

# TBWA



TBWA is an international creative, messaging, and branding marketing agency that is a part of Omnicom Group. They overview the whole business and performance of each market in addition to market research and data governance.

For this case study, we talked to Resa Prasetyo, Regional data and analytics director for Asia and Oceania. He's been working for the agency for more than two years. His primary responsibilities are to provide valuable insights recommendations related to data, lead data-related projects, and adopt new technologies.

## Location

Thailand

## Company type

Marketing agency

## We talked to...



Resa Prasetyo

Regional data and analytics director for Asia and Oceania

## CHALLENGE

They wanted to centralise everything in terms of methodology and how they get data and insights. Because they operate on a regional level, everything had to be looked at from a regional perspective. When they wanted to do market research and see what people think, they could only use surveys in specific markets. But surveys didn't necessarily represent what people really think.

## SOLUTION & IMPACT

When Resa found Mediatoolkit, he wasn't really sure that the tool would help them because Mediatoolkit is based in Europe, and they needed to track the Asian market. But now, he admits that he underestimated the tool because Mediatoolkit's features provided him with what he needed.

The things that he likes the most about Mediatoolkit are interactive and easy to understand dashboards, coverage, API connection, and an unlimited number of users he can add to the tool. The latter option surprised him because he noticed that many similar tools limit the number of users you can add. He also noted that the quality of their research and reporting has improved.

When it comes to the ways he uses Mediatoolkit, Resa says:

CASE STUDY

TBWA

 Mediatoolkit

*"We use media monitoring for planning... What we should do. But we can also see our campaign's impact. For example, when we launch a new model and see how people react and gather all information that we need. We always have our ears open for our competitors to make sure we stay on top of trends and what's happening."*

Resa says that the tool is easy to use and doesn't require a lot of training. He also added:

*"For now, I would say 10. Great value for money from my perspective. Pretty straightforward what you get, transparent in terms of the numbers of mentions, queries etc. I would recommend it because it is easy to use. The data quality is also good; you can get a lot of sources. The dashboard is also helpful in terms of finding insights."*

## ABOUT MEDIATOOLKIT

Mediatoolkit is an award-winning, user-first online media monitoring software.

Mediatoolkit helps businesses of all sizes monitor and analyze online conversations. It tracks more than 100 million online sources in any language to help its users across the globe make better business decisions by delivering them relevant information from the media in real-time.

Mediatoolkit d.o.o

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