



2024

COMPANY ACHIEVEMENTS

We are proud to present our industry leading media intelligence achievements, winning some of the most prestigious awards in the industry from PRSA, AMEC, and IPRRC.

Fullintel





HIGHLIGHTING OUR INDUSTRY-LEADING ACHIEVEMENT:

PRSA ANVIL AWARD



Transformative Media Analytics

Fullintel proudly partnered with Johnson & Johnson Innovative Medicine (J&J IM) to transform their media analytics. This groundbreaking collaboration resulted in Fullintel winning the inaugural **PRSA Anvil Award for Best Solutions Provider: Analytics**, the first award of its kind.

This prestigious recognition underscores our innovative approach in delivering consistent, credible, and impactful media insights, significantly enhancing decision-making and operational efficiency for J&J IM. Winning this award is a testament to Fullintel's leadership and commitment to excellence in the analytics industry, setting a new standard for media monitoring and analysis.



SETTING INDUSTRY STANDARDS WITH AMEC AWARDS

Fullintel's success in winning multiple AMEC awards is a testament to our industry leadership and commitment to excellence. **AMEC**, the International Association for the Measurement and Evaluation of Communication, is renowned for setting the standards in the media measurement industry. These prestigious awards highlight Fullintel's innovative and effective approach to media monitoring and analytics, underscoring our ability to deliver consistent, accurate, and impactful insights.

These awards highlight Fullintel's diverse capabilities and excellence in social media monitoring, crisis communications, and integrated measurement strategies. Each recognition demonstrates our innovative approach and dedication to providing clients with valuable insights and solutions.

Best Use of Social Media Measurement:

- Gold (2023) for real-time social media monitoring and threat assessment for a U.S. postsecondary institution.
- Gold and Silver (2022) for social media analysis driving successful return-to-work strategies and expanding partner engagement on Twitter, Facebook, and LinkedIn.

Best Crisis Communications Measurement and Reporting:

- Silver (2024) Mastering Crisis Management: Advanced Media Analytics for Horizon Health Network
- Bronze (2023) for leveraging advanced metrics to improve the crisis response of a leading healthcare organization (Horizon Health Network)
- Silver (2022) and Award (2020) for crisis media monitoring and executive news briefs for major tourism and healthcare clients.

Best Use of New Technology in Communications Measurement:

- Gold (2024) Innovative Metrics in Action: How Fullintel's Tech-Driven Approach Enhanced Global Medical Devices Company's Media Measurement
- Silver (2024) Transforming Measurement: Journey to Predictive Media Excellence
- Bronze (2024) Streaming Success: A Global Streamer's Leap in Media Measurement
- Bronze (2023) for driving success for a medical technology firm through contextual tagging.

Best Use of a Measurement Framework

- Silver (2024) Precision in Action: Fullintel's Advanced Measurement Framework for Global Pharmaceutical Company

Best Use of Measurement for a Single Event or Campaign:

- Gold (2023) for helping Disney understand audience reaction to a major motion picture release with human curation and deep metrics.

Best Multi-Market Reporting

- Silver (2024) Global Impact: Advanced Media Metrics Driving Multi-Market Success for a Global Healthcare Company

Step Change Award

- Gold (2024) A New Era of Measurement: The Global Pharmaceutical Company Transformation Journey

Best Use of Integrated Communication Measurement/Reach:

- Gold (2022) for integrated media intelligence campaigns for large organizations, including Fortune 500 pharmaceuticals.



AWARD WINNING SCIENTIFIC RESEARCH

IPRRC AWARDS

Pioneering Science-Backed Research in Media Metrics

Fullintel's dedication to advancing media measurement has been recognized with prestigious **Arthur W. Page Center Benchmarking Awards** at the International Public Relations Research Conference (IPRRC) in both 2023 and 2024. These accolades underscore our commitment to producing science-backed, academic research that sets new standards in the industry.



Significance of the IPRRC Awards

The IPRRC awards are highly esteemed within the communications industry, recognizing top-ranked research that addresses ethics, social responsibility, and leadership. Winning these awards highlights Fullintel's role in pioneering research that bridges academic insights with practical applications for PR practitioners. Our findings drive the development of advanced media metrics, helping clients understand and improve consumer trust, recall, and overall impact.

Commitment to Industry Leadership

These achievements underscore Fullintel's position as a leader in media analytics, continually pushing the boundaries of research and innovation. Our award-winning studies provide valuable insights that empower clients to make data-driven decisions, ultimately enhancing their communication strategies and driving business success.

2023 - A MATTER OF TRUST: UNDERSTANDING THE IMPACT OF TRUST-DRIVING ATTRIBUTES IN THREE MAJOR AMERICAN COMPANIES IN MEDIA AND PUBLIC PERCEPTIONS.

2024 - TRUST IN PHARMA: THREE FACTORS TO HELP COMPANIES BUILD BRAND TRUST



LET'S WORK TOGETHER



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