

The background features a stylized line graph with two lines: a black line and a red line. Both lines show an overall upward trend with some fluctuations. The black line starts at a low point, rises sharply to a peak, dips, and then rises again to a higher peak. The red line follows a similar pattern but at a lower level. The text is centered over the graph.

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Media • Analysis • Impact
Strategic Media Intelligence



MEDIA TENOR

DAX 30

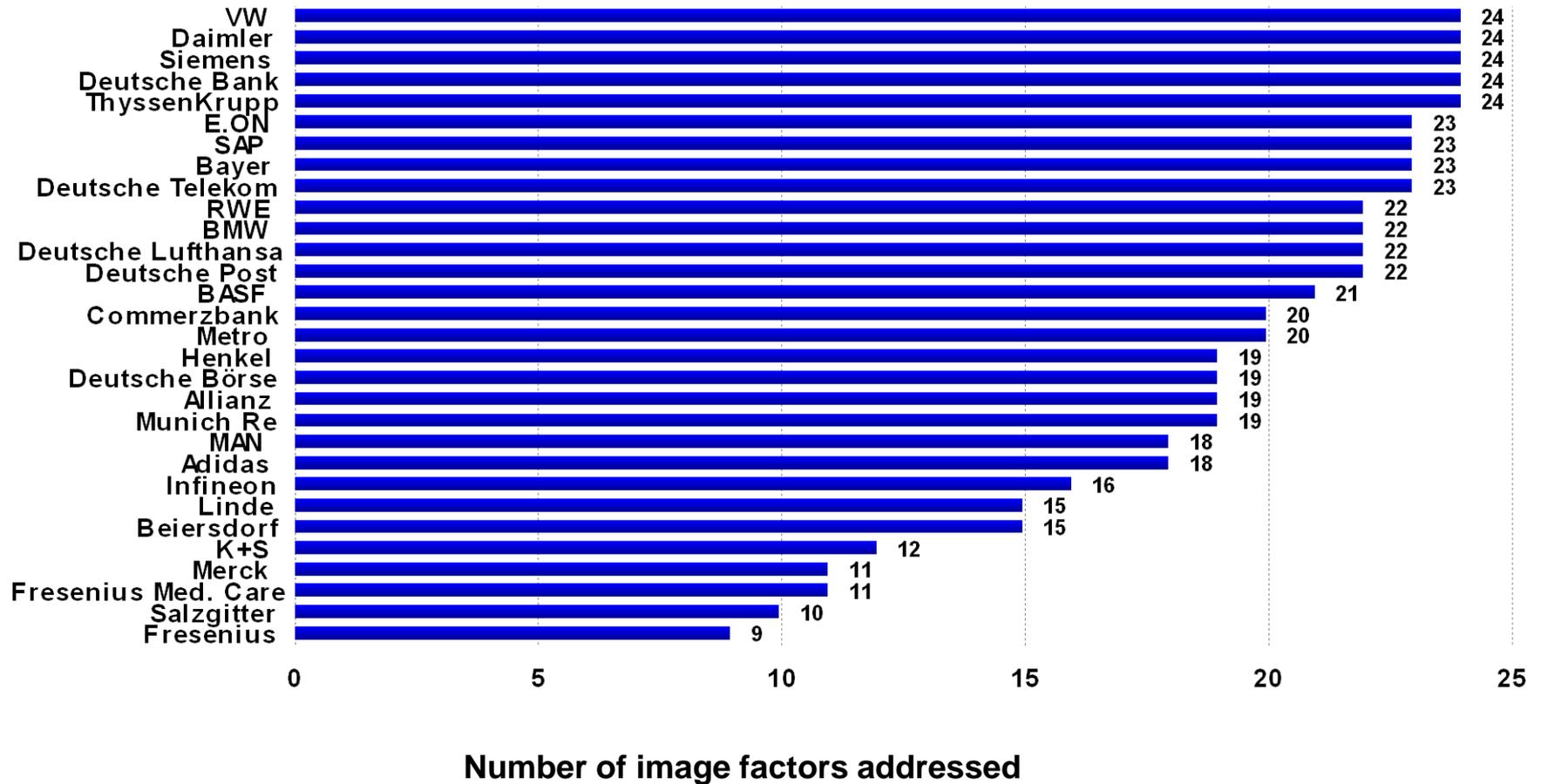
Award



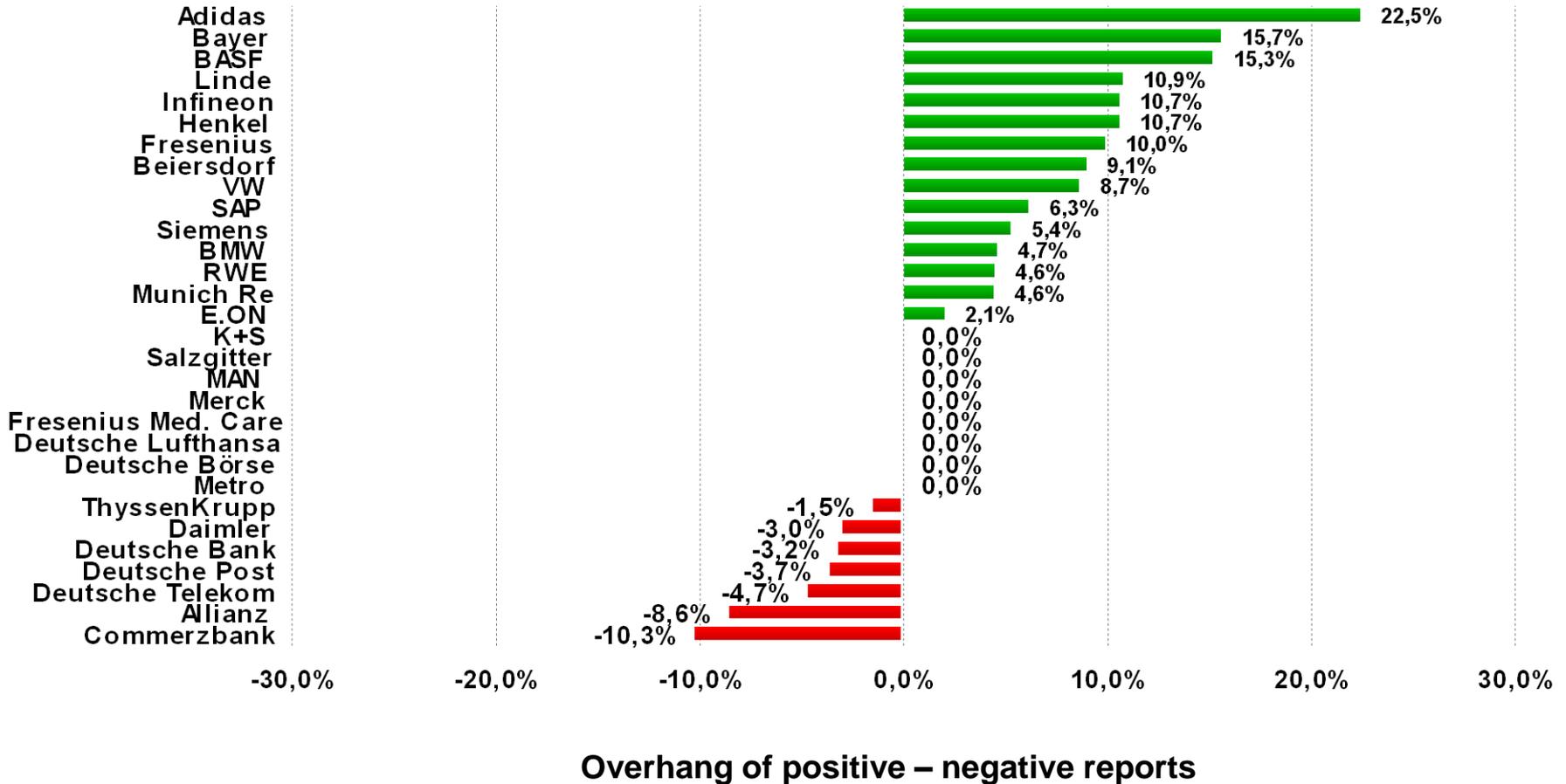
Basis: 23,666 reports
about DAX companies/managers in 30 media

07/2009-06/2010

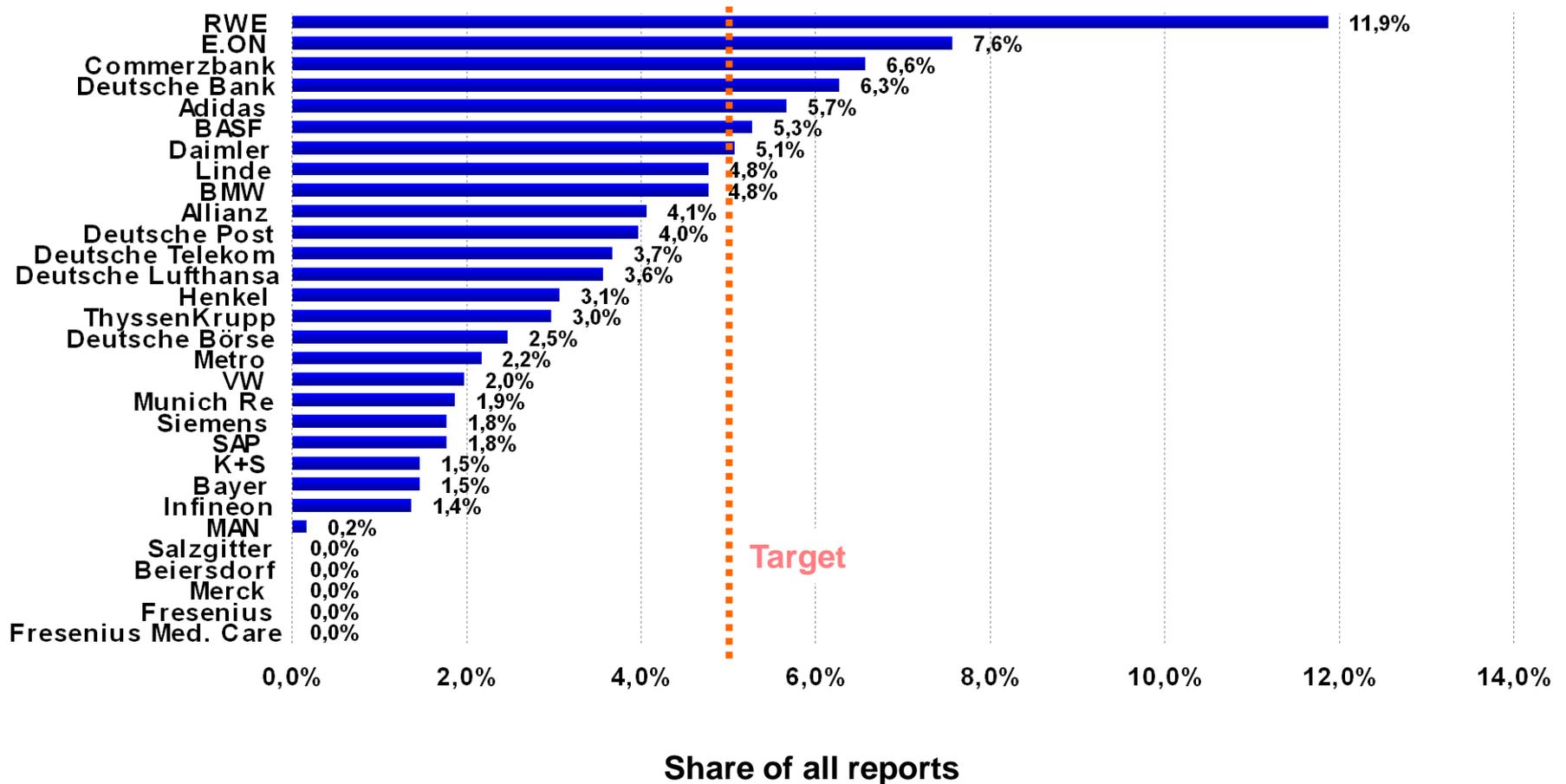
Chemicals and Pharma are weakening in diversity



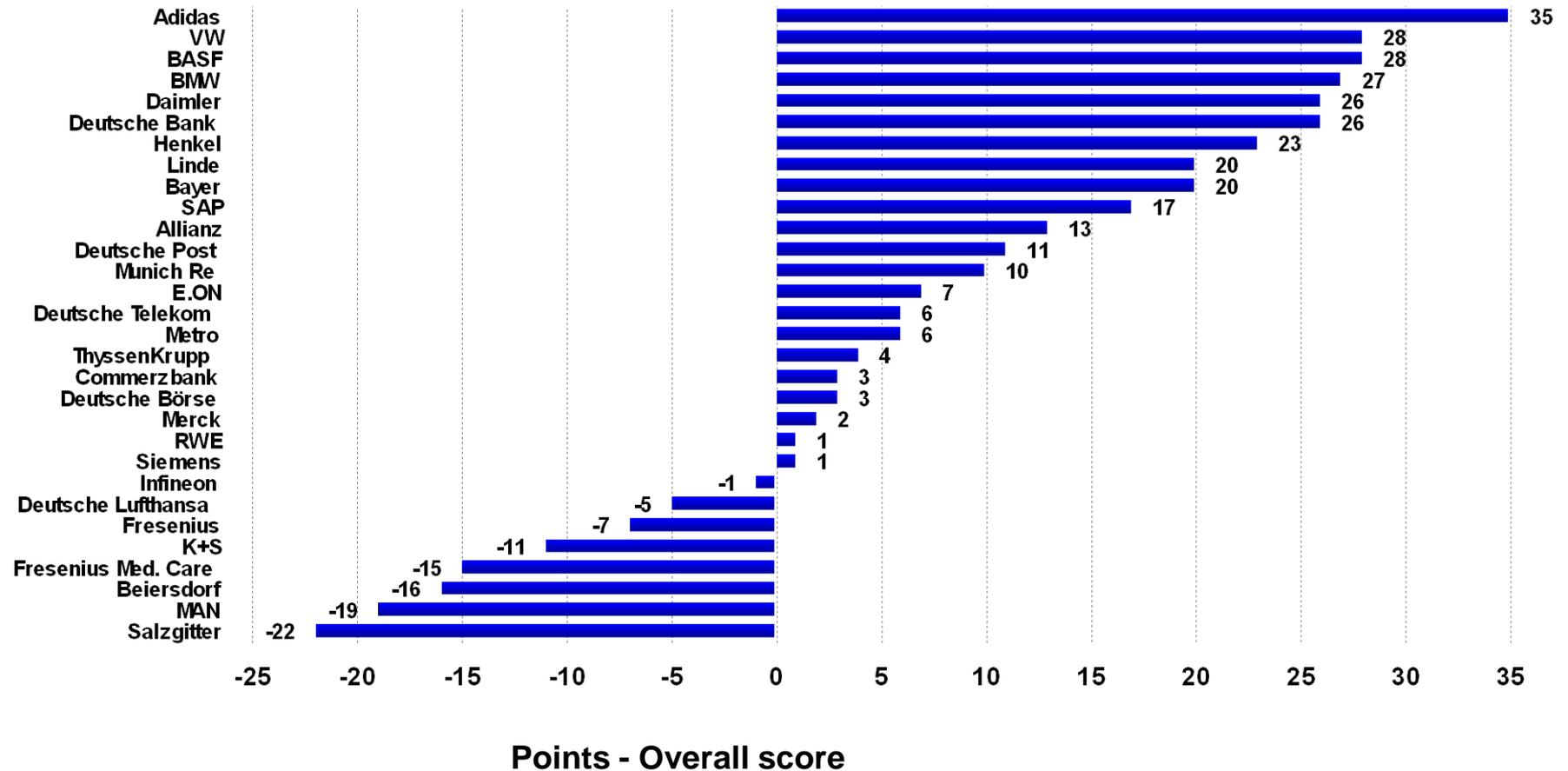
Tour de force: executives as assets for reputation



Energy companies exceed too much



Adidas outstrips its competitors



The background features a stylized line graph with two lines: a black line and a red line. Both lines show an upward trend followed by a sharp downward dip and then another upward trend. The lines are thick and have a slight gradient. The text is centered over the graph.

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AWARD



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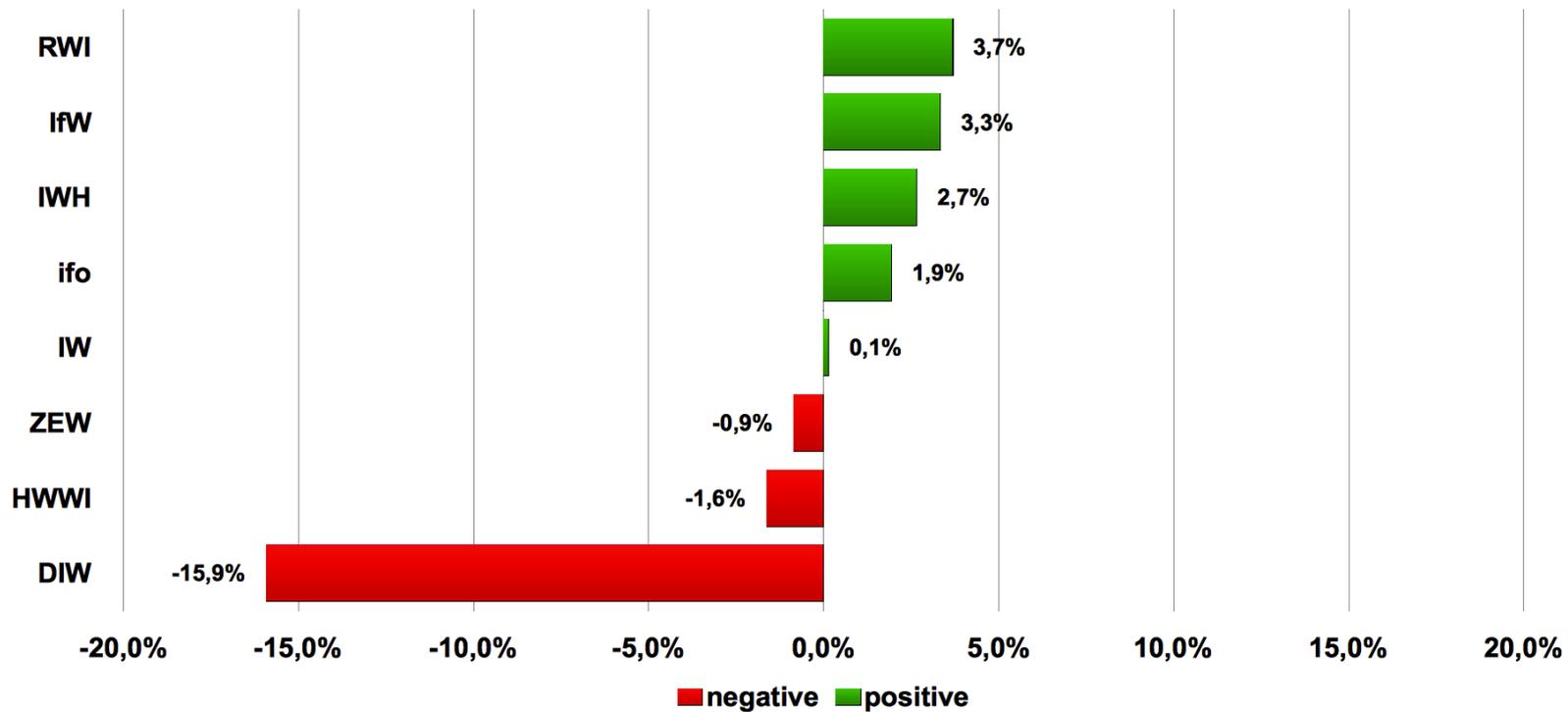
Economic Think Tanks Award



Basis: 5,651 reports about 8 economic think tanks
in 39 media

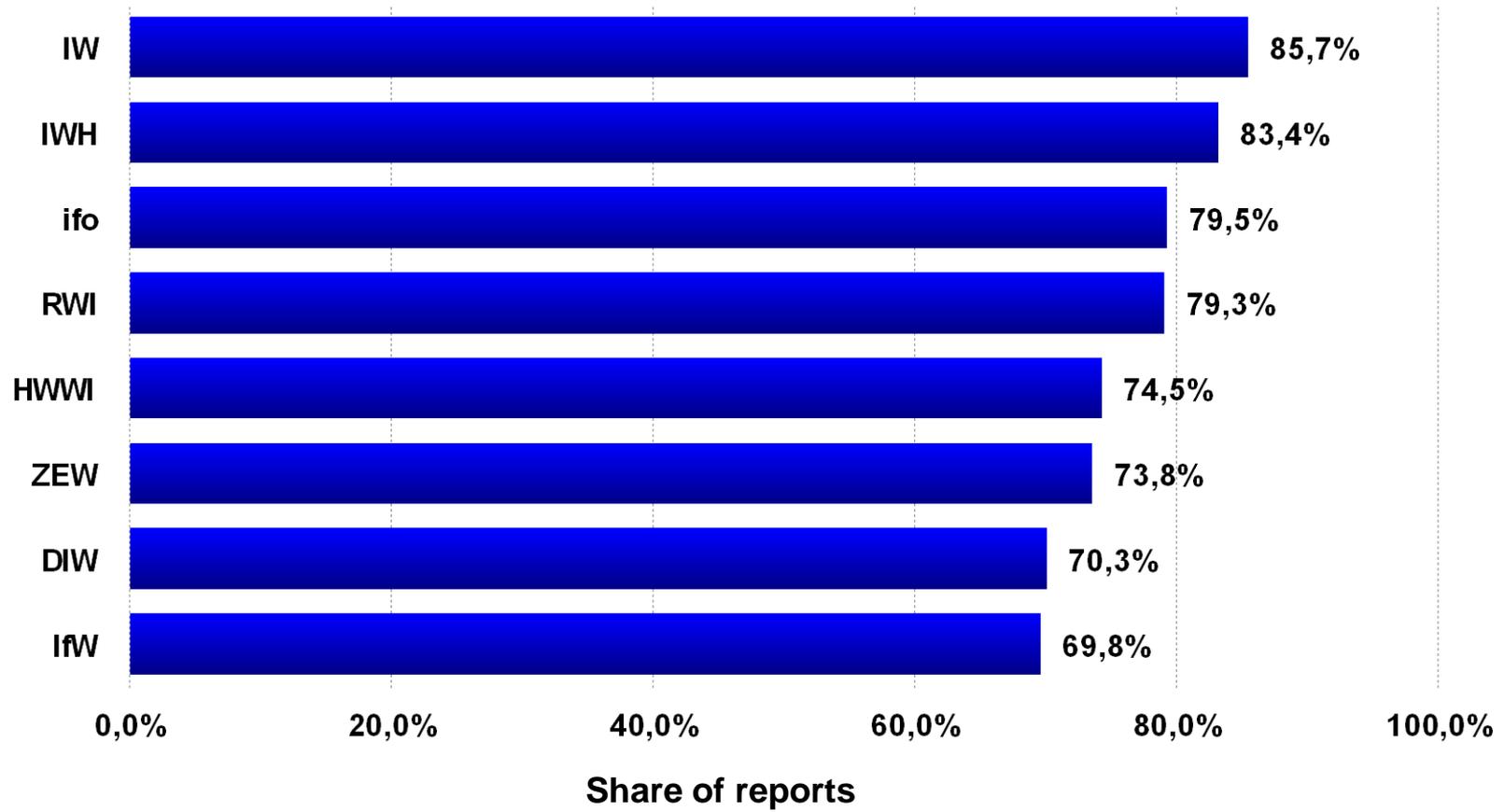
07/2009-06/2010

DIW has to cope with critical reporting

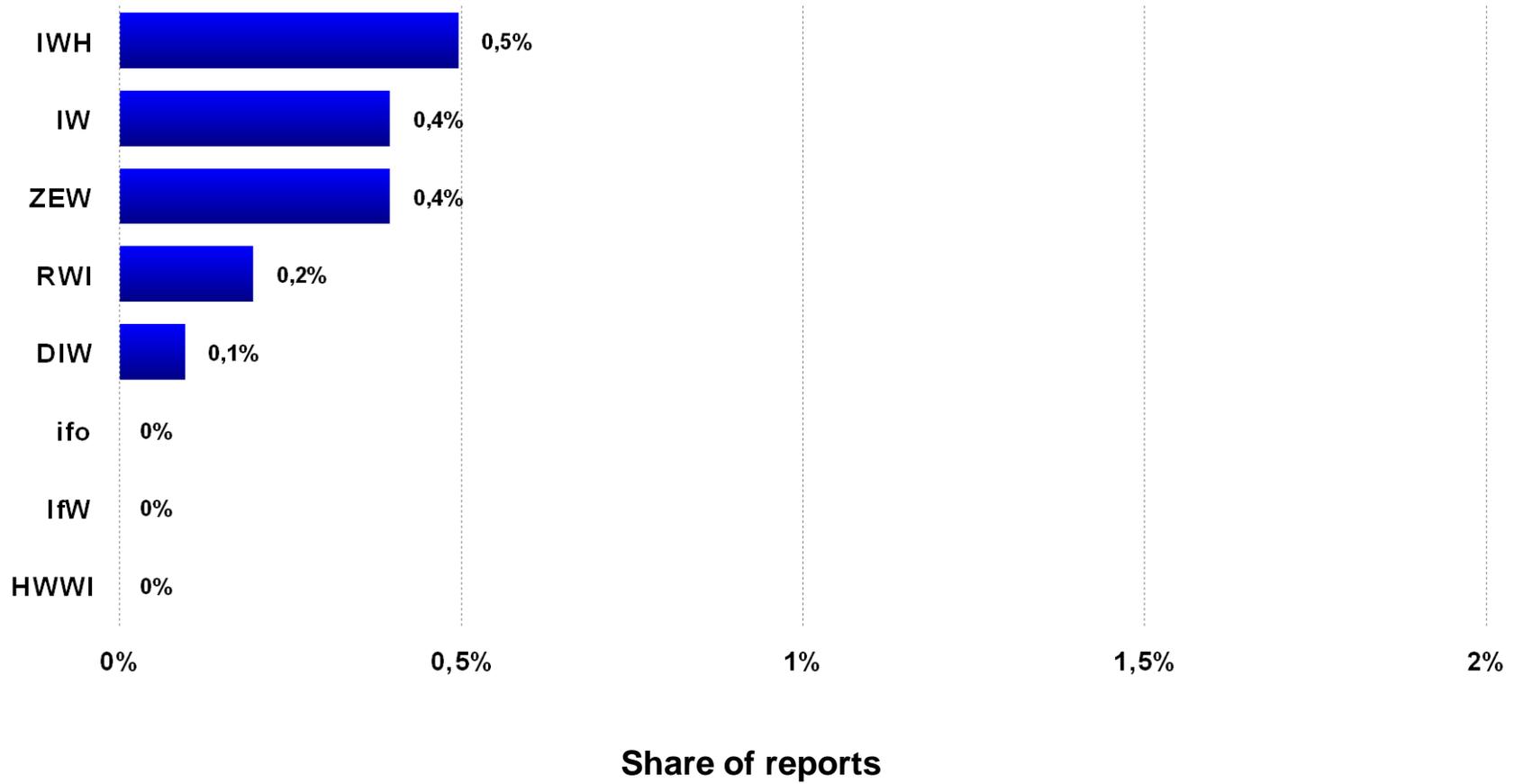


share of positive – negative reports

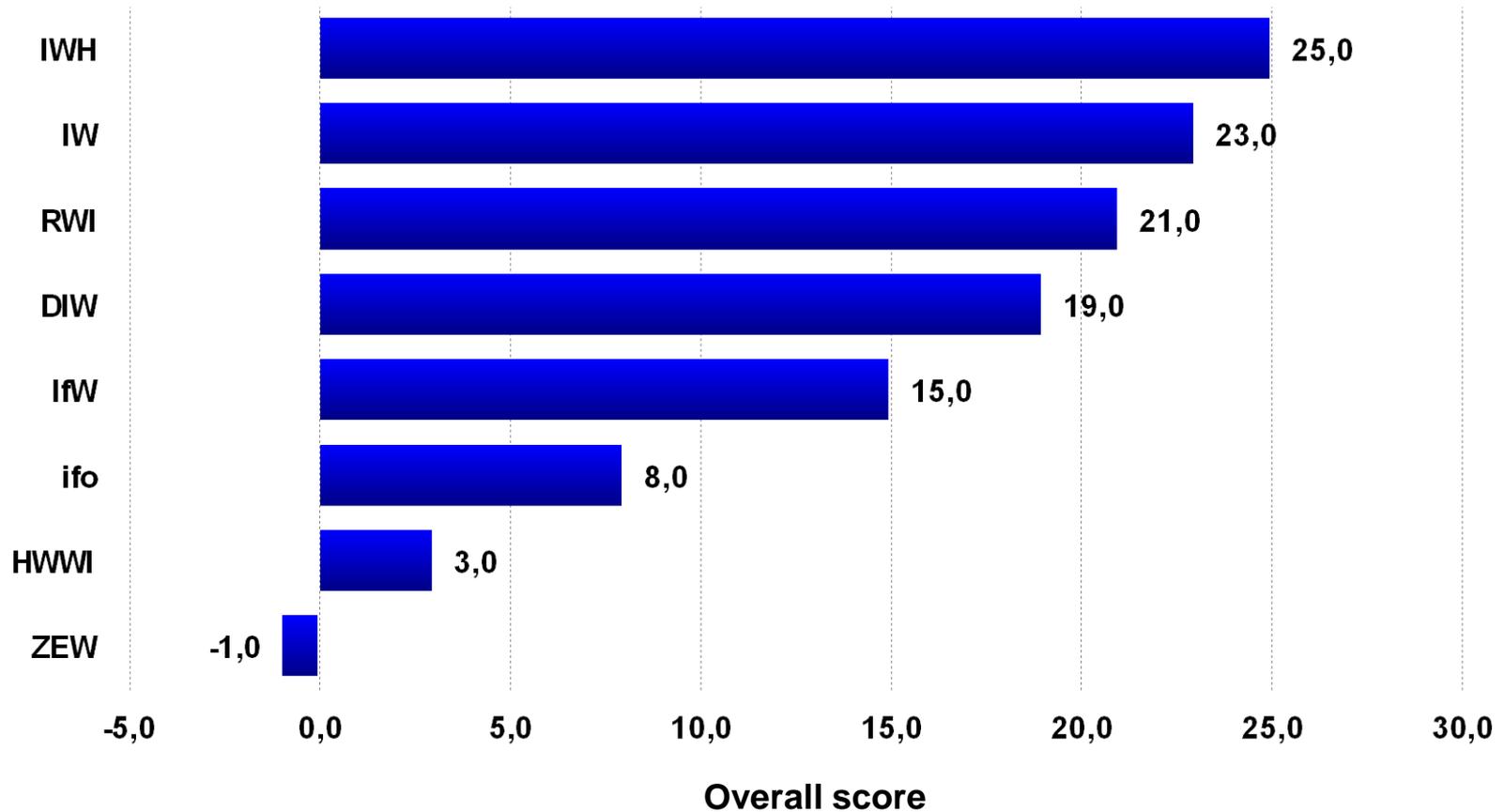
High share of voice a trademark



Innovation too often ignored



IWH outstrips its competitors



The background features a stylized line graph with two lines: a black line and a red line. Both lines show a sharp upward peak on the left and a sharp downward peak on the right, with a dip in the middle. The lines are thick and have a slight gradient. The text is centered over the graph.

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