



Peugeot UK - Case study

Introduction

Peugeot UK's communications team required a service to monitor daily coverage, alert them to critical news and scrutinise the quality and reach of their PR activities helping them feedback and report to the automotive company's French HQ.

The Peugeot team asked Gorkana to provide a cost-effective solution, including focused high-level executive reports which would be shared in-house, as well as with the wider European business, in order to highlight the UK's performance and effectiveness.

They also required a daily monitoring service to alert the local comms team to developing UK news stories helping them shape communications strategy and protect the brand's reputation.



PEUGEOT

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Monitoring & Analysis

Objectives:

Gorkana worked closely with the team to create a bespoke brief based on key business objectives. Metrics were chosen and defined, and it was crucial that the format would be as simple-to-read and as jargon-free as possible so it could resonate easily across the European business and speak to a selection of multilingual stakeholders.

An ongoing evaluation process was set up with the priority to track coverage on key car models, or marques, which could be broken down against all measurable metrics. These included measuring coverage of individual attributes including: driving dynamics, quality, performance, style and additional environmental factors.

It was also a priority to monitor favourability scores across the brand so the team would receive alerts to any negative sentiment appearing in the press. Gorkana also measured reach with target audiences - such as motoring enthusiasts - and people above a specific income level.

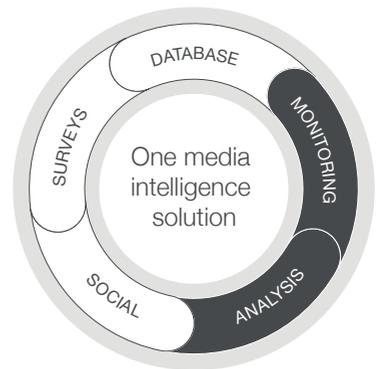
Results:

The Peugeot UK team now receive a monthly executive scorecard report containing evidence of all their KPIs. With this summary they are able to successfully report and highlight all their achievements back to the central function, both in the UK and in France. Additional measures have been put in place so that they can inspect specific model coverage on request.

Also, the team are now able to showcase how the communications function has driven content around launches and track the impact of key events including motor shows or individual PR campaigns.

"In these busy and intensive times, a trusted and regular daily reporting service of coverage is most welcome and Gorkana continues to provide us with this much-valued service: weekly, monthly and all year round. Its app allows greater and quicker access to reviews, as does its website and we appreciate the service it provides us with."

Kevin Jones, head of communications,
Peugeot UK



Gorkana's work with Peugeot was so successful that we are now working with Citroën and DS - Peugeot's partner brands within the PSA Group - to provide similar reporting, ensuring consistency of media measurement across the business.

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