

Ornico debuts Pythia, the all-in-one brand intelligence platform built for marketing professionals

Ornico's vision is to disrupt the media monitoring and advertising industry with a fresh take on how marketing professionals engage with marketing data using a simple, intuitive, and unified platform. With this, we aim to help PR, communication and advertising teams make better decisions by collecting data and providing invaluable analytics and insights, all under one platform.

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We will be launching Ornico Pythia - the all-in-one brand and media analysis platform built to give brands a holistic view of their performance. Ornico is reinventing how media communication and advertising data is accessed and understood by putting marketers at the centre of the experience: a brand intelligence platform designed for the marketing professional firm, creating a more engaged, intuitive, and immersive monitoring experience for everyone, whether that is PR/communication or creative/advertising.

Pythia is the product of two years of research and more than 16 months of development to build a brand intelligence platform where data analysis takes place without limits. The interface is as familiar as the marketing dashboards used daily, but with AI technology and Python data scraping technologies that collect and process the brand advertising and editorial data from over 200,000 sources.

The media and advertising landscape is constantly changing. So, it is time that the monitoring experience does so too. Thanks to our years of experience and digital transformation, we now have the luxury to move to more feature-focused and tech-based platforms.

Unlike old monitoring systems that fail to connect and create a synergy between PR/communications and creative/advertising for marketers, Pythia covers the whole scope of the brand communication landscape. It is where you can access your brand data, conduct reputation management, sentiment, trend analysis, crisis management, with the added benefit of benchmarking your performance and assessing your brand's share of voice.

Ornico provides reputation, media, advertising and brand research with a suite of products that includes Brand Intelligence across the African continent. It does this to help marketers and brand owners make sense of the flood of information that occupies traditional and social media.

By collecting and analysing media data across many channels, Ornico informs brand owners and marketing decision-makers about the most important strategic decisions they'll ever make regarding their brands.

From editorial and advertising monitoring services, social media analytics to advanced brand research, Ornico provides a holistic and independent view of brand performance as reflected by television, radio, print media as well as social and digital media.

- **Call for participation: 2025 Social Media Landscape survey opens to South African marketers** 27 May 2025
- **Who's winning the automotive brand battle? New report reveals SA's marketing and PR leaders** 7 Mar 2025
- **Ornico launches the 2024 PR Measurement Landscape Report: Empowering data-driven PR practices** 4 Dec 2024
- **Ornico launches 3rd Annual PR Measurement Survey - Take the survey now!** 30 Oct 2024
- **[Free report] Financial Brands TikTok Report 2024: Strategies for success** 15 Oct 2024

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Ornico provides brand, media and reputational intelligence and research to provide an independent view of brand performance. Gain the competitive edge by making strategic marketing and communications decisions to outsmart the competition.

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