

Public Perceptions Guided by National & International Media Communications



Proactive Public Communications & Industry Monitoring: Print, Broadcast, Digital



How?

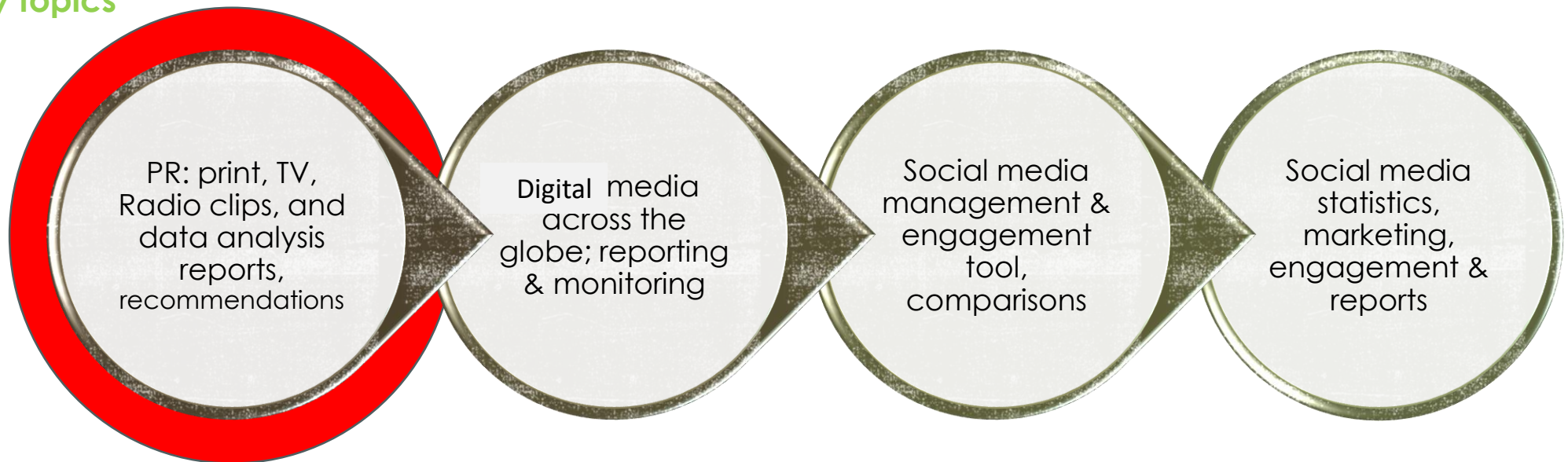
- Media content analysts (persons, not robots) capture data in 7 local languages across all print + broadcast media. Check out Team NaMedia on www.namedia-nam.com.
- Statement by statement coding (part of a sentence or a sentence as a whole) – for all politics, corporate, economy, social. All non-paid for media space (one can not pay for your public reputation).
- Data is captured via NaMedia software, and then analysed via SPSS (statistical analysis tool), after running syntaxes that value the labels. NaMedia daily updates new topics into the system, with topics ranging from food waste, economic growth, diplomacy, local authorities, campaigns – to name drop.
- Statements include a number of set variables for comparison, example date, time, location, sentiment (rating positive/neutral/negative), geographic location, source (spokesperson/ media house/ journalist), individual and grouped topics (grouped into 10 reputation clusters or 6 sustainability indicators)
 - Digital data is captured by license of an international monitoring tool covering 80million+ sources/ media outlets and indicative of geo-maps, engagement and author stats, and much more. Be next level!



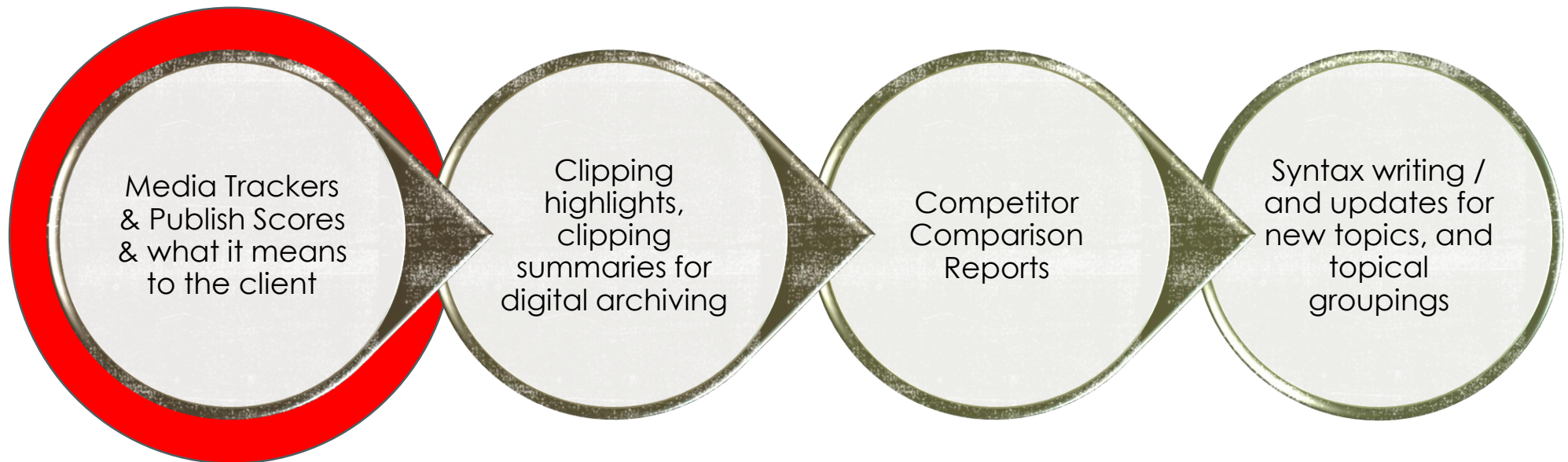
NaMedia – our to do list

Linking Client with Stakeholders &
Dominant Public Perceptions

- Adhering to Strategy & Communicating
Core of Business as linked with trending
industry topics



NaMedia and some deliverables



Proactive Reputation and Perception Management

- The company has 12 Years of experience with longstanding client list.
- Daily oversight & data capturing of all corporate & political protagonists on the Namibian mainstream media agenda (Companies, NGOs, SOEs, Government, Ministries, Local Authorities etc).
- KPI analysis of client external communications for trend analysis, performance appraisals, and a monthly MSE (Media Strategy Effectiveness) score if added to package.
- Track stakeholder communications in mainstream Namibian media (6 local languages), and across the globe.
- Digital archiving of client clippings on the NaMedia website and on box.com.
- Data capturing + monitoring of 80 million+ digital media outlets (including social media), and tracking African/International outlets of interest whilst utilising opportunity to engage with these entities via social media.
- Social media publishing simplified with a 'one-stop-shop' approach & tools by NaMedia. Training included.
- Facilitation of presentations with live data. Affordable partnership; add a team of 7 analysts to yours.

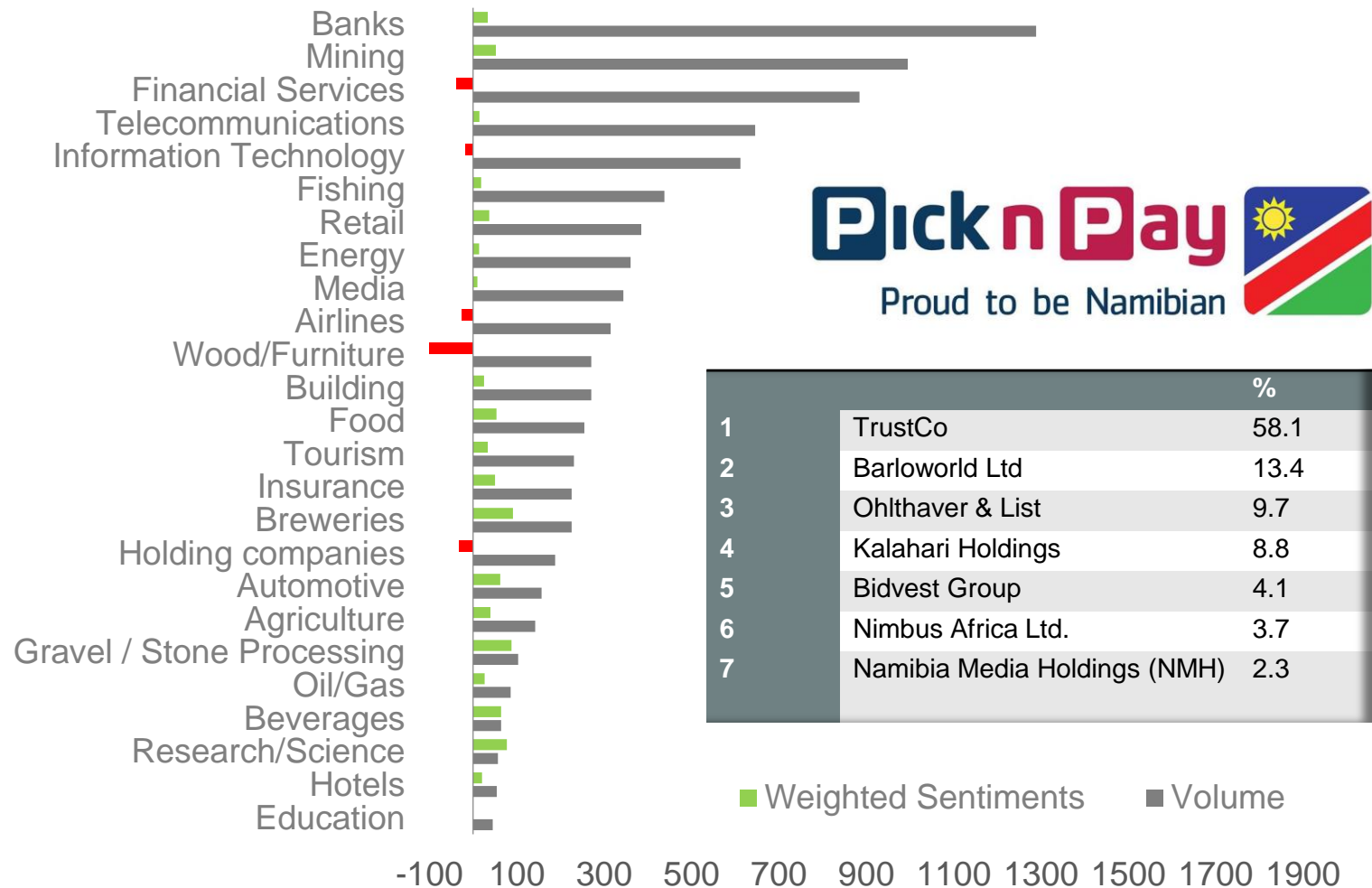


Reference: NaMedia Clients Past and Present



Which industries drive public communications

Top 25 Industries National Agenda; Volume and Weighted: April 2018

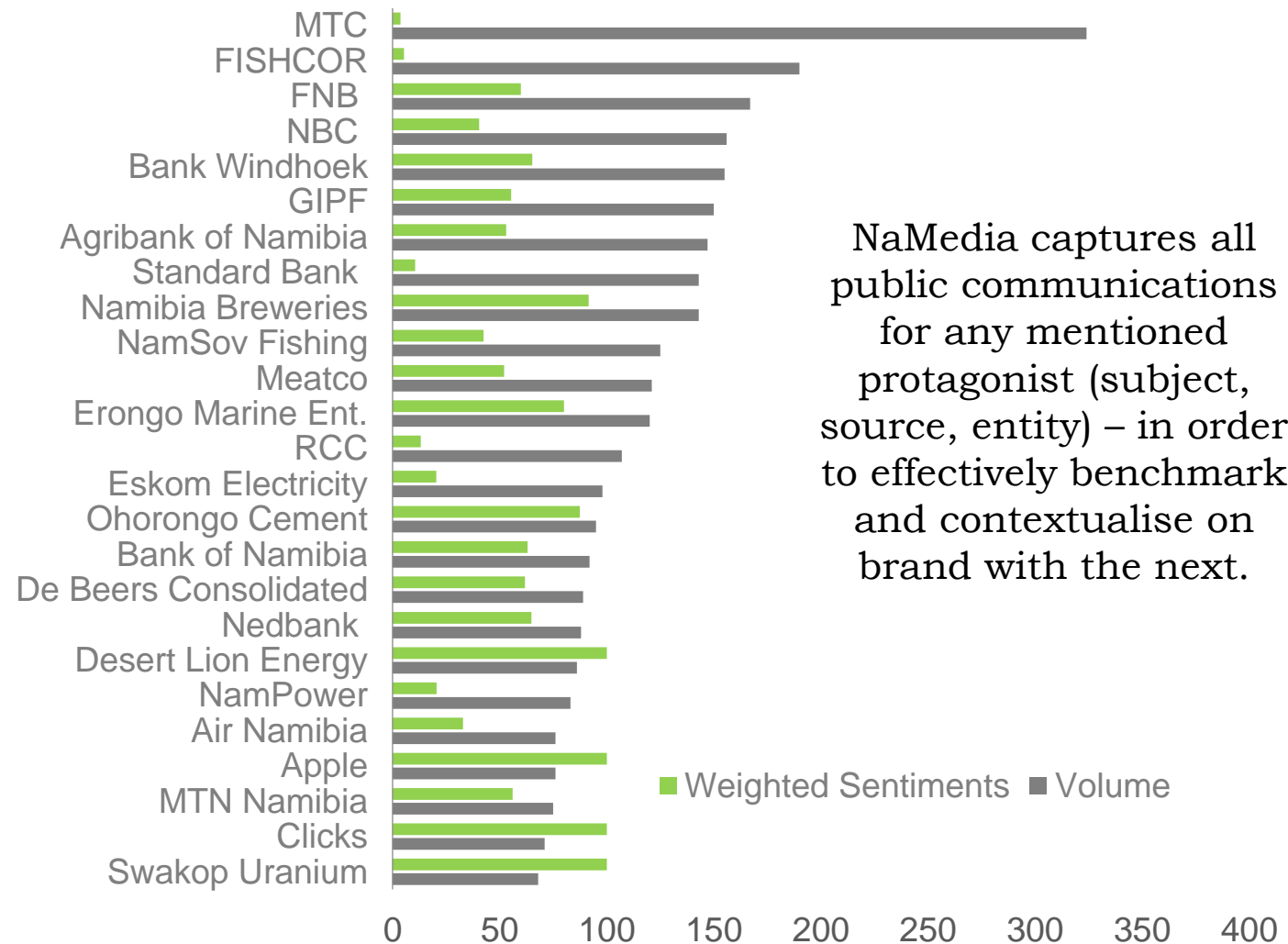


Amongst the holdings industry, Trustco took up 58% share of the available media space for public communications



Which industries drive public communications

Top Positive Volumes (editorial media): April 2018



Which industries drive public communications



▪ % Share of Industry Coverage

1. Namibia's Food sector ranked 13th, whilst Agriculture ranked 19th amongst other industries.
2. Sustainability Indicators:
3. Marketplace Impact
4. Community Relations
5. Sustainability Management
6. Compliance with legislation



▪ Topics of Interest

1. Products & services
2. Investments
3. Customer relations
4. **Business abroad**
5. Demand / number of orders risen
6. Launch of new products
7. Relationship to partners/suppliers
8. Opening of new outlets
9. Management strategy
10. Listeriosis



1. Food, Manufacturing, Agriculture: April 2018

Companies

1. Meatco
2. NOVANAM
3. Agra
4. Namibia Dairies
5. Desert Fruit (Pty) Ltd
6. Verimark
7. Tiger Brands Ltd
8. Nestlé Deutschland AG

“No Chinese Loan For Now”.
According to Schlettwein, Namibia could benefit from increased financial cooperation targeted towards industrialisation and improved productive capacity, economic diversification and infrastructure development in both the productive and social sectors, and especially in agriculture and skills and technology transfer. (N. Sun, 5Apr'18)

Filtering for data only reflecting on public communications from companies/agents in the food sector, NaMedia can indicate which topics are most preferred by the public agenda, and what the opportunity and threat areas are towards effective reputation management.



Thank You

Tel: 061 2400 36
Fax: 061 2468 81
Cell: 081 319 5819
Natasja Beyleveld / Gift Siukuta

NaMedia
Namibia Media Monitoring

