



Precise Thoughts Dec08: Trust not \$ | Social Media | Innovation

As we approach the end of 2008, the sceptre of financial change has touched most people in some way. Those close to the markets or banking are coping with almost daily changes as the ground moves under them. Consumers generally face lifestyle depleting trade-offs as the latest [Sensis September quarter 2008](#) research captured..

It's all fairly negative as perception becomes reality and things slow down; but what of the implications for communications professionals? How are customers' needs and attitudes changing? How do we best respond?

In this issue we explore these burning questions and how it affects you, the communications professional. Many of you will also be facing new challenges to justify activity or budget; with the focus on delivering the best result for the spend invested, which means working smarter.

So where is the upside?
Marketing and communication conferences everywhere are now talking about creating and proving value. Understanding the evolution to a [relationship economy](#) and how to participate in the resulting avenue of [social media](#), will prove to be key elements in delivering effectively in tighter times.

Our [latest research](#) focus has linked PR activity to movements in share price; giving concrete proof of communications value. Combined with understanding, planning, branding, using emotion effectively, executing strategically; communications professionals are able to lay a solid foundation to gain appropriate recognition for their efforts.

In this issue, we also share some insights from our [latest R&D activity](#), as well as some recent coverage in [Professional Marketing Magazine](#) and exciting research from AFR BOSS Magazine. We'd also like to introduce you to our new look [website](#), where you will find a comprehensive overview of our [solutions](#), [team](#), [case studies](#), [reading list](#) and latest research findings.

As always, we value your input so please give us a [call](#), drop us an email or leave me a comment on my [blog](#) if you have any thoughts or questions. Finally, we'd like to wish you a safe and enjoyable end to the year and look forward to sharing further insights with you in the New Year.

Yours,
Michael Ziviani & the Precise Team

Newsletter content and for an opportunity to subscribe please see over..





In this edition

1. Trust not money: The power of relationships and emotion

With consumer trust in large companies, government and even charities at an all time low, how do communications professionals deliver results?

An overview of research insights from the Grey Group and AFR BOSS and key learnings taken from a recent address by Sir Martin Sorrell, CEO of WPP to the US Institute for PR, provide some strategies to delivery clarity. [Read more...](#)

2. The Social Media Agenda

Harnessing word of mouth (WoM) is not a new marketing strategy, but with the emergence of a new breed of consumer, the social networker, now is the time to start paying attention to what's happening in the world of Social Media. [Read more...](#)

3. Precise Innovation

Apart from building a new [website](#), we have also been working with the Adelaide University Business faculty, which has led to the development of a practical framework for selecting the 'best fit' CSR activity. We also take a sneak peak at our own research, which has proven and quantified the value of communications on share price. Plus check out our latest PR efforts, office update and our latest reading list. [Read more...](#)

If you would like be an ongoing recipient of our newsletter please: contact@precise-value.com.au

About Precise

Established in 2001, Precise specializes in premium quality communications analysis services for Blue Chip clients. We apply best-practice techniques to profile opportunities and quantify results in concrete business outcomes.

