

# 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 Three

### Global Airline Frequent Flyer Program: Competitive Intelligence

#### Brief

The Frequent Flyer program of a flag-carrier airline needed to identify global best practice in its sector, to discover high-engagement opportunities for low-risk, high-value business expansion.

#### Methodology

To compare global activity like-for like, we assembled a taxonomy of themes relevant to the Frequent Flyer category as a whole – partnerships, rewards, and so on. We then used our proprietary systems to identify, for each member of our client's competitive set, which of those themes drive high engagement for that competitor.

#### Engagement Analysis

We then dived deep into the narratives around those high-engagement areas, to discover 'what people talk about, when they talk about that' – a process proven to deliver actionable insight into the root drivers of authentic engagement.

Repeating the process across the competitive set enabled us to deliver substantiated insight into the high-value partnerships, products and service offerings which demonstrably drive engagement for our client's competitors.

#### Challenges

Obtaining actionable competitive intelligence without the requirement of analyst conjecture or out-of-date desk research.

Our systems and processes identify high engagement online, then enable us to tease that apart to examine its inner workings – the brand and business attributes key to driving authentic connection with consumers and the media. In effect, we can look into a competitive set and see the inner workings of success – 'what makes it tick'.

## Results

Quantified insight into best practice amongst our client's competitors, including opportunities for successful new partnerships, products and communication strategies.

A 'shopping list' of business and brand options derived from our Engagement Analysis: strategies proven to deliver high-interest, high-sentiment engagement 'in the wild' across the world.

Most appealing sources of competitive advantage mapped to local conditions and local business/partner/media mix modelling for greatest efficacy and ease of implementation.

## Outcome

- A focussed list of proven-to-work business ideas ready for commercial evaluation.
- Client confidence that they have access to current state-of-play rather than out-of-date analyst reports
- 'Instant sector expertise', ready for diffusion through our client's organisation
- This point-in-time competitive analysis serves as a baseline for further, deeper dives into specific areas, and as a yardstick against which to measure our client's own success in related areas, as they action these insights in the business.

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