

## **PRESS RELEASE**

1 July 2002

### **ClipSource – Waymaker's Measurement and Evaluation Solution**

Waymaker today announced the introduction of ClipSource, the presentation and evaluation tool designed specifically for measuring the effectiveness of campaigns and media coverage. Waymaker developed ClipSource in response to industry trends and client needs - the measurement and evaluation of campaigns has become increasingly important, as PR and IR teams have to prove the value of media activities.

Fully integrated with Waymaker's Select tools, Mediadisk and PR Planner, ClipSource is available as PC based or CD-ROM versions. It enables clients to collate press clippings and competitor activity then transforms them into clipbooks. Next ClipSource evaluates the coverage against set objectives and success criteria with comprehensive quantitative and qualitative analysis. ClipSource features a number of pre-defined report formats enabling clients to easily evaluate and measure a campaign's media coverage with graphs, charts and trend analysis.

Andy Rothery, Vice President of Sales at Waymaker comments "In today's economic environment it's vital that businesses prove the effectiveness of their marketing activity, in particular the return on communications investment. ClipSource is

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the ideal solution for both in-house and agency PR and IR practitioners to present campaigns in a simple yet professional and cost-effective way, so proving the value of activities.”

For further information on ClipSource or any of Waymaker's services please contact Shelley Lovesay – [shelley.lovesay@waymaker.co.uk](mailto:shelley.lovesay@waymaker.co.uk)

## NOTES TO EDITORS

*A 10-Day Trial CD-ROM has been included with this press release for your information and use. If you have any queries regarding this please do not hesitate to contact us.*

## About Waymaker

Waymaker offers more than 30 years experience in communications support, providing PR, Marketing and Investor Relations professionals with tools for the selection of contacts, the delivery of news releases/company information as well as the evaluation and analysis of media campaigns.

Over 86% of the PR Week Top 150 PR Agencies are Waymaker clients with over 77% of the Top 150 being Mediadisk clients.

Waymaker's communications solution includes:

**Select** – encompassing a range of products and services enabling clients to identify target groups through a choice of access options – online (web browser enabled for both PC and Mac), desktop (Mediadisk), CD-ROM (PR Planner), printed directories (Editors, Willings) and a full list management service.

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**Publish** – delivers information straight to the news screens of major publications. Publish can update home news pages on client websites and distribute to other major worldwide wire services including Reuters and Bloomberg. Publish also includes other distribution services such as email, Fax, SMS, PDA and post. Waymaker is also an FSA accredited Primary Information Provider and can disseminate regulatory news announcements to the London Stock Exchange, accredited SIPs (Secondary Information Providers) and other financial media contacts.

**Collect and Analyse** enables clients to collate the results from the exposure of news releases, launches, reports and other information through presentation tools, coverage reports and archiving systems. Clients can then evaluate the results of the information published by producing in-depth analytical reports, measuring message content, tone of article, equivalent advertising spend and other definable parameters.

With over 250 employees, Waymaker has offices in the UK, Sweden, Norway, Finland, Germany and the US. Swedish based Observer AB, Waymaker's parent company has operations in 13 countries, employs 2700 staff and is quoted on the O-list of the OM Stockholm Stock Exchange.

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