



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. Globally, people are spending 135 minutes per day on social media¹, and in the U.S., over 50% of Facebook users age 18+ state they use or access the site continuously throughout the day².

Source:

¹Mary Meeker Internet Trends 2018

²Reuters/Ipsos Social Media Usage Poll, May 2018

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

ROBUST SURVEYS

To add a quantifiable element to qualitative studies, or to use as a standalone activity.

INSTANT COMMUNITY

<3 weeks, 50+ members

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

POP-UP COMMUNITY

3 weeks – 5 months, 200+ members

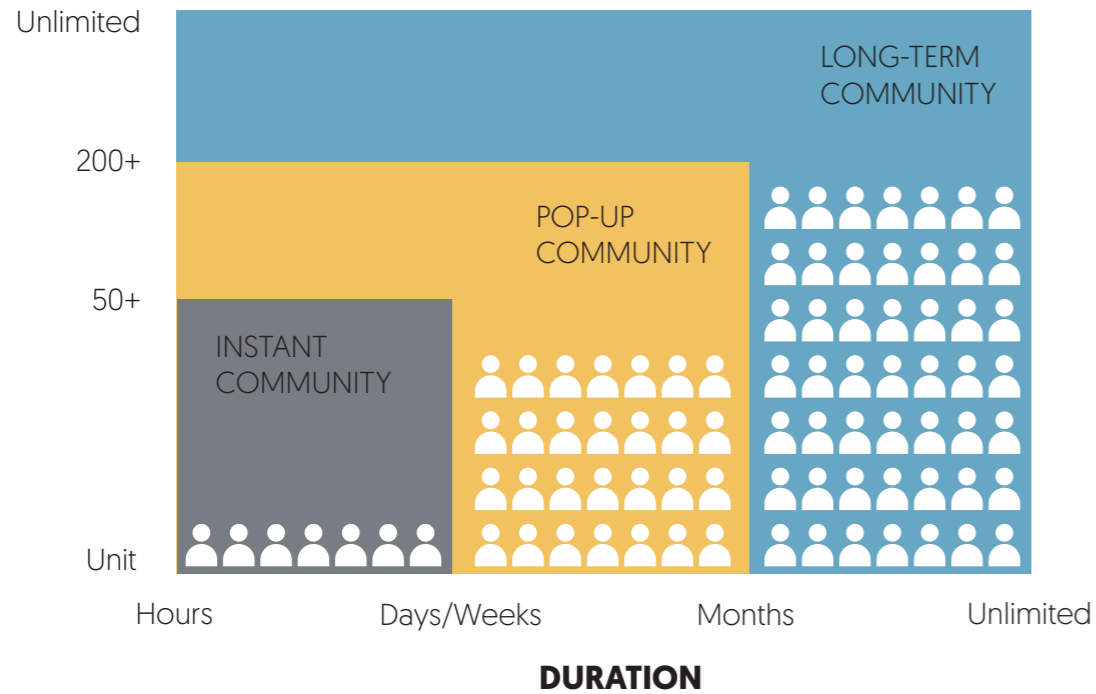
A series of staggered activities to underpin and inform a longer term project or programme, such as an innovation process or product launch.

LONG-TERM COMMUNITY

6+ 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 CPG beverage brand wanted to understand if American consumers would notice a subtle, yet important, potential packaging change and if so, how they might react to it.



Solution: We conducted a two-phased product trial in which community members received the unchanged packaging first, shared input, then two weeks later received the changed packaging and shared input again. We did not initially reveal anything about the change, in order to observe what organically came out of the collective discussions. Once we finally did tell members about the difference in packaging, we delved into their reactions.



Impact: Community allowed for a combination of prompted and unprompted conversation techniques that helped yield learning about if or how consumers would react to the product updates, if or how they would recommend communicating the change, and the potential of social media conversations in the broader marketplace post-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 SOCIAL MEDIA EXCHANGE

Ipsos Social Media Exchange (SMX) is a dedicated team of digital and social experts within Ipsos. We enable brands to get closer to consumers through agile, online research methodologies, uncovering not only what you want to know, but helping discover what you hadn't thought to ask.

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