Newmont Mining

Digging deep into analytics

The challenge

Newmont Mining is one of the world's leading gold producers, and an industry leader in safety and sustainability.

The mining industry has faced reputational challenges recently and is under pressure to increase transparency, participation and benefit sharing, and to acquire a 'social license' to operate.

It was therefore critical for Newmont Mining to develop the ability to manage and mitigate a wide range of economic, social, political and environmental risks, and to do so in a way that set it apart from its competitors.

AMEC nominations 2016

- Shortlisted for 'Best use of a measurement framework'

- Shortlisted for 'Best multi-market reporting'

NEWMONT

Find out more about how we can help you:

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Analysis

What we did

Traditional and social media content was sourced from global English-language outlets. We then analysed key competitors and conversations discussing both Newmont and its competitors for share of voice, sentiment and brand attributes.

Content was then reviewed by native-speaking analysts for each language according to a central evaluation brief, and Gorkana's account team ensured that each metric was consistently measured against a series of regular quality control checks to maintain accuracy standards.

Gorkana also monitored content for new emerging topics and worked with Newmont as an extension of its team by providing real-time alerts to give early clarity on any potential brand-damaging issues.
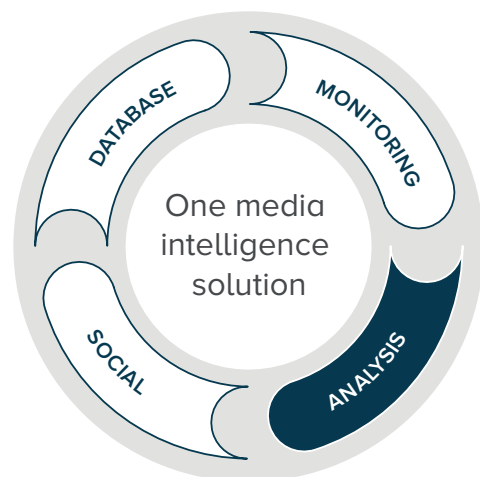
Results

Gorkana's monitoring and evaluation service played a crucial part in enabling Newmont Mining to assess the impact of its current communications strategy - and the insights we provided helped shape future ones.

The social media alerts set up identified prominent voices and influencers related to mining industry specific issues, and highlighted opportunities for engagement, which Newmont used to understand sentiment and views of the public and key stakeholders.

This insight proved valuable in predicting likely future audience reactions to operational changes and/or policy, which influenced the way the internal communications team operate. Now it is able to base future activity on insights drawn from both traditional and social analysis.

One media intelligence solution

DATABASE · MONITORING · ANALYSIS · SOCIAL

GORKANA WINNER OF SEVEN
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AWARDS | 2016