Monthly reports — 11 brands

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With the reading, not just the figures · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **Compared with the previous month AND the same month last year:** seasonality distorts every reading in food and tourism.

What each report carries

Indicator	Compared with
Reach	M-1 and M-12
Engagement	M-1 and M-12
Follower growth	M-1 and M-12
Two recommendations	**Each with the figure behind it**

An example of a reading

Brand	This month	Same month last year	What the report writes
Cap Vezelac	**−12 % engagement**	**−15 %**	**Not a decline: the February trough, and shallower than usual**

Trends added

Rising topic	Brands concerned	Recommendation
Topic A	2	**Editorial opportunity**
Topic B	1	**To avoid** — and the report says why

> **What is not in the reports:** a revenue projection. **Neither the brands' sales nor their basket size are known to the studio** — a curve without them turns against you at the first client meeting.

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