

# Media Influencer Case Study

## pivotal360 Brand and Reputation



### Situation

- CEO/Owner of media and retail enterprise **encountered a reputational crisis**; stock value dropped, partners abandoned contracts, market demand plummeted; negative media constantly pushed the narrative
- Hypothesized **likelihood to partner** directly correlated to reputation; therefore, needed to track brand and reputation, predict recovery and test impact of messaging across both the public and stakeholders



### Insights and Model

- Designed **global reputation tracking study** to track opinions and test messaging content.
- Provided **continuous assessment among public and stakeholders' opinions** of key metrics such as likelihood to purchase, NPS, and size of sale while folding in additional data streams (stock price, media sentiment, social media)



### Outcome

- Brought model results to key partners to **retain relationships** during initial crisis
- Identified brand advocates as well as those who would respond to key messages enabling **optimized targeting for communications**
- Established impact of KPIs on key business outcomes the executive team used to **restructure the firm following the crisis**

