



CARMA

Your Media Intelligence Partner for IDEX 2023

CARMA & IDEX

How can CARMA help you during IDEX 2023?

CARMA integrates traditional and social media monitoring, measurement, and evaluation.

Choosing the right media intelligence partner empowers you to make better decisions by delivering what matters, when it matters.

We equip you to tell the stories that prove PR's value. From automated monitoring to a fully managed monitoring, measurement, analysis and consultancy service, CARMA's expertise helps you separate the news from noise to uncover what is most important to your organisation.

IDEX, the International Defence Exhibition & Conference, is the world's most important tri-service defence exhibition.

To help you stay informed and leverage our extensive experience working with key players within the Defence sector, CARMA is offering **a range of media intelligence services** to keep you up-to-date on the latest news and insights from the event, including:

- **Daily Executive Briefings** – Executive Management level reports, ideal as a quick but comprehensive overview of what is happening and what you need to know.
- **Real-time Alerts** – via WhatsApp, Email, SMS, or Telegram. Customized for breaking news, key spokespeople statements, competitor announcements, etc.
- **Media Analysis Reports** – in-depth, human-curated media analysis, evaluation, and reputation insight reports.





Daily Executive Briefings

Daily News Briefing

Today's News Executive Summary

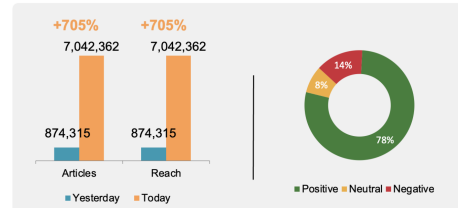
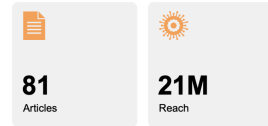
With lockdowns being in force in most countries worldwide and the physical realm becoming synonymous with hotbeds for the spread of the virus, the **virtual space stands at the fore**, from e-classrooms in education, video conferences among leaders worldwide, and streaming services

Top Outlets

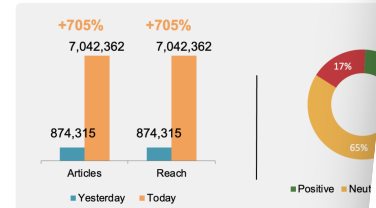
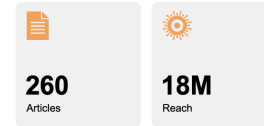
- Daily Mail Online 1108004
- The Sun 47801
- Forbes 44594
- Business Insider US 42194
- CNN News15 42194

COVERAGE OVERVIEW

Traditional Media



Social Media

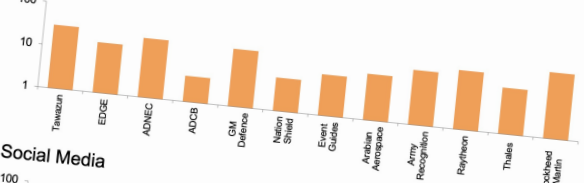


International Media – Top 5

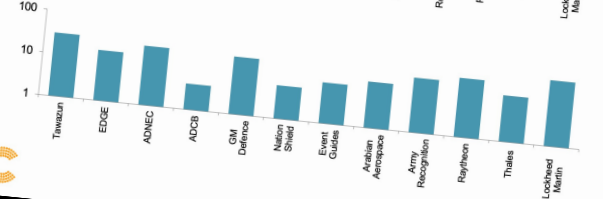
#	TITLE (LINK)	MEDIA INSTITUTION	COUNTRY	REACH	DATE
1	UAE weapons show draws major deals, traders amid pandemic	Associated Press	USA	524,285	21-2-2021
2	Middle East arms fair goes ahead despite pandemic as forecasters see a 10% drop in Gulf spending	CNBC	USA	1,616,284	25-2-2021
3	Bharat Forge joins hands with Paramount to manufacture armoured vehicles	Business Standard	India	201,071	23-2-2021
4	شركة "إيدج" الحكومية الإماراتية تتوقع إشراكها في إمداد الحصول على مقننات لـ35	Monte Carlo Doualiya	France	252,000	23-2-2021
5	Israel cancels participation in UAE defence expo, citing air travel curbs	Reuters	UK	886,929	15-2-2021

ENTITY COVERAGE COMPARISON

Traditional Media



Social Media



What is it and why do you need it

Daily Executive Briefings are expertly curated custom reports that include the most critical headlines and breaking stories.

They help you keep your senior stakeholders informed about the news affecting your business and brand reputation, so they can better respond, react, and prioritize activities. How do our Executive News Briefings add value to you?



Save time

Daily Executive Briefings save your team time from having to sift through thousands of content sources to produce their own internal news briefings. Our team of experienced news researchers can do the heavy lifting and provide fully customized and branded reports delivered to your senior team as often as you need them.



Tailored to your market

Working with our experts across the world, you can tailor executive briefings for different markets to ensure they have the media intelligence they need in a digestible format every morning. Our team services multiple markets across different time zones, including Asia, Europe, MENA, and the USA.



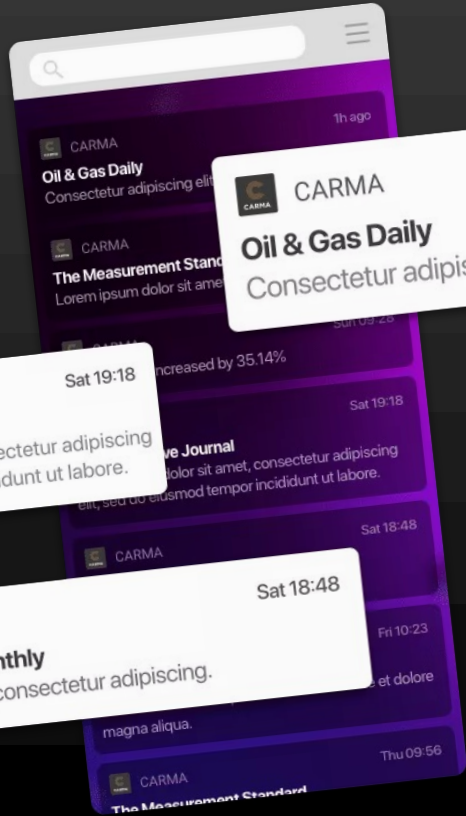
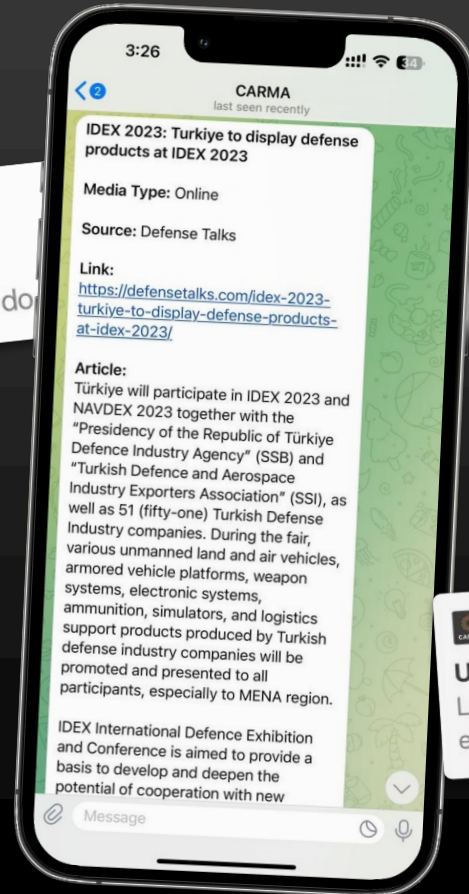
Keep your C-suite informed

Because endless browsing is not an option for busy executives, we monitor all forms of media to collect the news that matters. We filter the data, quantify it, and create detailed summary reports that make it easy for our clients' executive teams to know how their company is being portrayed locally, regionally, and internationally.





Real-time Alerts



CARMA
Oil & Gas Daily
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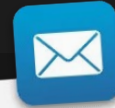
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US Automotive Journal
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Marketing Monthly
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Oil & Gas Daily
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Marketing Monthly
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Sat 18:48



What is it and why do you need it

CARMA's Real-time Alerts Service defines issues and topics that are of most importance to your stakeholders concerning IDEX by tracking any trending topics on digital media and flagging the content that is of strategic importance to you as it breaks. A team of professional editors works 24/7 to clear the noise for you and deliver what matters to your organization via email, WhatsApp, or text message.



Fully Curated

Breaking News services that are solely triggered by keywords can drown you in content or miss the issues that are of key importance of your organization.

Our Real-time team listen to every relevant conversation and track all influencers or hashtags using both automated and manual research methods flag the content that is of strategic importance to ensure that you are never caught out.

Working together we'll define the issues that of most importance to your stakeholders.



Timely Manner

While daily alerts are crucial, there are some stories that you need to know about as soon as they happen, to be able to foresee a potential risk and mitigate it before it occurs.

CARMA's team of editors work 24/7 across the globe to cut through the noise and highlight the news that matters, as it breaks.

Our 24-hour approach means we cut through the noise and get you the content that matters before anyone else in your organization.



Customisation

Advanced Alerts: We provide the ability to send customized alerts with advance requirements and metrics like (Summary, Tags, Sentiment, Countries, Screenshots, Translation)

Dashboard: A customized dashboard to track the most important metrics (Volume, Sentiment, Tags, Language, Countries, Top Sources)

Media Types: social media platforms and online news websites.

Languages: All Languages

Sending Method: Email, WhatsApp, Telegram or text message





Media Analysis Reports

COMPARATIVE OVERVIEW

LOCKHEED MARTIN	750 VOLUME	446 SOCIAL MEDIA ENGAGEMENT	5TH COMPETITOR SOV RANKING		PARTNERSHIP/ DEAL (119) WAS THE TOP THEME IN SAMPLE	 56% OF SAMPLE WAS POSITIVE
SAAB	398 VOLUME	157 SOCIAL MEDIA ENGAGEMENT	6TH COMPETITOR SOV RANKING		PARTNERSHIP/ DEAL (85) WAS THE TOP THEME IN SAMPLE	 59% OF SAMPLE WAS POSITIVE
THALES	361 VOLUME	67 SOCIAL MEDIA ENGAGEMENT	7TH COMPETITOR SOV RANKING		PARTNERSHIP/ DEAL (52) WAS THE TOP THEME IN SAMPLE	 61% OF SAMPLE WAS POSITIVE
RAYTHEON	224 VOLUME	9 SOCIAL MEDIA ENGAGEMENT	8TH COMPETITOR SOV RANKING		PARTICIPATION NEWS (38) WAS THE TOP THEME IN SAMPLE	 85% OF SAMPLE WAS POSITIVE

SAAB ANALYSIS

- Partnership/Deals drove SAAB's coverage during the tracked period, as the partnership between SAAB and Tawazun dominated the social and traditional in research and development in the field of sensor systems in the United Arab Emirates, as well as its participation in the Tawazun program to sustain and enhance the localization of defence capabilities (SEEDS).

Memorandum of Understanding with Abu Dhabi Ports for the development of technologies for port security. It was added that the agreement was signed at IDEX 2021 in Abu Dhabi.

SAAB's unveiling of its Rugged camera as being the first of many products that SAAB was mentioned as aiming to introduce to the region with advanced and reliable capabilities.

SAAB was quoted as talking about SAAB's presence in the defence sector in the UAE: "The presence of SAAB in the defence sector is increasing our presence here and contributing to the security and defence capabilities in the region. We are working very hard and in the right way to ensure we are doing this working in the company and we are proud to be part of it."

SAAB KEY COVERAGE

BUSINESS | 23 FEBRUARY, 2021

Saab teams up with Abu Dhabi Ports

The agreement was signed at the international defence exhibition IDEX 2021 in Abu Dhabi.

Abu Dhabi Ports teams up with Saab on surveillance, vessel traffic management

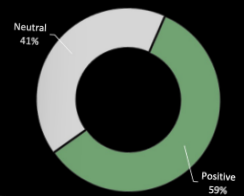
KEY SPOKESPERSON'S VISIBILITY



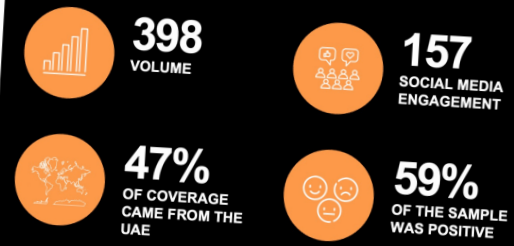
“ We are excited to launch our first locally-developed product, a fully rugged IR camera, at IDEX 2021. This is the first product Saab has conceptualized, developed and produced in the UAE, marking a significant milestone for us in the country and showcasing our contribution here. This is the first of many more products to follow, as we continue to develop our Vehicle Electronics capabilities in the UAE. **”**

Anna-Karin Rosén
Managing Director of Saab

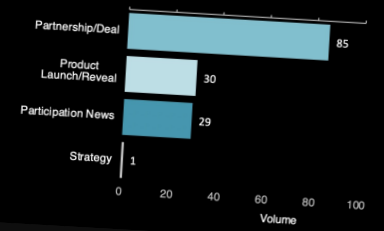
SAMPLE COVERAGE SENTIMENT BREAKDOWN



KEY STATS



SAMPLE COVERAGE THEME BREAKDOWN



What is it and why do you need it

Done right, Media intelligence helps inform business priorities, budget spend, comms plans, and go-to-market strategies. It allows you to understand performance against objectives and demonstrate the impact of activities on your bottom line. It enables you to evaluate and quantify success. And it helps guide your marketing and overall business strategy.

CARMA's media measurement goes beyond simply counting activity-driven metrics to measuring what matters and elevating the strategic contribution made by PR and comms.



Industry Leaders

CARMA, as a member of AMEC (International Association for the measurement and Evaluation of communication), implements industry standards to assist PR and communication teams in determining the significance of their efforts through showing the correlation between communication plans and the organization's priorities.



No 'one size fits all'

No two organizations are the same, no two PR programs are the same, no two audiences are the same, so why should we take the same approach to your PR measurement? At CARMA, our experienced team will customize your service for you, your audience, and your organization. We don't just present data – we analyze it, interpret it, highlight opportunities, and empower each of our clients to make better decisions.



Measuring success

Media evaluation measures the success of communication efforts by analyzing various metrics and providing actionable insights. Our insight experts analyze key metrics to measure success through analyzing key metrics, ranging from quantitative covering reach, engagement, and geo-breakdown to qualitative metrics measuring spokes people visibility, Key message penetration, tonality... We partner with you to understand your objectives and to deliver actionable insights and recommendations.

Our evaluation can go as far as measuring impact on reputation, awareness, trust, business performance business goals such as sales.





CARMA

THANK YOU