Narrative Analysis

Our core analysis breaks down your business priority into a manageable set of beliefs that can be measured with data, analyzed to reveal insight, and shaped for competitive advantage. Includes:

Narrative Landscape
The 8-12 beliefs that matter to your business, each one boiled down to a paragraph in the voice of the audience

Narrative Impact
Which narratives are most powerful in the conversation based on their volume and social engagement, revealing which narratives to prioritize

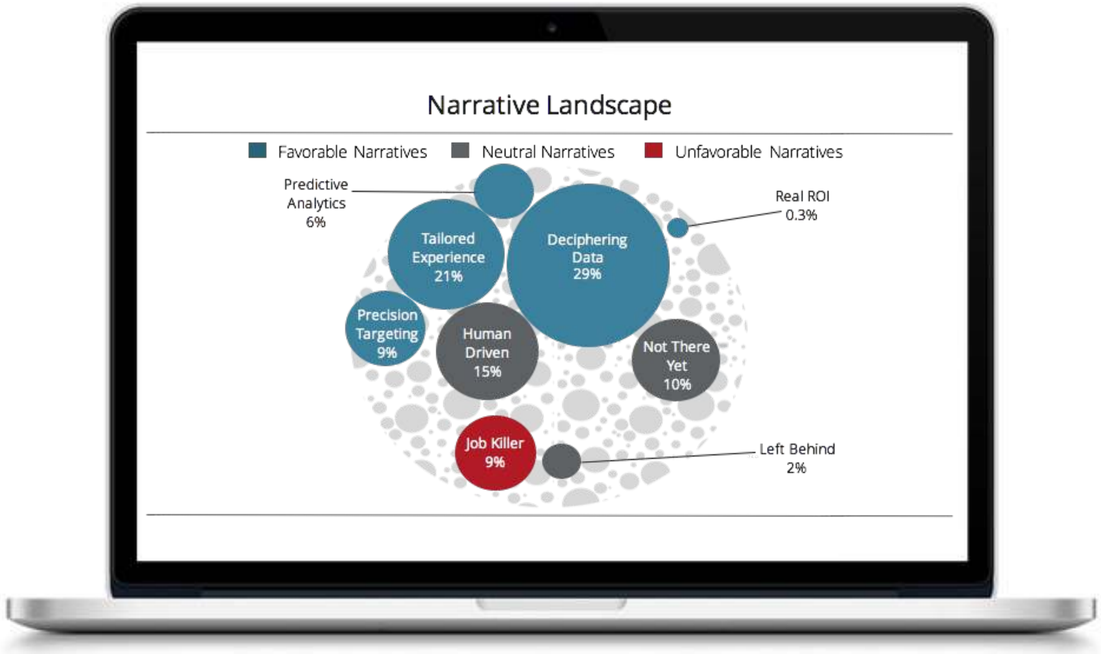
Narrative Signature
How your brand shows up in key narratives versus your competitors and your category, which uncovers threats, opportunities, and market whitespace

Trend Analysis & Drivers
How events, seasonality, and influencers drive spikes, patterns, and momentum in the landscape and how you can intervene

Whitespace Analysis
Untapped domains in the conversation where resonant ideas are under-discussed, or brands aren't yet dominant

WHAT'S HAPPENING UNDER THE HOOD

Our platform finds the beliefs that govern the conversation and drive people's behavior. We leverage unique Natural Language Processing technology to scan for argument structures, emotionally charged language, subjectivity, claims, and other linguistic patterns to pinpoint the belief signal in the noise. We use data including traditional and social media, forums and even internal company data to uncover the full range of beliefs, free from bias and beyond simplistic sentiment.



PROTAGONIST ADVANTAGE

Narrative Analytics goes beyond traditional research drawbacks of small sample sizes, bias & shallow insights to uncover a comprehensive view of people's beliefs around a topic and the drivers behind them.

Narrative Strategy

Each narrative presents an opportunity to improve your market position, and it's critical to decide where to focus. Your Narrative Strategy organizes the battle plan, revealing where to play and how to win by leveraging the most impactful beliefs to:

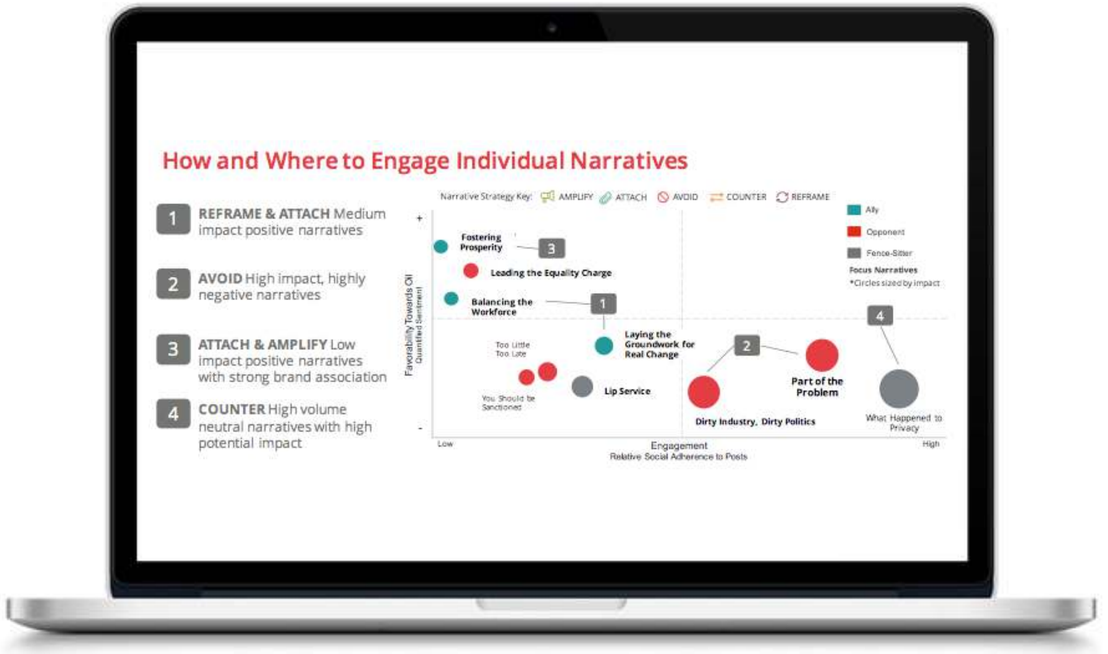
Prioritize Pursuits
Select a limited number of narratives to influence given payoff, risks, and available resources; the Narrative Strategy becomes the foundation for positioning, messaging, creative, campaign execution and tracking success over time

Amplify Positive Narratives
Reveal opportunities for you to attach credibly to favorable narratives, where your brand signature can be strong relative to competitors

Maneuver Negative Narratives
Pinpoint negative or competitor-dominated narratives to exploit addressable weaknesses, and steer clear of "no win" beliefs associated with your brand

WHAT'S HAPPENING UNDER THE HOOD

Our algorithms measure which narratives are resonating based on their structure, emotional appeal, and consistency using data on readership, engagement, and reach to surface which narratives are associated with your brand and your competitors. Building on a model of 12-months of narrative data correlated with KPIs and events, we tell you which narratives to attach to, amplify, avoid and counter.



PROTAGONIST ADVANTAGE

Drawing on a clear, data-driven view of people's beliefs and motivations around a topic, find the levers you can use, then measure and optimize your efforts.

North Star Narrative

Whether you're revitalizing your brand, positioning against competitors, or battling a crisis, the North Star Narrative (NSN) is the story that you want to be told about your organization and brand. A well-crafted NSN balances your organization's highest aspirations with the data-driven realities of the conversation around your products, brand, and industry. Includes:

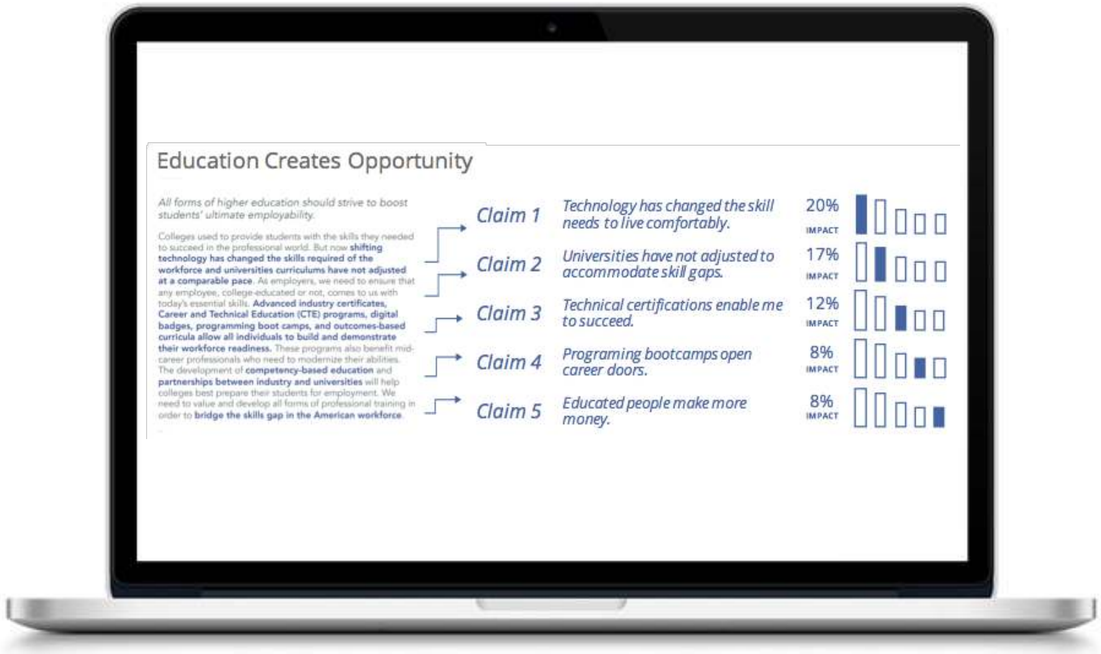
North Star Narrative Workshop
We convene with key stakeholders inside your organization to develop the best story that's achievable based on your Narrative Landscape, and the set of claims you'll utilize in messaging to drive the North Star Narrative

Brand Diagnostic using Claims
Isolate the specific claims that are made about your brand and competitors to measure which claims are consistently messaged by your organization, by third parties, and differentiated from competitors

North Star Narrative Application
Distill your aspirations and the beliefs on the ground into an accessible story structure that serves as the cornerstone for your entire communications strategy, guiding messaging strategy, testing, crisis response, and tracking over time

WHAT'S HAPPENING UNDER THE HOOD

We use proprietary Natural Language Processing "Argument Mining" algorithms to extract high impact claims from large data sets, and work with you to develop the North Star Narrative. Our technology scans for declarative sentences, key entities, subjectivity, and other patterns to reveal the key assertions that serve as building blocks for an organization's brand identity.



PROTAGONIST ADVANTAGE

Because the North Star Narrative is derived from your Narrative Landscape, it's a data-validated Brand and PR strategy to guide existing or new positioning and communications.

Messaging Playbook

Provides tactical guidance for marketing, communications, PR, creative, and your agency teams tasked with creating messaging that influences the conversation and drives your Narrative Strategy. Includes:

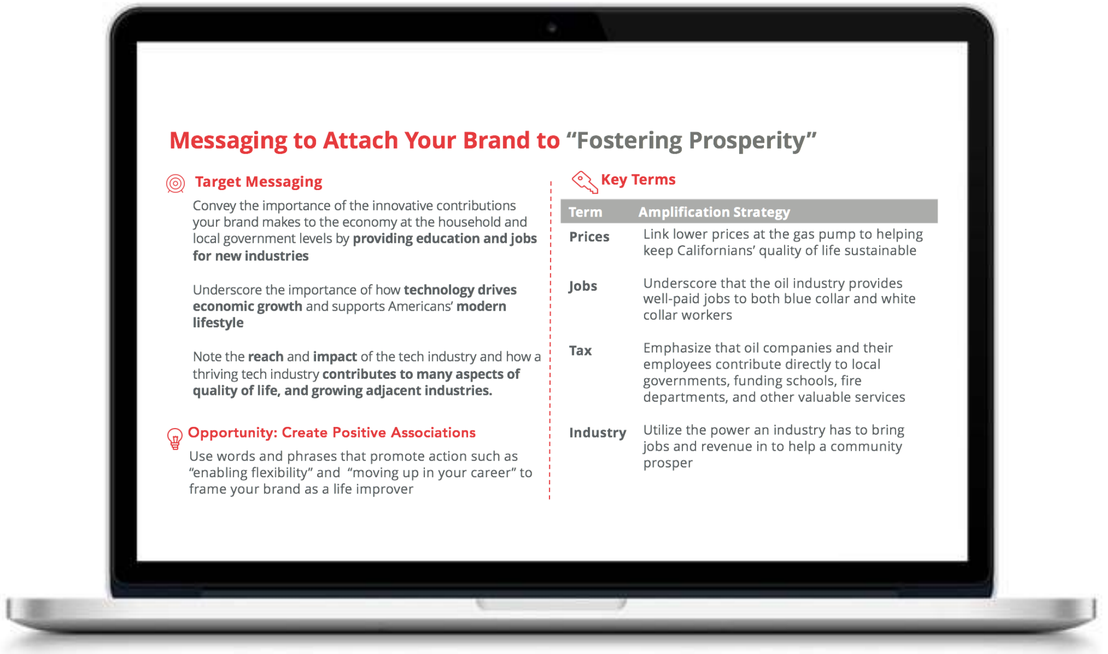
Persuasion Tactics
The right mix of facts & evidence, emotions, storytelling, and credibility of language in messaging, tailored for your objectives

Messaging Guidelines
Specific recommendations on key terms, phrases, syntax, themes, tone, claims, calls-to-action, and cognitive principles that will strengthen your target Narratives, affecting desired customer behavior

Evaluation and Optimization
Messaging implementation is monitored against narrative metrics and your organization's KPI's to ensure target outcomes are met

WHAT'S HAPPENING UNDER THE HOOD

Proprietary algorithms pull out persuasive terminology, emotions, tonality, and high impact arguments at scale. Narrative Experts integrate these into your messaging, cadence, format, and topics to build an approach that leverages the right mix of storytelling, evidence and credibility to connect with and influence target audiences.



PROTAGONIST ADVANTAGE

We remove assumptions and perceptual gaps that exist in other messaging methodologies to create content that maximizes resonance with your target audience.

Channel & Influencer Playbooks

Many software tools rank ‘influencers’ and digital channels by keyword associations, but they won’t tell you which sources and people are the primary drivers of customer narratives about your brand, product or industry. Our playbooks provide tactical guidance on where and who to push narrative messaging through to have a deep, measurable impact on customer beliefs. Includes comprehensive recommendations on:

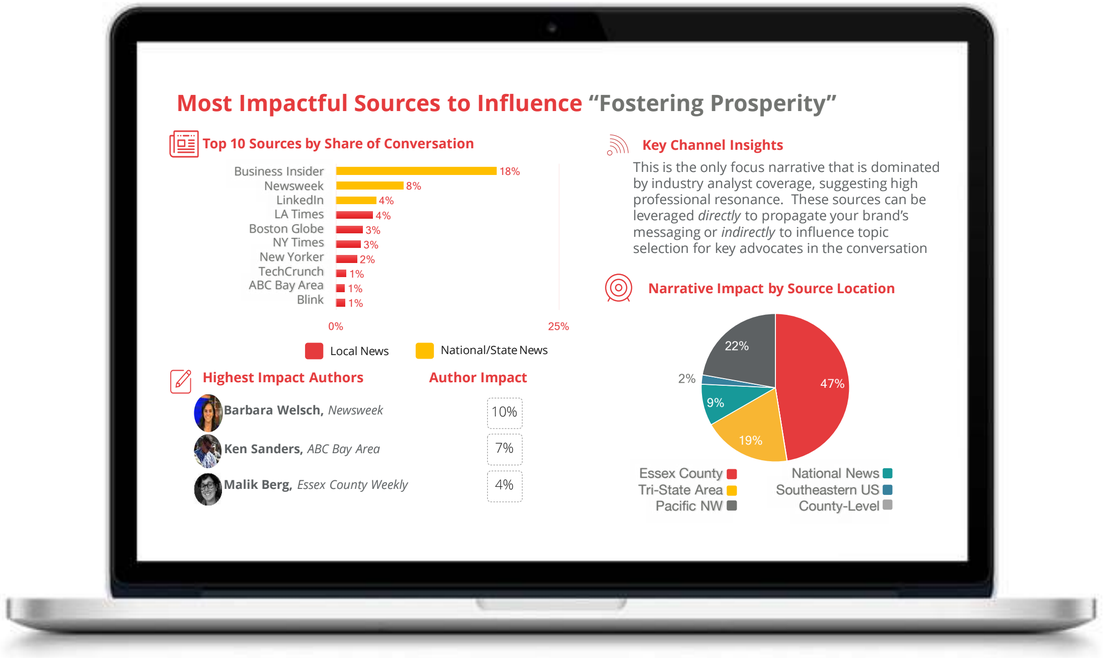
Channels
Which digital channels, sources, and media outlets to place messaging for maximum impact and ROI, based on demonstrated narrative learnings and propensity for social engagement

Influencers
How to leverage partners, pundits, journalists, analysts, celebrities and other influencers that have the most impact on your Narrative Landscape

Optimizations
How to refine your marketing strategy via ongoing tracking as the narratives, channels, influencers and competing messages change over time

WHAT’S HAPPENING UNDER THE HOOD

Proprietary algorithms trace which channels propagate the narratives that you care about most, and how top sources are balanced across the full range of beliefs. Narrative Experts connect the messaging to the channel analysis, making recommendations about which channels and influencers to activate, engage, and avoid.



PROTAGONIST ADVANTAGE

We use machine learning to identify and track narratives across posts, channels, and people. This unique approach redefines ‘channel’ and ‘influencer’, enabling a robust communications plan statistically proven to influence your target audience.

Monitoring & Optimization

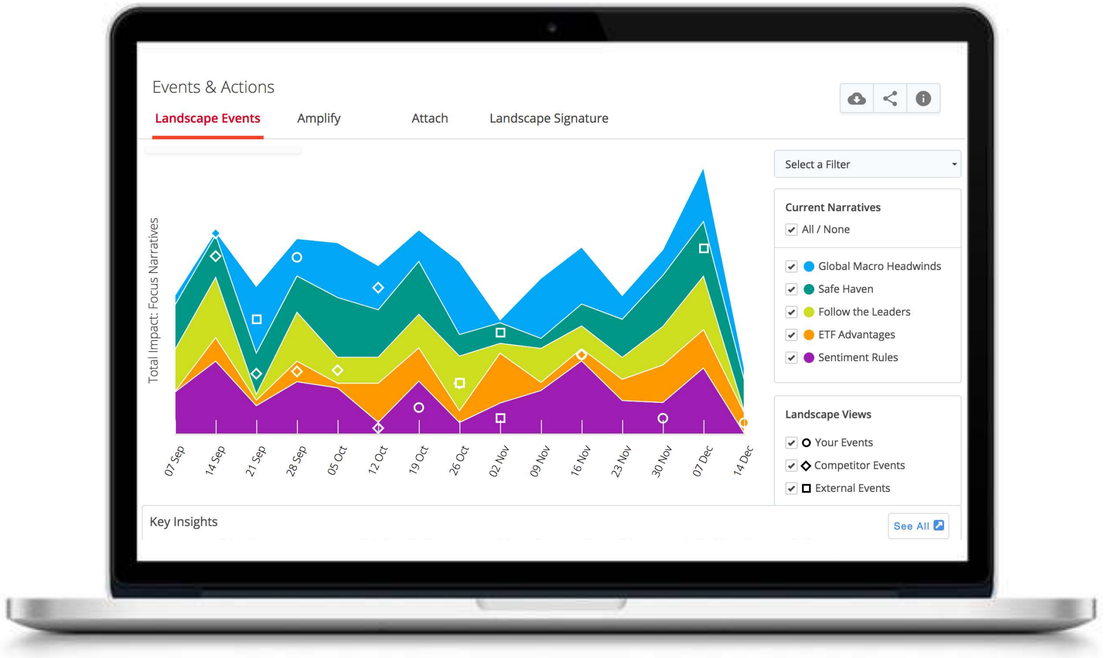
Customer beliefs are constantly shifting, whether they're influenced by your efforts or exogenous factors. It's critical to regularly monitor this change to 1) Evaluate the performance of your marketing and communications efforts and 2) Ensure your strategies align with the opportunities the current Narrative Landscape presents. Includes:

Narrative Landscape, Impact & Signature
Refreshed monthly or quarterly, see how the landscape has shifted so you can take advantage of new opportunities and mitigate threats

Trends and Drivers
Understand what's behind changes in your landscape to better inform strategic planning

Campaign Performance
Evaluate the impact of marketing and communications efforts on your customers' beliefs

Optimization
Ensure communications strategies are up-to-date with latest data-driven guidance for messaging, channel placement and influencer utilization



WHAT'S HAPPENING UNDER THE HOOD

With your narrative baseline established, our machine learning classification algorithms automatically classify the torrent of new content into one or several narratives that you are tracking. This enables timely assessment of new events, campaigns, and competitor moves, so that you can stay ahead of the conversation. Proprietary metrics then reveal how each narrative behaves over time, so that you can better pinpoint opportunities, double-down on strategies, or shift gears on experiments that aren't bearing fruit.

PROTAGONIST ADVANTAGE

Landscape monitoring provides a continuous view that's more actionable than mentions and broad sentiment, measuring how your campaign efforts are influencing audience beliefs that drive behavior to enable dynamic strategic adjustments.