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# Springboarding from Social Listening to Social Intelligence

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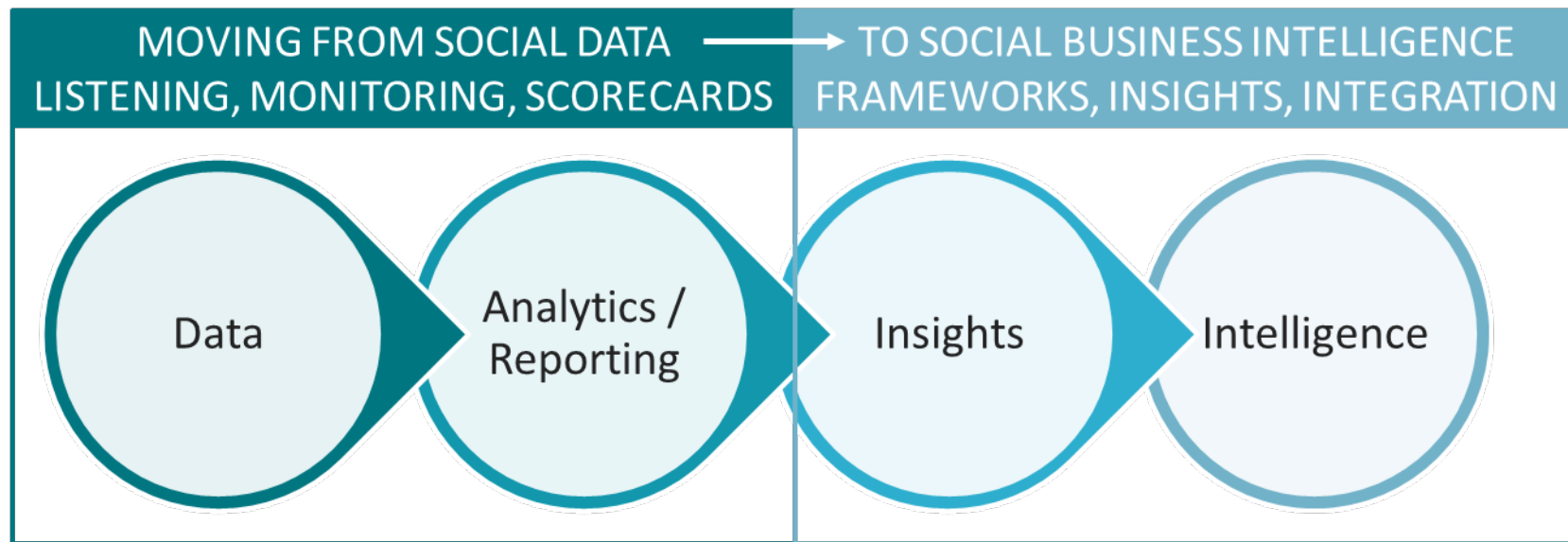
Marketers now have  
unprecedented  
access to consumer's  
organic, unfiltered,  
unsolicited feelings



# The struggle lies in making sense of all the social data



# Proven frameworks help us uncover deeper insights





# SOCIAL DATA CAN HELP CREATE A DYNAMIC MARKET STRUCTURE AND BRAND EQUITY SCORE



# In 2015, Volkswagen was tangled in an emissions scandal...



After EPA Testing found emissions much lower during standard testing than during on-road performance, Volkswagen eventually admitted that 11 million of its vehicles were equipped with

**SOFTWARE USED TO CHEAT ON EMISSIONS TESTS.**



# ...resulting in a backlash across media platforms



## NEWS REPORTS

*The New York Times*

### How Volkswagen Is Grappling With Its Diesel Scandal

BUSINESS DAY

*It Took E.P.A. Pressure to Get VW to Admit Fault*

INTERNATIONAL BUSINESS

*VW Reveals It Misstated Emissions of Gas Cars*

BUSINESS DAY

*As Volkswagen Pushed to Be No. 1, Ambitions Fueled a Scandal*

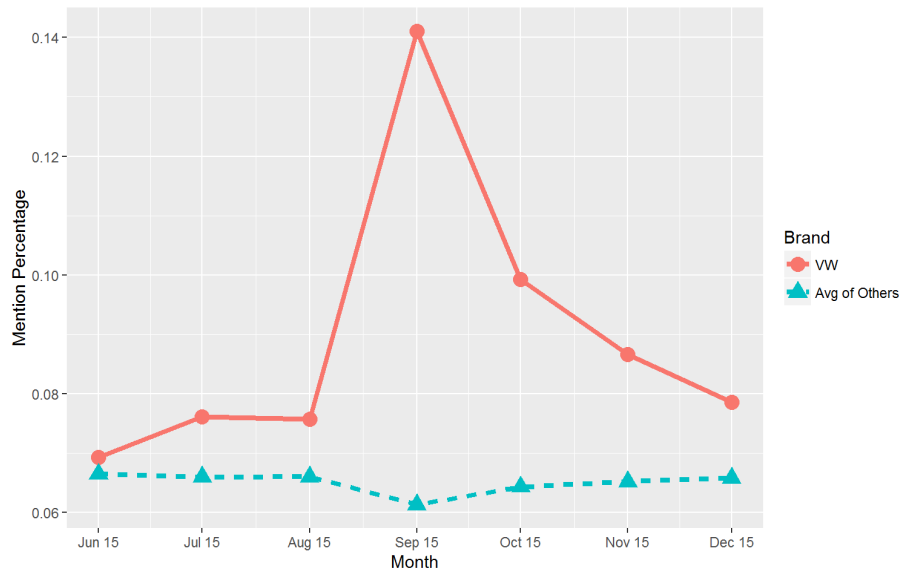
## SATIRE



## INTERNET MEMES



# We looked at the VW image before and after the scandal





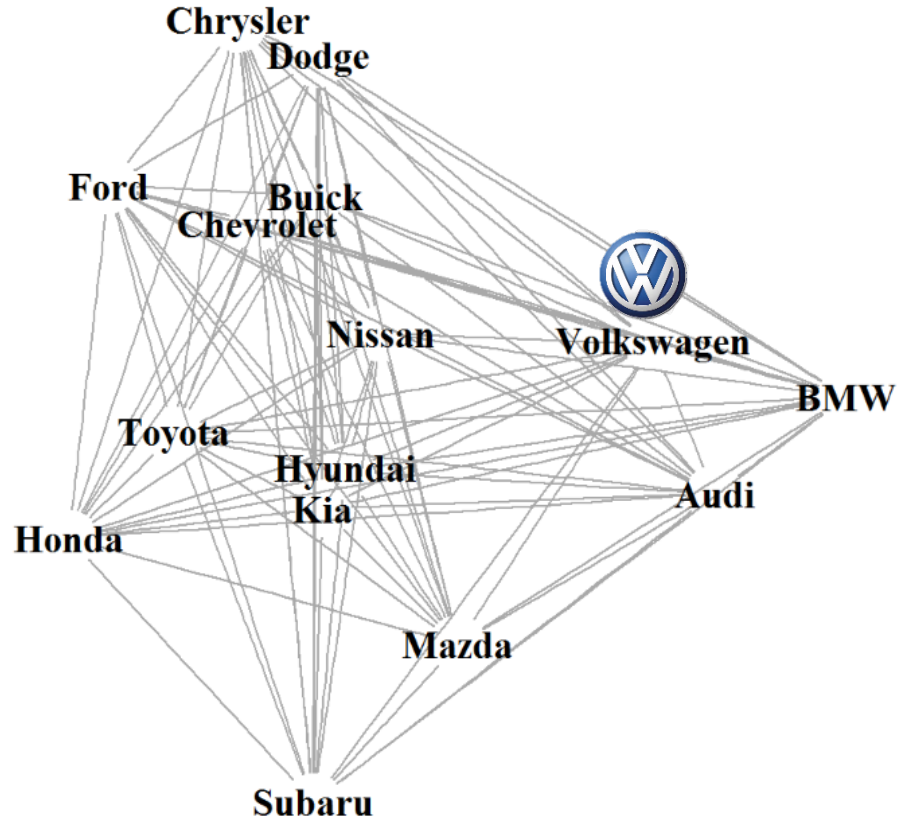
# Being mentioned with other brands infers a relationship

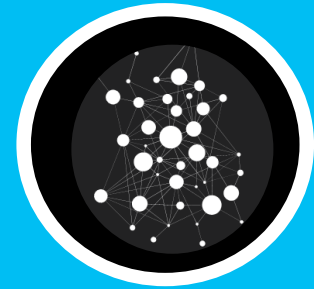
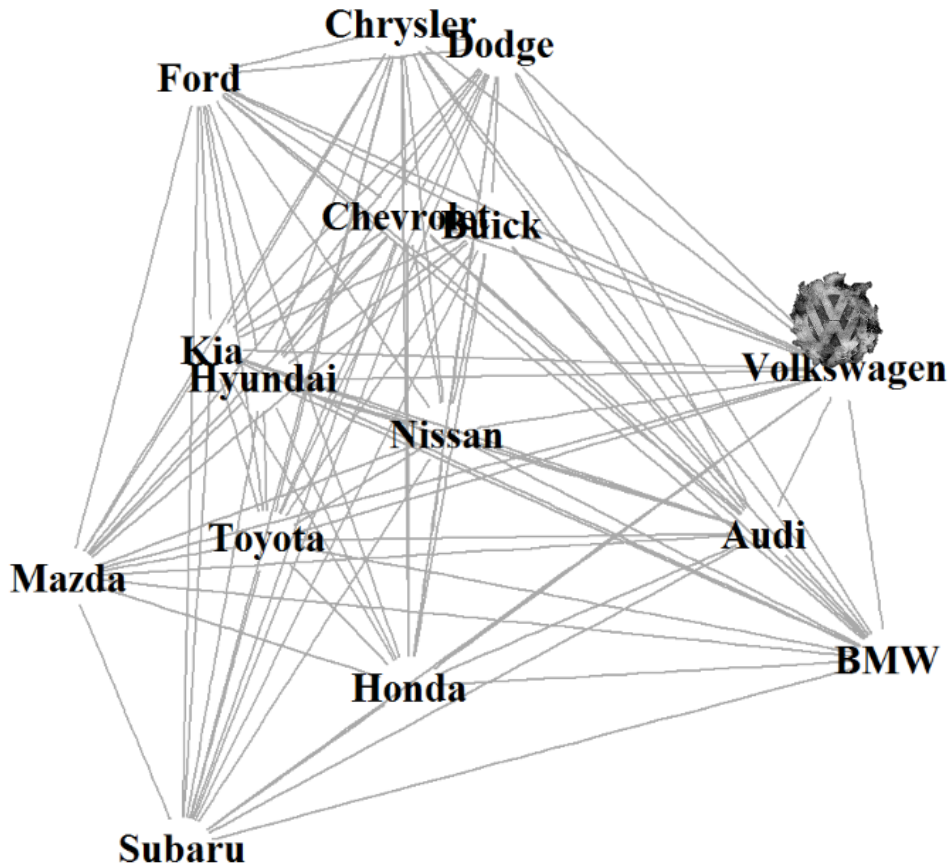




(PRE-SCANDAL)

**VW BRIDGES GAP  
BETWEEN US AND EURO  
BRANDS AND COMPETES  
WITH PREMIUM US  
BRANDS**

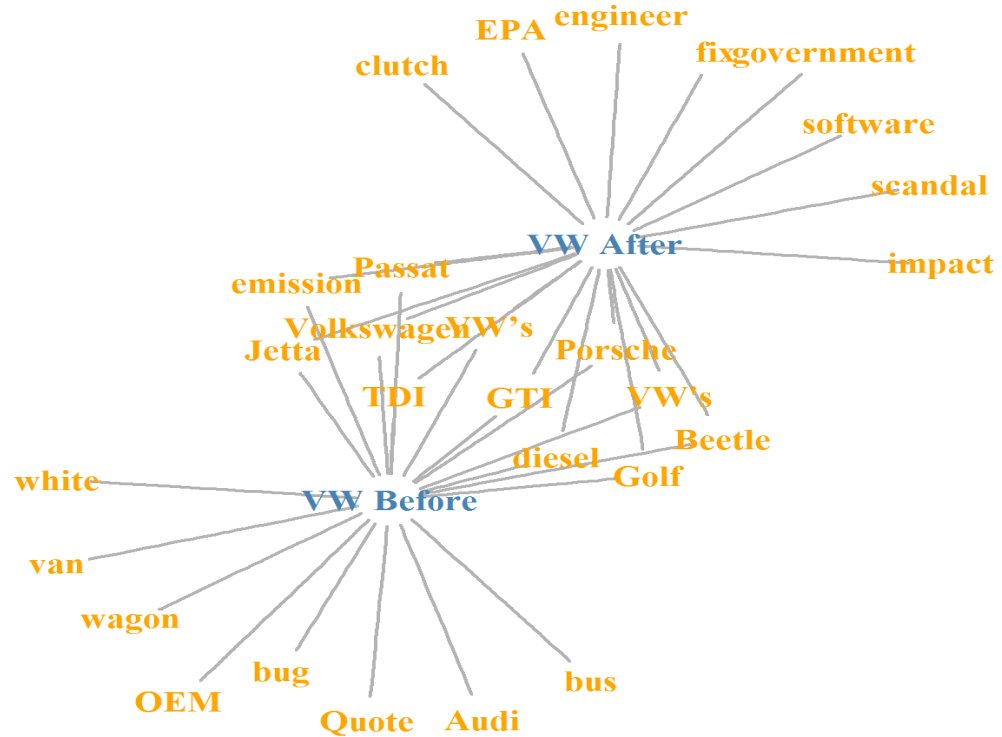




**(POST-SCANDAL)  
VW STRONGER POSITIONED  
WITH EURO BRANDS AND  
LOSING CONNECTION TO US  
BRANDS (AND CONSUMERS)**

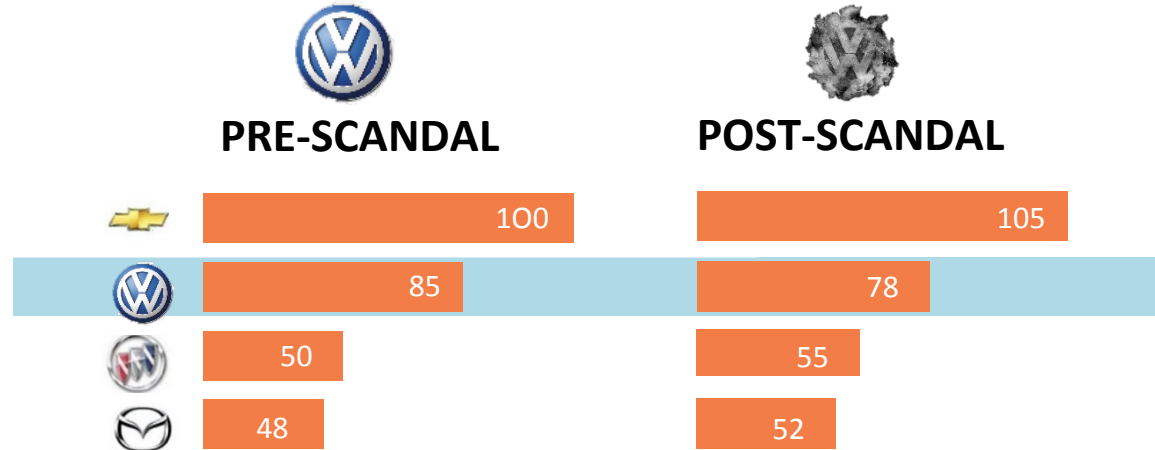


SCANDAL RESULTED IN A MORE NEGATIVE BRAND ASSOCIATION NETWORK, EXPECTATION IS THAT IT WILL BE SHORT-LIVED





## CHANGES IN A BRANDS ASSOCIATIVE NETWORK IMPACTS ITS 'BRAND DENSITY SCORE'



PRELIMINARY ANALYSIS

# Social findings were consistent with in-market impact



## FINDINGS



- Spike in VW mentions and negative sentiment post-scandal
- Frequency of mentions returns to normal levels relatively quickly
- Impact of VW's position in market appears to be minor

## MARKET IMPACT

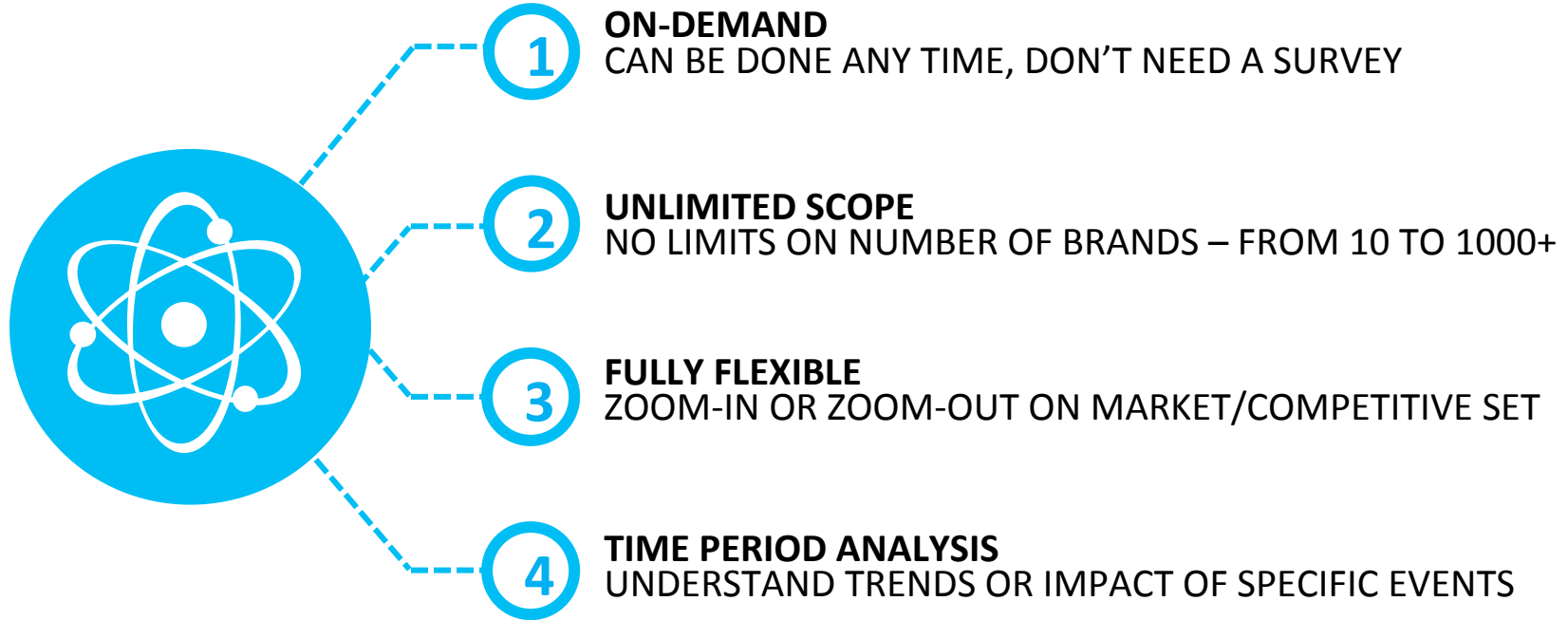


- Sales declines related to affected diesel models VW stopped selling
- Perceived to be impossible that VW could still be cheating
- Rebates and strong reputation helped weather the storm

Source: autoguide.com "how-much-has-dieseltgate-affected-vw-sales"



# FOUR BENEFITS



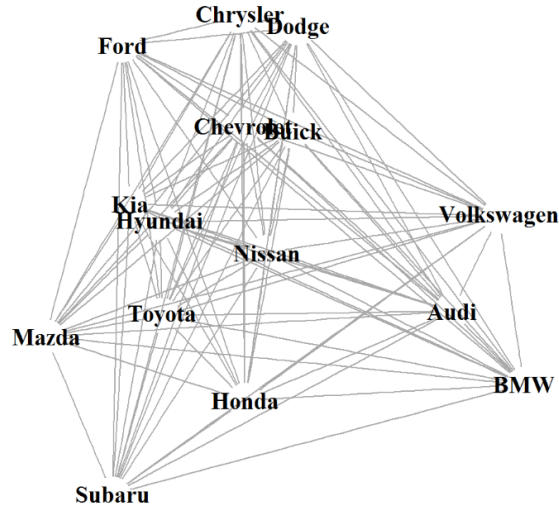
# IN SUMMARY



SOCIAL DATA PROVIDES ACCESS  
TO ORGANIC CONSUMER DATA



PROVEN FRAMEWORKS ESSENTIAL IN  
MOVING FROM DATA TO  
INTELLIGENCE



TRUE FORESIGHTS COME FROM  
INTEGRATION OF SOCIAL  
INTELLIGENCE WITH OTHER INSIGHTS





# Thank You!

## GAME CHANGERS



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# Q & A



Andrew Jeavons  
Mass Cognition



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