

Brand Signals Case Study 3: FROM AWARENESS TO BRAND PRESENCE

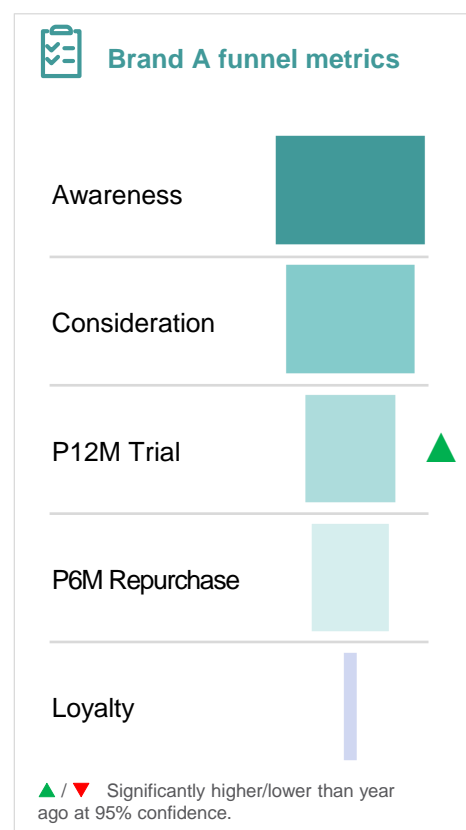
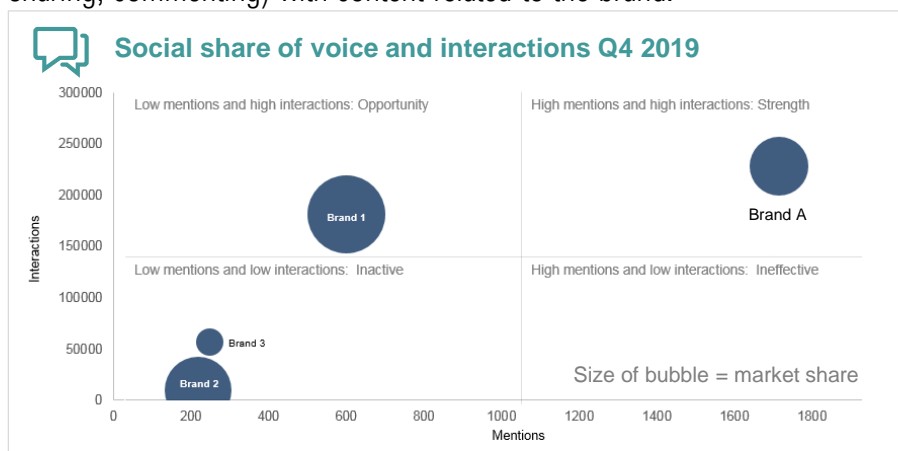
Client Question

How does my social media strategy affect my brand penetration?

AN INCREASE IN PRODUCT TRIAL, WITHOUT PAID ADVERTISING

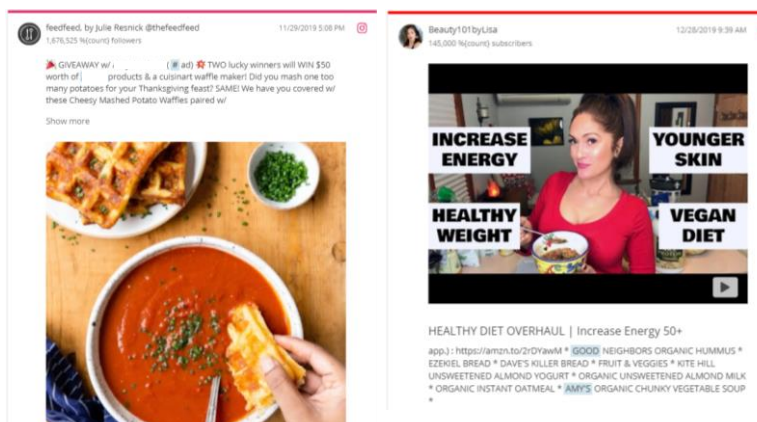
Over the past year this frozen food brand was able to sustain its market position and increase past 12-month product trial (a proxy of penetration) without paid advertising.

Social media data allowed Ipsos to understand how the brand is perceived online and what is helping to grow past 12-month product trial. It is evident that despite not being the market leader, this brand has a significantly higher share of social media voice (more mentions of the brand) versus its competitors and more people were engaging (liking, sharing, commenting) with content related to the brand.



Examining social media interactions with the brand, Ipsos identified that people interacted with influencer content, which was promoting active contests, giveaways and health benefits of the product range to encourage product trial.

Brand A interactions Q4 2019



180,000+
Interactions
across 2 posts
in Q4 2019.

Impact

Maintaining your position in a crowded category is difficult, especially if your competitors are advertising above the line and you are not. Ipsos showed how social helped maintain this brands market share and increase past 12-month product trial in survey. Based on its social analysis, Ipsos was able to recommend the potential impact of a mass-reach, above the line campaign to complement the current social strategy, which could help further increase awareness of the brand and keep it present in the minds of consumers.

The Power of Brand Signals

Brand Signals allows you to see your brand presence in social, across owned and earned content (including influencers). It allows you to see how you compare to competitors and identify what is generating genuine engagement, which can directly feed into your own social strategy and improve future brand growth.

