



# EIKON STRATEGIC CONSULTING

# WHO ARE WE?

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- ❑ **EIKON STRATEGIC CONSULTING** is a research and communications company involving a vast network of anthropologists, sociologists, psychologists and communication experts.
- ❑ **EIKON STRATEGIC CONSULTING** makes use of groundbreaking methodologies and products which are currently used by leading multinational corporations.
- ❑ **EIKON STRATEGIC CONSULTING** operates across many countries. Our headquarters in Dublin and sister office in Rome both co-ordinate an extended network of researchers and consultants from all over Europe.

How do you **evaluate** the effectiveness of your communication strategies?

How can you **demonstrate** to senior management that communication is an intangible and valuable asset that brings about concrete results?

How can you **maximise the potential** of new communication tools based on Web 2.0 technologies such as social networks, web communities, word of mouth and virtual worlds?

**EIKON STRATEGIC CONSULTING** provides effective answers through its exclusive techniques.

**EIKON STRATEGIC CONSULTING** services support many areas of customer demand.

- ❑ **Strategic identity** analysis (personality profiles) of companies.
- ❑ **Scientific communication analysis** with a particular emphasis on mass media.
- ❑ Analysis of **customer perception** and **customer satisfaction** levels.
- ❑ **Impact assessment** of **internal communication strategies**.
- ❑ **WEB 2.0 corporate identity management**, planning and implementation of corporate blogs, forums and wiki websites.
- ❑ **Viral Communication instruments**.

**monimedia**

**social web**

**monidec**

**hr tool**

**objectives**



**Identify, evaluate and modify** perceptions and content transmitted by the media.

**services**



**Secondary analysis** of press/TV/radio.

**methods**



Visibility indices, image profile evaluation, semantic analysis, content maps, media stakeholders map.

**owners**



External Relations Division , Marketing Department, Communications Director.

## objectives

Monitoring and constructing corporate virtual identities within web 2.0 social spaces.

## services

**MONIWEB**: tracks and analyzes strengths and weaknesses in company profile within web 2.0 .

**WEB 2.0 IDENTITY MANAGEMENT**: designs web 2.0, company identity corresponding with targets, needs and perceptions.

**INTRANET 2.0**: transforms the intranet from a digital information channel to a platform promoting collaboration sharing and innovation.

## methods

**Network analysis** of web 2.0 influencers, on-line visibility index, semantic maps, communication tools.

## owners

Senior management, External Relations Division, Marketing Department, Corporate social responsibility (C.S.R.).

## objectives

Identify most important stakeholders/ decision-makers , **evaluate** the quality of relationship with stakeholders, identify methods of engagement.

## services

Media/ Political/Financial **data mining**, stakeholder relationship assessment (**S.R.A.** model).

## methods

Focus groups, in-depth interviews, semantic maps, relationship quality indicator (R.Q.I).

## owners

Senior Management, Internal and External Divisions.

**objectives**

**Evaluation** and **enhancement** of employee satisfaction.

**services**

Internal surveys, communication tools: house organ, newsletter, equal opportunity surveys/projects, training needs analysis (T.N.A), intranet design and implementation.

**methods**

Surveys, focus groups, in-depth interviews, lexical discourse analysis, participant observation.

**owners**

CEO, HR Department, Communications Director.

**EIKON STRATEGIC CONSULTING** clients are multinational companies and public institutions. Some of the major 2007 clients are:

## **BANKING INDUSTRY**

- Associazione Bancaria Italiana
- Cariparma
- Friuladria
- IntesaSanpaolo
- Mediolanum
- Poste Italiane
- Unicredit
- Zurich

## **ENERGY INDUSTRY**

- Enel
- Erg
- Hera

## **PHARMACEUTICAL INDUSTRY**

- Novartis
- Pfizer

## **COMMUNICATION INDUSTRY**

- Vodafone

## **TRANSPORT INDUSTRY**

- Aereoporti di Roma
- Citroën
- Trenitalia
- UPS