



## VALUE FOR MONEY CASE STUDY

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<b>PROGRAMME OR UNIT</b>	<b>Communications Department</b>
<b>NATURE OF SERVICE/PURCHASE</b>	<b>Media monitoring and evaluation (M&amp;E tool) – Level 2 procurement</b>
<b>DATE</b>	<b>10/02/2014</b>
<b>DONOR</b>	<b>DFID PPA</b>

### Synopsis

*The Meltwater Group is the global leader in online media intelligence. We help over 26,000 clients globally with their media efforts. Our product suite allows clients to monitor, distribute, publicize and analyze business critical information posted online, in both mainstream media and social media, as well as build media contact lists to assist with press outreach. Founded in Norway in 2001 we have grown to more than 57 offices in Europe, North America, Australia, Asia and Africa— Meltwater News website*

Meltwater Media Monitoring is a comprehensive media intelligence tool, designed to track, monitor and analyse the presence of an organisation and their work in global -primarily online- media. Thus, Meltwater will take the place of manual media tracking and usage of our articles as well as GL in the news. GL mentions and usage are also being tracked and monitored on a global scale, making our tracking far more accurate and demonstrative of GL's presence and impact. This tool has the potential to save GL time and money, and most importantly reveal and prove GL's giant footprint and reach.

### Economy

#### ***Procurement procedures undertaken***

According to GL Finance Policies and Regulations, this was a medium value procurement under R250 000, thus was closed tender GL conducted a quote comparison. Furthermore, this service is specialised and demands specific monitoring and evaluation requirements. Meltwater approached GL, provided a trial version for an extended period and then offered a discount for the annual subscription for the next three years (2014, 2015 & 2016).

#### ***A cost and quality comparison***

Please see quote comparison<sup>1</sup> from Newsclip and Ornico media monitoring.

<sup>1</sup> See Meltwater VFM evidence excel spread sheet- Quote comparison

### Cost & quality comparison

	ADVANTAGES	DISADVANTAGES	COST PER ANNUM
<a href="#"><u>Meltwater</u></a>	<ul style="list-style-type: none"> <li>• Meltwater Media Monitoring is a comprehensive and accurate able to track on a global scale. Tracks usage of GLNS, GL in the news and any mention of GL online.</li> <li>• The search agents can be customised and adapted to suit our M&amp;E needs. Our usage can be tracked as far back as 2002.</li> <li>• Meltwater offered GL a discount and provide unlimited support and training</li> </ul>	<ul style="list-style-type: none"> <li>• The tool is solely online tracking, therefore if media houses or organisations that use our work are not online, this will go untracked. E.g. Broadcast and hardcopy newspapers.</li> <li>• Some in-house M&amp;E will have to continue E.g. <i>Reasons for Viewing as well as sex disaggregated data for</i> content producers/writers and readers.</li> </ul>	<ul style="list-style-type: none"> <li>• R 73 188pa (discounted: for three years, fixed amount per annum)</li> </ul>
<a href="#"><u>Ornico media monitoring</u></a>	<ul style="list-style-type: none"> <li>• Ornico tracks all key media; its analysis feature enables users to detect unique features such as media bias. The tool also goes beyond online media to cover both print and broadcast.</li> </ul>	<ul style="list-style-type: none"> <li>• The pricing is done per key word added to the system. The data analysis comes as an add-on feature. The tool does not trace back data for longer than two years.</li> <li>• Gender Links spreads across more than eight countries and this tool does not monitor beyond South Africa, hence cannot be used for global analysis/monitoring.</li> <li>• Reasons for viewing and sex of writers (that tracks our own website visits and is a GL form) will have to continue</li> </ul>	<ul style="list-style-type: none"> <li>• R151 152pa (subject to annual increase)</li> </ul>

	<b>ADVANTAGES</b>	<b>DISADVANTAGES</b>	<b>COST PER ANNUM</b>
<a href="#"><u>NewsClip Media Monitoring</u></a>	<ul style="list-style-type: none"> <li>• Newsclip monitors online, print and broadcast nationally. The tool has a library of back issues, which contains <i>selected</i> national and regional media.</li> </ul>	<ul style="list-style-type: none"> <li>• The back search can be accessed for a period of only 12months.The system gathers historical record of events by keyword—each coming with a separate cost—arduous and costly. Reasons for viewing and sex of writers (that tracks our own website visits and is a GL form) will have to continue.</li> </ul>	<ul style="list-style-type: none"> <li>• R30060pa (subject to annual increase)</li> </ul>

The advantages of Meltwater outweigh the disadvantages. The other two service providers do not offer the same accuracy and scale of tracking as Meltwater and finally, the disadvantages are quite easily negotiated. Furthermore, Meltwater offers a high degree of customisation in terms of search terms and tracking information. Although it may not track hardcopy and broadcast, most media houses, platforms and organisations are online these days, thus does pick up mentions for online radio and mainstream newspapers. The system tracks any mention of Gender Links on and international scale, capable of doing so 12 years retrospectively.

### ***Lowest cost option versus value and M&E requirements***

Ornico costs more than double of what Meltwater charges, yet has less capacity in terms of tracking. The Newsclip monitoring, may cost almost half of what Meltwater does, but simply does not match the accuracy, flexibility and global tracking scale that Meltwater offers. Thus in terms of value and economy, Meltwater is a better option.

The lowest Meltwater cost option is a very limited package (Option 1) thus we have chosen Option 2 (Media monitoring + Statistical Analysis) which satisfies our needs, without exceeding our requirements or doubling up on systems GL already has in place. Due to non-profit status, Meltwater also offered GL a substantial discount of approximately R40 000 per annum for the next three years (R120 000).

### ***Green savings achieved***

This tool does not necessarily leave a large footprint in terms of environmental sustainability, as all the workings of the tool remain online and electronic. Due to accuracy and efficiency, there is less room for errors, less printing and much less time spent by staff on computers doing manual searches.

## HR and cost savings <sup>2</sup>

	Description	Unit – no of days per month	Cost – cost per day	Frequency - no of days per annum	Cost per annum
A) Cost of Meltwater	GL in News and GL New usage global tracking		R176		R73 188
B) Cost of English editor's time	Tracking usage	3	R923	36	R33 228
C) Cost of French editor's time	Tracking usage	2	R923	24	R22 152
D) Cost of Lusophone editor's time	Tracking usage	2	R923	24	R22 152
E) Cost of M and E officer's time	Tracking GL in News and GL mentions	2	R692	24	R16 608
F) Cost of time saved (B + C+D+E)					R94 140
<b>G) Cost savings (F- A)</b>					<b>R20 952</b>

Based on the figures above, this tool has the potential to save GL time and money. Due to the capacity of the tool, the M&E Officer's time spent tracking will be lessened. Furthermore, the running of the tool will be centralised in one department and primarily handled by the M&E officer, thus editors will no longer need to do manual tracking, saving GL staff approximately 108 hours and consequently R20 952.

## Efficiency

### *Supplier references*

As per the Meltwater proposal, they have a huge international client base. A number of organisations within the social justice and NGO sector also use this tool. Here is UNICEF's testimonial: <http://www.meltwater.com/customers/unicef/>

<sup>2</sup> See Meltwater VFM evidence excel spread sheet- HR savings

“Working with Meltwater has helped us improve our online intelligence, so that we can better tell the UNICEF story, so that we can practice smarter PR, and so that we can ensure that we are engaging our supporters in as many different ways as we can and in a way that helps us achieve our goals.”-Meg French, Director of International Policy and Programs, UNICEF Canada

Furthermore, the Foundation for Human Rights as well as the University of Witwatersrand use this tool. Our very own IT consultant, [Simone Shall](#) who also works for the above institutions says they use it extensively and it is a very useful tool.

### ***Guarantees for quality and timeous delivery***

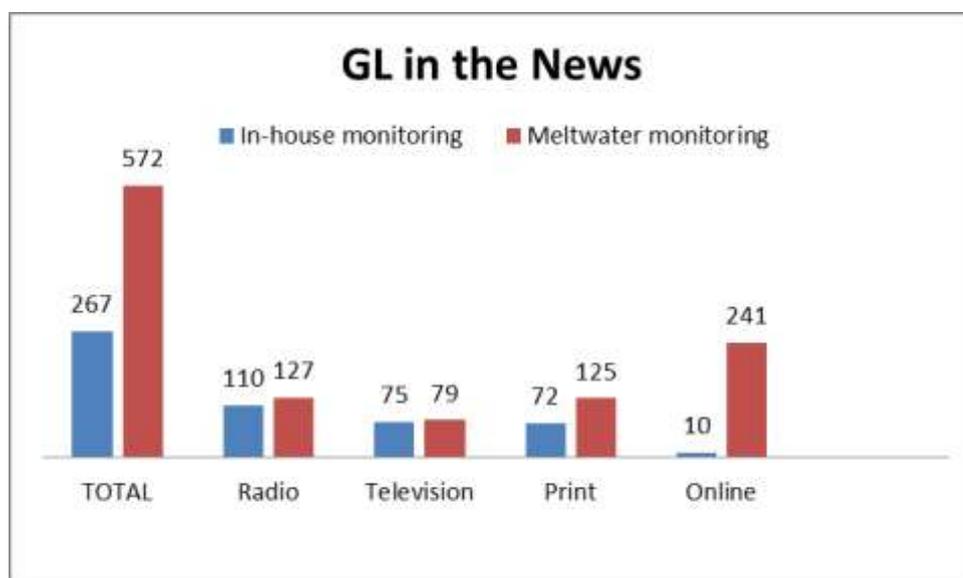
- Meltwater is a registered international service provider.
- The tool and subscription is contract based and Meltwater is obligated by consumer protection laws to provided and implement any service we pay for.
- The tool also works on an automated date and scheduling system, which enables GL to manage internally at any given/required time.
- Meltwater also offers unlimited support and based on recent experience, after requesting data, Meltwater staff sent GL accurate and extensive figures within 24 hours of the request.

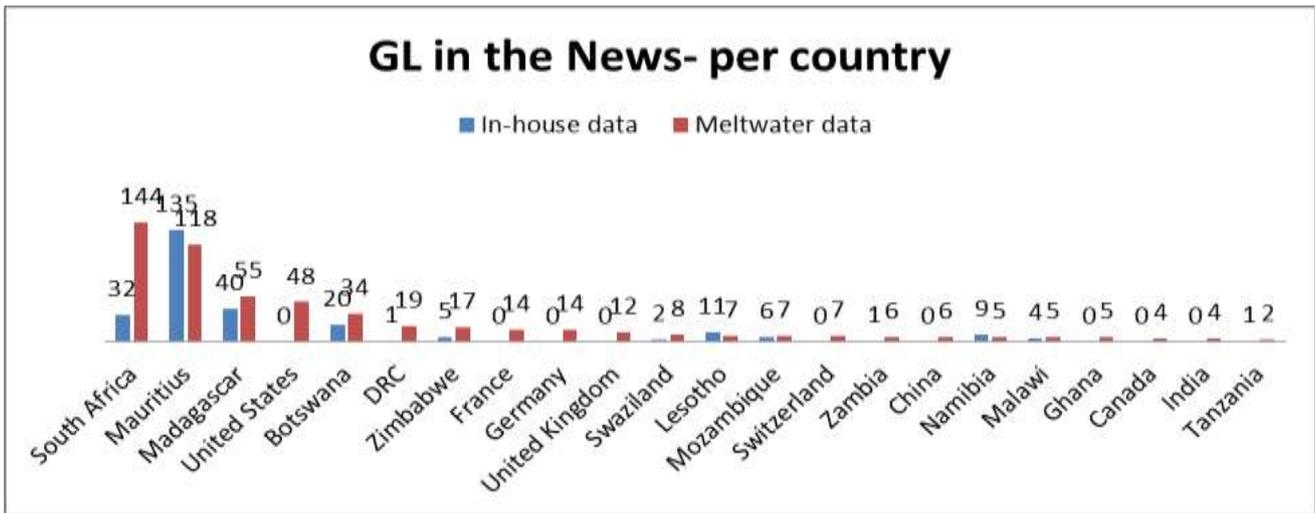
### ***Contract monitoring***

This contract will be monitored by the Communications and Finance Departments. This will be monitored by reviewing monthly reports, timeous delivery and ensuring training and technical support is available and implemented as per contract.

### ***IT usage to enhance efficiency***

The media monitoring and statistical analysis (an IT tool) has the potential to enhance efficiency by providing advanced and accurate M&E, which can better demonstrate the extent and degree of GL’s reach and impact. Furthermore, centralising the M&E in the Communications Department with the M&E Officer, saves GL staff time and in turn saves money. The non-monetary value of this tool is accuracy and evidence of GL’s reach, impact and effectiveness.





Looking at the graphs above<sup>3</sup>, for the year 2013, comparing in-house data gathered from manual monitoring of GL mentions and GL in the news, to the Meltwater figures, there is a stark disparity. Manual tracking dramatically miscalculates and short-changes GL’s actual impact and reach. As seen from graphs above, in-house data of GL mentions totalled 267 across different media platforms, while Meltwater figures were almost double at 572. When tracking the geographic scope of mentions across the globe, in-house data only tracks within the SADC region, but Meltwater tracking shows that GL was mentioned in 42 different countries across the globe.

## Effectiveness

### *Options/approaches considered before procuring Meltwater*

The first option considered was to press on with our current media monitoring, however this proves to be largely inaccurate and inadequate in reflecting the reach and impact GL’s News and work. This is not only crucial to our donors and securing more funding, but crucial for tracking the impact we have on the world in terms of creating awareness about gender equality and reflecting GL’s theory of change. In addition, this manual task proves arduous and time consuming and thus costs GL money in terms of staff hours remunerated.

Meltwater is global, also far more customisable and variable. The tool can be adapted to acquire many different kinds of information and analysis. The time range can be both specific and broad, and can go back so far as 2002. Furthermore, Meltwater offers unlimited training and support to ensure the tool suits our work and requirements as far as possible and staff can use the tool to its full capacity.

### *GL and Meltwater collaboration*

Although Meltwater is a service provider offering full user support and most aspects of the tool are automated, it require ongoing archiving and a large degree of collaboration in order to customise and use the tool optimally and to its full capacity. This demands engagement and allows GL to somewhat determine what this tool does and how it works for our organisation.

<sup>3</sup> See Meltwater VFM evidence excel spread sheet- GL in the news

### ***Shared ownership of the process and outcomes***

This collaboration aids in shared ownership because it has to be customised by GL M&E requirements. In addition, what one puts in, how one customises and uses the tool, determines the outcomes and value of the tool.

### ***GL's possible leveraging of outcomes***

The more we use the tool to its optimal and full capacity, the greater our outcomes, meaning we can validate GL's Theory of Change and demonstrate to both society and donors the impact and reach of our work. By accurately demonstrating targets met and GL's effectiveness, we can potentially leverage more funding to advance GL's work.

In addition, with the flexibility of the Meltwater tool, GL can customise data collection to conduct online content analyses and produce learning papers based on different themes relating to gender. Gaps in media representation can be identified and GL can further influence public and media agenda by customising stage 7 (training media personnel) of the COE process to attend to these gaps