



Case Study: AAA Uses TVEyes to Prove the Value of PR and Guide Strategic Communication

Using TVEyes to Demonstrate Impact, Save Time, and Elevate Brand Visibility

SUMMARY

Ellen has been with AAA for nearly 12 years and has led its public relations strategy as Director of External Communications for the past three. Before TVEyes, her team faced challenges with media visibility gaps and the inability to efficiently quantify coverage. TVEyes changed that, streamlining workflows, uncovering blind spots, and proving PR's value to leadership across the organization. Today, TVEyes is essential to AAA's daily operations, from campaign measurement to crisis response.



GOAL

The team needed a better way to:

- Track earned media coverage across formats
- Report performance clearly to senior leadership
- Showcase the value of PR to an organization that doesn't generate revenue through communications
- Identify trends, gaps, and opportunities in real-time

HOW TVEYES MAKES AN IMPACT

TVEyes helps Ellen and her team do more than just monitor coverage, it supports the full scope of AAA's communications efforts. From tracking campaign performance and identifying where messaging is landing, to monitoring competitor activity and staying alert during crisis situations, TVEyes is embedded in their day-to-day workflow. It allows them to highlight subject matter experts, tailor outreach based on trends, and quickly share polished media reports with leadership. Whether it's for foundational research or real-time decision-making, TVEyes gives AAA the tools to elevate communications and reinforce their role as a strategic business function.

TURNING VISIBILITY INTO VALUE

With TVEyes, Ellen turns media mentions into strategic tools, highlighting wins, shaping future campaigns, and proving PR's impact on the brand. Every clip shared with leadership becomes an opportunity to reinforce AAA's voice and value.

THE RESULTS

Using TVEyes, AAA's PR team has saved time, improved visibility, and elevated how the organization views the communications function.

Faster Reporting with Better Tools

The ability to hyperlink coverage, edit clips, and share polished reports has made it easy to communicate PR's wins across internal teams.

Time Saved on Monitoring and Recaps

Instead of spending hours compiling coverage manually, Ellen can now focus on strategy and storytelling.

Smarter Decisions Across the Organization

Insights from media monitoring inform how the team responds to crises, approaches campaigns, and engages local affiliates.

Try TVEyes for FREE

Discover how the right tools can transform your business.

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