

Rebranded Eikona locks its focus on Neutral, One Stop, 360 degrees Solutions for Earned Media Management

- *Holistic science of Earned Media Planning, Audit, Advisory & Brand Reputation Management to be the focus areas -*
- *Neutral solutions aimed to fortify Relationship between Clients & their Agencies -*

July 05, 2014, Mumbai: A decade old now, Eikona, the neutral Public Relations Audit arm of TAM Media Research, is embarking on its next journey. After having set many proactive PR measurement & audit benchmarks for the industry, a vibrant and freshly rebranded Eikona is all set to aid the Brand Custodians (Client Organization & its Agencies), with end to end solutions on Brand Management through Earned Media. The objective is to play an intrinsic role in helping Clients & Agencies at every step of their Brand Communications Planning, Execution and Review process.

Towards this, Eikona shall offer holistic, neutral, one stop research and data solutions for Earned Media management. Eikona’s service span will include helping Brand Custodians Listen to the Mood of the Market, Set Communications Targets, Monitor Execution, Audit & Advisory and finally, establish Earned Media’s impact on (Corporate/Product) Brand Reputation.

LV Krishnan, CEO, TAM Media Research, commenting on this initiative, said, *“Our organization is very uniquely placed. While through TAM & RAM we help the industry understand the TV & Radio consumption patterns & dynamics of Indian consumers, what makes us come a full circle is our ability to not only monitor & correlate a brand’s Paid Media initiatives through ADEX and but also the Earned Media initiatives through Eikona. These data sets help industry scientifically understand and correlate brand’s Visibility as well as its Reputation.”*

Explaining Eikona’s focus on Earned Media management, **Siddhartha Mukherjee, Sr. VP, Eikona**, said, *“We are living in a Reputation Economy. Here is where, Earned Media is fast moving towards the centre stage of any Brand Building or Sustenance exercise. While the need to manage this space has become quintessential, it is the methodology of managing & leveraging Earned Media that is becoming a complicated combination of art & science. Eikona will focus its energies in helping Brand Custodians with step by step, end to end solutions starting with Communications Planning, Execution checks, Audits & Advisory, and finally, helping establish Earned Media’s impact on Brand Reputation scores.”*

Types of Media	Definition	Examples
<u>Paid Media</u>	Where a Company or Brand pays to obtain space in medium of choice - Print, TV, Radio, Online etc. - to promote itself	Advertisements/Commercials on TV, Print, Radio, Outdoor, Search Engine Optimization, Product Placements etc.
<u>Earned Media</u>	Where a Company or Brand gets third party endorsements, promoted or discussed in editorial media & conversations, without any official monetary transaction	Brand’s endorsements through exposures/presence in editorials across Print, TV and Online news media as well as social media conversations.
<u>Owned Media</u>	Where a Company or Brand uses channels or platforms owned by itself for Promotion or Publicity	Catalogues, Packaging, Company Websites, Company Facebook Pages, Retail & Display properties etc.

In India, the definition of Earned Media is quite different from that of the Western markets. Adding on, he said, *“The western world has already transitioned deep into the Online world. Web portals, news websites, social media platforms comprising of blogs, chats forums etc. comprise of 70-80% of their average daily time spent on overall media consumption. However, in India, offline mediums like Print (Newspapers & Magazines) & TV News Channels comprise of similar majority numbers! This is what makes Earned media management in India offline skewed. Which is why, the western definition of ORM – Online Reputation Management - should be more appropriately positioned for India as Offline Reputation Management.”*

About Eikona

Eikona is a GloCal convergence of Research and Audit services offering a wide range of third party solutions aimed towards helping Client Organizations plan their Earned Media Initiatives, Optimize Communications Budgets, Conduct neutral “Post Campaigns” Audits and conclude with Corporate Brand Reputation Analytics and Advisory.

Set up in 2004 as a specialized service focusing on Earned Media Analytics by TAM Media Research (a JV between Nielsen (India) Pvt. Ltd. and Kantar Media Research), Eikona’s partnership has nurtured long standing relationships with an array of Clients across industry verticals, in India and Europe. Its services have helped the Top Management plan and audit its Communications initiatives aimed across Customers & Consumers, Employees, Trade, Investors, Policy Makers and the Social Ecosystem (CSR) at large.

With the largest monitoring and analytics infrastructure in Asia, Eikona’s audit & advisory services undertake in-depth study of the multi-media spectrum covering Newspapers, Magazines, TV News Channels, Websites/ Portals and the Social media.

About TAM Media Research

TAM is a joint venture between Nielsen (India) Pvt Ltd & Kantar Market Research. Besides measuring TV Viewership, TAM also monitors Advertising Expenditure of Television, Print & Radio through its division AdEx India. Since 2004, it extended its presence in the PR Measurement & Analysis space for Corporate/Marketing Clients by setting up a separate division – Eikona PR Measurement.

In 2007, the joint venture introduced RAM (Radio Audience Measurement) service to track Radio Listenership for the Indian Radio Broadcast Industry. In year 2009, TAM launched a division, called TAM Sports that specializes in monitoring Sports Sponsorship ROI.

TAM Media Research’s objective is to fuel media insights that will drive the growth of the Indian Media Industry.

