

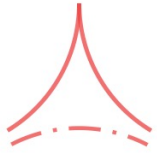
TREND BRIEFING



EXPLORING THE SCIENCE BEHIND SOCIAL ENGAGEMENT

MENAKA GOPINATH

President, Ipsos Social Media Exchange, NA



IPSOS SOCIAL MEDIA EXCHANGE



About us

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.

How can science help brands enhance **digital and social engagement** with the next generation of consumers?

DATA
SCIENCE

STORY
SCIENCE

ADVERTISING
SCIENCE

BEHAVIORAL
SCIENCE



UNDERSTANDING GEN Z

*"I really don't think that I can imagine
a world without technology."*

The first truly fast-internet enabled generation

The most connected age group, with 71% online.

**Getting a mobile phone is one of the biggest
moments in their lives.**





A SMARTER GENERATION OF SOCIAL MEDIA USERS



AWARE OF THE IMPLICATIONS



SOCIAL MEDIA DIVERSIFICATION

72%

of 13-17 year olds use Instagram

69%

use Snapchat

51%

use Facebook



"Like my grandma, my aunt are on Facebook."



49%

of 18-29 year olds have disabled
browser cookies

33%

of Gen Z have adjusted phone
privacy settings

19%

have provided fake information to
companies

SAVVY ABOUT THEIR DATA

"My top tip for keeping your data safe online is as soon as you set up like a Facebook or Twitter or Instagram or any account, go to your privacy settings..."



EXPECT AUTHENTICITY AND PURPOSE

Believe in something.
Even if it means sacrificing everything.



Just do it.



THE INTERNET IS INCREASINGLY THE
MEDIUM THROUGH WHICH ALL INFORMATION
WILL BE DELIVERED FOR GEN Z.

Brands of the future must adapt their
marketing to the changing behaviors
and values of their audience

CONSUMER

HOW SCIENCE HELPS BRIDGE THE GAP

BRAND

DIVERSIFIED

SAVVY

PURPOSEFUL

SCIENCE

UNDERSTAND CONSIDERATION

DRIVE ENGAGEMENT

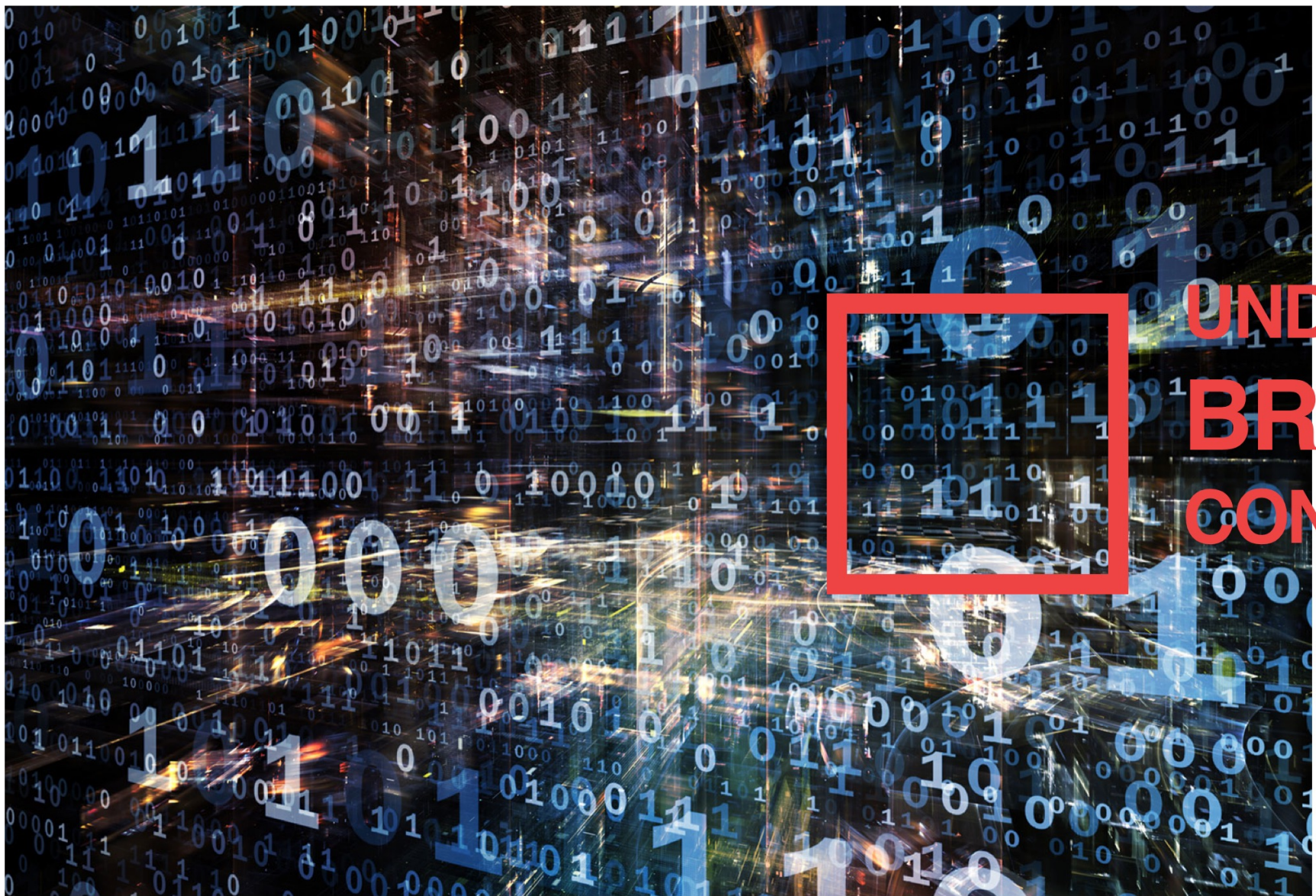
EXPLORE CONTENT

ENHANCE TRUST

RELEVANCE

AWARENESS

DIFFERENTIATION



UNDERSTANDING BRAND CONSIDERATION

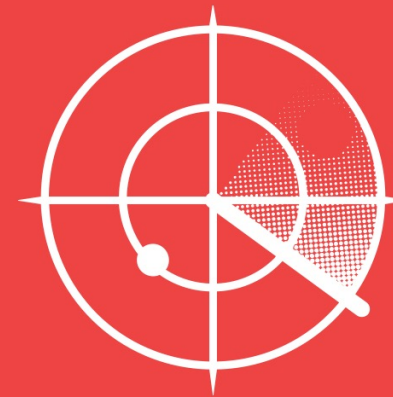
Through Data Science



2-STEP SOCIAL INTELLIGENCE PROCESS



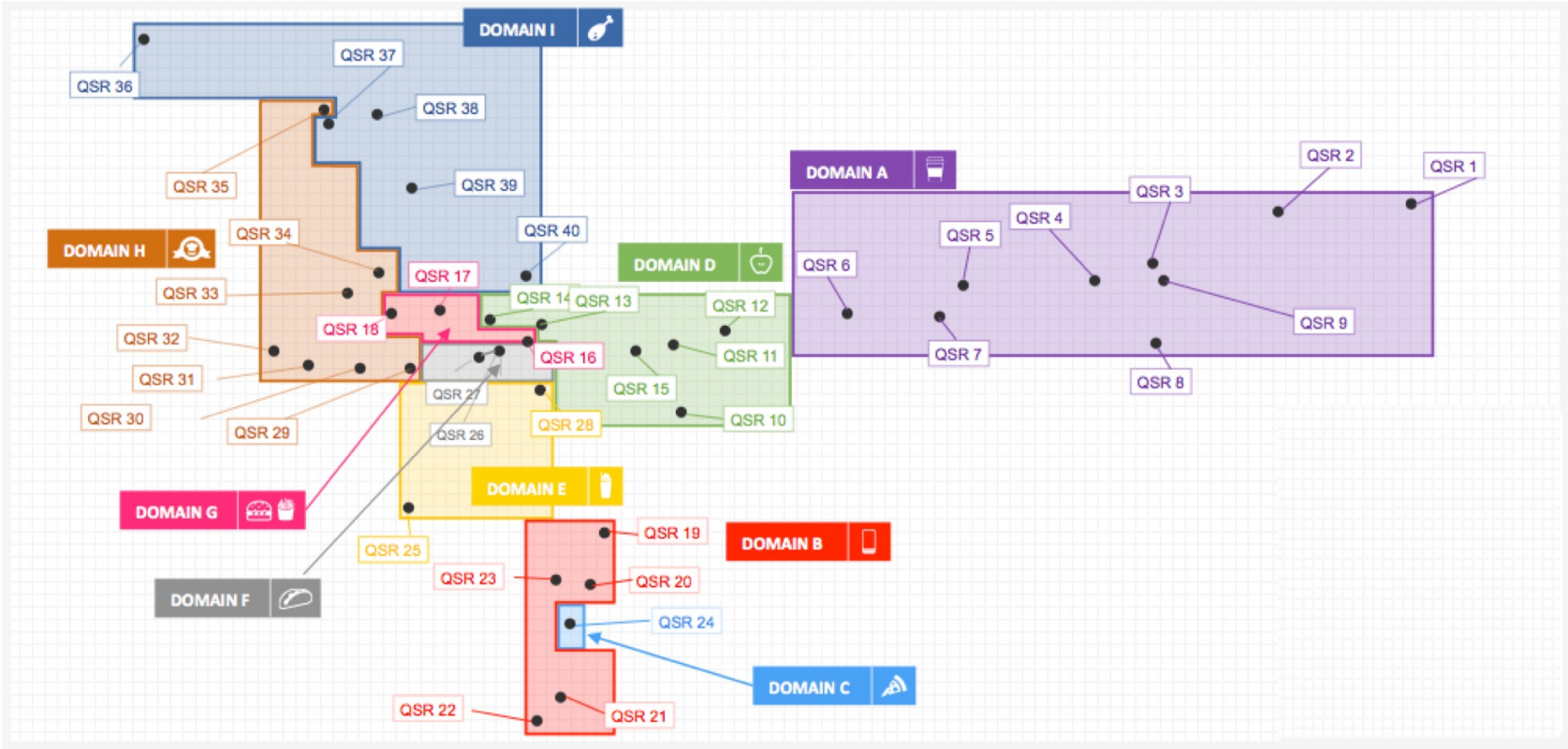
**MARKET
LANDSCAPE
MAPPING**



TREND RADAR



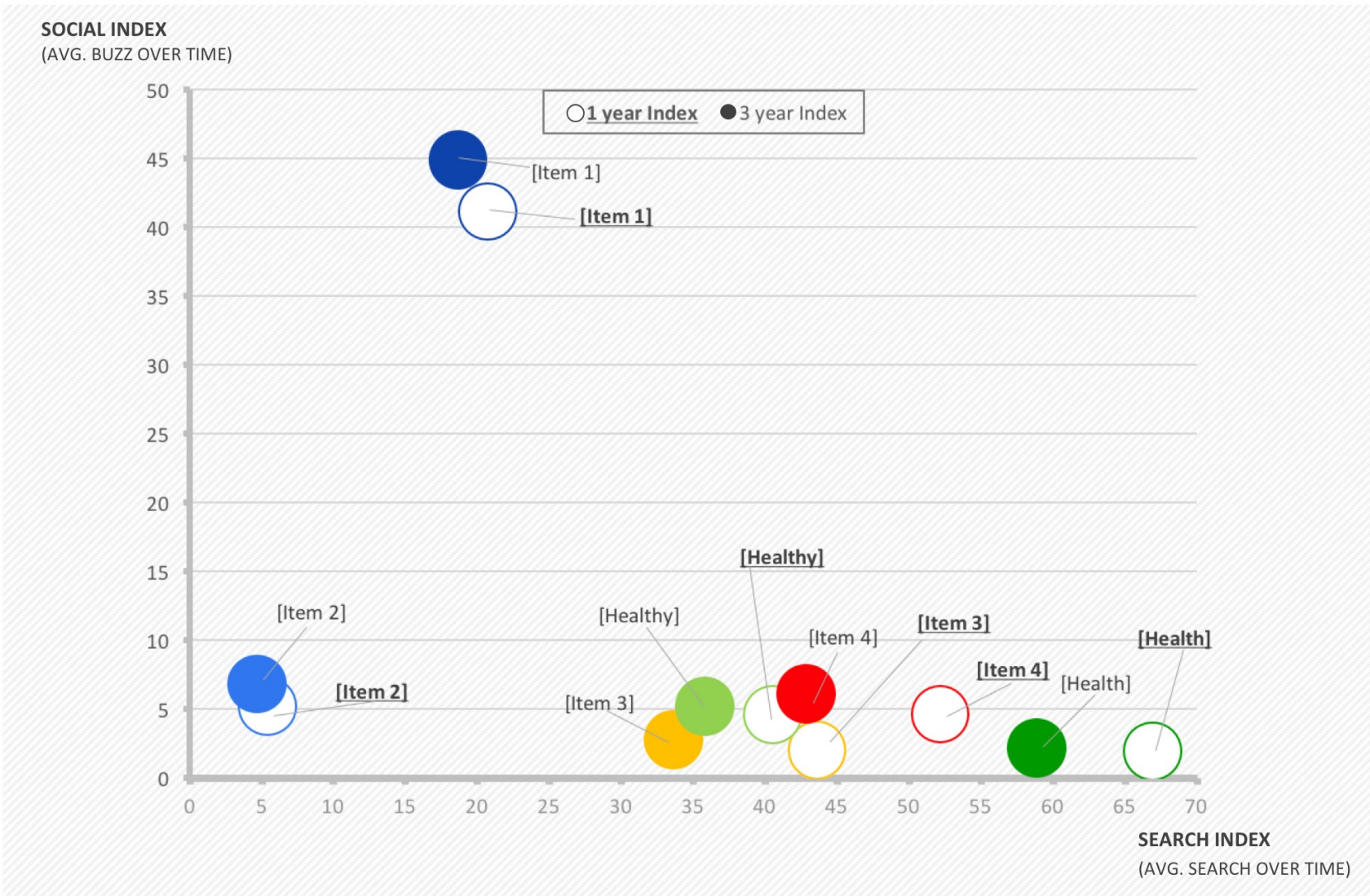
MARKET LANDSCAPE MAPPING





TREND RADAR

Menu Related Trend Radar,
3-year vs. 1-year





DRIVING ENGAGEMENT

Through Story Science



Jonah Berger's Six Steps To Virality

STEPS

Social Currency

People talk about things that make them seem smart and cool.

Triggers

Top of mind, tip of tongue. What we talk is what we think.

Emotion

When we care, we share. Focus on "high arousal" emotions.

Public

Built to show, built to grow. The more public something is, the more likely people are to imitate it.

Practical Value

News you can use. Useful things get shared.

Stories

Build a Trojan horse, a narrative or story people want to tell, which carries your idea along for the ride.

Source: www.jonahberger.com





DOES
"STORY"
DRIVE
EFFECTIVENESS?



RESEARCH QUESTION 1

Do Super Bowl commercials that follow the full five-act dramatic form have significantly higher consumer ratings than those that do not follow the full five-act form?

RESEARCH QUESTION 2

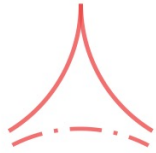
Is there an additive effect of the number of individual acts in a commercial on the consumer poll ratings?

STORY STRUCTURE IS WELL ESTABLISHED



FIGURE 1:

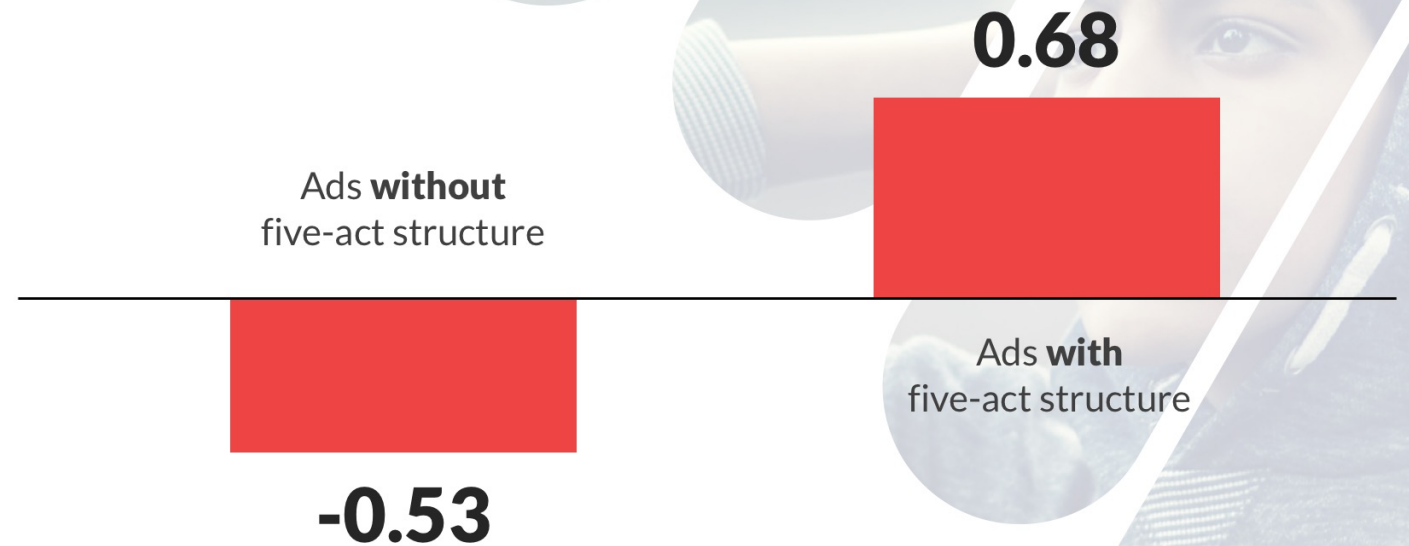
FREYTAG'S PYRAMID



DOES "STORY"

DRIVE EFFECTIVENESS?

Aggregate Measure of Mean Ad Favorability Rating Was Significantly Higher in Ads with Full Five-Act Form Compared with Ads Without a Full Five-Act Form

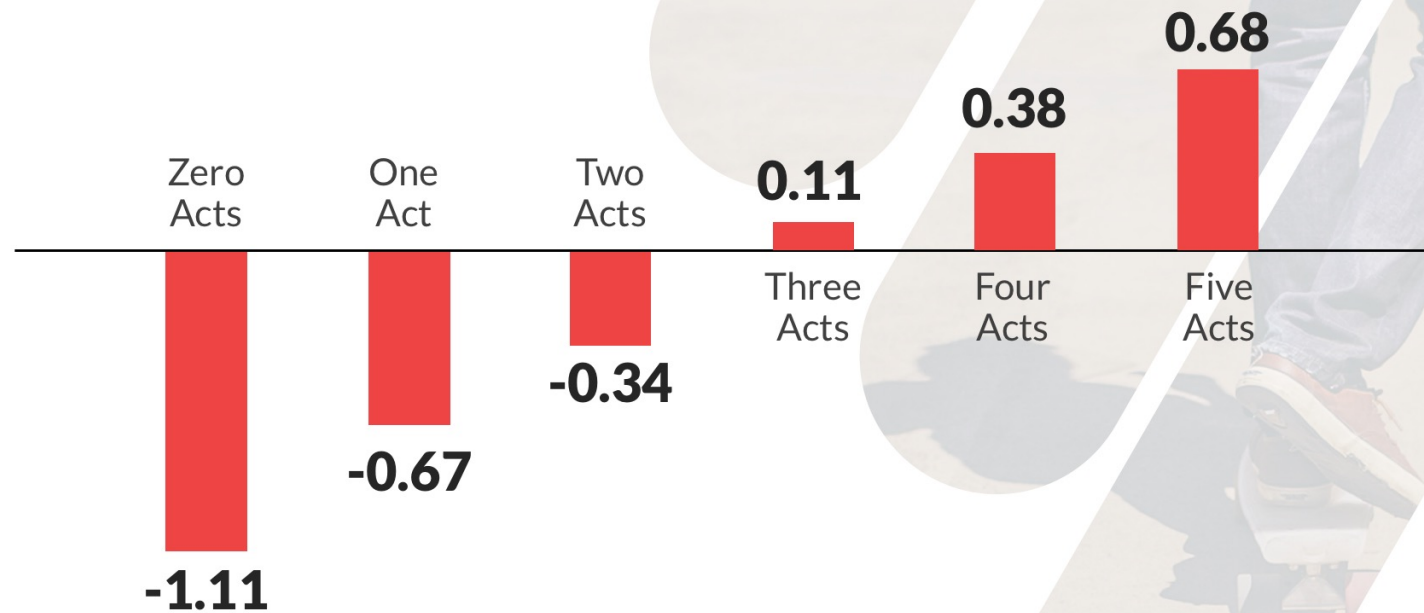


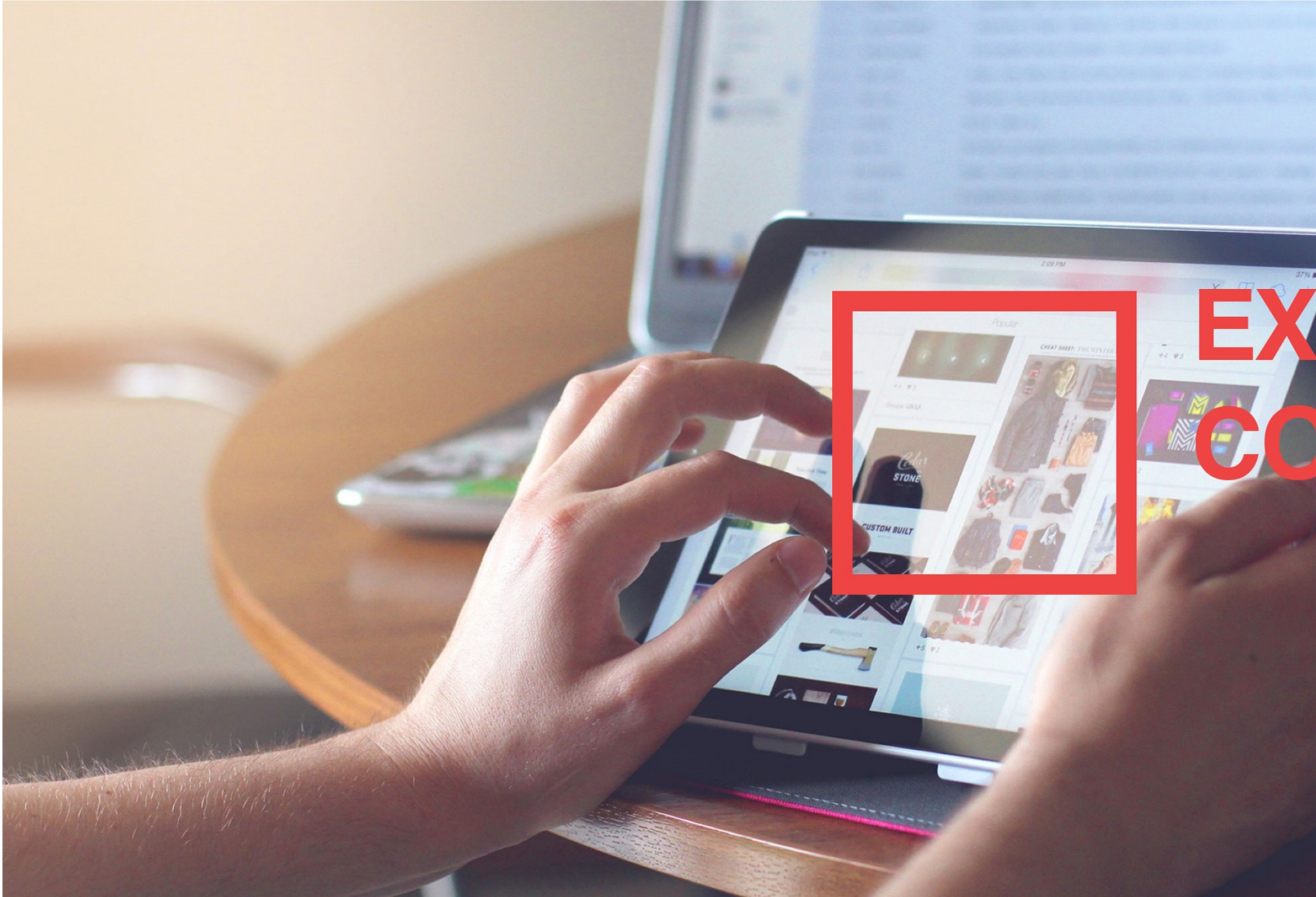


DOES "STORY"

DRIVE EFFECTIVENESS?

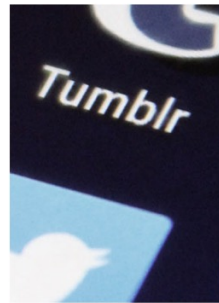
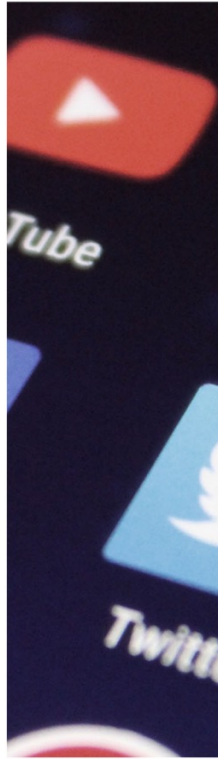
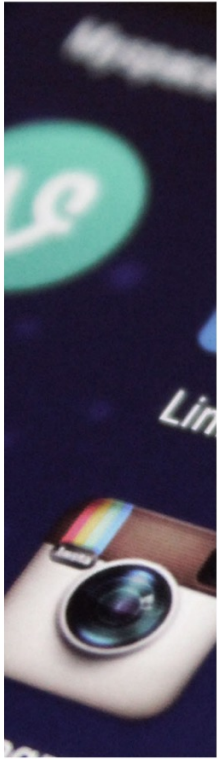
Aggregate Measure of Mean Ad Favorability
Rating Increased as the Number of Acts Present
in the Ad Increased





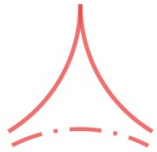
EXPLORING CONTENT

Through Advertising
Science

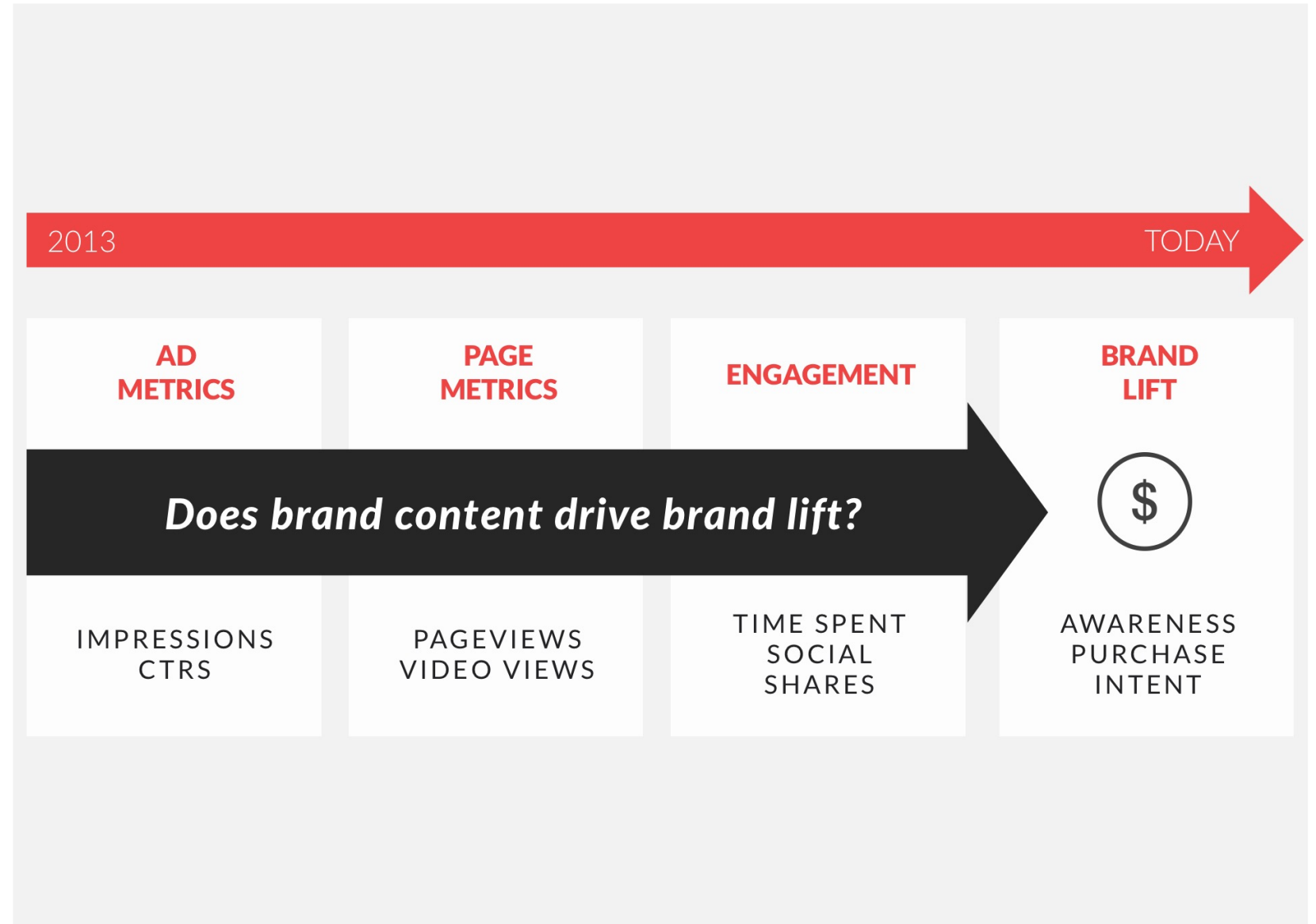


IPSOS PRIMARY RESEARCH

WHAT ROLE DOES DIGITAL BRANDED CONTENT PLAY IN BUILDING BRANDS?



SUCCESS METRICS IN DIGITAL BRANDED CONTENT HAVE EVOLVED





Methodology overview

DESIGN.

Respondents browsed an Ipsos owned and curated website where they were exposed to one piece of tested branded content. They then completed a short survey on Brand KPI's

SAMPLE SIZE.

N=100, adults 18-64
Total sample: 3,600

INDUSTRIES.

CPG, tech, financial services,
consumer electronics & home goods

DIMENSION	DESCRIPTION	CATEGORIES
Level of Content Integration	Level of brand integration into branded content	(3) sponsored editorial, brand feature, custom content
Content type	Type of content	(3) text, images, video
Advertising	Whether companion display ads are surrounding the branded content itself	(2) companion display, filler display
Platform	Which device the user engages with the branded content on	(2) desktop, mobile



BRANDED CONTENT WORKS FOR BRANDS

Branded content works for brands

Awareness to 19% and purchase intent to 51%.



Advertising support is beneficial

Companion display ads improved purchase intent by 17% with no negatives.



Screens matter and there is opportunity for mobile

Purchase intent higher on desktop by 17%: mobile under-leveraged.



A picture is worth a thousand words

Infographics and image galleries performed the strongest, driving a 12% difference over Text & Videos



Less is more

Heavy-handed brand/product messaging not impactful. Sponsored Editorial is 18% stronger than custom content





ENHANCING TRUST

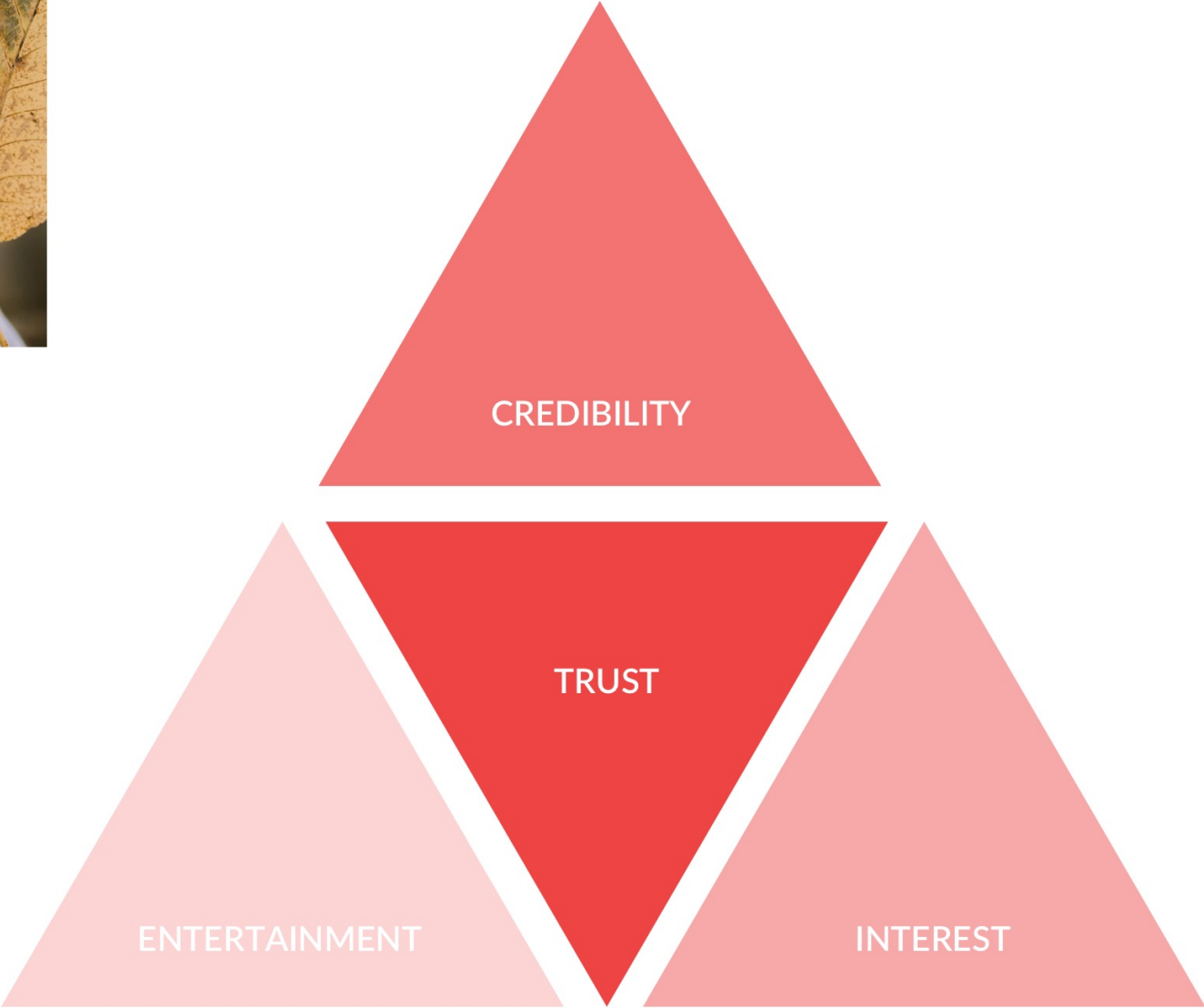
Through Behavioral
Science



**MULTIPLE
PERSPECTIVES**



**PERSONAL
DECISIONS**





BUILDING TRUST IN A COMMUNITY SETTING

Behavioral Science

Community Rules of Engagement

"Reciprocity"



"Build Relationships"

"Authenticity"



"Be Transparent"

"Social Belonging"



"Show Impact"

"Participatory Feedback"



"Recognize and Reward"

"System 1 Design"



"Develop Engaging Content"





WHAT DOES THE COMMUNITY MEAN TO YOU?



CONNECTION

"A place where I can go and identify with a host of other women who share a similar passion for fashion..."

TRUST

"It's a safe space... I trust the voice..."

ADVOCACY

"Aside from being a resource to me, it allows me to be a resource to my friends..."



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THANK YOU