

Moda Living

Case Study



About Moda Living:

- The UK's leading investor, developer and operator of high-quality Build-to-Rent [BTR] neighbourhoods.
- Building next generation spaces to live, work and play in locations across major cities in the UK including Manchester, Liverpool, Leeds, Glasgow, Edinburgh and Birmingham.
- Has an ever-growing £3bn development pipeline of 8,500 premium BTR apartments, which is the largest privately owned, purpose-built BTR platform in the UK.

The Challenge:

With the mission to design, build, and operate multifunctional spaces, Moda must anticipate the needs of the public to plan for the ever-shifting appetites of consumers.

Media monitoring is complex for Moda, due to its number of sub-brands, affiliated companies and several spokespeople working across the company.

Each busy part of the whole needs a steady stream of information and insight in real-time with easy-to-access analytics in order to evolve and innovate within its people-led neighbourhoods.

Moda Living wanted:

- Foolproof monitoring of the media for themes and topics growing in importance within the rent-to-buy space
- Quick pick-up of coverage for analysis of results and board reports
- Accurate analysis of competitors as well as Moda's place within the industry and in the public consciousness

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'Moda Living has been using Vuelio for about six months now and we highly recommend the media monitoring and analytics tools,' says Lucy.

Solutions:

Moda Living chose Vuelio's monitoring and analytics solutions including:

- Media database
- Contact management
- Media monitoring

'After an in depth set up process with our account managers to ensure accuracy, we have found the monitoring service to be pretty much perfect,' says Head of Corporate PR Lucy Sharp.

'Monitoring practically works in real-time, give or take ten minutes. We haven't yet had any coverage fail to be picked up by the system.'

Results:

'The analytics tool is foolproof, a huge time saver, and incredibly useful for board reports, when competitor analysis, sentiment and topics and themes are becoming more important than reach or the now debunked AVE. We can even compare quantity and quality of coverage between our own sub brands.'

'We look forward to seeing how Vuelio continues to adapt its technology and innovate to meet the needs of companies in the next few years.'



FIAT CHRYSLER AUTOMOBILES

