



ADMIRAL
CISION COMMUNICATIONS CLOUD
CASE STUDY

CISION[®]

CASE STUDIES

INTRODUCTION

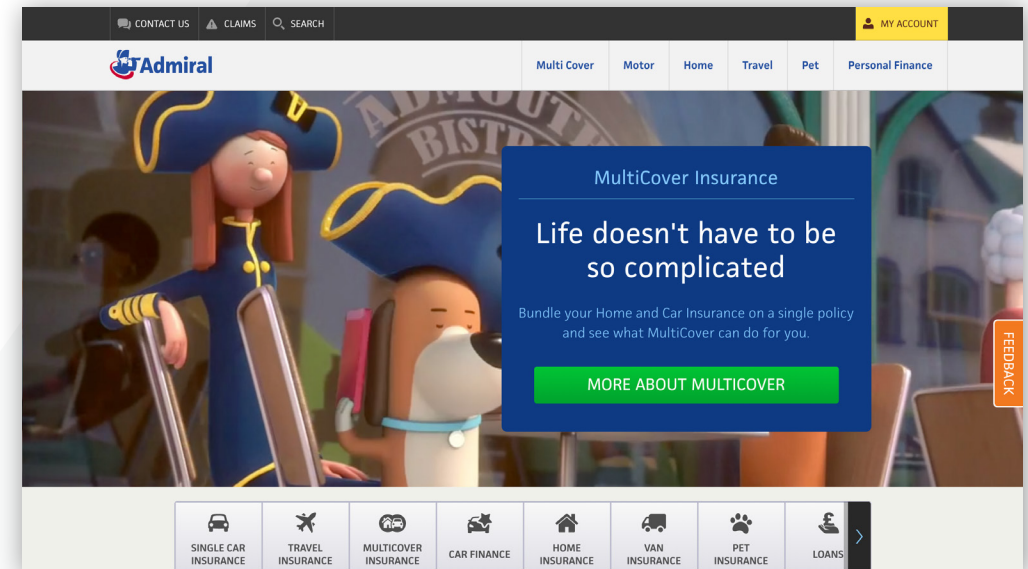
Cision joined forces with insurance company, Admiral to help them monitor and measure their coverage, especially during a time when the media was dominated by one topic: the pandemic. Like many other brands, Admiral has had to adapt to the effects of coronavirus shifting consumer behaviour and attitude.

THE COMPANY

Admiral is one of the UK's biggest insurance companies, providing car, home, travel and other types of financial products to consumers.

As car insurance is required by law in the United Kingdom, Admiral's target audience is very broad – anyone who drives a car. And although it's a product that people must have when driving, it's not a priority purchase for them.

Admiral's home insurance products are targeted to anyone who owns or rents a home and is seeking peace of mind and security.



THE CHALLENGE

During the pandemic, Admiral needed to ensure they were still generating positive media coverage which kept customers updated and informed at a time when the news agenda was led by negative stories.

They issued several newsjacking statements, predominantly regarding motor and home insurance products, using their existing internal data. The overarching aim was to make sure these stories were relevant to the current situation, provided practical advice and offered interesting information.

They also launched the Admiral [Stay at Home Refund](#) campaign during lockdown, where they offered a £25 premium refund to all motor insurance customers (a total of £110 million) - rewarding customers for following the government guidelines and reflecting the fact that there were fewer cars on the road.

As a campaign aimed to fit into the coronavirus narrative and gain support from the public, Admiral knew it had the potential to generate considerable media attention. Interest from senior stakeholders meant that the in-house PR team needed to ensure they could quickly track, review and analyse the coverage results and sentiment.



THE SOLUTION

Cision's Communication Cloud platform gave Admiral access to several features, helping them distribute their stories and track the performance of their Stay at Home Refund campaign.



01 ▶ The Cision database of approximately 1.5 million media contacts allowed Admiral's PR team to identify relevant influencers and target any new releases accordingly.

02 ▶ The media monitoring tool picked up any campaign mentions and established the sentiment of each piece, whilst keeping an eye on the competition. Analytics on their earned media included prominence and impact measurement which scored mentions based on how well they reached their audience.

03 ▶ Customisable dashboards were there to make life easier when presenting important comms metrics to senior management. Quarterly insight reports curated by Cision experts were personalised to Admiral's goals so they could fully make sense of the data.

THE RESULTS

In an era where every fragment of information is questioned or challenged, Admiral were able to monitor their reputation based on their newsjacking coverage, react to the coronavirus crisis and measure how well the stories were received.

The success of the Stay at Home Refund campaign meant that media mentions were high. Using Cision Communication Cloud, Admiral managed to observe and record a total of 1,500 pieces of coverage. To break it down, the first month gained:



» HIGHLIGHTS:

- All national BBC radio stations
- BBC Online
- Every national newspaper
- Martin Lewis Money Show on ITV

Being able to track the performance of the campaigns across broadcast, online and print using an easy-to-read dashboard and reporting options, meant that senior stakeholders within the company could easily understand the direct impact of the coverage.



Cision allowed us to accurately monitor and measure all the media coverage we generated during the lockdown, quickly produce reports, and answer any questions we had from stakeholders regarding the coverage. We were also able to measure our coverage against our competitors during this time.

- Justin Beddows, Consumer PR Specialist at Admiral



Admiral also generated high amounts of coverage for their other statements during the months of March to June. A total of 2,148 pieces of coverage were generated, with 248 of those seen in the national media – approximately four times more than the same period last year.

THE SERVICE



The Cision platform has been essential to be able to pull all the coverage together for each campaign easily and produce reports quickly. Filtering coverage is particularly easy, and I know if I get asked a question by management, I can simply use the portal to find what I'm looking for.

The service has also been great, whenever I have to email with a query, I get a response quickly and the team couldn't be more helpful.

- Justin Beddows, Consumer PR Specialist at Admiral



ABOUT CISION

Cision Ltd. is a leading global provider of earned media software and services to public relations and marketing communications professionals. Cision's software allows users to identify key influencers, craft and distribute strategic content, and measure meaningful impact. Cision has over 4,800 employees with offices in 24 countries throughout the Americas, EMEA, and APAC. For more information about its award-winning products and services, including the Cision Communications Cloud®, visit www.cision.co.uk and follow Cision on Twitter [@CisionUK](https://twitter.com/CisionUK)

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