

Brad Little
@bradleyjlittle



One heck of a presentation
coming up!!!

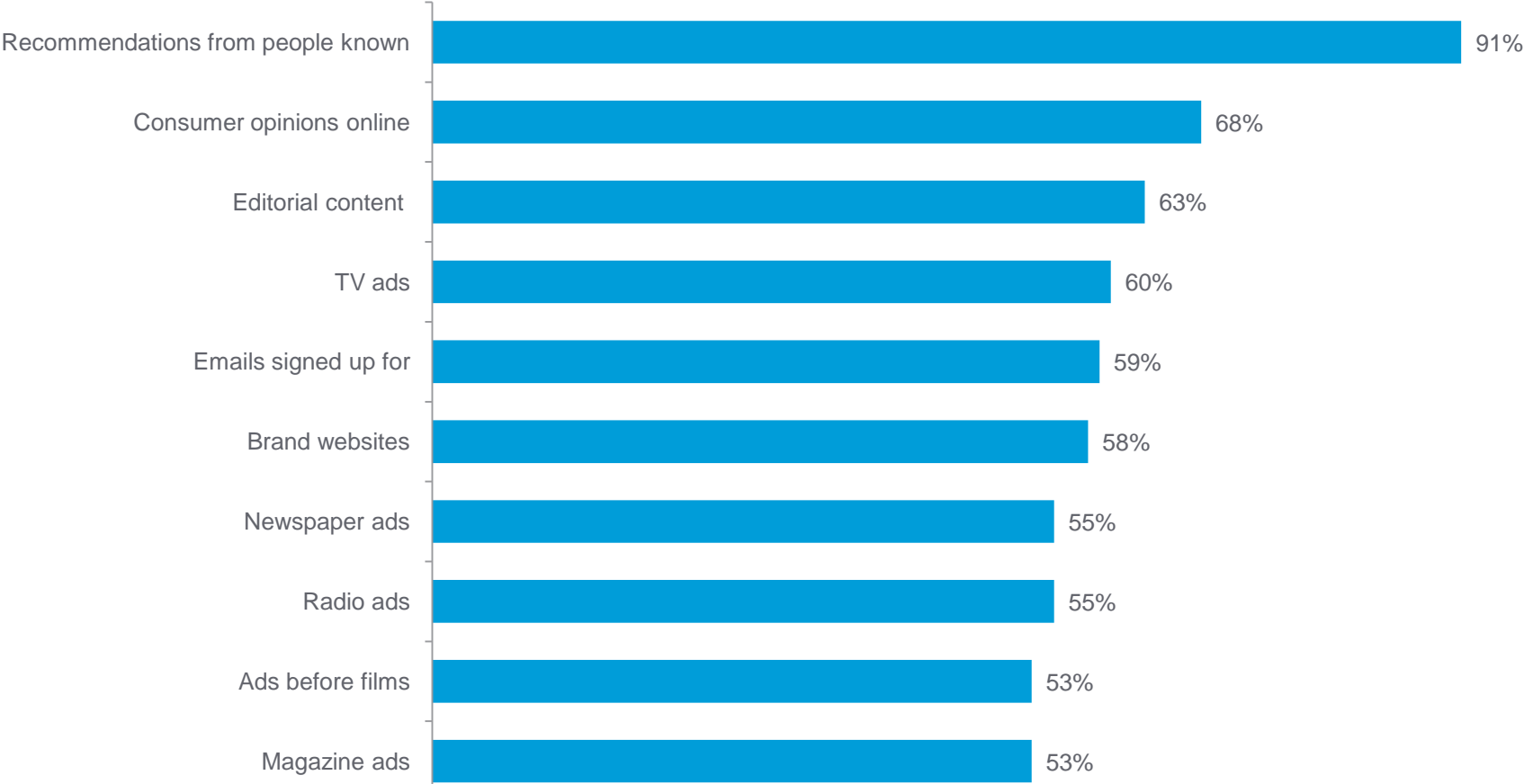
Stick around 😊

nielsen

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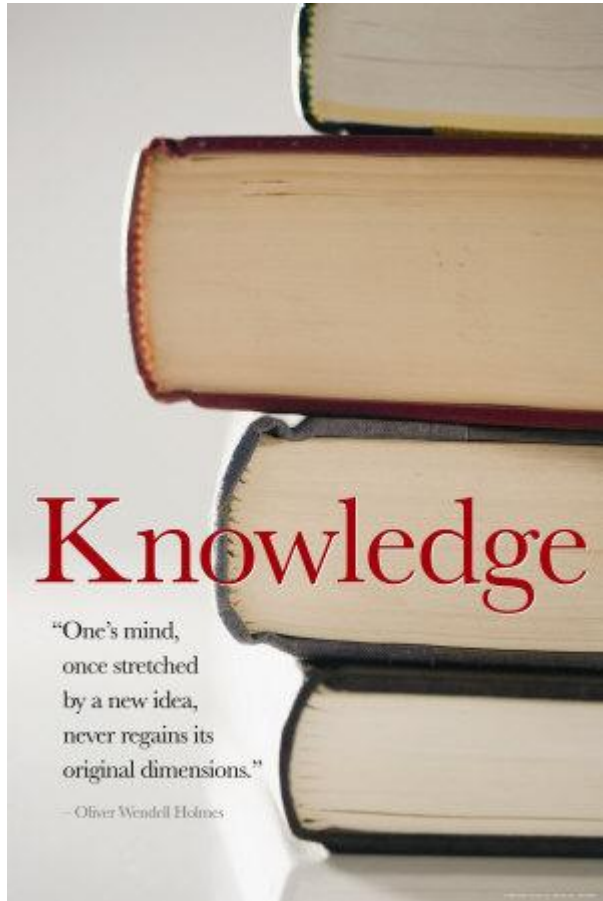
Why does Social Media matter?

Ten Most Trusted Types of Advertising for UK Online Consumers



Source: Nielsen Global Online Consumer Survey April 2009
*E.g. 91% of respondents trusted "completely" or "somewhat" recommendations from people they know

The evolution of information



Google™

twitter





From: **System Administrator**
Sent: 30 March 2010 06:00
To: Little, Brad
Subject: **Your mailbox is over its size limit**
Importance: **High**

Your mailbox has exceeded one or more size limits set by your administrator.

Your mailbox size is 197,146 KB.

Mailbox size limits:

- You will receive a warning when your mailbox reaches 184,320 KB. **You may not be able to send or receive new mail until you reduce your mailbox size.** To make more space available, delete any items that you are no longer using or move them to your personal folder file (.pst). Items in all of your mailbox folders including the Deleted Items and Sent Items folders count against your size limit. You must empty the Deleted Items folder after deleting items or the space will not be freed. See client Help for more information.




You are **currently using 12 MB (0%)**
of your **7,438 MB**.



We are way behind the consumers

▶ **Make a Payment:**
[Become A Member](#)

▶ **Sign up with Corporate Accountability International**

▶ **Tell-A-Friend** 
Let your friends know about Corporate Accountability International

▶ **Find Elected Officials:**
Enter 5 or 9 digit zip code
 -

▶ **Current Members:**
Email

Password

 Remember me?
[\(need/forqot password?\)](#)

 **Give the orang-utan a break** [Go to the Greenpeace UK homepage](#)



Share this video

EMBED VIDEO:
<object width="640" height="385"><param name="allowfullscreen

Who reads stuff and then tells other to 'sort it'?



March 3, 2008 Edition

The consumer is in control; more leverage and ability to create “media”

Web is an “echo chamber” & transparency engine into mkt events & processes

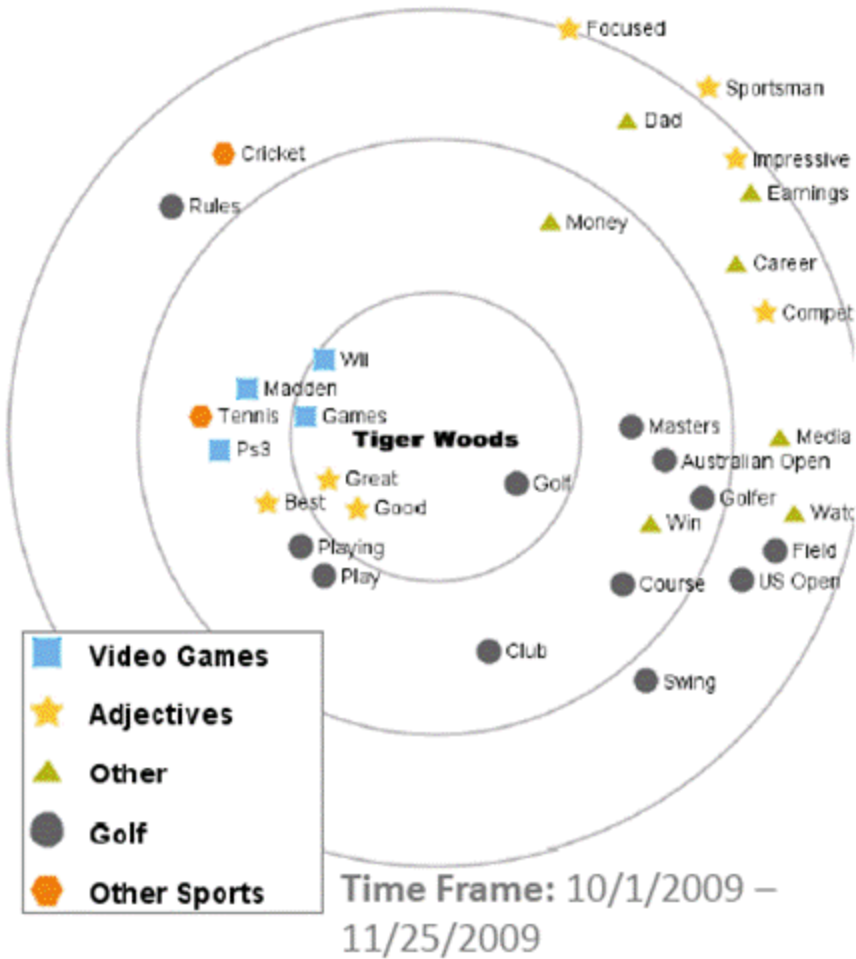
Points of exposure & engagement are magnified by Web 2.0

Customer service (how we “listen and respond”) might just be the “new marketing”

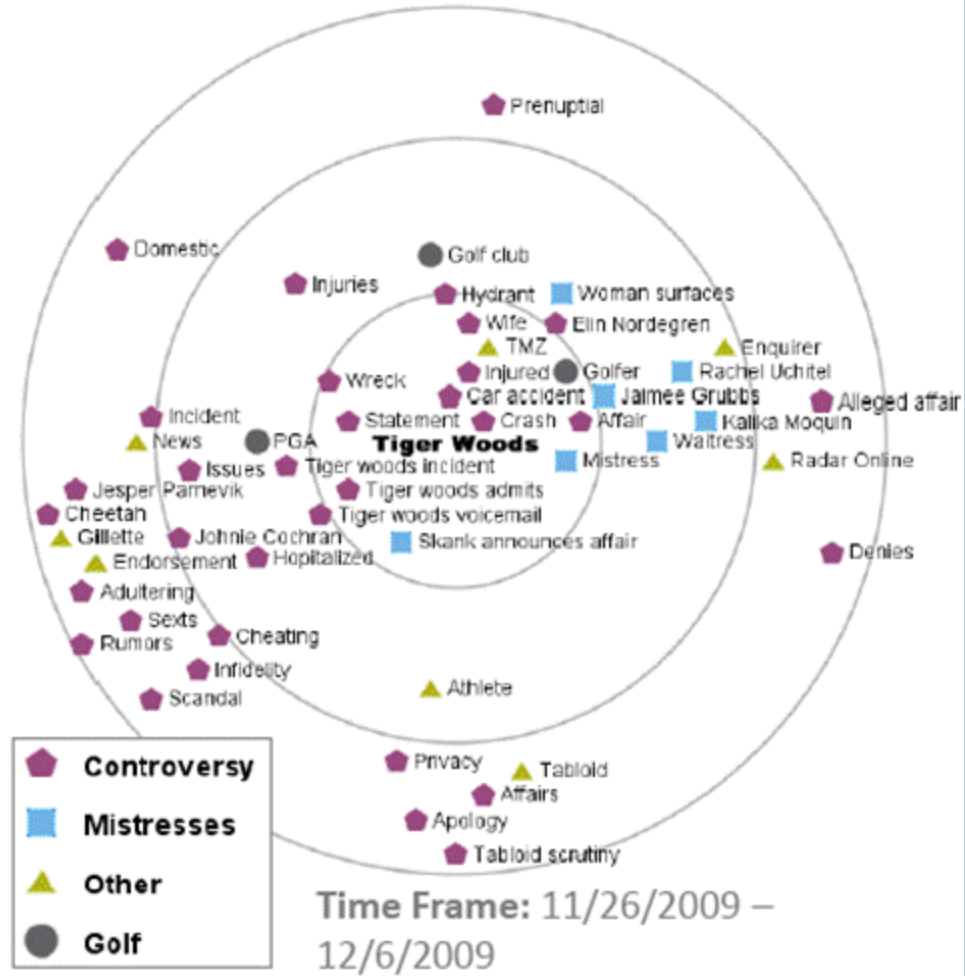
Search and brand reputation share symbiotic relationship

Tiger Woods Brand Association Maps (BAMs)

Pre-Controversy



Post-Controversy



What is Social Media?

What are your goals?



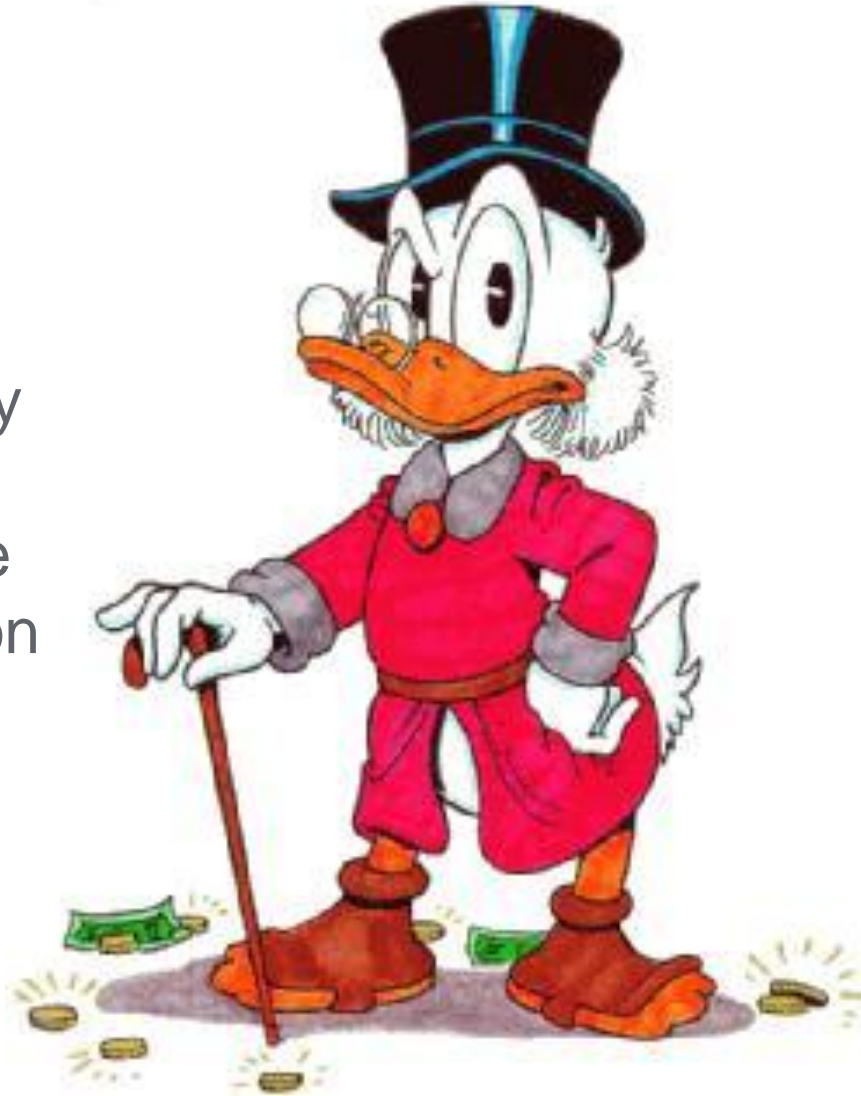
Listening

- How do you listen?
 - Survey, focus group, interviews, or other?
- How often do you listen?
- What do you listen for? Why do you listen?
- What do you do when you learn something?
 - How is it leveraged?
- What is the issue that you would like to measure?
- What is the objective that you would like to measure against?

Myth: Social Media doesn't cost a lot

Cost

- People
- Technology
- Time
- Experience
- Cooperation



Revenue

- Reduce Cost
- Customers
- Sales
- Loyalty
- Retention



blendtec iphone

Search

Broadcast Yourself™

[Home](#) [Videos](#) [Channels](#)

Will It Blend? - iPhone



★★★★★ 18,963 ratings



youtube roller baby

Search

Broadcast Yourself™

[Home](#) [Videos](#) [Channels](#)

Evian Roller Babies international version



0:16 / 1:01

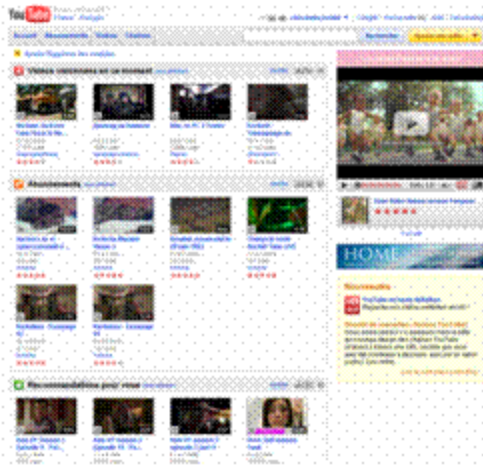


★★★★★ 17,758 ratings

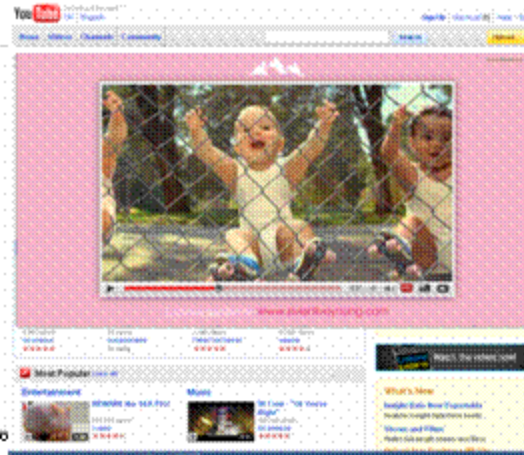
12,111,582 views

Home Page Take Over: July 09

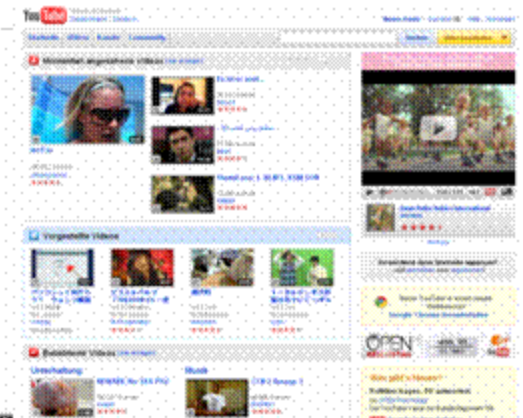
France [5mn]



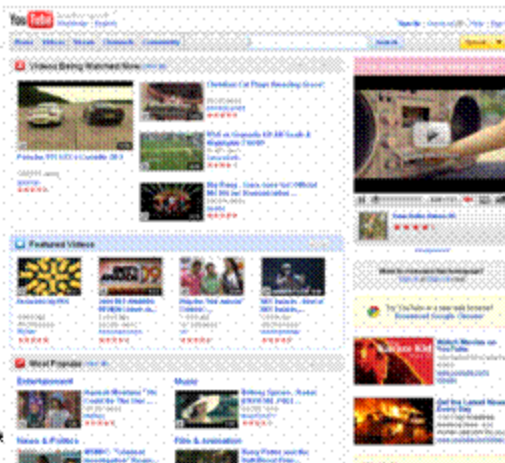
UK [8mn]



Germany [9mn]



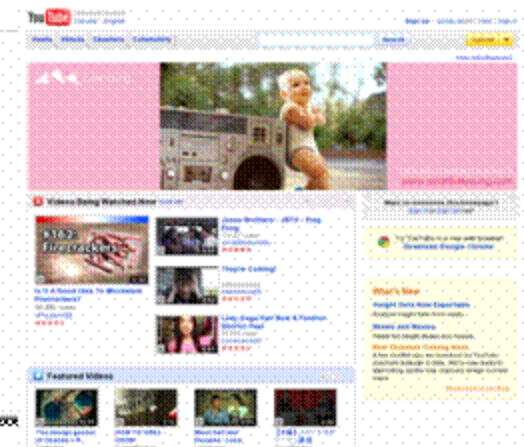
US [43mn]



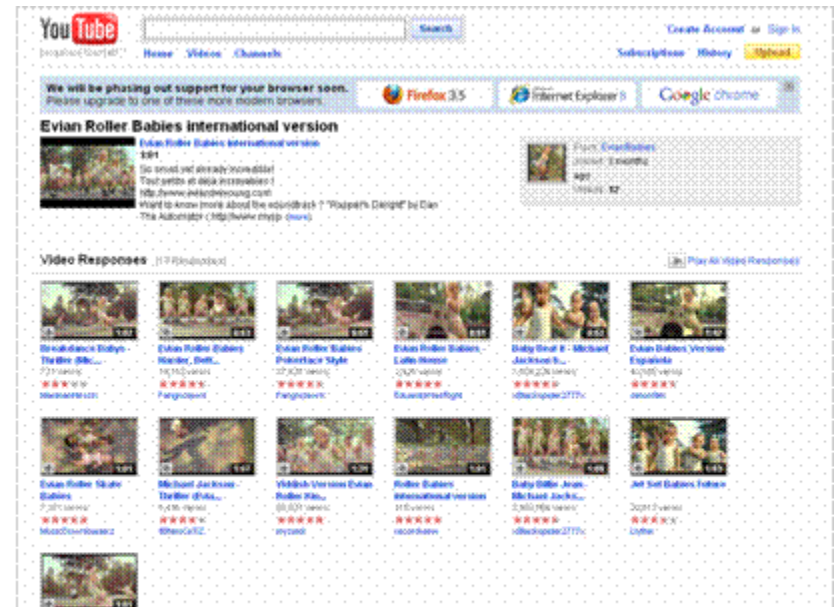
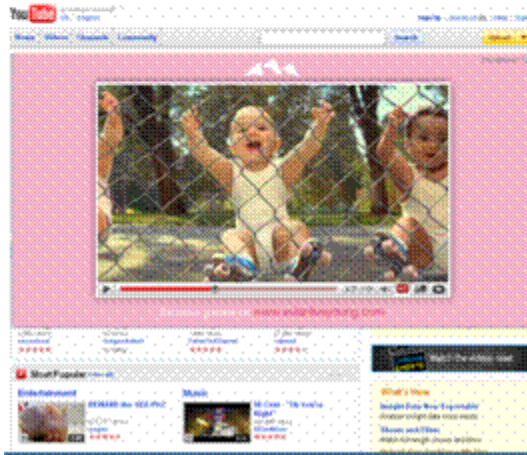
Japan [8mn]



Canada [6mn]



Online GRP Delivery Boost

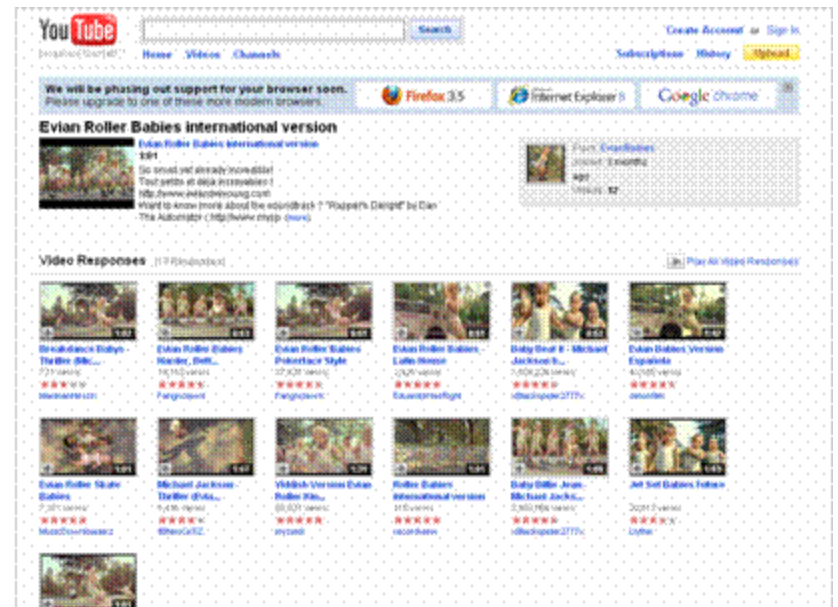
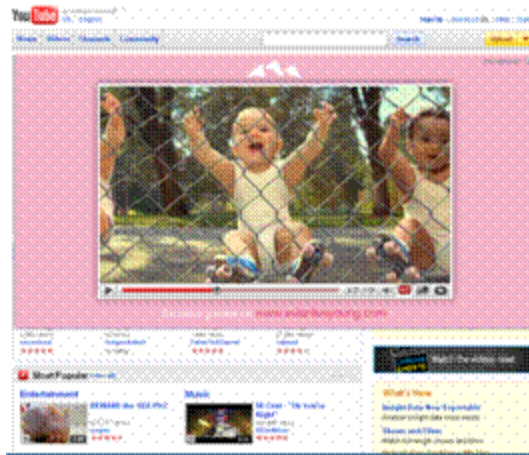


Evian Brand Engagement (Time)

+250%

Unmanaged

Managed



Social Media Process

Learn & Strategise

LEARN



Listen



Mo

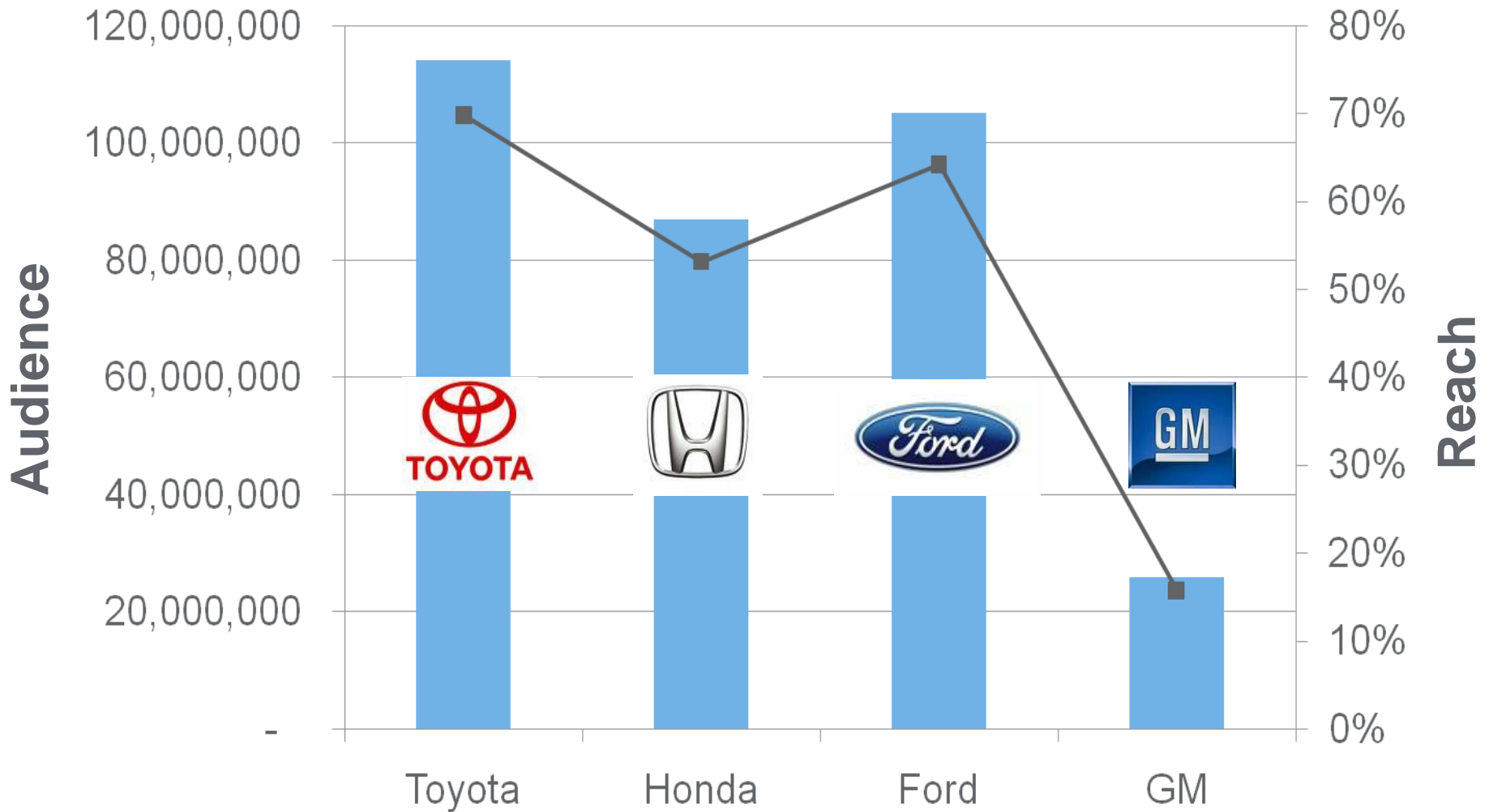
Leverage



ROI & Research



BuzzReach: Measuring The Listeners



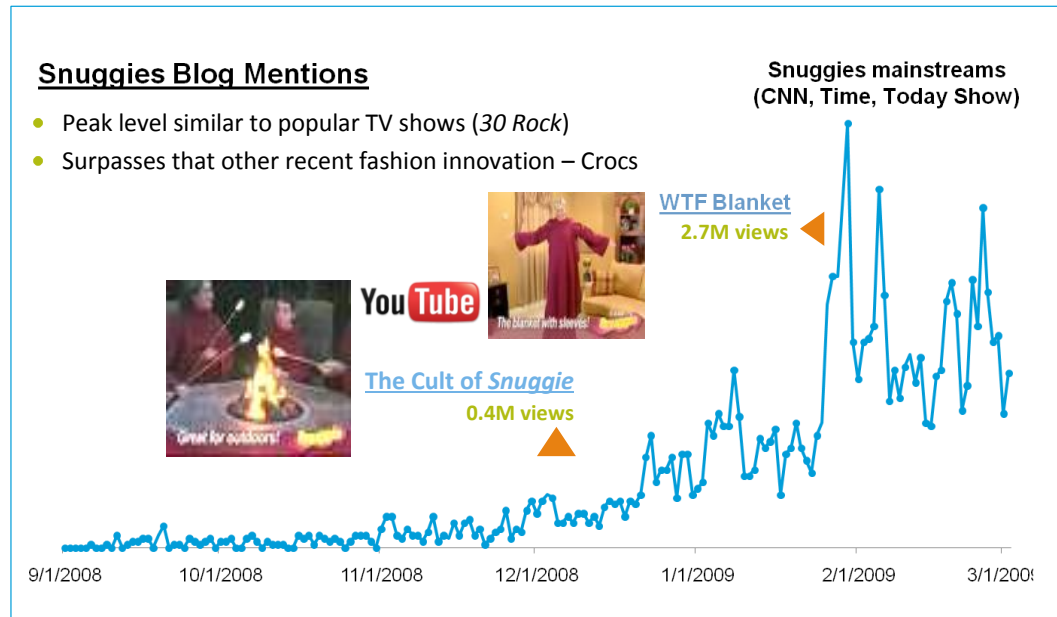
Listen & Ask



THE SNUGGIE: WARM AND COMFORTABLE IN ITS OWN SUCCESS

Listening “Trail” Enables Trend Analysis

- A blanket with sleeves
 - Snuggies™ - Six Million Sold
 - One Question: Why?
- Launched by ad campaign
- Evolution was shaped and accelerated by external forces
 - YouTube “tribute” videos
 - led to mainstream media



Source: The Nielsen Company

The real value

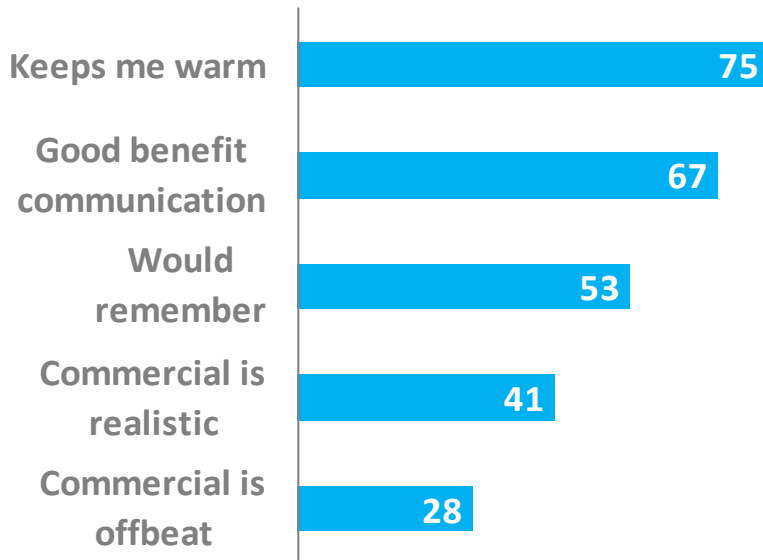
- The survey tells the story of a functional product supported by memorable advertising that clearly communicated product benefits
- That's a true story. The trouble is, it's not the main story
- Listening portrays Snuggies as a product that transcended its functional bounds to become something of a pop culture icon
 - Consumer comments centered on the utility of the product or elements of the commercial often contained tongue-in-cheek remarks
 - The “pop culture” story simply did not come through in the survey—either in attribute ratings or open-ended responses

Listening Captures “Pop Culture” Aspect of Snugglies’ Success

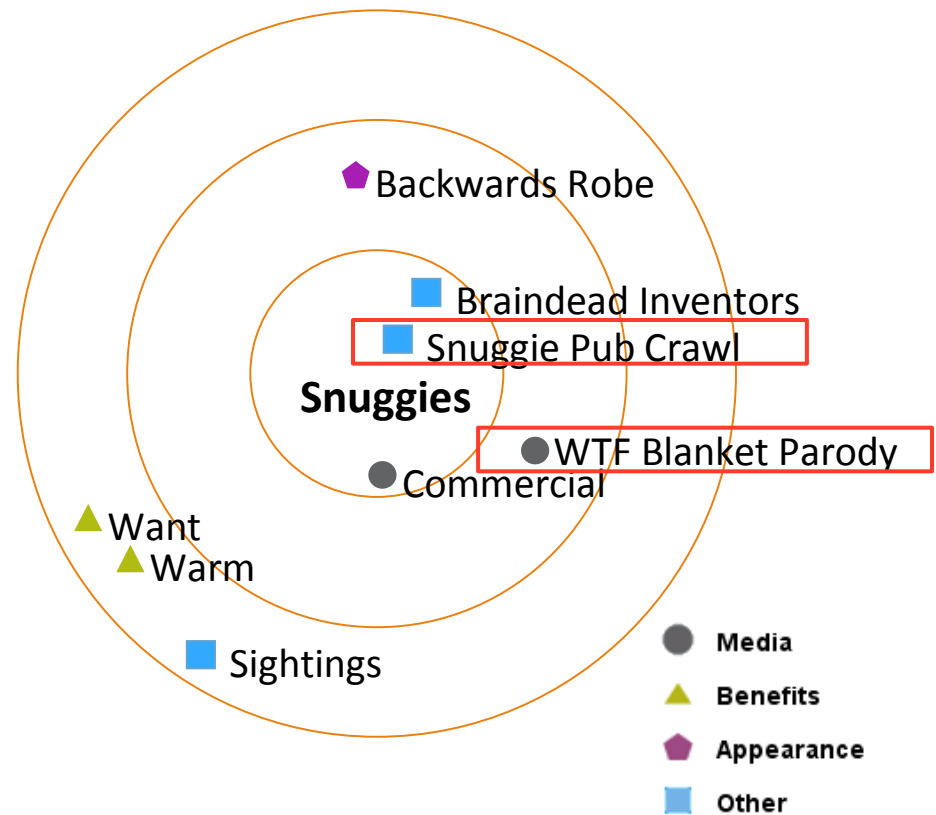
Survey

Snugglies Attribute Ratings

(% Agreeing)



Listening



Snuggie Pub Crawl NYC



The Snuggie

Snuggle... the blanket with sleeves! Blankets are OK but they can slip and slide, plus your hands are trapped inside. The Snuggie keeps you totally warm and gives you the freedom to use your hands. Work the remote, use your laptop, or do some reading in total warmth and comfort!

**SUPER SOFT
LUXURIOUS
FLEECE!**

“The acid test of good research is how well it guides actions that improve marketplace performance. As Snuggies brand managers, if we [only] relied on the survey learning, we probably would have invested more behind the commercial.

If we conducted a listening analysis instead of a survey, we would have taken a different path. We would have encouraged more events like the pub crawls, celebrity sightings, and video parodies to reinforce the magic mix of quirky, cool, and functional - the secret to Snuggies' success”

Kristin Bush, Consumer & Market Knowledge
Senior Manager, Procter & Gamble

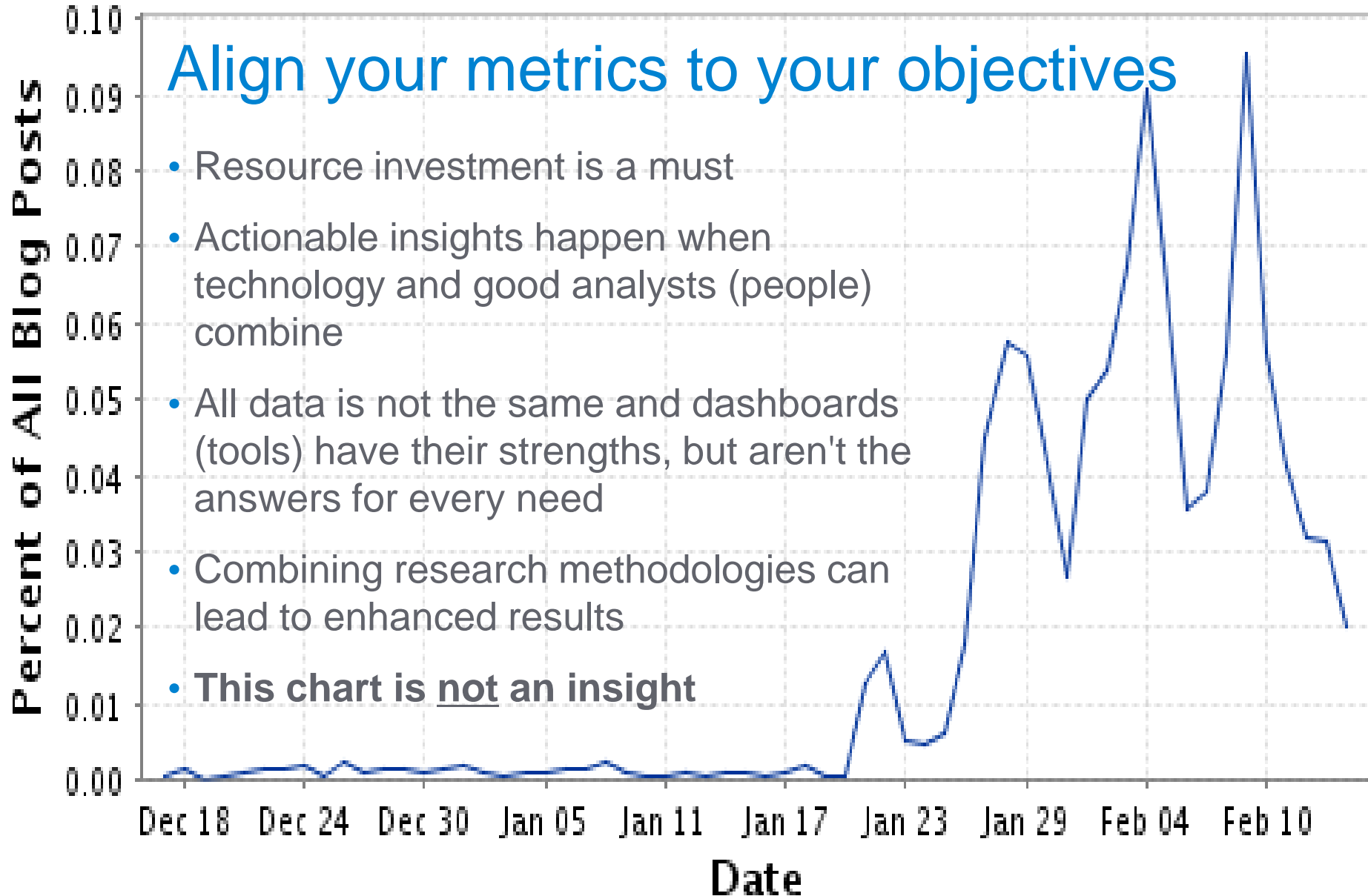
The Snuggie Features:

- Super Soft Luxurious Fleece
- One-size Fits All
- Available in Burgundy, Royal Blue and Sage Green



Align your metrics to your objectives

- Resource investment is a must
- Actionable insights happen when technology and good analysts (people) combine
- All data is not the same and dashboards (tools) have their strengths, but aren't the answers for every need
- Combining research methodologies can lead to enhanced results
- **This chart is not an insight**



■ toyota AND recall

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What does the future look like?

(My unofficial predictions)

1. Augmented reality applications powered by compass and GPS technology
 - Thus fueling location based application development (foursquare)
 - Then likely become part of existing platforms like Twitter/Facebook
2. Enterprise social software will be common (Oracle)
3. Social Search will really take shape
4. Social media regulations will follow the FTC's October endorsement guides
5. Privacy and behavioral tracking will be addressed
6. Google: Friend or enemy?
7. Social media goes to the mobile, reduced email use
8. ROI will be actually measured