

**PROBLEM****HOW DO YOU TRACK TRENDS AND ISSUES WHICH AFFECT YOUR BUSINESS?**

- Media commentary about your industry or issues affecting your industry is plentiful
- You may even monitor this and get daily media updates
- You are probably also missing as much as you get to read
- But are you seeing the trends?

SOLUTION**DAYMARK WATCH CAPTURES THE MEDIA COVERAGE AND IDENTIFIES THEMES AND TRENDS**

- It takes a close look at the drivers of your business or your organisational issue
- Examines key messages, trends and issues for your sector
- Interprets what has been said and why it was said
- Simple format suitable for executive, Board and stakeholder use

RESULTS**WHAT YOU GET IS A REPORT CAPTURING THE PERTINENT MEDIA COVERAGE**

- A report you can read in a few minutes which captures everything you need to know from the past month of media coverage
- The key facts and trends affecting your sector or organisation, not the minor details
- Media analysis to keep you informed and your organisation informed
- Data/information you can use in your business planning