

BE IN CONTROL OF YOUR BRAND

Today's audiences talk. And their conversations matter, because what they say has the power to shift control of your brand reputation from your hands to theirs.

The speed at which these discussions develop –especially via social media – challenges traditional communications models. Today's communicators need a real-time, enterprise-wide system to keep key corporate stakeholders on message. But the sheer volume of data available can be daunting, and many organizations aren't equipped to gather it, let alone analyze it to build business intelligence.

That's why we built MediaVantage.

MediaVantage is a powerful, web-based application that delivers real-time media monitoring and other intelligent solutions that help you maintain control of your brand and reputation. It brings all traditional and social media content together in a single platform, which means you can extract valuable information with speed and ease.

MediaVantage allows your team to collaborate on campaigns and manage issues in a secure environment, ensuring a synchronized corporate response. It enables you to engage key corporate stakeholders – all while consolidating costs and eliminating duplicate expenses paid for identical content or activities across disparate platforms.

MediaVantage is the premier team-based software for media intelligence and public relations management. It's everything you need to monitor, manage and measure your communications efforts.

PRODUCT OVERVIEW

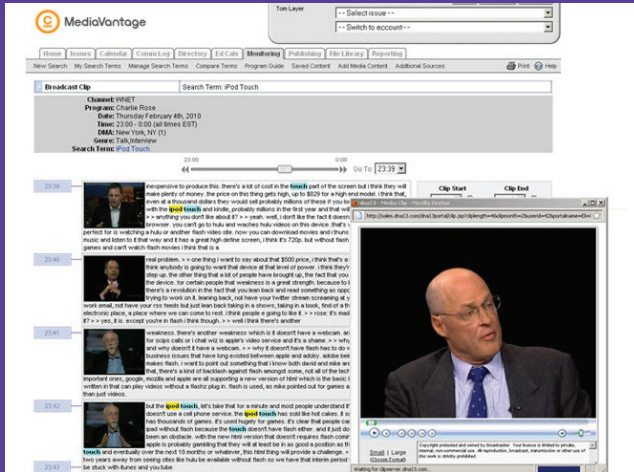
- Delivers real-time intelligence into everything being said across all media about your brand or issues
- Improves productivity by centralizing all issue and campaign-related content and activities within one platform
- Quickly and accurately generates media clippings books and media coverage reports
- Improves communications results with real-time insight into what is being said about your brand at any moment
- Provides response data you need to adjust local or global communications strategies
- Increases efficiency of PR activities by enabling work teams to share information and collaborate on a unified response to emerging issues and media content
- Protects your brand and reputation by synchronizing corporate activities in response to conversations across all media

We're in good company.



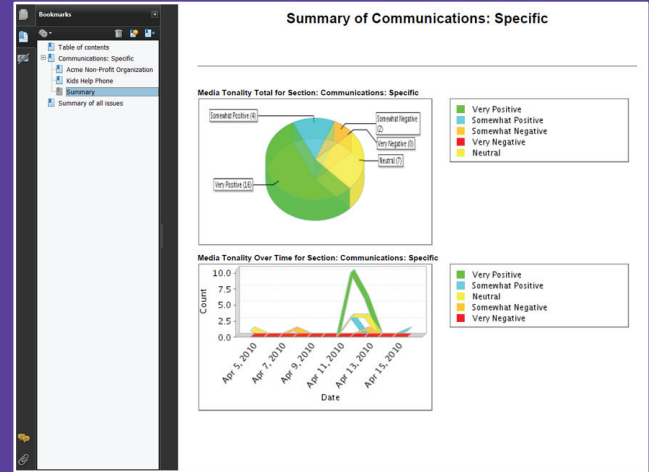
MEDIA MONITORING

MediaVantage provides broad content monitoring in a holistic solution that integrates content across all media (TV, print, Internet, newswire, social media and blogs).



PUBLISHING

Share media coverage instantly and easily with key stakeholders using MediaVantage's compelling media clippings books, executive briefing books and issue books features.



MediaVantage ensures your entire organization is reading the same news:

- Real-time searches to keep you on top of breaking news
- Unlimited, continuous search with no restrictions on volume of search terms or results returned
- Ability to monitor public RSS feeds, micro-blogs and even Twitter handles
- Privacy settings allowing some search terms and results to be kept for your eyes only when researching and monitoring confidential events
- Real-time alerts and automated daily monitoring reports emailed to your BlackBerry, iPhone or other mobile device
- Streamed TV mentions delivered within minutes of original airtime

MediaVantage publishing provides:

- Highly automated templates that streamline document production, publishing and distribution
- Ability to publish using .pdf, Word or XML
- Consolidate by issue all media coverage that impacts your brand, products, competitors, regulatory rulings and market trends
- Access to alerts and summaries will ensure you are always in the know, so you can plan your next steps
- Alerts can also notify key stakeholders the instant that new documents are available
- Filters that remove "noise" from coverage, such as duplicated or syndicated stories

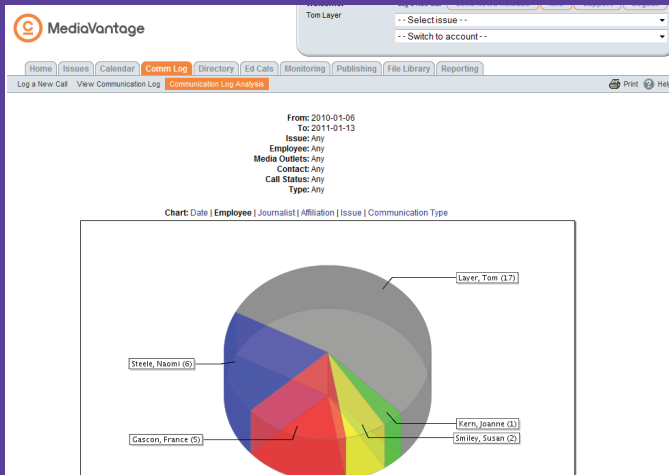
MediaVantage delivers monitoring results in a single window – an all-in-one view for reviewing and scoring.

MediaVantage's self-serve search term set up and editing means you don't need to call customer service to develop or modify searches.

MediaVantage's unlimited monitoring search terms allow you to monitor all relevant content, no matter how large the issue or extensive the coverage.

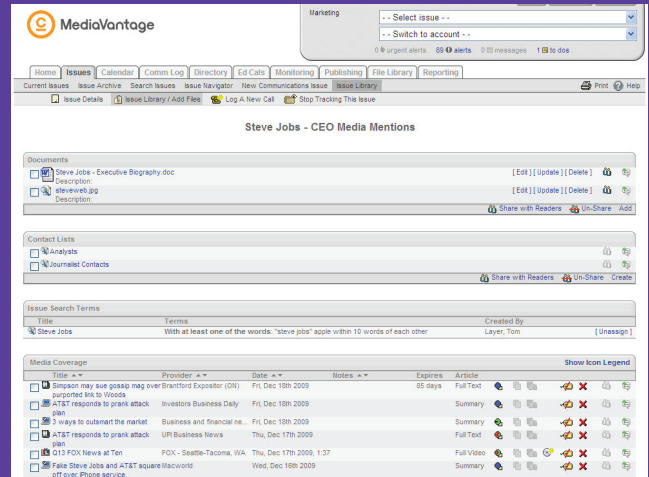
COMMUNICATIONS MANAGEMENT

MediaVantage supports your workflow by centralizing all PR activities, from single users through to global teams, allowing you to manage everything within a single application.



MEDIA COMMUNICATIONS

MediaVantage offers comprehensive tools to keep you out in front of issues – and on top of all interactions and progress made with journalists and key stakeholders.



MediaVantage communications management keeps everyone on the same page with:

- Collaborative workspaces that can be extended to key spokespeople for issue briefings or to global team members for updates on projects in progress. Similarly, PR agencies can extend campaign-specific workspaces to enable client review, comment or approval
- Alert notification of campaign or issue developments for key collaborators
- Discussion history, topic archiving, and a corporate history of all campaigns, activities, successes and lessons learned
- User rights management to set privileges of team members allows you to control access to documents related to sensitive issues
- A central file library where users can upload documents so they're accessible by all team members

MediaVantage's media communications features include:

- The ability to track all news media calls across your organization, sorted by campaigns and related issues
- Alerts if a call is logged from the same journalist within 72 hours
- Compatibility with Microsoft Outlook to synchronize all incoming journalist emails with the MediaVantage application
- The ability to generate detailed reports on incoming and outgoing call and email activity by campaign or issue
- A comprehensive global media database and integrated PR Newswire directory that allows you to connect with key journalists and media contacts
- An editorial calendar with advanced keyword search functionality that allows you to research upcoming story opportunities
- A calendar and communications log with built-in analytics that allows you to chart important data in graphical form, such as: who has been calling; what issue is generating the most media attention; and which team member is logging the most calls

MediaVantage offers numerous media coverage scoring dimensions and advanced metrics to report on specific issues, brands or geographies.

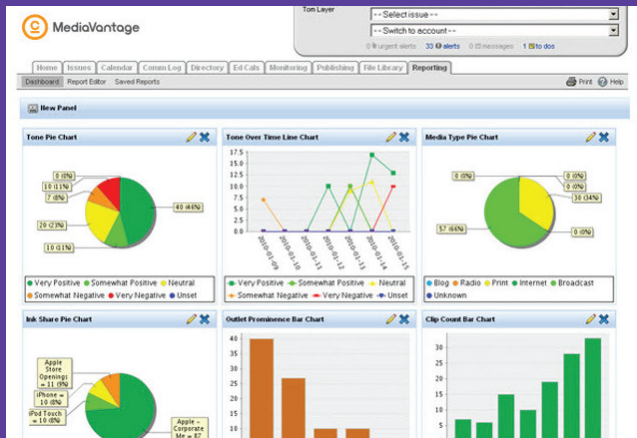
MediaVantage allows you to categorize tagged content and report on project-, issue- or topic-specific coverage.

MediaVantage provides extensive product training and customer support, to ensure that your PR activities are operating at maximum efficiency.

REPORTING

MediaVantage gives you the tools to see an immediate correlation between your PR activities and your media coverage, making it possible to plan new strategies and implement new tactics on the fly.

Its integrated report templates allow you to view and analyze media coverage and communication activity. Dashboards let you easily view key trends that drive your organization's strategic direction and affect your brand and reputation.



MediaVantage's reporting capabilities include:

Templates that deliver:

- At-a-glance reporting of media coverage for requested results across any or all media, as well as by issue, region, or business line
- Comparative reports to contrast your media coverage (via hits, outlets and tone) against your competitors, in clear graphic format
- The ability to analyze the communications log and the effectiveness of your outreach against your media coverage

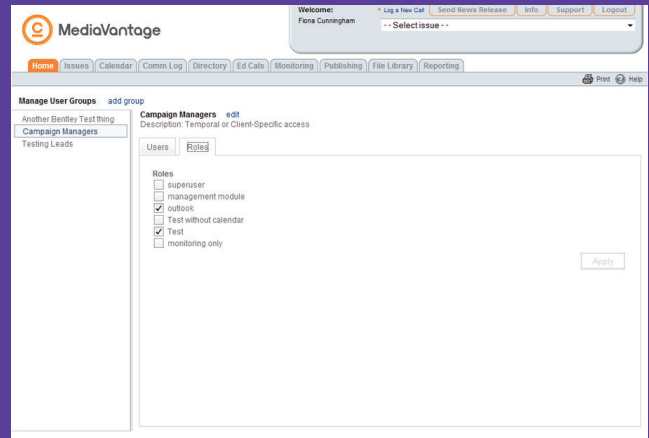
Dashboards that deliver:

- Access to information across multiple lines of business
- Immediate analysis and real-time visibility into corporate brand and reputation performance
- Customizable views that allow users to personalize their dashboard with vital indicators that matter most to them
- Direct access to current data and more efficient teamwork through a centralized data location

www.mediaavantage.com

SECURITY AND PRIVACY

MediaVantage lets you control the security roles and access rights of team members, senior executives and external PR agency teams. The MediaVantage software platform is hosted in a world-class, high-security data facility that guarantees secure server access and provides back-up capabilities.



MediaVantage enterprise security features include:

- Password protection
- Software security roles that allow you to define the actions of each user according to the role they perform
- Issue-based access roles, which ensure issue confidentiality by giving users read/write access on a per-issue basis

For more information about MediaVantage, please contact your account executive or contact us by:

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