

CASE STUDY

As the leading producer of aluminum, Rio Tinto Alcan's world can be a big place. With more than 24,000 employees in 27 countries, Rio Tinto Alcan has 20 communications and external relations professionals around the globe constantly monitoring what's being said about the company in the media and online.

Rio Tinto Alcan

"MediaVantage makes the world a little bit smaller."

– Bryan Tucker, Senior Advisor, Communications & External, Relations, Rio Tinto Alcan

"The sun never sets on Rio Tinto Alcan," says Bryan Tucker, Senior Advisor, Communications and External Relations, Rio Tinto Alcan. "There is always something going on, so it's important for us to keep a close eye on the media and the web."

Rio Tinto Alcan implemented the MediaVantage platform to monitor and manage their communication efforts. With MediaVantage, Rio Tinto Alcan's global communications team can collaborate and keep on top of media, industry news, competitors, online conversations and other topics of interest.

"Each one of MediaVantage's components is great by itself," says Bryan. "But the fact that they're all together in an integrated platform so the information can talk is of great value for Rio Tinto Alcan. Having a tool that allows us to keep all of our information in one place, keep everyone up to speed and have everyone speaking the same language, in the same format, in the same fonts, makes everything so much easier for us."

MediaVantage played a key role in the communication strategy for Alcan during Rio Tinto's acquisition of the company in 2007. During that time Alcan had to stay tight-lipped despite

stakeholder groups' desire for information. With so much speculation as to what would happen to Alcan, it was important for the communications team to monitor what was being said in the media and online.

"There was a period where there was lots of excitement and speculation in the investor community and in the media," says Bryan. "It was very important that we monitor everything that was being said publicly to make sure that there wasn't any inaccurate or sensitive information getting out there. We used MediaVantage to monitor and ensure that there were no leaks during this extremely sensitive period of time."

Once the acquisition was announced, the communications team relied on MediaVantage to keep key information and protocols centralized.

"It was a wonderful place to keep the key messages that were so important at that time," says Bryan. "There was so much information that we needed to digest and messages to formulate. MediaVantage certainly helped us a great deal!"

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To keep the executive committee on top of issues, the communications team created a quarterly briefing book extracted from the information stored in MediaVantage. Designed to give Alcan’s executive committee a one-stop-shop for information on issues faced by the company, the briefs contain backgrounders, Q and A’s, clippings and key messages.

“MediaVantage helps the communications team help the company,” says Bryan. “Of course we do the media monitoring, we write press releases and answer calls from the media. But there’s so much more that the communications groups can do and MediaVantage helps us demonstrate the value we bring to Rio Tinto Alcan.”