



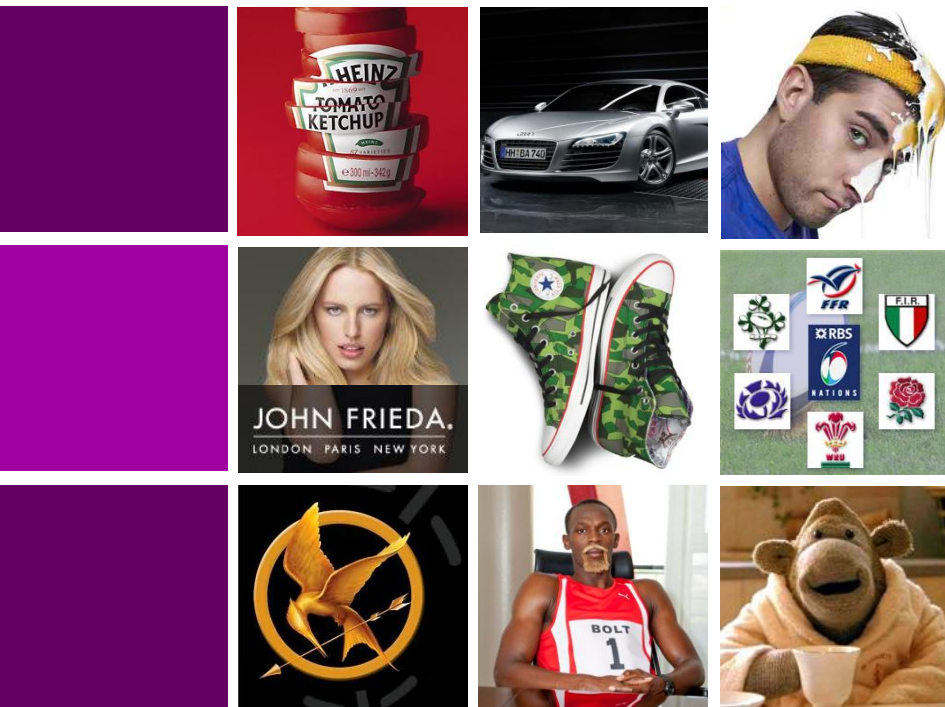
Wave Social Media Quarterly

# Q1 2012: Maximising the impact of social media activities

12<sup>th</sup> April 2012

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# 1. Executive summary

# Maximising the impact of social media activities: three trends from Q1 2012

This report analyses three key trends from Q1 2012 which can help maximise the impact of social media activities

1. Asking fans well-crafted questions for a positive impact on brand buzz

2. Using social media to spread the reach of a celebrity tie-in campaign

3. Maximising the impact of Twitter activities

# The art of crafting questions to achieve a positive impact on brand discussion

- Case studies in the last quarter have shown that asking questions can increase fan engagement
- Three key techniques have emerged as a way to achieve a positive response:
  - Ask your fans questions about their personal preferences
  - Appeal to fans' expertise with crowdsourcing questions
  - Ask about fans' aspirations and what they want, rather than what they have now
- Brands such as Heinz, PG Tips and John Frieda illustrate the positive impact of crafting well-designed questions



# Using social media to support a celebrity tie-in campaign

- Using social media can help maximise the impact of a celebrity campaign
- Case studies from the last quarter show three ways that celebrity tie-ins can benefit from social media:
  - Use social content to reinforce the link between celebrities and your product
  - Using a humorous edge in social media can encourage a positive response
  - Be aware that social media can exacerbate negative responses to celebrity content
- Brands such as Converse with the Gorillaz and Virgin with Usain Bolt successfully promoted engagement:
  - However, Cadbury's Creme Egg campaign featuring TV stars fell flat, as fans perceived the reality-TV stars to be misaligned with the Cadbury brand image

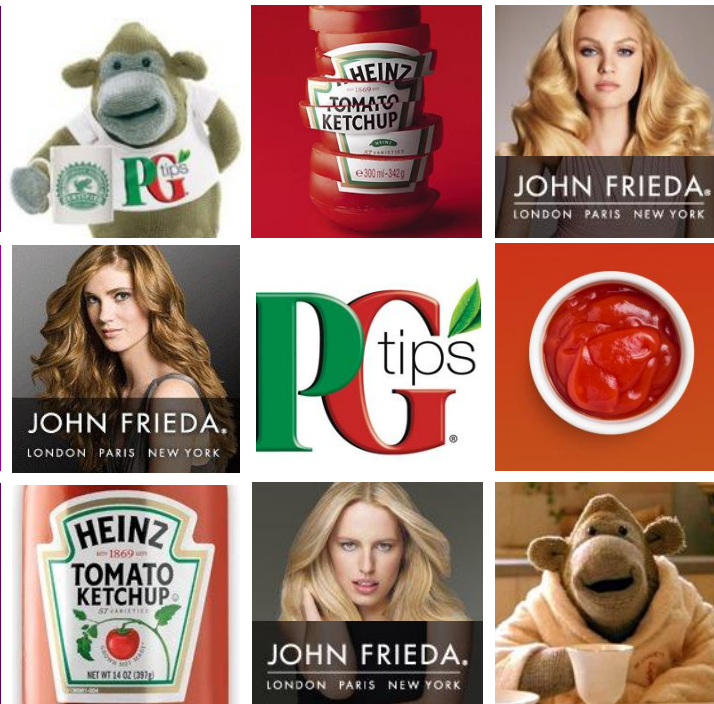




# Maximising the impact of Twitter can generate a much better return on your activities

- Running and managing a Twitter account can represent a significant investment
- Case studies from Q1 illustrate three strategies to maximise the impact of Twitter engagement:
  - Effective use of hashtags to broaden the reach of engagement
  - Tie Twitter in with other platforms for an integrated approach
  - Increase follower count by sharing exclusive and timely content
- Brands such as Audi, RBS and Lionsgate with The Hunger Games show how these strategies can maximise the impact of Twitter





## 2. The art of asking questions



# Best practices: The art of asking questions



## 1. Ask about personal preferences

- Asking fans about how your product fits into their daily life can give you insight into how they use it



## 2. Appeal to your fans' expertise

- Social media users enjoy sharing their opinions and advice, promoting an active and vibrant community



## 3. Make it aspirational

- Consumers are more engaged in talking about what they want, rather than what they've got at present

# PG Tips: Asking fans personal questions generates insight into usage scenarios

## Approach

- Tea brand PG Tips ask fans personal questions about how drinking tea fits into their daily life
- Questions include what do fans do whilst drinking tea or do they dunk or dip their biscuits

## Community size

- 89k Facebook Likes



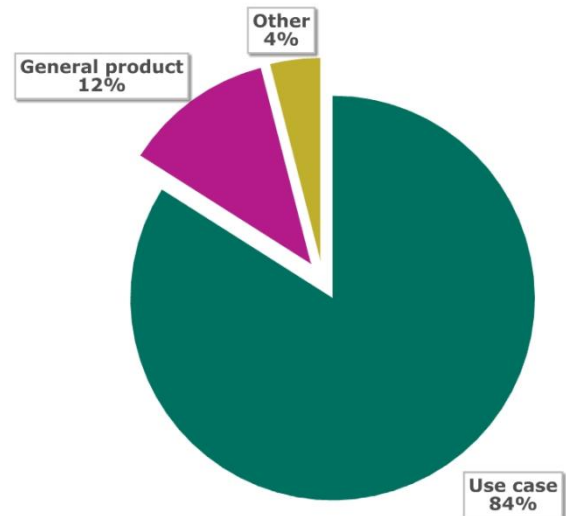
# PG Tips: Asking fans personal questions generates insight into usage scenarios

## Key takeaways

- Asking personal questions can boost engagement and provide insight into how consumers relate to a brand
- In 84% of responses to personal questions, PG Tips users talk about what they have with it or what they do whilst drinking it, helping PG Tips better understand its consumers

[Click here for full story and analysis](#)

PG Tips: % buzz by topic for responses to personal questions



🍵 I have a cup of delicious PG Tips with some chocolate digestives in front of the TV 📺

🍵 PG Tips, toast and jam, yum! 🍞

# Heinz: Asking fans to share their expertise successfully boosts engagement

## Approach

- Heinz asked Facebook fans to share their ideas for a new slogan on the Heinz Ketchup label

## Community size

- 990k Facebook Likes
- 376 comments on the 'label' post



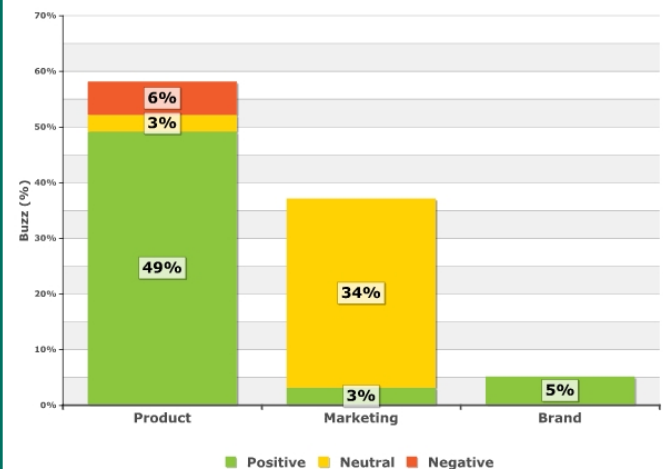
# Heinz: Asking fans to share their expertise successfully boosts engagement

## Key takeaways

- Crowd-sourcing questions, which ask consumers to share their ideas, can stimulate engagement with the brand
- Heinz successfully generates positive product buzz as fans enjoy sharing their ideas for new slogans

[Click here for full story and analysis](#)

Heinz label question: buzz and sentiment by topic



👉 Squeeze Me, Use Me I'm Delicious! 🗨

👉 Quality that compliments the flavor, not covers it up! 🗨



# John Frieda: Generating engagement with aspirational questions

## Approach

- In March, John Frieda began asking fans direct questions on their US Facebook page
- They ask fans about their desires such as whose celebrity hair they would want, as well as about their daily hair care regime



## Community size

- 450k Facebook Likes



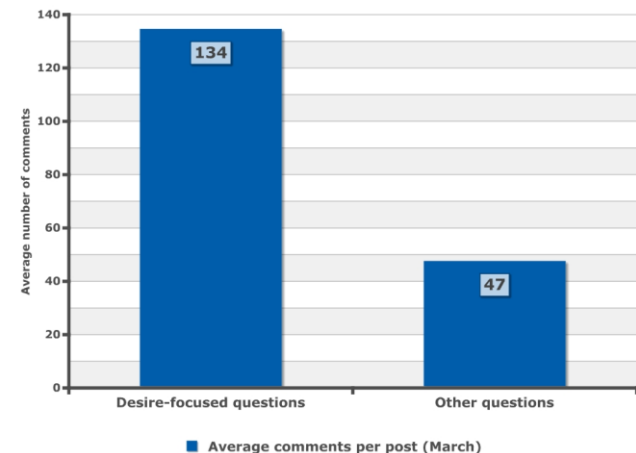
# John Frieda: Generating engagement with aspirational questions

## Key takeaways

- Community management strategies focused around what consumers wish for can successfully boost engagement
- John Frieda attracted three times as many responses with desire-focused questions than general hair care questions

[Click here for full story and analysis](#)

John Frieda: average no. of comments, by question focus



👤 I wish I could have perfect, soft, frizz-less curls that are full of body. that would be awesome! 🗨️

👤 Eva Longoria's glorious long hair style! 🗨️



### 3. Boosting brand buzz through celebrity social media content

# Best practices: Boosting brand buzz through celebrity social media content



## 1. Reinforce the link between celebrities and your product

- Using social media to share celebrity content allows brands to easily link it with related products



## 2. Using a humorous edge can encourage a positive response

- Using humour with a celebrity campaign can help create positive response among social media users



## 3. Social media can inflate negative reactions to celebrity content

- Be aware that celebrity campaigns which are badly received can cause negative online buzz

# Converse: Increase purchase discussion by linking celebrities back to your products

## Approach

- Converse partnered with Gorillaz to feature their All Star boots in the band's new 'Do Ya Thing' music video
- Converse integrated a call to action for fans to check out their limited edition range of Gorillaz All Star boots

## Community size

- 2 million + YouTube views
- 24 million Facebook likes





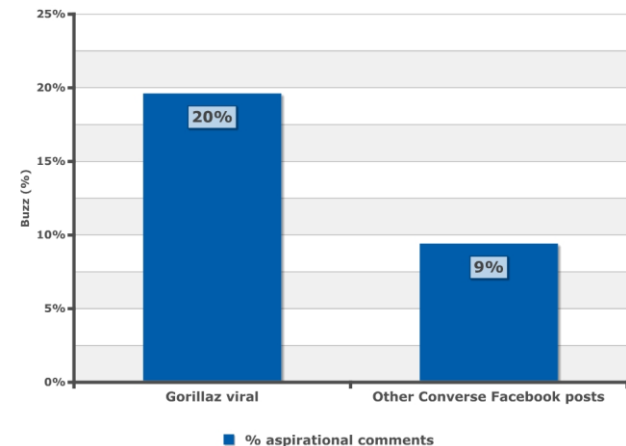
# Converse: Increase purchase discussion by linking celebrities back to your products

## Key takeaways

- Social media allows brands to easily link celebrity content with related products, which Converse did by posting links to their new boots range alongside the viral
- Through the Gorillaz viral, Converse doubles the proportion of fans saying they want All Star boots

[Click here for full story and analysis](#)

Converse and Gorillaz: % buzz from those wanting Gorillaz All Star boots



👤 I have to have a pair of those Gorillaz All Stars! 🗨️

👤 Can't wait to grab a pair of those shoes! 🗨️

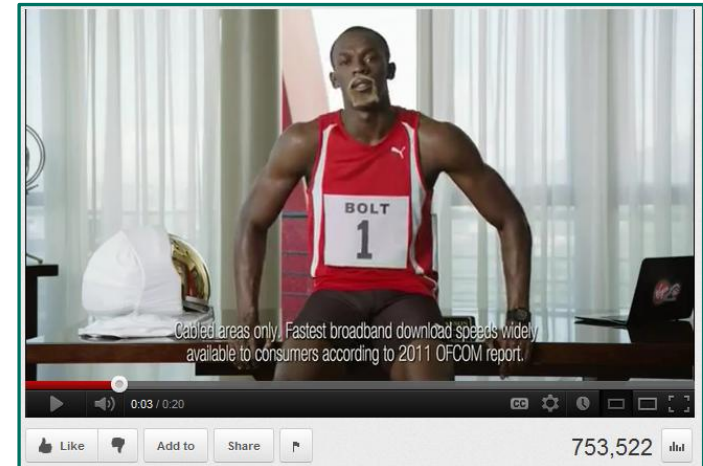
# Virgin Media: Using a humorous edge with celebrity content can encourage a positive response

## Approach

- Virgin Media promoted their new “super-fast” broadband service featuring Usain Bolt pretending to be Richard Branson
- Multiple videos featuring Usain Bolt were posted on YouTube, Twitter and the brand’s Facebook page

## Community size

- 118k Facebook Likes
- 2 million + combined YouTube views



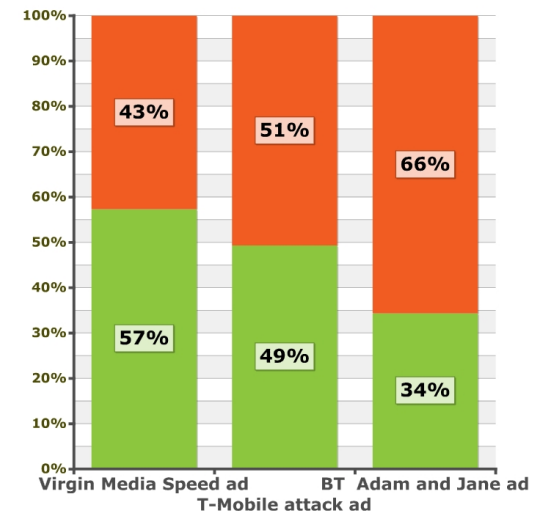
# Virgin Media: Using a humorous edge with celebrity content can encourage a positive response

## Key takeaways

- Social media users respond better to humorous content, suggesting that celebrity campaigns with a humorous edge will be better received
- 57% of reactions to Virgin Media's campaign are positive, more than for other utilities' campaigns which don't use humour

[Click here for full story and analysis](#)

Virgin Media and Usain Bolt: sentiment vs other utilities' campaigns



👍 This ad is a brilliant publicity stunt! 🗨️

👍 Everyone gets fast Internet, everyone wins :- ) 🗨️

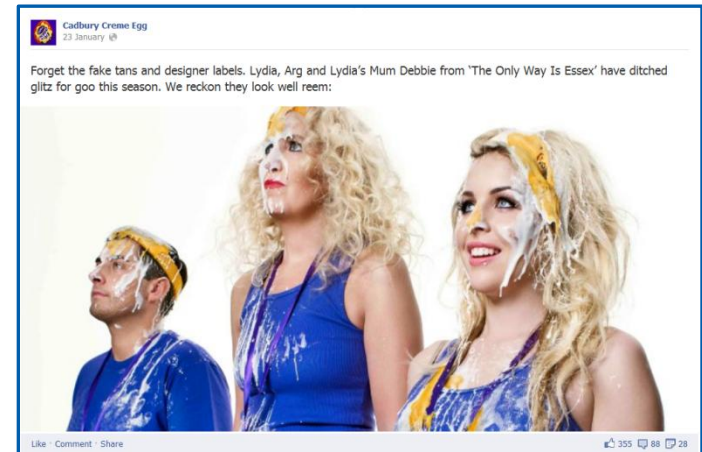
# Cadbury Creme Egg: Negative responses can be exacerbated with social media

## Approach

- Creme Egg teamed up with Lydia, Arg and Debbie from ITV2 show The Only Way is Essex
- The tie-in formed part of Cadbury's "Goo Games" and pictures of the stars covered in Creme Egg were posted on the brand's Facebook page

## Community size

- 2.3 million Facebook Likes



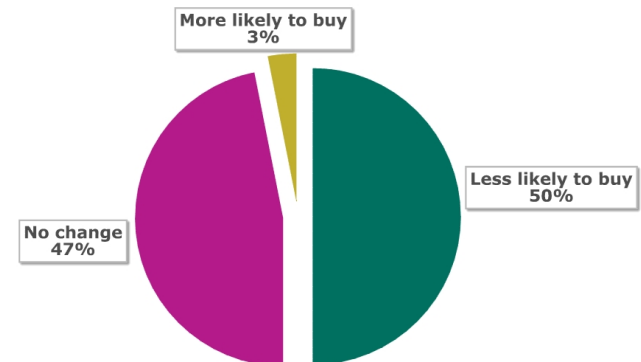
# Cadbury Creme Egg: Negative responses can be exacerbated with social media

## Key takeaways

- Social media can inflate negative reactions to celebrity campaign as brands have less control over consumer discussion
- Half of fans are “put off” buying Creme Eggs in response to the tie-in with reality-TV stars, showing that social media can also generate negativity

[Click here for full story and analysis](#)

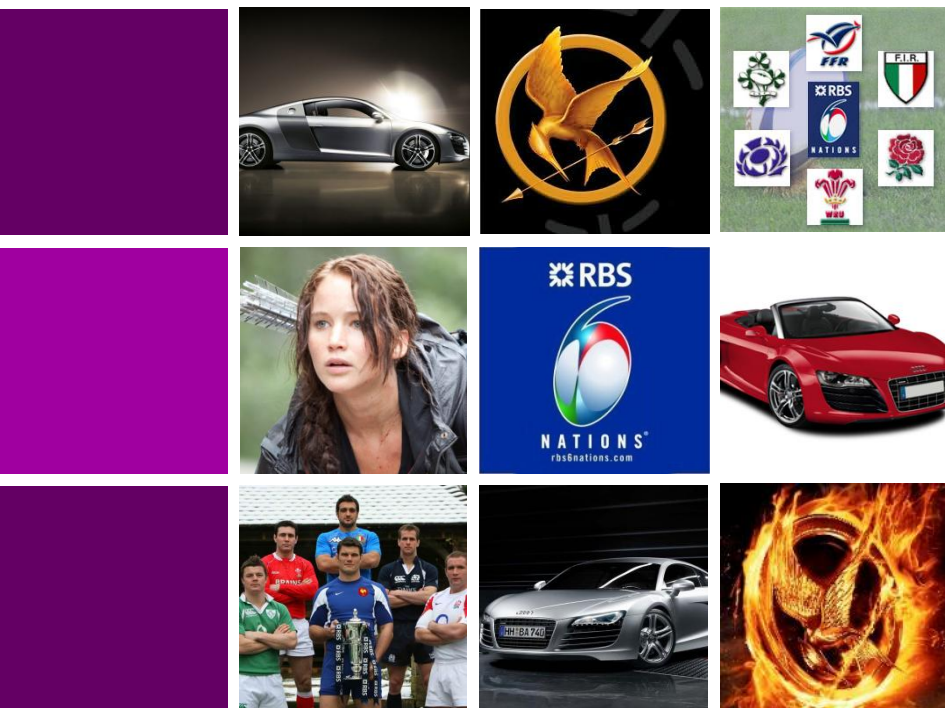
Cadbury Creme Egg and TOWIE: % buzz by intent to purchase



🗨️ Rubbish. It's enough to put me off creme eggs 🗨️

🗨️ That has put me off creme eggs 🗨️





## 4. Maximising the impact of Twitter

# Best practices: Maximising the impact of Twitter



## 1. Use hashtags effectively

- Consistent use of Twitter hashtags can help spread brand awareness



## 2. Combine Twitter with other platforms

- Use Twitter to maximise engagement on other platforms



## 3. Give fans a reason to follow you

- Increase engagement by giving followers access to competitions or exclusive content

# RBS: Spreading brand awareness through effective use of Twitter hashtags

## Approach

- RBS use Twitter to advertise their sponsorship the 6 Nations rugby tournament each year
- RBS use the hashtag #RBS6Nations whilst participating nations use different hashtags

## Community size

- 21k following @rbs\_6\_nations



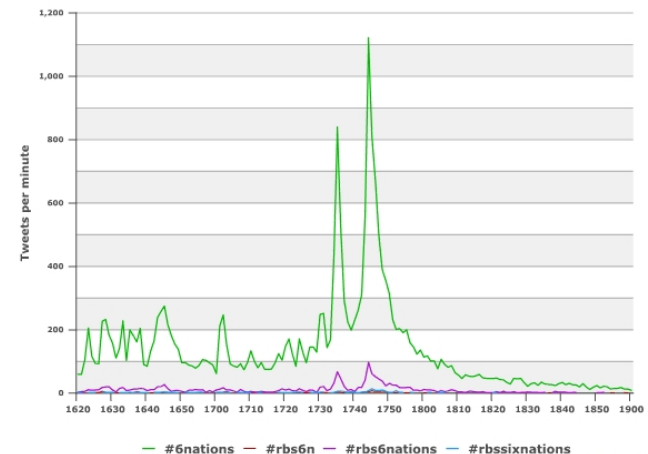
# RBS: Spreading brand awareness through effective use of Twitter hashtags

## Key takeaways

- RBS could have benefitted from better promotion of their official #RBS6nations hashtag as it was rarely used by participating nations or tweeters, and did not appear on-screen
- Instead, consumers used the hashtag #6nations, rather than aligning with the official RBS one

[Click here for full story and analysis](#)

RBS 6 Nations rugby: number of Tweets by hashtag used



It's a try I saw it!!! #6nations  
#robbed #England

Going into the second half and  
looking good #6Nations #England

# The Hunger Games: Combining Twitter with other platforms can increase engagement

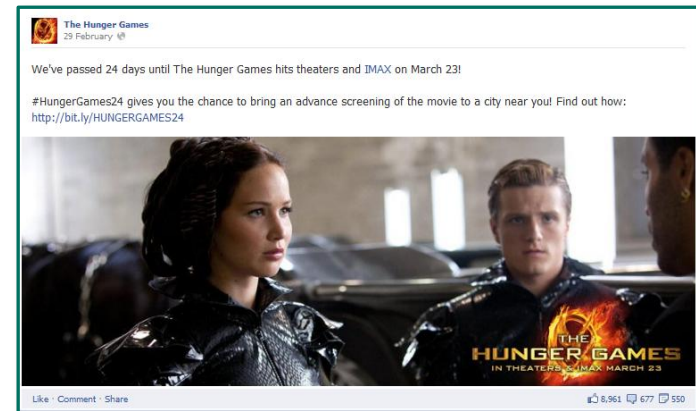
## Approach

- Lionsgate promoted The Hunger Games by linking their Twitter and Facebook platforms back to each other



## Community size

- 3.7 million Facebook likes
- 426k following @TheHungerGames



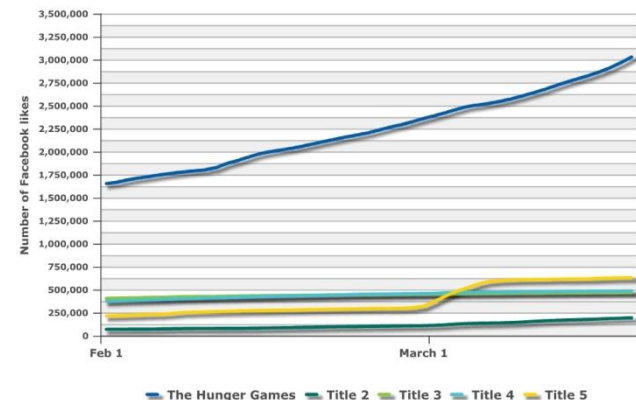


# The Hunger Games: Combining Twitter with other platforms can increase engagement

## Key takeaways

- Combining Twitter with other platforms can boost fan engagement
- The Hunger Games doubled their Facebook likes by linking their page to Twitter, outperforming other blockbuster movies

The Hunger Games: number of Facebook likes vs other movies



Note: title n refers to other leading titles due for release in 2012

[Click here for full story and analysis](#)

# Audi: Encouraging fans to follow you using interactive Twitter competitions

## Approach

- Audi have organised a Twitter competition to win an Audi R8 by asking fans to tweet the reason they would want an R8 and use the hashtag #wantanr8
- Audi's approach is interactive, as fans tweet about the brand, but is also aspirational as it is linked to fans' desire to own an R8

## Community size

- 219k following @Audi



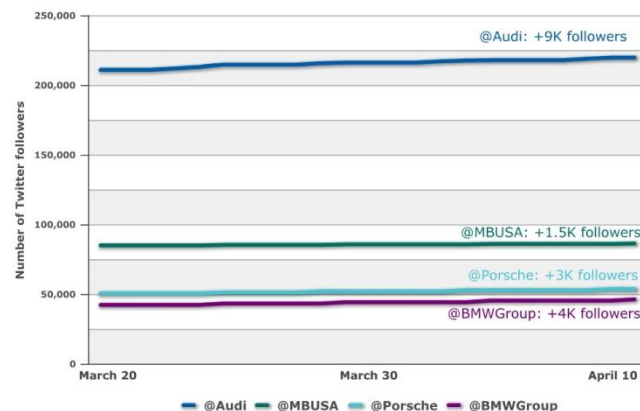
# Audi: Encouraging fans to follow you using interactive Twitter competitions

## Key takeaways

- Competitions which combine interaction and fans' aspirations can boost Twitter followers
- Audi's follower count has increased twice as fast as other high-end auto handles since launching the #wantanr8 competition

[Click here for full story and analysis](#)

Audi: Twitter followers by week vs other high-end car manufacturers



🗨️ #wantanr8 for the noise. Just the noise 🗨️

🗨️ Omg I so #WantAnR8 so badly !! 🗨️



## 5. About Wave

# About Wave

- Wave: provides insight into the latest social media marketing – online, on [RSS](#) and [Twitter](#) and in weekly emails via [the Wave: website](#)
- This document provides an overview of some of the most interesting developments in social media marketing during Q1 2012
- This is the 7<sup>th</sup> WaveMetrix quarterly report, following on from previously released quarterly summaries:
  - [Q4 2011](#)
  - [Q3 2011](#)
  - [Q2 2011](#)
  - [Q1 2011](#)
  - [Q4 2010](#)
  - [Q3 2010](#)





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