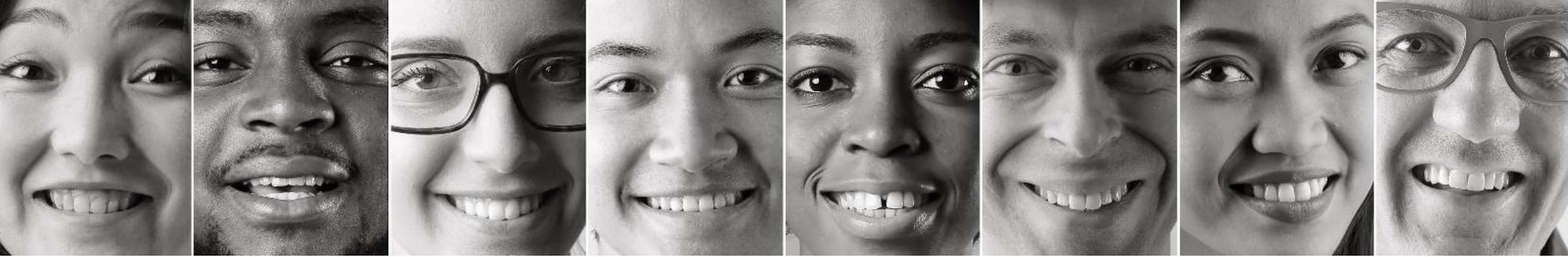




# PROTAGONIST

THE  
GLOBAL  
LEADER IN  
NARRATIVE  
ANALYTICS

[www.protagonist.io](http://www.protagonist.io)  
San Francisco - Washington DC



## WHAT IS NARRATIVE ANALYTICS?

Narrative Analytics is a systematic, data-driven approach to reveal, navigate, and shift narratives.

We combine social science with data science to harness “beliefs at scale”, allowing organizations to shift conversations, fuel advocacy efforts, map stakeholder beliefs, activate influencers, and evaluate the impact of campaigns.

Our process empowers organizations to understand the discourse that matters to their initiatives, what’s driving that discourse, and provides strategic advice on how to change it.



***"Our goal was to tap into consumers at a deeper level – their thoughts, feelings, and emotions. Protagonist's ability to pull together narratives from millions of data points is really impressive. We used Narrative Analytics to guide our creative for our 'Return to Real' campaign. The response was amazing – it's a key part of all our communications programs across the board."***

*- John Talbot, CEO , California Milk Advisory Board -*

# The Narrative Analytics Advantage

## Depth of Narratives

Narrative Analytics enables our customers to understand the nuances of how audiences are thinking – rather than simply counting mentions or general sentiment

## Full Data Picture

Using a combination of data feeds and proprietary scrapers, Protagonist ensures every relevant digital conversation from social and traditional media is captured

## Trends and Drivers

Our process identifies how events, channels, and influencers drive spikes, patterns, and momentum in the landscape and how you can intervene

## Functional Playbooks

Protagonist provides specific implementation plans for each team on how to take action from our insights

## Index and Ranking

Protagonist looks at the entire digital landscape to identify how you, your competitors, and other key players in your space perform against the Narratives

## Narrative Strategy

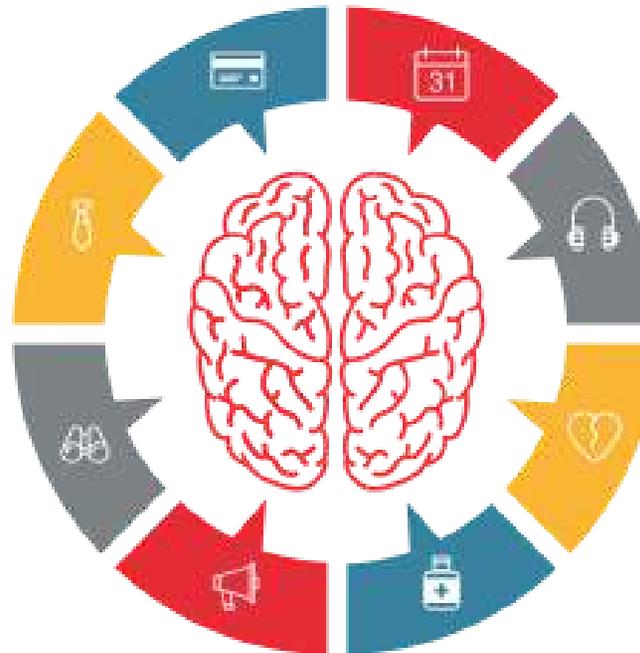
Our Narrative Experts will interpret the data and provide regular reports distilling the analysis into clear, actionable insights

## Monitoring & Optimization

Protagonist tracks the efficacy of your actions, campaigns, and strategies to seize new opportunities in the current landscape, refine tactics, and stay ahead of competition

## Analyst on Demand

Immediate analysis of specific issues, strategic reviews, and updates or ad-hoc projects on new issues





## OMIDYAR NETWORK



## Lumina™ FOUNDATION



## Anthem Blue Cross and Blue Shield Foundation

Protagonist helped shape Omidyar's program strategy through an understanding of the narratives surrounding global property rights. Narrative Analytics also enabled Omidyar to elevate the conversation about ethics in tech by understanding what's driving positive and negative beliefs in the dialogue

Protagonist uncovered narratives about economic opportunity and social mobility to inform Lumina's efforts to build support for a redesigned higher education system able to meet the needs of all Americans

Anthem BlueCross BlueShield Foundation increased awareness of solutions to domestic violence when the Narratives revealed they needed a call to action for people to come out of the shadows



## California Health Care Foundation HEALTH CARE THAT WORKS FOR ALL CALIFORNIANS



## KNIGHT FOUNDATION



## PRITZKER FOUNDATION

## MacArthur Foundation



## HARVARD BUSINESS SCHOOL



## the David & Lucile Packard FOUNDATION

## THE ROCKEFELLER FOUNDATION

***“Feelings - especially at a grand scale - are notoriously hard to track. That makes a next-generation, data-driven solution like Protagonist’s Narrative Analytics invaluable”***

*- Joe Fuller, Harvard Business School -*

## **ABOUT US**

We invented Narrative Analytics 8 years ago with a request from the White House to better understand and shape the American brand with foreign audiences.

Since then we have helped many leading foundations and non-profits understand their audiences and develop strategies to advance their initiatives.

Through proprietary technology and our world class analysts, Protagonist harnesses the power of Narrative Analytics and it's advantages over traditional approaches.



**PROTAGONIST**

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