DRIVING IMPACT IN A CHANGING WORLD

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Ipsos

Identifying the Signal in the Noise

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Session 3: Information Ecosystems

2019 -

Social Data never sleeps!

A MINUTE ON SOCIAL MEDIA MEANS...

481,000 Tweets

3.3 Million Posts

2.4 Million Snaps created

936,000 Views

3.7 Million Search Queries

65,000 Photos and Videos uploaded

4.3 Million Videos Viewed

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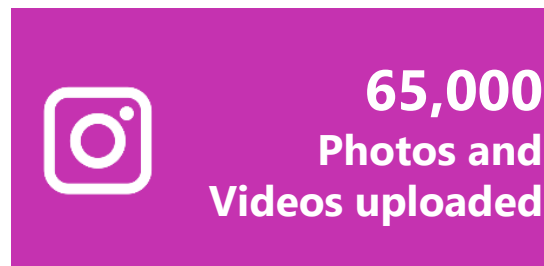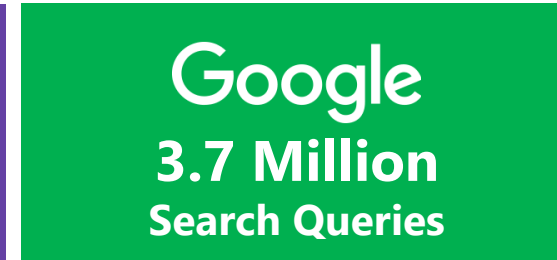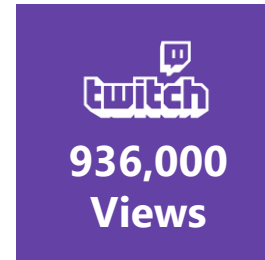
Help Clients Leverage the Power of User-Generated Content

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We combine the latest advancements in artificial intelligence with our unparalleled human expertise in market research to bridge the complex world of unstructured data with the one of unanswered business questions.

Ipsos acquired Synthesio to reinforce its Social Intelligence capabilities and create an innovative value proposition for clients!

Synthesio, the leader in Social Listening Platforms since 2014

OVERVIEW

- Founded in 2006 in Paris
- 130 employees
- 5 offices in USA, FR, UK, SG & BE
- Forrester Wave leader in 3 most recent reports

Long-Tail Distribution of Data Sources

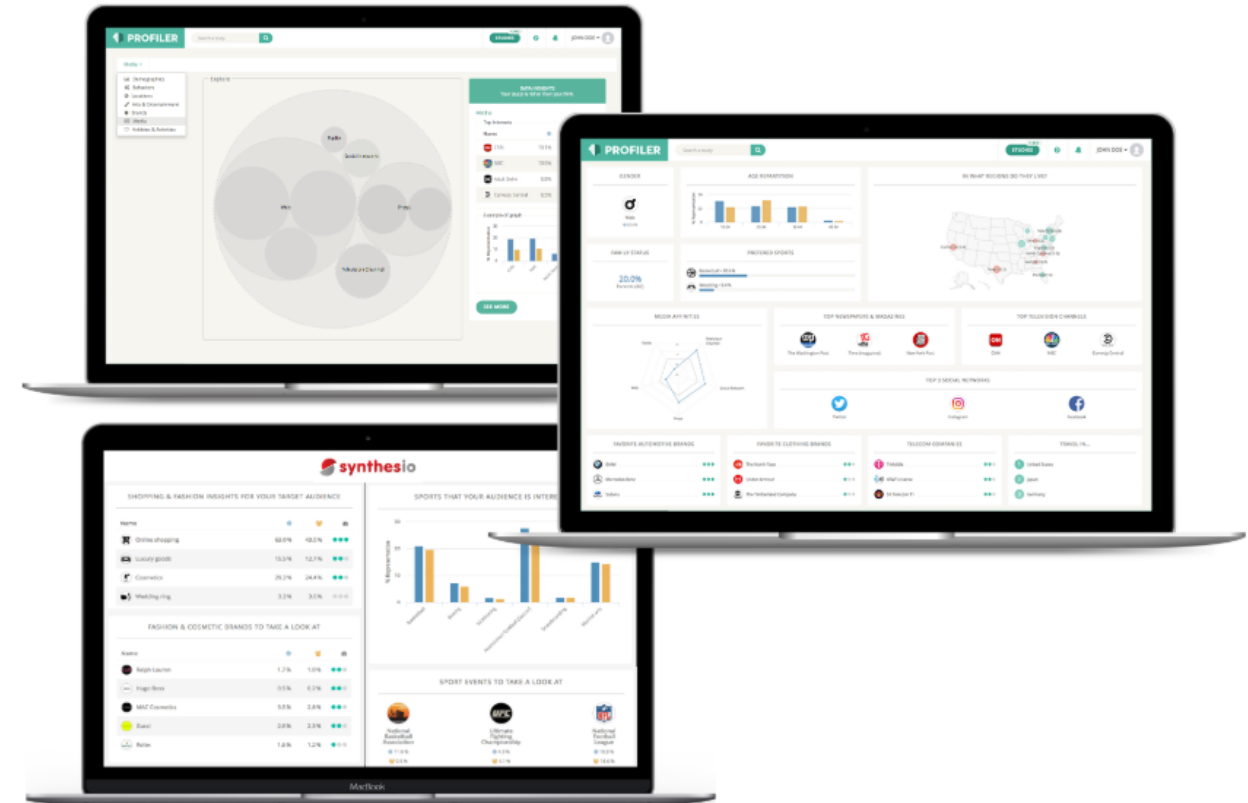Offering the widest array of data across all industries and regions. Chart not comprehensive.

600 million sources monitored in real time!

Listening Dashboards

Audience Segmentation

Audience Analysis

Brand Health

Campaign Analysis

Competitor Analysis

Crisis Management

Customer Feedback

Influencer Marketing

Research

Trend Analysis

Marketing

Public Relations

Customer Experience

Consumer Insights

C-Suite

Ipsos
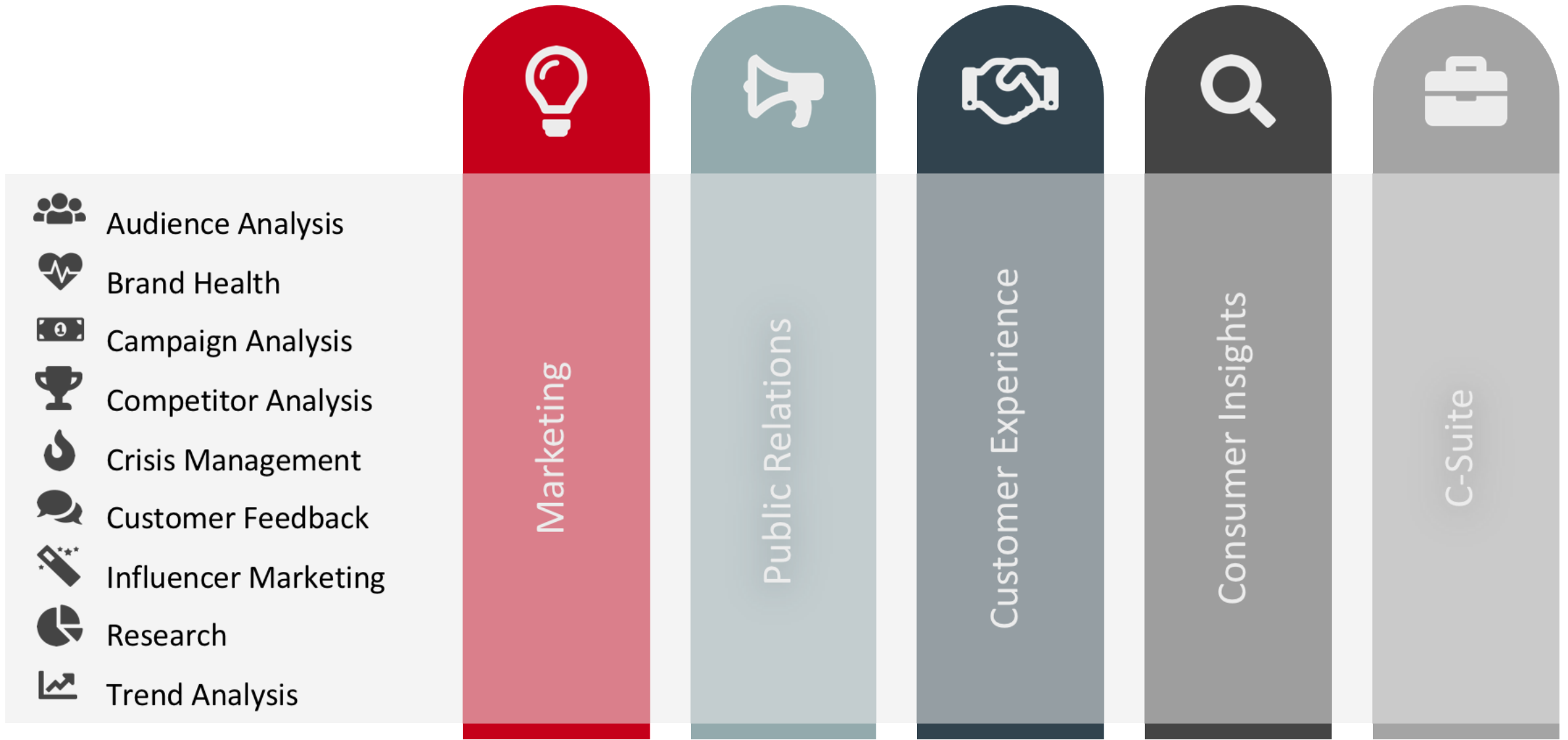
Customer Story: Shell

Shell uses Synthesio to monitor and analyze their clean energy campaigns, including eco-marathons (world-wide energy efficiency competitions), and live events supported by global celebrities. Shell analyzed over 300,000 mentions related to the campaign and determined that customer satisfaction with Shell's clean energy initiatives increased by 6.25%, and the digital reach of Shell's clean energy initiatives increased by 9.6%.

Use Cases

- Brand Health
- Campaign Analysis
- Market Research
- Social Media KPIs

Customer Story: Facebook

facebook

Facebook's global Marketing department is monitoring brand health in all countries, aligned to their four brand pillars: Data Integrity, Trust, Connection and Economic Impact

f

Use Cases

- Brand Health
- Campaign Analysis
- Competitor Analysis
- Crisis Management
- Influencer Marketing

Customer Story: Pernod Ricard

Pernod Ricard

Créateurs de convivialité

Pernod Ricard's New Zealand wine brand adjusted its media budget after it realized via Synthesio Profiler that it should invest 100% of its budget on one regional market instead of dividing the spend across two geographic regions.

Use Cases

- Audience Analysis
- Campaign Analysis
- Competitor Analysis
- Market Research

Detecting the real gems in the data mix

WHAT ARE THE TRENDS IMPACTING YOUR MARKET NOW AND TOMORROW?

TREND SPOTTING
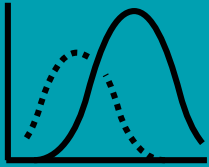
A consumer centric approach to spot early trends and weak signals

TREND MONITORING

Combining social and search data, tracking which trends are rising, stable or declining

TREND PREDICTION

Predicting the trajectory of trends to make sure you select the trends with the highest potential for the future

FRUITS IN ICE CREAM ● R R C C R R

FRUITS CATEGORY TRENDS

● Last year Index ● 5 x kc

SOCIAL INDEX – S C R C

- Lychee
- **Lychee**
- Guava
- Kiwi
- **Pomegranate**
- **Kiwi**
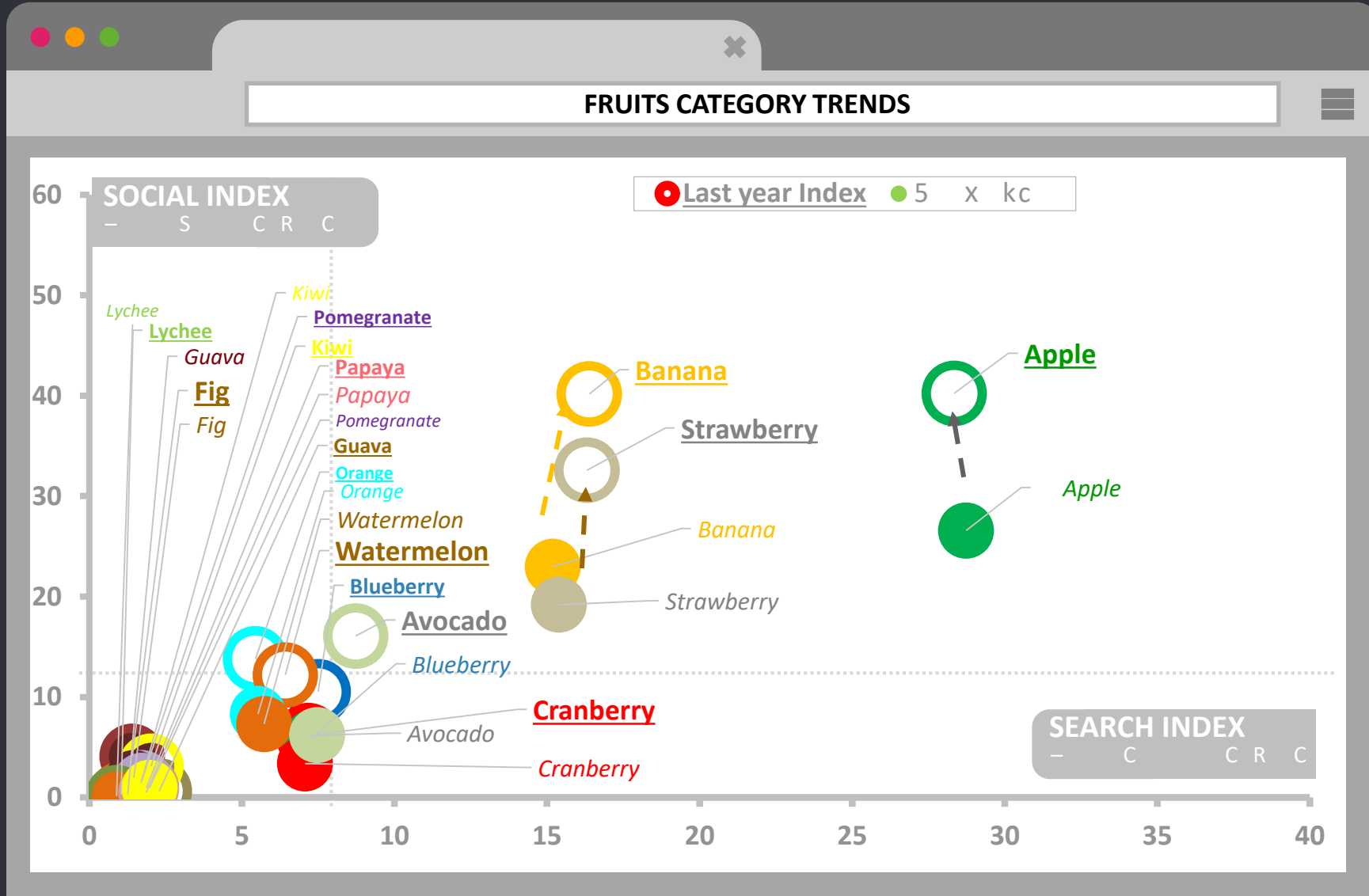- **Papaya**
- **Fig**
- Papaya
- Fig
- Pomegranate
- **Guava**
- **Orange**
- Orange
- Watermelon
- **Watermelon**
- **Blueberry**
- **Avocado**
- Blueberry
- **Banana**
- **Strawberry**
- **Apple**
- Banana
- Strawberry
- Apple
- **Cranberry**
- Avocado
- Cranberry

SEARCH INDEX – C C R C

Weekly data; Social data averaged from April 2012 – March 2017; Twitter, Facebook, blogs, forums. Search Index from Google averaged from April 2012 – March 2017.

FRUITS IN ICE CREAM ● R R C C R R

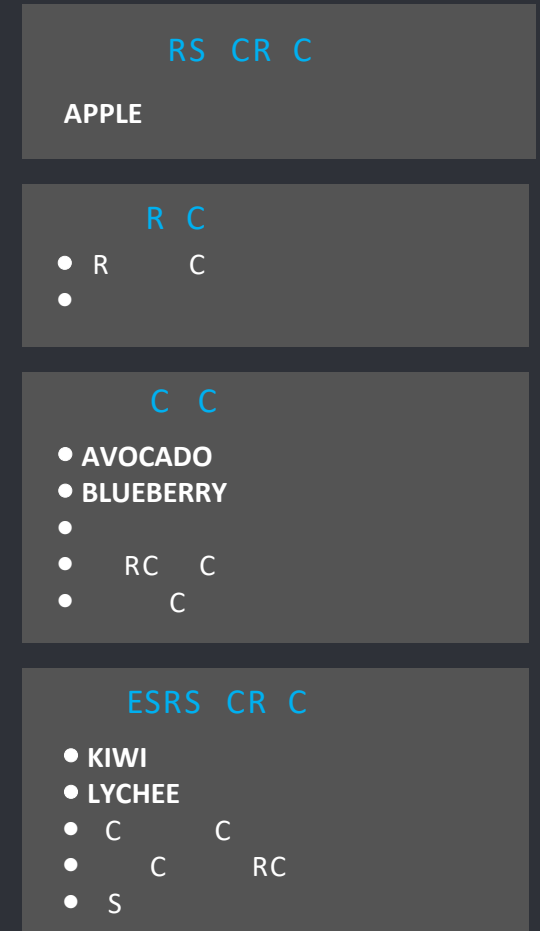## FRUITS CATEGORY TRENDS

Weekly data; Social data averaged from April 2012 – March 2017; Twitter, Facebook, blogs, forums. Search Index from Google averaged from April 2012 – March 2017.

Ipsos

THE HEALTHY STARS

Rg   e ttfs   ttf ks   gx   sg   g ffk s x   xs k s g x sg   xs k ffkk
kk   s k s   x   Rg   ttf   e   k   xs k   s kc k ffkRg   x sg
k   ttf   ttk s   sg

- AVOCADO
- ACAI
- CRANBERRY
- BLUEBERRY
- BANANA

THE HIGH POTENTIAL FRUITS

Rg   x ffk   k ffk kttf   e k   xs k   k sg   e ttfs k ffkk   x   s sg
k s kc k ffk k   xs k k   kk s k   sg   x   s Rg g ffk
kk s k s   x sg   s k   x   s x ffk c xkc c xs s   x   k ffksg
x sg   sx   k sg ettsfttf   g   g   s   xk ttf   k ffk c   ! Ex
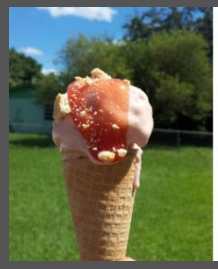
- KIWI
- LYCHEE
- RED GRAPE?

THE FOODIES' FAV

Rg   e ttfs x   ttfg x   xs c s ffkttf s e c xkc kk   xs   x xs   Rg
kk s k s   x sg Cxs k ffk   s c xkc   c k!s   xk   c k   esg
gx k ffk   s ks x s   k sg   x sg   c k sg k x ettsfttf

- FIG
- GUAVA
- ORANGE
- WATERMELON
- STRAWBERRY

THE LOW POTENTIAL FRUITS

Rg   e ttfs   ttf ks   ss s k c ttf k   sg   sg ttsf x   kk s k s
x   Rg   k   c k   sgxs sg   e ttfs   g ttfc   s kc k ffkk x k x
ettsfttf

- MANGOSTEEN
- GOGI BERRY
- ASIAN PEAR
- PAPAYA

WHO ARE THE CONSUMERS?
WHO SHOULD YOU TARGET TO WIN?

PROFILE
CONSUMERS

Build personas and uncover their needs and motivations from a combination of social conversations and survey data

FIND
AUDIENCES

Enrich your segmentation with behavioural data to understand lifestyles, hobbies, media habits, and select the profiles with highest potential

TARGET
SEGMENTS

Real-life impact: where, when, and how to reach your segments in the digital and offline worlds

ENRICHING PERSONAS IN BASED ON AUDIENCE PROFILING

DRIVING IMPACT IN A CHANGING WORLD

Thank you

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