



Brand Benchmark Analysis






How does your brand stack up against your top peers or competitors? Is your voice being heard or are you drowned out by the competition? Our **Brand Benchmark Analysis** puts your brand head-to-head against the organizations most similar to yours to reveal where you stand and where opportunities exist.

With the **Brand Benchmark Analysis**, you will receive a comparison of your overall media coverage relative to your competitors. You'll see a trend analysis that identifies and explains the causes behind the peaks and valleys in your competitors' and your coverage. Perhaps most importantly, this report will reveal the underlying quality of the media coverage of your competitors and you receive as measured by key message and sentiment performance—uncovering where opportunities and threats lie.

A **Brand Benchmark Analysis** will determine your:

- Share of Voice
- Volume of Coverage and Reach of Coverage Trends
- Key Messaging in Coverage
- Brand Portrayal Mapping (including Sentiment of Coverage)

We offer three levels of a **Brand Benchmark Report** to meet a range of needs and budget requirements.

	 BRONZE	 SILVER	 GOLD
Starting Cost*	\$1,200	\$2,900	\$5,700
Language Options	All available in Newsdesk	Automated analysis on all languages in Newsdesk + human analysis on selected languages**	Automated analysis on all languages in Newsdesk + human analysis on selected languages**
Entities (Brands) Analyzed	Up to 5	Up to 5	Up to 5
Number of Pages of Report	3-4	3-4	5-10
Key Message Analysis		●	●
Sentiment Analysis	Automated Sentiment	Human-Determined Sentiment	Human-Determined Sentiment

Need something else that's just right for you? Contact us for a custom report!

Ready to get started? Contact us to learn more about our Media Intelligence Research & Analytics offerings!

 www.lexisnexis.com/media-analysis-reports

 **800.628.3612**

 **@LexisNexisBiz**



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**While LexisNexis can manually analyze coverage in more than 40 languages, English, French, Dutch, Spanish, and German are the selected languages available for manual analysis for Silver and Gold reports. Projects involving other languages require customized pricing.

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