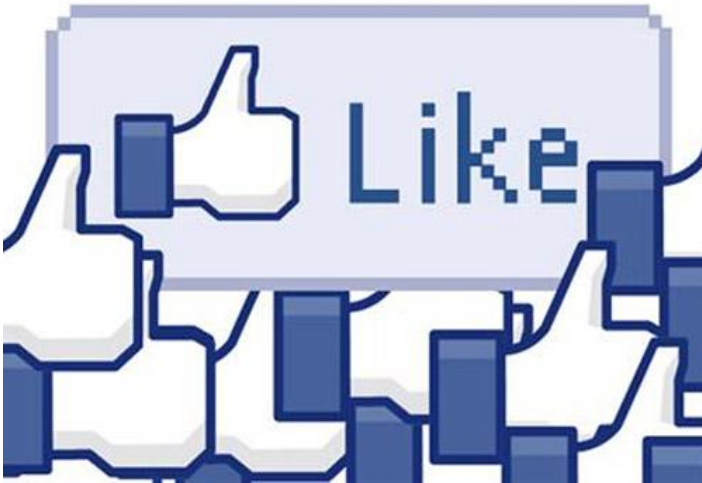


WaveMetrix Quarterly Insights

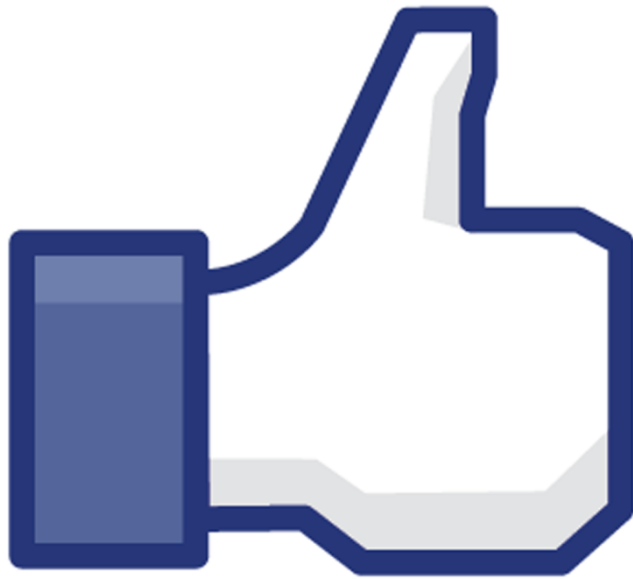
Q4 2012: Driving desirability for your products on Facebook

24th January 2013



Contents

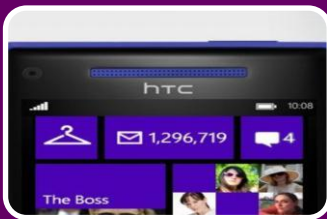
1	Executive summary	3
2	Sharing unbiased content about your product	5
3	Involving fans at the pre-launch stage	10
4	Linking the product launch to content on other platforms	15



1. Executive summary

We have identified three strategies to help boost purchase desire among Facebook fans

Driving desirability around a new product, not just engagement, can be challenging, but we have analysed three strategies to help:



1. Share unbiased opinions of your product

- Quoting positive opinions from both consumers and professionals can enhance fans' desire for the product
- Brands using this strategy such as HTC and DELL have almost doubled the proportion of fans saying they want to buy their products



2. Get fans to participate at the pre-launch stage

- Asking fans for their input into a new product can boost purchase desire by 50% compared to other launches
- Nivea and Kit Kat increased purchase desire by asking fans to participate in choosing the name or flavour of a new product



3. Link to promotional content on other platforms

- Product launches which give fans extra content to interact with can enhance purchase desire by encouraging them to spend more time discovering the product
- Brands such as Toyota and OPI have boosted purchase desire by linking to content such as video or pictures on other platforms and asking fans to share their opinions



2. Sharing unbiased content about your product

DELL share other consumers' opinions of their new XPS Duo 12

This case study analyses the impact of DELL's shifting strategy from stating product attributes to illustrating them with consumer opinions

DELL XPS Duo 12 launch



Dell
October 12, 2012

(Drumroll please...) The New XPS 12. Part laptop. Part tablet. All performance. Featuring Windows 8.

<http://del.ly/6039ThSH>



DELL launched the XPS Duo 12 in October with posts communicating the features of the new model

XPS Duo 12 consumer quotes



Dell
December 31, 2012

"...Windows 8 is good but when you couple it with Dell's XPS 12 it is AWESOME! " - TechFanBoy. Have you experienced the new Dell XPS 12 yet? <http://del.ly/6032pQIK>



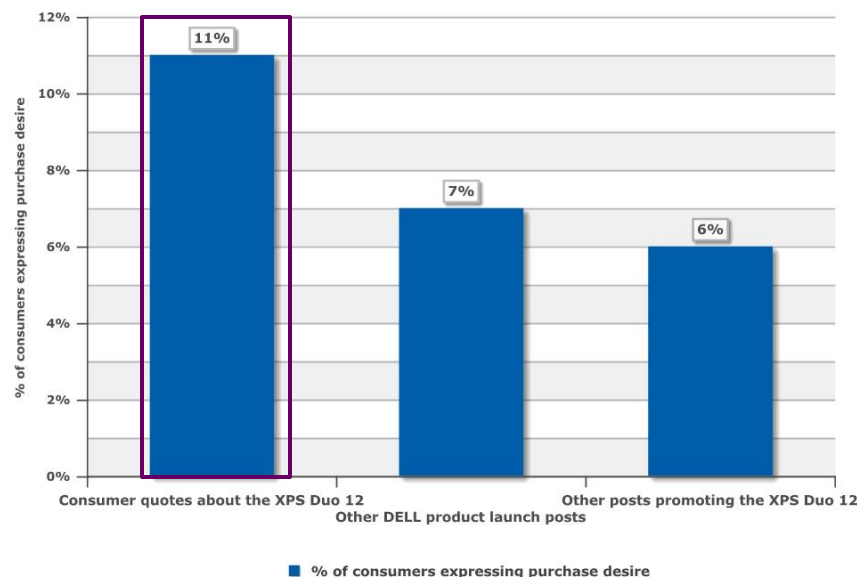
In December, DELL began to share consumer opinions of the XPS Duo 12 and using them as their content strategy to communicate its benefits

DELL drive double the level of purchase desire when promoting the XPS Duo with user quotes

Key takeaways

- The proportion of fans saying they want to “buy” or “have” an XPS Duo doubles after DELL introduce consumer quotes
- This shows that unbiased content from other consumers can boost fans’ desire to own a product themselves

DELL: % purchase desire in response to content promoting the XPS Duo 12



Source: WaveMetrix

HTC share professional reviews of their new Windows 8 phones

This case study compares the outcome of HTC's approach to promoting their Windows 8 devices on Facebook with that of Nokia and other HTC launch posts

HTC Windows 8 device post

 **HTC USA**
October 31, 2012

"We're madly in love with the design of HTC's Windows Phone 8X" - Engadget. <http://engt.co/PjsdOZ>



HTC quoted positive professional reviews of their Windows 8 devices from blogs such as Engadget and Verve to promote it to Facebook fans

Nokia Windows 8 device post

 **Nokia**
December 8, 2012

Interchangeable covers and Windows Phone 8! The new Lumia 620 is smart inside and outside ;-)



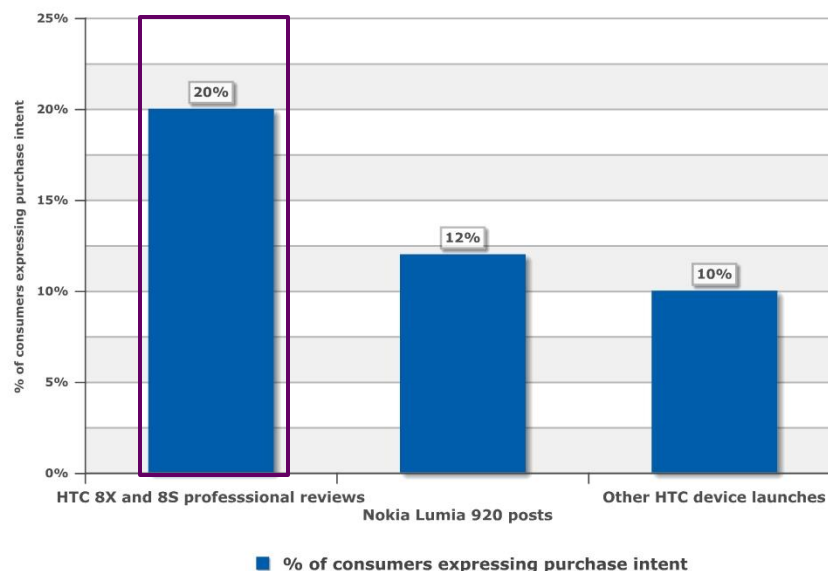
Nokia focused on posting about the assets of their Windows 8 models, especially the design and operating system

HTC drive more purchase desire for Windows 8 phones than Nokia by posting professional reviews

Key takeaways

- HTC's approach of quoting professional reviews drive 20% of fans to say they "want" to buy one, whilst Nokia generates a lower 12% purchase desire
- Introducing unbiased opinions into the community encourages fans to agree and enhances their desire for the product

HTC: % purchase desire in response to posts about Windows 8 phone versus Nokia



Source: WaveMetric



3. Involving fans at the pre-launch stage

Kit Kat ask Facebook fans to decide on a new Kit Kat Chunky flavour

This case study compares the outcome of Kit Kat's crowd-sourcing approach in comparison to Cadbury's Crispello launch and other chocolate bar launches

Kit Kat Chunky Champion



Kit Kat

December 19, 2012

Our Chunky Champions are BACK! And coming to a store near you soon. Got a favourite already?

Vote now!



Kit Kat | Chunky Champion 2013

Welcome to the KIT KAT Facebook page! Make the most of your break with our selection of games, videos and other cool stuff. Also, we're always keen to hear your views on our discussion boards. We'll be adding more content and competitions, so check back regularly for updates!

Page: 14,424,492 like this

Kit Kat's Chunky Champion campaign asked fans to vote between four new limited edition flavours for the one that will become a permanent addition to the range

Cadbury's Crispello launch



Cadbury Dairy Milk shared Cadbury UK's photo.

October 17, 2012

Have you heard the news? We have a perfectly delectable new bar out called Crispello. A wonderful combination of crispy wafer, mousse and Cadbury milk chocolate!

Who's tasted the perfectly lovely combination of crispy wafer, mousse and Cadbury milk chocolate yet?

We'd love to know what you think of it!

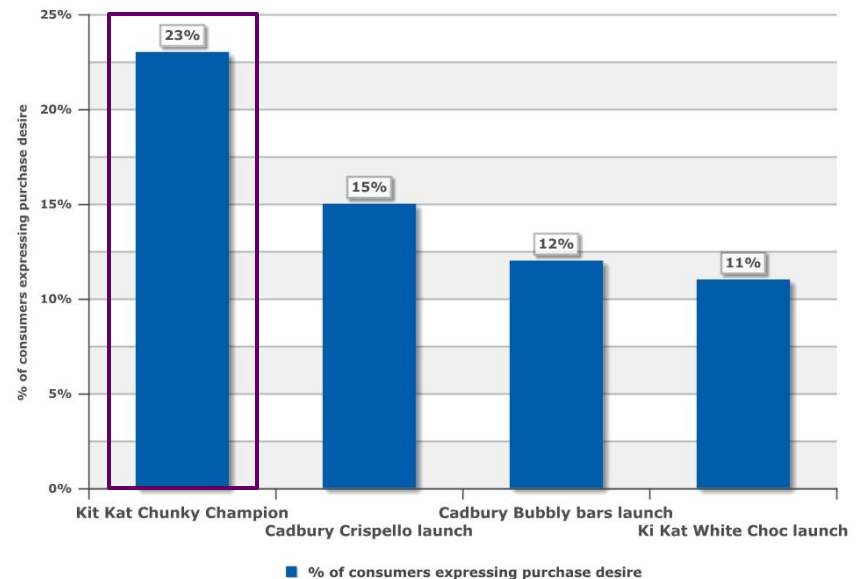
Cadbury launched their new Crispello bar with an announcement post asking fans if they had tried it and what they thought of it

Kit Kat get 50% more fans to want to try their new Chunky flavours by asking for their input

Key takeaways

- By asking fans to say which new flavour they'd like to keep, Kit Kat drives 50% more purchase desire than Cadbury
- Fans are much more likely to express desire for a product which they have contributed to than for a product which they had no input into

Kit Kat: % purchase desire in response to Chunky Champion campaign versus Crispello launch



Source: WaveMetric

Nivea invite fans to name their new shower gel

This case study compares the outcome of Nivea's crowd-sourcing approach versus other product launches on their page

Nivea shower gel crowd-sourcing



Nivea UK

October 5, 2012

We asked you to name our brand new shower gel and we've finally chosen a winner. Our newest shower gel will be called hawaiian bliss & oil. Thanks to everyone for their brilliant suggestions. It will be in stores in June 2013.



Nivea asked their fans to enter names for their new body wash, then to pick from the top three for the final winner

Nivea product launch post



Nivea UK

17 October 2012

NEW NIVEA Express Hydration Primer gives you smooth skin, and absorbs instantly so you can do your make-up straight away. Get top primer beauty tips from the experts
<http://www.nivea.co.uk/primer>



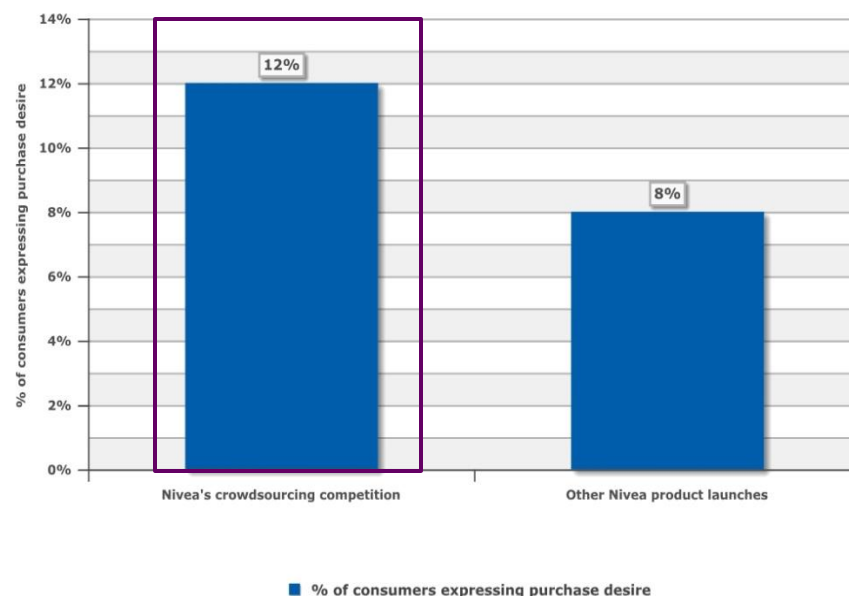
The majority of Nivea's product launch posts announce its availability and benefits, whilst linking to the main Nivea site for more details

Nivea UK boost purchase desire by a third through fan involvement

Key takeaways

- 12% of fans engaging with Nivea's crowdsourcing campaign say they "can't wait" to try the new shower gel, a third more than other new product posts
- Fans are more enthusiastic about trying products which they have invested time in shaping

Nivea UK: % consumers expressing purchase desire for the new shower gel vs other product launch posts



Source: WaveMetrix



4. Linking the product launch to content on other platforms

Toyota US encourage fans to watch the promotional video for the 2013 Avalon

This case study compares the outcome of Toyota's approach with that of other automotive launches from Mazda and Hyundai

Toyota Avalon video launch



Toyota USA

Like This Page · 7 January

Are you ready to go places you've never gone before? Watch this video and tell us what you think of the radically new Avalon: <http://bit.ly/XfC8Wn>



Toyota launched their new Avalon by inviting fans to watch the promotional video then share their thoughts on the new model

Mazda launch post



Mazda

Like This Page · 19 January

A big rumor is going around today: There's a new Mazda MX-5 in the works.

If you've heard it, you've likely also heard that the new MX-5 will be one half of a joint venture with Fiat, and that both new cars will be built at our Hiroshima plant, yet feature their own unique engines, styling, and other attributes. At least, that's the rumor.

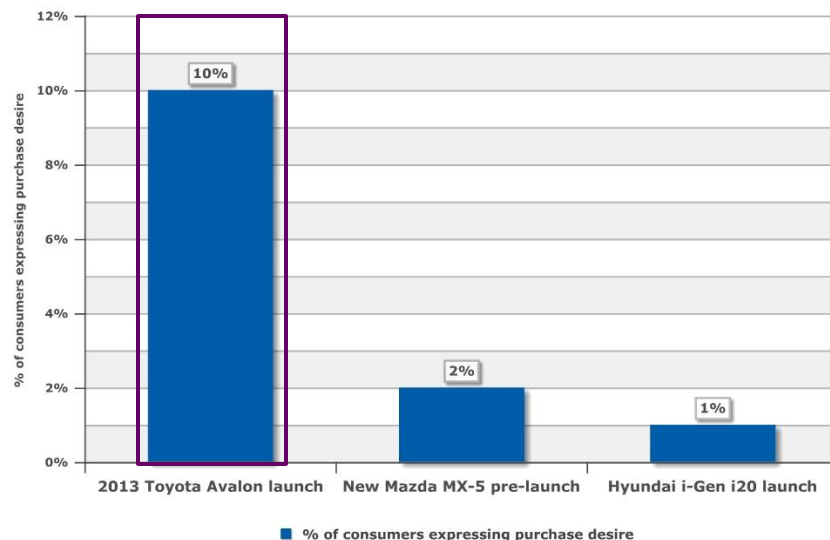
Mazda launched their new MX-5 by announcing it and sharing details of manufacturing plan

Toyota's strategy drives five times more purchase desire than Mazda's or Hyundai's

Key takeaways

- Encouraging fans to consume extra content on another platform can help drive purchase desire
- This strategy encourages fans to spend more time discovering the new product, making them more likely to say they would like one, rather than just liking the post

Toyota US: % consumers expressing purchase desire versus other automotive launches



Source: WaveMetrix

OPI invite fans to visit Pinterest for more pictures and information about their new nail range

This case study compares the outcome of OPI's new nail range launch with a link to content on Pinterest versus other launches

OPI's launch with link to Pinterest



OPI shared a link.
January 6

Have you tried on our new Mariah Carey shades? Get in the butterfly spirit by browsing our Pinboard full of swatches and snapshots of Ms. Mimi herself! Be sure to share your #MariahCareybyOPI swatches with us on our wall for the chance to be pinned!! <http://pinterest.com/opiproductions/mariah-carey-by-opi/>



Mariah Carey by OPI
pinterest.com

OPI posted about their new Mariah Carey range of nail swatches with a link to more pictures on Pinterest

OPI launch with no link



OPI
November 1, 2011

In honor of the upcoming Nicki Minaj collection, OPI is giving you a chance to win the six electric shades NOW! In the comments section of this post WRITE A RAP VERSE ABOUT OPI. We'll award three fans, who nail the best rhymes, with the not-yet-released collection. We'll only accept comments on this post for the next 24 hrs before we pick the winners. So start free stylin', keep it clean and submit your lyrics!



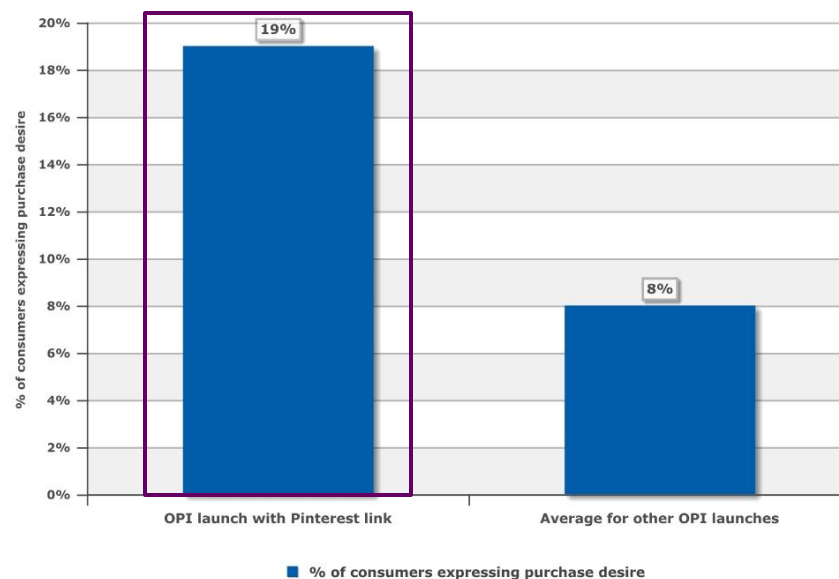
When launching their Nicki Minaj range, OPI held a competition, but did not link the launch to content on other platforms

OPI drive more than double purchase desire by linking the launch on Facebook to Pinterest

Key takeaways

- OPI more than double the proportion of purchase desire by encouraging fans to view more content on their Pinterest page
- Getting fans to spend more time engaging with the product can boost the likelihood that they will say they want it

OPI: % purchase desire in response launch with Pinterest link versus other launch posts



Source: WaveMetric

Want to learn more?

- Visit our [Wave blog](#) for weekly case studies on best practices in social media:
 - Follow us on [Twitter](#) for the latest updates or subscribe to our weekly newsletter directly on the [Wave blog](#)
- Our previous quarterly reports offer best practices across other social media platforms:
 - [Q3 2012](#) (Analysing Twitter customer service performance)
 - [Q2 2012](#) (Measuring advocacy)
 - [Q1 2012](#)
 - [Archive](#)

The screenshot shows the Wave blog homepage. At the top is the 'wave:' logo with the tagline 'social media news from wavemetric'. A navigation bar includes links for ABOUT WAVE!, SOCIAL MEDIA TREND REPORTS, PURCHASE AND ADVOCACY, BRAND REPUTATION, CRISIS MANAGEMENT, SOCIAL NETWORKS, and ARTICLES BY INDUSTRY. A search bar is on the right. Below the navigation bar, there are several featured articles. One article is titled 'Get 50% more fans to want your new product: Kit Kat shows how' by Ed Bristow. Another article is 'Posting more than twice per day doesn't increase Facebook engagement' by Alexandra Veleva. A third article is 'Mondays and Thursdays are most effective for BMW Deutschland to drive fan engagement' by Laetitia Bulman. There is also a section for 'Latest sample reports and trends in social media' featuring a 'NEW! Twitter Customer Service Analysis Framework'. On the right side, there is a 'Sign up for a weekly round-up of Wave:' section with a form for email address and links for RSS and Twitter. Below that is a 'Top stories' section with a list of five items, each with a thumbnail and a brief description. At the bottom, there is a 'Recent articles' section with a list of five items, each with a thumbnail and a brief description. The main content area is divided into a grid of featured content by industry, including Automotive, FMCG, Luxury, Consumer Electronics, Fashion and Retail, and Services.

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wave:

Wave brings you bite-sized insights using the WaveMetrix methodology