



Wave: social media quarterly

Q1, 2011: creating a framework for consumer-led engagement

7th April 2011

 **wavematrix**
buzz research

CULTURE
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About Wave

- Wave: provides insight into the latest social media marketing – online, on [RSS](#) and [Twitter](#) and in weekly emails via [the Wave: website](#)
- This document provides an overview of some of the most interesting developments in social media marketing during Q1 2011
- It follows on from the [Q3 2010](#) and [Q4 2010](#) quarterly summary reports previously released by WaveMetrix

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BVLGARI

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ILLUMINATION
ENTERTAINMENT



1. Executive summary

Many brands have begun using 'social shopping' to guide the online purchase experience

- During Q1 2011, brands have continued the monetisation of social media through 'social shopping'
- Brands such as French Connection, Louis Vuitton and Barnes & Noble use social media to frame the consumer's purchase experience:
 - French Connection's YouTique turns fashion buying into a shared experience
 - Louis Vuitton and Barnes & Noble use Facebook to align their e-commerce strategy with their brand image



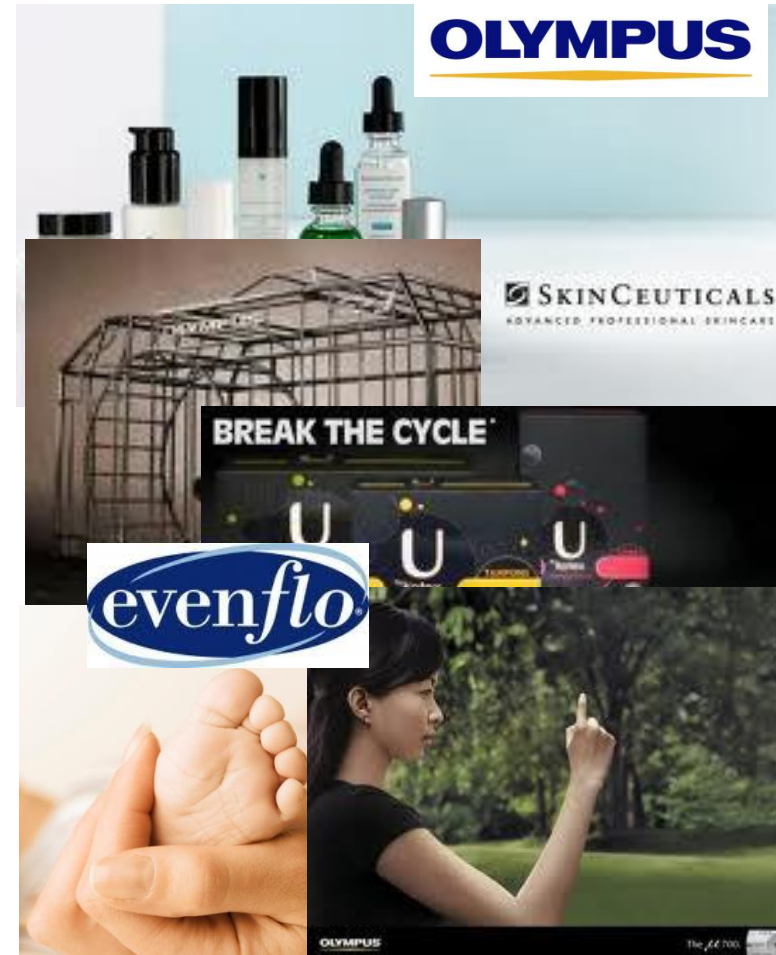
Other brands are using social media to encourage consumer-led promotion

- Many brands in Q1 2011 have used competitions or events which encourage consumers themselves to promote the brand and its products
- As an example, Nikon has run a photo competition, directly leading consumers to promote the quality of their cameras
- Other brands play on the status symbol of their products to drive promotion:
 - Mini's photo competition and AMEX's Points application both encourage users to show off the benefits and status of owning their products



Using social media to get consumers talking about real-life issues

- During the first quarter of 2011, many brands have provided examples of how to use social media to develop and deepen their relationship with consumers
- Brands are using social media communities to give expert advice and support:
 - Olympus run Q&A sessions to advise consumers on photography techniques, enhancing the brand's 'expert' image
 - Skinceuticals also run real-time Q&A which drives purchase discussion as users become more aware of their skin's needs
 - Evenflo and Kotex use dedicated support groups for users to discuss issues such as parenting and female hygiene



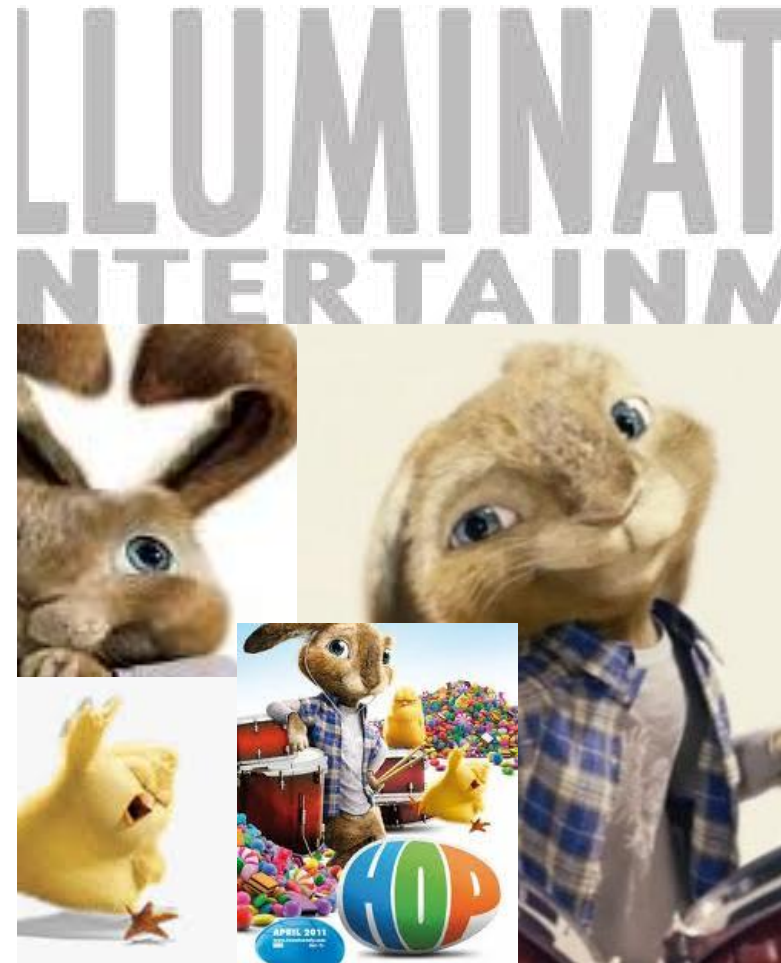
Brands are boosting the impact of offline events by linking them with social media

- Brands have used social media as an opportunity to strengthen the impact of offline events
- Porsche and Chanel link their offline exhibitions back to their social media platforms:
 - Porsche use their Facebook page to share pictures from the Porsche museum, thus enhancing their classic image
 - Similarly, Chanel use Sina Weibo (Chinese social media site) as a place for Chinese consumers to share impressions of the Culture Chanel exhibition
- Sony Ericsson link their sponsorship of sporting events with social media to gain credibility amongst gaming-focused consumers



Product tie-ins with mobile games are emerging as a successful form of mobile marketing

- Brands and movie studios are beginning to use mobile marketing through product tie-ins with mobile apps and games
- This report looks at one case study as introduction to mobile marketing which we'll investigate further in our Q2 2011 summary
- Users respond well to mobile app tie-ins when they are "appropriate":
 - For example, Illumination Entertainment have used a tie-in between the Hop Movie and Doodle Jump game, which users think "fits well"





2. E-commerce can thrive with a social dimension

FCUK's YouTique: giving online stores a social dimension is perceived as "innovative" by users

Key takeaways

- ✓ French Connection's YouTique site is seen as 'leading the way' in social shopping as users love the ability to share tips and watch videos of the products
- ✓ 50% of discussion focuses positively on the concept, showing that the act of sharing with others enhances the online shopping experience



About the campaign

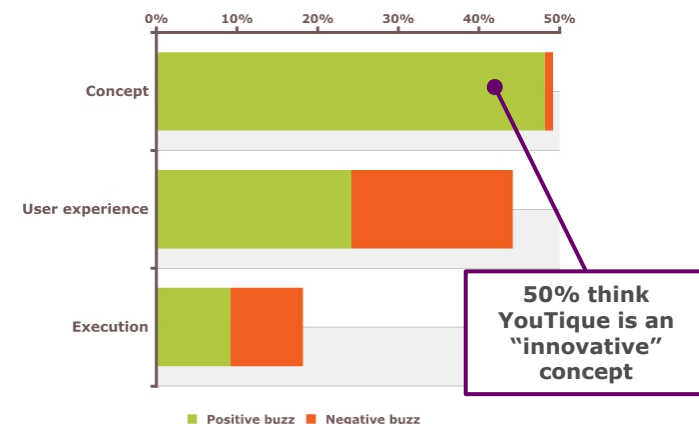
Brand French Connection
Approach French Connection launched a social shopping site in January which allows users to watch product videos, share comments, fashion tips and impressions on new collections
Facebook 193,000 likes

📌 This IS the future of online shopping 🗨

📌 I assume many more fashion retailers will start using this 🗨

📌 Simple idea – so obvious and so ingenious 🗨

YouTique: % buzz by topic of discussion



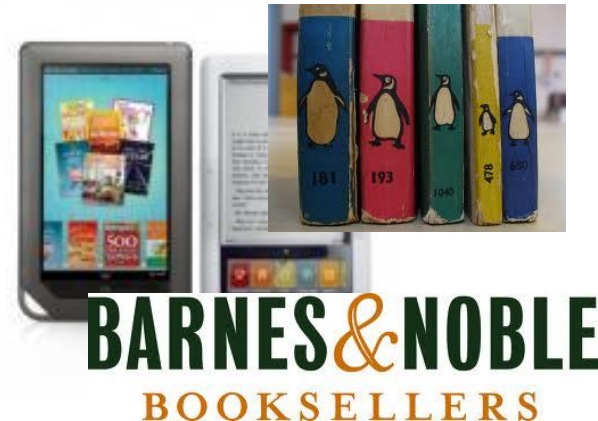
Source: WaveMetrix

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Barnes & Noble: booksellers shift focus to digital through online store and Facebook page

Key takeaways

- ✓ Barnes & Noble's use of a social media platform helps consumers recognise the traditional bookseller's shift to digital media
- ✓ Conversation related to the digital aspects makes up 67% of buzz, reflecting consumers' focus on online book shopping and e-reading



About the campaign

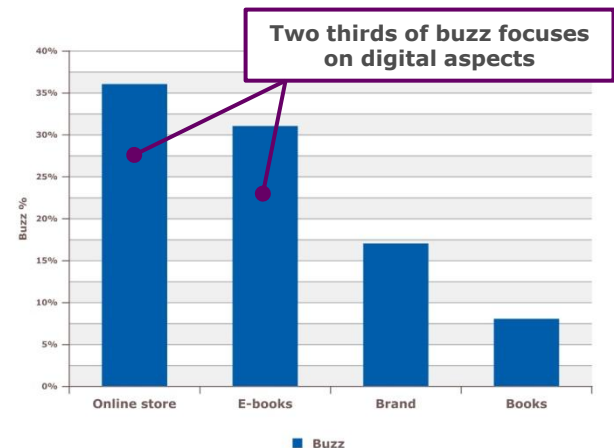
Brand Barnes & Noble
Approach Barnes & Noble used their Facebook platform to showcase their new range of "NOOK" e-readers and link to their new online store
Facebook 575,000 likes

📖 NOOK e-book readers rock 🗨️

📖 I'm very impressed with the quality of my NOOK 🗨️

📖 The NOOK is so much fun to play around with 🗨️

Barnes & Noble: % buzz by topic of discussion



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Louis Vuitton: using personalisation can enhance the luxury online purchase experience

Key takeaways

- ✓ Louis Vuitton gives the online purchase experience a luxurious edge through virtual personalisation, which increases product desirability
- ✓ 65% refer to either wanting or owning a Louis Vuitton bag in response to Mon Monogram, compared to 23% for Louis Vuitton's lifestyle-related posts



About the campaign

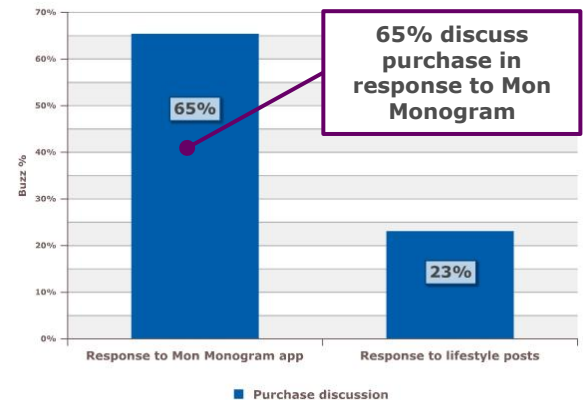
Brand Louis Vuitton
Approach Louis Vuitton's Facebook page features an app called Mon Monogram, allowing users to choose stripe colours and add their initials to a Speedy 30 bag. They are then prompted to buy the bag or can give it as a virtual gift
Facebook 2.2 million likes

👉 I'm getting a new one this week – love it! 👉

👉 Love this – I want one with grey and black stripes 👉

👉 This is my perfect bag – going to treat myself! 👉

Louis Vuitton: % responses referring to purchase on Mon Monogram vs lifestyle



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Bulgari: missing the 'social' side of social shopping means low consumer engagement

Key takeaways

- ✓ Bulgari's Facebook store fails to use the potential of social shopping as users are unable to leave comments or reviews and share their opinions with each other
- ✓ Each product showcased attracts a low average of 3.5 likes, reflecting low consumer engagement and awareness



About the campaign

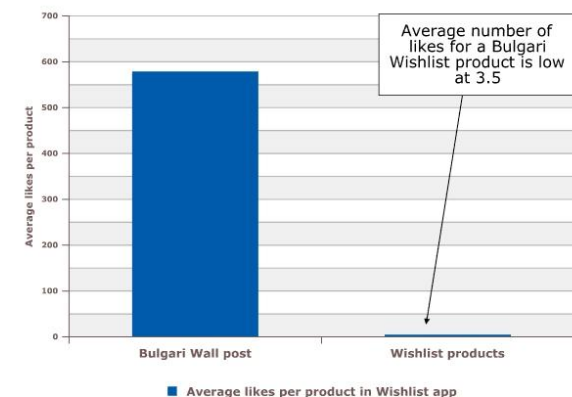
Brand Bulgari
Approach Bulgari's Facebook page features a "Wishlist" application through which users can 'like' and buy the products showcased. However, they are unable to comment on the products due to technical issues with the application
Facebook 260,000 likes

👉 I like the jewellery 👉

👉 I love Bulgari 👉

👉 I use Bulgari's perfume 👉

Bulgari: average likes per Wishlist product vs Bulgari wall post



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3. Generating consumer-led promotion

Nikon: getting users to promote product quality through a social media photo competition

Key takeaways

- ✓ Nikon's I AM competition promotes the quality of Nikon cameras as users share the photos they have taken
- ✓ Encouraging consumers to share personal photos via a social media platform increases the perception that the brand is relevant to the user



About the campaign

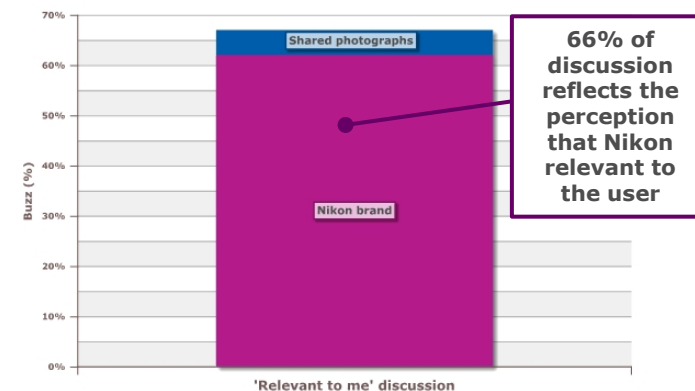
Brand Nikon
Approach Nikon's I AM competition encourages users to share personal photos taken by their Nikon cameras via the brand's Facebook page
Facebook 566,800 likes

📌 That picture is wonderful 📌

📌 Wow! That camera takes great pictures 📌

📌 Can I know more about the D400 and D800 models please? 📌

Nikon: % 'Relevant to me' discussion



[Click here for full story and analysis](#)

AMEX: encouraging consumers to show off the benefits of their Membership Rewards points

Key takeaways

- ✓ AMEX's Rewards Points app successfully encourages members to promote the scheme and the brand by playing on consumers' need for status recognition
- ✓ 80% of responses to the app are about how they use the points, acting as a consumer-led promotion of the scheme



About the campaign

Brand AMEX

Approach AMEX's Facebook page features a 'Points' application allowing users to share the different ways they use their points. It also showcases the deal of the week and special membership rewards

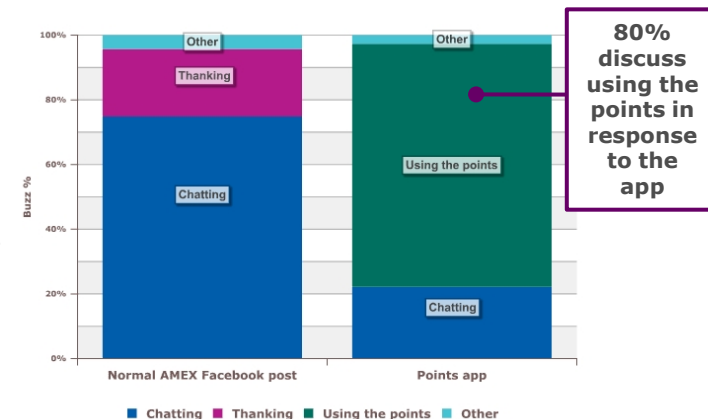
Facebook 450,000 likes

📌 I used #membership rewards from AMEX to fly to Las Vegas 📌

📌 I used #membershiprewards to buy a new iPod 📌

📌 I used #membershiprewards to buy a home entertainment center 📌

AMEX: % tone of responses



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Mini: promoting the Countryman's family-friendly design through a photo contest for Mini owners

Key takeaways

- ✓ Mini successfully drives consumer-led promotion of the Mini Countryman through the contest as 70% of discussion relates to the car itself
- ✓ Allowing Countryman owners to connect with each other creates a community of users who are promoting the car



About the campaign

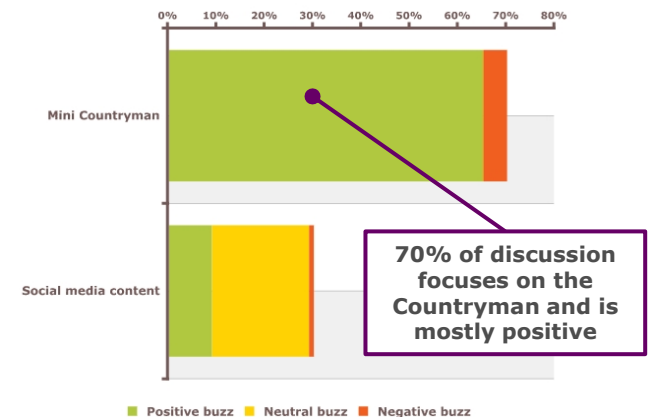
Brand Mino Countryman
Approach MINI used a family photo-contest to encourage users to upload photos of their MINI with their family or pets
Facebook 780,000 likes

📍 I have a Mini Cooper S convertible 📍

📍 I'm onto my third Mini now 📍

📍 The Mini Countryman is the best 📍

Mini: % buzz by topic of discussion



[Click here for full story and analysis](#)



4. Linking the brand back to the real world

Evenflo: building consumer trust by encouraging parents to share experiences

Key takeaways

- ✓ Evenflo position their brand as a trustworthy advisor through their Savvy Parents Guide and by encouraging parents to share their experiences
- ✓ 84% of discussion is conversational, with users sharing advice as asking questions reflecting consumer trust towards the brand



About the campaign

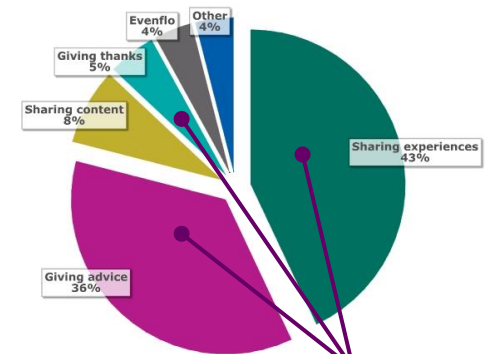
Brand Evenflo
Approach Evenflo use a dedicated blog as well as pages on Facebook and Twitter to promote their Savvy Parents Guide – informative videos around parenting. This also provides a platform for parents to share experiences and give each other advice
Facebook 3,238 likes

📖 It's a proven fact that breastfeeding is healthier 📖

📖 Thanks for letting me know the LATCH car seat has weight restrictions 📖

📖 Thanks for reminding me not to use the LATCH car set and seatbelt together 📖

Evenflo: % buzz by tone of discussion



84% of discussion is conversational

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Kotex: mitigating taboo subjects through a consumer support and advice forum

Key takeaways

- ✓ Kotex's use of an advice forum combined with 'tongue-in-cheek' marketing successfully lifts the taboo around female hygiene issues
- ✓ 47% of discussion is conversational with users sharing experiences or giving and asking for advice



About the campaign

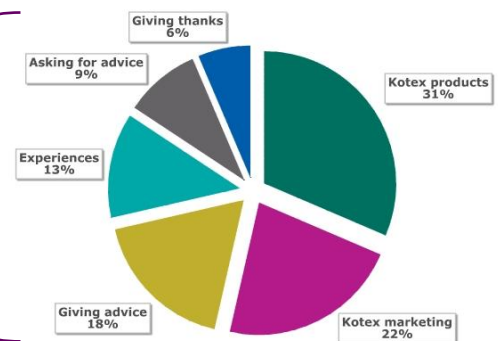
Brand Kotex
Approach Kotex's advice forum provides a place for women to discuss period-related issues and ask the Kotex experts and other users for advice
Facebook 45,000 likes

🗨️ I'm a junk food junkie on my period and always feel awful after 🗨️

🗨️ I'm not sure whether to wear tampons or pads 🗨️

🗨️ I have been using the Curves liners as I get light flow during the day 🗨️

Kotex U: % buzz by discussion topic



47% of discussion is conversational

[Click here for full story and analysis](#)

Olympus: building an expert image by giving consumers specialist photography advice

Key takeaways

- ✓ Olympus successfully use their expert Q&A sessions to enhance the brand's expertise image
- ✓ Users also enjoy the scheduled aspect of the sessions as it means the Olympus brand has a place in their schedule



About the campaign

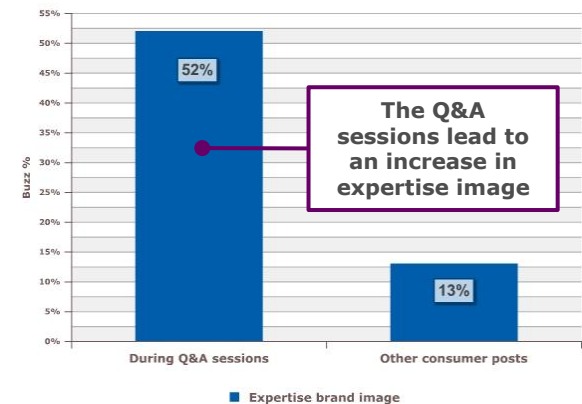
Brand Olympus
Approach Olympus uses specialised and real-time Q&A sessions to give users advice and tips on how to take better pictures and use all the different functionalities on their camera
Facebook 27,350 likes

👉 The sunset in the image is nice 👉

👉 The child in the photo is really cute 👉

👉 That photo has been captured nicely 👉

Olympus: expertise brand image



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Skinceuticals: giving consumers expert advice to drive purchase consideration

Key takeaways

- ✓ Skinceuticals' Q&A sessions help consumers better understand their skin's needs
- ✓ In contrast, Clarins' more general approach has less of an impact in encouraging purchase discussion with only 5% of users mentioning buying



About the campaign

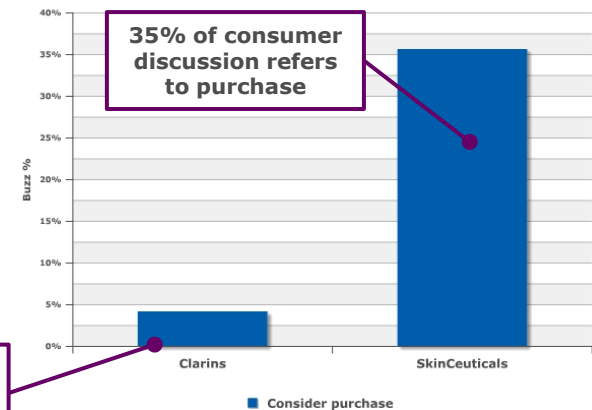
Brand Skinceuticals
Approach Skinceuticals run Q&A sessions through which they answer users' dermatology-related questions and recommend which products they can use. Users can also offer each other advice as well
Facebook 6,582 likes

↳ The LHA Solution Toner gives my skin a healthy glow 🗨

↳ I'm ready to try a new moisturisers, which one shall I go for? 🗨

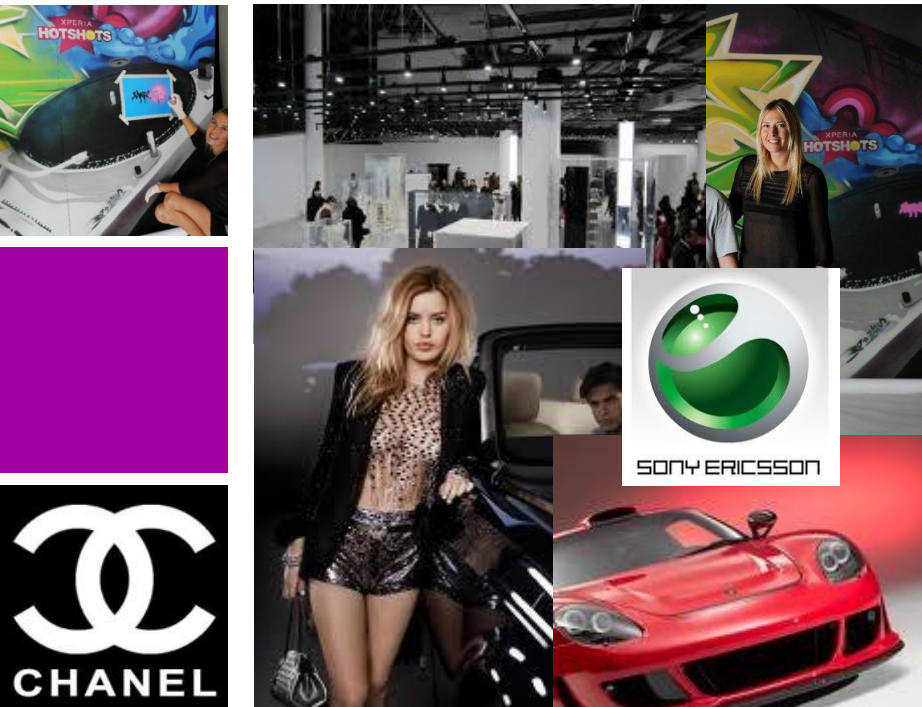
↳ The addition of a B5 Gel to my regimen would be ideal 🗨

Skinceuticals: % purchase discussion for Skinceuticals vs Clarins



[Click here for full story and analysis](#)

Clarins' more general approach of posting about products drive lower purchase consideration



5. Boosting offline events through social media

Porsche: mixing social media with offline exhibitions to enhance brand image

Key takeaways

- ✓ Porsche's use of Facebook to showcase their classic models exhibited in the Porsche Museum broadens its reach and impact
- ✓ 23% of discussion reflects Porsche's classic brand image, showing the impact of their use of social media

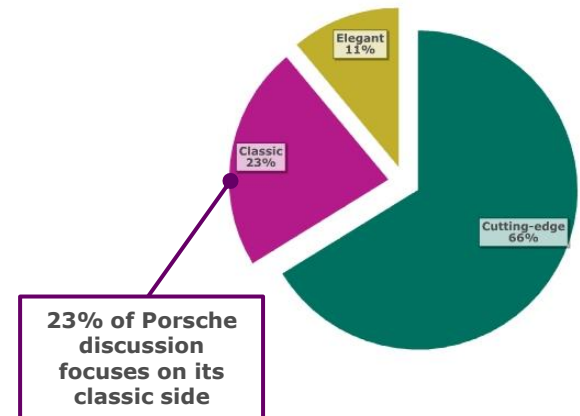


About the campaign

Brand Porsche
Approach Porsche use their Facebook page to share videos and pictures of new and classic Porsche models. They discuss refurbishments of old models to be displayed in the Porsche Museum
Facebook 1,5 million likes

- 📌 The restoration of a 1973 911 T is awesome 🗨
- 📌 I'd like to go to the Museum 🗨
- 📌 I'd love to have a Porsche Turbo 3.0 one day 🗨

Porsche: % buzz by brand attribute



[Click here for full story and analysis](#)

Sony Ericsson: combining sport sponsorship and social media to enhance brand image

Key takeaways

- ✓ Sony Ericsson's sponsorship of the Miami Tennis Open boosts the brand's 'entertainment' image
- ✓ Analysis of the language used shows that consumers strongly link Sony with the sporting events and famous athletes which are being sponsored

About the campaign

- Brand** Sony Ericsson
- Approach** Sony Ericsson have sponsored the Miami Tennis Open as well as the UEFA Champions' League ahead of launching the Sony Xperia. They are also running their Hotshots competition at the same time
- Facebook** 4.3 million likes

📍 I had a great time at the Xperia Hotshots party in Miami 📍

📍 I'm supporting Sorana and Bethanie 📍

📍 It was a great idea as I could see the players interacting on the court 📍

[Click here for full story and analysis](#)



Sony Ericsson: top words used in conjunction with Sony Xperia



Users mention athletes taking part in sponsored events

Chanel: enhancing brand image in an emerging market through a branded exhibition

Key takeaways

- ✓ Social media provides a platform for consumers in an emerging market to share their impressions of the Culture Chanel exhibition
- ✓ Chanel's aspirational image is reflected in 63% of discussion from visitors of the event



About the campaign

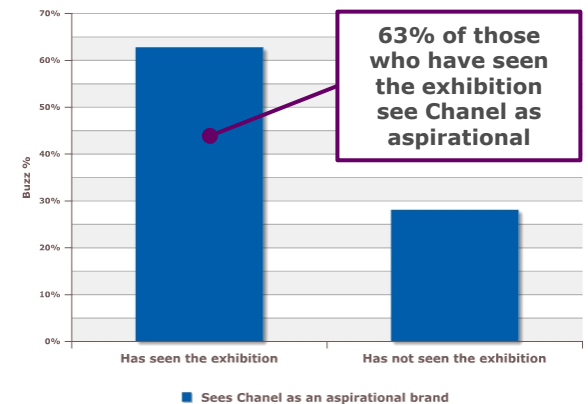
Brand	Chanel
Approach	Chanel use social media to engage with consumers and let them share experiences of Culture Chanel, their exhibition held in Shanghai
Sina Weibo	20,000 followers

📌 The exhibition connects to consumers' hearts directly 📌

📌 Coco's designs contain a unique understanding of life 📌

📌 I like Coco Chanel – going to work hard to buy more Chanel products 📌

Chanel: % aspirational brand discussion



[Click here for full story and analysis](#)



6. Teaser: Mobile marketing

Hop Movie: tying in a film launch with a mobile application can generate positive engagement

Key takeaways

- ✓ Consumers say the Doodle Jump mobile app “fits well” with the Hop movie
- ✓ 97% of Doodle Jump fans are positive towards the tie-in, showing how an “appropriate” tie-in can generate positive consumer engagement



About the campaign

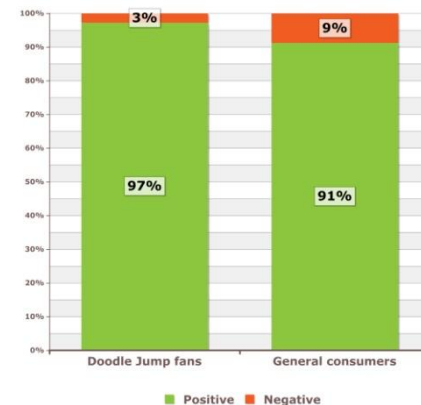
Brand Hop Movie
Approach Illumination Entertainment has tied in the launch of the Hop movie with an iPhone game called Doodle Jump
Facebook 960,000 likes

👉 It's my favourite game and I'm so impressed 👉

👉 I love the Hop version of Doodle Jump – it really fits well 👉

👉 I love this game – what a cool idea! 👉

Hop Movie: sentiment of discussion by user type



All users are positive towards the Hop movie mobile app

[Click here for full story and analysis](#)

WaveMetrix is the global leader in buzz research



- We are the only major social media monitoring company to not just capture buzz, but actually read it
- Our analysts can read, interpret and classify every customer comment, in any language from any social media
- We work with many of the world's leading brands
- Our clients choose us because we don't just measure buzz, we help them understand and act on it



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