

## CASE STUDY

How Caliber helped



to gain insights into public sentiment and improve their internal alignment




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# About ROCKWOOL

ROCKWOOL Group is a world leader in stone wool solutions covering building insulation, and industrial and technical insulation with production facilities in Europe, North America, and Asia.

ROCKWOOL's ambition is to contribute to shaping a circular economy, enhancing resource efficiency, and nurturing the safety, health, and well-being of those who make and use their products.

Headquartered in Denmark, the Group employs approx. 12,000 people globally and is present with solutions in more than 120 countries.

 Start date: June 2019    Geographic coverage: International    Sample: Low



“Caliber has allowed us to have a holistic and consolidated view of our commercial performance, bringing the important element of a continuous stakeholder sentiment into our integrated dashboard.

The Caliber real-time tracker platform, coupled with the company's analysts and strategists, has added significant value to ROCKWOOL in better understanding the impact of our activities, assessing our reputation, and taking informed action to maximize our stakeholders' loyalty, preference, and advocacy.”

**Chad Holmes**

Director of Marketing & Branding, NA



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# ROCKWOOL's challenges and goals

For a long time, the globally active building materials company ROCKWOOL struggled with a low awareness level among the general public.

To counteract this they wanted to continuously expand brand awareness on a global scale and push brand familiarity in the key markets to raise the profile and visibility of the ROCKWOOL brand.

Therefore they were in need to establish a consistent measurement approach both globally and locally.

The company was particularly interested in these areas:

1

## Improving internal alignment

To improve internal alignment on communication priorities and activities.

2

## Understanding public sentiment

To find an efficient way to track changes in perceptions of target audiences, to inform ongoing activities and respond to unforeseen events.

3

## Easy, frequent reporting

To report internally on brand and reputation insights on a frequent basis, in a simple and effective way.



# Our solution

## 1 Optimize communication and reputation activities among departments

ROCKWOOL uses Caliber's reputation tool to prioritize topics and messages across markets and segments.

The tool helps ROCKWOOL to identify and agree on relevant KPIs for different departments, as well as to plan activities and measure their success.

## 2 Analyze the impact of flagship activities with Quick Polls

The Caliber platform allows users to deploy quick-polls and sample boosts to gain deeper stakeholder insights in periods of unforeseen external events, or when the company carries out flagship campaigns or sponsorship events.

Analyses conducted by Caliber based on these quick-polls have helped to assess the impact of specific initiatives and external events, and tweak activities accordingly.

## 3 Save time and ensure standardization with automated reporting

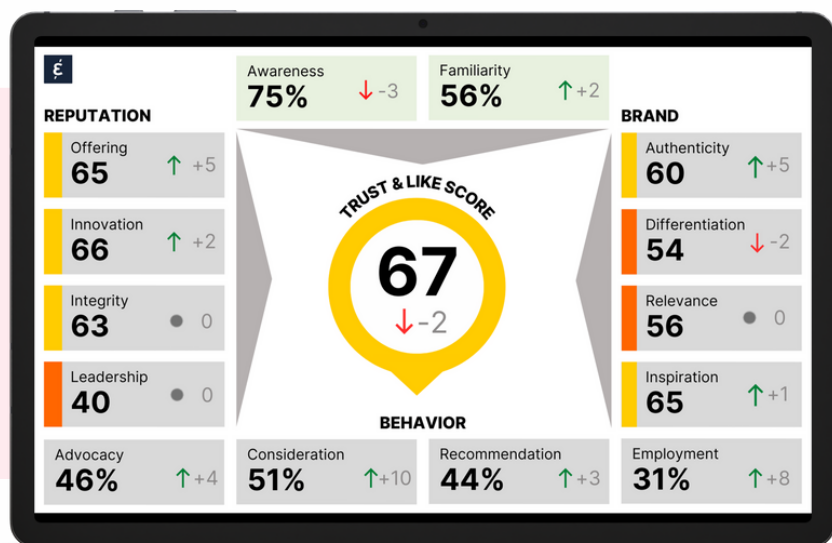
By implementing automated quarterly and annual reports for all markets, ROCKWOOL is able to share, align, and report the reputational insights, both upward and sideways throughout the organization.

Reports include relevant KPIs and targets that can be exported in a preferred view for regular and consistent KPI reporting, supporting global alignment across marketing and communications.





# About Caliber's Reputation Monitoring Software



Our corporate reputation monitoring model is based on extensive research and explains the journey from stakeholder interaction to business impact – comprising elements such as awareness, rational perceptions, trust and supportive behavior.

## How can Caliber help brands to build a bulletproof reputation?

Caliber combines the best of traditional market research and online media monitoring, giving you powerful stakeholder perception data at all times.

Unlike traditional point-in-time research, Caliber offers continuous real-time stakeholder perception data, which you can benchmark against competitors and industry indices in a few clicks.

Unlike social listening, Caliber covers all relevant stakeholders and combines both media AND perception data, enabling you to see a full, accurate and representative picture - and the impact of activities and events in real time.

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