

“Thought Leadership Award 2022”: These are the German companies who significantly shape public opinion

- Siemens convincing thanks to best communication and positioning on digitalization, diversity, green sustainability, new work, and future viability.
- UNICEPTA assessed the media positioning of the 250 largest German companies by revenue over the past twelve months, analyzing 37 million articles and posts with a total of 187 million user reactions in the digital space.

In a study, global AI-based media & marketing intelligence provider UNICEPTA examined the media positioning of the 250 largest German companies by revenue regarding the five most important societal issues of the past twelve months: digitalization, diversity, green sustainability, new work, and future viability. Following the analysis of a total of 37 million items of editorial media coverage as well as postings with a total of 187 million user reactions in the digital space, a decision has been made: Siemens is the winner of the “Thought Leadership Award 2022”, handed out by UNICEPTA and the German Public Relations Society (DPRG) for the best communication in shaping major public debates in business and society.

Prompted by last summer’s flooding, the topic of green sustainability gained increasing relevance in Germany in the past year. Nowadays, positioning in just one area is no longer enough, however. “In a time characterized by global crises and major challenges, it is up to companies to take a clear and responsible stance on all urgent matters. Partners, shareholders, associates, and staff, but also customers and the broader public, demand that they pay sensitive attention on issues, and take steps in accordance with their entrepreneurial and societal responsibilities as a result,” says UNICEPTA CEO Jochen Freese. “In this regard, Siemens has done the most convincing work over the past twelve months and displayed the biggest development. The communications team has done a sterling job of positioning the company when it comes to these significant debates,” he adds.

“We are convinced that technology plays a key role in coping with the serious upheavals of our time. We want to show how we as a society can make the best of these developments and look positively into the future. This is the stance we take in debates and the standard by which we measure ourselves. We are therefore very pleased to be honored with the Thought Leadership Award – and it motivates us even more,” said Florian Martens, who is globally responsible for media, executive and thought leadership communications at Siemens.

Also among the finalists on the shortlist: Automotive manufacturers Mercedes-Benz and Porsche, Bosch, Deutsche Bahn, Lufthansa, and last year's winner SAP.

High relevance for and impact on mega issues

Whether it is green sustainability, digitalization, diversity, new work, or future viability – the Munich-based company communicates about all five analyzed topics in a continuous and

stringent way, as the high media visibility for each of these topics shows. In the past twelve months, Siemens has improved in all these aspects - in the visibility of media debates and tonality as well as in the number of user reactions. The analysis reveals a very strong impact in the fields of green sustainability and new work. And on its own channels, Siemens' communication continuously centers around the five mega issues, linking them with its skills in the field of digitalization.

For the first time ever, UNICEPTA has supplemented its multi-level analysis for the Thought Leadership Award with a representative population survey in cooperation with the opinion research institute Civey. Here, too, Siemens is among the best companies.

The Thought Leadership Award will be presented at the DPRG International German PR Awards ceremony in Hanover on May 5, 2022.

Multi-level analysis of 37 million articles and postings

The basis for the award is a comprehensive AI-supported analysis of editorial media and social media. In total, UNICEPTA evaluated around 37 million articles and postings with a total of 187 million user reactions in a multi-level process. The analysts thus were able to determine which of the 250 top-selling companies in Germany had the strongest and most positive impact in the five topics of digitalization, diversity, green sustainability, new work, and future viability in the period from March 2021 to February 2022.

About UNICEPTA:

UNICEPTA is a global provider of media & marketing intelligence. With AI-driven technology and over 450 analytics and monitoring experts, UNICEPTA analyzes globally available content from social, online, print, TV and broadcast as well as numerous other data sources - in real time and at any other desired time. In short: UNICEPTA enables companies to listen better and take appropriate actions. The high-quality analyses and insights serve global companies and organizations as a basis for decisions in corporate management as well as in communication and marketing. UNICEPTA's offices are located in Berlin, Cologne (headquarters), Krakow, London, Shanghai, Washington DC and Zurich.

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