metrica

The best quality
media intelligence and insight
is now all in one place

Gorkana Group

Give your PR the leading edge

You want accurate and in-depth journalist and blogger intelligence. You want to quickly track coverage and compare sentiment and key influencers across traditional channels and new media platforms. You want real-time access to evaluated content. And you want it all in one place.

With the combined strengths and experience of Gorkana Group, you can have it all.

Control and management, all in one place

Gorkana Group's Media Database, Monitoring and Analysis services are now easily accessible through one integrated portal. Just one click gives you a unique real-time vantage point of your brand reputation and PR initiatives, saving you valuable time.

Identifying opportunities in challenging times

As a business led by former PRs, we understand how tough it is for busy in-house and agency PR teams to keep up with multi-channel media coverage and influence – an ever-increasing challenge against the backdrop of a transforming media and PR industry.

We're all you need to know

Our outstanding experience is already trusted by over 4,000 organisations, ranging from the largest companies in the FTSE 100 to over 700 PR agencies – including 87% of the Top 150. We are also the first choice for many new start-ups and freelancers.

We maintain a highly collaborative relationship with the media and journalist community, ensuring you get hold of the latest and most accurate information. It's a valuable network that helps you to connect and develop stronger relationships with the people you really need to know.

Most importantly, we make personal customer service a major priority, keeping our business very much a people business.

A service designed around your needs

Our flexibility allows you to pick and choose services as needed, but if you combine all three strands of expertise you will benefit from much greater insight.

Gorkana has a strong reputation as a 'must-have' service for the PR and journalist communities, providing the most accurate and in-depth media database on the market.

Durrants pioneered the media monitoring industry and continues to innovate; offers highly accurate, fast and reliable editorially-reviewed media coverage across all channels, from more than 100 countries worldwide.

Metrica is one of the world's most experienced global PR measurement and analysis services: providing invaluable insights to assess the success of your PR activities – and fire up your future PR strategy.

The best you can get all in one place

Speed, relevancy, accuracy, insight. Gorkana Group has the one service that does it all. Our combined strengths of enriched journalistic, blogger and media intelligence, fast and comprehensive multi-channel media monitoring and in-depth measurement and evaluation work together to inform and drive the success of your PR strategies.

Your 'first screen of the day'

- A customisable dashboard enables you to track the performance of your PR initiatives and brings together important industry and external news and Twitter feeds to keep you abreast of the latest developments.
- Personalise with 'widgets' to display volume and favorability of key campaign coverage, spokespeople, share of voice, Twitter, news and blog feeds – whatever is most important to you.

“ It’s great, everything is in one place, it saves us time and allows us to jump onto an issue really quickly and react. ”

PR Manager, Thomas Cook UK & Ireland

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

Topic	Strongly Positive	Slightly Positive	Neutral	Slightly Negative	Strongly Negative
Customer service	10	10	10	10	10
Environment	10	10	10	10	10
Jobs	10	10	10	10	10
Quality	10	10	10	10	10
Value for money	10	10	10	10	10

RETAIL WEEK NEWS

Morrisons prepares bid for Iceland.
23 May 2011 10:35
Morrisons is preparing a £1.5bn bid for frozen food retailer Iceland, it has been reported.

M&S clothing supremo Bostock 'never wanted' to be boss.
23 May 2011 10:29
Marks & Spencer clothing boss Kate Bostock has admitted that she "never wanted to be chief executive" of the retail giant and said that she was working closely with incumbent Marc Bolland to iron out clothing ranging issues.

CLIP VOLUME AND FAVOURABILITY OVER TIME

Period	Strongly Positive	Slightly Positive	Neutral	Slightly Negative	Strongly Negative
01/04-07/04	100	100	100	100	100
08/04-14/04	100	100	100	100	100
15/04-21/04	100	100	100	100	100
22/04-28/04	100	100	100	100	100
29/04-30/04	100	100	100	100	100

@SAINSBURYS TWITTER HANDLE

@SimonJGreen Would you be able to give us any more details? We might be able to sort some of the problems you've come across.
22 May 2011 15:35

What's for roast lunch this Sunday? Find the answer, enter the comp & you could win £50 worth of ingredients
[#fifty](http://bit.ly/ljJ0oJ)
22 May 2011 15:27

@KittyClinton We're really sorry. Can you take it back to the store so they can sort this out for you.
22 May 2011 14:25

@JCGillespieUK Sorry you didn't think it was very special. Thanks for your comments, it does help us to try and improve.
22 May 2011 12:50

SHARE OF VOICE

Retailer	Share of voice (%)
Morrisons	20
Co-operative	10
Waitrose	15
Tesco	50
Asda	30
Lidl	10
Sainsbury's	30
Aldi	10
M&S	10
Budgens	5

BBC GOOD FOOD TWITTER

We're pondering pizza. Anchovies or no anchovies: how do you eat yours? Here's how we do it: <http://bit.ly/mUgtB2>
20 May 2011 17:08

Fancy something sensational and summery? Look no further than our editors pick: <http://bit.ly/JNK2O2>
19 May 2011 17:41

The Good Food team have picked their top 10 healthy recipes - it's enough to make you WANT to be virtuous: <http://on.fb.me/msTnNB>
18 May 2011 17:25

See Simon Rimmer, Mary Berry or Paul Hollywood live on the Summer Kitchen spon by @sainsburys @BBCGoodFoodShow <http://tinyurl.com/3pnr7qb>
11 May 2011 13:19

VOLUME OF CLIPS OVER LAST 7 DAYS

Date	Volume of Clips
17/05/11	6
18/05/11	3
19/05/11	4
20/05/11	3
21/05/11	4
22/05/11	9
23/05/11	2

TODAYS CLIPS BY MEDIA TYPE

Media Type	Media Clips
Broadcast	1
Consumer	1
Internationals	1
Nationals	1
Regionals	3
Trade	1
Web & Wireless	1

DAILY NEWS DIGEST

Financial Times
FEARS OVER GOVERNANCE AT BANK OF ENGLAND
Norma Cohen at the Financial Times reported that the Bank of England's corporate governance is being increasingly scrutinised by politicians and senior bankers over fears its court of non-executive directors isn't able to hold executives to account. This summary from the Financial Times was produced by Durrants.

Daily Express
NEW VOLCANO ASH THREAT TO FLIGHTS
Fears have been raised over volcanic ash disrupting flights again after ash from Grimsvotn, Iceland's most active volcano, forced the country's main airport to close at the weekend. Weather experts have predicted the ash might reach Scotland by tomorrow and by Thursday it could reach the south. Dr Dave McGarvie, a volcanologist with the Open

GORKANA CONSUMER PR NEWS

Is depositing ever worth the risk? [More](#)
20 May 2011 10:27

When Gorkana met ELLEuk.com [More](#)
19 May 2011 17:41

Case Study: Rabbit Cafe at Churchill Square [More](#)
19 May 2011 17:06

[View all stories](#)

Monitoring

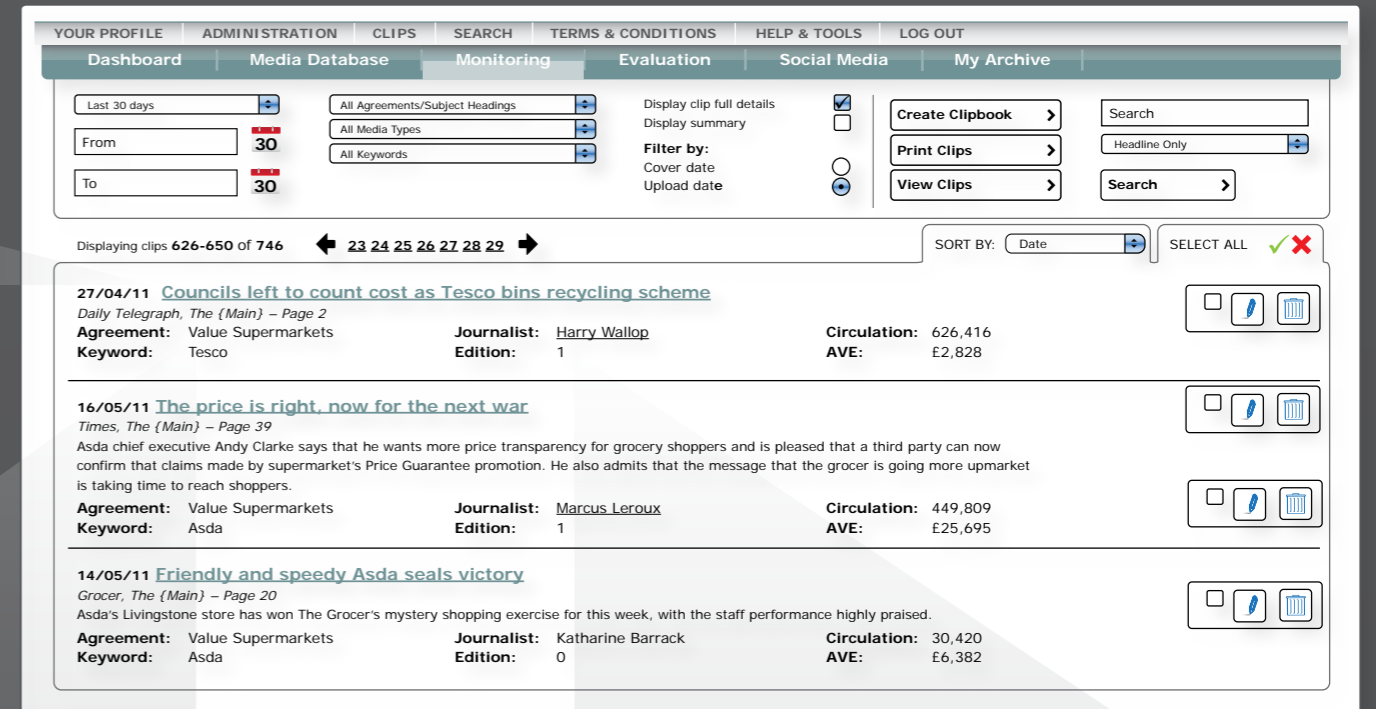
Track, review and share your multi-channel coverage with our media monitoring service

Giving you access to fast, accurate and editorially reviewed multi-channel coverage from across 12,000 media sources and 100 countries worldwide.

Understand the context of your coverage with full colour clips and key information including editorial summaries, AVE, media outlet, journalist and location of article.



Your dashboard charts are completely dynamic, allowing you to click seamlessly through to the corresponding coverage.



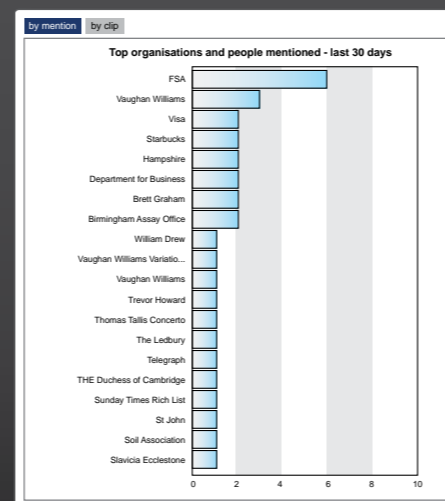
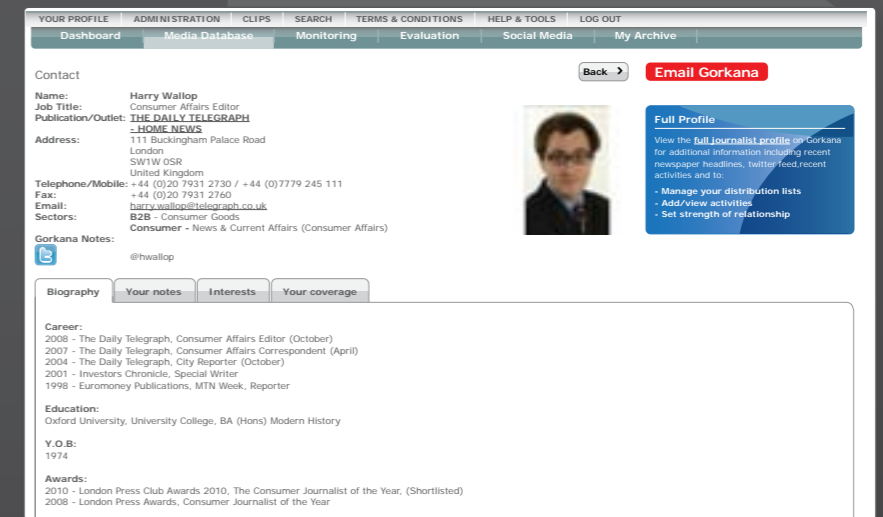
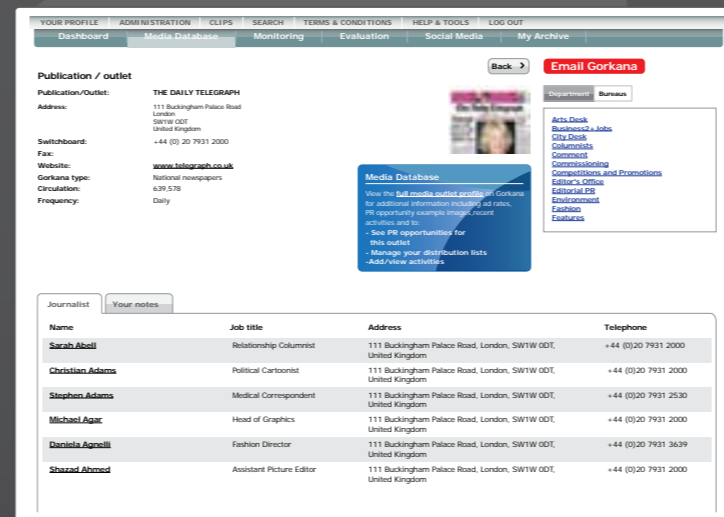
Media Database

Look up and research key media, journalists and bloggers quickly and easily.

Gorkana Media Database holds rich and accurate intelligence on over 135,000 journalists and 23,000 media outlets.

- **Journalist profiles:** photos and critical contact information including direct lines, twitter handles and email addresses, beats and sectors.
- **Detailed biographies:** career history, education and awards won.
- **Interest surveys:** a better insight into journalists' personal and professional interests, top tips for PRs including preferred meeting formats, lifestyle interests and more.
- **Your coverage:** access a list of your coverage by the journalist including favourability of the mention.
- **Media profiles:** feature a list of all journalists writing for the outlet, with job titles, beats and contact details. You can drill down to detailed journalist profiles from here. Find journalists by department and office location.

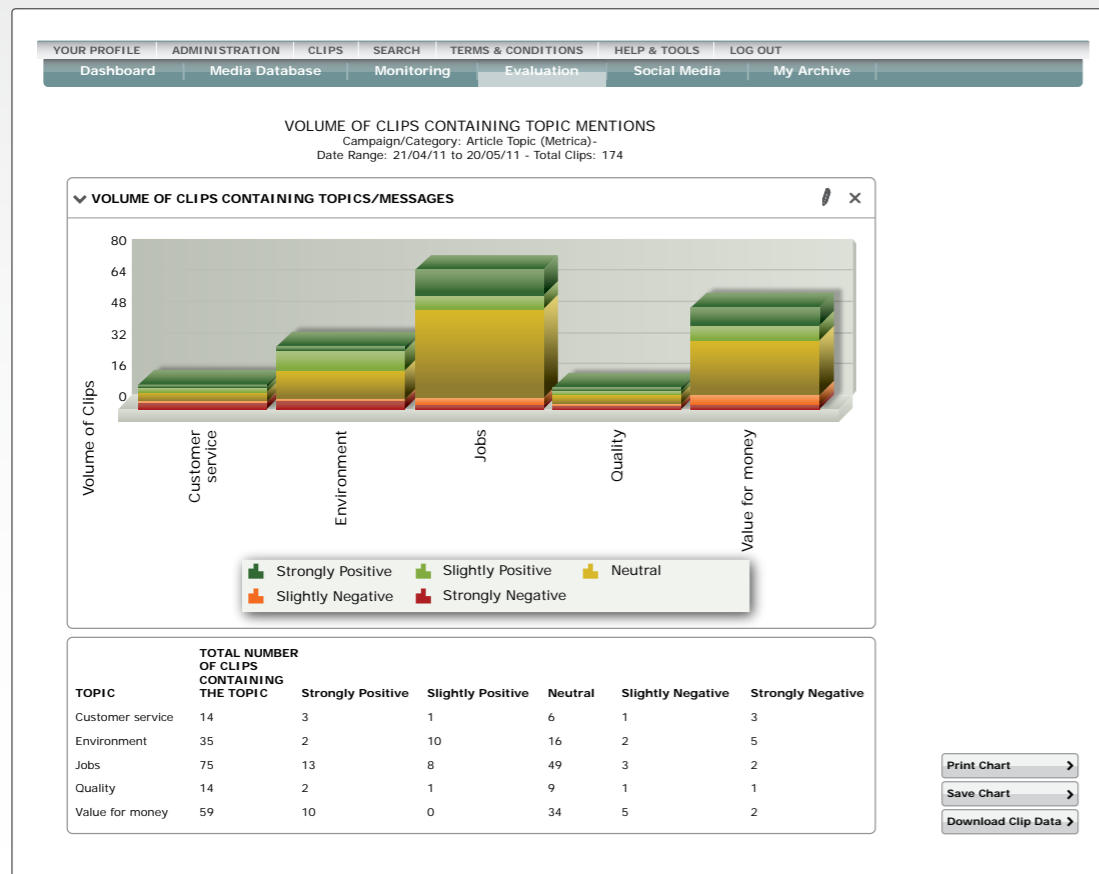
Your coverage links directly to Gorkana's accurate and in-depth journalist and media outlet profiles for easy look up.



National and regional journalist profiles feature a live coverage analysis of the top terms, people and organisations the journalist has written about within the last 30 days – great insight which helps you better understand journalist relevance.

Evaluation

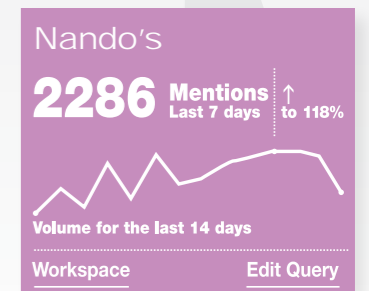
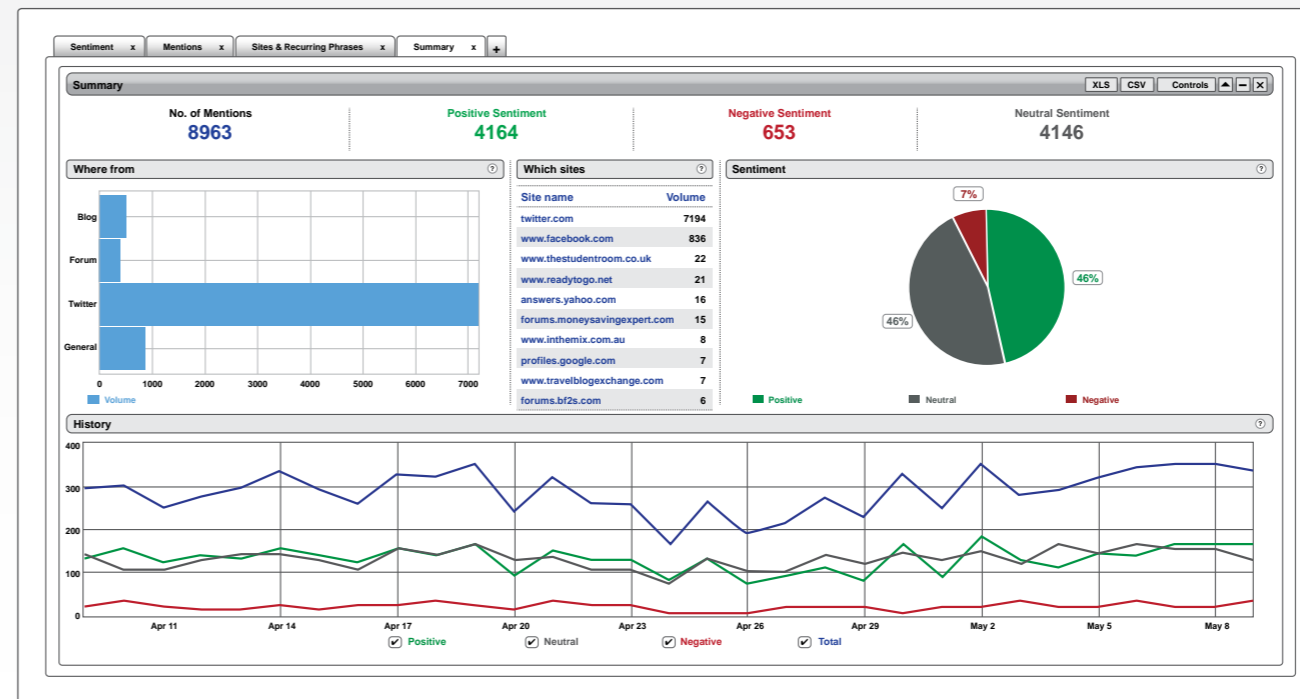
Track and measure the success of your PR activities



Social Media

Real-time social media monitoring and analysis

One click to Metrica Radar - a fast and easy-to-use real-time online social media monitoring and analysis tool. It finds your most relevant social media content - as it develops, and helps you identify the drivers and key influencers who matter most.



▲ Segment your coverage into key focus areas

Create your dashboard ▲

- Review your coverage by volume, value and favourability. Apply this to your clips, topics/messages and key media outlets and journalists.
- Easy-to-use evaluation tools with 18 templated charts.
- Metrica can provide more in-depth measurement and analysis to inform and drive your PR strategy.




Why choose Gorkana Group?

- Three market-leading areas of expertise provide reassuring access to the best quality media intelligence.
- The newly combined service generates unique insights to power your PR strategy.
- One integrated portal makes life easier and streamlines your daily activity; you keep in control of all your media, and save valuable time.
- A customisable dashboard helps you keep track of your PR performance throughout the day, alongside key Twitter and industry/external news feeds.
- Fast, intuitive platform with easy-to-use tools can answer all your PR planning, media monitoring and analysis needs.
- The flexibility to pick and choose the services most relevant to your business.
- A business built by PRs for PRs – we understand your daily challenges in the evolving media and PR industry.
- Exceptional customer service tailored around your industry and needs, with one dedicated point of contact and the largest support team in the industry.
- Our community – from our journalist network and daily media alerts to our weekly journalist breakfast briefing events and PR industry news service – helps connect and inform the journalist and PR communities every day.

Access your media intelligence on the move...

Whether you're running late for a lunch meeting with a journalist or need to know when a story has broken on a Sunday morning, you'll be able to access the media database and your coverage remotely through your Blackberry, iPad, iPhone or Android smart phone.

**What are your biggest PR challenges?
Contact us today and see how our services can help.**

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