

Wave: social media quarterly

Q3, 2011: The benefits and limits of a social media fanbase

6th October 2011

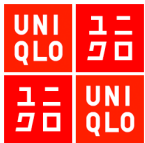


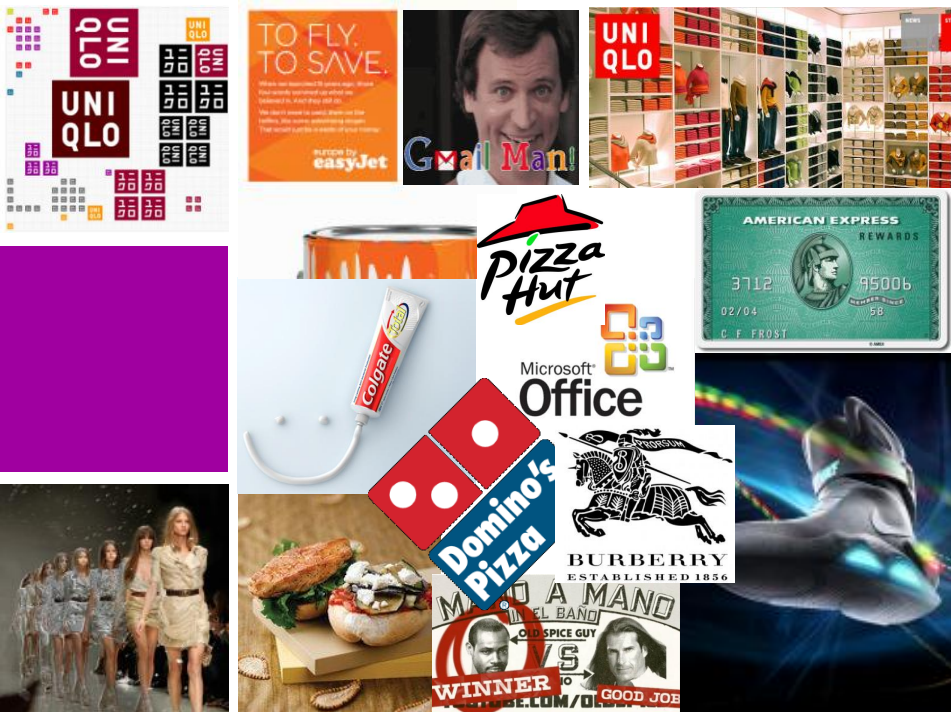
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About Wave

- 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 Q3 2011
- It follows on from previous quarterly summaries released by WaveMetrix:
 - [Q3 2010](#)
 - [Q4 2010](#)
 - [Q1 2011](#)
 - [Q2 2011](#)
- Our [Luxury Brands' guide to Social media](#) is also available





1. Executive summary

Crowdsourcing via social media can get consumers involved, but needs to be linked to product

- Brands are increasingly turning to social media to crowdsource campaign ideas:
 - Colgate's 'Smile' campaign used photos uploaded by fans to create outdoor advertising posters
 - Nando's 'Noise' campaign was created from fans uploading the sound that reminds them of eating Nando's
- UNIQLO also use their fanbase to crowdsource online advocacy:
 - A select group of fans called "UNIQLOvers" are used to promote the brand online
- Whilst Colgate and UNIQLO successfully rally their fans, Nando's campaign is perceived as "confusing" as it is not sufficiently linked to the products



Brands should consider their original fanbase when re-branding or launching new goods via social media

- Many brands use social media to announce new products or test a new brand image:
 - However, successful brands involve original fans in the re-branding rather than forcing it upon
- Pizza Hut and Nike met resistance from their original fanbase on social media platforms:
 - Pizza Hut used their Indian Facebook fans to test a new brand image based on different types of dishes
 - Nike re-launched a limited edition of MAG sneakers via Facebook, but regular fans felt excluded by the “extortionate” price
- In contrast, Old Spice involved fans in choosing between two Old Spice guys, creating positive engagement



Some social media content can backfire, by giving online users an opportunity to undermine the brand

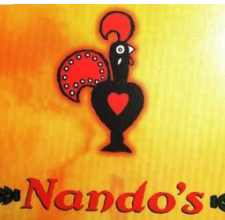
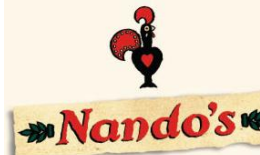
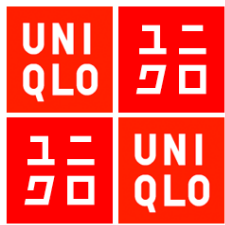
- Certain brands, including Microsoft, Easyjet and AmEx have suffered from a social media backlash:
 - The easy-to-share nature of social media content means it can spread at enormous speed, which is usually an advantage, but can also backfire in certain cases
- Easyjet and Microsoft were criticised by social media users for making “attack ads” directed at competitors:
 - Both Easyjet’s ‘To Fly. To Save’ attack against British Airways and Microsoft’s ‘Gmail Man!’ spoof ended up generating negativity towards the brand creating the advert
- AmEx also suffered a social media backlash after tweeters used their charity hashtag to undermine the brand



Trendwatch: Going live with social media

- Some brands have achieved a positive response from online followers after sharing exclusive or controversial material
- Burberry pioneer giving Twitter followers the first images of their SS12 catwalk show:
 - Although allowing Twitter users to be the first to comment on the new collection is a risky strategy, Twitter followers responded positively and their feeling of exclusivity became stronger
- Domino's Pizza chose to stream live comments from consumers on a billboard in Times Square:
 - Although some of the customer comments were negative, Domino's gained approval for its "brave" move





2. Crowd-sourcing through social media

Colgate's Smile campaign uses crowdsourcing to get consumers talking about purchase

Key takeaways

- ✓ Encouraging Facebook fans to share their personal experiences through social media successfully links product and usage
- ✓ This translates into an increase in the proportion of purchase discussion in the weeks after the campaign



About the campaign

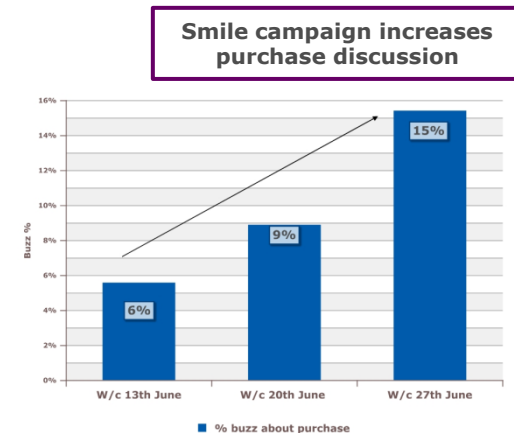
Brand Colgate
Approach Colgate encouraged its social media users to upload pictures of their 'Colgate Smile' to the brand's Facebook page. These were then collated to create outdoor advertising posters
Facebook 46,000 likes

📍 I love my Colgate smile shopping 📍

📍 Thanks for this great coupon. We love Colgate! 📍

📍 I bought Colgate on my shopping trip today 📍

Colgate: % purchase buzz by week



Source: WaveMetric

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

Nando's Noise use of crowdsourcing confuses certain users, leading to negative brand buzz

Key takeaways

- ✓ Nando's crowdsourcing initiative seen as "fun", but some consumers find it does not evoke the Nando's brand for them
- ✗ 54% of buzz around the brand is negative as consumers say they "have no idea" what Nando's is



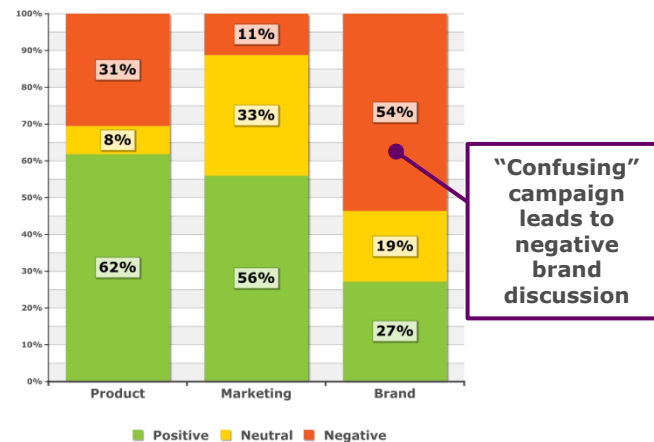
About the campaign

Brand Nando's
Approach Nando's Noise campaign prompted users to upload the sound they make when eating Nando's food. The campaign was launched on YouTube with a video of comedian Reggie Watts making the first Nando's Noises
YouTube 230,000 views

🗨️ I have no idea what Nando's is, but Reggie Watts is cool! 🗨️

🗨️ I don't do any of those things when someone says Nando's 🗨️

Nando's Noise : % buzz by sentiment for each topic



"Confusing" campaign leads to negative brand discussion

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

UNIQLO crowdsources online advocacy from its "UNIQLOver" on Facebook

Key takeaways

- ✓ UNIQLO's approach of relying on select Facebook members called UNIQLOver to spread brand love and recommendations achieves a positive impact
- ✓ 45% of UNIQLOver recommend UNIQLO's products and brands, more than double that of general consumers



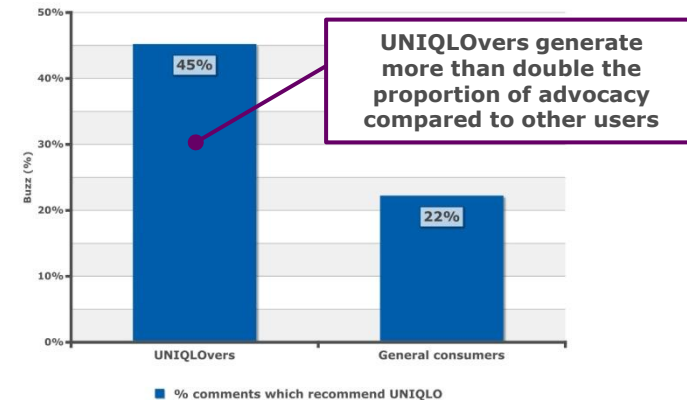
About the campaign

Brand UNIQLO
Approach UNIQLO has a worldwide Facebook page alongside regional ones which is described as "a page for UNIQLO fans by UNIQLO fans" where UNIQLOver act as brand evangelists
Facebook 333,000 likes

👤 I once was a fool, then I start wearing a UNIQLO Evanglion Tshirt, now I still don't have girls but I am a bit more chic 🙄

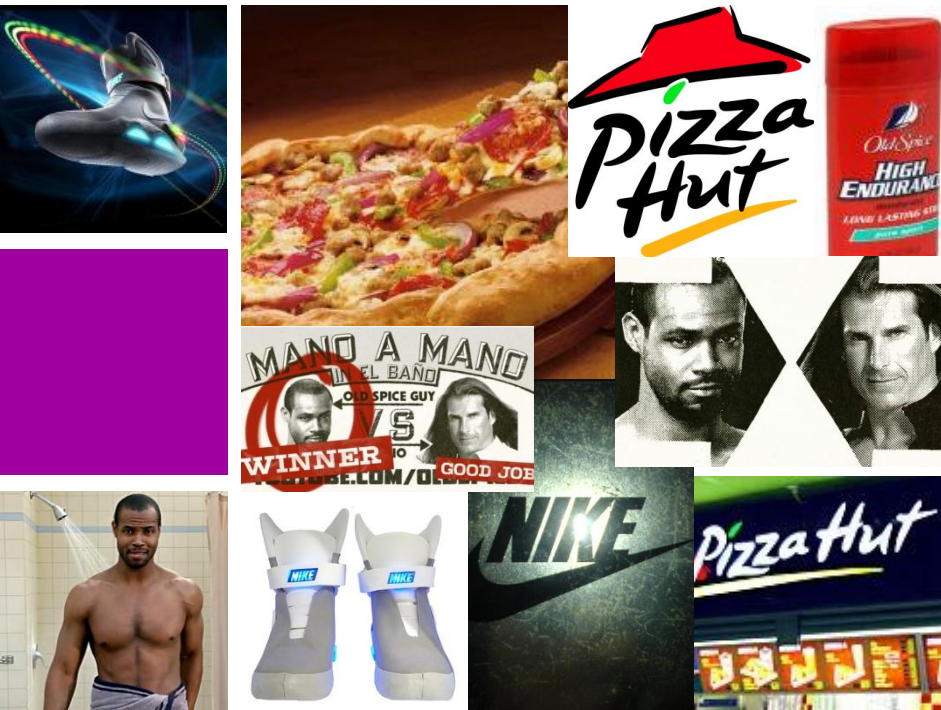
👤 I have this T-shirt! It's the coolest 🙄

UNIQLO: % advocacy by type of user



Source: WaveMetricx

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



3. Aligning new campaigns or products with an original fanbase

Pizza Hut's attempt to launch a new image in India met with preference for status quo

Key takeaways

- ✗ Pizza Hut's re-positioning campaign on Facebook fails to achieve the desired effect as Indian fans appear happy with the brand's current image
- ✗ Only 7% of buzz reflects the new brand values of "new age" and "vintage", showing the low level of consumer interest for the new Pizza Hut attributes



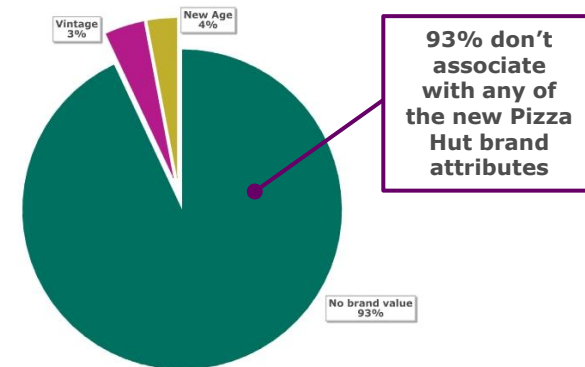
About the campaign

Brand Pizza Hut
Approach Pizza Hut in India used their Facebook page to launch a re-positioning campaign. They show pictures of their new products including cocktails, pasta dishes and skewers, and ask their Facebook fans if they see these new dishes as more "new age" or "vintage"
Facebook 1.3 million likes

🗨 Boring....I thought it would be humorous 🗨

🗨 Only the people who have never been to Pizza Hut will say that it's a foolish advertisement 🗨

Pizza Hut: % buzz by brand attribute



Source: WaveMetric

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

Nike's launch of "expensive" new sneakers rejected by social media fanbase

Key takeaways

- ✘ Nike's charity re-launch of the MAGs is negatively received by the brand's Facebook fans, rather than sparking nostalgia, due to their "expensive" price
- ✘ Although the campaign enhances Nike's caring image, it leads 66% to reject the brand's aspirational image as they feel it does not cater for regular fans



About the campaign

Brand Nike

Approach Nike used its social media page on Facebook to re-launch the MAG, featured in Back to the Future II, with the proceeds intended for charity. However, the high price point of the new limited edition MAGs makes old fans feel sidelined

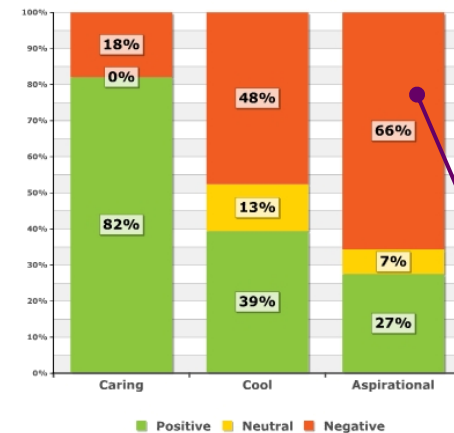
Facebook 5 million likes

👉 Man I wish I can get these but this cost more than my mom's car! 🗨️

👉 No way would a reasonable person buy shoes at 75K 🗨️

👉 That's crazy - Nike should do a release for the regular people 🗨️

Nike: % buzz by sentiment for main brand attributes



MAGs have a negative impact of Nike's aspirational image

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

Fans react negatively to the new Old Spice guy, but are pleased to participate in choosing the winner

Key takeaways

- ✓ Old Spice's invitation for consumers to participate in choosing the Old Spice guy generates high levels of engagement
- ✗ Consumers are negative towards the new Mr Spice guy, suggesting he is not in line with expectations of the brand



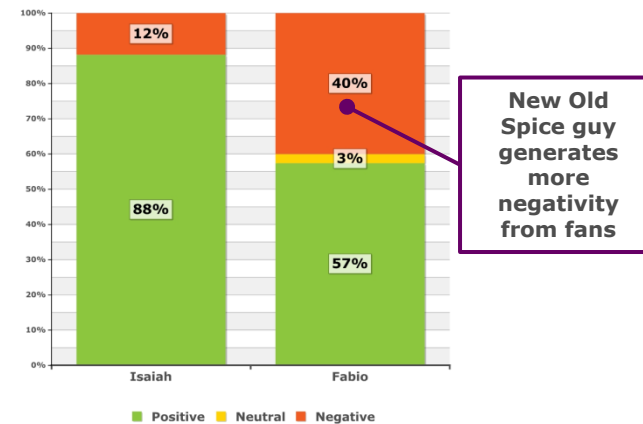
About the campaign

Brand Old Spice
Approach Old Spice orchestrated a "bake-off" between the original Old Spice guy Isaiah and Fabio, a newly introduced Old Spice guy
YouTube 540,000 views

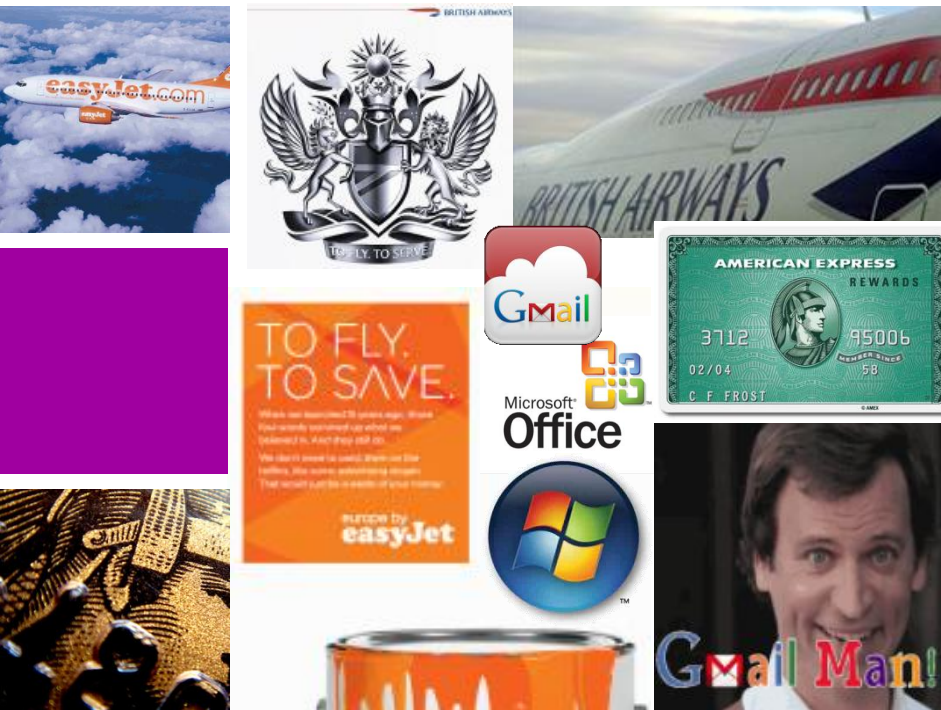
Bring back Isaiah!!!!!!

As if there could ever be a doubt as to who is the most manly of men? I mean seriously...Fabio? I don't think so!

Old Spice: response to the Mano a Mano by Old Spice guy



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



4. When social media backfires

Easyjet's attempt to poke fun at British Airways on Facebook backfires

Key takeaways

- ✗ Although described as "a bit of fun", the responses to the spoof were critical of Easyjet and mostly supportive towards British Airways
- ✗ This shows that the difficulty of addressing just one isolated group through social media can cause attack ads to backfire

About the campaign

Brand Easyjet
Approach Easyjet issued a spoof version of British Airways' "To Fly, to Serve" campaign with a new one saying "To Fly, to Save" posted on Facebook
Facebook 65,000 likes

🗨 Well I suppose it's cheaper to take the mickey out of BA than think up your own stuff, but you are just giving BA free advertising 🗨

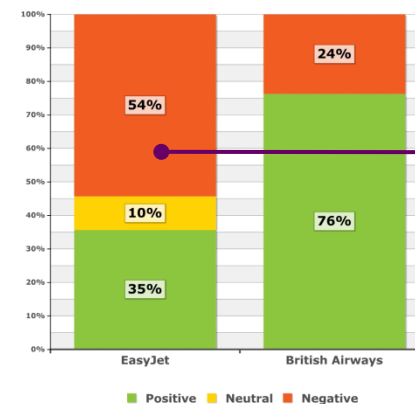
🗨 I am so sick of Easyjet's hidden charges that we are all paying an extra £30 to fly BA when we go skiing this year 🗨

🗨 How bitchy, Easyjet! 🗨

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



Easyjet: sentiment of responses to Easyjet spoof by brand



Easyjet ends up with more negativity about its own brand after the spoof

The online backlash against Microsoft 'Gmail Man' video highlights the risks of social media

Key takeaways

- ✘ Microsoft's leaked 'Gmail Man!' video leads to a higher proportion of negativity than Gmail at 74%, as users criticise Microsoft's "childish" approach
- ✘ This highlights the lack of control brands have over social media, as the easy-sharing nature prevents Microsoft from stopping the backlash



About the campaign

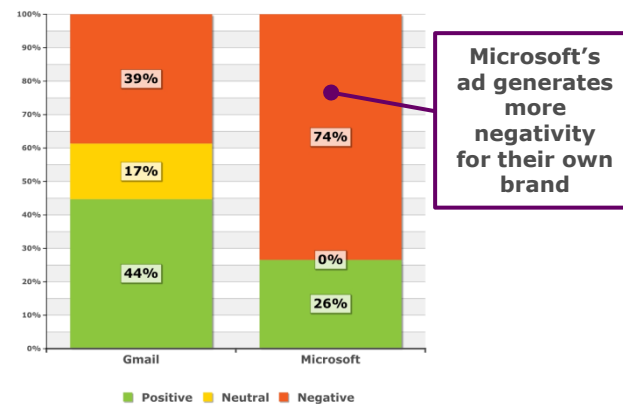
Brand Microsoft
Approach An internal video created by Microsoft with the intention of promoting their new Office 365 email offering was leaked online and broadcast on video sharing sites like YouTube
YouTube 108,000 views

🗨️ We use Gmail for our business and it is clean of any ads 🗨️

🗨️ I find this approach to be rather childish 🗨️

🗨️ I'm gonna go buy a Snickers!! 🗨️

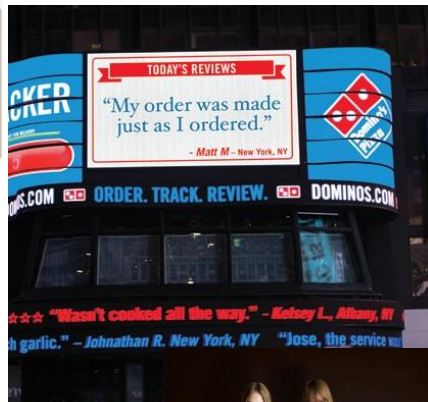
Microsoft: % buzz by discussion topic



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



twitter



5. Trendwatch: Going live with social media

Burberry Tweetwalk: Giving social media fans live previews can increase feelings of exclusivity

Key takeaways

- ✓ Burberry takes a more open approach to social media than other luxury brands by giving Twitter followers the very first pictures of the SS12 catwalk
- ✓ 38% express feelings of exclusivity in response to the Tweetwalk campaign, suggesting the initiative has a positive impact on the brand's aspirational image



About the campaign

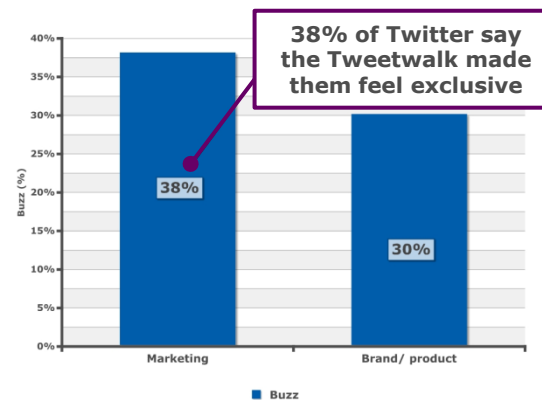
Brand	Burberry
Approach	Burberry streamed live pictures on Twitter of their SS12 collection before the models hit the runway, making their social media fans the first to see it
Twitter	555,000 followers

📌 Bold thinking from @Burberry - first ever #Tweetwalk this afternoon 📌

📌 SS12 looks will be on Twitter before runway! 📌

📌 Really impressed how @burberry has embraced @twitter. #tweetwalk 📌

Burberry Tweetwalk: % buzz reflecting followers' feelings of exclusivity



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

Domino's: Sharing social media comments live can increase trust in the brand

Key takeaways

- ✓ Domino's initiative of live streaming customer care comments is perceived as "brave" by 12% of users
- ✓ This suggests that taking the risk of having less control over shared content can earn respect from consumers and increase their trust in a brand



About the campaign

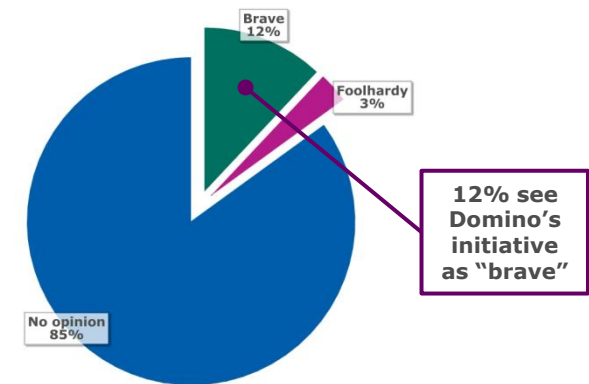
Brand Domino's
Approach Domino's Pizza shared a live stream of customer feedback comments on a giant billboard in Times Square
Facebook 3.9 million likes

👉 Brave 👉

👉 Talk about a brave and bold marketing campaign! 👉

👉 Brilliant! Apparent honesty always swayed peoples hearts 👉

Domino's: % buzz by perception of the Times Square billboard



Source: WaveMetric

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



Further details

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



For more information:

info@wavematrix.com

+44 (0)207 681 6257

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