

## Media Tenor Special Corporate Communicator Award Pharmaceutical Companies 2007

Analyzed for this report were:

**295.247** reports on/by companies, industries, managers and

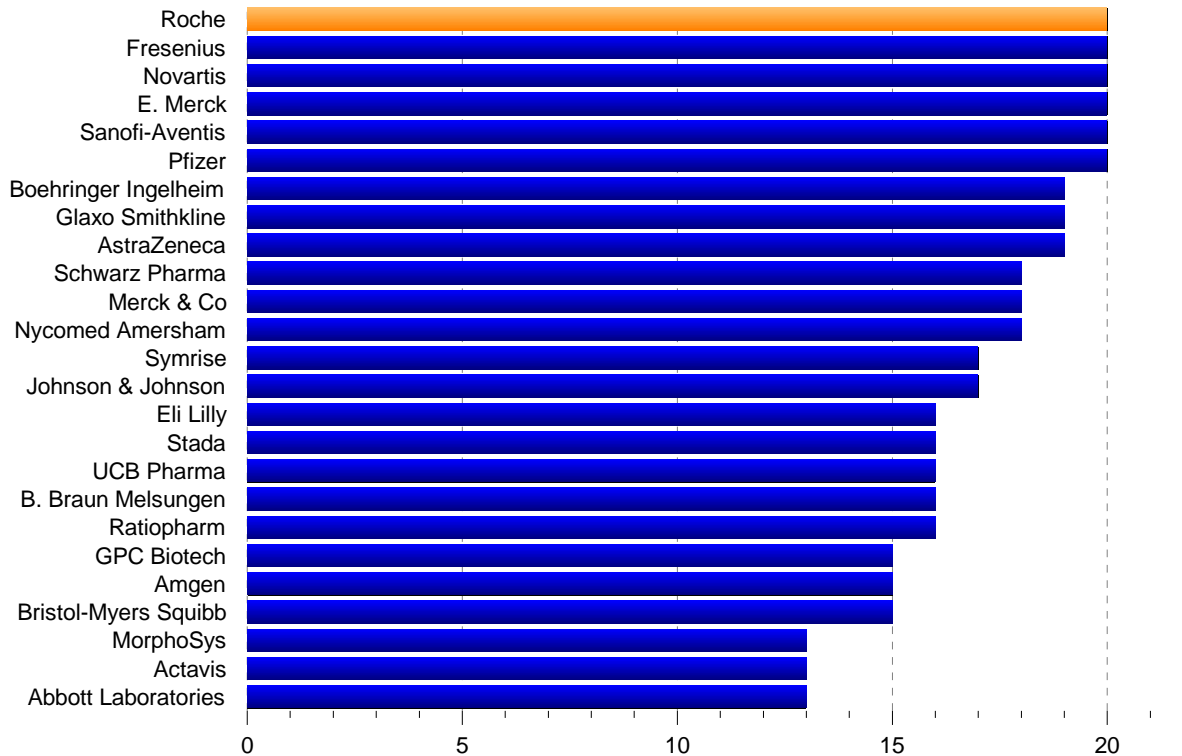
**5.658** reports on/by pharmaceuticals respectively in 35 media 07/01/2006 to 06/30/2007.

# MEDIA TENOR COMMUNICATOR AWARD 2007

- **MEDIA TENOR's Communicator Award has the added value of analyzing the quality of the 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 is 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 the pharmaceutical industry mentioned in at least 5 seconds/lines in the analyzed 35 media were taken into account. They totaled 5,658 passages on either companies or their managers.**
- **Companies whose media representation touched upon at least 13 image factors as the main subject of at least one news report, achieving the widest thematic breadth and, which had a visibility of more than 120 reports within the analyzed year, were taken into account.**

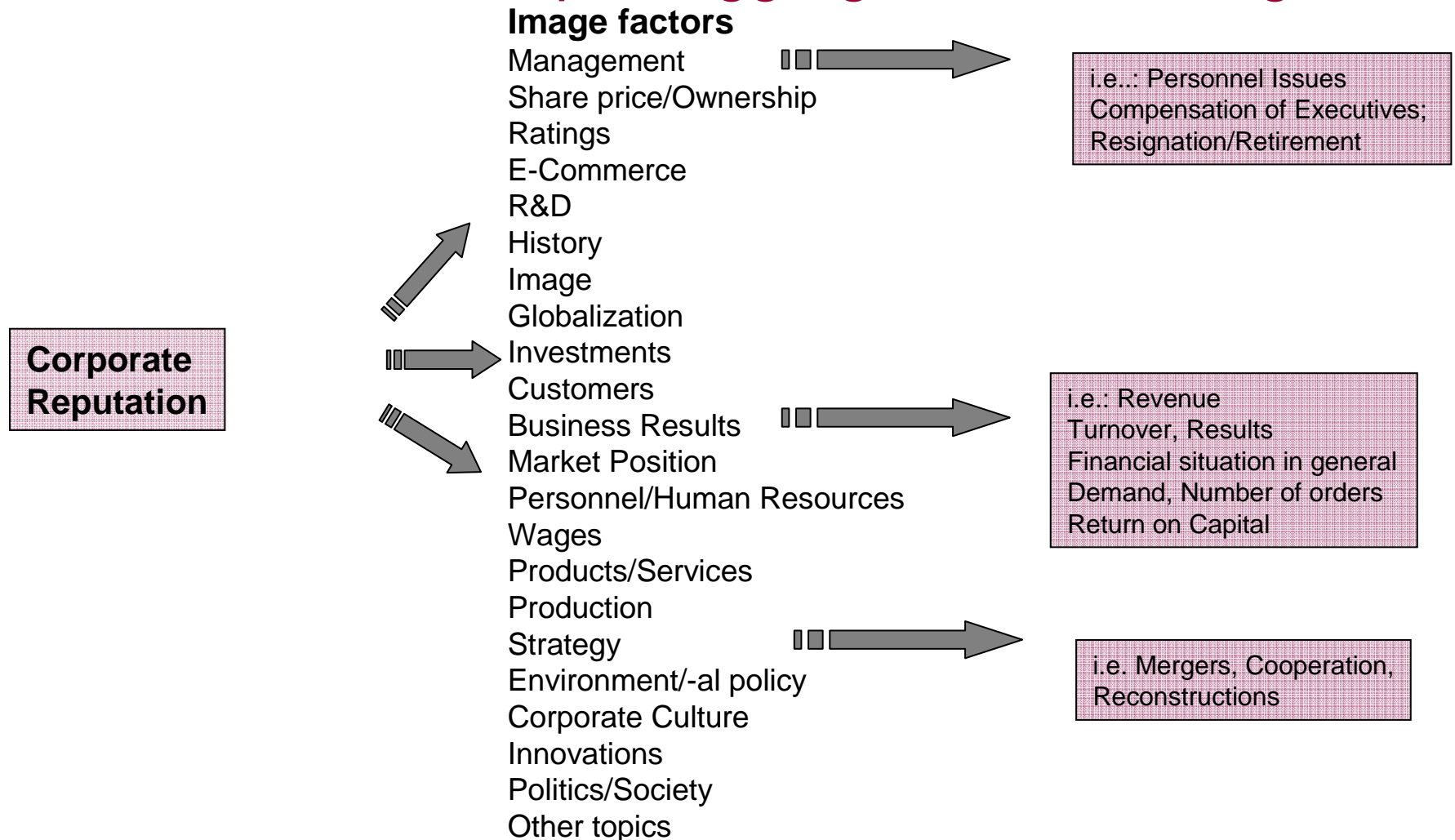
Number of image factors in the overall coverage of pharmaceuticals

## Criterion 1: Diversity of topics



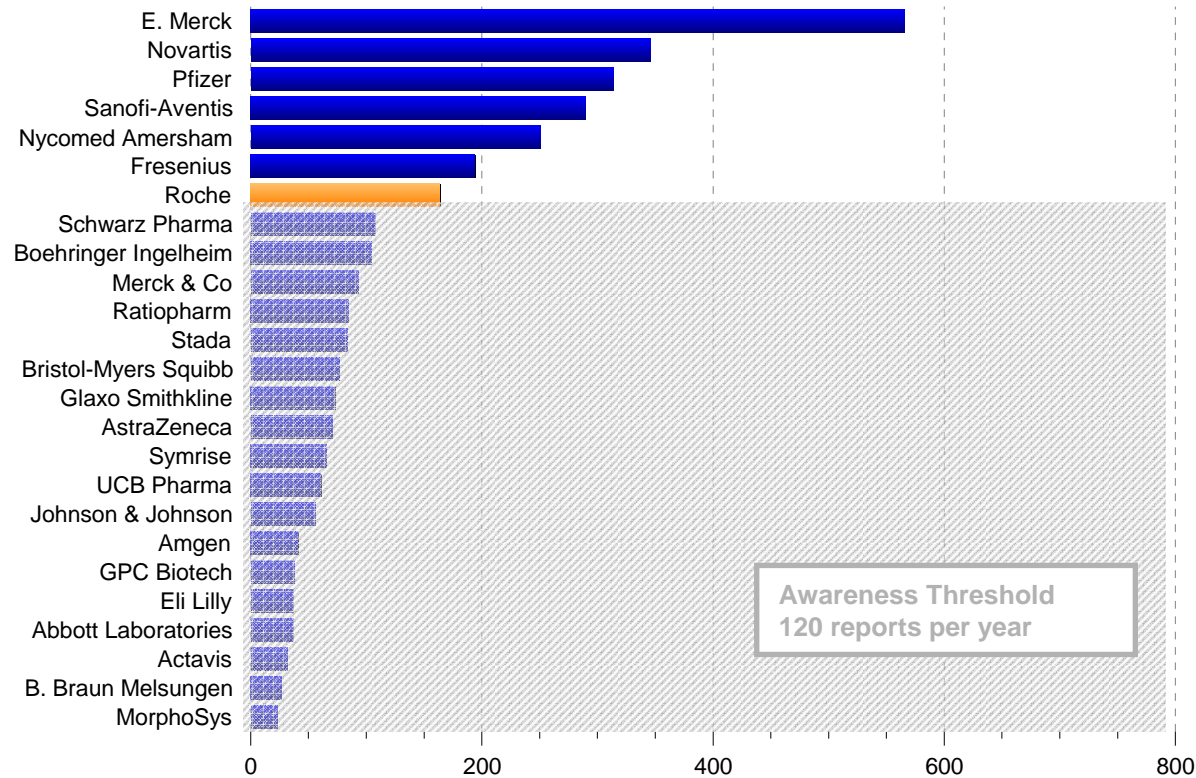
As a first step, those pharmaceuticals which had, the most image factors reported in their media coverage were selected (min. 13). The number of image factors reveals the thematic diversity of the corporate coverage.

# More than 3,000 topics aggregated to 22 image factors



Number of reports on the respective companies

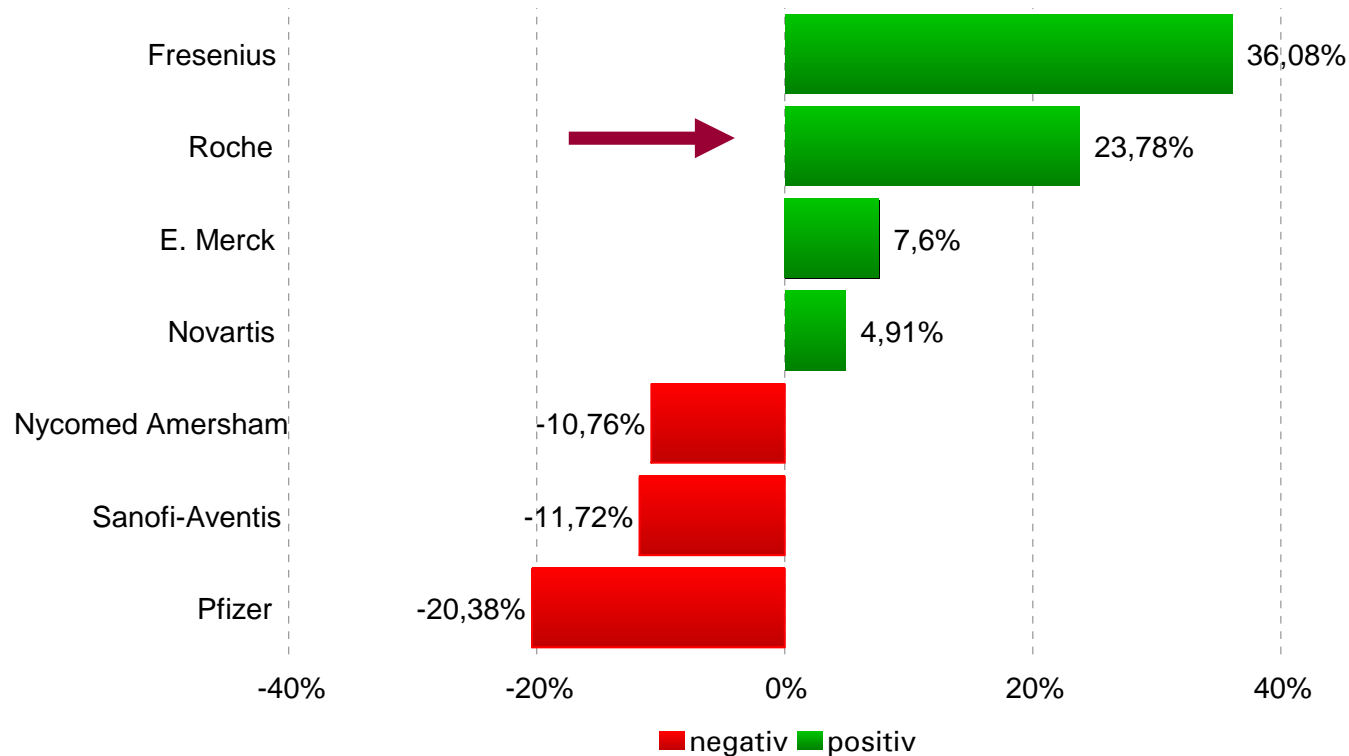
## Criterion 2: Minimum coverage of 120 reports



Visibility was the second disqualifying criterion taken into account. Only companies who communicate above the awareness threshold can be perceived and recognized by a broader public.

Balance of positive minus negative ratings

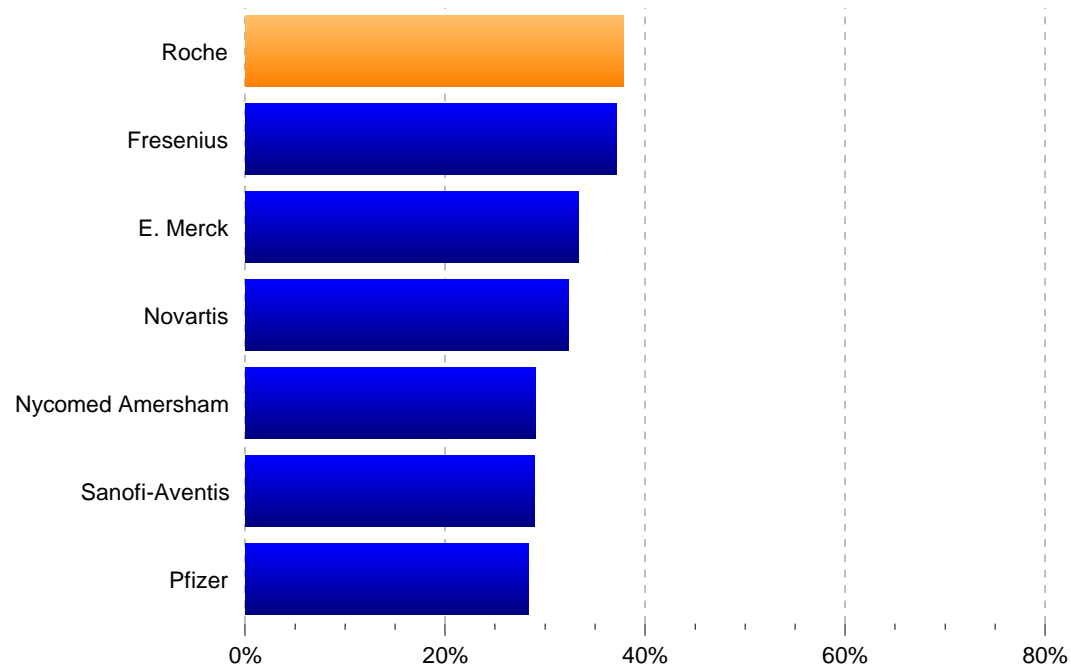
## Criterion 3: Balance of ratings?



▶ The remaining seven companies were analyzed according to seven other criteria. The tenor of reports was one of them. Fresenius was hereby the industry winner. Pfizer's media image suffered from the removal of the former CEO Hank McKinnell.

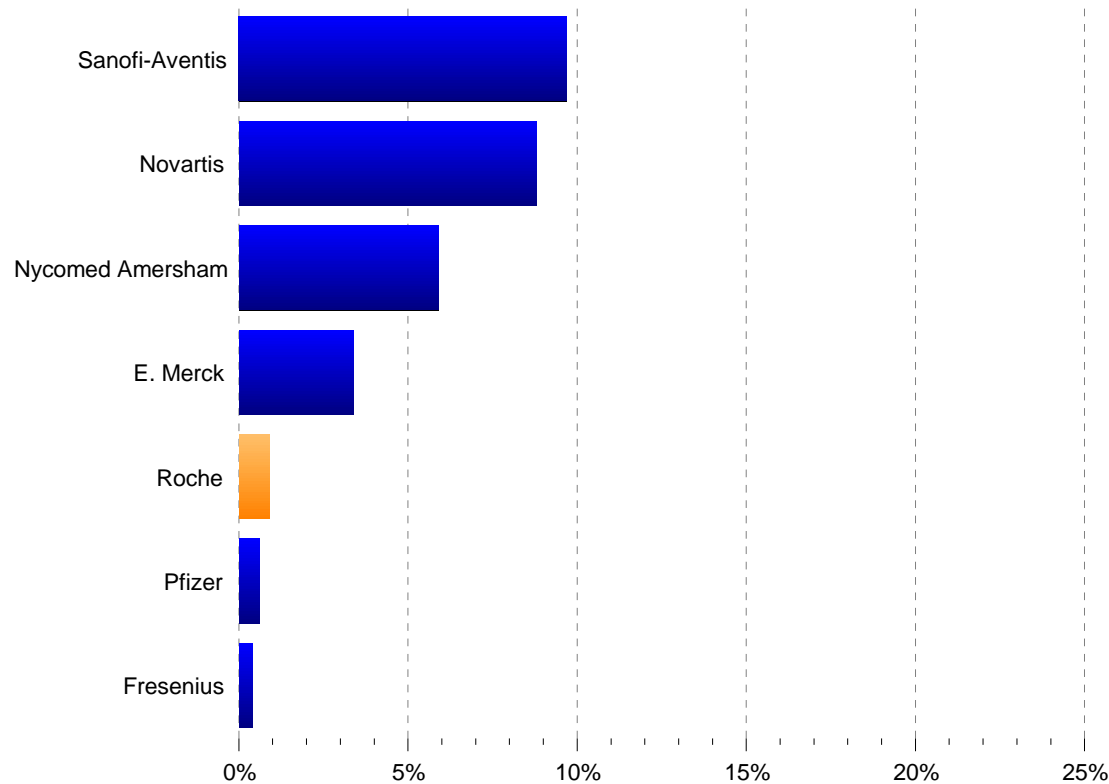
Share of articles, not stemming from journalists

## Criterion 4: Share of non-journalist reports



▶ A proactive communication policy not only counters criticism but also creates room for own arguments. This, and the expertise of other non-journalist sources, were analyzed under this criterion, with Roche and Fresenius achieving the best results.

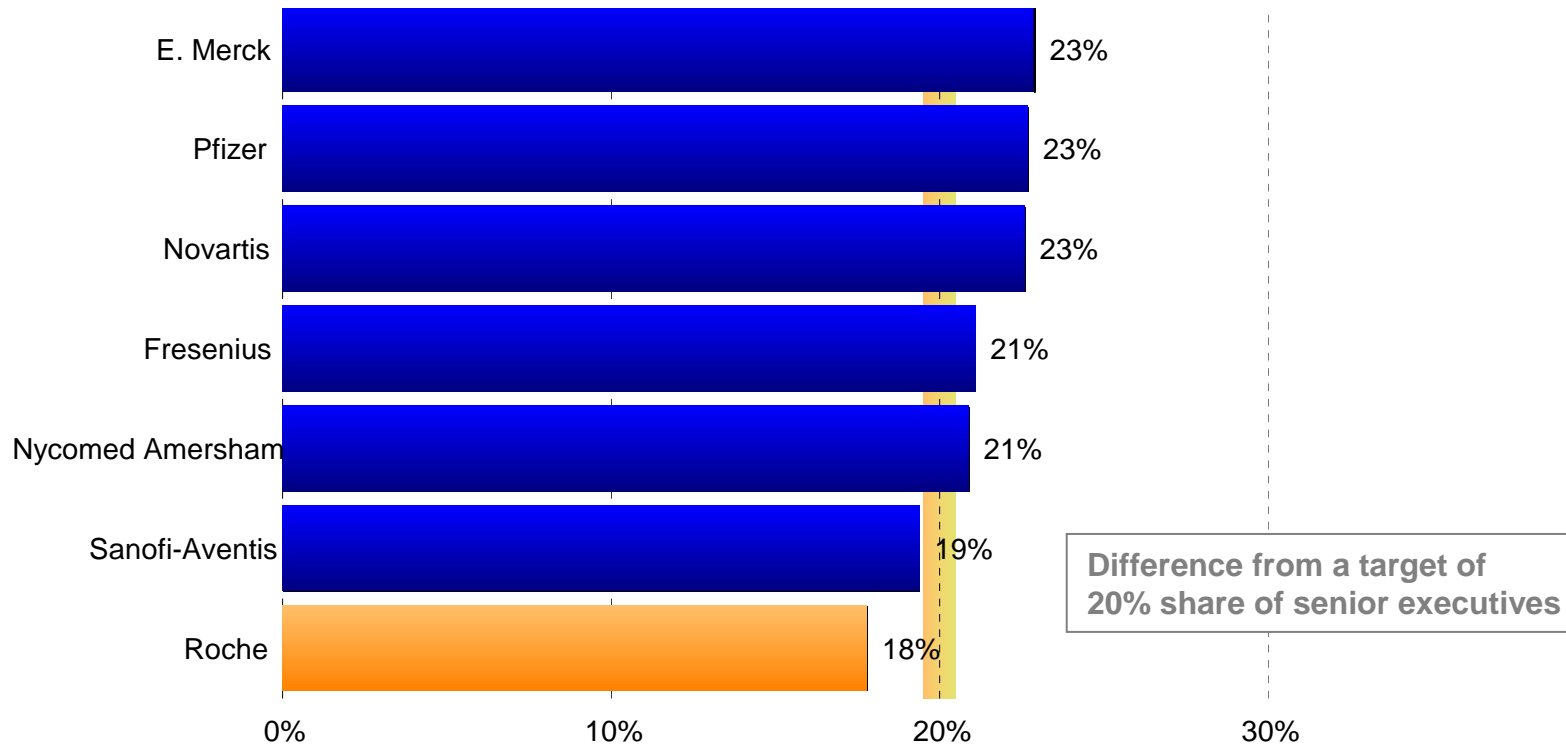
## Criterion 5: Interviews & guest articles



Interview and guest articles are good starting points for the placement of own arguments and for the demonstration of expertise. The share of coverage in this format by Sanofi-Aventis and Novartis was relatively high.

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

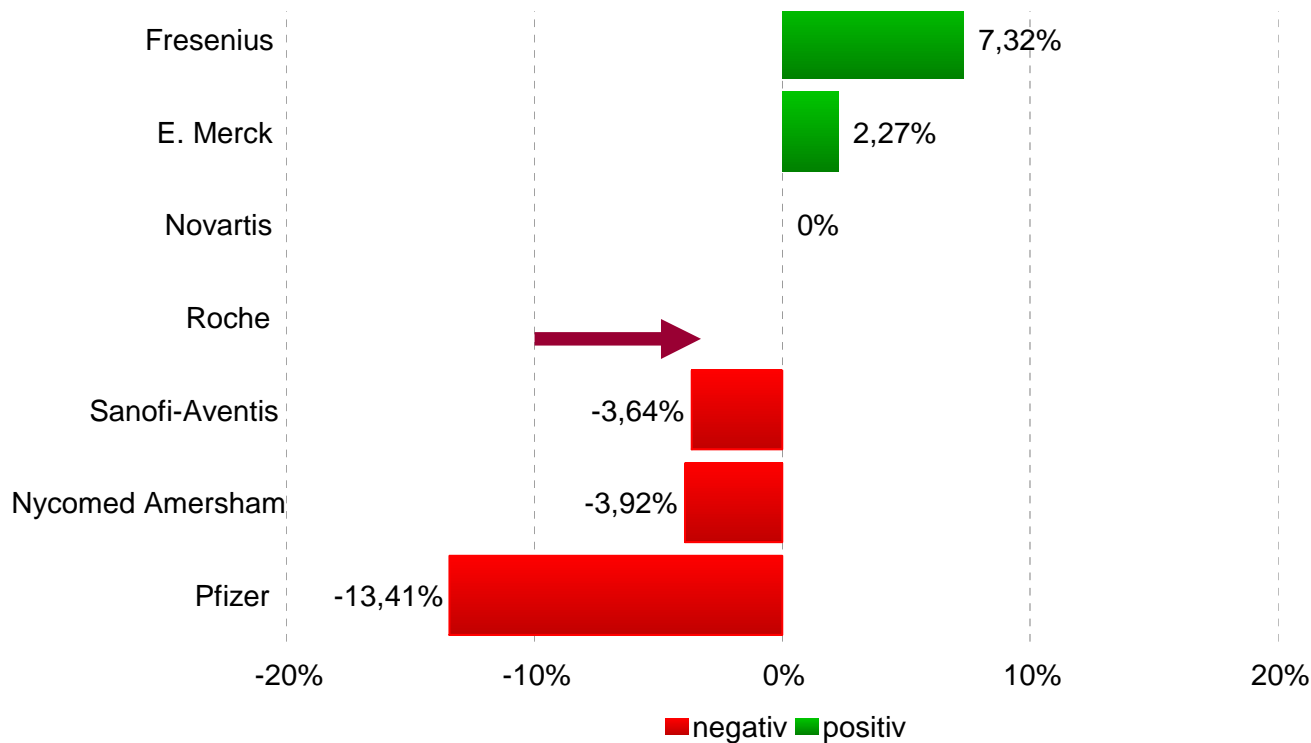
## Criterion 6: Personalization



A broad visibility of senior executives without a mere reduction to personalization was awarded in this category. Sanofi-Aventis and Nycomed Amersham came closest to the target mark of 20 percent.

Balance of positive minus negative ratings of executives

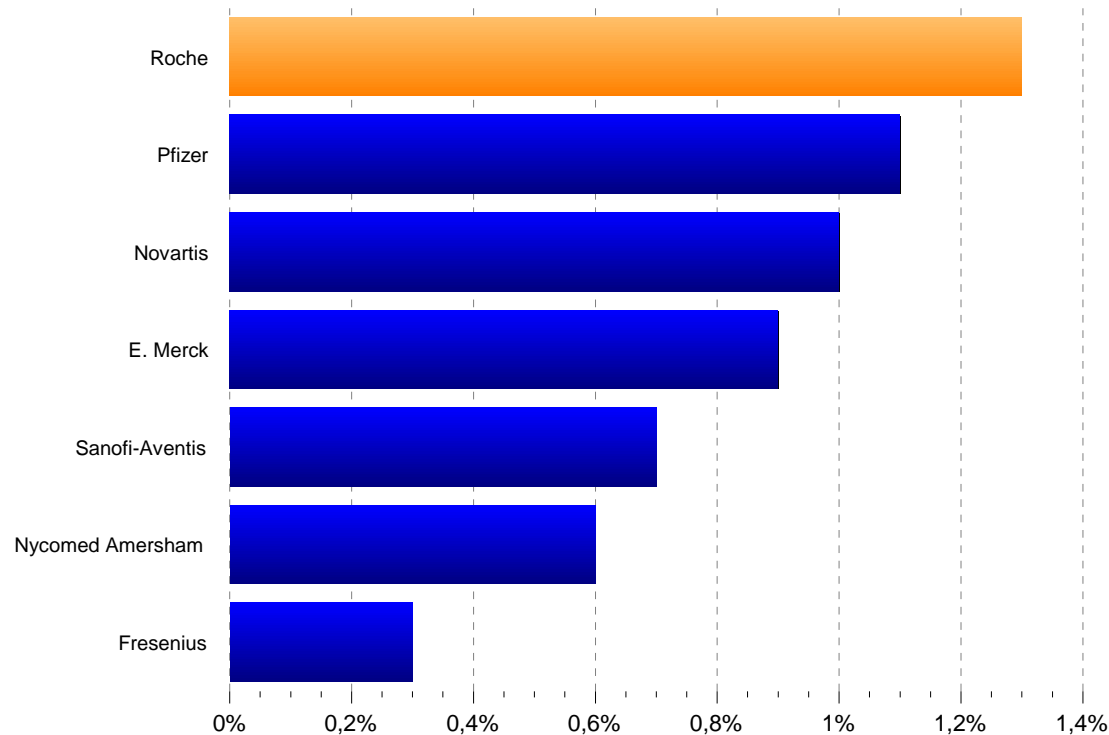
## Criterion 7: Ratings of executives



Only few senior executives of pharmaceuticals asserted achieved a positive media image in the analyzed year. Fresenius and E.Merck performed best in this category, with a moderate positive feedback from journalists.

Share on all mentioned topics

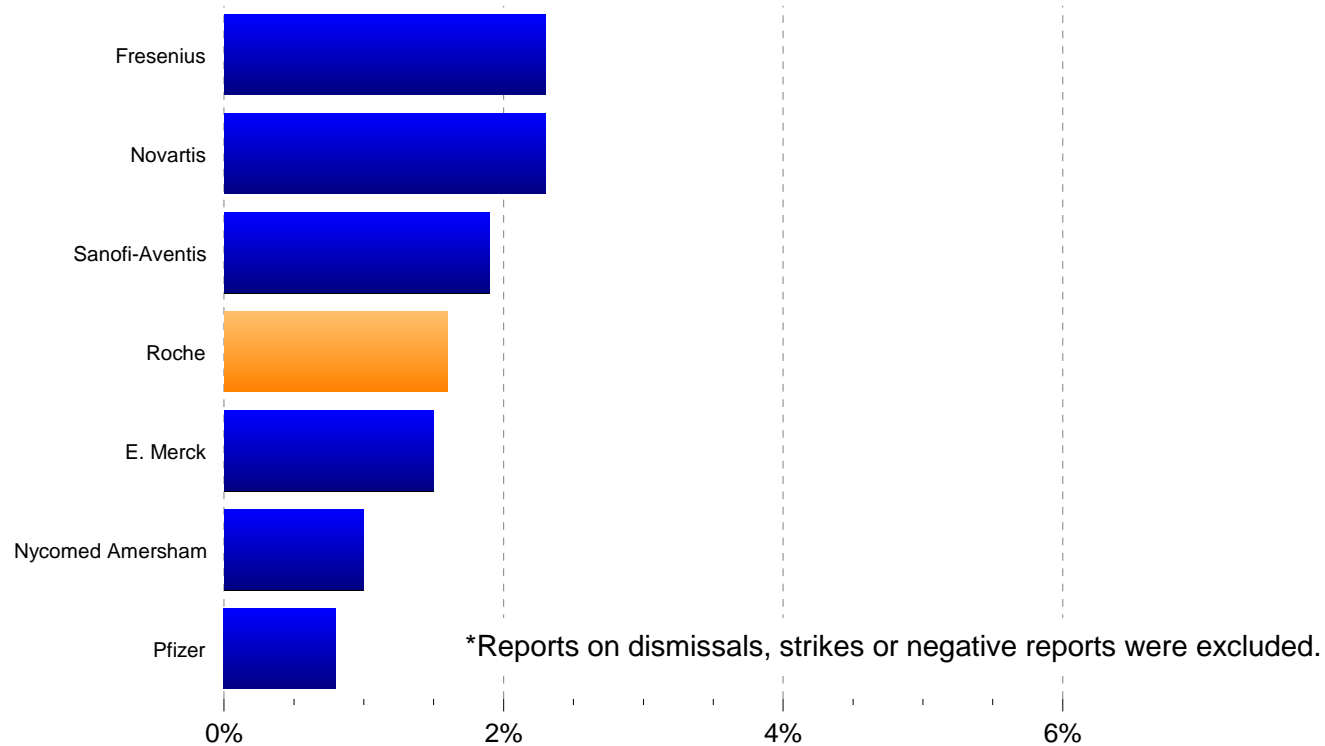
## Criterion 8: Key topic - Innovation



▶ Another aspect taken into account was the communication of certain core value drivers. There was hardly any media coverage concerning innovation issues. Roche performed best with a share of 1,3% of the overall coverage.

Share on all mentioned topics

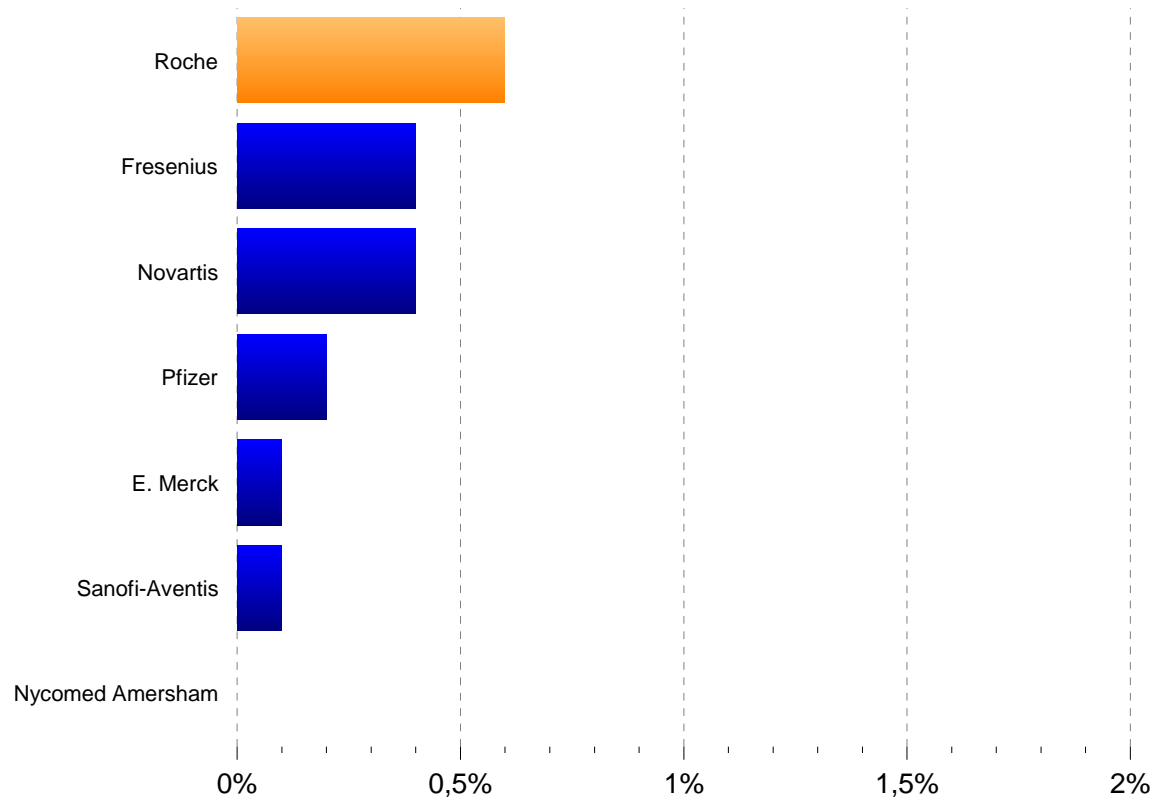
## Criterion 9: Key topic – Personnel/HR



Due to job cuts and company reconstructing, the social responsibility of an enterprise has become a more relevant issue. Pharmaceutical companies could achieve some moderate media attention with positive HR issues like recruitment.

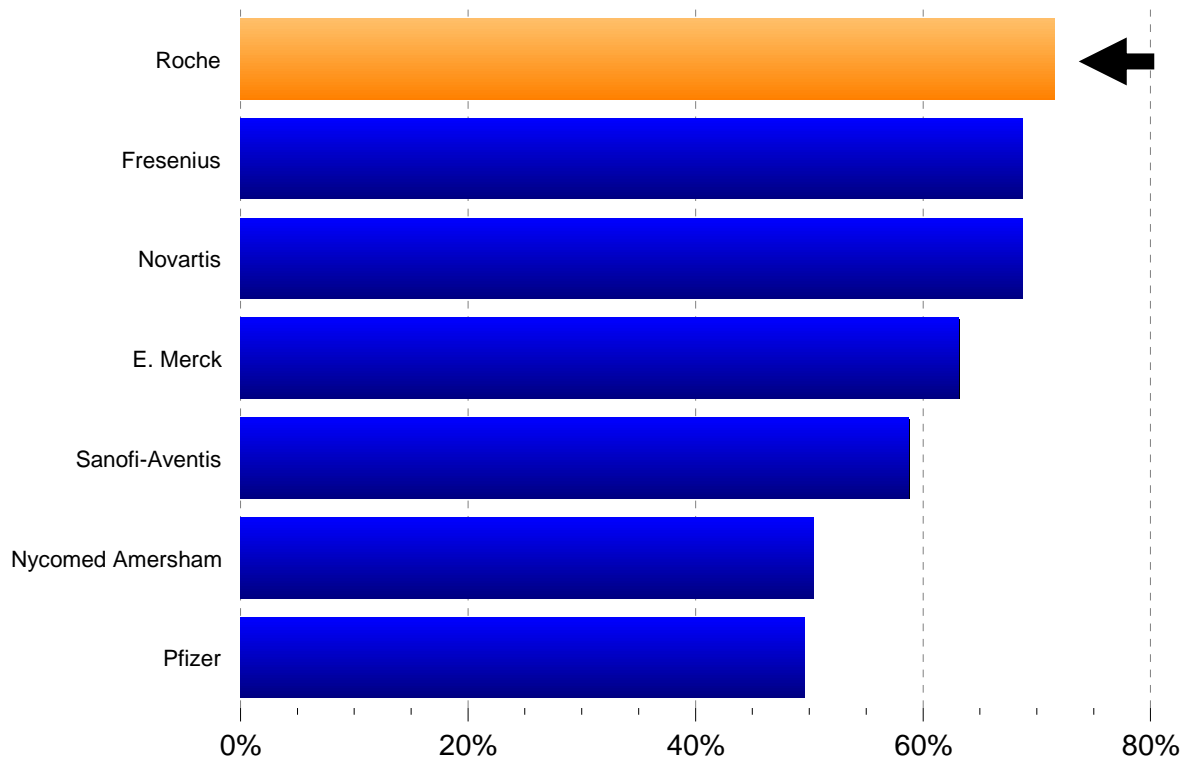
Share on all mentioned topics

## Criterion 10: 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 in the media. Roche performed best in this category.

# Results 2007



▶ Taking all 10 criteria into account, Roche ranks due to the strongest focus on innovation and customer issues first in the pharmaceutical industry. Fresenius and Novartis came on the second and third respectively.

# Media-Set

## **Daily press:**

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 Magazines:**

Capital\*, ManagerMagazin\*

## **TV Magazines:**

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

\* Not completely.

Time of analysis: 01/07/2006-30/06/2007.