

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.

Questions we answer

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?

Case Study Two

Financial Services Company – Sports Sponsorship Effectiveness Evaluation

Brief

A global financial services company is headline sponsor of a national program to encourage involvement of children in sport, through an nationwide coaching network. Although they have been running the program for many years, they have no way to evaluate the effectiveness of the sponsorship for the brand, or to identify ways to increase its contribution to brand sentiment and engagement.

We were tasked to quantify engagement and identify opportunities for improving the effectiveness of the program for the brand.

Methodology

To understand the brand equity, which accrues from the sponsorship program, we applied our proprietary techniques to characterise:

1) Significant Voices

We identified the sites, online, which are most significant to narratives around the sport, youth sport coaching, and other activities related to the program.

We then identified the sites, which are most significant to stories about the brand itself. Then, we looked for overlap between the two groups – to see whether media significant to stories about the program also engage with the sponsoring brand. If so, in what way – or were the media distinct?

2) Engagement Analysis

We identified the topics on which the Significant Voices are focused, to identify the key attributes of the program, as described by voices ‘in the wild’. We looked to see if (and in what way) the sponsor brand or its key messages and attributes formed part of those narratives: to examine whether or not the sponsorship program work as a channel for brand messages.

We then repeated the process, looking at another brand, which sponsors

events related to the same sport. This enabled us to identify best practice and potential media/messaging opportunities for our client.

Challenges

Identify media and content relevant focussed on the client brand's association with the sport, rather than its core business. Our systems are designed to maintain high signal/noise ratios in such a situation, using sophisticated pattern-matching to stay on-track.

Results

We saw high regard for the program in the wild, at grassroots level: it is closely associated with positives around children and sport. However, there was little evidence of this high sentiment translating into equity for the sponsor, our client. Their chosen spokesperson had little impact. They simply weren't setting the agenda – on a program that they themselves had instigated.

Our examination of the third-party event sponsorship found clear evidence of there being a more successful strategy at work, which directly and effectively linked key aspects of the sponsor brand to the sponsored events. This finding provided reassurance that greater sponsorship effectiveness was possible.

Outcome

- Reassurance for the client, that the program was highly regarded amongst those who cared about the sport.
- Identification that a clear brand framework was necessary to drive successful strategic sponsorship activity.
- A way forward, to achieve much greater brand equity, through strategic messaging/activity which linked core brand values with those of the program.
- Quantification of media effectiveness, to provide for more cost-effective engagement
- A baseline against which the client can review and tune progress as they develop a more sophisticated approach to their sponsorship messaging.

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