

Media Tenor International Corporate Communicator Award 2007

For this award **295,247** reports on companies and managers mentioned in at least 5 lines/seconds from 07/01/2006-06/30/2007 in **35 media** were analyzed.

MEDIA TENOR COMMUNICATOR AWARD 2007

- MEDIA TENOR's Communicator Award has the added value of analyzing the quality of diversity in the corporate news apart from the overall volume of coverage and tendencies. Since the media image is subject to a number of external influences, a broad thematic breadth with a large cluster of value drivers and a pro-active communication approach are prerequisites for a sustainable solid media image, as they can also counterbalance potential reputation risks.
- Aside from the presence and the rating, the share of non-journalist reports and the representation of a company's executives in the news, the diversity and weighting of issues in the context of which a company is covered, from innovation and HR to customer relations, are thus important criteria in the determination of the winner of the Communicator Award as the diversity of media portraying these corporations.
- The analysis of thematic diversity is based on the analysis of key image factors which are, in accordance with leading consultants, significant variables in determining how much a company is worth. MEDIA TENOR analyzes the entire coverage of companies in opinion-leading German media and measures the weighting of these image factors.
- For this analysis all companies from all industries and all countries mentioned in at least 5 seconds/lines in the analyzed media were taken into account. They totaled 295,247 passages on either companies or their managers in 35 German media.
- Companies whose media representation touched upon all 22 image factors as the main subject of at least one news report achieved the greatest thematic breath and were taken into account.
- The International Corporate Communicator comprises only non-German companies.

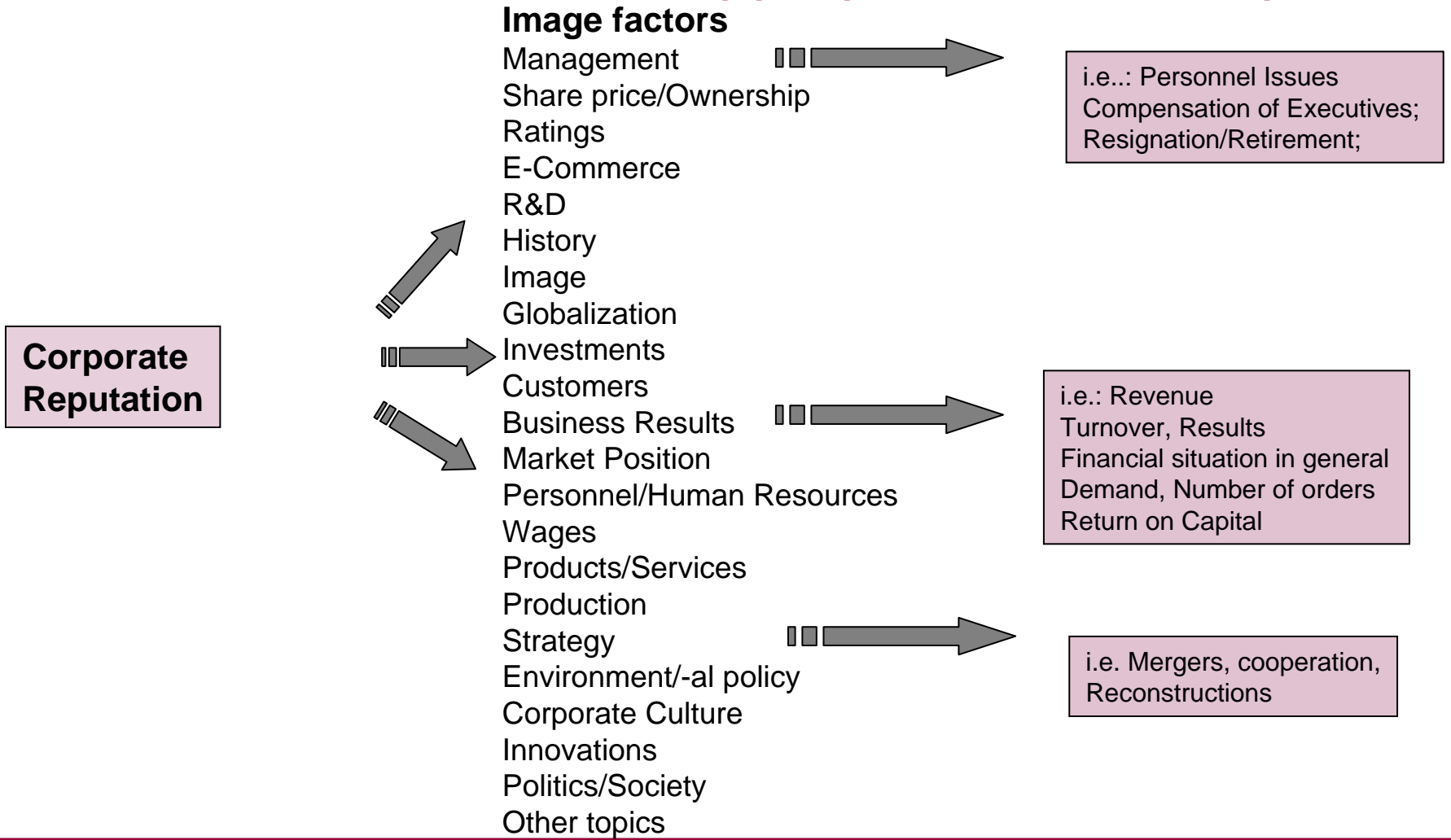
Companies with a coverage of all 22 image factors were taken into account

Criterion 1: Diversity of topics

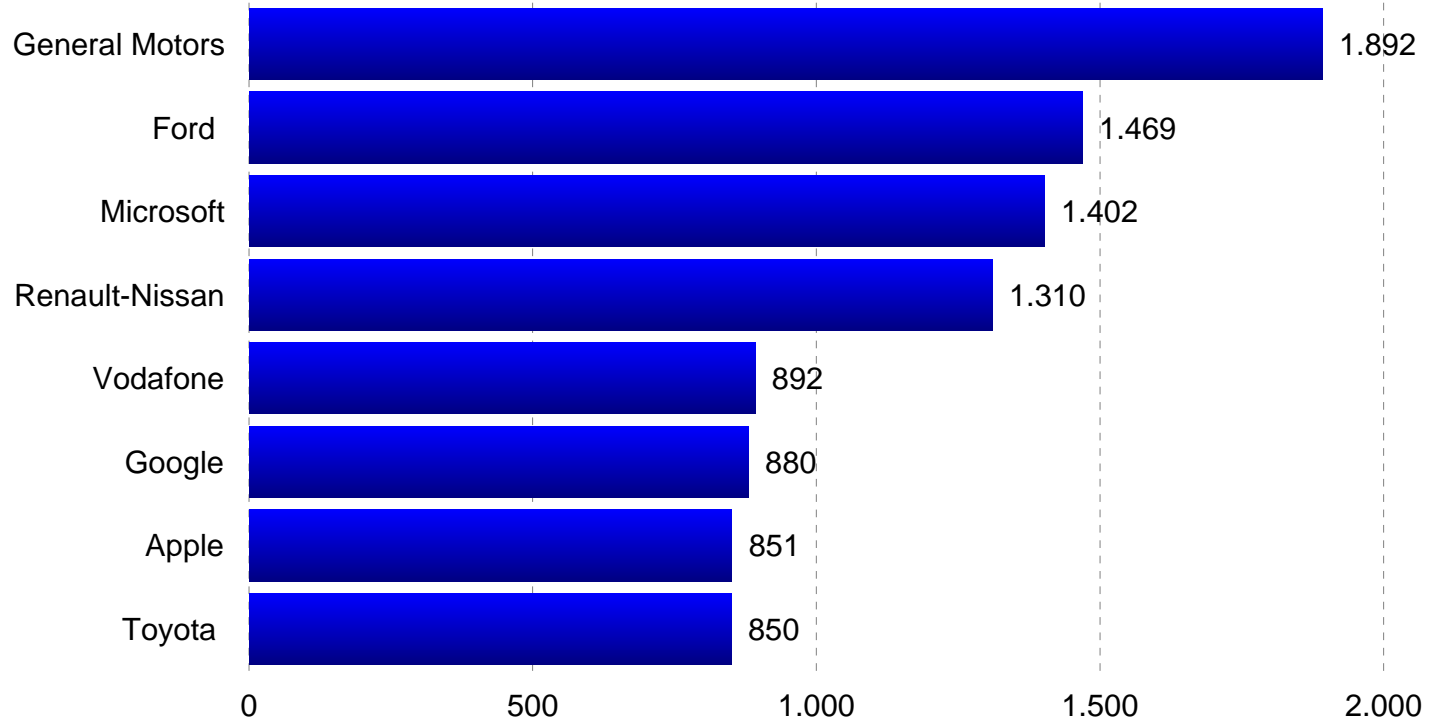
ABB	Hewlett Packard
AMD	Microsoft
Apple	Nestlé
Citibank	Nokia
Coca-Cola	Philips
Dell	PSA
Ebay	Renault-Nissan
Fiat	Shell
Ford	Toyota
General Motors	Vodafone
Google	

▶ After measuring the diversity of topics as an essential element of a sustainable communication management, only 21 out of all non-German companies being reported showed the widest thematic breadth indicated by the 22 image factors.

More than 3,000 topics aggregated to 22 image factors

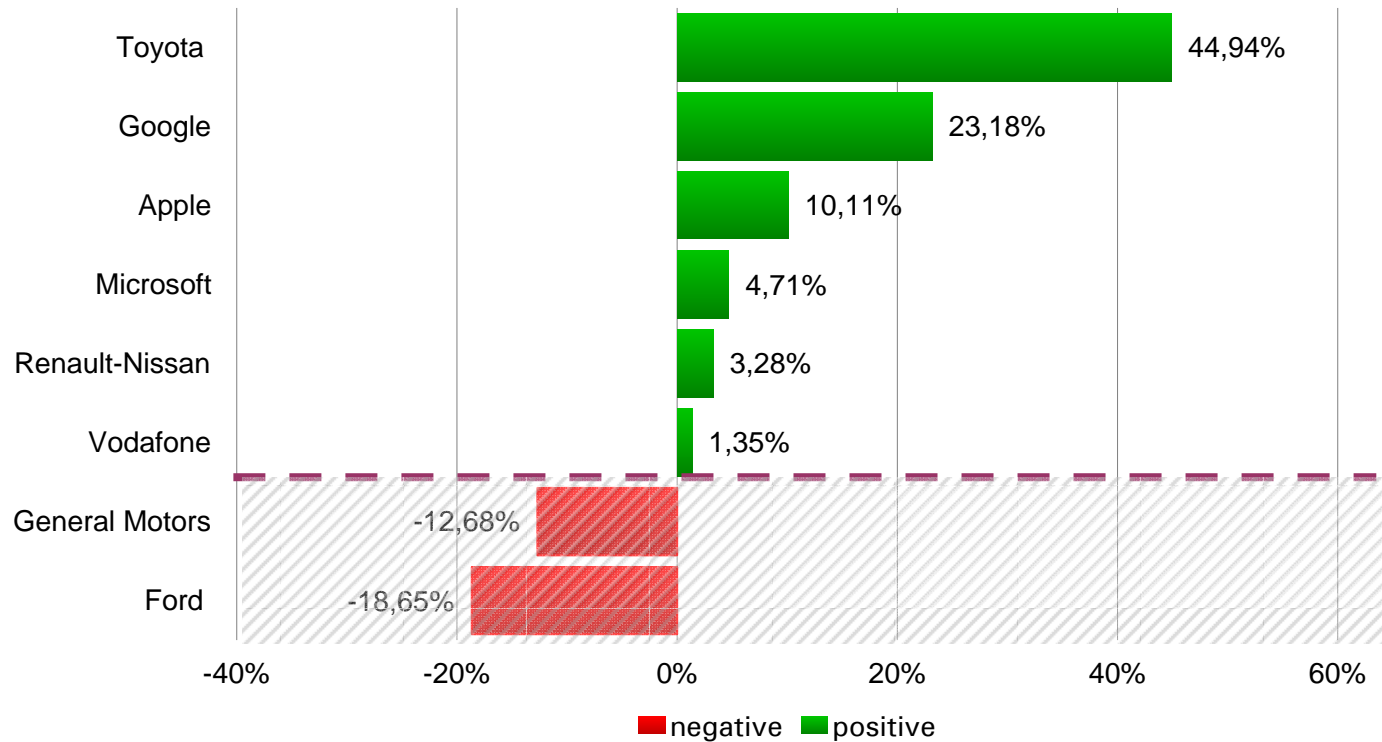


Criterion 2: minimum coverage of 600 reports



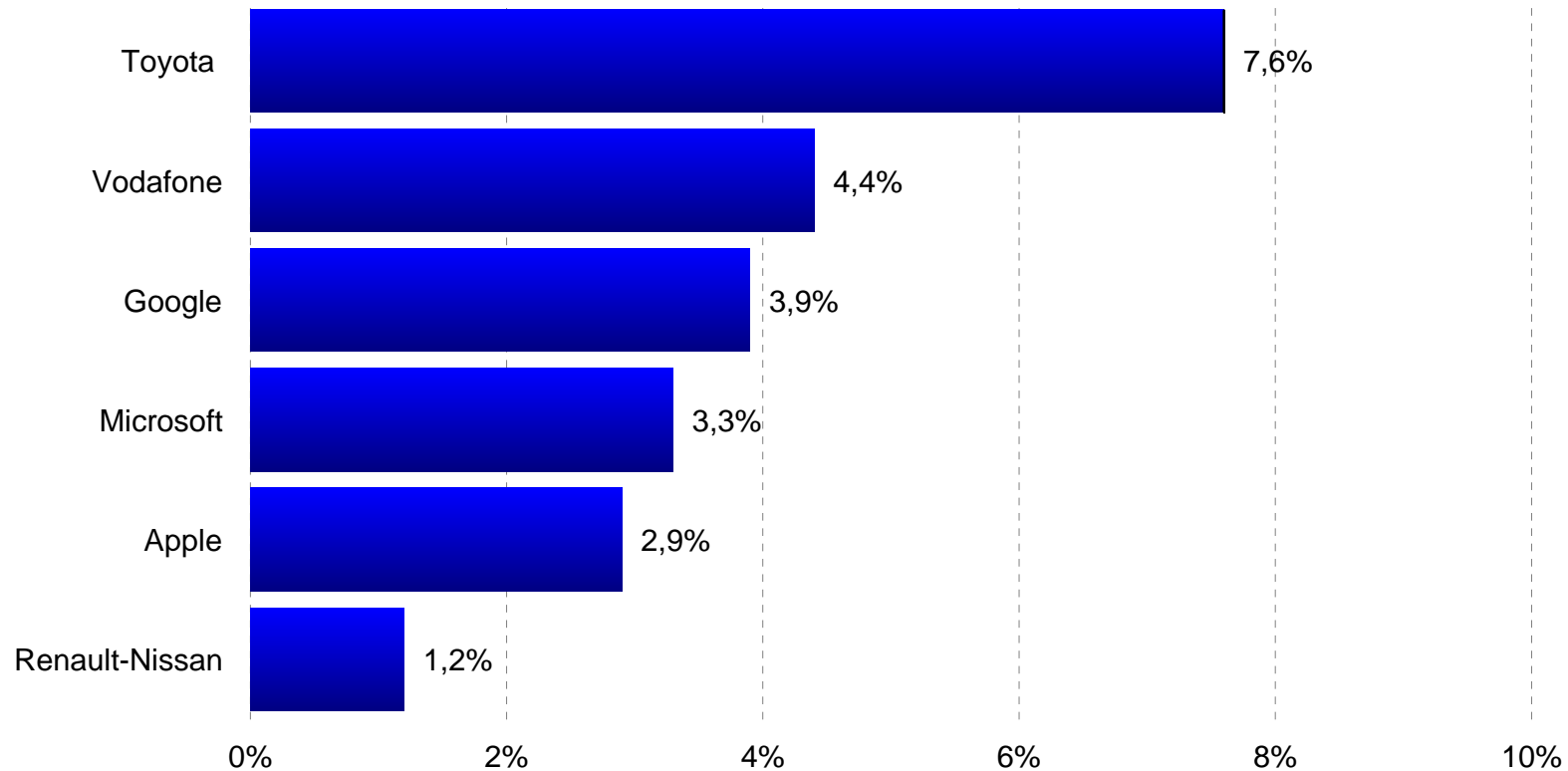
Even fewer companies still qualified after applying the second criterion: visibility. A solid media presence – a prerequisite for a sustainable solid media image – above an awareness threshold of 600 reports within the analyzed year, was only achieved by 8 corporations.

Criterion 3: Balance of ratings



Since the focus on negativism is striking in media coverage, the last criterion leading to disqualification was the evaluation of the companies. Only corporations with a balanced rating better than -10% were taken into account. Six companies were final nominees.

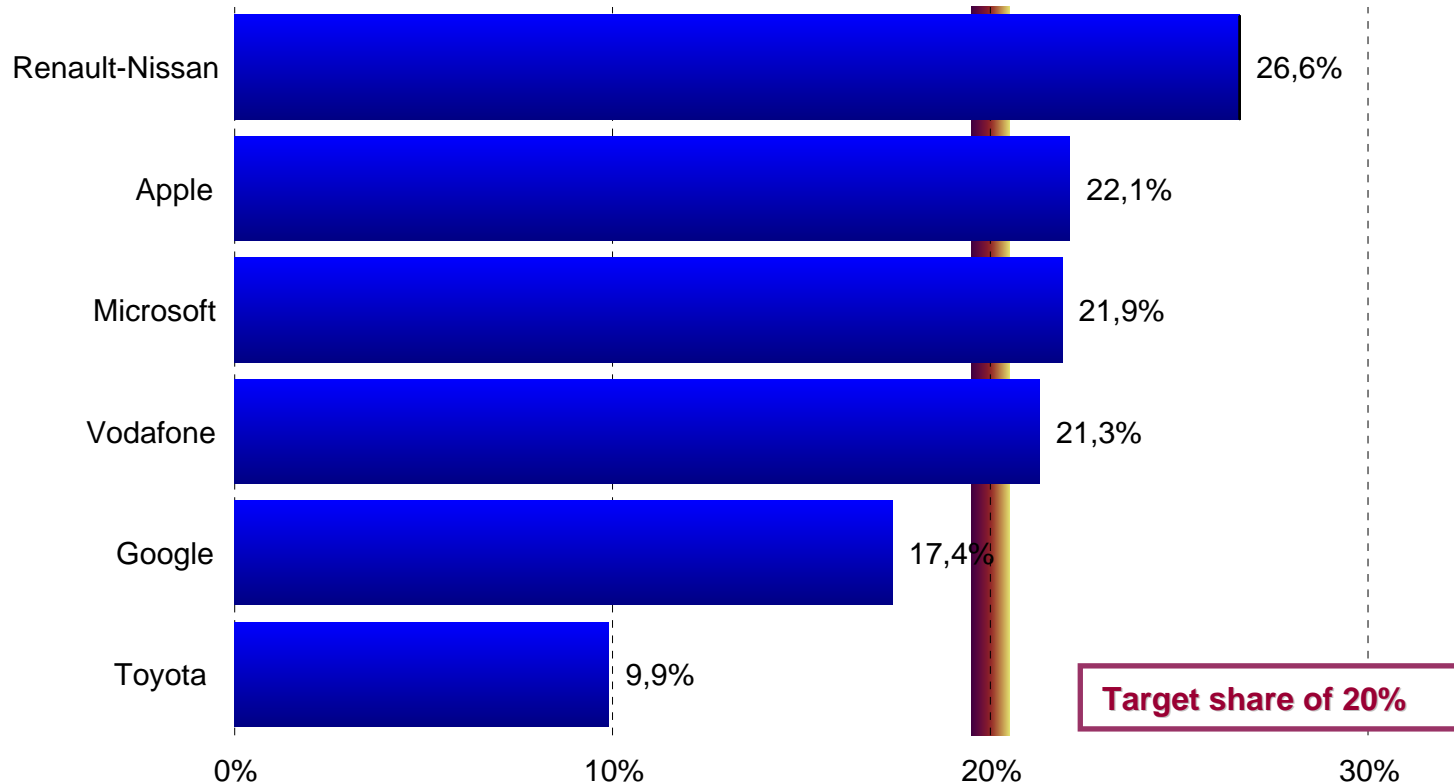
Criterion 4: Interviews & Guest articles



Interviews and guest articles are good opportunities to communicate own issues and arguments. The share of coverage in this format among non-German corporations by Toyota was relatively high.

Importance of executives (Difference from the target of a share of 20%)

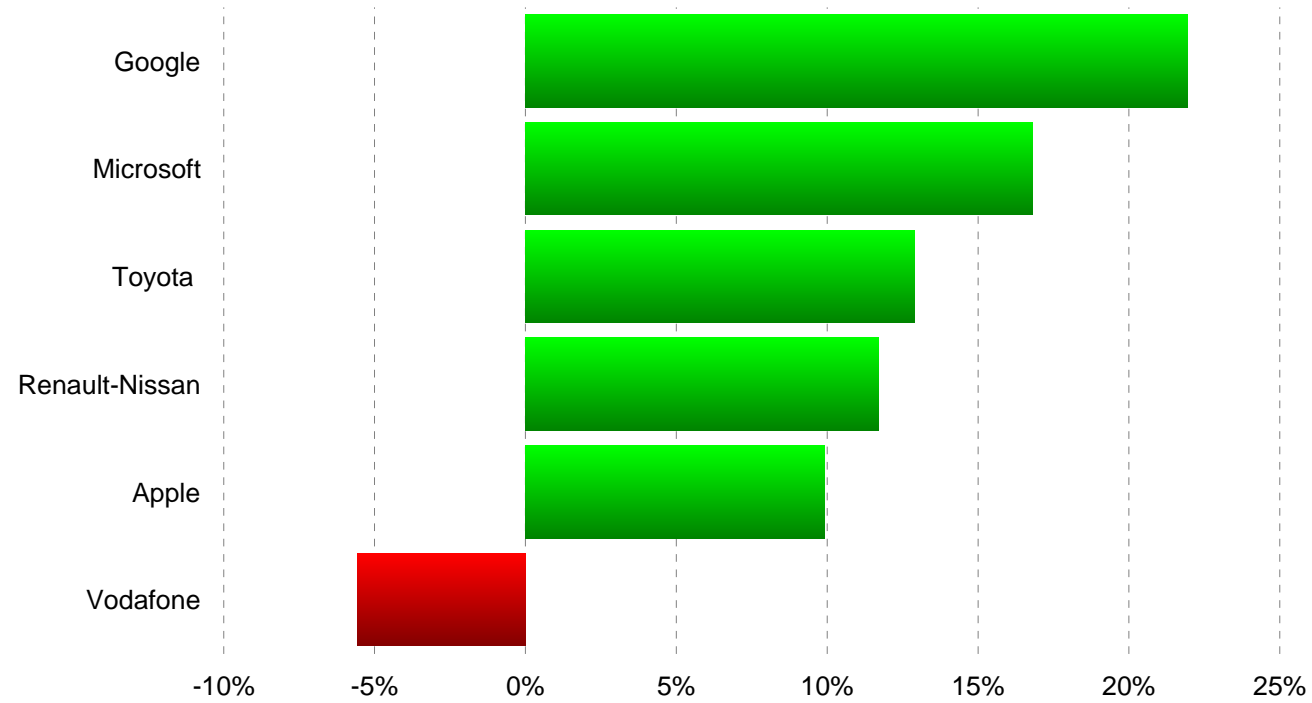
Criterion 5: Personalisation



▶ A broad visibility of senior executives without a mere reduction to personalisation was awarded in this category. Vodafone came closest to the target mark of 20% share of executives.

Balance of positive minus negative ratings of executives

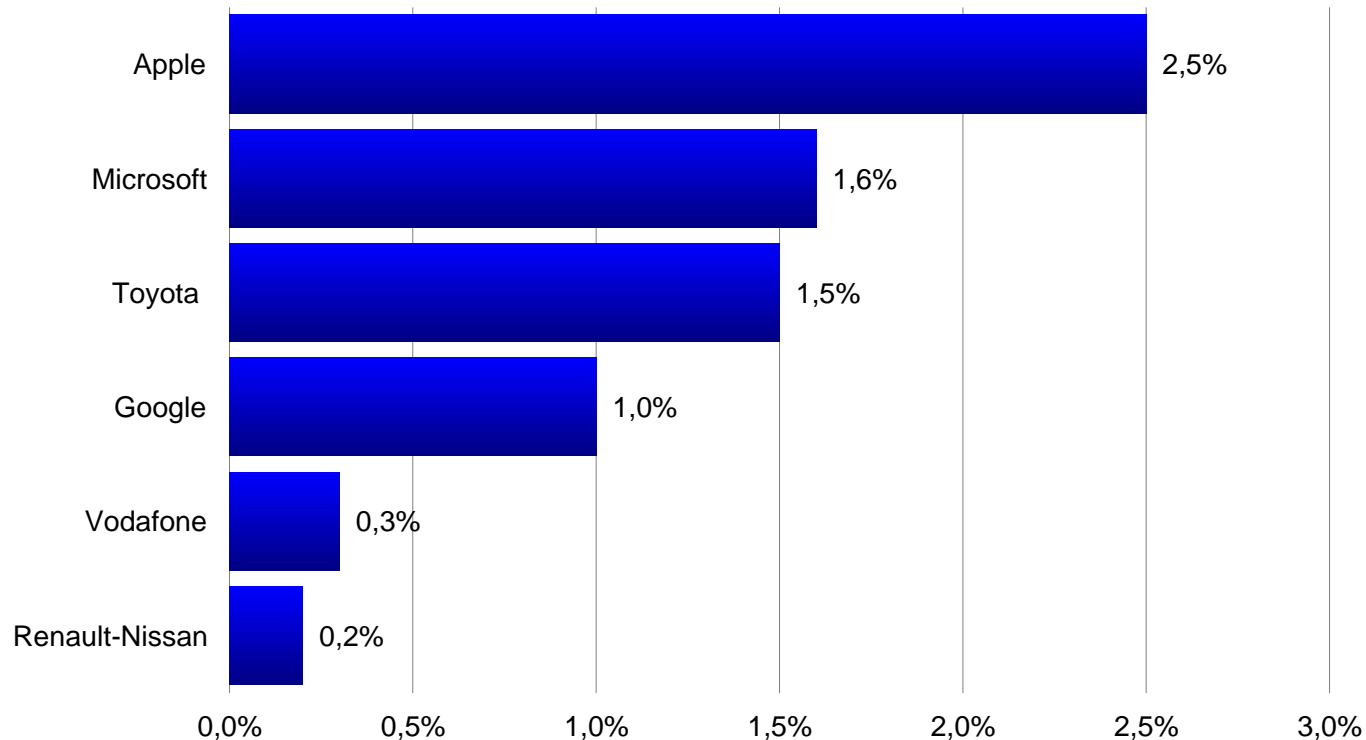
Criterion 6: Ratings of executives



Since senior executives are acting on behalf of their companies, their media image is shaping the corporate reputation as well. Among the non-German corporations senior executives of Google and Microsoft performed best in terms of valuations.

Share on all mentioned topics

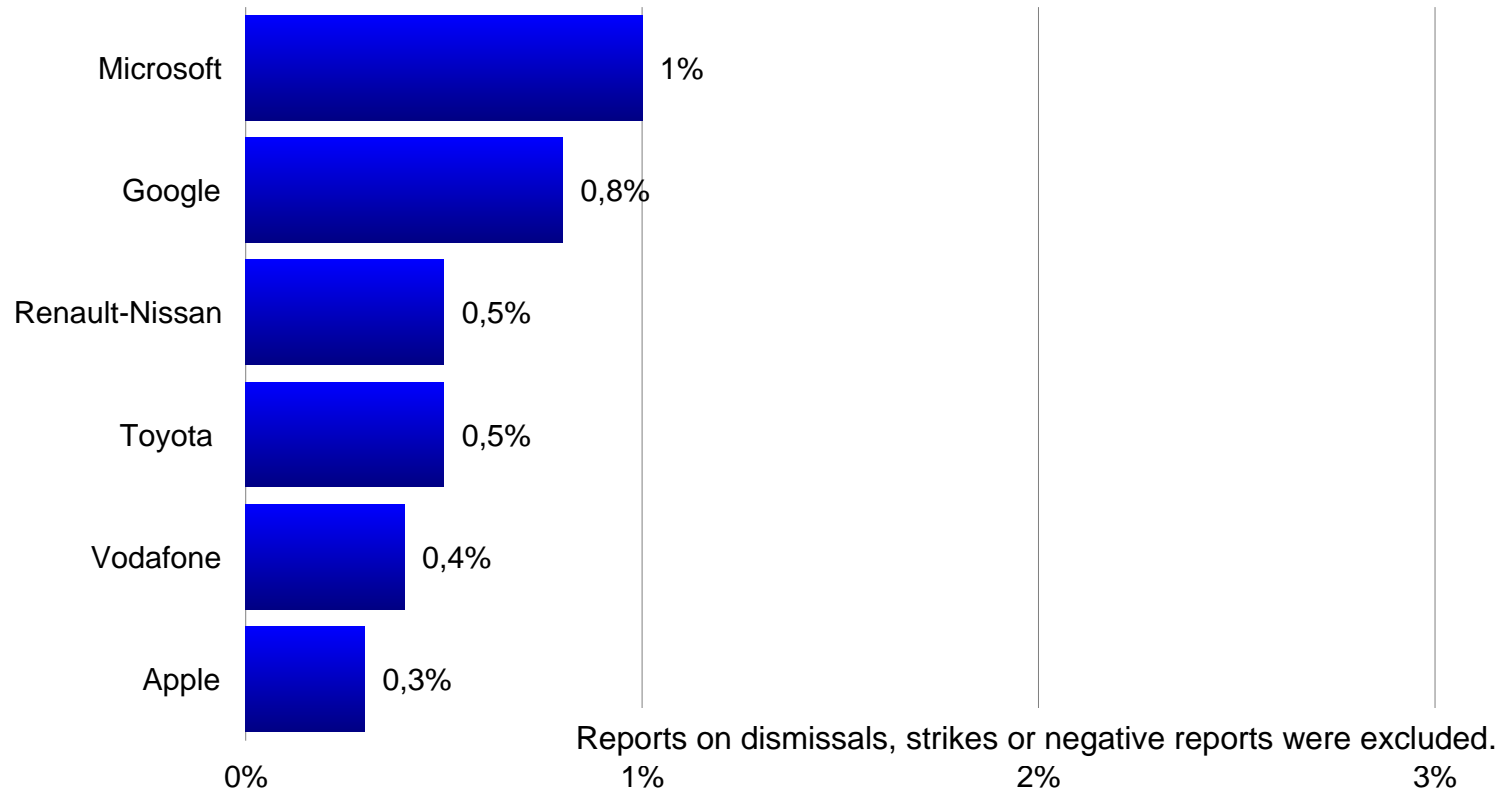
Criterion 7: Key topic - Innovation



In times of global competition, know-how and innovation is increasingly relevant yet it hardly appears in the coverage. Few companies achieved a share of more than one percent on innovation issues. Apple was reported most intensively in terms of innovation.

Share on all mentioned topics

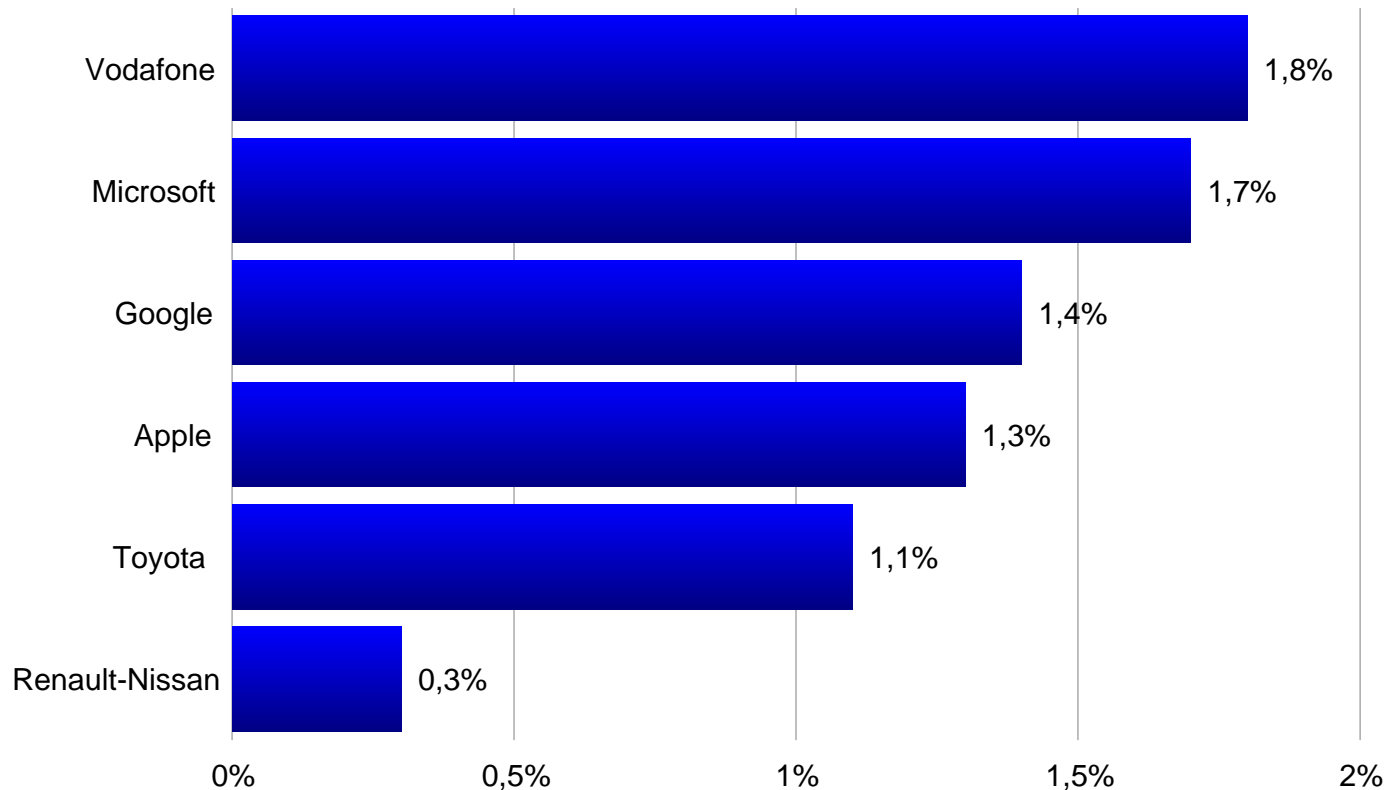
Criterion 8: Key topic – Personnel/HR



Due to job cuts and restructuring, the social responsibility of companies has become a relevant issue. Excluding dismissals or negative passages, Microsoft and Google scored with the highest share of personnel-related topics.

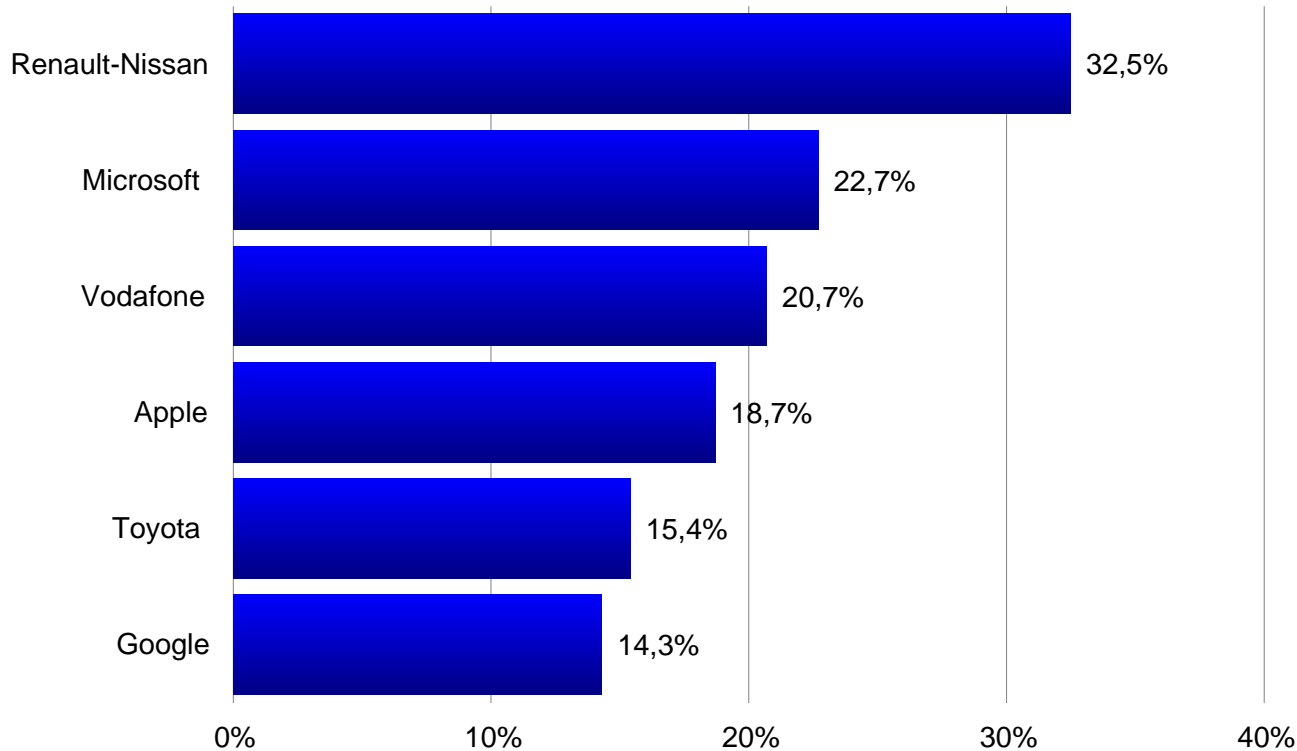
Share on all mentioned topics

Criterion 9: Key topic – Clients/Customers



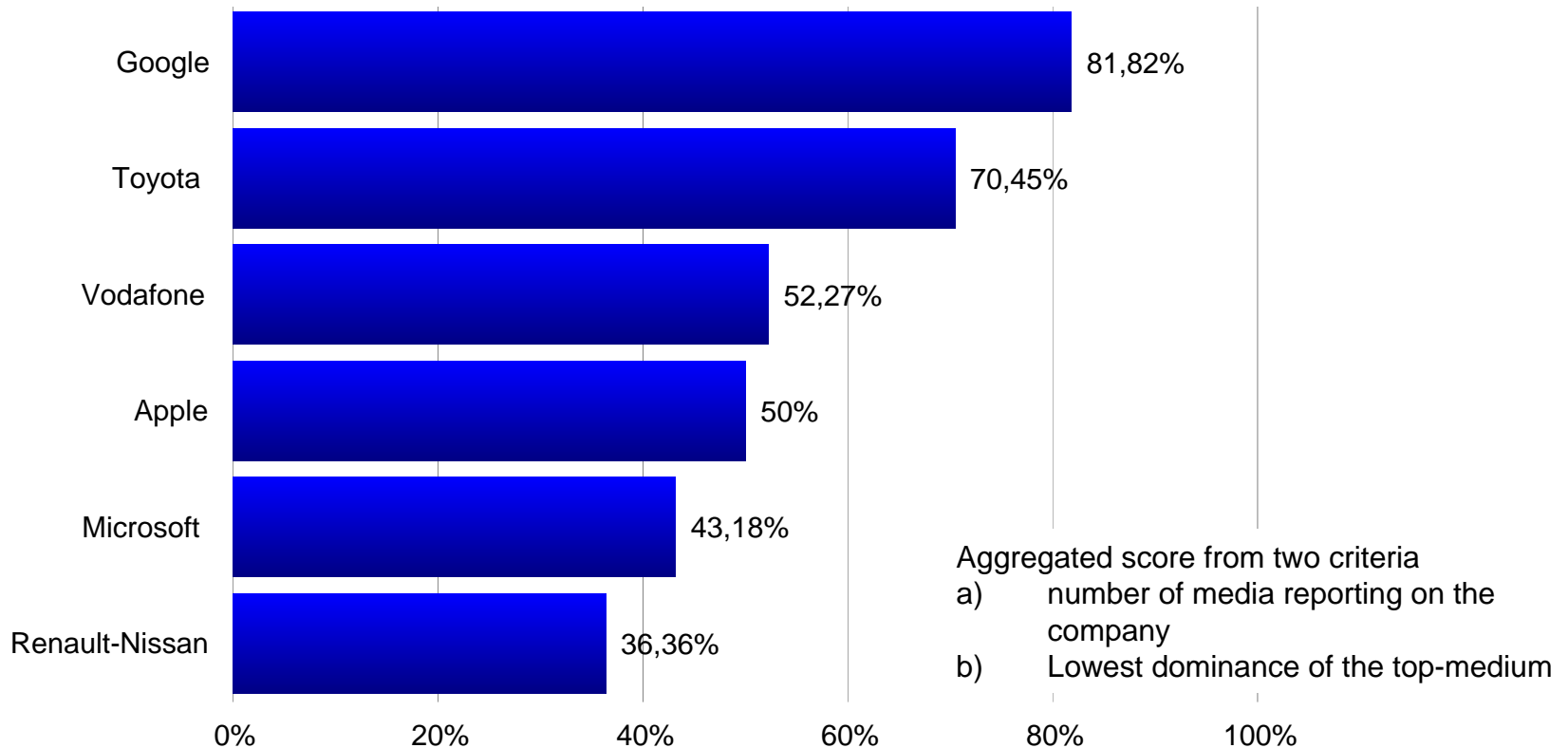
▶ Although client and customer relations are a critical factor in building a sound corporate reputation it is an issue of only minor importance to the media. Among non-German corporations Vodafone performed best in this category.

Criterion 10: Reference to future



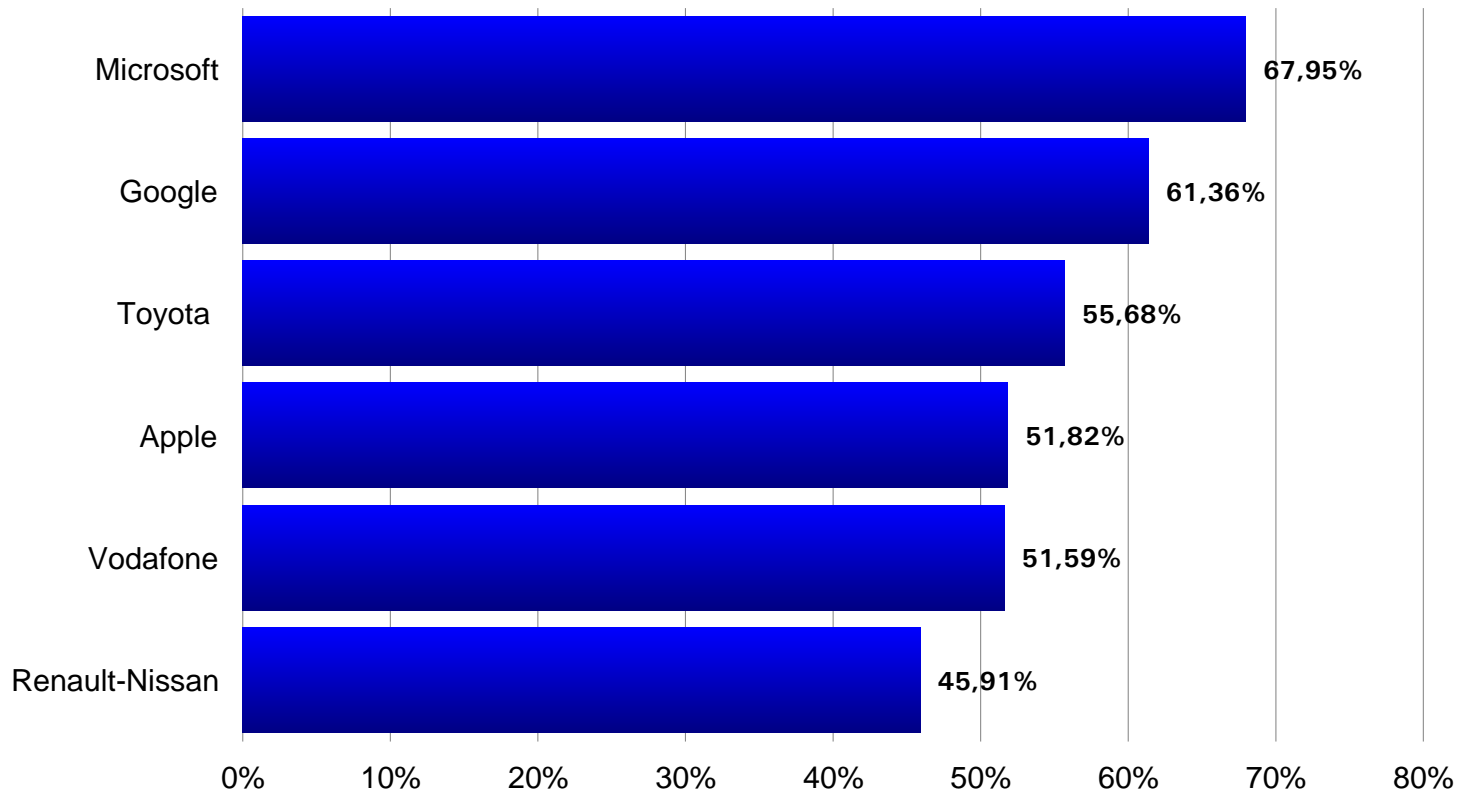
Communicating convincing business perspectives can also contribute to a solid media image. Thus in a crisis situation, positive aspects and developments can be highlighted. Renault - Nissan exceeded future-related coverage ahead of other companies.

Criterion 11: Media diversity



Diversity in terms of broad visibility in a wide range of media outlets and no dependence on single titles is an indicator of professional media relations. Google and Toyota here scored highest with many media being addressed and no single outlet dominating their coverage.

Results 2007



▶ Taking all eleven criteria into account, Microsoft is the winner of this year's International Corporate Communicator Award. The company scored not only with a favorable image of its senior executives but also with a strong profile of personnel issues.

Media-Set

Daily newspapers:

Die Welt, Frankfurter Allgemeine Zeitung, Süddeutsche Zeitung, Frankfurter Rundschau, taz*, Bild

TV news:

ARD Tagesthemen, ARD Tagesschau, ZDF Heute Journal, ZDF Heute, RTL Aktuell, SAT.1 NEWS, Pro7 NEWSTIME

Weekly press:

Focus, Der Spiegel, Die Zeit*, Rheinischer Merkur*, Stern, Frankfurter Allgemeine Sonntagszeitung*, Welt am Sonntag*, Bild am Sonntag*, Super Illu

Business media:

Capital*, ManagerMagazin*

TV magazines:

Fakt*, Frontal*, Kontraste*, Monitor*, Panorama*, Plusminus, Report (BR)*, Report (SWR)*, WISO*, Bericht aus Berlin*, Berlin direkt

* Not completely

Analyzed time: 07/01/2006-06/30/2007.