

Best crisis comms measurement and reporting

GOLD: ISENTIA & PLUS EXPRESSWAY - MANAGING CRISIS AND REPUTATION

IN SUMMARY

Isentia worked with PLUS Malaysia to ascertain PLUS' overall reputation as judged by consumers after their communications reached a crisis point due to political interference and a controversial decision with their Tap n' Go (TNG) cards. To get a comprehensive view of what people say, think and feel about PLUS, Isentia conducted a programme of work focused on crisis reputation, this included a daily view of negative issues and a longer form reputation analysis that combined organic social conversation and survey data. This helped PLUS change the way they positioned their leadership and their approach to innovation.

WHAT THE CLIENT SAYS

"Our engagement with Isentia is ongoing as we found the results of their reputation analysis to be insightful and free from 'noise' – and it contained validated data. We continue to strive to better serve our highways customers as well as generating value to our stakeholders."

Syed Mohammed Idid
*Head of Corporate,
Community & Public
Engagement, PLUS Malaysia*

WHAT THE JUDGES SAY

An overall great entry, showing how measurement helps tackle a crisis communication challenge that spans way beyond a single incident. A smart approach, divided into phases, combining traditional media measurement for industry-wide issues to set baseline, social media as proxy for engaged public and surveys to get deeper consumer insight. A terrific example of clear objectives leading to the delivery of a focused programme that actually delivered business-critical insights.