

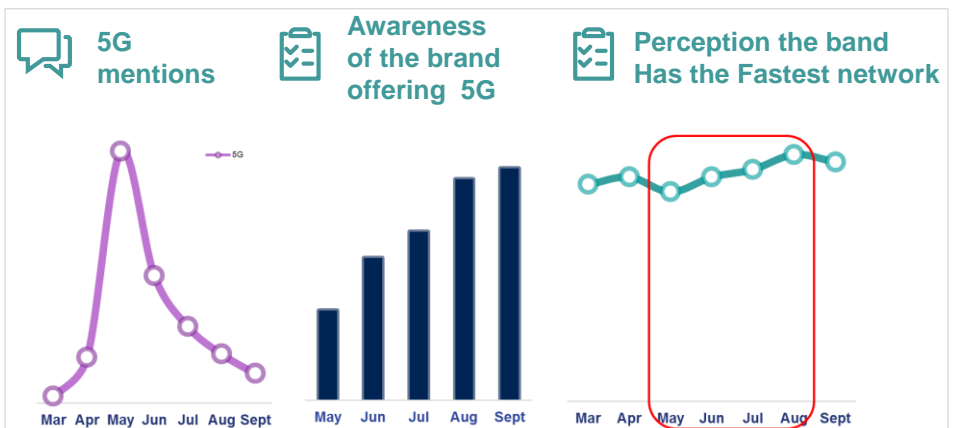
Brand Signals Case Study 1: THE POWER OF CONVERGENCE AND DIVERGENCE

Client Question

How are my campaign activations impacting my brand in the moment?

IN-THE-MOMENT INSIGHTS THAT CONVERGE WITH SURVEY FINDINGS

This network provider was one of the first to launch 5G in the UK. When they launched, Brand Signals highlighted significant social buzz, which aligned with what was seen in-survey; the rising awareness of the brand offering 5G and the perception that the brand has the fastest network.

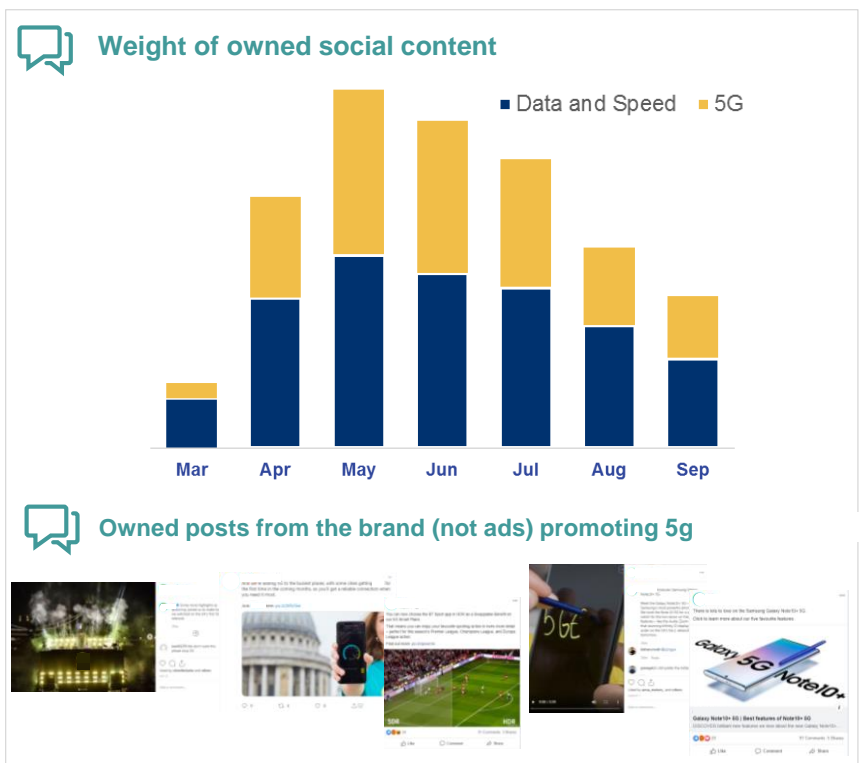


MEASURE THE WEIGHT OF OWNED CONTENT

The driver behind this awareness and perception was predominantly the brands 5G campaign activity, which Ipsos measures as part of the Brand Health Tracking Survey.

In addition to this, the network provider was posting a lot of non-paid-for content through their owned social media channels, which Ipsos was able to measure through Brand Signals.

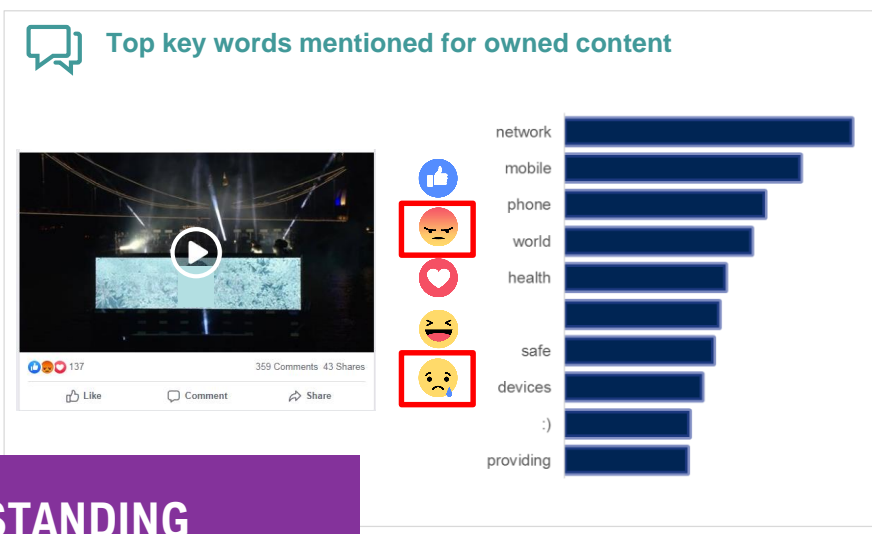
Most of this content was around activating the 5G message and the content of these posts aligned to the wider paid-for campaign, helping to build awareness and extend the message that this provider has the fastest network.





SOCIAL MEDIA IDENTIFIES DIVERGENT INSIGHTS

Whilst the launch generated a lot of social media buzz, qualitative insights into social data allowed us to identify the comments and sentiment associated with the launch and campaign. This uncovered concerns of 5G technology impacting on consumers health. A new insight that we didn't track in survey.



A MORE DETAILED UNDERSTANDING

Ipsos's first step was to add a 5G query to the social dashboard. By doing this, we had a deeper understanding of perceptions of 5G by tracking social media mentions related to it as a category and in relation to the brand (i.e. how many people are talking about 5G in relation to the brand).

Ipsos quickly identified a rising trend towards negative sentiment of 5G. There was a signal that negativity towards 5G may grow as awareness and adoption of the technology becomes more widespread. This was an early warning sign and a new insight for the client.

With the benefit of 5G early warning signs, Ipsos continued to monitor 5G comments in the UK over the past year (2020) using Brand Signals. During the beginning of the COVID-19 pandemic, Ipsos identified a rise in 5G-related mentions on social. Taking a closer look at the mentions we quickly identified the weight of conversations. The top 30 words associated with 5G show what's leading the buzz – words and hashtags such as #5Gkills, conspiracy, masts, towers and #covid19coverup.

Negative posts

5g is banned in posh areas in the uk so 5g is pointless alot are getting it banned because the cancer stuff so think i'll stick with note 9 or i'll get soon the note 10 plus 4g since 5g has alot of bad things going about right now

No thanks. 5G is the work of the devil!

5G will kill us all 😞

@jpmorgan 5G is quite simply a very bad idea. Bad for us, for the planet, but of course profitable for big business. So to hell with us poor sods.

NO more lies. NO more trading our children's health for your profits. NO more suppressing the medical studies that show, unequivocally, that RF radiation causes clear, biological harm - even at low levels of exposure. 5G is NOT safe for humans, animals, birds, insects or plants

They said THALIDOMIDE was safe

They said CIGARETTES were safe

They said ASBESTOS was safe

They said MERCURY was safe

They said DDT was safe

They said GLYPHOSATE was safe

NOW THEY SAY 5G IS SAFE.....

DOES ANYONE BELIEVE THEM?

Top keywords associated with 5G in April

KNOW WHEN TO ACT

Reading social media posts, Ipsos identified some key themes; those who believe COVID-19 has been manufactured to allow for the roll-out of 5G unopposed, those who believe 5G has *caused* COVID-19 and those challenging these theories.

In a time of panic, brand strategy can be easily overlooked, particularly when a central element of that strategy is being blamed for a global pandemic by some groups. Using social media data, Ipsos could understand how much the 5G category mentions are linked to each brand that offers 5G in the UK. While a lot of people were talking about 5G, not many were relating it back to specific network providers. Indeed, amongst current 5G providers less than 3% of the 5G conversation in April 2020 was connected to one of these providers.

Brand Health Tracking survey data added context to these findings. Of the brand attributes tracked in survey that can be linked to 5G (e.g. is a brand I trust, has good network for data, has good network coverage, has the fastest 5G network) Ipsos identified no significant movements in perceptions across monthly waves, in fact the trend was rising across each month. Furthermore, there was no impact on consideration for each network provider.

5G category mentions

CONSPIRACY THEORIES OF 5G

@SkyNews it might be true. it might not be. but if the government want 5G to happen but an unfortunate consequence is c-19, they won't want the link to be known or exposed... especially by the rich and famous.

Its time to take 5G seriously. Its going to kill us all.

While we all on [#lockdownuk](#) [#5G](#) cables being installed around [#UK](#) worker admits. [#5Gkillswitch](#) [#5GKILLS](#) [#5Gsymptoms](#) [#COVID-19](#) Have a listen. 🗣️ what y'all thinking... 🗣️ 🗣️ 🗣️ 🗣️

@MayorofLondon @TfL Road works are not essential, 5G towers are not essential yet still they have been digging up all roads and installing all these new towers during lockdown hmmm [#coronavirus](#) [#5G](#)

THOSE CHALLENGING CONSPIRACY THEORIES

Do keep sending me your "scientific proof" but I'm afraid I am still very much of the opinion that the 5G conspiracy theory is nonsense and should be quashed.

No, 5G does not spread Coronavirus. Blows my mind that this is a headline <https://www.bbc.co.uk/news/52168096>

Its worth noting that the frequencies used for 5G are the ones used for the now retired analogue TV network which when it was in operation clearly had zero effect on people's health.

People believing in 5G conspiracies are ignorant and brainwashed. Go on YouTube, watch someone preaching boundless rubbish and believe in it! Like the earth is flat conspiracy. And what's next? Your shit is a fucking diamond. [#5g](#) [#5GKILLS](#) [#coronavirus](#)

5G and brand mentions in April

Over 100,000 Mentions of 5G during April

Less than **3%** of those mentions included a network provider (e.g. those mentioning 5G AND network provider)

Brand Health Tracking Survey Metrics (2020)

■ Mar ■ Apr ■ May

Metric	Mar	Apr	May
Is a brand you trust	Low	Medium	High
Has a good network for data	Medium	High	Very High
Has good network coverage	High	Very High	Extremely High
Has the fastest 5G network	Medium	High	Very High

Impact

As a direct result of this research, the network provider could understand the contribution of social media on brand building in the context of its 5G launch and campaign in the UK. We were able to provide in-the-moment feedback around the buzz generated from the launch event and highlighted how a consistent campaign message across paid-for and non-paid-for activations contributed towards the rising awareness and perception that the brand offers 5G and has the fastest network.

While 5G is key for UK network providers, there was nothing in our brand health tracker that tracked the risks of the technology and the impact that could have on the brand. Having identified health risks as a potential threat, Ipsos was able to recommend tracking 5G health-related topics via social media and survey to monitor growing awareness.

This combination of tracking and deep dives across social media and survey provided the brand with a rounded understanding of the category issue, allowing them to prepare specific activations to educate consumers on the benefits of 5G and to specifically address the health concerns some may have.

The Power of Brand Signals

The Brand Signals Framework allows Ipsos to provide richer insights not available from survey alone. Ipsos understands the immediate impact of significant activations and threats and how these are being perceived without having to wait for survey fieldwork to end. Brand Signals also allows you to measure content that isn't picked up in the survey (e.g. owned posts) and show how the campaign and the brands own social media strategy is helping to drive awareness and perception.

Brand Signals identified the increase in a specific conversation and could very quickly assess how those conversations were being discussed in relation to each brand. When there is so much noise around particular subject, it is key to keep track of how social conversation is evolving and be prepared to step in when and where necessary.