



## Benchmark

1st Quarter 2011




Analyst:

Bo Holm Jacobsen  
& Jeppe Kjøgø



# Main results

2011	Novozymes	Danisco	Novozymes YTD	Danisco YTD
Number of mentions	524 ↑	403 ↓	403	538
Reach (in 1.000)	64.307. ↓	54.098. ↓	54.098.	65.125.
Ad. Value (in 1.000 €)	6.384.€ ↑	5.786.€ ↓	5.786.€	5.917.€
Avg. Impression Score	27 ←	24 ↓	24	25
Media Effect (in 1.000)	17.715. ↓	14.543. ↓	14.543.	15.562.
Primary agenda setter	24% ↑	20% ↑	24%	20%

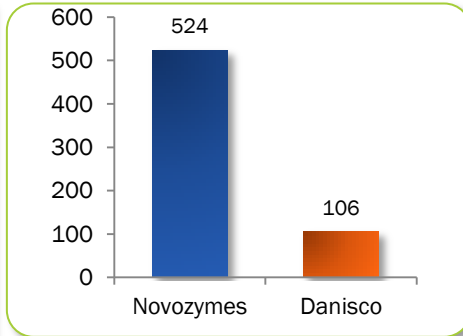



 Increase, status quo or decline compared to the last quarter - Q4 2010

# Novozymes vs. Danisco

Benchmark

Q1 2011

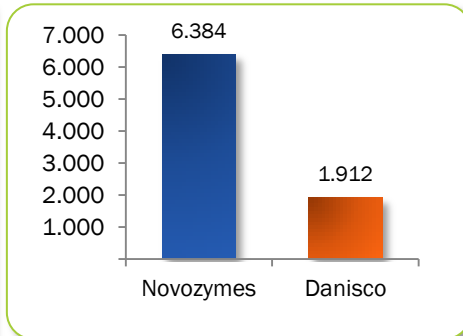
Mentionings



## Novozymes get the greatest exposure by mentionings

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Ad Value (€ 1.000)



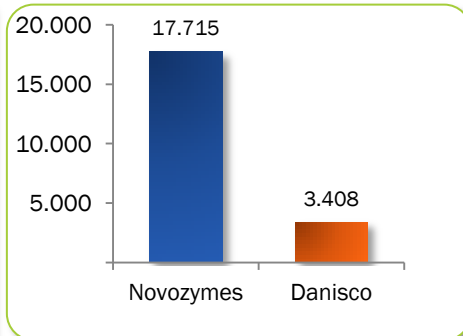
## Daniscos has the highest average Ad. Value.

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## Novozymes greastest average Media Effect per article

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Media Effect (1.000)

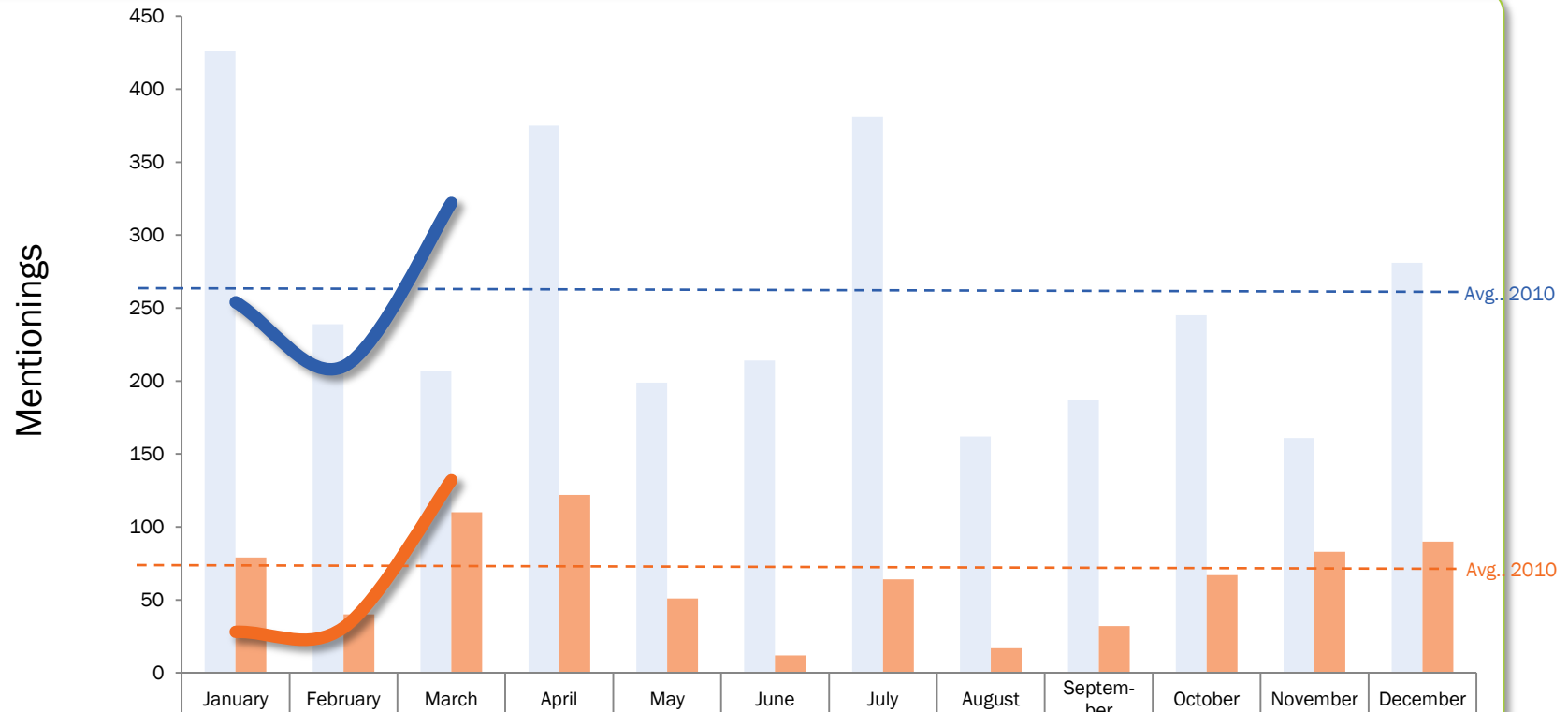


# Novozymes vs. Danisco

Benchmark

Q1 2011

## Novozymes compared to Danisco 2010 & 2011



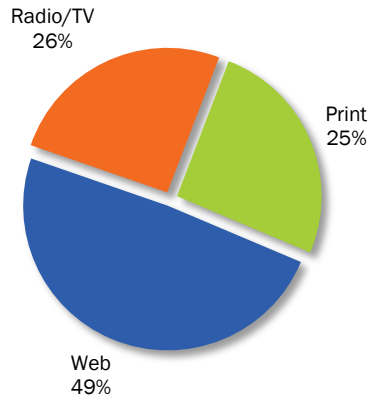
	January	February	March	April	May	June	July	August	September	October	November	December
Novozymes 2010	426	239	207	375	199	214	381	162	187	245	161	281
Danisco 2010	79	40	110	122	51	12	64	17	32	67	83	90
Novozymes 2011	254	210	322									
Danisco 2011	28	31	132									

# Media Categories

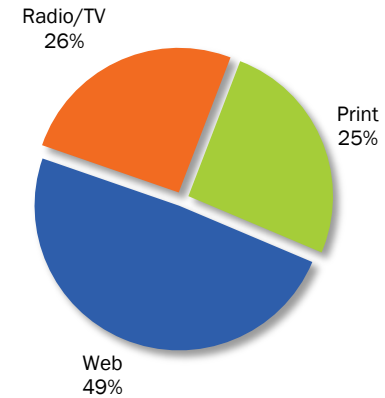
Benchmark

Q1 2011

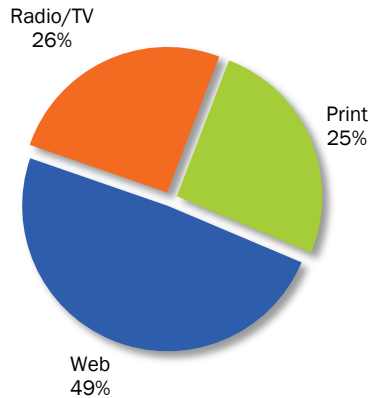
## Novozymes Q1 2011



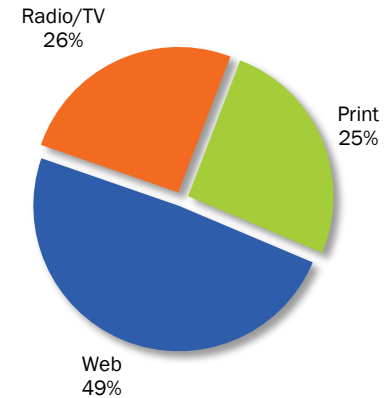
## Novozymes YTD



## Danisco Q1 2011



## Danisco YTD



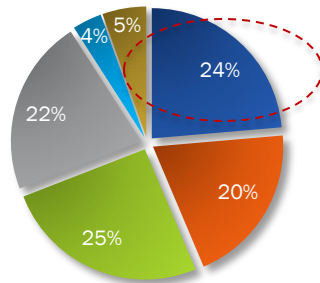
# Primary agenda setter

Benchmark

Q1 2011

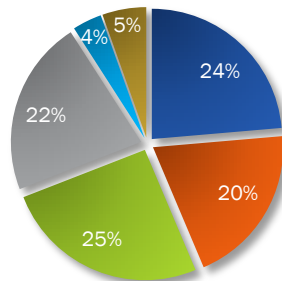
Q1 2011

- Novozymes
- Danisco
- Politicians
- Interest groups
- Journalists
- Science institutions




YTD 2011


- Novozymes
- Danisco
- Politicians
- Interest groups
- Journalists
- Science institutions



## Agenda setter

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## About Infopaq

Infopaq knows media. Traditional and new, social media. We help opinion makers, businesses and organisations reach appropriate target groups and collect relevant facts. We analyse how spokespersons, messages and brands are received by the media. We offer qualified advice on how you can improve your PR efforts and evaluate results in relation to business objectives. Infopaq offers media monitoring and media analysis services. We are located in Sweden, Denmark, Germany, Norway, Finland and Estonia. Find out more about what we can offer at [www.infopaq.dk](http://www.infopaq.dk)

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