

Reference:

METSÄHALLITUS

Communications manager Johanna Konttila

- **Challenge**

Metsähallitus intensively follows the quality of its publicity and the success of its communications. Metsähallitus has a significant social role and we are at the centre of socially responsible operations. It is important that our operations are transparent and we listen to the opinions of different parties.
- **Solution**

M-Brain has been a partner with Metsähallitus since 2003. The current service package covers online and print media and radio and TV monitoring. In addition, M-Brain's Plus services provide the opportunity to analyse and graphically present the success of our communications. Metsähallitus' whole organisation benefits from the services. They are crucial for publicity strategy planning and for the reaction to the messages of the public, over short, as well as over long time intervals.
- **Why M-Brain**

Media monitoring service has enriched the society's "media intelligence" and media knowledge. Long term cooperation has produced synergy, deepened the expertise and resulted in mutual trust. M-Brain has the ability to answer to our needs flexibly and quickly, based on short briefing. M-Brain has accumulated plenty of in-depth information about Metsähallitus' branches of activity. In the current media environment, M-Brain is an important strategic partner for Metsähallitus' communications.