

## Reference:

### HILL & KNOWLTON FINLAND

Managing director Tarja Jussila

- **Challenge**

We need the monitoring of our own branch, and our customers' branches as support for our customer work. We need to know the customer's branch and on the other hand, we need to see the results of our own work and follow the passage of the messages through the media.
- **Solution**

M-Brain provides us with the necessary refined information. For instance, the analysis services enable us to observe the effect of messages over longer periods. In addition to regular monitoring, we need separate monitoring during certain processes, for instance during personnel negotiations.
- **Why M-Brain**

With the help of M-Brain's services, we are buying time and efficacy, as our own personnel then doesn't need to read the papers, or follow the Web. The information treated by people is also a lot more refined than that made by any entirely automatic service. M-Brain offers our international clients a monitoring that covers a wide spectrum of languages, created both for their use and ours. It simultaneously serves Hill & Knowlton and the company's clients.