

A woman with dark hair, wearing a blue denim shirt, is looking down at a smartphone she is holding with both hands. She is smiling slightly. The background is a dark chalkboard covered in white chalk drawings. These include a car, an envelope, a shopping cart, a thumbs up, a heart, a heart with a grid, a number 6, a hash symbol, and an exclamation mark. Several large, curved arrows connect these icons, suggesting a flow or relationship between different technologies or concepts.

WHAT'S YOUR TECHNOLOGY WHITE SPACE?

Find your standout story in the crowded technology landscape

More than ever before, all roads to innovation lead to and through technology, whether a brand is known for technology or not.

In the increasingly busy technology space, positioning the benefits of your brand, product or service requires competitive intelligence backed by data to keep your message differentiated and distinct.

Ketchum's Technology White Space analysis helps you define your unique tech story — from AI to APIs, cloud to quantum computing, home and health, and everything in between — using an approach backed by analytics and enriched by insights.

Ketchum

A research and analysis offering from Ketchum's technology experts who understand the power of a differentiated narrative

WHEN YOU NEED A WHITE SPACE ANALYSIS:

- Entering a new market
- Launching a new technology
- Enhancing a competitive position
- Expanding product lines or service offerings
- Introducing thought leadership
- Earning social permission
- Defining a data privacy position

CONDUCTING A TECHNOLOGY WHITE SPACE ANALYSIS WILL TELL YOU:



What the media landscape around a specific conversation looks like visually



What is being written about, how often and by whom



Which topics and stories drive outcomes — especially sharing on social channels

Our fast, affordable proprietary Technology White Space analysis uses AI to synthesize thousands of online news stories based on parameters relevant to your needs and business. You'll quickly understand any media conversation at scale. Results will identify the best opportunities for your brand to cut through competitive noise and engage with your target audiences — increasing your brand's share of voice and sales potential.

For example, a Technology White Space analysis might tell you where you stand in the area of connected commerce, where experiential technology is driving preference and purchase, or what people care about most when evaluating accessibility and automation.

With Ketchum's Technology White Space analysis, you can quickly and easily discover the relevant trends and topics you can own — while staying current in this fast-moving space.

The average price range of a Technology White Space analysis is \$8,000 - \$24,000, but can increase depending on customization needs and number of inputs.

CONTACT

Melissa Kinch
Partner and Managing Director
Technology
+1 310 437 2516
melissa.kinch@ketchum.com

Juliette Terrazas
Senior Vice President
Analytics
+1 646 935 4309
juliette.terrazas@ketchum.com

[Ketchum.com/techwhitespace](https://ketchum.com/techwhitespace)

Your Technology White Space analysis is a fast two-step process:

1 UNDERSTANDING THE CONVERSATION

QUERYING THE DATA

Using our understanding of your challenge, we build a custom search query to focus on earned media and related social conversations we want to understand in great detail

SEGMENTING THE LANDSCAPE

Based on the landscape generated by the query, we examine the makeup of the conversation and segment it into subtopics

ASSESSING INTEREST

We then analyze which topics are of greatest interest to your target audience, have the most social traction and represent an enduring trend

2 FINDING YOUR WHITE SPACE

THE COMPETITIVE LANDSCAPE

Next, we analyze which subtopics your competitors are playing in and to what extent they own the conversation

THE CUSTOM ALGORITHM

We then apply Ketchum's proprietary White Space Algorithm to score each subtopic based on consumer interest and media opportunity

FINAL RECOMMENDATIONS

We zero in on the subtopics that offer you the greatest opportunity to differentiate based on the scores generated by the algorithm

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