



Ipsos ASI



DIGITALLY EVER AFTER

Leveraging the social media paradox

Ipsos ASI

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How can brands
realise the potential
of **social media** and
consumer
participation?

it helps if you do something awesome



<https://vimeo.com/47875656>

but most don't



The IPA has found that “participation-led campaigns are good at market share defence but little else”

Participation led

Where the goal is to create a common dialogue, co-creation experience or ‘conversation’ between brand and audience.

Advertising-led

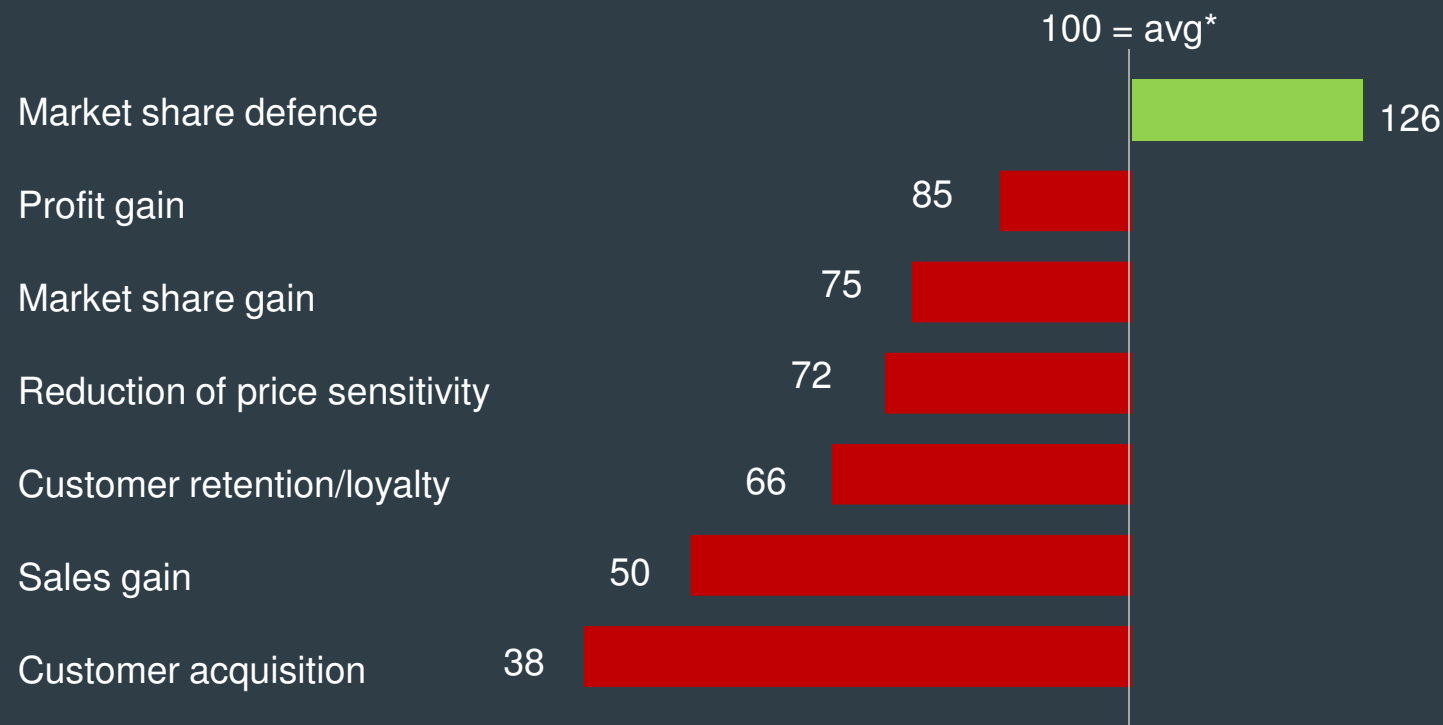
Brand idea-led

No integration

Meta-analysis of 254 IPA campaign case studies over past 7 years



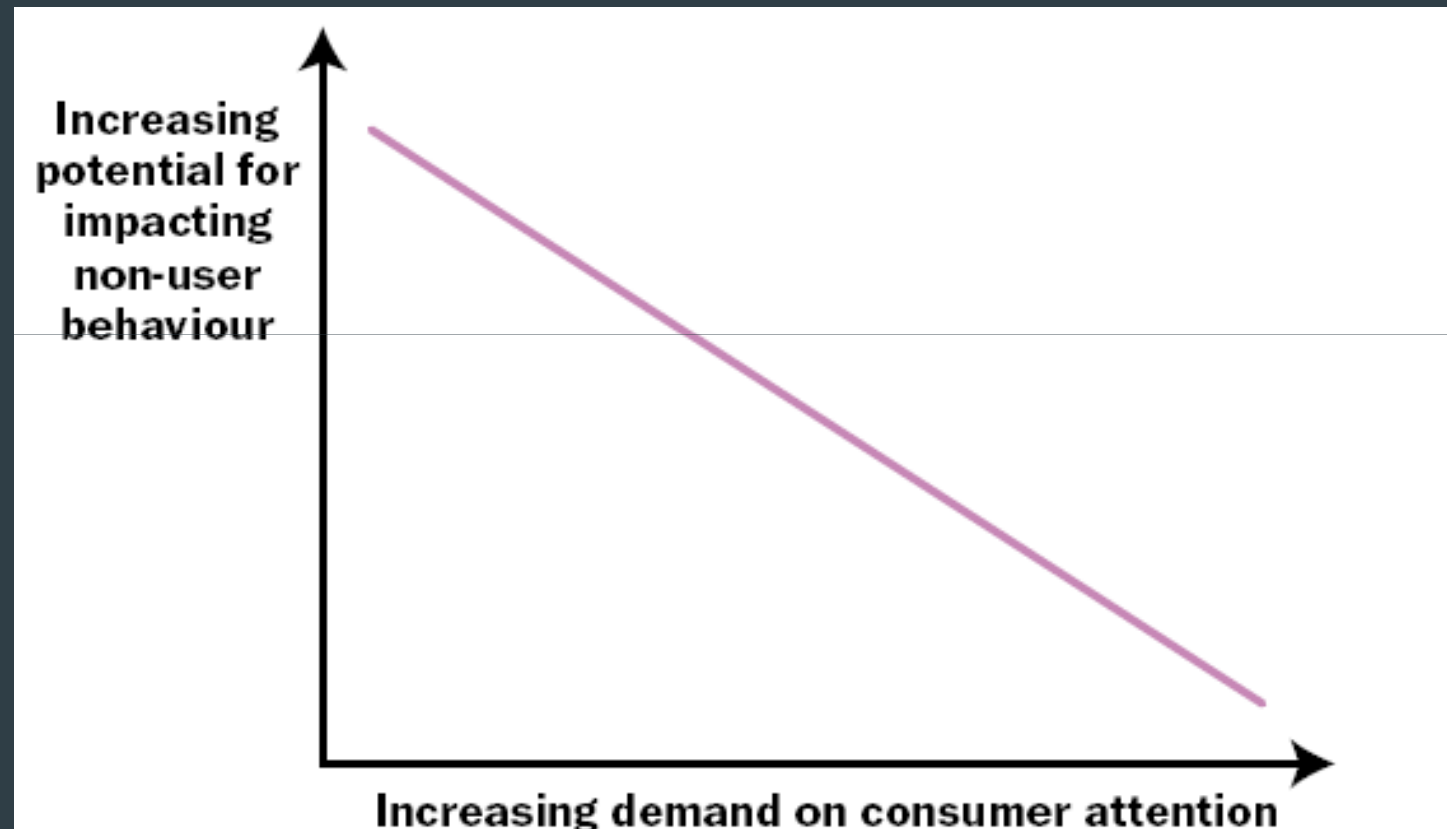
Compared to other types, those based around
participation-led campaigns
under-perform – except on share defence



Meta-analysis of 254 IPA campaign case studies over past 7 years

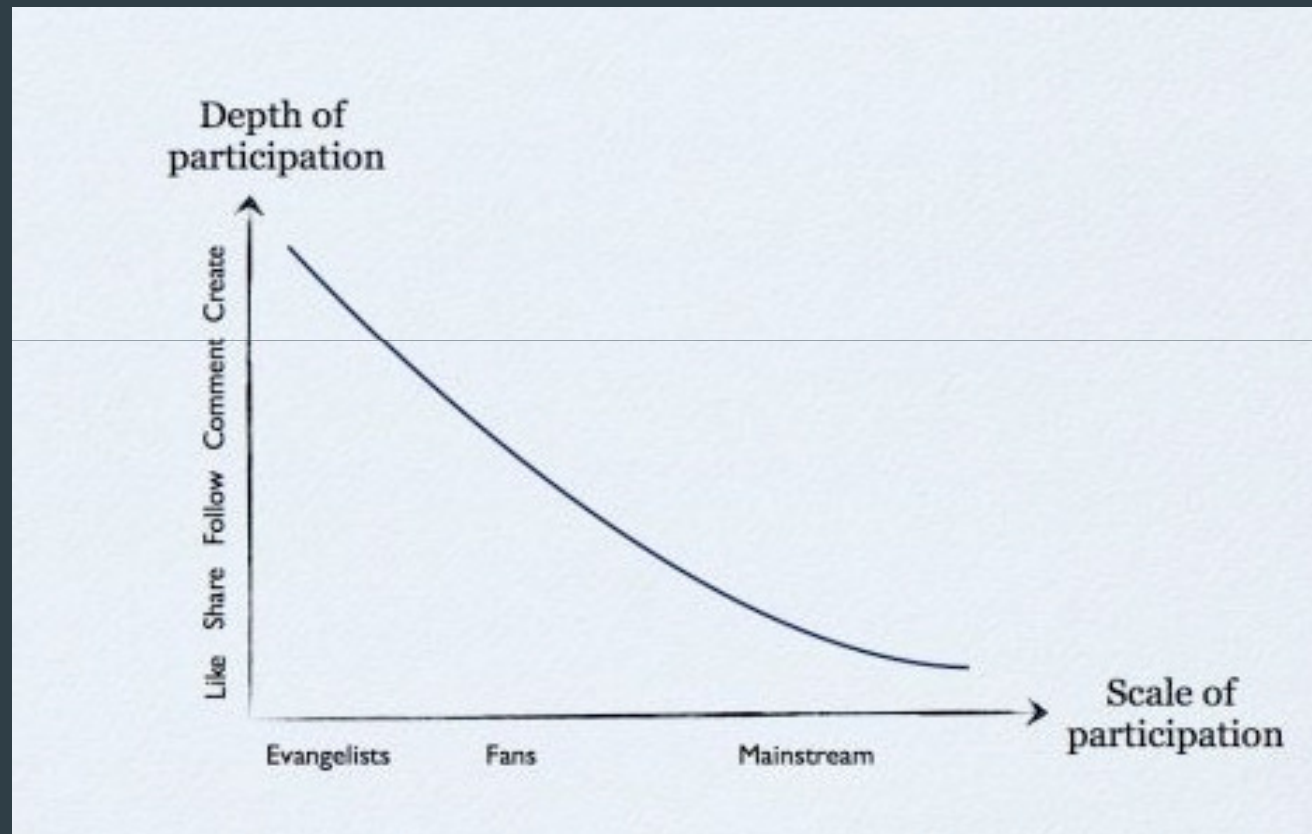


“...the **more** a campaign demands of its audience, the **more effective** it is at **preaching to the converted**, and the less effective it is at acquisition.”



why?

participation and interaction with marketing initiatives is **greatest** among those who are **closest to the brand**



- Patricia McDonald, Executive Planning Director, Isobar

which gives us a social media **paradox**



The people LEAST likely to engage
deeply...
...are the MOST important for growth.

- Martin Wiegel, Head of Planning, W+K, Amsterdam

**so how do we
leverage the
social media
paradox?**



turn fans into evangelists



“Our consumers will talk about our brand in a more powerful way than we can.”

- Joseph Tripodi, Chief Marketing & Commercial Officer,
The Coca-Cola Company

and encourage re-transmission



...to amplify your messages



1984-2003

14,000 fans organised across social media

Iggy Pop stage invasion Oct 2007

Wispa fans starred in (re)launch TV ad and quotes from Facebook used as poster copy

Re-launched Oct 2008 - 36m bars sold in first 3 months



How?

leveraging the social media paradox...

- 1 Play to the strengths of each platform
- 2 Deliver content people want to engage with
- 3 Be relevant & add value

1 leverage the strengths of each platform



they're not the same...

motivations for using Facebook are around
**sharing enjoyment with friends &
others around you**



facebook

top 5 motivations:

Share experiences

**Feel connected to what
happens around you**

**Strengthen bonds with
close family & friends**

Have fun with others

Enjoy yourself



Twitter is more about **discovery** and **connection** with **like-minded people**



twitter

top 5 motivations:

Discover new things and ideas

Feel connected to what happens around you

Share experiences

Connect with like minded people

Enjoy yourself



LinkedIn is similar to Twitter but with greater motivation for **recognition** and **control**



LinkedIn

top 5 motivations:

Build relationships

Connect with like minded people

Organise my connections

Demonstrate my expertise

Discover new things and ideas



YouTube is about **entertainment**, **discovery** and **relaxation**



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top 5 motivations:

Enjoy yourself

Discover new things and ideas

Have a lot of fun

Have a relaxing time

Escape from your daily responsibilities



Implication: to reflect the motivations of different platforms, brands should...



bring friends together



facilitate discovery and share
information between like-minded people



bring together experts and help them
help each other



entertain & inform

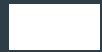
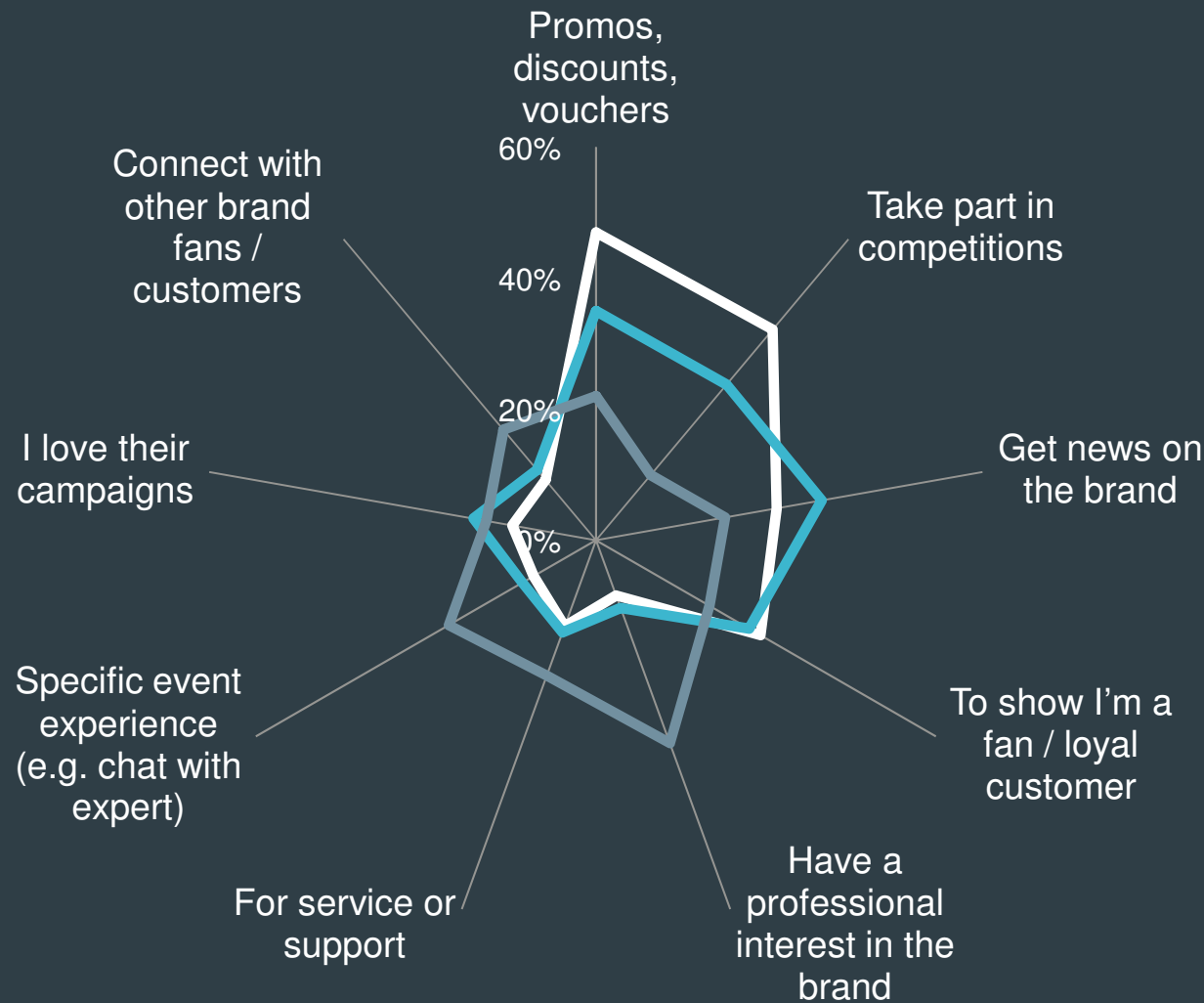


deliver what people want to engage with...



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why do you connect with brands on _____?

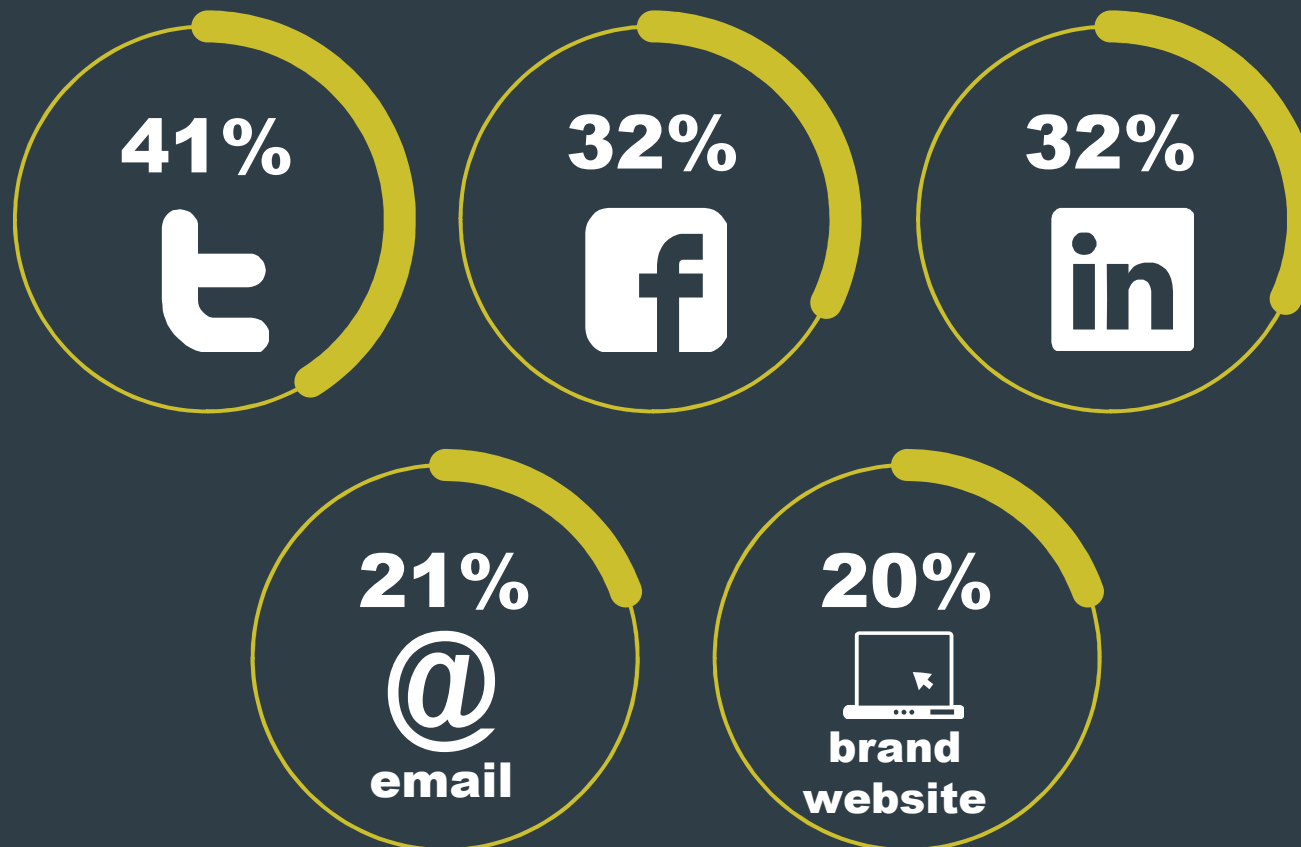


..and when people do participate,
respond quickly!



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% who expect response from brand **within 1 hour** by channel:

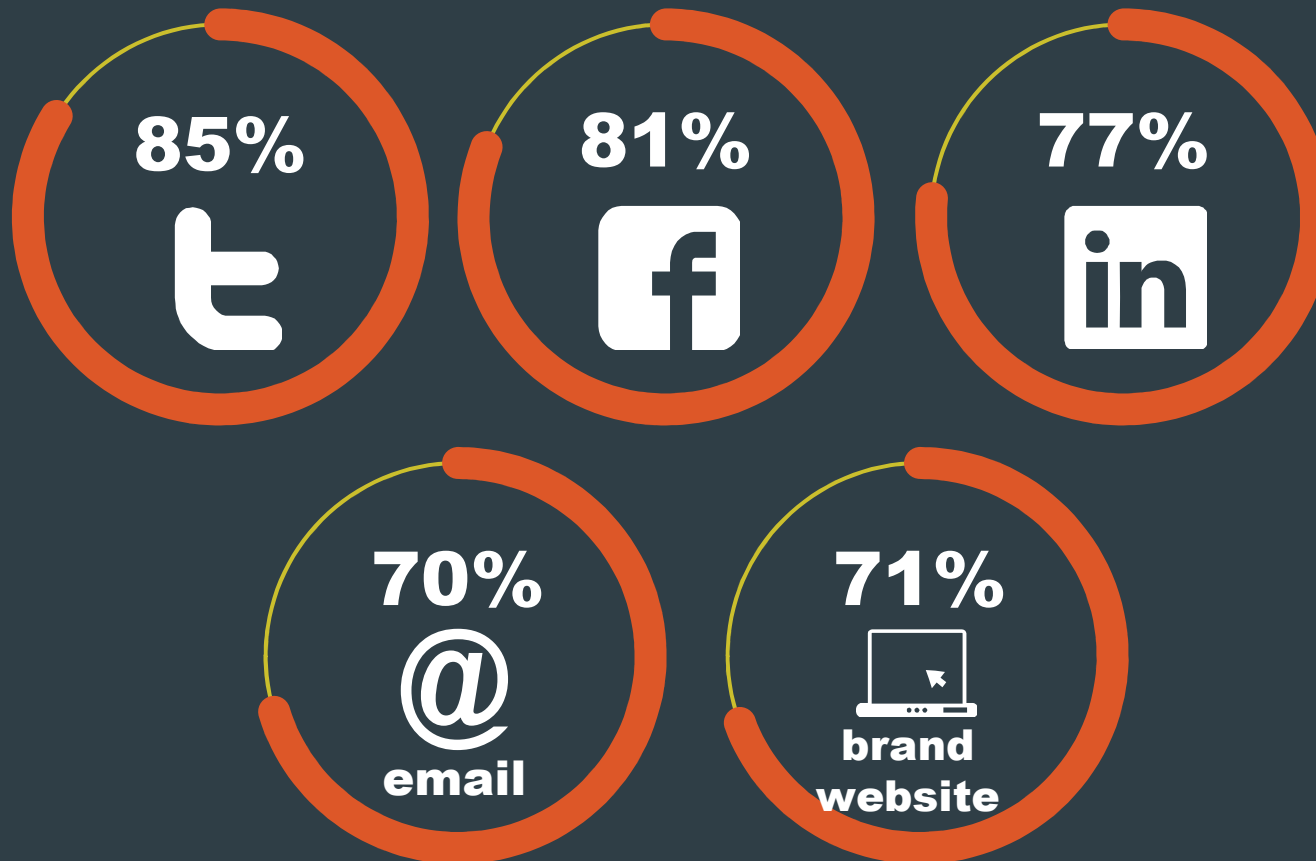


we **expect more** from brands on social media



23

% who expect response from brand **within 24 hours** by channel:



3 be relevant



“Create relevance, not awareness.
People are not buying bullshit anymore,
you have to add value to their lives.”

- Amir Kassaei, Chief Commercial Officer DDB Worldwide



45%

of people on Facebook
(who have liked a brand) have
unliked a brand

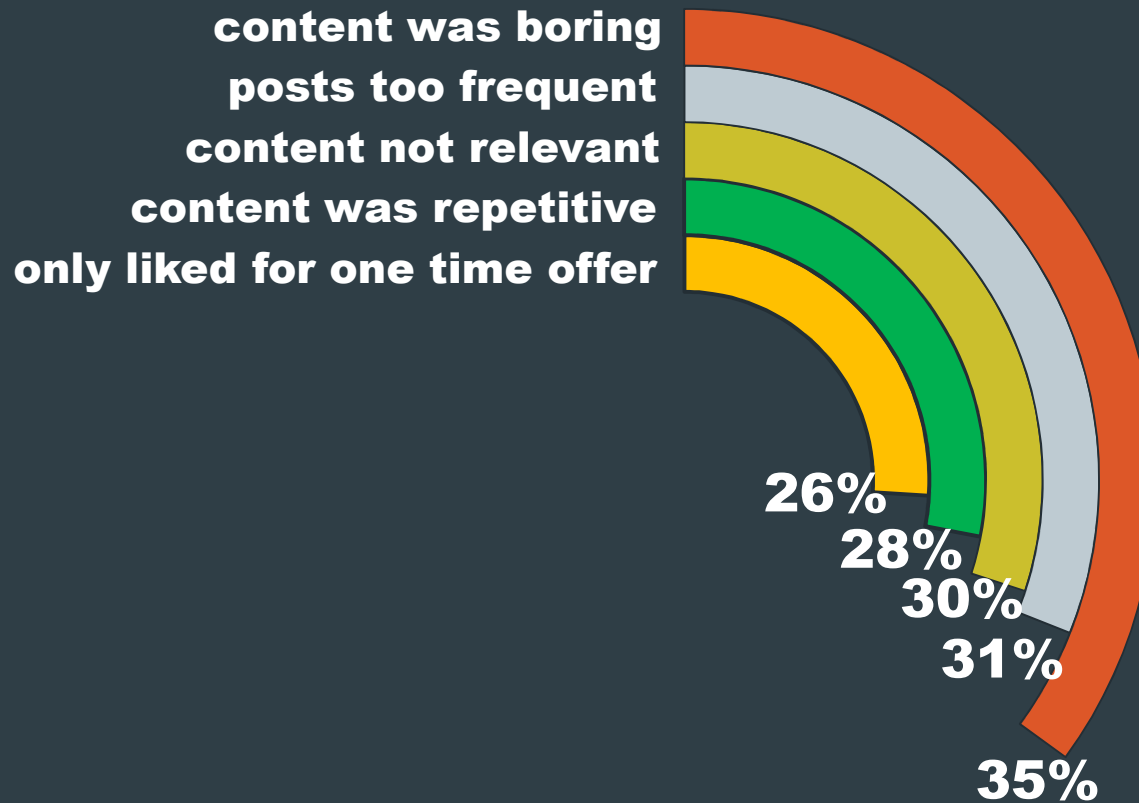


Don't be boring, irrelevant, repetitive or too frequent



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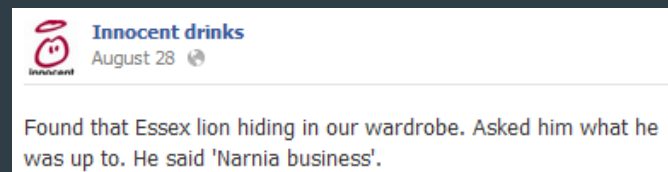
why did you unlike or unfollow?



believe in fooeey*!



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*Funny Useful Heart-warming Interesting

once you've generated participation...
talk about it!



“Don’t underestimate the power of paid for media to invite, document and publicise people’s participation to a wider audience.”

- Martin Wiegel, Head of Planning, W+K, Amsterdam

Do us a flavour

Make the nation love Walkers again



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Stage 1: Nominate flavours

TV & radio announce

Social media spread the word
1.2m entries

Stage 2: Public vote

TV to announce candidates

Online and mobile ads encourage participation

1.5m votes, 6% increase in equity, 14% increase YoY sales



Leveraging the social media paradox...

- 1 Play to the strengths of each platform
- 2 Deliver content people want to engage with
- 3 Be relevant & add value
- 4 Use other media to publicise participation

turn the paradox to your advantage



“Favour those with influencing power
and all else equal...”

Identify influentials online and derive
advocacy.”

- Pete Blackshaw, Global Head of Digital & Social Media, Nestlé

Phil Shaw, @IpsosASIDigital

THANK YOU

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