



Helping you manage
your reputation
across all channels

durrants

The coverage that matters, as it happens

The media landscape has transformed over the past few years, and continues to evolve. In this changeable environment brand reputations are fuelled by the power of media and influential reporting. Managing a constant stream of coverage has never been more challenging, or more essential – especially when you need to keep track of what is being said about your organisation.

Get a head start

Durrants Media Monitoring service keeps you firmly in the driving seat. We give you the head start you need when a story or online conversation begins to unfold about your industry, organisation, brand or competitors. By monitoring the most comprehensive list of global media across all channels – press, online, broadcast and social – we can bring you fast, accurate and editorially-reviewed coverage, relevant to your needs. Our frontline service helps you manage brand reputation, keep track of your PR initiatives, maximise your opportunities for coverage and ultimately stay in control.

Cut-through to what counts

Our experience shows that 90% of coverage found by automated services is not relevant to an organisation's monitoring needs. It can take valuable time and intensive effort to sift through to what matters, with the potential to miss crucial coverage. This is where our optimal blend of cutting-edge technology and people intelligence makes all the difference. We have over 250 readers, editors and summarisers working to provide you with instant cut-through: they filter and review all your coverage, so you can get straight to the information you need. Accuracy rates are over 99.6%, and we continually work to improve our monitoring technology and reading processes.

Making sure you don't miss a thing

You can be confident that if you are in the news, we will find it and deliver it to you first. We monitor the most comprehensive media list in the industry – that's over 12,000 UK and international sources, across all sectors and media channels, 24/7. We're constantly evolving our sources to suit your needs: if there's a specialist media outlet you need us to cover, we'll add it to our list.

We currently monitor:

- 5,500 UK print titles
- Over 230 broadcast channels
- 6,000 UK websites
- Millions of social media sources
- International content from over 100 countries and hundreds of thousands of sources

Broadcast monitoring:

- Extensive monitoring – we monitor over 230 UK TV and radio stations on a daily basis
- Streaming broadcast – allows you to view your coverage from your desktop
- Transcripts and recordings – a full transcript or permanent recording can be purchased for your archive

International monitoring:

- Global reach – content from over 100 countries and 100,000 sources
- In-house team of native speakers to read key daily global titles – so we can deliver faster and provide summary translations
- Cost-effective – our global network of trusted partners gives you extremely competitive rates

A service built around you

We aim to help you effectively manage your reputation and meet your PR needs by only monitoring and delivering the information you specifically need. Each monitoring brief is worked through in detailed consultation with you, and you choose how and when you receive your coverage. Ask for reports by email, online, fax or hard copy; get your information delivered first thing in the morning, or by email alerts throughout the day. You can further customise your coverage using our online portal to search, filter, archive, analyse and create personalised press packs for key stakeholders.

The best support team in the industry

Customer service is our major priority, and we have the largest support team in the industry. Clients are allocated their own dedicated account manager who is on call 24 hours a day, 363 days a year, to help with questions, queries or changes to the monitoring brief.

Everything in one place

Durrants Media Monitoring service now operates in connection with market-leading Gorkana Media Database and Metrica Media Analysis services, helping you manage all your PR activities in one place. The integrated portal gives you many valuable built-in benefits, helping you plan your campaigns more accurately, keep track of your coverage and analyse results even faster.

- Gorkana Media Database – your coverage links directly through to accurate and in-depth journalist and media outlet profiles, making it quicker and easier for you to look up and connect with the influencers behind your coverage.
- Metrica Media Analysis – real-time access to in-depth media analysis, tailored to you: helps you understand the impact and effectiveness of your PR on a day-to-day basis.
- Metrica Radar – fast and easy-to-use real-time online social media monitoring tool. Just one click to find and review all your relevant social media content and coverage; tracks conversations as they develop helping you identify the drivers and influencers who matter most.

Durrants Media Monitoring service

Total control and management

Track, review and share your multi-channel coverage quickly and easily. Review the context of your coverage with full colour PDFs of the article and key information including editorial summaries, AVE, media outlet, journalist and location on the page.

Search tools

Quickly sort and filter your coverage to suit your needs.

Archive

All your coverage is available for 28 days after publication; extended access to regional and national NLA eClips is available for up to a year.

Customisable dashboard

Track the performance of your PR initiatives throughout the day, and keep up with the latest developments via important industry and external news and Twitter feeds. Quick and easy to personalise and display whatever is most important to you: track volume and favourability of key campaign coverage, key topics and messages, spokespeople, share of voice and more.

Each chart is completely dynamic, so you can seamlessly click through to the corresponding coverage.

YOUR PROFILE ADMINISTRATION CLIPS SEARCH TERMS & CONDITIONS HELP & TOOLS LOG OUT

Dashboard Media Database Monitoring Evaluation Social Media My Archive

Last 30 days All Agreements/Subject Headings Display clip full details
From 30 All Media Types Display summary
To 30 All Keywords Filter by: Cover date Upload date

Displaying clips: 626-650 of 746

14/06/11 Poor have faced far higher inflation rate than rich over the past decade, says IFS
Guardian, The (Main) - Page 30
Agreement: Value Supermarkets Journalist: Larry Elliot Circulation: 262,937
Keyword: Food Prices Edition: AVE: £2,828

16/05/11 The price is right, now for the next war
Times, The (Main) - Page 39
Agreement: Value Supermarkets Journalist: Marcus Leroux Circulation: 449,809
Keyword: Asda Edition: 1 AVE: £25,695

19/05/11 Asda seals victory
Asda's mystery shopping exercise for this week, with the staff performance highly praised.
Journalist: Katharine Barrack Circulation: 30,420
Edition: 0 AVE: £6,382

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Poor have faced far higher inflation rate than rich over the past decade, says IFS

Research shows gap has widened since recession. Effective rate is 4.2% for poorest, 2.7% for richest.

19.5%

Source: Guardian, The (Main)
Edition: UK
Country: Tuesday 14, June 2011
Date: 30
Page: 326 sq. cm
Circulation: ABC 262937 Daily
BRAD info: page rate £11,400.00, scc rate £42.00
Phone: 020 3353 2000
Keyword: FOOD PRICES

Full-colour PDFs of your coverage

Feature useful supporting information such as the media outlet/source, edition, country, date, page and size of article (if relevant), circulation, BRAD ad rate, keyword and positioning of the coverage within the page.

Streamed clips of your broadcast coverage

Include programme, keyword, time, channel, duration and a content summary.

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Keyword: Sainsbury's
Channel/Station: ITV 1 Westcountry
Programme: The Westcountry Tonight
Start: 14/06/2011 18:00:00
Presenter(s):
Item start: 18:08:50
Duration: 0:31
Reporter:
Headline: NEW DISTRIBUTION CENTRE

Summary:
All new tills will be created on the old tills of Easter. Sainsbury's Central Area, Eastern and East Devon Growth Plan, Coarbrook, DLY Park Business Estate, Science Park.

Share Press Packs

Clipbook functionality lets you send relevant coverage with tailored messages to specific groups of stakeholders.

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Step one: Order clips Step two: Add comments Step three: Select mail list Step four: Preview and send

Create clipbook
Add comments
Email subject
Clipbook comment

DATE	HEADLINE	PUBLICATION/OUTLET
13/06/11	The gaps in your supermarket	Daily Mail (Main)
13/06/11	Supermarkets want shoppers to switch fish	Guardian, (Main)
11/06/11	Only have 5 minutes!	Daily Mail (Main)
11/06/11	Sainsbury's super service secures win	Gravest, The (Main)
11/06/11	Sorry for our Faux pas with Nicole's name	Oxford Mail (Main)
10/06/11	Readworks in Stone	Irving Herald (Main)
08/06/11	Learn about farms in Africa	Watness Weekend(Main)
08/06/11	Sainsbury's plan is set for approval	Northampton Chronicle & Echo (Main)
08/06/11	Letters Page	Petersfield Post (Main)

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YOUR PROFILE ADMINISTRATION CLIPS SEARCH TERMS & CONDITIONS HELP & TOOLS LOG OUT

Dashboard Media Database Monitoring Evaluation Social Media My Archive Personalise

VOLUME OF CLIPS CONTAINING TOPICS/MESSAGES

Customer service Environment Jobs Quality Value for money

RETAIL WEEK NEWS

Morrison's prepares bid for Iceland.
Morrison's is preparing a £1.5bn bid for frozen food retailer Iceland, it has been reported.
MAC clothing sues Bostock 'never wanted to be boss.'
Marks & Spencer clothing boss Kate Bostock has admitted that she "never wanted to be chief executive" of the retail giant and said that she was working closely with incumbent Marc Bostock to run out clothing ranging issues.

@SAINSBURY'S TWITTER HANDLE

BBC GOOD FOOD TWITTER

DAILY NEWS DIGEST

Financial Times YEARS OVER GOVERNANCE AT BANK OF ENGLAND
Norma Cohen at the Financial Times reported that the Bank of England's corporate governance is being increasingly scrutinised by politicians and senior bankers over fears its court of non-executive directors isn't able to hold senior staff to account. This summary from the Financial Times was produced by Durrants.

Daily Express NEW VOLCANO ASH THREAT TO FLIGHTS
Fears have been raised over volcanic ash disrupting flights again after ash from Grimsvotn, Iceland's most active volcano, forced the country's main airport to close at the weekend. Weather experts have predicted the ash might reach Gatwick by Wednesday and by Thursday it could reach the south. Dr Steve McNicoll, a volcanologist with the Open University, said: "We're not sure how long it will last for you. It's not clear how long it will last for you. It's not clear how long it will last for you."

GORKANA CONSUMER PR NEWS

Is departing over worth the risk? Mass
When Gorkana met ELLUK.com Mass
Case Study: Rabbit Cafe at Churchill Square

Measure the success of your PR activities

Get at-a-glance insight into your PR on a day-to-day basis. Built-in evaluation tools and 18 templated charts allow you to review your coverage by key metrics: review by volume, campaign, key message favourability and share of voice benchmarking.

VOLUME OF CLIPS CONTAINING TOPIC MENTIONS
Campaign Category: Article Topic: (None)
Date Range: 21/04/11 to 20/05/11 - Total Clips: 174

VOLUME OF CLIPS CONTAINING TOPICS/MESSAGES

Customer service Environment Jobs Quality Value for money

TOPIC	TOTAL NUMBER OF CLIPS CONTAINING THE TOPIC	Strongly Positive	Slightly Positive	Neutral	Slightly Negative	Strongly Negative
Customer service	14	3	1	6	1	3
Environment	35	2	10	16	2	5
Jobs	75	13	8	49	3	2
Quality	14	2	1	9	1	1
Value for money	59	10	0	34	5	2

Exportable data

Download charts and data for further analysis, or to add to your presentations and reports.

Access your media intelligence on the move

Stay in the loop with coverage delivered to your Blackberry, iPad, iPhone or Android Smartphone. Be the first to get the latest coverage – whether it's before you arrive at the office everyday, or a breaking story on a Sunday. Includes full-colour clips and key summary information.

Email Alerts

Email alerts of all your coverage are sent to you at a time and frequency you request; these can be tailored to include summaries and can link directly to a PDF of your coverage.

Message
Supermarkets (Updated) Media Coverage - 9 Jun 2011
Sent: Durrants

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Media Coverage for Supermarkets (Updated)

Listed below is new coverage available on <http://www.mediacoverage.co.uk> since your last email.

BUDGET SUPERMARKETS

BUDGENS

Letters Page
Beaconsfield Advertiser (Main), 02 Jun 2011, p14, UK, Keyword: Budgens

ALDI

Chinese bus Median
Frankfurter Allgemeine Zeitung (Germany), 08 Jun 2011, p12, Germany, Keyword: Aldi - International, Journalist: dpa

ONLINE RETAILERS

ONLINE RETAIL

Internet brings return to the past
Guardian, The (Main), 09 Jun 2011, p28, UK, Keyword: ONLINE RETAIL, Journalist: Zoe Wood



Why choose Durrants?

- Our service goes above and beyond the inaccuracies and inefficiencies of a purely automated service. We use an optimum mix of the latest technology backed up by a skilled editorial team to ensure you only receive the coverage that matters to you. By using expert people to review all your coverage, we can deliver content that matches your exact requirements.
- We cover the broadest media list in the industry across all channels: print, broadcast, web, wires, international and leading blogs, all monitored daily using cutting-edge technology. If you're being talked about, we'll find out where.
- Market-leading for speed, accuracy and reliability. Our unique blend of editorial review, pioneering technology and finely-tuned processes are delivered in a format that suits you, whether through our online portal, mobile, email, press packs, fax or via a data feed.
- A customisable dashboard helps you keep track of your PR performance throughout the day, alongside key Twitter and industry/external news feeds.
- Exceptional customer service from the largest account management team in the sector. We provide you with an experienced and pro-active account manager, on-hand to offer support 24/7.
- Our pioneering online PR portal offers the advantage of integrated data: in-built media analysis and charting tools help you quickly evaluate your coverage and customise how you view it through a smart dashboard.

Contact us today and see how our services can meet your challenges.

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 **020 7674 0200**

 www.durrants.co.uk

 [@DurrantsMedia](https://twitter.com/DurrantsMedia)



The market-leading media intelligence services Gorkana, Durrants and Metrica have come together as one company – Gorkana Group.

Our PR planning, monitoring and analysis services are now easily accessible through one integrated portal, giving you a unique real-time vantage point while saving you valuable time.

With our combined strengths of accurate and enriched journalist and media intelligence, fast and comprehensive media monitoring and in-depth media evaluation, we are best placed to intelligently inform and drive the success of your PR strategies.


Gorkana | durrants | metrica

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