

Case Suunto 7 Launch - Global Publicity Analysis



SUUNTO

Company Bio

Since it was founded in 1936, Suunto has been at the forefront of design and innovation for sports watches, dive computers and instruments used by adventure seekers all over the globe. Suunto products are sold in over 100 countries. The company is a subsidiary of Amer Sports Corporation along with its sister brands Salomon, Arc'teryx, Atomic, Wilson, Precor, Enve and Mavic.

Suunto 7 (launched in January 2020) is a GPS sports watch and a smartwatch in one. It combines Suunto's versatile sports experience and outdoor maps with the latest smartwatch features from Wear OS by Google.

Overview and Scope

Meedius conducted a thorough Reputation Analysis of the Earned Media Coverage of Suunto 7 launch in its key markets: **USA, Germany, Spain, Japan, China and Australia**. The source for the analysis was the comprehensive media monitoring of **all media types** (print editorial including local magazines, online media, social media, blogs and forums) from January 1st – April 30th 2020. Meedius combined market leading technologies with an experienced team of media monitoring and evaluation experts to determine and measure globally comparable KPI's, as well as offer insights and suggestions for further PR measures for each market.

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*- Martin Österberg
Global Head of Marketing Communications
Suunto*

The Approach and KPI's

The analysis particularly measured the volume, tone, engagement and reach of the publicity in Suunto's 6 key markets in all of the media types. The analysis also discovered market specific TOP medias, customer demographics and influencers around the product launch. Meedius helped define key features of the Suunto 7 watch to look at how and how much f.ex. usability, battery life or price were mentioned in the coverage.

The online and social media monitoring was done with Meedius Fusion, one of the leading social media listening and online media monitoring tools in the market. For full journalistic coverage, Meedius used its own print monitoring and partner network (covers +100 countries) for native analysis of the overall data set. In addition to the comprehensive findings and suggestions from the analyst, the data is visualized with graphs, tables and virality maps. KPI's measured included: Number of Articles, Net Reach, Tone, Attention Score, Net Effect, Publicity Value, Engagement and Virality (speed and geographical spread of publicity).

According to Meedius' analysis methodology, machine and AI generated metrics such as Tone are always checked and validated by our analysts to determine accurate sentiment and results.

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Martin Österberg, Global Head of Marketing Communications:

- 1) What was the original need for the thorough media analysis of the Suunto 7 launch in these specific markets?
 - The Suunto 7 was a important product launch for us, entering into a new smartwatch category. Like with any of our launches, we monitor the PR and Media closely, but especially with Suunto 7 – we also targeted a much wider base covering tech, lifestyle, mainstream and outdoor/sport. Hence, the detailed performance overview and PR analysis was more important than ever.
- 2) Which stakeholders benefited from the PR analysis and how?
 - It gave us a great overview from our selected markets Globally and for each country tools to further understand where opportunities and gaps were and how and which of those to address.
- 3) Why did you choose Meedius as your partner to analyse the gained coverage in these markets?
 - Meedius provided a granular methodology in PR analysis that was detailed and validated through their Global analyst team.
- 4) Were you happy with the analysis, methodologies and Meedius' work overall?
 - Yes, definitely. The report and analysis we received provided a great value to understanding the media coverage, sentiment, opportunities and gaps of the product sentiment and reviews.

Some Key KPI's from Editorial Media (Online and Print)	Reach (M)	Tone (Pos+Neut)	Publicity Value (M€)
	389	98%	9,9