



HOW TO AVOID AN **#EPICFAIL**

IPSOS COMMUNITIES





I was recently social media stalked by a TV comedian.

My partner sent a harmless tweet about delivery of tickets to a comedian before his show, which included my Twitter handle. The comedian then used this tweet, as well as the everyday tweets of myself and my partner, as fodder for his comedy show to an audience of over 2,000 people. The experience was hilarious, but also fascinating from a market research perspective. It demonstrated to me just how quickly social media content can be shared, judged and manipulated in a way not intended by the author.

Social media offers brands a captive audience to engage and excite, reached by just the click of a button. However, this also means that when things go wrong, it's there for all to see. In social media terminology, it's an #epicfail.

We can post, share, like, comment, hashtag, follow and befriend when we have something to say or want to express a point of view. But social media is a world of extremes and this is why we must be very careful.

Social media is no longer a niche channel. The Ipsos Tech Tracker found that 2 in 3 people have visited a social media site in the last three months. With a more mainstream appeal [broadly equal spread with regards to age of users], Facebook remains the most visited social networking site [63% in Q4 '2017'].

When we see extreme positivity and brand love, it is wonderful. The spontaneous expressions are a rich source of insight, and is why Ipsos has developed a social business intelligence practice to deep dive into these conversations.

But let's think about the other side - when brands #epicfail. Never before have brand actions been more scrutinised publicly by consumers.

It feels like every week a new brand controversy bubbles up in social media, spilling over into mainstream media. The resulting social media backlash often skews the original intent of the brand and causes lasting damage to brand engagement and reputation. This is when brands #epicfail.

BUT THERE ARE WAYS TO TEST OUT IDEAS, CONCEPTS AND CAMPAIGNS BEFORE LAUNCH IN ORDER TO POTENTIALLY AVOID A SOCIAL MEDIA BACKLASH. RESEARCH COMMUNITIES CAN OFFER BRANDS A WAY IN WHICH TO AVOID AN#EPICFAIL BY PROVIDING A SAFE SPACE FOR BRANDS.

Communities are online environments mimicking much of our natural social media behaviour and allowing us to safely explore, develop and optimise ideas and communication before releasing them into the wider world.

WHAT ARE COMMUNITIES?

Ipsos Digital Communities are collaborative online environments which allow you to interact with people in real-time. This enables us to really understand what people think, do and feel and offers participants an immersive and engaging experience.

There's no 'one size' fits all approach to communities, so they're tailored according to the business objectives.

For every community, we develop a bespoke series of activities to address your research needs. These activities utilise the broad toolkit at our disposal in the community environment.

Activities can be:



Text, photo or video based



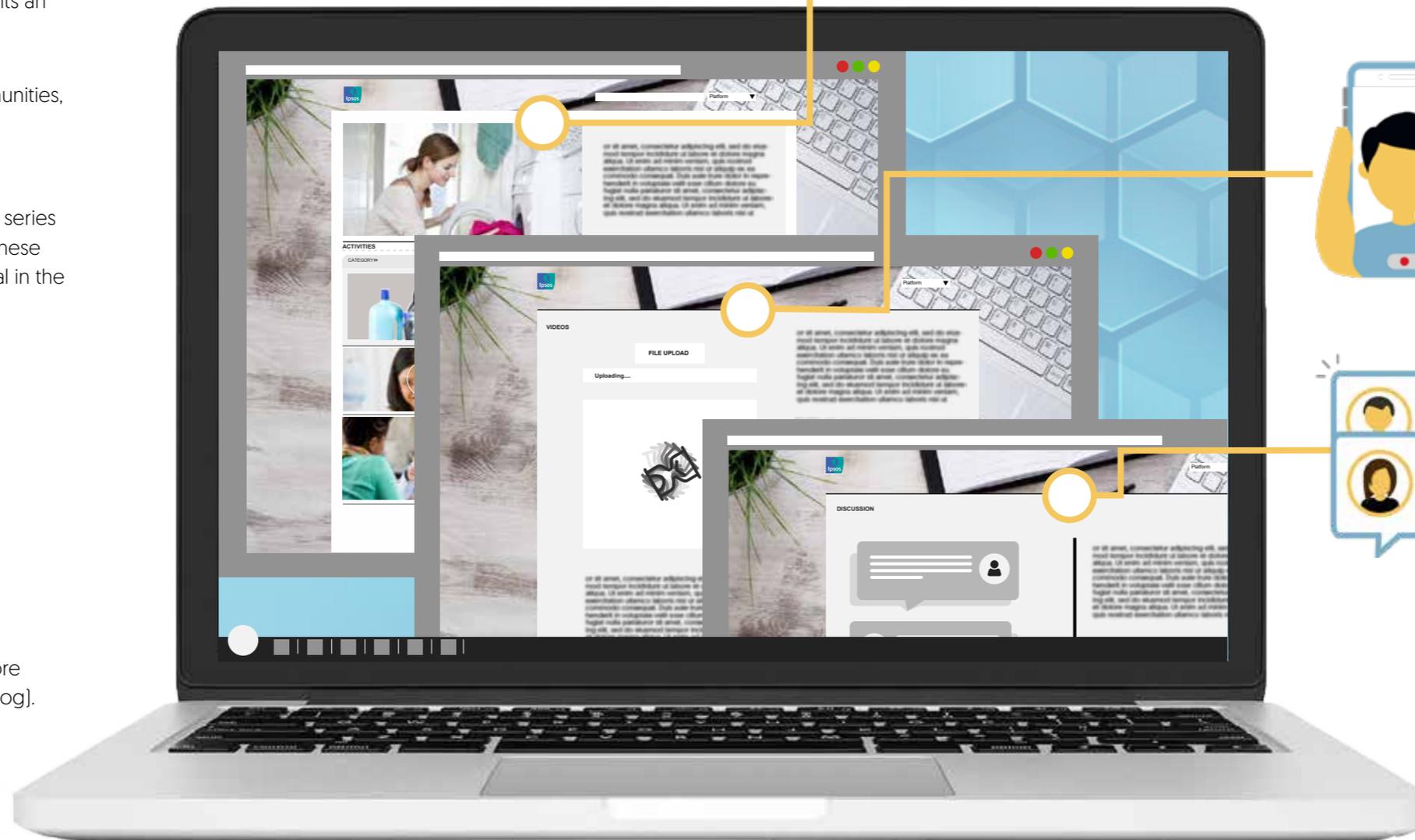
Individual or group activities



Device agnostic for mobile, tablet or desktop computer participation



'In the moment' [e.g. in-store] or more reflective activities [e.g. individual blog].



INTERACTIVE MARKERBOARDS

Highlighter and pin drop tools to understand granular response to visual stimulus



VIDEO AND IMAGE UPLOADS

Providing in-context understanding through member generated video and images



DISCUSSION FORUMS

Lively debate and discussion to add depth of understanding and member to member interactions



POP UP COMMUNITIES

2 days to 2 weeks, up to 30 members

Balancing in-the-moment capture with reflective activities and/or response to stimulus, answering a specific business question.

SHORT TERM COMMUNITIES

2 weeks to 3 months, up to 100 members

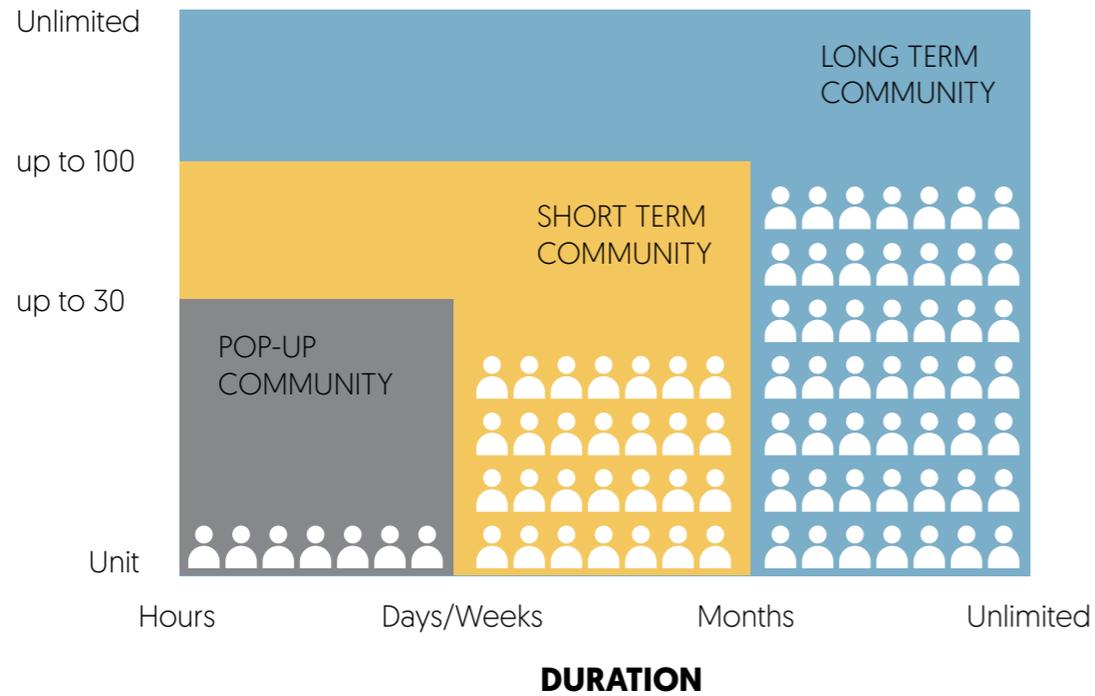
A series of staggered activities to underpin and inform a longer term project or programme, such as an innovation process or product launch.

LONG TERM COMMUNITIES

3 months+, unlimited number of members

A long term programme of research providing agile, quick turnaround and longitudinal insights spanning a variety of business needs.

SAMPLE SIZE



COMMUNITIES HELP US TO REFLECT CULTURAL NUANCE

By using communities, we can ensure assets, developed at a global level, are nuanced to the culture of a specific market or region.



Challenge: A laundry brand had feedback that a new communications territory was 'too western' and needed localisation and adapting for cultural appropriateness in Saudi Arabia [KSA].



Solution: We ran a 3-day digital community with women in different regions of KSA to evolve and optimise different communications territories. Ipsos KSA's involvement allowed us to integrate cultural knowledge and expertise into both the research design and analysis that followed.



Impact: The research not only developed the client's understanding of how to optimise the specific communications platforms, but also created a deeper understanding of consumers in the market, as well as golden rules for future communications in the region.



COMMUNITIES ALLOW US TO EXPLORE SAFELY

We can explore reactions to new ideas in a safe environment:



Challenge: A haircare brand wanted to quickly explore the potential relevance and appeal of a new product format to learn as much as possible in a short space of time.



Solution: We undertook two rounds of a 3-day digital community with consumers. The first session was used to explore consumers' current experiences with their haircare and using this understanding, consumers then helped co-create ideas around the proposed new product format.



Impact: The community learnings instilled confidence in the client and key stakeholders that the new product format could appeal and resonate with consumers. Through co-creation we were further able to recommend opportunities for product optimisation prior to launch.



COMMUNITIES TAP INTO EXISTING SOCIAL MEDIA BEHAVIOURS

By tapping into typical social media behaviours e.g. sharing photos, videos, interactive tools, we are able to maximise engagement amongst participants and develop more meaningful insight.



Challenge: A personal care brand wanted to develop their understanding of Gen Z (born mid 90s to mid 2000s), particularly in Brazil and Indonesia.



Solution: Given the age of the participants we were keen to use a mobile-first community with Gen Z consumers in each market. Activities were designed to replicate social media behaviour with an emphasis on video and interactivity.



Impact: Multimedia outputs were developed using the video, text and photo content generated via the community. These outputs were incorporated into workshops to develop understanding and empathy towards the target audience.



WHY IPSOS COMMUNITIES?

At Ipsos, we are passionate about communities as a research methodology and the value the approach can bring. Our platform, moderation skills and engagement strategies are unique to Ipsos and best-in-class.

For every community, we integrate the best of Ipsos to meet your needs. Our community specialists work alongside category and research specialists to ensure we have expertise to meet your research needs, not just expertise in the methodology.

By using communities, brands can learn to adapt innovation and communication to fit with culture, explore new ideas in a safe environment and tap into natural digital consumer behaviour mitigating the likelihood of an #epicfail.

Just as I have learnt never to tweet a comedian.



ASSOCIATE DIRECTOR

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ABOUT IPSOS MORI

Ipsos MORI, part of the Ipsos group, is one of the UK's largest and most innovative research agencies, working for a wide range of global businesses, the FTSE100 and many government departments and public bodies.

We are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.