Significance
Systems

What we do

The internet today is a sea of constantly evolving, interrelated **narratives**.

Significance Systems use open **Big Data** to measure and understand **any** narrative.

We provide advisory services on issue and reputation management, media and marketing to senior decision makers in Companies, Government and NGOs.

How we do it

We apply proprietary linguistic and network analysis across the whole web to understand narratives and identify authentic engagement 'in the wild'.

We identify:

- The voices which lead narrative, which drive consensus.
- The core themes and communications that have leverage over the narrative.

We characterise:

- The nature of debate within the narrative: is it Strong? Weak? Tribal?
- How the above change over time.

We work with you to define your needs and the specific outcomes you must have.

We apply our unique technologies, methodologies and people.

That's it.

Significance Systems

Issues

- How important is an issue? Is it likely to catch fire? How?
- How, and how much, does this issue couple into key drivers for the business?
- Where and who is driving the issue? Who do we need to talk to today? Which bloggers matter? Who is driving the adjacent or deeper issues?
- How can we achieve better leverage over, or management of, this issue, both immediately, and in the longer term?
- What messaging around this issue stands out? What specific media can impact perception/engagement and action?

Media and Communications

- Does existing media investment align with Audience or Opportunity?
- How can we better align investment with the customer journey?
- Can we safely cut back our media spend? Where is the wastage? Where do we invest for growth? Does relevant white space exist?
- What are the paid and non-paid media opportunities? How are new media and competitors impacting audiences?
- Which aspects of messaging drive action? What drives deeper engagement?
- What does this audience care about and where do we find that on the web and the outside world?

Brand and Business

- What are our key competitor positions? What is the future potential to significantly improve our position? How important is social media to the category, us, our competitors? How can we erode competitor positions?
- What is working for us, our competitors, in overseas markets? In analogous markets? What can we implement quickly that will make a difference?
- Where does audience led competitive advantage exist? What does it look like? How can it be better leveraged?
- What specific vulnerabilities exist in reality or perception that could be exploited to change the landscape?

Significance Systems

Brief

Refugee Week is the annual centrepiece of the UNHCR's communications activity. The week involves hundreds of events and stories, communicating a range of key messages, in partnership with a wide range of other NGOs, formal media partners, and informal channels.

UNHCR required a better understanding of how this complex activity impacts online narratives around those messages, to hone strategy, substantiate and improve communications effectiveness, and evaluate effectiveness of existing investment of time and effort into media and partner relationship.

Methodology

Using our proprietary analytics, we tracked the significance of the core events, celebrity endorsers, sponsors and key messages over the duration of Refugee Week. To provide actionable insight based on our engagement data, we generated a number of key metrics:

1) Consensus

We monitored changes in the structure of the online narrative over the duration of the campaign – to determine which themes became more central to the Refugee Week story, online. If so, which ones?

2) Significant Voices

We identified which sites, online, were most significant to the narrative around Refugee Week. Were they formal partners, or unexpected allies or critics?

3) Engagement Analysis

We identified the topics on which the Significant Voices are focused, to rank the People, Organisations and concepts most central to the relevant content of those high-engagement sites. We then analysed the context of those topical mentions to characterise the engagement we found.

We mapped the geographic hot-spots within the narrative.

Challenges

Refugee Week is a global brand, with regional Refugee Weeks scheduled across the calendar. We were required to focus on the content relevant only to our UK client's purview. We achieved this by regional filtering, and by running our analytics over topics relevant only to this specific Refugee Week.

Results

Our process identified those messages and activities, which worked hardest to inspire engagement.

In particular, local community events spurred media coverage, which punched above its weight in the broader narrative around Refugee Week.

We identified the media and NGO partnerships, which worked hardest to drive engagement.

Some of the 'headline' partner NGOs, with whom UNHCR has high-investment relationships, worked less hard at generation of engagement than other, smaller organisations and unanticipated voices, with whom UNHCR had no formal relationship in place.

Outcome

- Quantified insights into effectiveness of existing relationships, media, partnerships, and messaging.
- Quantified assessment of campaign impact on sentiment towards key themes.
- Discovery of new themes generated 'in the wild' in response to the campaign: what and where.
- …all of which provide clear, actionable insight to help UNHCR a more cost-effective, more engaging 2013 Refugee Week.

Contact Us

ANZ: sydney@significancesystems.com
UK & EU: london@significancesystems.com
NEA: tokyo@significancesystems.com
Americas: americas@significancesystems.com

or visit our website: http://www.significancesystems.com