



# Intelligence Gathering and Analytics

**Translating information into insights  
and solid communication strategies**

perception & reputation surveys | large-scale opinion polling | vulnerability audit  
(internal and external) communication audit | (social) media monitoring | political monitoring | stakeholder mapping

# Clarify your stakeholder picture

Any organisation that wants to be successful must thoroughly understand its stakeholders and build a relationship of trust with them by listening and engaging with them. Gathering and interpreting targeted data and relevant intelligence about your external and internal business environment constitutes a strategic opportunity for your communication and your stakeholder management initiatives.

## Why?

- You cannot successfully implement a communication strategy without information about your stakeholders' opinions, expectations, etc.
- The amount of readily available and real real-time information about your stakeholders has increased exponentially in the digital era.

So all you need to do is clarify your "stakeholder picture".

Whyte Corporate Affairs can help you better understand your "stakeholder landscape". Our insight into the Belgian (social) media, political, corporate, social and academic landscape allows us to identify relevant information, which are the cornerstone of your communication strategies and actions.

Why Whyte? Because we combine in-house expertise with the strength of technology.

**Whyte** identifies, monitors and analyses, in real time or retroactively, WHAT YOUR STAKEHOLDERS "SAY" in traditional and online media, on political platforms, etc.

**Whyte** conducts quantitative and qualitative studies to analyse WHAT YOUR STAKEHOLDERS "THINK" about specific issues or topics or about your organisation's reputation and image.



- You are informed about important topics
- You understand your stakeholders' perceptions
- You can better prepare yourself
- You can follow and contribute to public debates
- You can develop or adapt your communication strategies, messages, and actions accordingly

## Do you face one of these challenging questions?

- How are we perceived as an organisation by our stakeholders?
- Do our key messages reach our target audience and are they well understood?
- Who are the opinion leaders in stakeholder groups?
- Is there a gap between our organisation's desired image and the image as perceived by our internal and external stakeholders?
- How can we be alerted when an issue suddenly arises?
- How can we keep informed about the policy making environment and anticipate future changes?
- What issues do our stakeholders face?
- Which influencers talk directly or virtually to others about our organisation or about specific issues?
- What should we know about our stakeholders (supporters – opponents) before launching a new project or starting outreach activities?
- Are the expectations of our stakeholders changing?

# What we do

Whyte helps you capture the relevant intelligence – from public and informal sources of information – and make the best use of it for your communication. We help you understand what to look for, where to look for it, how to look at it, and what to do with it.



## Surveys

### Perception and reputation surveys

An assessment of your reputation gives you the necessary insights and (zero) measurement to validate or adapt your stakeholder engagement approach, communication strategies and storytelling. Whyte has developed a comprehensive survey methodology enabling you to evaluate your organisational reputation. Our quantitative and/or qualitative surveys reveal how your stakeholders perceive your organisation, its products and services, vision and leadership, performance, social responsibility, emotional appeal, etc.

### Large-scale opinion polling

Whyte also conducts tailor-made quantitative opinion surveys within large groups of the population or among influencers in order to find out more about their understanding, perception or feelings about a specific topic or your organisation.



## Audits

### Vulnerability audit

Some companies are well equipped to deal with a crisis while others are sitting ducks. Whyte assesses and identifies the crisis situations that are most likely to occur and the ones that pose the biggest risks for your organisation in terms of reputation.

### (Internal and external) communication audit

Effective communication influences your business performance which is why Whyte carries out quantitative and/or qualitative assessments of your communication efforts. We help you identify strengths and weaknesses of specific communication dimensions (e.g., communication tools, information adequacy, link with organisational strategy, manager-employee relationship, CEO communication, benchmarks, etc.).



## Monitoring

### (Social) media monitoring

Your stakeholders share their views in the media and also rely on these channels to find information about your organisation. Whyte's consultants screen every type of media (print, audiovisual, social, on-line) with dedicated tools to follow specific topics, identify opportunities, analyse the impact of your communication, validate or adapt approaches and keep you informed of potential issues.

### Political monitoring

Politics influence business and vice versa. Every day parliaments and governments make decisions that could have an impact on your organisation, on a federal, on a regional (Flemish, Walloon, Brussels) and even on a local level. Whyte monitors all these political activities for you.



## Stakeholder mapping

Your company operates in a highly interconnected world with various stakeholders, and politicians are just one important group. Whyte establishes detailed and targeted mappings of your stakeholders, including the most vocal individuals in advocacy groups, business circles, universities, etc., as well as less visible key influencers, for example in ministerial offices, study departments or public administrations.

## Contact

Would you like to know more about our services?

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## Our Services

Intelligence & Analytics

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