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### Kinetic and their requirements?

Kinetic Communications is a leading PR consultancy. The company's ethos is providing a first rate public relations service by really understanding its clients' needs and how communications can make a difference to their business. It will then make a commitment at the start of the campaign, energetically pursuing those aims and delivering the results. In order to win new business it needs to be able to demonstrate amongst other things its ability to monitor and measure its clients' press coverage, and its ability to increase it.

### What did Nexis offer?

The Nexis online service has access to over 12,000 regional, national and global newspapers online as well as 90 sources of global company financial information, MarkIntel market research data and key biographical titles and groups of sources - the broadest reach of any business information service.

### How did Kinetic benefit?

Kinetic Communications has been using the online news and business service for the last two years. Managing Director Angela Podmore said "Nexis works for us on two levels. Firstly, for client-specific research to show where our press releases are achieving coverage for our clients and exactly what's being 'said'. It has removed the need to scour through endless reams of hard copy by providing access to the information we require online, directly to our desktops.

"And secondly, Nexis allows us to show prospective clients where their competitors are achieving media coverage and where they are not. The service produces hard, empirical evidence that is irrefutable – it cannot lie, and that is extremely powerful in convincing a client or prospect that they ought to be doing more to better manage their reputation or raise their profile.

"I can think of one £50,000 account we won because we were able to show the prospective client, through Nexis, the media coverage they had achieved over the last 10 years, and an analysis of that coverage. And we were able to convince them that they needed to take control of their reputation and channel it in the right way."

"There is no Holy Grail in terms of a media monitoring and reputation management tool. But the news and business service from LexisNexis is the nearest thing to it"

Angela Podmore, Managing Director, Kinetic Communications