

Media Monitoring

Transmission Private is the leading strategic communications advisor to successful individuals and their businesses. We are a global leader in advising entrepreneurs, executives, and high-net-worth individuals on their media monitoring, as well as on their most sensitive and important communications needs. We help clients achieve the unexpected through the power of reputation.

Introduction

Successful individuals constantly stay abreast of what others think of them, using that insight to feed into perception campaigns, correct misconceptions, and enhance their reputations and relationships.

We have worked alongside some of the world's most successful entrepreneurs and businesses, providing real-time insight on their media exposure as well as responding immediately to reputational risks.

Our Media Monitoring team is quick-to-act, comprehensive, and technology savvy. They have the experience and tools to quickly identify and risk-assess the most non-descript mentions anywhere online at all times.

They are forensic, exhaustive, and attuned to the risks that media mentions can pose to successful individuals.

Our service

Our Media Monitoring team acts for entrepreneurs, senior executives, and their associated businesses and entities.

Our key services include:

- Identifying all potential terms that should be monitored;
- Tracking these terms across all media channels, including physical media and online news;
- Implementing real-time monitoring of these terms across all social media channels;
- Setting up bespoke monitoring strategies for other potential areas of risks, such as parliamentary records, legal archives, and passworded websites;
- Evaluating the risk of these mentions around-the-clock;
- Bringing potential reputational risks to your attention immediately;
- Devising strategies to deal with negative or harmful mentions;
- Reporting on all non-critical mentions on a regular basis;

- Providing a single point of contact that oversees your media and online footprint;
- On-demand crisis management team.

Every client requires a personalised work programme, and our experienced team will devise a plan that meets your specific needs.

Our experience

Our team has supported a wide variety of clients, including those who are mentioned very frequently as well as those that may only be mentioned once per year.

Our recent highlights include:

- Analysing mentions of a senior executive who was mentioned across all media channels many times per day, providing regular insight on sentiment, current perceptions, and any misconceptions or concerns from media reporting.
- Monitoring social media for an entrepreneur who was subject to a vicious, activist-driven reputational attack campaign.
- Acting for a property developer who was subject to online harassment, including the publication of private photographs online, which needed to be caught and removed quickly.
- Providing an early-warning system to a family business around mentions in parliamentary filings, company registries, legal filings, and elsewhere, which would generate follow-on news coverage.
- Acting for a retired entrepreneur (£1.7 billion), providing around-the-clock, full comprehensive monitoring and ensuring he had the confidence to know that any unexpected mentions or risks would be caught.

In all cases our work is carried out on a confidential and discreet basis, protecting our client and their interests at all times.

Our company

Becoming a client of Transmission Private is unlike working with any other communications agency. That is because we do not measure our working relationships in terms of weeks, months, or even years, but in terms of generations – with clients returning us to time and time again as and when needs arise. We look to build life-long relationships based on loyalty, trust, and confidence.

Once you become a client of Transmission Private, your reputation becomes the central and sole focus of all our energy, passion, and thinking. Our expert team is mobilised to advance your best interests at all times. We see the world through your eyes, advising you discreetly on the careful steps that you need to take to achieve your highly personal, highly private professional and non-professional ambitions and aspirations.

We are a team of specialist communications experts at your disposal. A single point of contact for all your communications needs, we are your competitive advantage to help you achieve your personal and professional goals.

While some clients may need our support on an ongoing basis, other individuals will request our support at important junctures in their personal and professional careers that may lead to specific communications opportunities and challenges.

These events include:

- Sale of a business;
- Acquisition of a business;
- Business crisis event, such as downsizing or administration;
- Making a significant investment;
- Giving a charitable gift;
- Launching a family office;
- Setting up a charitable foundation;
- A substantial career transition;
- A succession event;
- Giving a political donation;
- Joining a new Board;
- Starting a new phase in your career.

Our team

We blend the high-quality personal, attentive, discreet service that successful individuals expect from a private bank with the up-to-date, modern communications techniques they need to navigate the risks of an increasingly digital world.

We are very fortunate to have built an exceptional team, blending decades of experience both working with the media as well as supporting private clients.

We also focus on hiring from outside of the conventional public relations and communications industry, bringing in talent with experience across private client law, accountancy, public affairs, and family business advisory. This depth of experience enables us to deliver sophisticated yet commercially pragmatic advice.

Our team is at the heart of the business. As a Partner-led business, every client we support has a dedicated Partner looking after all of their work, providing a single, highly personalised, around-the-clock contact point to access all our services and support.

“Recognised as best in breed for family communications, Transmission Private has doubled the number of families it supports in the past year.”

SPEAR'S500²⁰²⁰

“Transmission Private has carved out a name for itself as a private office that works exclusively with families and family offices, helping individuals manage and control their media interest.”

**Family
Capital**

“The Transmission team look after every part of the family's reputation, advising around the media risk of investments, philanthropic engagement and more.”

SPEAR'S500²⁰¹⁹

For more information

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