
In today's rapidly expanding and changing media landscape, it is essential to have a world-class communications research firm on your side.

The need for advanced and timely intelligence that accurately reflects your present day communications environment is vital. More and more, today's professionals are facing increasing demands to:

- ⊙ Improve brand reputation
- ⊙ Understand and impact their target audience's perceptions and behavior
- ⊙ Stay attuned to the evolving competitive landscape
- ⊙ Make informed and strategic decisions
- ⊙ Convey the effectiveness of communications strategies and efforts
- ⊙ Have access to customized, real-time data, charts and reports

When you team with Symscio, you gain a partner who is focused and committed to your communications objectives. It is our mission to deliver the intelligence you require to gain a competitive edge in positioning your brand.

Our Expertise

Media Content Analysis

Symscio provides actionable intelligence by designing a solution tailored to your specific objectives. Whether it's traditional media, from broadcast to print to trades, or social media, from blogs to video to networks, we analyze the content that reaches your target audience. This focus equips you with knowledge into such measures as brand visibility, message resonance, and positioning on key drivers of reputation.

Survey Research

Rely on Symscio to conduct the survey research that helps you achieve your strategic objectives. We execute quantitative and qualitative research to deliver comprehensive and actionable intelligence. From awareness and perception surveys to internal communications audits, each survey is specifically designed with your goals in mind.

Integrated Measurement System (IMS)

Symscio combines the latest in technology with sound methodologies to develop measurement dashboards that empower. Our Integrated Measurement System (IMS) offers a comprehensive reporting suite and powerful queries to provide today's professionals with real-time intelligence. Contact us today for a live demo.

Our Approach

At Symscio, we start by gaining a firm understanding of your communications objectives. From there, we design a custom research program to provide the intelligence needed to achieve your goals. Then we deliver the measures and insight you need, when you need it.

We achieve our success by:

- ⊙ Understanding that no two communications programs are alike
- ⊙ Utilizing the latest in technology
- ⊙ Building on proven practices
- ⊙ Knowing that success is built together

At Symscio, we pride ourselves on becoming a valued extension of your team. By forming a partnership and combining our respective expertise, we are able to realize the success that drives us. It is this philosophy that is at the very foundation of who we are.



Services At-A-Glance

Symscio delivers custom research for today's communications professionals. Below you will find some of the more common services that we provide for our clients.

Media Content Analysis:

- ⊙ Traditional Media Analysis
- ⊙ Daily Media Alerts
- ⊙ Social Media Mindset
- ⊙ Key Performance Indicators
- ⊙ Social Media Analysis
- ⊙ Customer Review Analysis
- ⊙ Benchmark Analysis
- ⊙ Competitive Intelligence
- ⊙ Crisis Communications Analysis
- ⊙ Message Resonance

Survey Research:

- ⊙ Awareness & Perception Surveys
- ⊙ Key Influencer Audits (journalists, analysts, stakeholders)
- ⊙ Satisfaction Surveys
- ⊙ Readership Surveys
- ⊙ Internal Communications Audit

Integrated Measurement System (IMS)

- ⊙ Measurement Dashboard & Reporting
- ⊙ Media Content Repository & Management

On a budget?

Our in-house analysis option will get you up and running with our sophisticated yet easy to use Integrated Measurement System.

Who We Are

Symscio is a communications research firm that specializes in media content analysis and survey research for today's communications professionals. Built on over 40 years of industry experience, Symscio provides first-class research and customer service. We combine our proven expertise with industry-leading technology to efficiently and effectively design the right research program for you.



**To learn more about the
advantages of our services,
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