

## Communications Mapping – Fact Sheet

Launched in January 2007 at the initiative of the office of the CEO.

Global initiative lead by UK-based Jim Beakey.

Mandate: Identify competitive advantage for clients and provide H&K differentiation through innovation.

Leverages longstanding competitive media intelligence practice, partnerships, new technology and patent-pending methodologies.

The Influencer Network Analysis (INA) product suite was the first to launch in January 2007.

First to market innovation. Proprietary patent-pending methodology. Robust technological development.

Maps the complex interrelationships among media influencers, companies or brands, media topics, individual reporters and publications.

Identifies the influencers that drive coverage, the topics that generate traction and specific media outlets and reporters. INA identifies the *Gatekeepers of Influence*.

Provides tactical action items, strategic program management and campaign ROI measurement – an efficient roadmap to competitive advantage in PR programs.

Based on a process called Social Network Analysis, a methodology developed and used by social scientists for decades.

50 plus beta projects with H&K clients through partner ComMetric across multiple industries.

### INA Value Proposition:

- INA provides richer information than traditional media analysis metrics
- INA projects provides intuitive action steps
- INA is a practical combination of the strategic and the tactical
- INA reduces 'acquisition' costs by directing resources to the most efficient channels
- INA maps the normally invisible relationships among people, companies, ideas and media
- INA can uncover the informal structures that drive change outside and independent from formal hierarchies
- INA provides an overview of the media landscape and the context to interpret it
- INAs can initiate change in programs or organizations
- INA technology makes the impractical and impossible ... possible
- INA increases efficiency and productivity