



## Brand Health Report






Do you know how well your brand is performing in the media? Our **Brand Health Report** looks at key indicators of your media performance, identifying how prominent your brand is and how it is being depicted.

The **Brand Health Report** identifies what caused spikes or dips in your media coverage, how or why you were praised or criticized, and how positive or negative your media attention was, revealing your brand's media strengths and weaknesses, and opportunities and threats.

A **Brand Health Report** will examine your:

- Volume of Coverage and Reach of Coverage Trends
- Key Messaging in Coverage
- Sentiment of Coverage

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

	 <b>BRONZE</b>	 <b>SILVER</b>	 <b>GOLD</b>
<b>Starting Cost*</b>	<b>\$900</b>	<b>\$2,000</b>	<b>\$3,900</b>
Language Options	Automated analysis on all languages 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**
Article Volume (human analyzed)	N/A	Up to 200 articles	Up to 500 articles
Number of Pages of Report	1-2	1-2	4-8
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](http://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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