

How Black Diamond uses Vuelio to put their clients front & centre in the media landscape



In the fast-moving world of global travel public relations and destination marketing, maintaining a strong media presence is paramount. Black Diamond, a London-based integrated marketing and communications agency, meets this challenge through a combination of strategic expertise, industry relationships, and market-leading intelligence. Specialists in travel and tourism, the agency has spent nearly three decades building a portfolio of clients that includes prominent tourism boards, national airlines, and premium hospitality groups.

Operating in an industry where brand reputation and visibility translate directly into economic value for global destinations, Black Diamond needs reliable media intelligence to demonstrate measurable campaign success, and maintain its competitive edge in the highly dynamic UK and Ireland markets.

The challenge

Prior to integrating Vuelio into their daily operations, the agency faced the perpetual challenge of media fragmentation across print, digital, and social channels. In a sector where a single high-tier editorial feature can drive thousands of visitors to a destination, missing a piece of earned media coverage is not an option.

The Black Diamond team, led by Head of Communications Emma Westman, required a robust tool capable of comprehensively monitoring a vast media ecosystem without operational slippage. The primary objective was to eliminate visibility gaps and provide clients with empirical proof of campaign performance:

'Our main goal with the platform was to keep track of print and online coverage across the UK & Ireland that we might have missed, especially when it comes to social listening and generating measurable reports for our clients,' explains Senior PR Account Executive Kim Chan.

Solution

To address these multi-layered communication challenges, Black Diamond leveraged Vuelio's advanced tracking capabilities to create an agile media intelligence hub. The agency's approach to the platform is both proactive and reactive, embedded directly into their daily media monitoring workflows. By establishing granular configurations, Chan and her team have transformed how they track client exposure and manage emerging narratives across diverse territories.

'We've been able to do this through specific keyword tracking and by building a targeted media list. Being able to search for online coverage on the platform has also allowed us to occasionally monitor wider issues that might not necessarily be directly travel-related for our clients.'

This ability to engage in macro-level environmental scanning provides Black Diamond with the insight to advise clients on socio-economic or geopolitical shifts before they escalate into mainstream hurdles. Unexpected angles or peripheral conversations are captured and analysed systematically. The platform's real-time customisation capabilities have proven particularly indispensable when managing high-stakes situations for prominent international accounts:

'Being able to set up specific streams or keywords for our clients has been very useful, especially in crisis communications where we are needing to track coverage around a specific incident — e.g. wildfires in California or earthquakes in Japan,' says Chan.

In the travel and tourism sector, crises can emerge instantly, requiring immediate situational awareness. The platform allows the team to capture the immediate media narrative, map sentiment, and respond with precise, informed communication strategies. The user-friendly interface and robust stream architecture ensure that the team can pivot from routine brand building to rapid response crisis management seamlessly without any loss of data continuity.

☆ Results

By replacing manual search methodologies with the platform's automated monitoring capabilities, Black Diamond has enhanced its efficiency, media capture rates, and overall data accuracy.

The most immediate impact has been a noticeable inflation in reporting volume, which directly translates to clearer reporting for their global stakeholders:

'Since first transitioning onto the platform, the volume of relevant coverage has improved and the team has been very helpful in getting everything tailored to our exact requirements and finding ways to accommodate our needs for various clients.'

Beyond the technological capabilities of the platform, the collaborative relationship between Black Diamond and their Vuelio support team has been a primary driver of ongoing success. Reliable insight and customer care enables Black Diamond on focus on delivering the agency's high standard of client service.



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