

Case Study

Competitive Insights was founded in 1999 with the mission to provide its clients with strategic media analysis information and recommendations for public relations programs.

Developer of the proprietary QQ™ methodology, Competitive Insights provides media analysis metrics and strategic counsel to Fortune 500 companies as well as boutique agencies in the manufacturing, consumer, technology, healthcare, financial services, travel and hospitality industry sectors.



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Challenge

In a complex industry overshadowed by two big-name software companies, the director of global public relations at a mid-size enterprise software developer sought to find a way to use PR to communicate a new industry concept and break through the big-name dominance, while demonstrating accountability to the company's senior management team.

Solution

Competitive Insights used its QQ™ methodology to evaluate the enterprise software media landscape across multiple product categories for four consecutive quarters. By calculating the net favorability, share of voice and brand prominence of all the key software vendors in each category, Competitive Insights established a benchmark and identified key strengths, weaknesses and emerging industry trends that presented opportunities for advancing communications agendas and shift brand positioning in the media.

The public relations director used the quantitative QQ™ metrics to evaluate the company's PR activities and highlighted his successes in management presentations. He crafted the PR tactics and message strategies for the company's 2006 communications plan based on the data and consultation of CI.

Outcome

After three quarters of analysis and recommendations from Competitive Insights, the mid-size company maintained parity in a key product category with the two larger companies that had been dominating the industry. The company also distanced itself from its smaller, niche competitors. The mid-size firm accomplished its key communications objective: to be positioned as a thought leader in coverage of the industry's most advanced software concept.

Senior management at the company used the PR department's approach as an example and benchmark for the rest of the firm's marketing and sales practices. Measurement became the standard, with PR leading the way.