

Social CEOs in The Digital Transformation Era

Elie Aoun CEO – Ipsos

MESMF - Mövenpick Hotel & Resort Beirut
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Who Are We?

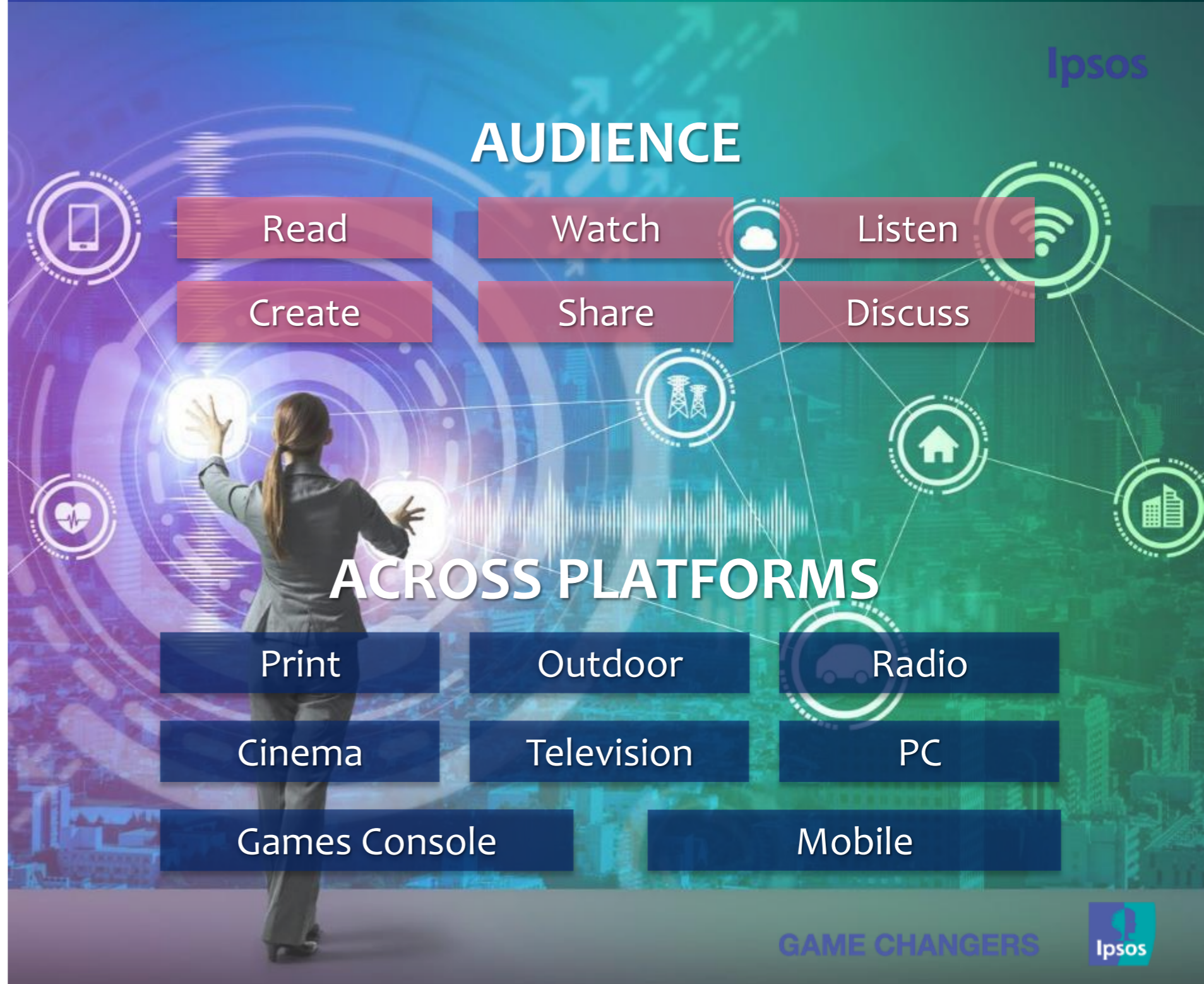
Present in 90 countries, covering 15 countries in MENA

5,000 global clients and more than 800 in MENA

950+ full-time employees and 1,500+ freelance interviewers in MENA

More than 1 million interviews conducted in MENA per year

We understand how consumers **CONNECT** with media and content across platforms



A Sneak Peak On Digital Behaviour In MENA

96%

CONNECTED TO THE INTERNET

50%

E-COMMERCE USERS

94%

USE SOCIAL MEDIA AND CHATTING PLATFORMS



People Connected To The Internet Mainly Use



WhatsApp
92%



Facebook
89%



Facebook
Messenger
66%



Instagram
49%



Twitter
49%



SnapChat
44%



1 Internet Minute Means...



1 MILLION
LOGGING IN



2.1 MILLION
SNAPS CREATED



347,222
SCROLLING
INSTAGRAM



694,444
HOURS WATCHED



3.8 MILLION
SEARCH QUERIES



41.6 MILLION
MESSAGES SENT



87,500
PEOPLE TWEETING



4.5 MILLION
VIDEOS VIEWED



Is Your CEO On Social Media? If Not, Your Business May Be At Risk.

Roughly 60% of fortune 500 CEOs are NOT active on any social media channel and fewer than 12 percent are ACTIVE on more than one channel.

Building Brands



John Legere, T-Mobile CEO:
“I have more than 3 million followers and because many of them are famous people (including Oprah), I have enormous reach via retweets. We did an analysis of this and it’s not unusual for one of my tweets to get 150 million impressions. This is no game. It’s a way of driving my business.”

Recruiting Talent



Jerome Ternynck, founder and CEO of SmartRecruiters, says that he keeps up with high-potential individuals so that he has a pipeline of candidates for whenever he needs to hire.

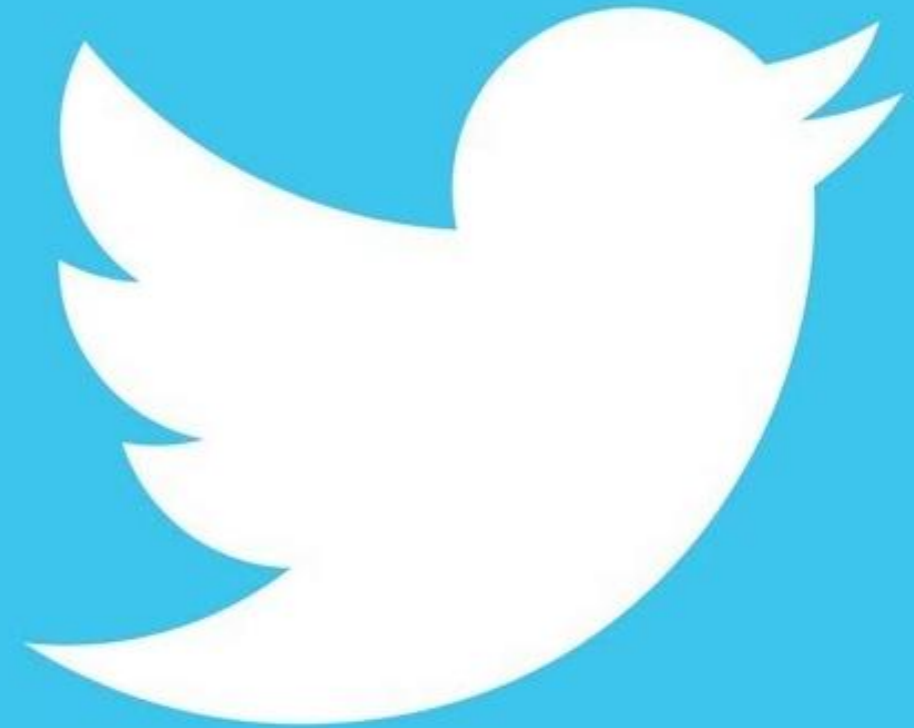
Staying Up-to-date



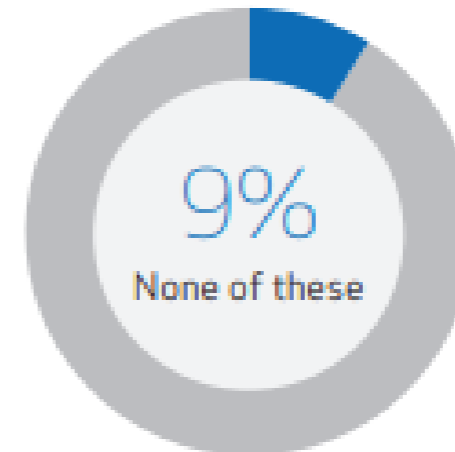
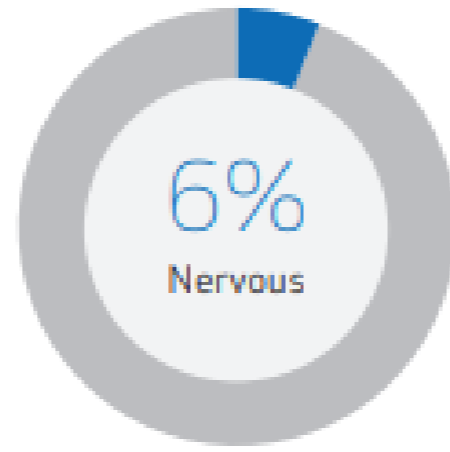
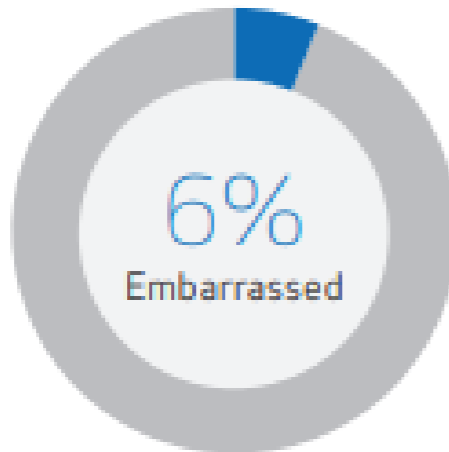
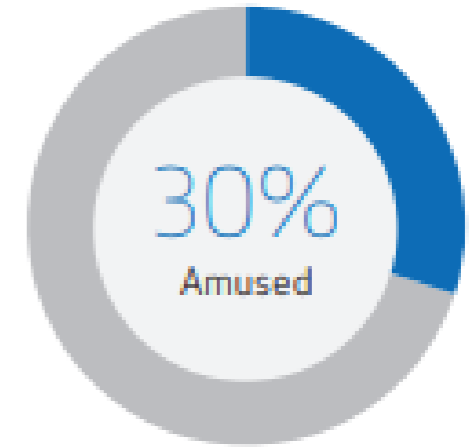
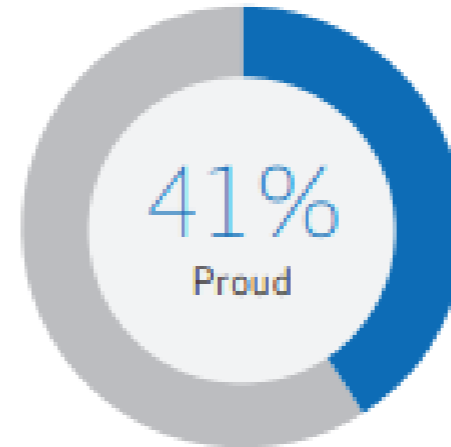
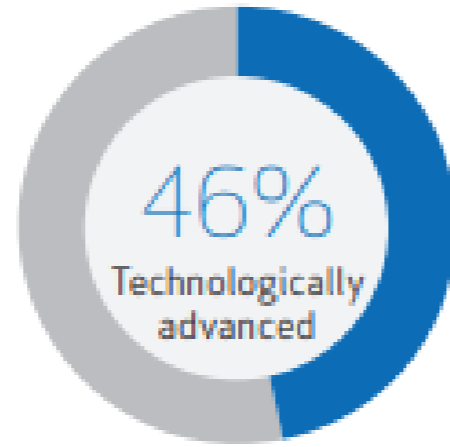
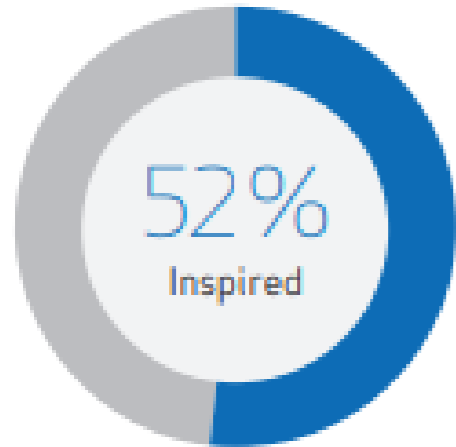
80% of employees say that they prefer to work with Social CEOs and 81% believe that CEOs who engage in social media are better equipped to lead companies in the digital world.

77% of consumers said they would buy more from their favorite brands if the company's CEO was tweeting.

-Sprout Social



How CEO's Social Media Participation Makes Executives Feel



Whether you like him or not

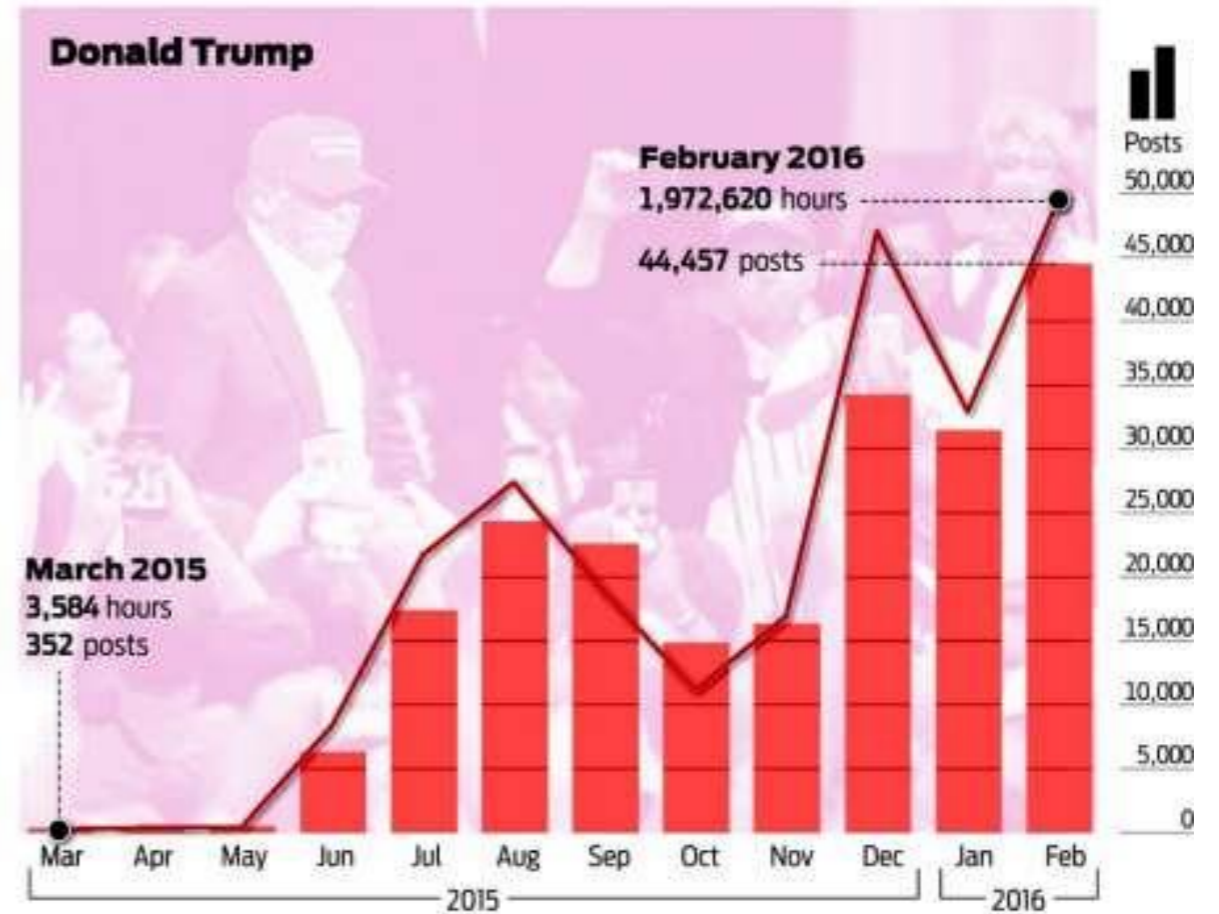
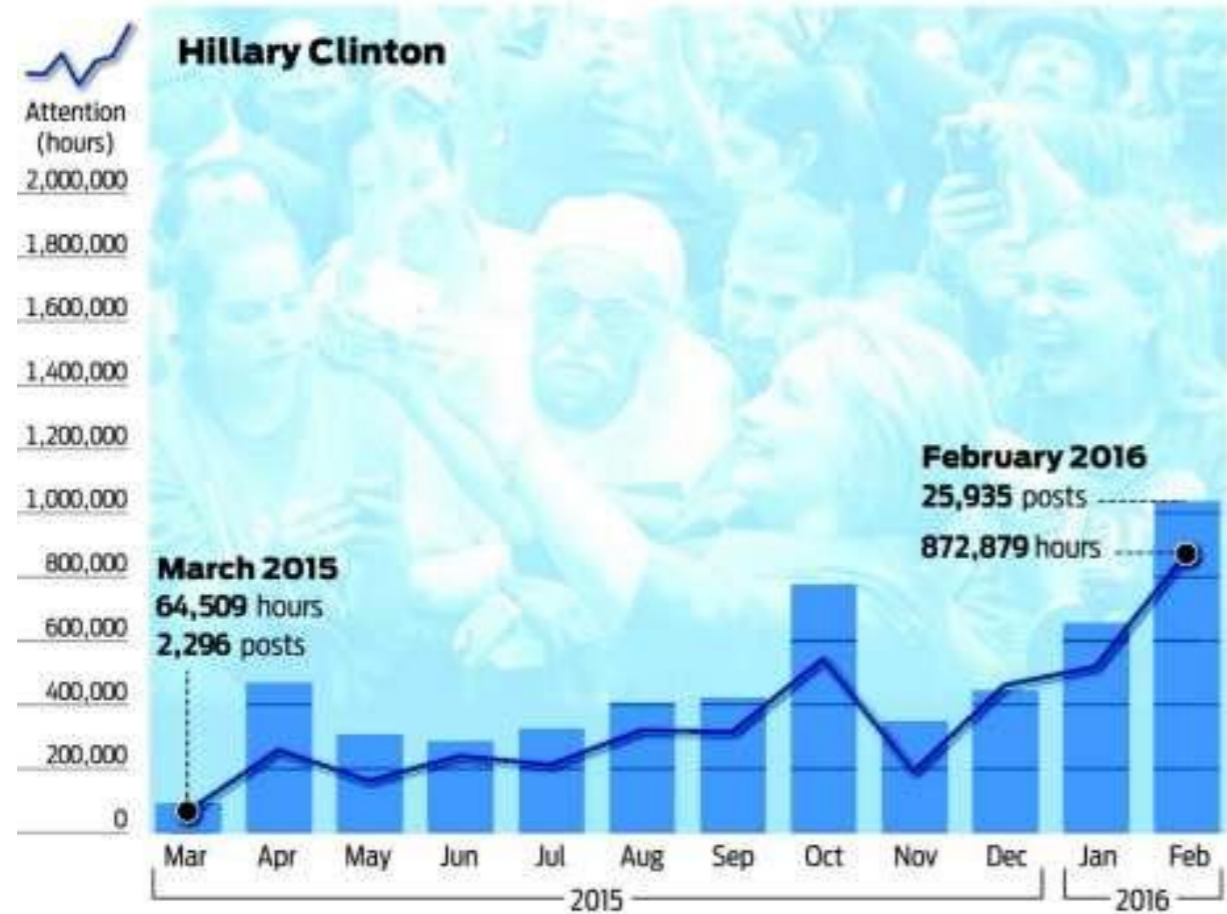
The most unique feature of the first Twitter-based presidency in the United States is the intense and unprecedented use of the internet as a political tool.



By posting multiple times daily, Trump and his opinions are constantly “trending,” continuously reinforcing his strong online influence.

How Clinton got Trumped?

A year ago, people were spending thousands of hours reading and reacting to posts on social media about Hillary Clinton, even before the former secretary of state had formally announced her bid for the presidency. Yet in a few months, Donald Trump went from being largely ignored to overtaking her as the center of the political conversation online.



Sources: SocialFlow; Clinton photo: Max Whittaker / New York Times; Trump photo: Ross D. Franklin / Associated Press

John Blanchard / The Chronicle

Of course you know this guy



On LinkedIn, he shares stories about:

Virgin, Leadership, Communication, Customer Service, Branding, Technology, and Innovation.

Branson has 12,000,000 followers on LinkedIn

Branson puts a face on Virgin. He makes Virgin human

A small comparison based on past year metrics



John Legere



Richard Branson



**Sheikh Mohammed
Bin Rashed**



Imad Kreidieh

Mentions	238,224	244,538	4,037	4,581
Social Reputation Score	52.93	53.06	50.63	49.42
Twitter Followers	6,210,938	12,547,155	9,573,312	8,531
Media Value	\$ 1,319,131	\$ 1,530,222	\$ 27,333	\$ 3,073

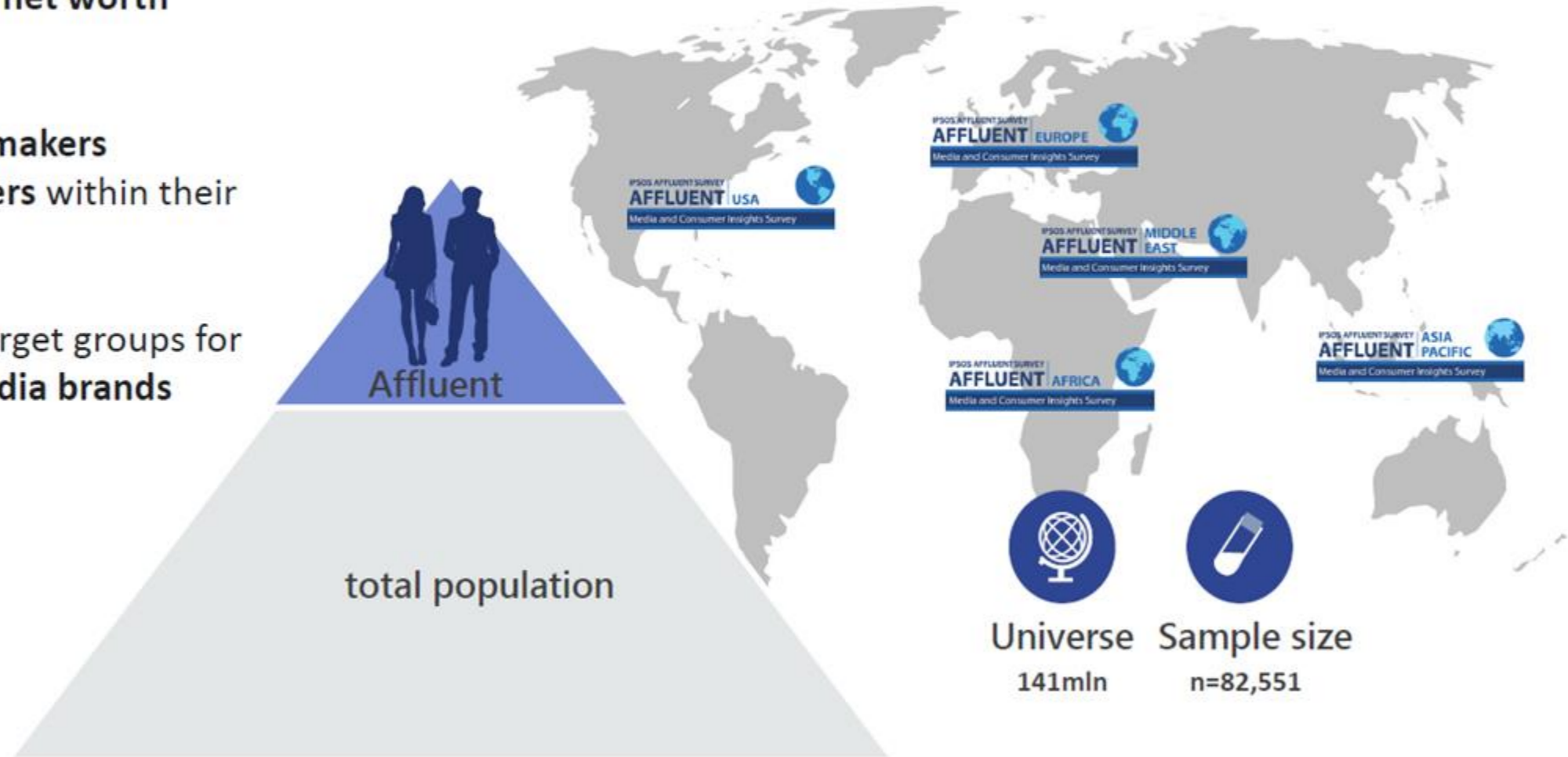
The behavior of Middle East affluent people on social media where most of them are CEOs

Who Are The Affluent?

Affluent are...

- Well off, high net worth individuals
- Trendsetters
- Key decision makers
- Opinion leaders within their communities

And important target groups for international media brands



Profile of the Affluent in Africa and Middle East

Fieldwork

Partially conducted online (+/-37%) and partially conducted face-to-face (+/-63%)

Average Age

39 years

Average personal income

€ 73,000 Middle East

€ 37,000 Africa

Speaks foreign language

55% Middle East

51% Africa

University Degree +

82% Middle East

79% Africa

Proportion male

83% Middle East

65% Africa

Average number of air trips in past year

6 Middle East

5 Africa



Growth of Affluent Universes (2010 > 2018)

IN THE MIDDLE EAST:

+45%

UNIVERSE IN 2018: 1.8 MLN



The Affluent in Africa and Middle East: International

Studied/worked/lived abroad for 6+ months:

48% *Middle East*

Proportion of expats:

38% *In Gulf countries of ME*



88% *Africa*

86% *Middle East*

**People come to me for advice
about finance and/or tech**



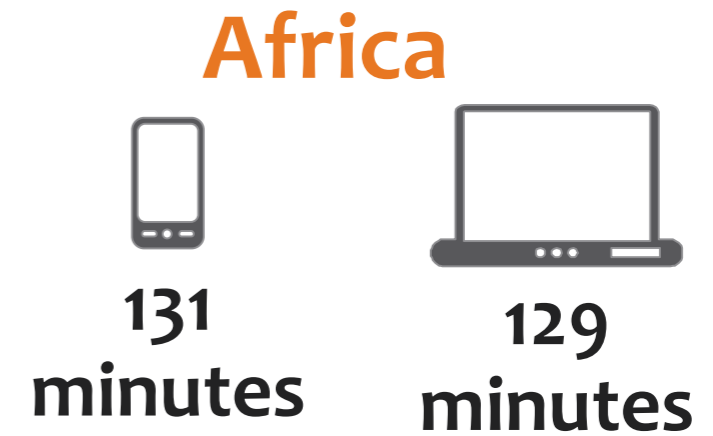
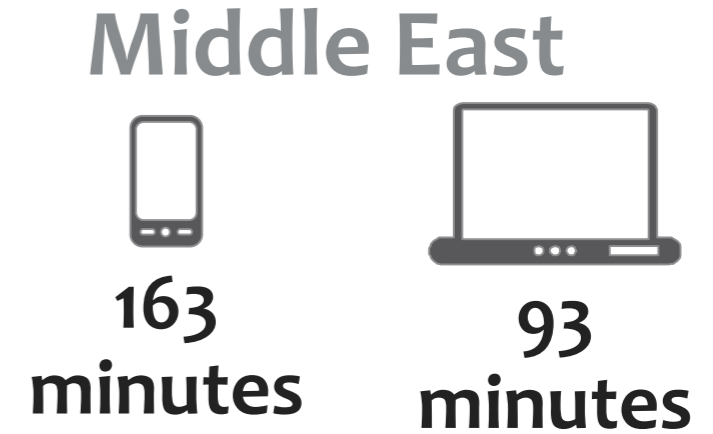
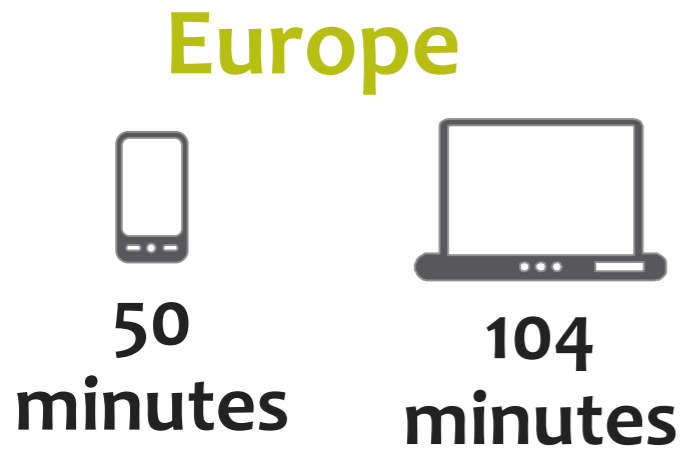
17% *Africa*

11% *Middle East*

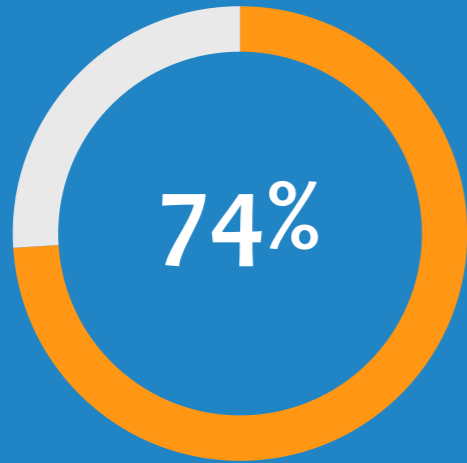
3% *Europe*

Set up a new company in the past 12 months

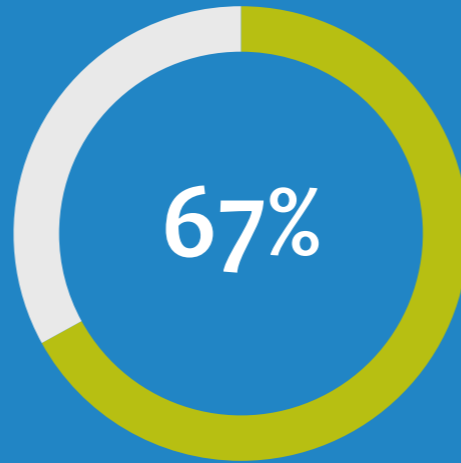
Time spent visiting sites & apps on average day: mobile vs PC/Laptop



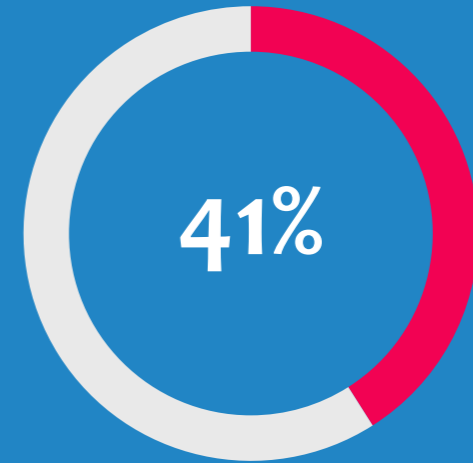
Middle East



Africa

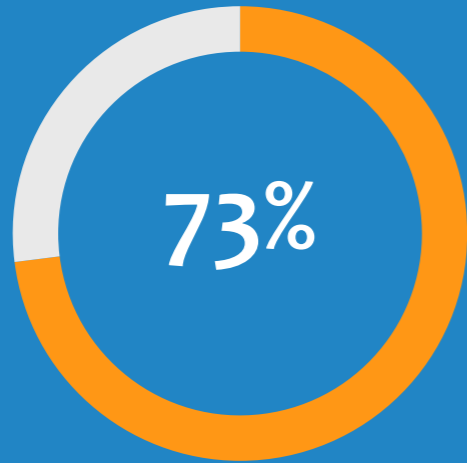


Europe

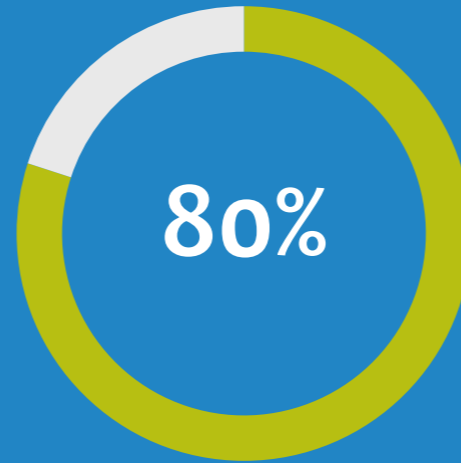


 **WATCHED TV, ON OTHER DEVICE THAN TV SET**

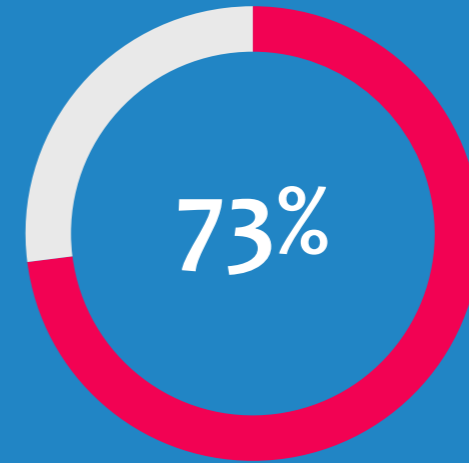
Middle East



Africa



Europe



 **READ DIGITAL VERSION OF PUBLICATIONS**



90%

visit 1 or multiple social media platforms, several times a day



1 out of 8 claim

SOCIAL MEDIA IS THEIR FIRST SOURCE OF NEWS

Over 98%

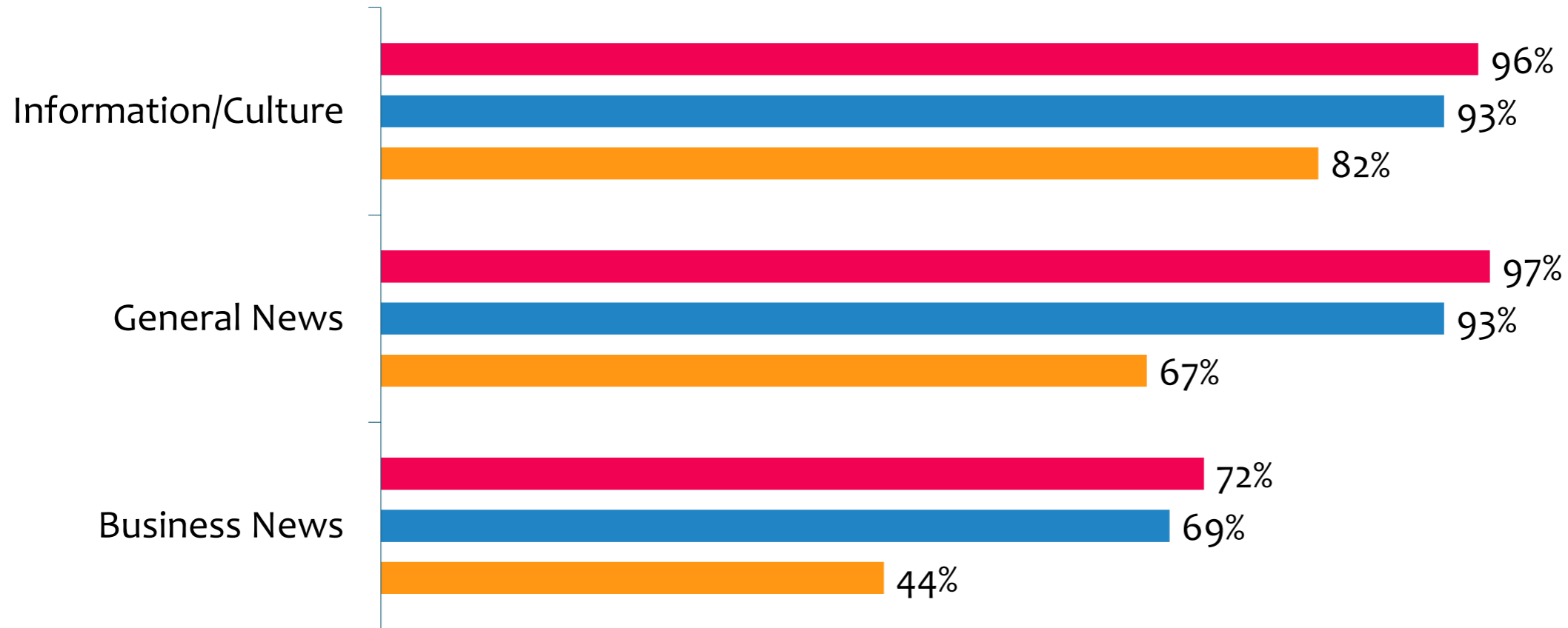
have consumed international
media in the last 30 days



Source: Affluent Africa 2018, Affluent Middle East 2018

Consumption of International Media – Last 30 Days

■ Middle East ■ Africa ■ Europe





The Affluent in Africa and the Middle East

Young

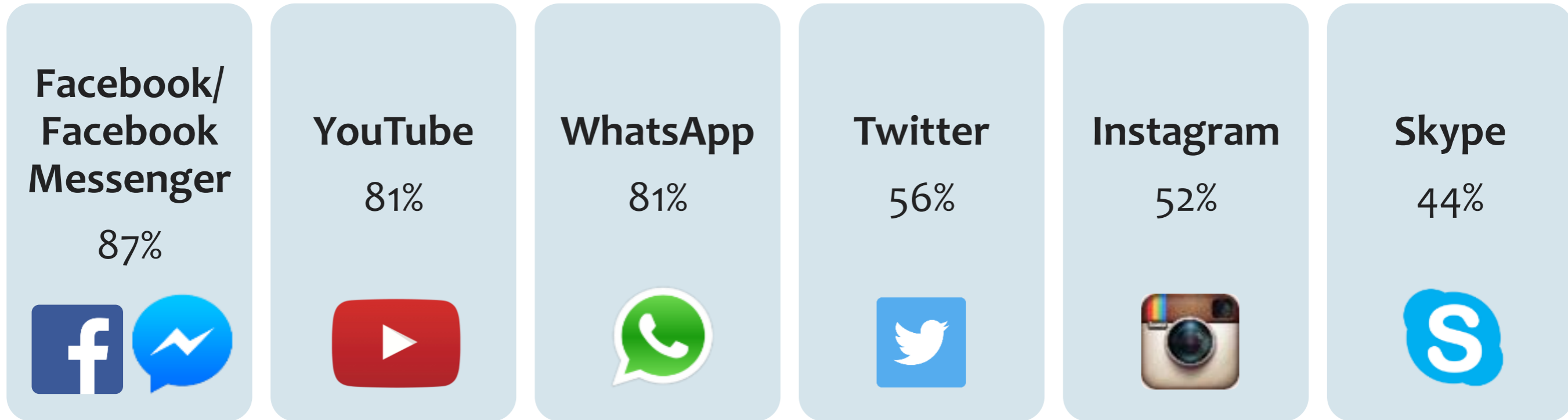
Thriving

Ambitious

Urban

Digital-minded

Facebook/Facebook Messenger, YouTube and WhatsApp are the top social networking sites visited by affluent people in the Middle East.



Habits of Majority of Middle East Affluent Individuals

Heavy internet users and heavy TV viewers

Spend more than 18 hours/week on internet

Over 14 hours spent in front of the TV

Range between light and heavy readers

Maximum of 5 hours per week reading prints

.. But What Is Important To Them?



To contribute to the community they live in

For other people seek and respect their opinion

To be asked for their advice when looking to buy technology and electronic products

Having said that

- In this ERA everyone is online. While CEOs used to be active in the press and on TV, now they are closer to people on social media.
- If your company is not socially active, your competitors are!
- Even though there is still no proper measurement to evaluate the effectiveness of social media ... but definitely it is impacting PR - Branding and Social Listening which were not available two decades ago.

The world is starting to depend more on the internet and social media, we have to be there to stay part of it!

Thank You

Elie Aoun CEO - Ipsos



Elie Aoun • 1st
CEO at Ipsos Connect MEAP
Lebanon

