



Access to the information we require, directly to our desktops

The business challenge

The company's ethos is to provide a first rate public relations service by really understanding their clients' needs and how communications can make a difference to their business. In order to win new business, Sagentia needs to be able to demonstrate amongst other things its ability to monitor and measure its clients' press coverage, and its ability to increase it.

The LexisNexis solution

To help Kinetic keep their finger on the pulse, LexisNexis recommended their Nexis® Business Intelligence suite. Nexis is one of the world's largest collections of premium news, company, industry, executive and regulatory information. The Nexis online service has access to over 12,000 regional, national and global newspapers online as well as 90 sources of global company financial information, MarkIntel market research data and key biographical titles and groups of sources - the broadest reach of any business information service.

Client Background



Kinetic Communications started life as a PR consultancy in 2004. Born out of frustration with a perception of PR as a 'black art' and working in environments where clients were misled and staff mistreated, Kinetic was set up to transform the industry - one client relationship at a time. Our vision is to be the sustainable business model guaranteeing results clients want and making a tangible difference.

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Angela Podmore, Managing Director,
Kinetic Communications



The benefits

- Client-specific research
- Monitor and measure press coverage
- Broad reach of business information

Managing Director Angela Podmore said “Nexis works for us on two levels. Firstly, for client-specific research to show where our press releases are achieving coverage for our clients and exactly what’s being ‘said’. It has removed the need to scour through endless reams of hard copy by providing access to the information we require online, directly to our desktops.

Secondly, Nexis allows us to show prospective clients where their competitors are achieving media coverage and where they are not. The service produces hard, empirical evidence that is irrefutable – it cannot lie, and that is extremely powerful in convincing a client or prospect that they ought to be doing more to better manage their reputation or raise their profile.

I can think of one £50,000 account we won because we were able to show the prospective client, through Nexis, the media coverage they had achieved over the last 10 years, and an analysis of that coverage. And we were able to convince them that they needed to take control of their reputation and channel it in the right way.

“ There is no Holy Grail in terms of a media monitoring and reputation management tool. But the news and business service from LexisNexis is the nearest thing to it. ”

Angela Podmore, Managing Director,
Kinetic Communications

Get in touch

To find out more about LexisNexis solutions:

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