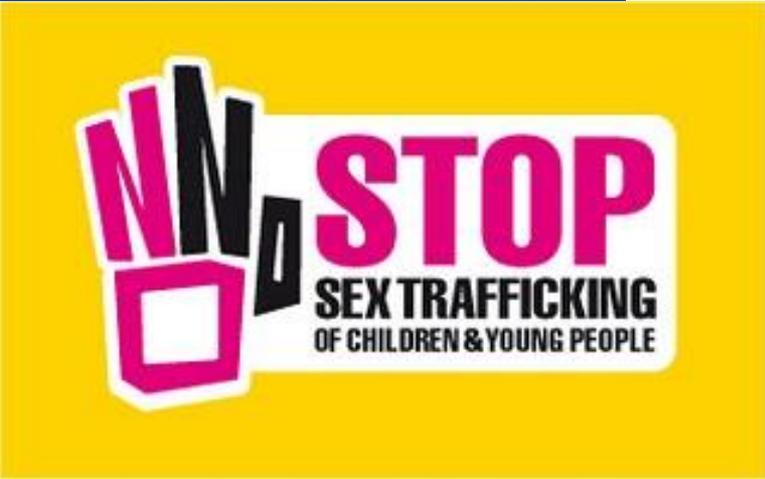


Wave: social media quarterly

Q2, 2011: Keeping up with consumer interests and needs via social media



7th July 2011



LADIES & MEN



Contents

1	Executive summary	4
2	Using social media to raise awareness of a brand's corporate social responsibility (Levi's, Body Shop, Budweiser)	9
3	Tailoring mobile marketing to meet consumer needs (Reebok, Lynx, Nespresso, H&M, New Look)	14
4	Meeting the challenges of "super-size" Facebook pages (McDonald's, Snickers, Frito-Lay)	18
5	Trendwatch: Crowd-sourcing (Bombay Sapphire)	22

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 Q2 2011
- It follows on from the [Q3 2010](#), [Q4 2010](#) and [Q1 2011](#) quarterly summary reports previously released by WaveMetrix
- Our [Luxury Brands' guide to Social media](#) is also available





Shake up a world of fashion!

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1. Executive summary

Brands are using social media to highlight their charitable efforts

- In a world where consumers are increasingly interested in the corporate social responsibility of brands, social media can be an effective way of highlighting your ethical efforts
- Brands are turning to social media to promote their CSR:
 - Unilever uses health tips to create an “ethical” image in one of its target markets, Brazil
 - Levi’s uses Facebook to engage consumers with its eco-friendly Water<Less jeans
 - Body Shop updates consumers on its charitable efforts to reinforce its long tradition of ethical corporate governance
 - Budweiser encourages its fans to save water to develop a consumer perception that the brand is socially responsible



Mobile apps can bring a brand into everyday life, but marketers must be wary of excluding people

- Brands like Reebok and Lynx have successfully integrated themselves into everyday life by allowing consumers to share content around exercise plans and nights out
- Other brands such as Nespresso, H&M and New Look have released mobile shopping experiences
- Many appreciate that these apps make their lives easier, but issues with functionality and availability can result in consumers feeling excluded by the brand



Simple community management can keep large fanbases entertained and on-topic

- During Q2, 2011, Wavematrix analysed “super-size” Facebook pages which offer a unique challenge due to the size and diversity of their constituents
- Snickers and McDonalds use largely simple posts which keep consumers on-topic and positive
- Frito-Lay tried a rather more elaborate approach with a Facebook ‘like’ World Record attempt:
 - This resulted in massive engagement with 1,571,000 likes gained in a day
 - However, a limited supply of giveaway products and technical difficulties meant consumer complaints overshadowed their other efforts



Crowd-sourcing is an effective way of positioning your brand as a creative entity

- Facebook communities can be tapped to provide inspiration for creatives and get consumers involved in the production process
- This report looks at one case study as an introduction to crowd-sourcing which will be investigated further in our Q3 2011 summary
- Consumers are intrigued and attracted by the interesting crowd-sourcing concept:
 - In our case study, Bombay Sapphire enhanced their creative image by making a 3D projection from consumer submissions which was praised as a “beautiful” and “amazing project”





WATER[<]LESS

2. Using social media to raise awareness of a brand's corporate social responsibility

By stimulating conversation on health, Unilever builds up an “ethical” brand image in Brazil

Key takeaways

- ✓ Unilever Brazil launched a campaign promoting the benefits of healthy living and the improvements its products can bring to consumers’ lives
- ✓ The “Cado gesto conta” campaign positions Unilever as “caring”, “relevant” and “ethical” in one of its target emerging markets



About the campaign

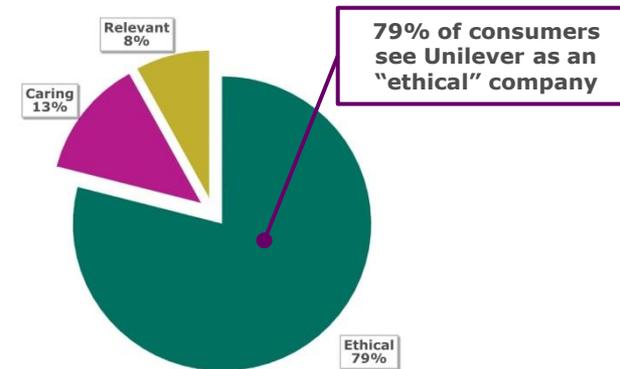
Brand Unilever Brazil
Approach The “Cado gesto conta” campaign involved Unilever’s creating a dedicated Brazilian Facebook page promoting the benefits its products can bring to consumers’ wellbeing, as well as providing health and nutritional tips to its consumers
Facebook 73,000 likes

♻ Rubbish is money! Go recycle ♻

💡 The most interesting conversation I have seen since I joined Facebook ♻

😊 Good health brings smiles ♻

Unilever Brazil: % buzz by brand value



Source: WaveMetrix

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

Levi's Water<Less jeans successfully promote both socially responsible image and product

Key takeaways

- ✓ Levi's is able to enhance its "charitable" image and generate engagement with the product by promoting its Water<Less line of jeans on Facebook
- ✓ Posts on Water<Less generate four times as much buzz around Levi's socially responsible image as other posts



About the campaign

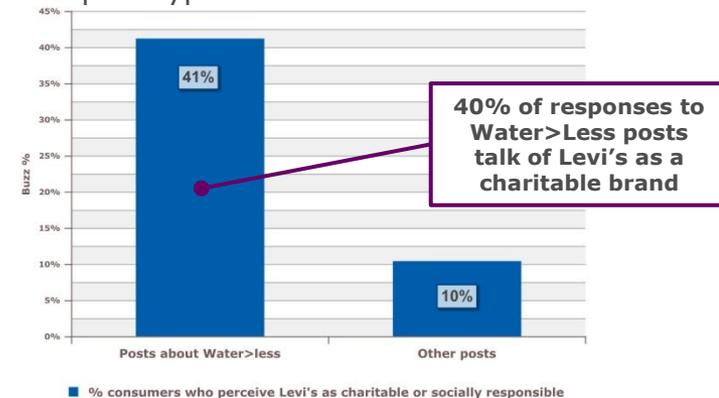
Brand Levi's Jeans
Approach Levi's used Facebook to promote its Water<Less jean range, which claim to use less water in production, and included a count on its page of the total number of litres of water saved since the range launched
Facebook 4,540,000 likes

👉 Nice gesture never the less GO LEVI'S 👉

👉 I wear 501's all the time, love my 501's!!!! 👉

👉 Wow Levi's all the way up!!! 👉

Levi's: % "socially responsible" buzz by post type



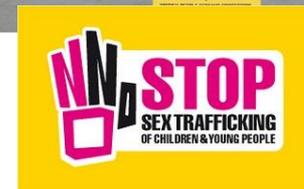
Source: WaveMetrix

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

Body Shop uses social media to burnish its ethical credentials

Key takeaways

- ✓ Regular updates on Facebook draw attention to Body Shop's involvement with charities and emphasise the brand's ethical heritage
- ✓ Consumers respond that they are "proud" of those involved and say "well done" for their "fantastic" work on the "Stop Sex Trafficking" petition



Body Shop: Top words used on Body Shop Facebook page

About the campaign

Brand Body Shop
Approach Used their UK Facebook page to regularly update consumers on the progress of the "Stop Sex Trafficking" campaign to collect as many petition signatures as possible, 735,889 in total
Facebook 55,000 likes

Let's hope all the hard work we put in makes a difference

Fantastic. Well done to all who went!!! Such an important cause and a fantastic way to get people involved



Posters wish Body Shop "luck" with their "brilliant work"

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

With a simple campaign, Budweiser builds up its CSR in an industry where it can be challenging

Key takeaways

- ✓ In an industry where brands can face social responsibility challenges, Budweiser's "Grow One" campaign helps build up its ethical reputation
- ✓ Consumers reacting to the "Grow One" campaign are much more likely to discuss Budweiser's social responsibility than those responding to general posts



About the campaign

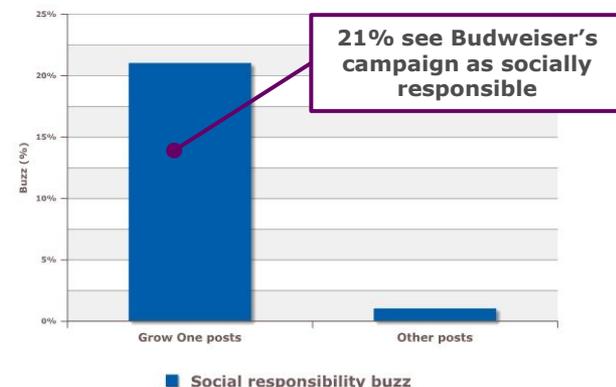
Brand Budweiser
Approach Budweiser launched the "Grow One" campaign with a dedicated Facebook tab, in which they encouraged fans to stop shaving and save water
Facebook 1,050,000 likes

👉 My best buds are helping save the earth 🍀

👉 So I can drink Bud and help the earth, HELL YEAH! 🍀

👉 Keep up the good work!!!! 🍀

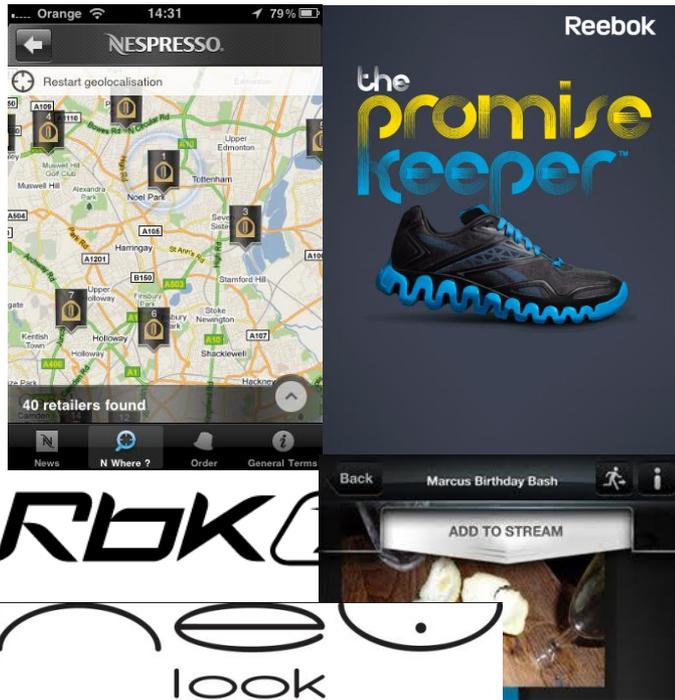
Budweiser: % social responsibility by post type



Source: WaveMetric

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

H&M



3. Tailoring mobile marketing to meet consumer needs

Reebok Promise Keeper shows apps can be used to ingrain the brand in consumers' everyday lives

Key takeaways

- ✓ Apps which allow people to communicate with their social group in an everyday setting, like an exercise regime, allow a brand to incorporate itself in daily life
- ✓ The Promise keeper app leads three quarters of people to think Reebok is a "fun" brand and a great "exercise partner"



About the campaign

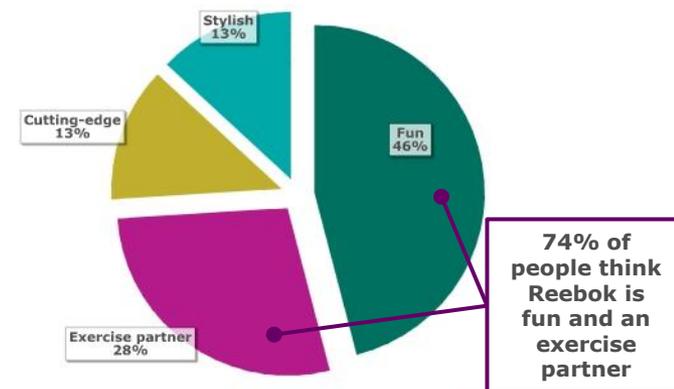
Brand Reebok
Approach Reebok Promise Keeper app makes people commit to exercise goals which are then shared with their entire social network to try and motivate them to fulfil targets
Facebook 390,000 likes

👉 Yay! I kept my promise 👉

👉 Thanks. I need all the help I can get 👉

👉 Going to start my new regime straight away 👉

Reebok Promise Keeper: % discussion by brand value



Source: WaveMetric

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

By catering to consumer interests, Lynx Stream manages to create a branded sharing platform

Key takeaways

- ✓ By enabling sharing through an app, Lynx is able to build up a fun stand-alone branded community which successfully engages its target segment, men
- ✓ Lynx's app effectively engages men by allowing them to share content from a night out with their friends



About the campaign

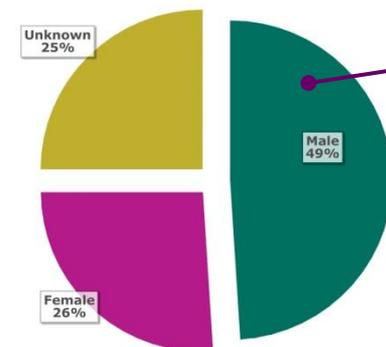
Brand Lynx
Approach Lynx's Stream App allows users to share videos, photos and status updates from a night out with anyone they are socially connected to via their mobile phone
Facebook 340,000 likes

👉 Great idea. Be really interesting to see how it works out 👉

👉 Looks like it could be pretty cool to me 👉

👉 Cracking night with the boys 👉

Lynx Stream: % responses by gender



49% of responses are from men

Source: WaveMetrix

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

If apps are not widely available or have technical issues it can mean consumers feel excluded

Key takeaways

- ✓ While mobile shopping is well received, marketers need to be aware of consumers feeling “displeased” and excluded by unavailability and technical issues
- ✗ Positivity towards these brands’ mobile shopping apps is stunted by consumer complaints about technical problems and that they “cannot get” them



About the campaign

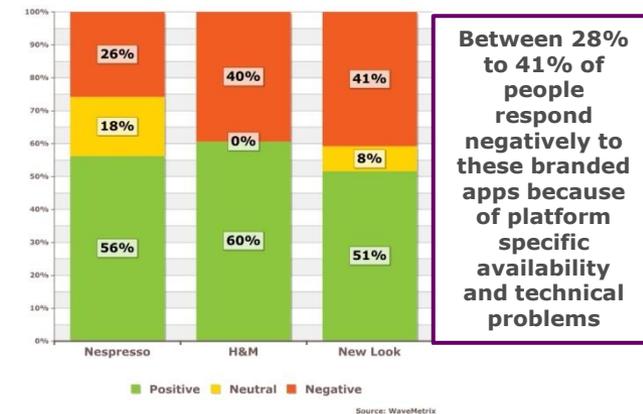
Brand Nespresso, H&M, New Look
Approach All of these brands created mobile shopping experiences which allow users to browse and purchase items through their phone

👉 Awesome. I want it! 👉

👉 Your link takes me to an error page 👉

👉 Why only for iPhone, what's wrong with Android 👉

Mobile shopping: % sentiment by app



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



4. Meeting the challenges of "super-size" Facebook pages

McDonald's uses simply constructed poll to keep Facebook discussion focussed on product

Key takeaways

- ✓ Simple polls, such as the one comparing McDonald's products, can keep discussion focused on a brand's products
- ✓ Analysis shows that consumers respond almost entirely with product buzz when answering the McDonald's poll



About the campaign

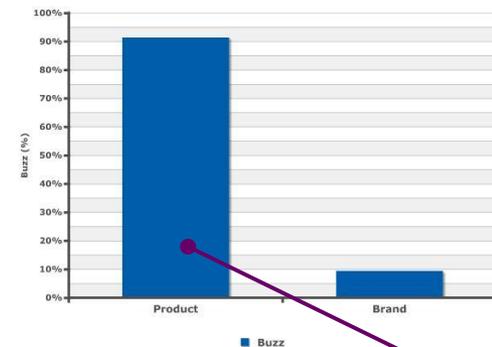
Brand McDonald's
Approach McDonald's asked its large Facebook community which of its products they preferred, the Big Mac or the Quarter Pounder with cheese, and the Big Mac came out on top
Facebook 8,800,000 likes

🗨️ BOTH BOTH BOTH BOTH 🗨️

🗨️ Big Macs are so good 🗨️

🗨️ None, full of rubbish! 🗨️

McDonald: % buzz by response type



91% of discussion is about product

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

Snickers shows fun, simple and light-hearted posts can effectively engage a large fan-base

Key takeaways

- ✓ Snickers' community manager successfully engages consumers with humorous comments and YouTube videos with the tagline "you're hungry"
- ✓ Conversation on the Snickers page is largely positive and, although it focuses on post content, it also leads to very positive buzz around brand and product



About the campaign

Brand Snickers
Approach Snickers update their Facebook page regularly with classic YouTube clips and funny observations in order to stimulate discussion on their Facebook page
Facebook 2,100,000 likes

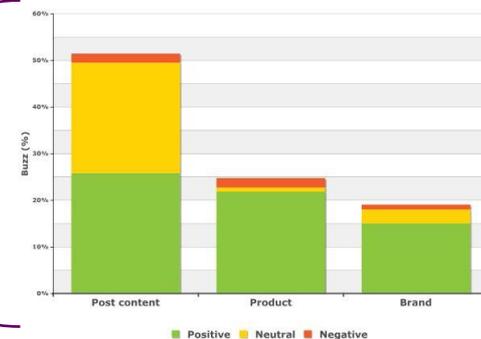
👉 This video has been around for a LONG time and ALWAYS makes me laugh 🍬

👉 Wow I freaking love Snickers, Yummy! 🍬

👉 I'm gonna go buy a Snickers!! 🍬

While discussion of post content has a large amount of neutral discussion, consumers are extremely positive about brand and product

Snickers: % buzz by discussion topic



Source: WaveMetric

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

Frito-Lay: is it possible to have too many Facebook fans?

Key takeaways

- ✓ Elaborate Facebook campaigns, such as Frito-lay's world record attempt, can result in mass consumer engagement with a brand's page
- ✗ However, consumers reacted very badly to technical problems and to Frito-lay running out of free giveaway products



About the campaign

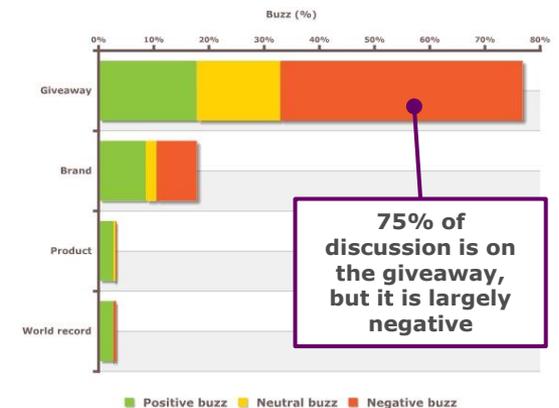
Brand Frito-Lay
Approach Recently broke the world record for number of Facebook likes in a day and offered 24,000 free bags of crisps to reward its Facebook fans
Facebook 2,160,000 likes

🗨️ Very disappointed that I was here on time but you were not so I didn't get the deal 🗨️

🗨️ I'm having problems getting it to load and when it finally did it did not tell me if it went through 🗨️

🗨️ Doesn't work 🗨️

Frito-Lay: % buzz by discussion topic



Source: WaveMetrix

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



6. Trendwatch: Crowd-sourcing

Bombay Sapphire: utilising Facebook for crowd sourcing can help gain a creative edge

Key takeaways

- ✓ Bombay Sapphire asked its Facebook following to make submissions for a 3D light show. The best was then displayed on the side of a power station in London
- ✓ By including consumers in the production process, the Imagination campaign leads 46% of consumers to think that the brand is "creative"



About the campaign

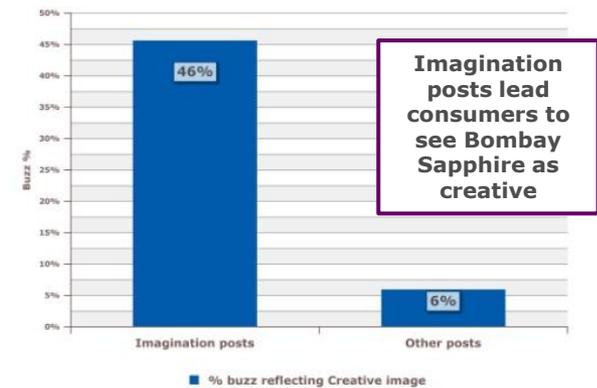
Brand Bombay Sapphire
Approach Bombay Sapphire's Imagination campaign used its Facebook community to provide inspiration for a 3D projection show at London's Battersea Power Station
Facebook 50,000 likes

👍 I LOVE IT! Amazing project awesome event 👍

👍 Super concept! 👍

👍 Fantastic night, great cocktails, very beautiful projection!!! 👍

Bombay Sapphire: % creative brand value by post type



Source: WaveMetric

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

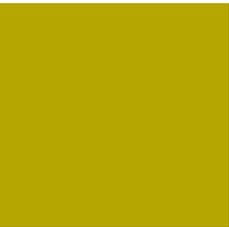


Further details

WaveMetrix is the global leader in buzz research



- We are the only major social media monitoring company to not just capture buzz, but actually read it
- Our analysts can read, interpret and classify every customer comment, in any language from any social media
- We work with many of the world's leading brands
- Our clients choose us because we don't just measure buzz, we help them understand and act on it



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