

MANAGE BRAND AND REPUTATION RISK ACROSS GEOGRAPHIES

Any large company can find itself in the hot seat on the national or world stage. And today, that seat is hotter than ever as stories are amplified in real time across global news sites and social media. Negative news, in particular, circulates instantly, and companies can easily be blindsided by a firestorm of public criticism. Corporate communications teams then rush to analyze thousands of articles and posts in order to determine the best response.

Primer's advanced natural language processing (NLP) platform enables corporate comms teams to quickly detect and analyze incoming text-based content in multiple languages, so they can build effective strategies to protect the company brand and reputation.

CHALLENGE

One comms team would regularly see negative headlines about their company due to a variety of reasons, such as unfiltered comments from their outspoken CEO, controversial company announcements, competitor wins, or low earnings reports. More recently, public scrutiny over data privacy practices has extended to their company by default, especially in China.

Previously, the team relied on various media tracking and search tools in a manual workflow that took hours or days to complete. This meant that they were unable to explore the full volume of public commentary out there, particularly in the midst of a rapidly evolving event.

SOLUTION

With Primer Command, the comms team can now stay ahead of breaking news and understand how it is impacting public sentiment towards the company. Primer helps separate signal from noise by surfacing key insights in real time across all available sources. From one unified, intuitive dashboard, analysts can access a wide range of powerful capabilities:

- **Custom queries** monitor important topics in news and social media across 100 languages, including Chinese, translating content into English.
- **Custom alerts** flag when key terms are mentioned.
- **Real-time feeds** surface articles about executives, competitors, or other entities relevant to the query topic.
- **An interactive map** plots key locations that are central to the news story.
- **Data volume trends** indicate whether news coverage is heating up or cooling off.
- **Topic analysis** surfaces the most popular themes, hashtags, and links being shared about the company, as well as disputed information.
- **Sentiment analysis** shows trends in public attitudes toward the company.
- **Custom, human-quality situation reports** automatically generate summaries of key news events within seconds.

Using Primer Command's NLP-powered dashboard, analysts can view breaking information, dig deeper into important details, and share comprehensive intelligence with decision-makers.

RESULTS

With Primer, the comms team no longer finds themselves behind the curve in public discourse on their company. They can respond more quickly and effectively to issues that can tarnish the company's reputation, and conversely, they can also track the positive impact of the company's philanthropic initiatives. On an ongoing basis, the team can monitor the company's share of voice around topics that matter most to the brand.

Gain insight into public discourse on your company.
[Request a demo of Primer today.](#)