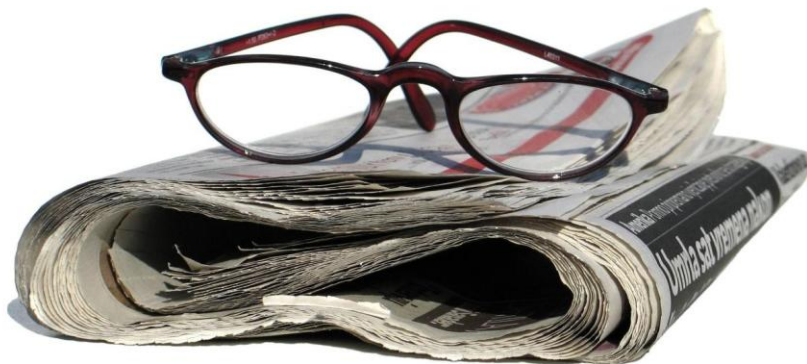


It pays to measure your media coverage

April 2016 snapshots for Banking Industry

Prepared By:

Image Consultants Limited
contentanalysis@imageconsultantsnigeria.com



Introduction To Media Content Analysis (MCA)

Media Content Analysis is a Measurement tool used to examine the coverage that the Nigerian Media (print & on-line) assign to the media output (solicited & un-solicited) of an organization and benchmarking her results against competitors.

Although still relevant, MCA goes beyond the old ways of Media Clippings and Advertising Value Equivalent analysis which do not provide insights, discussion or the interpretation of the coverage in which case, drawing judgments about the actual content is then dependent on the recipient of the report.

Using a variety of indices (see below) MCA through a more detailed analysis can show the tone or the mood of the contents in the media and also help identify trends in coverage

The amount of bespoke indices available is almost inexhaustible. The Media Content Analysis (MCA) should be viewed as a research based instrument, meant to equip the Corporate Communications department on first hand industry information and to show the units overall contribution to the bottom-line performance of the bank. This month we introduced some other indices of interest (Prominence Analysis and Print Media Spend).

Graphical Representation

The results/findings derived from the **media content analysis of the banking industry for the month of April 2016** are presented with the use of charts and tables with notes explaining the possible reasons for the performances.

Prominence Analysis

a. April 2016

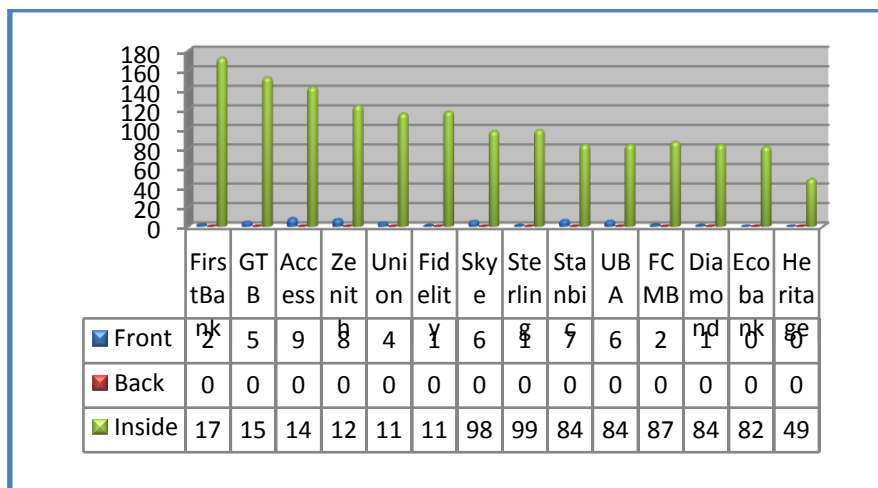


Chart 1: Zenith’s 8 photo mentions on the front pages advanced her to the status of the most prominent bank with front page news mentions for the month. Access’ five photo mentions and 4 news mentions in the front pages moved her to second position. UBA with 5 photo mentions was third, while Skye with 5 photos and 1 news mention and Stanbic with 3 photo mentions made up the podium. FirstBank and Sterling could only manage 1 photo and 1 news mention for April.

Print Media Spend

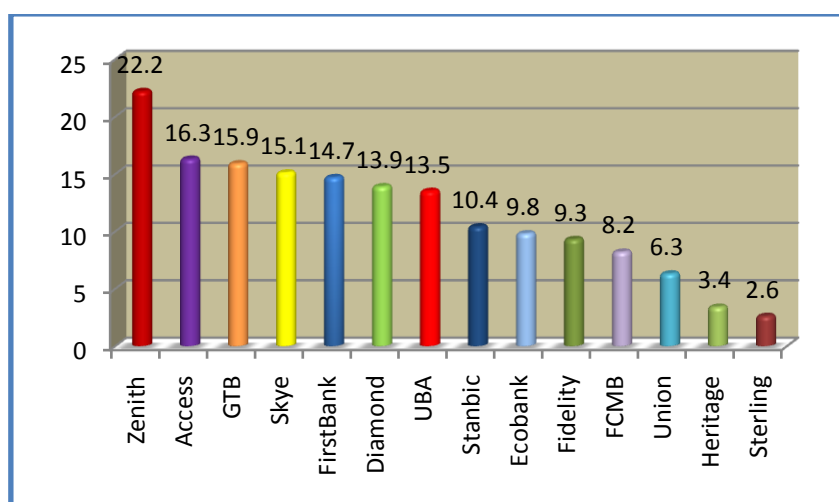


Chart 2: This is the presumed print media spend on adverts by the various banks captured during the month. Maintaining the top advert chart, and with a calculated sum of N22.2 million, Zenith emerged the highest advert spender for the month of April. Access’ estimated spend was N16.3 million to place second, GTB was third with N15.9 million, Skye had N15.1 million and FirstBank recorded N14.7 million. Together they made up the top five advert spenders for the month. It is

pertinent to note that these calculations are only estimates. Actual print discounts and cost are not inclusive in this report as they are the prerogative of each individual bank.

Twitter

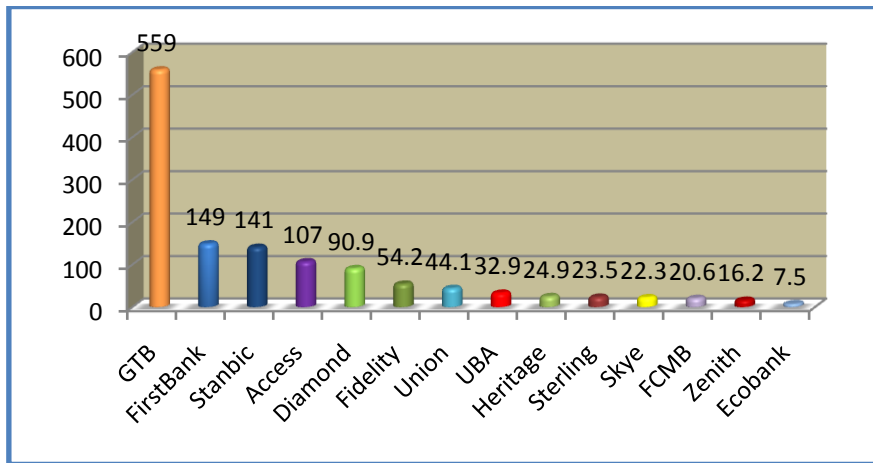


Chart 3: This is a compilation of the Twitter following of the banks for the month of April 2016. GTB yet again, with another massive 559 thousand followers on Twitter continues to be the most Social Media apt bank for customers. FirstBank with 149 followers was in second place, while Stanbic (141 thousand followers), Access (107 followers), and Diamond (90.9 followers) got the 3rd, 4th and 5th positions respectively. All figures are in thousands. They were the top five Twitter followed banks for the month.

Facebook

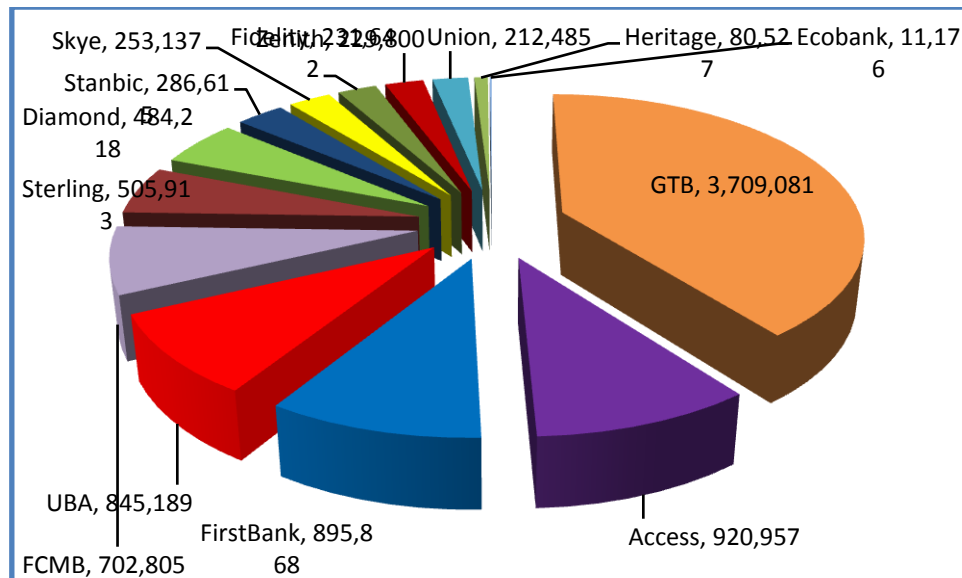


Chart 4: In continuation of her dominance in the Twitter category, GTB with over 3.70 million likes on Facebook received the highest attention on this social media platform. Access was in second spot with 920,957 likes. FirstBank 895,868, UBA 845,189 and FCMB 702,805 followed them in that order. These were the top five Facebook-user banks for the month.

Other Value-Added Offerings of MCA

1. Monthly trend analysis
2. Advertising Value Equivalent (AVE)
3. Other indices available on the MCA platform are Prominence analysis, online output etc.
4. MCA also provides a quarterly, half-year and full year outlook.

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