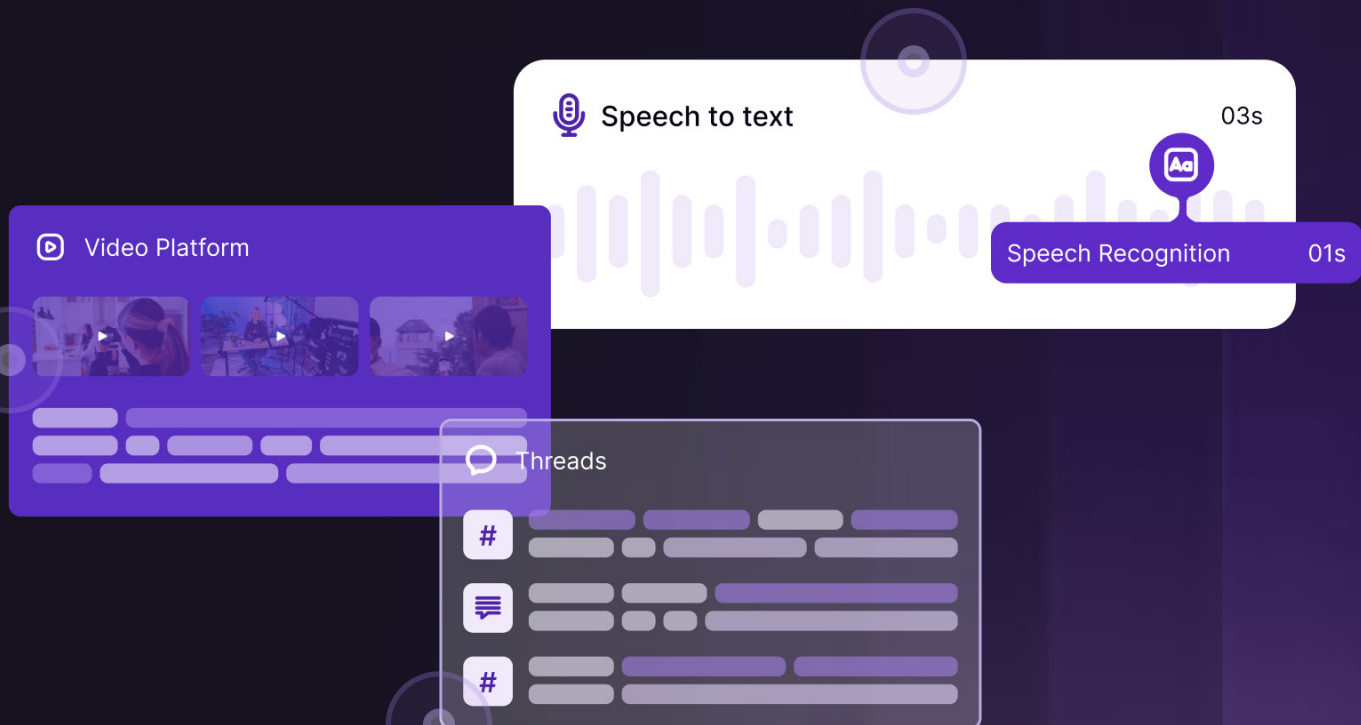


# Why is Your Current Risk Monitoring Failing Your Boardroom?



Navigate the New Era of Brand Reputation Management  
with Deep Brand Intelligence

# A minutes-to-viral-mockery reality has replaced the old 24-hour risk response cycle.

**Now?** Brands are judged by how they react within minutes to viral moments and safety concerns, regardless of industry.

In this report, we analyze the critical shift from reactive social listening to proactive brand risk intelligence. This transition has become a fiduciary and strategic necessity for the modern boardroom.

We will dissect the large portion of crisis engagement now occurring in unscripted video, audio, and fringe networks that traditional text-based social listening tools let slip through the cracks.

From Nexperia's recent global chip disputes to KitKat's chocolate heist, we demonstrate how data from automatic speech recognition and logo detection can identify hidden geopolitical risks and narrative shifts before they escalate into mainstream crises.

Finally, we provide five proactive use-cases and a four-phase strategic roadmap for 2026, outlining how organizations can transform social data into a high-impact enterprise risk and governance system.

We hope you enjoy our report, and please [reach out](#) with any questions.

The Pendulum Team

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# Narrow the Brand Risk Data Gap

Platforms such as TikTok, Instagram Reels, YouTube, and podcasts now dominate social media.

With over 260 million hours of video uploaded to YouTube each year, relying on basic text-based social listening prevents organizations from accessing key market conversations, narrative influencers, and risk trajectories occurring in video, audio, and images.

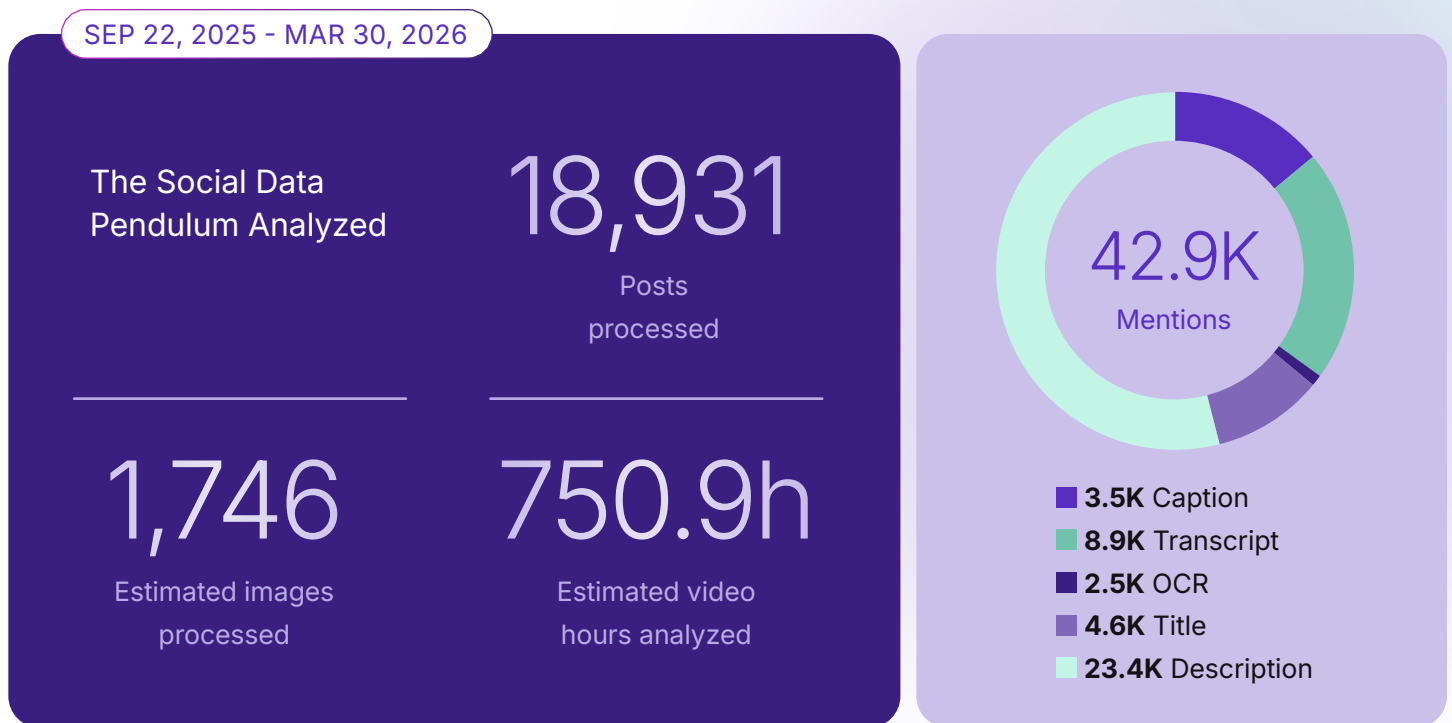
Brand reputation and risk monitoring have evolved from a Comms and PR niche to a company-wide, multimedia-focused necessity. This is coupled with the need for brand teams to be informed by deep insights into audiences and influencers so they can track, mitigate, or change company narratives, avert company risk, and manage crises.

Legacy social listening tools depend on basic APIs and text-based analysis, capturing only video titles, mentions, descriptions, or hashtags. This approach overlooks the risk posed by multimedia content. In our analysis of 20 brands across verticals, we have found that video, image, and audio posts drive 35x more engagement than text alone. If a brand is mentioned verbally or a logo appears on screen without a text tag, traditional tools will not register these occurrences, and any engagement is missed.

# A Real-World Scenario

This visibility gap was starkly illustrated during the 2025-2026 Nexperia global chip dispute.

A crisis triggered when the Dutch-based semiconductor manufacturer—acquired by China's Wingtech Technology—was placed on the US Bureau of Industry and Security (BIS) Entity List, sparking a geopolitical tug-of-war.



When analyzing the fallout between September 2025 and March 2026, Pendulum’s multimodal engine ingested **750.9 hours** of video content and processed **18,931 total posts**. The data revealed that video engagement drove a staggering **1.7 million interactions**, representing **75% of the total media mix**.

In stark contrast, text and description engagement accounted for only **15% of total engagements (339,200)**. More critically, Pendulum’s advanced Automatic Speech Recognition (ASR) identified **8,900 mentions** of Nexperia in unscripted video transcripts, even when the company name was completely absent from the video title. Legacy tools would have entirely missed these **8,900 mentions**, leaving marketing teams unable to visualize a massive segment of the crisis narrative.

The data gap also affects fringe networks, where narratives often begin in niche channels like Telegram before reaching mainstream platforms. During the Nexperia crisis, **Telegram generated 208,200 engagements**, signaling early narrative momentum before the story expanded to **YouTube**, which saw **10,900 mentions and 27.2 million impressions**.

Name	Mentions	Impressions	Engagement	Positive sentiment	Negative sentiment
<b>Youtube</b>	<b>10.9K</b>	<b>27.2M</b>	1.3M	6%	39%
Tiktok	1.9K	8.6M	414.4K	3%	29%
Instagram	979	234.5K	247K	7%	18%
<b>Telegram</b>	81	0	<b>208.2K</b>	12%	30%
Facebook	1.8K	38.8K	50.6K	7%	19%
Twitter	9.9K	273.4K	43K	12%	18%

Creators like **global\_impulse\_ii** and **jeffrey1012v2** acted as organic news aggregators, amplifying the crisis to massive TikTok audiences.

**global\_impulse\_ii**

**131.6K**  
Followers

**108**  
Mentions

**5M**  
Impressions

---

**jeffrey1012v2**

**55.5K**  
Followers

**86**  
Mentions

**4.2M**  
Impressions

Effective reputation management requires brand intelligence platforms to transcribe spoken content in over 75 languages and across 25+ social media channels, and to identify logos in video frames, thereby standardizing all mentions across channels.

**In board terms, this is a visibility failure across 75% of the crisis engagement.**

# The “So What?” of Brand Data

Text & Transcripts

Social listening is the mechanical act of harvesting data to understand what is being said.

Brand intelligence is the higher-order practice of connecting that data to business impact, mitigating risk, and driving a sustainable competitive advantage.

In the boardroom, social listening is a baseline requirement, not a differentiator. For real brand innovators, moving from vanity data collection to deep brand intelligence is the new leader metric. Organizations that do not make this transition risk reputational damage and lost market opportunities.

	THEBACKBONE	THEACTION
FEATURE	<b>Social Listening</b>	<b>Brand Intelligence</b>
PRIMARY GOAL	Tracking and harvesting conversations relevant to the brand.	Linking brand insights to measurable business impact and ROI.
CORE PROCESS	Monitoring sentiment and data volume.	Converting qualitative data into strategic decision-support assets.
ORGANIZATIONAL ROLE	Often, a siloed marketing or PR function.	An integrated enterprise asset (Sales, CRM, BI, Customer Care).



Audio Brand Recognition



# Gaining Buy-In for Brand Intelligence

Teams seeking executive buy-in for advanced brand intelligence must translate social metrics into clear risk and revenue implications. Teams should focus on five key technical and strategic imperatives:

1

## The Data Gap is a Governance Issue

Brand intelligence is a matter of fiduciary duty and risk oversight. The Nexperia crisis was a complex supply chain and diplomatic emergency. As the Dutch government invoked the Goods Availability Act and the Chinese Ministry of Commerce retaliated with export controls, Nexperia experienced a 180% surge in social mentions.

Failing to monitor the multimedia landscape during such an event constitutes a failure in risk oversight, as executives require real-time situational awareness to make operational decisions.

### AI analysis

Generating summary...



Computer Vision  
10s



Speech Recognition  
8s



Text extraction  
5s

2

## The Safety Delta in Influencer Vetting

Identifying key conversation drivers is essential to protect corporate reputation, yet a superficial review of an influencer is no longer sufficient when compared to a comprehensive, AI-driven historical audit. Brands must look beyond follower counts to understand the geopolitical and narrative context of creators driving their brand's story.

While legacy tools might only flag an influencer's reach, advanced brand intelligence enables brands to map entire creator ecosystems and assess deep historical brand safety before any formal engagement or response.

During the Nexperia geopolitical crisis, the narrative was driven by Chinese state-affiliated media and independent tech commentators.

3

## Fringe Networks are the New Early Warning System

Mainstream platforms provide volume, but niche and fringe networks often drive narrative velocity. Monitoring real-time data from platforms like Telegram or other video sites can indicate stock volatility, public boycotts, or supply chain disruptions. Intelligence efforts should focus on the point when fringe narratives gain momentum and reach mainstream platforms like YouTube or TikTok, where reputational risk escalates.

Real-time data from these networks can serve as an early warning system for high-impact business disruptions, including stock volatility, public boycotts, or supply chain failures.

4

## The Death of the Boolean

Complex Boolean search strings are becoming obsolete. Smart search and Natural Language Logic now allow executives and teams to ask detailed questions in plain English, eliminating the need for specialized analysts and democratizing access to intelligence.

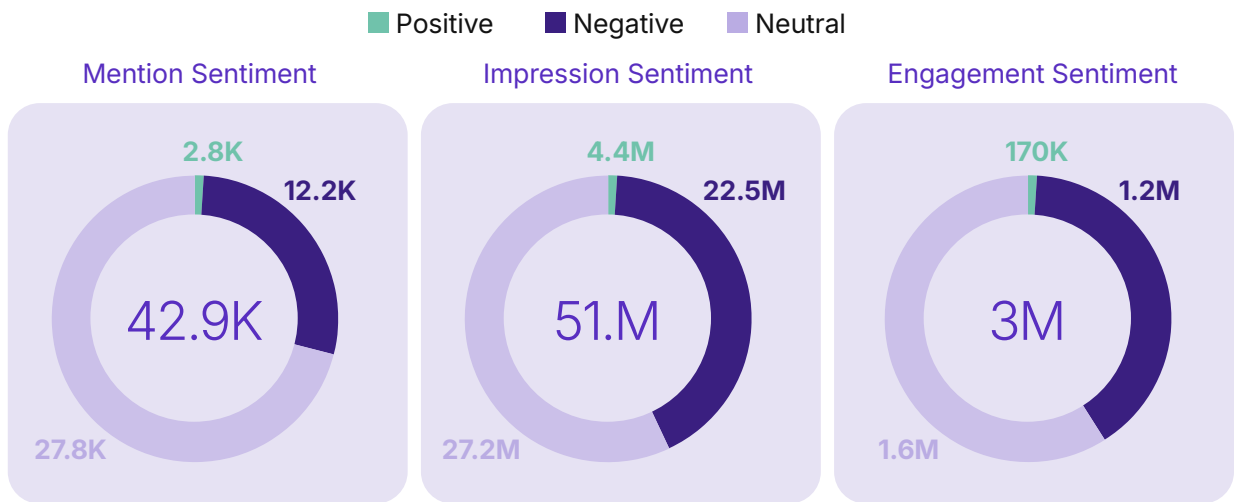
This accelerates the transition from conversation to actionable insights, which is essential during fast-moving crises that require a response within hours.

5

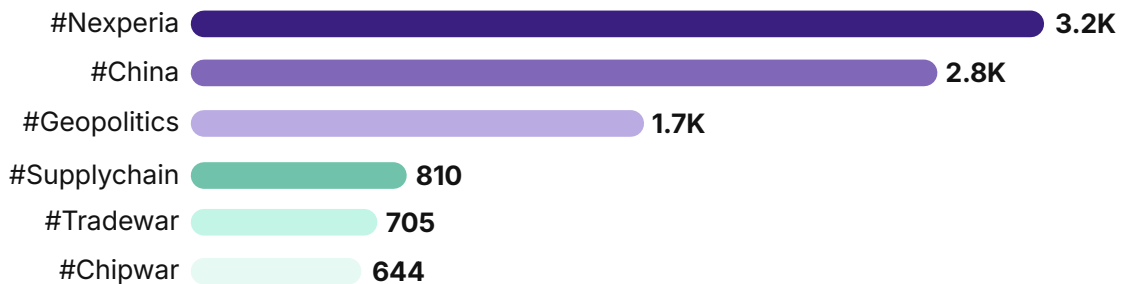
Narrative Over Volume

Counting mentions is a vanity metric; true intelligence comes from understanding the underlying narrative. For example, in the Nexperia data:

Neutral sentiment led with 27,800 mentions, while negative sentiment (12,200) was 4.4 times higher than positive sentiment (2,800).



The analysis showed Nexperia was caught in a National Security narrative, with hashtags like #Nexperia (3,200), #Geopolitics (1,700), #Tradewar (705), and #Chipwar (644) closely linked. Recognizing this narrative enables marketing teams to develop targeted Operational Independence campaigns instead of generic responses.



Together, these five shifts redefine brand intelligence as an enterprise risk-and-growth system, rather than a marketing tool.

Brands that shape global infrastructure are inevitably involved in geopolitical and cultural discussions and are constantly under the scrutiny of social sentiment, including audio, video, and other visual data across mainstream and fringe networks.



# How Can You Use Brand Intelligence Data?

Brand intelligence data drives five critical modern risk mitigation and prevention workflows:

	FOCUS AREA	BOARDROOM BENEFIT
STRATEGY 1 <b>Market Research</b>	Unfiltered truth in unscripted video	Identifying narrative shifts in infancy.
STRATEGY 2 <b>Trend Discovery</b>	Mapping narrative velocity	Identifying collateral impact and pivoting.
STRATEGY 3 <b>Influencer Vetting</b>	AI-driven historical audits	Viewing partnerships through the lens of ERM.
STRATEGY 4 <b>Proactive Risk</b>	24/7 situational awareness	Protecting core assets during crises.
STRATEGY 5 <b>Brand Health</b>	Social Reputation Score (SRS)	Benchmarking against competitors (0-100 scale).

# Market Research

## Establishing the Foundation

Traditional market research often falls victim to Social Desirability Bias—where respondents report what they think they should feel. To protect brand equity, the C-suite needs the unfiltered truth found in the 260 million hours of unscripted video uploaded annually. By identifying a negative narrative shift in its infancy, leadership can adjust operational transparency or supply chain communications before the narrative hardens into a mainstream consensus.

### Connecting the Org: A Three-Step Process

1

#### Tie brand feedback to non-social data

Combine soft sentiment with hard data like sales revenue or customer support ticket volumes.

2

#### Align formerly siloed teams

Ensure Marketing, Legal, Product, and the C-Suite are all operating from the same source of truth.

3

#### Map social value back to business ROI

Prove exactly how an insight—such as identifying a new feature request on Twitter—led to increased sales or reduced churn.

Market research shifts the company from basic social media use to enterprise intelligence, driving ROI through data-driven decisions and enabling brand teams to optimize brand health.

# Trend Discovery

## Identifying Opportunities & Shifts

Intelligent clustering and topic modeling can identify emerging narratives before they reach the mainstream. To manage brand risk effectively, leaders must also identify narrative velocity—the speed at which a fringe conversation moves toward mainstream adoption. By mapping how stories intersect—such as the shift from supply chain issues to geopolitical tensions seen in the Nexperia crisis—brands can identify collateral impact and pivot their strategy to address emerging risks or reputational challenges.

### Advantages include:

#### Unsolicited Sentiment

Listening to customers when they are not prompted yields honest and authentic data.

#### Real-Time Demographic Segmentation

Brands can segment audiences by age, gender, language, and interests, identifying mitigation opportunities, aligned influencers, and vertical trends within days rather than months.

#### Quantifying Market Events

Organizations can mathematically measure the impact of a competitor's launch or a shifting loyalty toward a brand ambassador.

Once a market is understood through research, this deep brand intelligence fuels and measures active outreach from your creator partners. It's time to make sure they are aligned.

# Influencer Vetting and Monitoring

## Safe Execution & Advocacy

A superficial review of an influencer is no longer sufficient; brands need AI-driven historical audits to understand the geopolitical and narrative context of the creators driving their story, and C-Suite leaders must view creator partnerships through the lens of Enterprise Risk Management (ERM).

Advanced brand intelligence allows organizations to map entire creator ecosystems and assess deep historical brand safety on both fringe and mainstream platforms before any formal engagement. This prevents brands from being caught off guard by a creator's past content or their role in sensitive national security or trade discussions.

### Conduct AI-Driven Historical Audits

Utilize multimodal AI to perform a comprehensive audit of a creator's multimedia history, including unscripted video and audio, to identify past content that may conflict with current brand values or narratives.

### Map Creator Ecosystems

Use channel embeddings and K-nearest neighbors to visualize how an influencer fits within broader creator communities across mainstream and fringe platforms (e.g., Telegram, Rumble).

### Analyze Geopolitical and Narrative Context

Evaluate the specific themes an influencer promotes, focusing on involvement in sensitive topics such as trade wars, diplomatic disputes, or national security discussions that could create guilt by association for the brand.

### Identify Organic News Aggregators

Monitor for independent tech commentators or state-affiliated media who act as organic news aggregators to understand who is actually driving the brand's story before initiating formal engagement.

# Proactive Risk Management

## Defending the Brand

Crisis management cannot be siloed within a communications team. Operational resilience requires a single source of brand data truth that feeds into Legal, HR, and Supply Chain management to protect the organization's core assets. Operations are divided into two distinct phases:

### Steady-State Operations

During non-disaster times, the goal is constant surveillance. Analysts use keyword-based dashboards to detect the smoke of controversy before the fire starts.

### Crisis Response

When a significant event is detected, the objective shifts to situational awareness. This involves 24/7 monitoring to support rapid, fact-based decision-making.

When a brand faces a crisis—such as KitKat's missing chocolate bars—the response determines the brand's long-term survival. KitKat successfully owned its narrative during the [Great KitKat Heist](#) by embracing transparency and leveraging interactivity, transforming a supply chain crisis into a collaborative community event. The brand maintained the trust of its 1.2 million Instagram followers by leaning into the mystery with a Batch Code Tracker, which encouraged users to share images of "safe" bars. This helped the brand manage a ~200% spike in engagement and 17.9k total mentions, turning a potential disaster into a viral masterpiece that kept the brand at the center of conversations around April Fools and Easter.

### The Four Pillars of Crisis Response:

1

#### Assessment

Rapidly gather all relevant facts and consult legal/compliance teams to determine the severity of the impact.

2

#### Transparency and Speed

Silence is a vacuum filled by rumors. Acknowledge the issue immediately to maintain control.

3

#### Owning the Narrative

Use social platforms to share updates directly and correct misinformation before it gains traction.

4

#### Taking Responsibility

Sincerity is key. Own the mistake and outline the specific actions being taken to prevent recurrence.

# Brand Health

## The Executive Dashboard

Think of brand health as a long-term social scorecard. It's the big-picture look at reputation and how happy people are to be seen with a brand compared to the rest of the pack.

To keep it simple, we use a quick score formula. It's a clever way of taking all the online chatter—the good, the bad, and the “meh”—and putting it into a clean 0–100 range. It's the ultimate way to see if we're out-vibing the competition.

### Check the Stats

Time for a quick reputation health check. Let's see if your brand is currently radiating color or just fading into the background.

Plug in the numbers to see whether you're hitting Main Character energy or it's time to pivot.

→ [Check the Vibe](#)

HOME

## Vibe Check

Seeing your brand, one score at a time.

THE FANS	0
THE CHILL	0
THE CRITICS	0

What's the vibe?

### Hypothetical Brand Health Scorecard (0-100 Scale)

Brand Segment	Positive Sentiment	Neutral Sentiment	Negative Sentiment	Social Reputation Score (SRS)
<b>Your Brand</b>	<b>65%</b>	<b>25%</b>	<b>10%</b>	<b>82</b>
Major Competitor	40%	30%	30%	55

Identifying these gaps through social ranking allows a company to fine-tune its corporate strategy, doubling down on strengths or addressing systemic weaknesses (like the product failures seen in the tech sector) before they erode market share.

[Let's put this into practice.](#)

AI summary

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# Brand Reputation Monitoring Action Plan

Social listening is the mechanical act of harvesting data.

Brand intelligence is the higher-order practice of connecting that data to business impact and sustainable competitive advantage. Teams shifting from reactive listening to proactive brand intelligence should follow a four-phase, 12-month strategic roadmap.



## Phase 1

# Audit

The first step is to quantify your brand's visibility gap. Teams should conduct a gap analysis—comparing results from legacy text-based tools with multimodal outputs. Visualizing total brand mentions across text, audio/video reveals the volume of missed conversations. As seen with Nexperia, neglecting the 75% of engagement on video platforms exposes brands to significant risks.

IMMEDIATE - 90 DAYS

## CLOSING THE VISIBILITY GAP

### 01 Audit the Data Gap

Inventory current monitoring tools to identify the gap. If your team is not transcribing unscripted video (TikTok/YouTube) or monitoring fringe audio (Telegram/Rumble), your risk data is incomplete.

### 02 Establish the Baseline SRS

Implement a Social Reputation Score (SRS). Move away from raw mention counts and establish a normalized 0-100 score to report to the Board alongside financial KPIs.

### 03 Integrate Multimodal Data

Ensure your tech stack captures logo detection and untagged mentions of your brand where it is seen or discussed, but not explicitly hashed or @-mentioned.

### 04 Establish Your RAV Baseline

Transition the reporting language from engagement metrics to capital at risk.

## Phase 2

# Converge

After identifying the visibility gap, organizations must consolidate intelligence efforts. All relevant teams should use a unified source of brand intelligence to avoid fragmented crisis responses. The Crisis Management Team, including legal, PR, HR, and senior management, should align on a single dataset to ensure consistent messaging and coordinated actions. A unified, multimodal dashboard provides complete situational awareness.

3 - 6 MONTHS

## TRANSITION TO EXECUTIVE INTELLIGENCE

### 01 Kill the Boolean

Retire manual, keyword-heavy search strings. Train teams on Agentic AI—using natural language queries to identify emerging narratives (e.g., “Identify supply chain risks mentioned in German-language tech forums”).

### 02 Cross-Functional Convergence

Break down the silos between PR, Legal, HR, and Security. Establish a unified source-of-truth dashboard so that a crisis identified by brand intelligence is immediately visible to Legal for IP protection and to HR for employee sentiment.

### 03 Map Creator Ecosystems

Identify the key influencers on fringe and mainstream platforms who act as the primary news aggregators for your industry.

## Phase 3

# Automate

Deploy a brand intelligence platform that uses Agentic AI to automate manual data collection and tracking. This allows analysts to focus on strategic crisis response and executive reporting. Pendulum automates transcription across 75 languages and over 25 channels, and features logo detection in video, enabling teams to prioritize outcomes and deliver measurable ROI.

6-9 MONTHS

## AUTOMATED RESILIENCE

### 01 Deploy Narrative Early Warning Systems

Set automated alerts based on narrative velocity. Trigger C-suite briefings only when a fringe narrative shows a statistical probability of crossing over into mainstream media.

### 02 Global Language Parity

Standardize intelligence across all operating regions. Use AI-driven transcription to ensure that a localized crisis in an overseas market (e.g., a Chinese-language trade dispute) is translated and analyzed for global impact in real-time.

### 03 Measure Strategic ROI

Transition reporting from engagement rates to risk-avoidance value and market-opportunity capture. Document cases where brand intelligence allowed the brand to pivot before a competitor or mitigate a burgeoning crisis.

## Phase 4

# Govern

Drive the transition from tactical response to enterprise-wide reputational governance by integrating brand intelligence into the quarterly risk audit process to ensure the Board has a real-time view of capital at risk.

9-12 MONTHS +

## KEY ACTIONS

### 01 Establish a Brand Command Center

Converge data feeds from Legal, HR, and PR into a single source of truth that prioritizes narratives based on engagement velocity, not just mention volume.

### 02 Deploy AI Agents for Narrative Validation

Use automated agents to “red team” potential responses. Example: “If we release Statement A, how will the fringe networks identified in the Nexperia case likely pivot the narrative?”

### 03 The RAV Quarterly Review

Move away from Share of Voice slide decks. Present a Risk Mitigation Report that highlights the narratives silenced or steered before they reached the mainstream.

# C-Suite Success Metrics

(The 12-Month RAV Tracker)

Metric	Target	Why it Matters to the Board
Mean Time to Detection (MTTD)	< 30 Minutes	Measures the ability to catch unscripted video/audio risks before they hit the 1-hour viral threshold.
Narrative Suppression Rate	80%	The percentage of fringe crises that were successfully mitigated without ever reaching a mainstream Tier 1 news outlet.
Shadow Cost Avoidance	\$X.XM	Calculated by comparing the cost of early operational pivots vs. the historical cost of a full-scale reactive PR crisis.
Fiduciary Blind-Spot Reduction	0%	Ensuring that 100% of video/audio mentions (ASR and Logo Detection) are indexed, eliminating the visibility gap.

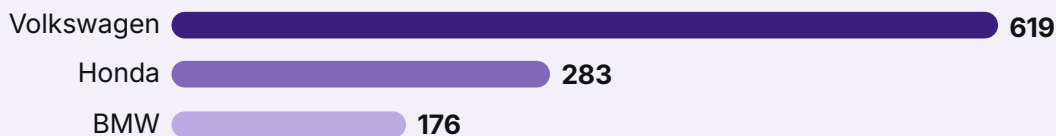
Delivering on this roadmap requires technology built for multimodal, real-time intelligence. Pendulum's stack is designed for this exact problem.

## The Pendulum Advantage Turning Noise into Intelligence

Teams seeking executive buy-in for advanced brand intelligence must translate social metrics into clear risk. To address the data gap and meet executive requirements, organizations need a robust technology stack that converts unstructured, multi-format data into actionable intelligence. [Pendulum's](#) architecture delivers this through several key capabilities:

## Topic Modeling and Intelligent Clustering

Advanced brand intelligence relies on ingesting millions of posts and organizing them into thematic maps through topic modeling. This visual clustering helps brands understand how narratives intersect. For example, Pendulum's analysis of the Nexperia crisis tracked the narrative shift from supply chain issues to diplomatic tensions in the automotive industry. The system quickly identified collateral impact, noting that partners like Volkswagen (619 mentions) and Honda (283 mentions) were drawn into the geopolitical conflict.



## Smart Alerts and Real-Time Agentic AI

The platform shifts organizations from a reactive to a predictive approach. Smart Alerts trigger only when narrative momentum reaches a defined threshold, reducing alert fatigue. Pendulum also uses advanced Optical Character Recognition and logo detection on video frames. During the Nexperia crisis, the system analyzed 1,746 images, identifying Nexperia logos and on-screen text in untagged media.

## Historical Deep Dives and Creator Community Mapping

Brand intelligence requires the ability to quickly audit a creator's multimedia history. To handle the scale of video platforms, Pendulum uses custom tools and data to create channel embeddings. Combined with K-nearest-neighbor algorithms, this approach maps influencer ecosystems and identifies emerging influencers. Brands can then build influencer lists instantly, ensuring historical data is captured and monitored from the outset.

# The ROI of the Multimedia Truth

Corporate reputation is built over decades, but can be damaged or enhanced in a 15-second TikTok. The ROI of deep brand intelligence includes avoiding major brand damage and quickly capitalizing on emerging market narratives. The Nexperia crisis shows that brands face fast-moving geopolitical and social challenges that text-only tools cannot address. To achieve measurable business impact, move beyond simply collecting data to transforming mentions into a strategic asset that protects the brand.

The cost of lacking multimedia insight far exceeds the investment required to obtain it.

→ [Reach out to get your custom brand briefing](#)