



**Case Study**  
Media Intelligence Support to a  
Global Oil & Gas Major



# Case Study

## Media Intelligence Support to a Global Oil & Gas Major



### About the Client



- A global oil & gas major, headquartered in Europe

### Client Objectives / Goals



- The client was facing a challenge in gathering comprehensive and validated multi-lingual news articles related to its focus markets
- It wanted RocSearch to provide media intelligence support, covering the client's focus markets and competitors

### Approach and Methodology



- Developed a news relevance framework taking into account the strategic focus and objectives of the client
- Conducted extensive secondary research by leveraging multi-lingual resources through news aggregators, local language news media, government websites, oil & gas news portals and general internet search
- Classified the news articles under relevant themes: updates on licensing rounds, global and local competitor news specific to upstream activities, geopolitical tensions, regulatory/ fiscal changes specific to E&P activities, oil/ energy ministry news, M&A or exploration activities, other political news such as elections and government/ ministerial changes
- Evaluated the gathered news articles for relevance and further classified them on the basis of impact - 'High', 'Medium' or 'Low'
- Created and shared a weekly news digest covering the shortlisted articles ('High' and 'Medium' relevance) with the client

### Sample Output



Mexico starts preparations to renegotiate NAFTA  
El Economista, Economy report (story language: Spanish)  
1 February 2017

Amid speculations on the possibility of NAFTA renegotiations, the government of Mexico has decided to consult companies from the private sector and other key stakeholders for a period of 90 days to identify the parameters to streamline NAFTA. Earlier, the Secretary of Economy, Ildefonso Guajardo Villarreal had said that Mexico would prefer to withdraw from the agreement if the terms are not favourable for their country than accept any protectionist measures that impose tariffs or quotas on trade.

Cut down on US gasoline imports to counter Trump: MORENA  
Oro Negro reports (story language: Spanish)  
29 January 2017

In view of the economic threats from the Trump administration, Vidal Llerenas, deputy of Mexico's left-wing political party, National Regeneration Movement (MORENA), has suggested making changes to Mexico's energy policy. To make the country self-sufficient, Llerenas proposed reducing the import of gasoline, natural gas and diesel from the US and instead investing in Mexico's domestic refining infrastructure. Llerenas argues that the US is the main beneficiary of Mexico's current energy policy and advocates suspending or postponing the oil tenders awarded to US companies.

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### Results / Value-add



The support helped the client in getting **ready access to qualified news**

Provided **multi-lingual news coverage** to the client

Client leveraged the articles as **input for its strategy development**