

Getting the media low down

MEDICS ON THE MOVE claim they take the hassle out of finding homes, and when property adviser Jenny Gee wanted to take the hassle out of evaluating the media, she chose Echo Sonar.

'I am keen to increase the profile of the business,' says Gee. 'So I wanted to look at what the media was really interested in. It helps our long-term strategy to have accurate information rather than rely on guesswork to understand what the media is doing.'

Medics on the Move, which started life helping doctors and other medical professionals relocate, now operates 24 franchises across the country. It offers relocation services to professional people, but it also helps clients invest in property and does the legwork for busy people looking to move home.

'If we looked at our business generally, we knew that we were not featuring in the news,' says Gee, who runs a franchise in Bristol. 'Local media is important to us, and we wanted to start looking out for stories that might interest them.'

Echo Sonar initially appealed because of its 'clear and concise metrics,' says Gee. 'You look at it and you think you understand the information, and you can see how valuable it is. But the more you look at it, the more you discover.'

She adds: 'It was not just a lot of bar charts which looked attractive. There was a lot more to look at in the reports than was visible at first glance.'

After an initial discussion with Echo Sonar, Gee found that they refined and adjusted the original parameters of the evaluation to generate even more information. 'They helped me select the right words or the right phrases,' she explains. 'I found that they picked up my

requirements quickly and really understood what I was trying to achieve.'

Within 24 hours, Gee had her first evaluation report. 'It needed to be quick and accessible, but I didn't want the information to suffer. The report needed to have depth to it, and it did,' she adds. 'I was quite surprised that it all happened fairly quickly.'

The report threw up some interesting insights. While the national

media wrote articles about relocation services and property investment, the subjects were barely mentioned in the regional press. 'That was a surprise to me,' says Gee. 'We did this exercise as a one-off, but I am thinking about extending the contract and making it a regular thing.'

She adds: 'The evaluation cost £500, and has proved to be a worthwhile investment. In the overall scheme of things, this is not a lot of money.'



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