

## Winning the Reputation Battle: How Prominent International Airport. Balances Growth, Policy, and Public Perception

“The Tracker provides a persuasive tool to demonstrate the value of proactive communications and the impact of negative narratives...The data provided by Onclusive gives us the confidence to push back on the risks of doing this and make the case to take this message externally“.

**Senior Press Officer, Prominent International Airport.**

Everyone has an opinion on prominent International Airport. The european's busiest airport is either too big or not big enough. On the question of how air travel can grow while reducing carbon emissions, prominent International Airport sits at the center of a debate that has polarized opinions throughout the media. As prominent International Airport puts it: "We can't win, either we're accused of greenwashing or of greenhushing."

Onclusive developed an integrated framework, placing the attitudes and behaviors of prominent International Airport stakeholders at the heart of our analysis. The result is an evidence-based understanding of the forces influencing the prominent international Airport's reputation and a new approach to communication strategy.

### About Prominent International Airport.

Prominent International Airport is a premier long-distance transport hub and a vital economic artery linking major cities across the country. Notably, politicians and policymakers hold Prominent International Airport's future in their hands—whether in connection with carbon, expansion, or commercial considerations, MPs and regulators are influenced by the media and what is happening in their constituencies. It is essential to gauge their mood.

With almost 80 million customers traveling annually, Prominent International Airport must balance the agendas of varied stakeholders: from MPs and local communities to international partners and employees. This complex web of relationships makes reputation management both critical and challenging.



## The Challenge

At the heart of the country aviation, prominent international airport faced several critical challenges in reputation management:

### Complex Stakeholder Landscape

Managing prominent's international airport reputation requires navigating multiple stakeholder groups, each with unique concerns:

- MPs and local communities
- Passengers and general public
- Politicians and regulators
- International partners
- Environmental groups
- Media influencers
- Employees and workforce

### Strategic Priorities

Prominent International Airport invested heavily in surveys, but these did not provide actionable reputational insights and offered diverse metrics in different formats. Key challenges included:

- Need for unified stakeholder sentiment tracking.
- Requirement for an evidence-based communications strategy.
- Balancing growth with environmental responsibilities.
- Managing diverse and often conflicting stakeholder expectations.

### Communication Objectives

The key objectives for the Onclusive reputation tracker were to:

- Give regular, unified updates to the Executive on stakeholder mood.
- Provide learnings to apply to future activity.
- Deliver objective evidence on how stories land with each stakeholder group.
- Highlight topics that impact reputation positively or negatively.
- Make the case for campaigning and lobbying based on tangible evidence.
- Enable peer comparison and learning.

## Implementation

We connected, weighted, and harmonized the datasets using appropriate metrics from survey results and human analysis of media outputs, factoring in readership and influence.

### Data Integration

Our implementation process included:

- Creating harmonized datasets from multiple sources.
- Applying human analysis to media outputs.
- Tracking themes, events, campaigns and issues.
- Incorporating prominent international airport corporate narratives.
- Showing impact of communications activity.
- Tracking progress against strategic priorities.

### Reporting Framework

Based on multiple inputs, we devised a single score to represent reputation across the whole business. This formed the core of the Executive reporting and is plotted over time and against the peer set. The reports offer:

- Reputation trends with improvement/deterioration diagnosis.
- Measurement of strategic narrative articulation.
- Like-for-like peer benchmarking.
- Focus on Local Community/Carbon and Sustainability data.
- SWOT analysis highlighting challenges and successes.
- Stakeholder-specific event and announcement tracking.



## Results

Onclusive's Reputation tracker provides a "single source of truth" on the mood across Prominent International Airport complex array of stakeholders. It is an established business performance benchmark for their Executives and a valuable tool to guide communications counsel on reputational risks and opportunities.

## Strategic Benefits

According to their Senior Press Officer at Prominent International Airport:



"The Tracker provides a very persuasive tool to demonstrate the value of proactive communications and the impact of negative narratives. Shareholder and executive perceptions can be heavily biased by what they have read personally, and the Tracker offers an objective view of the real temperature of the debate."

### Key benefits include:

- Evidence-based proactive communications.
- Management of cyclical challenges (strikes, weather issues).
- Support for community investment decisions.
- Guidance for sustainability communications.
- Improved partner organization relationships.
- Enhanced team morale through objective measurement.

### The Tracker proved particularly valuable in addressing complex challenges:

- Balancing sustainability communications:

"We can't win: either we're accused of greenwashing or greenhushing. The Tracker helps us show the positive impact of proactively talking about topics such as sustainable aviation fuel."

- Managing operational issues:

"Many issues facing the business are cyclical. The SWOT analysis is particularly useful in providing learnings to improve our responses."

- Supporting investment decisions:

"The Tracker flags issues: it provides evidence of the ongoing damage du bruit, allowing us to argue for a budget for better sound insulation for surrounding communities."

- Enabling peer comparison:

"Benchmarking allows us to see what peers do well, such as investing in skills, or managing operational problems."



"Finally, and importantly, this study is really good for morale. Teams across the whole business want to see who has 'done best' this quarter. Given how hard people work to protect our reputation across all media and stakeholder relationships, the Tracker provides valuable external recognition."

# Onclusive

Ready to build a single source of truth for your organization's reputation? Onclusive's team of dedicated insights experts transform disparate data sources into actionable intelligence.

- Track and measure stakeholder sentiment effectively
- Make evidence-based communications decisions
- Benchmark against peers and prove communications value

Speak with our reputation management team to learn how we can create a customized framework for your organization.

[Arrange Demo](#)



## About Onclusive

Onclusive is a world leader in media intelligence technology and services, dedicated to supporting PR, Communications and Marketing professionals. We deliver leading-edge innovation, human expertise, and unmatched media reach in a suite of media management, monitoring and analysis solutions that support every stage of the communications cycle. Our unified platform and services enable our customers to make fast, accurate, data-driven decisions about their communications and marketing strategies, allowing them to prove and improve their value.

[contact@onclusive.com](mailto:contact@onclusive.com) • [onclusive.com](https://onclusive.com)

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