

Pharma Giant Predicts Risk 50% Faster with Integrated Analytics

Overview

A global biopharmaceutical company struggled with fragmented reputation insights scattered across disconnected media monitoring, polling, ESG reports, and financial systems. Without a unified view, Corporate Affairs couldn't anticipate which narratives would escalate into enterprise risk or identify opportunities before competitors.

Onclusive's comprehensive media monitoring and social listening—covering global digital and print press, broadcast, and social platforms including Reddit, TikTok, Bluesky, and LinkedIn—became the critical data foundation for Maha Global's Darwin platform, powering 50% of the system's external signals. This partnership transformed how the company identifies, measures, and manages trust and reputation risk across Corporate Affairs, ERM, ESG, HR, and senior leadership.

By The Numbers

- **+7 points** | Reputation score improvement over evaluation period
- **100%** | Media data feeds now automated (vs. manual episodic scans)
- **50%** | Onclusive powers half of Darwin's external signal inputs
- **Quarterly** | Executive reporting cadence established (vs. ad-hoc)
- **5 departments** | Now using unified intelligence as shared source of truth
- **130+ countries** | Global media coverage through Onclusive's platform



The analysis of sentiment and media signals by Onclusive, together with public disclosures and operational performance data in Darwin, makes it possible to identify future risks associated with poor performance and negative sentiment, as well as communication opportunities when performance is strong but sentiment is mixed. This provides predictive insights into risk exposure and storytelling potential.





The Challenge: Fragmented Insight and Limited Predictive Power

1. Siloed, disconnected data

Media dashboards, polling, ESG reports, and financial indicators lived in separate systems, making it difficult to understand what actually drove reputational risk or value. Teams could see metrics move but couldn't connect the dots between external narratives and enterprise performance.

2. Manual, slow monitoring

Teams relied on episodic scans and polling snapshots with little diagnostic clarity. They could see that reputation moved, but not why. This reactive approach left the company vulnerable to emerging issues that only became visible after they'd already escalated.

**"We had data everywhere but insight nowhere. Leadership wanted to know what was driving reputation risk, and we couldn't give them a coherent answer because our information was scattered across six different tools."
— Corporate Affairs Leader**

3. Limited strategic influence

Because insights were reactive and scattered, Corporate Affairs struggled to elevate conversations to enterprise-level foresight and risk. Communications remained a tactical function rather than a strategic advisor to the C-suite and board.

4. No early-warning system

Client C couldn't anticipate when perception was outpacing performance, where narrative pressure was building, or which issues could trigger stakeholder concern. By the time problems reached leadership attention, the company was already in crisis management mode.

5. Adoption and integration hurdles

Teams recognized the need for a unified platform but required aligned data feeds, quality assurance protocols, and governance frameworks to build confidence in any new system. Previous attempts at integration had failed due to inconsistent data quality and lack of cross-functional buy-in.

The Solution: Onclusive + Darwin—The Data Foundation for Predictive Intelligence

The client selected Onclusive based on Maha Global's recommendation to unify fragmented monitoring and establish a single source of truth. Onclusive's platform now tracks global earned and social media across various channels, including specialist platforms like Reddit and TikTok.

This comprehensive coverage significantly expanded both scale and consistency compared to their previous setup, which relied on disconnected regional tools. Onclusive's sentiment analysis and real-time monitoring provide an essential external voice that Darwin analyzes with ESG, financial, and operational data.

**"Onclusive's sentiment and media signals are analyzed alongside public disclosures and operational performance data within Darwin. This allows us to see where weaker performance combined with rising negative sentiment signals a future risk, or where strong performance paired with muted sentiment reveals an opportunity for further communication. The result is predictive insight into both downside exposure and upside narrative potential."
— Senior Leadership**



Darwin is Maha Global's AI-powered platform that reveals emerging risks, their business impact, and underlying drivers. Leaders use it to act early, before value erodes. It identifies where perception misaligns with reality—where risk compounds or value quietly leaks.

[Learn More](#)





1. Full-spectrum visibility

Darwin unified governance, product, financial, workforce, community, and environmental drivers into a single intelligence decision framework, with Onclusive providing comprehensive media and social coverage as the external perception layer.

2. Automated, proactive issue detection

Continuous monitoring through Onclusive replaced manual scanning across clinical, regulatory, pricing, access, workforce, ESG, and competitive narratives. Real-time alerts ensure emerging issues reach the right stakeholders before they escalate.

3. Integrated analysis across sentiment, disclosure, and performance

Media signals, disclosure themes, and financial indicators came together in one architecture, revealing why perception was shifting and how it tied to enterprise value.

4. Executive-ready insights

Reporting evolved into strategic foresight with competitive context, scenario planning, and ERM-aligned risk framing for leadership and the board. Onclusive-powered insights now inform quarterly executive reporting, scenario planning, and ERM-aligned risk framing for leadership and the board.

"Darwin insights informed by Onclusive media intelligence are now included in quarterly executive and leadership reporting, shifting reputation discussions from anecdotal to evidence-based."

– Corporate Affairs Leader

5. Phased rollout with strong data hygiene

Maha Global improved Onclusive data feeds, built new dashboards, conducted quality assurance, and guided cross-functional onboarding to ensure trust in the system. This methodical approach drove adoption across all five departments.

Real-World Application: Pricing & Access Strategy

Darwin's media data analysis revealed that pricing accessibility was the main factor influencing the reputation of biopharmaceutical companies. Poor perception of drug prices, even with good clinical performance, poses a reputational risk.

Although the company's reputation score increased by 7 points, a comparison with competitors showed that those who proactively addressed pricing concerns had increased stakeholder trust. These findings led to a strategic initiative aimed at improving patient access to medicines, turning a potential crisis into a competitive advantage.

The insights grounded a high-stakes business decision in clear reputational evidence rather than assumption, demonstrating how unified media intelligence drives enterprise strategy.



Let our experts show you how to uncover the key drivers of your brand reputation and turn media intelligence into actionable insights, with real-time monitoring, benchmarking, and expert analysis that support smarter communication strategies and activation.

[Book Consultation](#)



Impact: A More Predictive, Enterprise-Aligned Reputation Risk Function

1. Greater efficiency and analytical capacity -

Automated monitoring through Onclusive freed teams from manual triage, enabling focus on strategy. 100% of media data feeds now automated versus episodic manual scans.

2. Stronger strategic credibility -

Corporate Affairs gained C-suite influence by delivering integrated intelligence tied to enterprise risk, evolving from reactive support to proactive strategic advisor.

3. Early detection of emerging risks -

Client C could now anticipate:

- Pricing and policy pressure
- Clinical and operational risks
- Workforce vulnerabilities
- Governance and compliance perception gaps
- New ESG expectations

4. Clearer alignment between narrative and reality -

Teams saw where perception exceeded performance (risk), where performance exceeded sentiment (opportunity), and how competitor narratives shaped expectations.

5. Organization-wide adoption -

ERM, ESG, HR, and senior leadership embraced Darwin as a shared lens for external forces. Onclusive-powered insights became the cross-functional source of truth.

6. A shift from retrospective reporting to foresight -

Reputation moved from backward-looking metric to predictive enterprise signal. Leadership now asks "what emerging risks?" rather than "how did we perform?"

Before → After Snapshot

Before

- Fragmented data across media, polling, ESG, and disclosures
- Manual, episodic monitoring with dangerous delays
- Limited ability to influence senior leadership decisions
- No predictive view of narrative or trust risk
- Corporate Affairs seen as tactical support function

After

- One unified system of reputation decision intelligence
- 100% automated, proactive detection via Onclusive
- Integrated insights linking sentiment, disclosure, and performance
- Stronger ERM and executive alignment with quarterly reporting
- Earlier intervention and more resilient decision-making
- 7-point reputation score improvement



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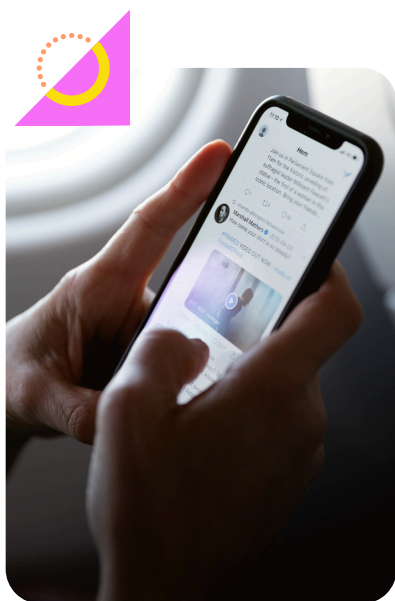
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The Key Takeaway

Reputation is not a communications metric—it's a core performance signal that predicts enterprise risk and opportunity.

By integrating Onclusive's comprehensive media intelligence with operational, ESG, and financial data through Darwin, this biopharmaceutical leader transformed reputation from a reactive reporting exercise into an enterprise asset for foresight, risk mitigation, and strategic decision-making. The result: measurable reputation improvement, stronger C-suite influence, and the ability to spot risks and opportunities before competitors.



Enterprise leaders at Fortune 500 companies trust Onclusive to power predictive reputation platforms like Darwin. Onclusive offers comprehensive media monitoring and sentiment analysis in more than 130 countries, providing essential data for strategic decisions.

Here's how Onclusive transforms media data into enterprise-level insights:

- Real-time monitoring of earned and social channels, including new platforms
- Automated sentiment analysis and customizable alerts
- Integration-ready data for reputation and risk management platforms
- Expert consultation from media intelligence analysts
- Global coverage with local expertise

Discover how media intelligence becomes predictive power. Contact our solutions team to create a data foundation for your reputation strategy.

[Schedule a Strategic Consultation](#)

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.

About Maha Global's Darwin Platform

Darwin by MAHA is the world's first reputation intelligence platform that unifies company behavior and public perception in real time. Stop Guessing. Know the next best step to navigate opportunities and risks.