

Your Challenge: Awareness and Action from Media Clips

You're monitoring media coverage about your organization, but nobody is doing anything with that information.

How can you create a system that synthesizes the daily flow of information into actionable insights?

Solution: Situational Intelligence

Situational Intelligence deploys a team of specialized industry analysts that use digital intelligence tools to point out what matters today and what will matter in the future and categorizes items as ACT, MONITOR, or BACKBURNER.

What are Situational Intelligence?

Business leaders need media analysis that will help them make smarter business decisions. Much like many of us depend on advice about the equities markets where analysts make buy, sell, or hold recommendations. Kith's team of subject matter experts analyze news about your areas of interest and make recommendations accordingly. **Situational Intelligence** matters because we know the volume of news and social media activity shouldn't determine the issues that really matter to your business, or how you'll respond. Analysis is the key to connecting the dots, and determining what action, if any, to take next.

How we do it:

1. Determine key subjects and risk areas that are most important to your organization.
2. Analyze weekly media coverage related to your identified areas of interest.
3. Categorize media coverage into three categories: ACT, MONITOR, or BACKBURNER to inform next steps.
4. Provide actionable insights distributed with thoughtful analysis and recommendations.

What you get in return:

- Weekly report and analysis that provides valuable insights and perspective
- A dedicated team of experts monitoring and analyzing data relevant to your organization's specific areas of interest.
- Rich data insights regarding your team engagement and need follow up.
- An agenda for action that syncs with the work of your **Reputation Management Council**.

Client Success Stories

Cargill Kith implemented a Situational Intelligence program as the conversation around antibiotic use in livestock production and its impact on red meat consumption was heating up. After putting the Situational Intelligence program in place, it became increasingly clear that the conversations around the topic were calling for leadership to give a voice to the manufacturing side of the supply chain, not just the end-user side. Using Situational Intelligence allowed Cargill time to determine the best course of action to take for itself and consumers, and when to take it. Consequently, Cargill announced a new policy on antibiotic use in livestock, which led to favorable media coverage in leading national newspapers as well as industry praise.

Thought Leadership

[Media Monitoring 3.0: How to Improve Media Monitoring to Make Better Business Decisions.](#)

