

Case Study

Pulp & Paper



Situation

Finch Paper wanted to gain a better understanding of consumers discussing issues in Social Media such as sustainable forestry, clear-cutting, biomass operations and the pulp & paper sector overall. They wanted to develop better communications programs and understand if they could effectively engage in Social Media to reach the general public.

The Solution

MediaBadger conducted a Presence Analysis for the client to understand conversations overall. Our research discovered where people were talking about these issues, what was most important to them and how they felt. We were able to provide demographic data and sentiment relating to the issues at hand.

The Result

Through our research Finch was able to develop highly effective communications programs with their public relations agency and team. They were better able to address the primary concerns of environmental groups, local governments where they operate and engage in better investor relations programs.



Social Intelligence + Strategy