

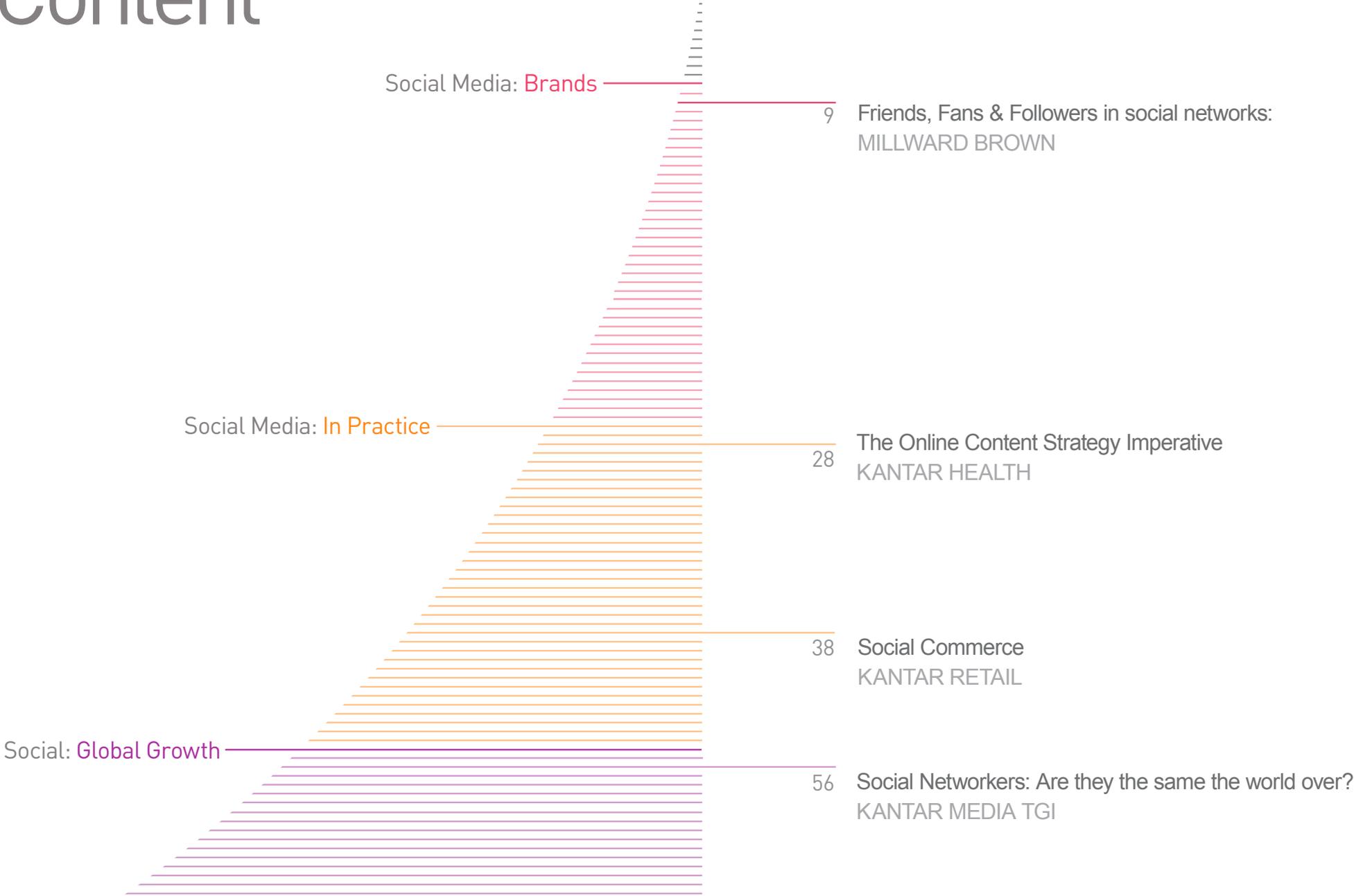


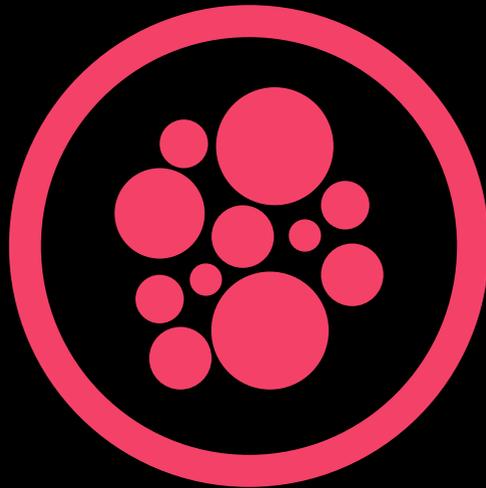
Putting Social Media in Context

Part 2

KANTAR

Content





Social Media: Brands

It is understandable that brands want to leverage the power of social media to connect with their consumers. But what is the best way to do this? As it turns out, social media does truly need to be EARNED and the strongest brands must put effort into making social media work for them.

Friends, Fans & Followers in social networks:

How they are built and what this means for brands



500

It's safe to assume I could follow 500 people on Twitter and Google+ today. In theory 500 people could start to follow me.

But is that true of Facebook? Could I get 500 friends on Facebook today. I very much doubt it.

But why?

Aren't they all just social networks?

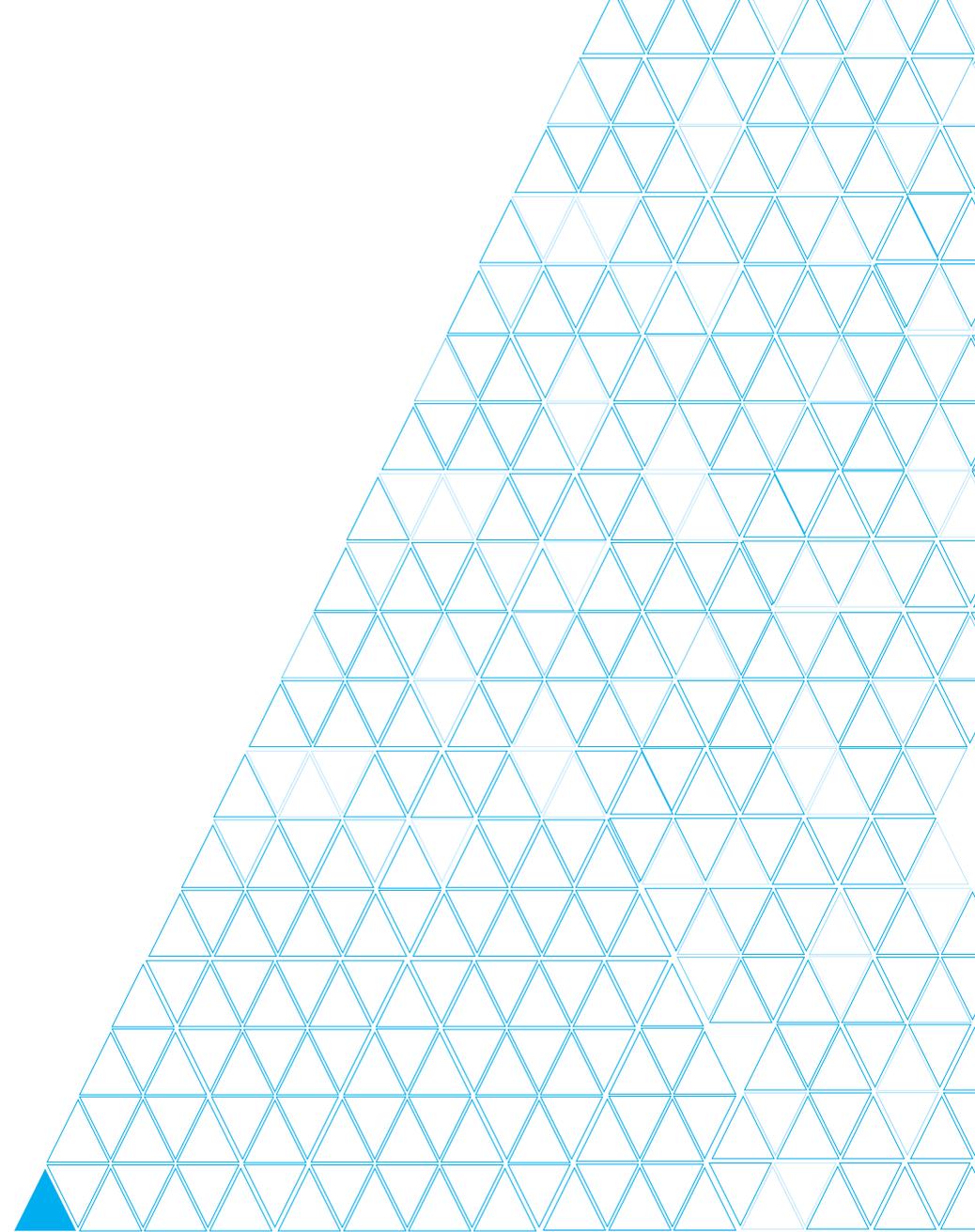


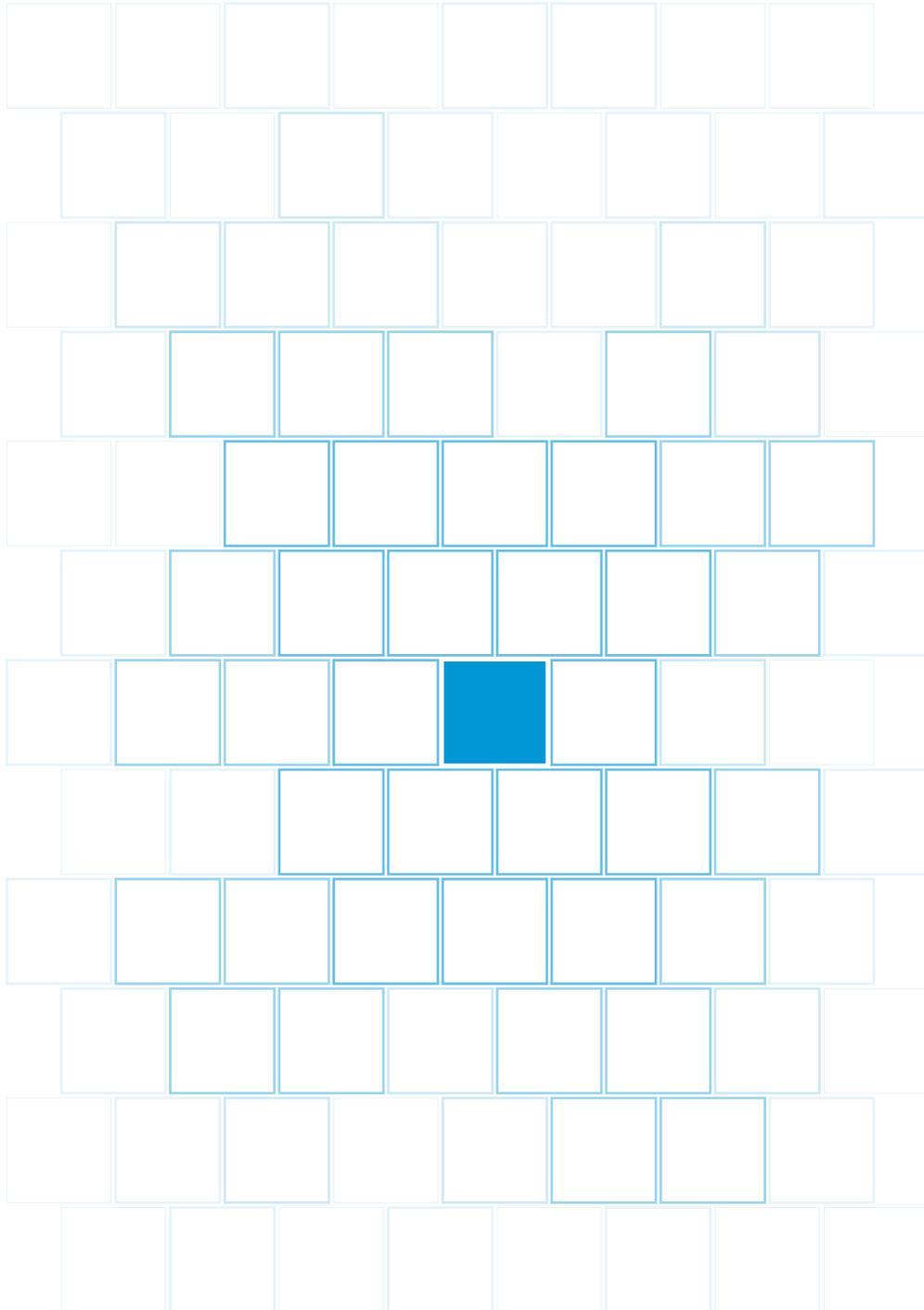
The answer is yes. But they are all structured in slightly different ways and these structural differences can affect the way we both consume and produce information AND maintain our relationships – both online and offline.

The way in which we maintain our personal relationships is the key. Sometimes we want to share things with everyone. Sometimes we just want to share things with a couple of close friends. Sometimes we want to share things with an overlapping circle of friends. Of course, this is true in both our virtual and our real world relationships. Every relationship is different. Some don't mix. Not everyone wants to hear everything we say. So how do the major social networks differ in their ability to connect with people in very different ways?



Let's start with Twitter. It's five years old with approximately 100 million active users (at the time of writing). Twitter in its simplest form is an easy to adopt broadcast medium. You can follow people and people can follow you. Those that follow you hear what you have to say and vice-versa. But the key with Twitter is that I can follow whoever I want and anyone can follow me. There is no consent in the relationship – I don't have to approve anything. There are advantages to this of course – it has great growth potential in the sense that it's incredibly easy (and fast) to build a network of friends and followers. Because of this its potential reach is huge and the viral effects of re-tweeting information shouldn't be underestimated. However, there are some downsides to this structure. Twitter is a noisy medium. Due to its simplicity you can produce (and consume) information very quickly – that's one of Twitter's advantages. But you can easily drown in a torrent of irrelevant content. Twitter "lists" go some way to alleviate this problem, but they require effort to curate and maintain. The point is that connections on Twitter are arguably fairly weak because they are built so quickly. In fact, some people have multiple Twitter accounts for different purposes. It's easy to do. Your Twitter network could easily be rebuilt. Can this be said of Facebook?





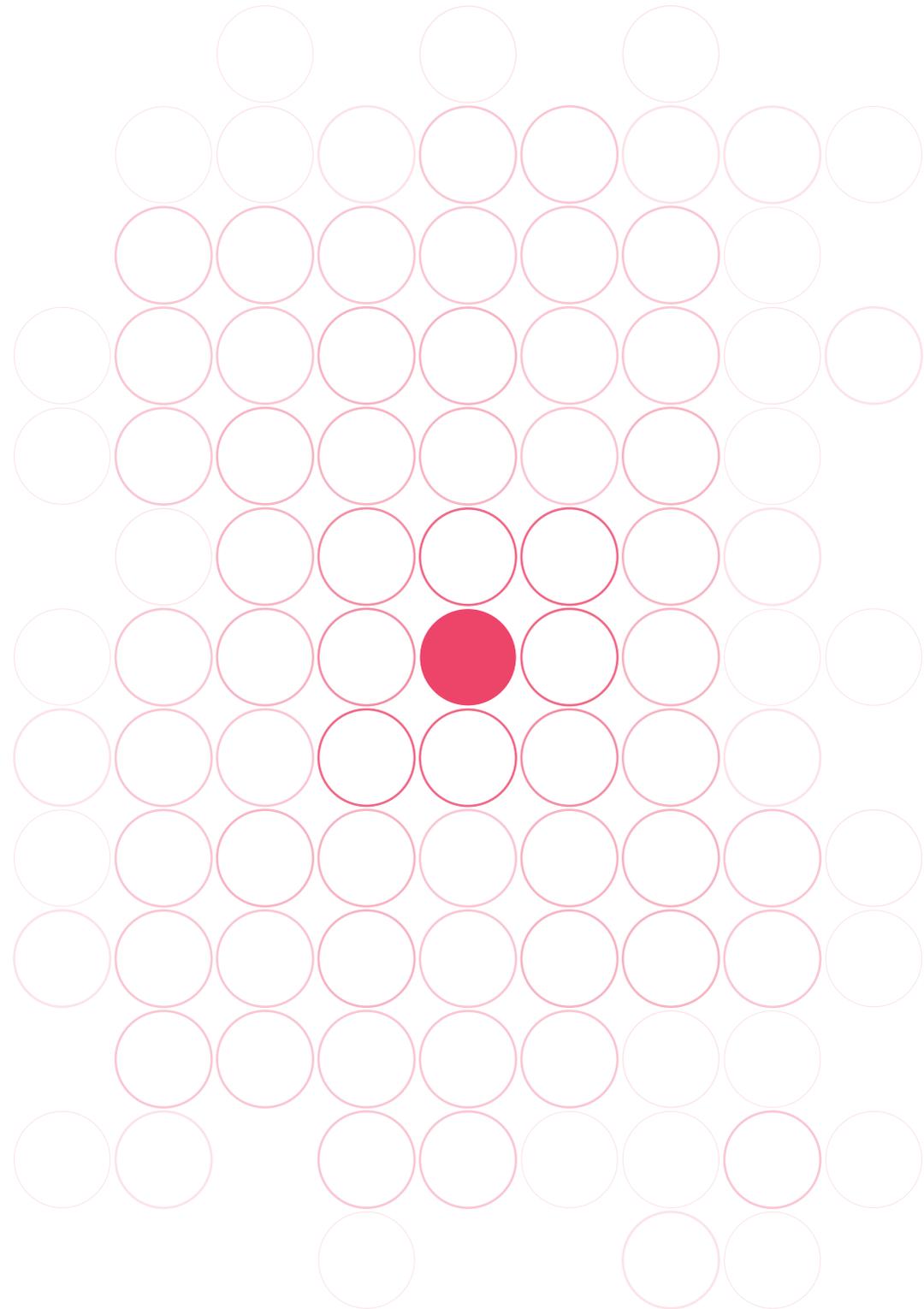
Facebook is one of the largest social networks, having been around for eight years (at the time of writing) with approximately 0.75 billion users worldwide. The difference between Facebook and Twitter is that in order to build a network on Facebook both parties need to give their consent. You can't just connect with whoever you want. For this very reason, Facebook networks take much longer to build and require a higher level of psychological investment than Twitter. You have to think about the relationship and what it means to you. This makes the network more relevant and less noisy than Twitter. The relationships are stronger and more personal – this is the strength of Facebook – it's formed on the basis of strong ties. Because of this higher level of investment in building the network, users are less likely to move from Facebook and build their network elsewhere. This makes Facebook sticky (but only if you have a sufficient number of friends). In this sense Facebook is very similar to LinkedIn which also benefits from stronger, more personal, higher relevance connections.

So, we have two social networks with very different structures. Twitter is a weaker and noisier network than Facebook, but has the ability to be built fast and have high reach. Facebook takes more time to build, yet the resulting connections are stronger and more relevant. So where does Google+ fit in?



Google+ is nearly three months old (at the time of writing) with an estimated 25 million users and has been hailed as the fastest growing social network. But what makes it different to Twitter or Facebook? In a sense Google+ is almost a hybrid of both Facebook and Twitter. Just like Twitter, the connections you build on Google+ do not require consent. This means the network can grow incredibly quickly (particularly since most are built on existing email connections) as people start following each other and in turn are followed. But this means another noisy network. Google's answer to this is to allow users to place their connections in meaningful circles (e.g. public, work, friends, family, close friends etc) and give them the opportunity to publish content to circles of their choice in the hope that the recipient will find it relevant. However, this requires the sender to think about what they are saying and who they want to publish it to. Will most people take the lazy option and simply post publically? Google+ is like Facebook in that a particular user's circles may consist of very strong ties (e.g. close friends), which increases the relevance to those recipients. The question is will people take the time out in order to curate their circles within Google+? It requires effort. If people don't invest in building their inner networks, Google+ could end up being simply an augmented version of Twitter.

But what do these structural differences mean for brands who want to participate and use social networks to reach consumers? Why do brand marketers care?



Let's turn to Facebook once more. Due to the strong, highly relevant ties of a Facebook network coupled with the fact that consent is required to establish those connections, we have an in-built trust network. Brands rely on consumer trust. If brands become part of a user's trusted network, then this is extremely powerful from a marketing perspective. However, brands have to compete with the extremely strong ties of consenting friendship on Facebook. That could be a hard battle to win as it's safe to assume that an individual's ties with a brand are much weaker than that of their friends. However, the signal-to-noise ratio on Facebook is high, meaning that although brands have to battle with a user's friends for attention, when they get it, it doesn't get lost in the noise. Furthermore, each friend connection within a Facebook network has the opportunity to be exposed to this user-brand relationship through "Likes" and Facebook's social plugins on external (branded) content. In this sense, the network effect of Facebook is very powerful. Even more so when that network is a trusted one.

On the subject of trust, let's say you're looking for a local dentist. Would you turn to a search engine – or would you ask your friends on Facebook? Arguably the latter. You want a recommendation by tapping into the opinions of your friends. So, Facebook's tight, trusted, relevant network acts as a goldmine for brand recommendation and exposure to branded content

through social plugins. In the same way users of Facebook have a higher psychological investment when creating connections, the same could be said when they connect to a brand (e.g. "Liking" a fan page). It could be argued that because the resulting brand connection is visible to your Facebook friends, you are more discerning about which brands you "Like". It then becomes a reflection of who you are - your values, your ethics, your personality and so forth. That connection is visible to your trusted network.

The way in which a user's social graph is structured on Facebook would mean that it's more suitable for brands who wish to drive higher levels of engagement, trust and affinity with their brand – and tap into a close-knit network of potentially like-minded individuals.

Facebook's stickiness is certainly a draw for brands. Yet, attempting to infiltrate a tight-knit community with your brand messages, could be potentially risky.

It's worth mentioning at this point that in September 2011, Facebook made it easier for users to share their statuses with select groups of friends – or even publically – effectively replicating the "circles" function of Google+.

In addition, any user is now able to subscribe to a “public” Facebook update – even if they are not friends with a particular user. This is akin to following a user on Twitter. But will this simply serve to dilute the stronger connections that already exist there and reduce the signal-to-noise ratio? Isn’t this what makes Facebook sticky and unique? Will brands potentially be fighting for more attention on Facebook? It is too early to tell, but this could be a risky strategy for Facebook.

What about Twitter? It’s noisy, yet simple to use, efficient and easy to build a network because of its lack of consent.

It’s also public and searchable (unlike most Facebook profiles). This allows marketers to find followers in their niche, creating a positive network of potential interest, with incredible reach. But it’s noisy. Followed brands risk being lost in a torrent of other data. Because it’s harder to be heard, Twitter might not be the best place for brands to build engagement and affinity. You can’t really have a meaningful conversation on Twitter – it’s usually just simple sound-bites. This makes it a perfect network for spreading news about your brand, linking to external content, informing consumers about promotions and as a simple social CRM (sCRM) mechanism. However, if you are a large brand that generates many consumer opinions, the implications of using

Twitter as a CRM tool (in terms of potential resource) are huge. Due to the ease in which both a network can be built and information can be produced, consumed and searched, Twitter is the perfect vehicle for reactionary engagement – be it with TV programmes, TV advertising, live events or crisis situations for example. Brands could harness the simple utility of Twitter in this regard by encouraging users to give their opinions and feedback in a way that doesn’t take up much time. Twitter is clean, efficient and simple. It’s fast-scrolling, on-the-move and consumable. However, the network is both easily built and easily demolished. The ease of making connections means there’s a lack of psychological investment resulting in users potentially abandoning Twitter with little consequence. Couple this with the low signal-to-noise ratio and brands may have a hard time building meaningful consumer relationships on Twitter.

Let’s turn our attention to Google+. It’s perhaps a little too early to say what’s in store, but we can make some assumptions based on how the network is currently structured as it sits in the wider Google ecosystem.

Like Twitter, the Google+ network can be built very fast and like Facebook, the signal-to-noise ratio is increased by the introduction of “Circles”. So, the most obvious place to start is to look at how brands may use circles to their advantage. Could

they be used for targeting a sub-set of users on a particular topic? It's certainly possible – and Google certainly knows how to mine our data. Imagine brands creating circles of their own, or some “intelligent” Google algorithm grouping people into circles based on what they talk about. They then potentially become a target for brand messages. This is all theoretical, but not unrealistic. It does rely on Google+ users to be diligent in the way they organise and arrange their circles, however. Twitter could potentially introduce something similar by allowing “lists” to be a communication channel for brands - but this is purely conjecture. Perhaps it's better to look at some of the community building structures of Google+. Circles allow us to group our friends/ interests and this could be of potential interest to brands. But we also have threaded discussions, allowing a deeper level of interaction, from a wider range of users than either Twitter or Facebook. If this facility is maintained for brand pages on Google+, then there is the potential for brands to build communities in ways that conventional message boards/forums have evolved – niche users, with a shared set of interests that do not necessarily know each other. In addition, Google have added “hangouts” – which is a way for users to use video to interact with each other. Brands could potentially use this facility in co-creation research or product testing, for example. Again, this is hypothetical – put possible.

More interestingly, the key for Google+ is to leverage the existing Google ecosystem. In particular, search. It's Google's bread and butter. The “social signals” which are generated when people share content (directly or using plugins such as the +1 or “Like” buttons) on Google+ (and other social networks) could affect relevance in search results – and this is very important for brands. Social signals could be considered the new “link building”, but with a more trusted origin, filtered by people's opinions rather than computer algorithms. Regulatory issues aside, who's to say that Google may introduce search benefits for brands on Google+? What's more important to brands – their Facebook fanpage, or their presence on Google's search ecosystem?

Let's return to our Facebook example above about searching for a dentist recommendation. Google could feasibly find a way to cross-match your search for dentists with your network on Google+, turning search into discovery. Throw Google's other properties - such as AdWords/Display Network, Analytics, DoubleClick Ad Planner - into the mix and it becomes even more potent. It's hard to say at this stage what Google's plans are, but from a brand perspective there's a lot of untapped potential sitting in the wings.

Conclusion

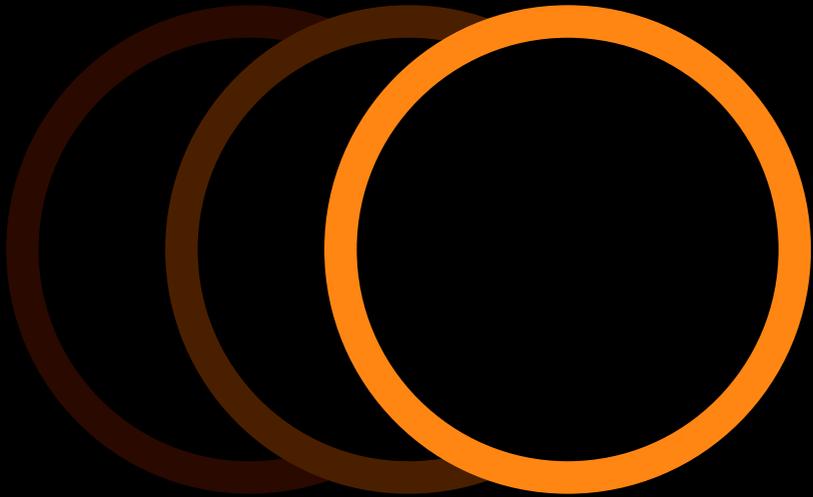
So what conclusions could we draw from each network's structural differences? Put simply: Facebook for engagement and affinity; Twitter for reach and simplicity; Google+ for community-building and collaboration. Is there an outright winner? Probably not. They each have a unique structure which may be more/less appealing for brands and campaigns than others. The challenge is how to use them all effectively. How do they link up and fuel each other's fires? The last thing brands want are networks competing with each other – they should be complementary and interlinked.

Given that each platform has unique attributes, brands and advertisers should select channels strategically and consider both their marketing goals as well as consumer attitudes/behaviours. *Dynamic Logic's AdReaction 2009 study* found that communications should take advantage of the strengths of each platform. Facebook is arguably better for engagement but not all brands can achieve that authentically and in a compelling way. First and foremost, people want to connect with their friends on social media - the motivations, interests, and desires of the people who use it are not new, but the same as they have always been. The most successful brands on social media are not the ones with the most fans/followers but the ones that understand best how to activate them, create content their fans will want to consume (and share!), and develop true communities between

brand and the user. Nigel Hollis, Millward Brown's Chief Global Analyst, explores this further in his Point of View: 'Social Media Fans & Followers Are an End, Not a Means' – *read it here*. It is important not to just jump on any social bandwagon just because it's hot. Think about your brand strategy and how to integrate this into a holistic advertising media mix and then think about how social media fits into the overall communication/exchange with consumers.



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Social Media: In Practice

Clients and brands are now asking: What now?
How do I measure the impact of my social media efforts? How does social media fit into my overall marketing mix and communications planning?
How do I leverage social media strategically?

The Online Content Strategy Imperative

KANTAR HEALTH

As more and more advertisers become content creators in an effort to engage consumers online, content strategy is becoming an ever more crucial component of any digital marketing program.

As healthcare companies consider diving deeper into the social media waters, they should make sure they address the subject of online content before getting too far down that particular road as it will certainly impact their chances of success. But let's be clear...despite the fact that social media is getting all the press these days, it does not operate in a vacuum and must be seen as part of a larger communication campaign that includes the full spectrum of available online and offline media. Online content strategy transcends social media and even digital in general. It impacts all aspects of an Rx brand's marketing campaign. Let's focus on digital and define content in the context of digital marketing strategy and why it is so important in the online environment.

Pushing a message out to a target market in the form of online ads can be somewhat effective when supported by the right media investment because you can "buy" share of voice in a way that makes it hard to avoid your message. However, online is about consumer choice. A more productive relationship can be built between a brand and target market when said target market chooses to engage with a brand online. Providing genuinely valuable content is an essential key to pulling prospects into digital platforms—whether that platform is a branded or unbranded web site, online community, YouTube channel or interactive ad unit. In advertising speak, this is referred to as Pull Marketing versus Push Marketing.

So what kind of content generates pull against people who are not already inclined toward your brand? Unless you are Viagra circa 1998 or Apple today, it's not promotional, brand or product-related content but rather objective, informative, relevant and frequently updated content that your communications target will:

Choose to engage with

Share with "people like them"

Be compelled to comment upon, in cases where a pharmaceutical company opts to enable reader commentary

Want to come back and/or subscribe to

To be clear, the content needs to be brand-relevant; it just shouldn't be overtly brand-focused. Once it pulls readers in, great content reflects the essence of what your brand/product provides, brands your organization as a trusted resource and, most importantly, compels people to action. Whether that action is digging deeper into your web site/blog/community, sharing with a peer, joining your community, subscribing to your eCRM program or asking their healthcare provider about your Rx solution, the key is to use content to get patients closer to actual prescriptions.

There are four pillars to a great content strategy:

Pillar 1: Relevant to target market

Pillar 2: Reinforces core brand promise

Pillar 3: Unbiased, non-promotional

Pillar 4: Useful and compelling

Online content can take many forms. Work with your marketing research partners to determine which content categories would appeal to your specific target market:

- **Mobile Applications**
- **E-newsletter series**
- **White papers**
- **User-generated content**
- **Cause-related**
- **Video**
- **Podcasts**
- **Contests**
- **Games**
- **Polls, quizzes**

Another reason for taking content strategy seriously is the long-term search engine optimization benefits if it is done right. The content developed specifically for your target market will be indexed by search engines, making it easier for the target market to find. Hopefully, they will get value from this content and decide link to it from their own site, blog or Facebook wall, in effect telling their community of like-minded friends or fellow condition sufferers about it. This is where word of mouth kicks in: Their friends share with other friends, then their friends, and so on and so on resulting in a rapid rise in exposure. Those who are familiar with SEO basics know how important the quality and quantity of links to your site are in terms of search engine rankings. As the circle grows, your online destination moves higher and higher in non-brand-specific search rankings, so you're not only building free traffic, you're building free quality traffic.

Now that the importance of online content strategy is clear, how do we move on to making it happen? This raises more questions:

What is the brand's content niche?

Where do we get the content?

Where does the content reside?

How do we drive traffic?

Whether addressing cancer, asthma, diabetes, cardiovascular or any high-incidence health condition, you should assume that there already are a plethora of sites and/or communities chock full of educational, unbiased content around it for your target to choose from. So what can you offer that will compel your target to choose your online destination?

The first place to look when considering your content niche is your brand positioning platform. Your brand positioning reflects your core promise to the consumer. It conveys what makes your solution different and better than competitive solutions. It is your brand's raison d'être! You must make sure your content strategy aligns with this brand positioning.

Next, consider the type of content that your target market is currently drawn to. This can be ascertained by utilizing the large variety of social media monitoring and online audience measurement services available.

Of course, any content niche should appeal to a large enough swathe of your target market population to make it viable from a traffic-driving perspective.

Once you have identified your content niche the next challenge is determining where that content will come from. Options include:

- Internal resources within your organization
- Hiring or incentivizing outside experts/physicians or agencies
- Partnering with non-profit organizations. Examples include Bayer Aspirin partnering with WomenHeart and Novo Nordisk partnering with Juvenile Diabetes Research Foundation.

The key is to make the content accessible, user-friendly and in a format that will inspire engagement. Even the driest text-based content can be reworked into something more accessible and even fun, such as a webisode series. A creative leap of faith is often required here.

The next question to ponder is where said content would reside. Ideally, the content should be accessible through all online consumer touch points. However, in the current FDA online regulatory environment, it is recommended to start with your web site. If the FDA ever gets around to releasing their long awaited social media guidelines, and they are not overly restrictive, healthcare companies will hopefully be more proactive in developing their own online communities around a specific content strategy. Meanwhile, by populating your brand or unbranded web sites with rich content, you are setting a foundation for proactive social media engagement when your organization is ready for it. Wherever you may be in terms of social media adoption, your web site should serve as your "online content hub".

No matter how you choose to deploy online content to engage consumers, a content-rich web site is the place that should bring everything together. It provides consumers who are not predisposed to your brand a valid reason to engage with your site and, once there, the chance of them being exposed to specific information about your product greatly increases.

Another reason to promote a content-rich web site is it provides your traditional marketing materials with a more effective call to action for site traffic generation. The commonly used “Visit [www.brand.com](#) for more information” pales in comparison to “If your child has X, visit [www.brand.com](#) to see this video on suggested exercise movements.” The key is to give your consumer prospects a valid reason to take time to visit your site, and the proper content provides that reason.

Having this content on your site also provides brands a non-promotional reason to participate in existing online communities focused on a specific disease state. Your content can be synopsised in these communities along with a link to the area of your site where the content resides. So if you are targeting asthmatics and have some useful applications on your site that are not promotional in nature, you can join existing conversations and, identifying yourself honestly, encourage people to check out what you have to offer to make their lives better. These new visitors to your site may eventually make their way to your product-specific content. If not on their initial visit, perhaps at a later time. Meanwhile, your brand has provided value and increased its equity with that particular site visitor.

A commonly used analogy is that of seeing an online community as a cocktail party. When at a cocktail party, you don't just break into a group of people having a discussion and start touting your personal attributes. That would turn people off, you'll find yourself treated as a pariah, and you certainly won't be invited back! What you do is you align yourself with a group's conversation, hopefully making friends or perhaps just future contacts in the process. The same concept applies in the online community space. If you have content on your web site or online community that meets the criteria discussed earlier and is relevant to the conversation at hand, tell the community and provide a link.

However you drive traffic to your online non-product specific content, the hope is that those who start looking through this content eventually make their way to your product content. Don't lose sight of the fact that customer creation is the ultimate goal. However, if the content you provide along the way can help patients live better with their conditions, then whether they become customers or not, everybody wins.

The logo for Kantar Health, featuring the word "KANTAR" in yellow and "HEALTH" in red, both in a bold, sans-serif font, set against a black rectangular background.

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Social Commerce

KANTAR RETAIL

Evolving Implications for Retail

The CPG and Retail industry is often tempted to think of social platforms as tangential additions to existing processes and established business plans. Part of the problem is that investment in social media is often held at arm's length from the commercial side of the larger retail businesses, and implementations of social strategies in-store have not been widespread. Admittedly, the temptation to create a viral campaign is hard to ignore – and businesses often run in circles trying to create the next big thing.

We often urge companies to start thinking about social platforms from an integrated commercial approach rather than a media/marketing one. Social commerce can thus be thought of as the integration of traditional social media platforms into the business systems and processes of retail businesses.

Reframing the discussion around social commerce tends to shift ideas from short term wins to long term collaboration and process between brands and retailers. This long term collaboration and process reinvention needs to pivot around the common evolving variable: the future shopper.

The Social Shopper's Influence on the 4Ps

As shoppers increasingly leverage the web and social platforms during their path to purchase, their expectations around customization and personalization of price/promotion/product/place grows. This is not to say that we need to completely revamp the traditional 4P marketing mix we have used for so many years, but it is important to understand how each of the areas can be influenced by social commerce ideas.

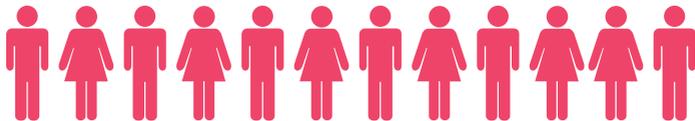
Mass



Where we were: “Mass” (Traditional 4Ps)

Traditional marketing mix methodology where engagement was limited to broadcast messaging without individual customization or personalization.

My Community



Where we are: “My Community” (Influenced 4Ps)

We have been here for about the past decade. We’ve learned how to market to groups of people with similar habits and demographics, often clustered around aggregate preferences. An example would be marketing baby products to readers of Mommy blogs with dedicated promotional offers to users.

Me



Where we’re going: “Me” (Future Integrated 4Ps)

We need to move to meeting expectations around relevant and timely conversations with a shopper who expects personalized information in real time. An example would be leveraging Twitter to direct message a shopper with custom 1:1 promotions based on their prior tweets, brand sentiment, preferences, or past purchase behavior.

Integrating the “Me” Shopper into Insight Platforms through Loyalty

The benefit of having a very social and online future shopper is that they generate huge amounts of data. However, the retail industry has struggled to find sustainable ways to capture that data and manipulate it into actionable insight. **A key differentiator for retail will be the presence of an integrated and flexible shopper loyalty program.**

A robust loyalty program allows a retailer to optimize their assortment, allocation, promotion, and price to best serve clustered shoppers’ needs. While this type of insight is great for in-store and offline activities, it often falls short once that shopper leaves the store. The retail industry is now in a position to begin integrating a shopper’s social data into existing loyalty programs; Twitter accounts linked to Kroger Cards, or Facebook profiles integrated into Amazon.com Prime accounts.

For those companies that can make the transition to combining the retailer loyalty programs and social media, the potential for an integrated social commerce strategy that can be seamlessly activated online as well as in-store becomes a huge differentiator.

Loyalty + Social + Price

There are dozens of examples of innovative ways retailers and brands are leveraging social platforms to influence shopper behavior along the entire path to purchase -- though examples that leverage integration via loyalty accounts are less common. Those programs that do leverage loyalty integration are most often centered on ways to influence shopper behavior by leveraging personalization of price. The web has made traditional pricing ubiquitously understood and transparent while social platforms and mobile applications have allowed real-time access to pricing across all geographies, inside the store and out. **Kantar Retail sees pricing as the next trigger retail can pull to meeting shoppers’ expectations around “Me.”**

Digital Couponing – Kroger

Kroger has one of the best loyalty programs in the world using its Club Card as a shopper front-end and dunhumby as its back-end. This has enabled Kroger to allow shoppers to load digital coupons into their account and use them at the register once they swipe their frequent shopper card. Using the loyalty program in this way enables Kroger to see shoppers’ promotional opt-in behavior rather than just purchase behavior.

 <p>Save \$1.00 on Charmin When you buy ONE Charmin 12 Double Roll or larger or any Mega Roll Pack. exp. Oct 29, 2011 + more info Popularity ★★★★★ Sign In to Add to Your Card</p>	 <p>Save \$1.00 on Bounty When you buy ONE Bounty Towels 6 ct. or larger exp. Oct 29, 2011 + more info Popularity ★★★★★ Sign In to Add to Your Card</p>	 <p>Save \$2.00 on Campbell's When you buy any 4 Campbell's® Select Harvest® or Chunky™ soups exp. Oct 26, 2011 + more info Popularity ★★★★★ Sign In to Add to Your Card</p>
 <p>Save \$1.00 on Tide When you buy ONE Tide Liquid Detergent (excludes trial size & travel packs) exp. Oct 29, 2011 + more info Popularity ★★★★★ Sign In to Add to Your Card</p>	 <p>Save \$.50 on Campbell's condensed soup When you buy any 5 Campbell's® condensed soup (excluding creams) exp. Oct 26, 2011 + more info Popularity ★★★★★ Sign In to Add to Your Card</p>	 <p>Save \$0.50 on Post® Cereal when you buy any ONE (1) box of Post cereals listed: Post Cranberry Almond Crunch or any Post Cereal variety 15oz or larger. exp. Oct 26, 2011 + more info Popularity ★★★★★ Sign In to Add to Your Card</p>

This benefits CPG vendors in a few ways. For example, whereas the price at the shelf would have been in public view, private pricing via the loyalty card allows for greater flexibility in motivating purchase decisions. Vendors also now have the ability to push segmented, custom, and personal pricing discounts to specific card holders and alert that shopper via email or mobile applications.

Additionally, Kroger has integrated its loyalty card and digital coupon portal into its mobile application. This solves the issue of shoppers forgetting which coupons they have picked, gives shoppers the ability to load when in-store, and allows Kroger to push deals.

Group Buying – Big Y

CPG and retail experimentation with social group buying sites such as Groupon or Living Social has been relatively primitive compared to other sectors. The most famous examples are The Gap selling gift cards via Groupon redeemable in-store, Amazon.com selling gift cards via Living Social redeemable online, and General Mills experimenting with direct to consumer boxes of product via Groupon.

Earlier this year, Big Y supermarket was the first to embrace the daily deal idea and take it one step further. Shoppers were offered a heavily discounted product via Groupon that was only redeemable at Big Y stores. Shoppers loaded the deal onto their loyalty card, and the discount was taken off at the register.

Big Y – Multiple Locations
 \$24 for Summer Shellfish Grill Pack (\$39.99 Value)

from **\$24** **Buy!**

Value	Discount	You Save
\$40	40%	\$16

Buy it for a friend!

Time Left To Buy
9:40:36

171 bought
 Limited quantity available

The deal is on!
 Tipped at 5:25AM with 10 bought

Share:
 Send Like 69



The Fine Print
 Expires Sep 8, 2011
 Limit 1 per person, 1 per cardholder.
 Limit 1 per visit. Not valid until 8/09/11.
 Must be 15 or older. In-store only. Big Y Express Card sign-up required for non-cardholders. Shipping address required. Existing cardholders must provide card #.

Highlights

- Includes all the fixings for a fresh seafood feast
- Ideal for summer barbecues
- Grill-ready shellfish
- Automatically loads to Express Card

This has an immediate implication of note: it forced shoppers to sign up for a Big Y loyalty card in order to redeem the promotion.

Geo Location – Safeway

Safeway's Vons banner partnered with Pepsi and Foursquare in a three month pilot running from November 17, 2010 through February 8, 2011. Once integrated, the program manifested itself in two ways.

First, Vons integrated Foursquare to its VonsClub loyalty program, allowing Foursquare users to automatically check-in when swiping their loyalty card at the registers.

Register your foursquare account with your **VONS** to unlock coupon* savings on some of your favorite PepsiCo products!

Offer valid 11/17/10-2/8/11 *Coupon provided at checkout. Limit one (1) coupon per registration. Coupon valid on your next shopping trip.

VONS Foursquare Rewards

Your grocery shopping at Vons just got more social! Sign up now and you will automatically earn special rewards based on your Foursquare badges and ways you explore your city on Foursquare.

Sign up in 2 easy steps:

1. Enter your VonsClub Card number:
2. Connect to your Foursquare account:

Don't have a Foursquare account?

Yes, automatically check me in to Vons on Foursquare when I make a purchase and swipe my VonsClub Card.

Yes, automatically send a "shout" to my Foursquare friends when I unlock a reward.

CONTINUE Please note: After clicking Continue button, you will be asked to connect to your Foursquare account.

GET A FREE**
 4-pack of 12oz 8-oz cans or 12oz bottles after your first purchase when you sign up!

connect
 check in
 save big!

The Foursquare promotion is deeply integrated into Safeway's point-of-sale system, as shoppers receive coupons after accumulating a predetermined, but unknown number of check-ins. Not only is there an element of surprise as to when a shopper will receive a coupon, but what coupon they receive varies depending on their unique Foursquare profile.

Secondly, Safeway took Foursquare user activities outside of its stores and translated them into rewards that results in a more personalized promotion redeemable inside of Safeway. For example if a shopper's Foursquare profile indicates that he or she frequently checks-in at a gym, they might receive a coupon for an energy drink.



The Vons promotion can become more social, as Foursquare provides users the opportunity to share in-store experiences when they check-in or if they unlock rewards. Not only are shoppers sharing updates, but Vons is able to “shout” to shoppers as well, hopefully driving them into the store. If a Foursquare user is near a Vons location, the GPS within the smartphone will notify the user of where the store is located, as well as “shout” current advertisements and promotions.

What about Twitter?

Twitter allows for direct 1:1 communication with Shopper. It caters to the user’s expectations of real time engagement, personalized offerings, and relevant content. Users can opt-in to following a retailer or brand, or follow a topic that’s important to them (#organic). Brands have been using the platform to engage via marketing campaigns, offer discounts, or conduct market research via keyword and brand sentiment trends. Retailers have been using it as a platform for many of the same initiatives as brands: marketing campaigns, product promotions, and customer relationship management.

Given this widespread use, we are surprised that we have not yet seen a truly integrated offering from the retail industry on linking Twitter accounts into loyalty programs. Leveraging Twitter into a retailer’s shopper loyalty database has huge potential for understanding and influencing shopper behavior outside the store. Tying traditional social media monitoring tools into a shopper insight portal then allows the business to cluster and segment shoppers based on both purchase behavior and brand/topic sentiment, allowing for increasingly personal and relevant pricing promotions.

Kantar Retail Point of View

As Shoppers have access to more and more advanced social tools and platforms, their expectations around relevant and personal engagement with brands and retailers increases as well. Our traditional 4P model of going to market is being influenced by the web and ways that the shopper can interact directly with brands, retailers, and each other. With combining social communications and commercial interaction, it generates a tidal wave of information that can be difficult to plug into traditional models. Kantar Retail believes that the robustness of retailer loyalty programs will be the key pivot point in generating true multi-channel shopper insights.

Implications for Brands and Suppliers

This is the time to experiment and partner with retailers to create pilots and tests around integrating new technologies and social platforms, such as Twitter or Facebook, into existing shopper loyalty programs. Begin to look at what shoppers are saying about your products via social platforms and brainstorm ways that you could leverage that information in-store to motivate purchase behavior. Start to look at which of your retail customers have the capabilities to push the envelope and have the credibility with shoppers to offer relevant personalized engagement. One course of action could be to help run pilot engagements with a retailer that has a robust backend data system but lacks a strong user interface.

Implications for Retailers

One of the best ways to engage with your shopper across multiple channels is using a loyalty program as the primary conversation vehicle. One of the largest blind spots is losing track of the shopper once he or she leaves the store, not knowing why they left or what they purchased elsewhere. A multi-channel loyalty program that leverages multi-channel information (online/social behavior as well as in-store) allows for a single touch point that extends to in-store via physical at the shelf marketing, as well as outside the store via a shopper's computer or mobile device. As more shoppers look for and expect a true seamless multi-channel experience throughout the entire path to purchase, having the ability to understand, influence, and talk to shoppers while they are outside of your four walls becomes a differentiator in building loyalty.

The logo for Kantar Retail, featuring the word "KANTAR" in yellow and "RETAIL" in blue, both in a bold, sans-serif font, set against a black rectangular background.

For more information
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Social: Global Growth

Lastly we conclude with a perspective on the global social media landscape. As we shall see, Facebook is not the biggest player in the global space. Multinational brands that are looking to grow in emerging markets need to understand how the social ecosystem is different than developed markets to best leverage platforms to achieve marketing and advertising objectives.

Social networkers

Are they the same the world over?
And why should brand owners care?

KANTAR MEDIA

TGI 

Although a lot is known about the US, the home of social networking, how about the less developed but fast growing markets such as Brazil, Turkey, South Africa, India and China, where social media is taking on an ever increasing role in the lives of consumers?

Social media, and social networking within that, is a phenomenon and a form of communication which has become an essential part of any marketing communications mix, ideally encouraging and reinforcing brand association and affiliation.

As such, social networkers appear to be a good target for any brand owner – surely?

How safe is the assumption that social networkers are pretty actively engaged individuals? It is clearly important for them to be connected to other people, but is it also important to them to feel connected to products/services?

Let's test this using Global TGI, Kantar Media's network of single source marketing and media studies covering 60+ countries around the world.

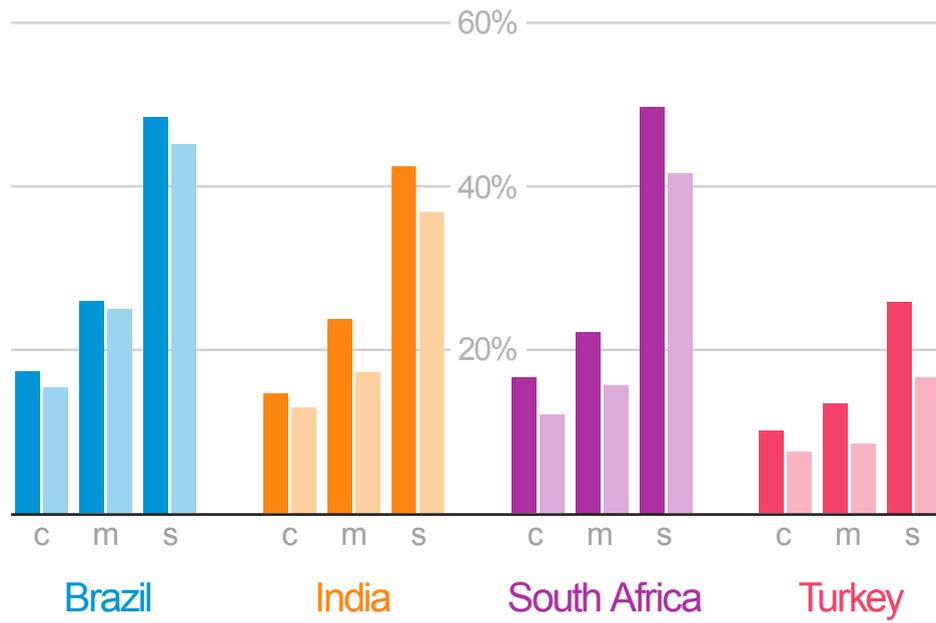
How influential are social networkers?

Word of Mouth is undoubtedly a very powerful communication tool and to identify influencers is key for any brand owner. In recognition of this, we have created in TGI Word of Mouth segments to help brand owners understand these consumers better. We can also test how influential various groups like social networkers are.

Time and again we find consistently high correlations between the Word of Mouth segments 'Connectors', 'Mavens' and 'Salesmen'* and social networkers. TGI shows this on a sector-by-sector basis – from Household Goods to Mobile Phones to Food, as shown in this example.

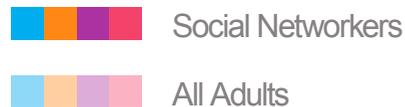
TGI Word of Mouth Groups

Sector: Food

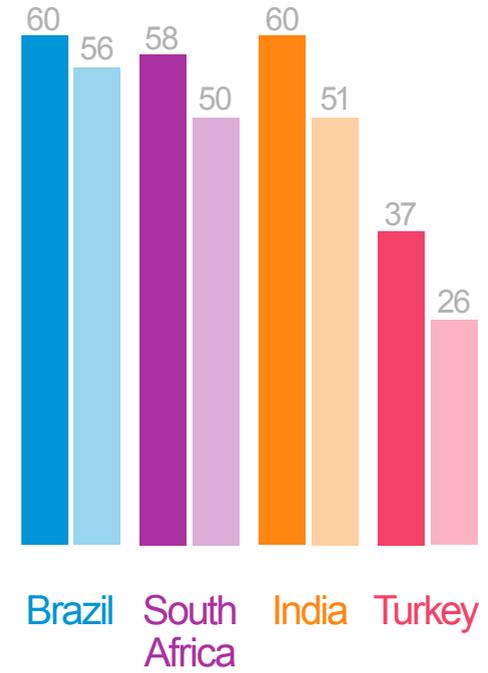


Salesmen (s)
Mavens (m)
Connectors (c)

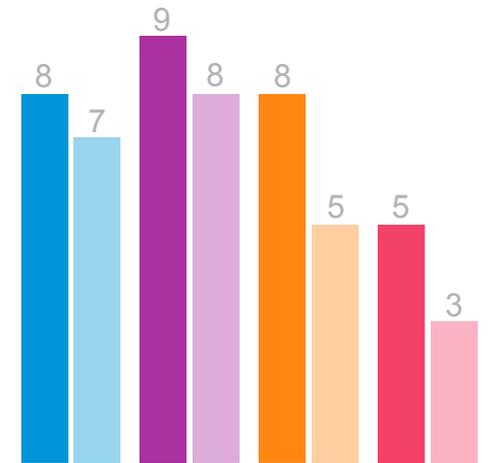
Source: Global TGI (Kantar Media)



Transmitters (%)



Champions (%)



So what messages are there here?

Without exception, social networkers have more potential as Word of Mouth transmitters of all types than other consumers.

Not all markets are the same – e.g. Turkey stands out as having a smaller % for all Word of Mouth segments in this sector than the other markets.

This all points towards the potential influence social networkers can have for any brand in the sector.

Let's examine further the connection of Word of Mouth with the brand. The table below illustrates clearly that some brands start

from a stronger position and others have a tougher task on their hands. Targeting social networkers could really help them with this task.

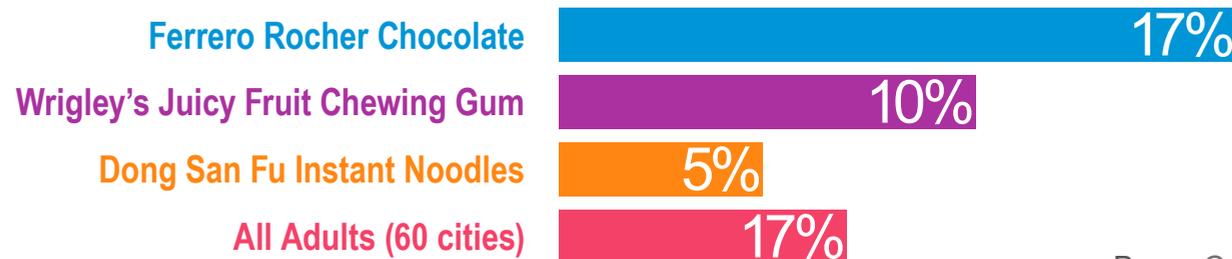
This example from China clearly shows that Ferrero Rocher Chocolate is in a good position but Dong San Fu is not – achieving even a lower percentage than all adults.

It doesn't mean that marketing via social networks is a bad idea for the Dong San Fu noodle brand, but clearly it would have to work harder to connect.

By engaging with social networkers brand owners have a real opportunity to get positive word of mouth reinforcement from their fans.

The Brand Opportunity

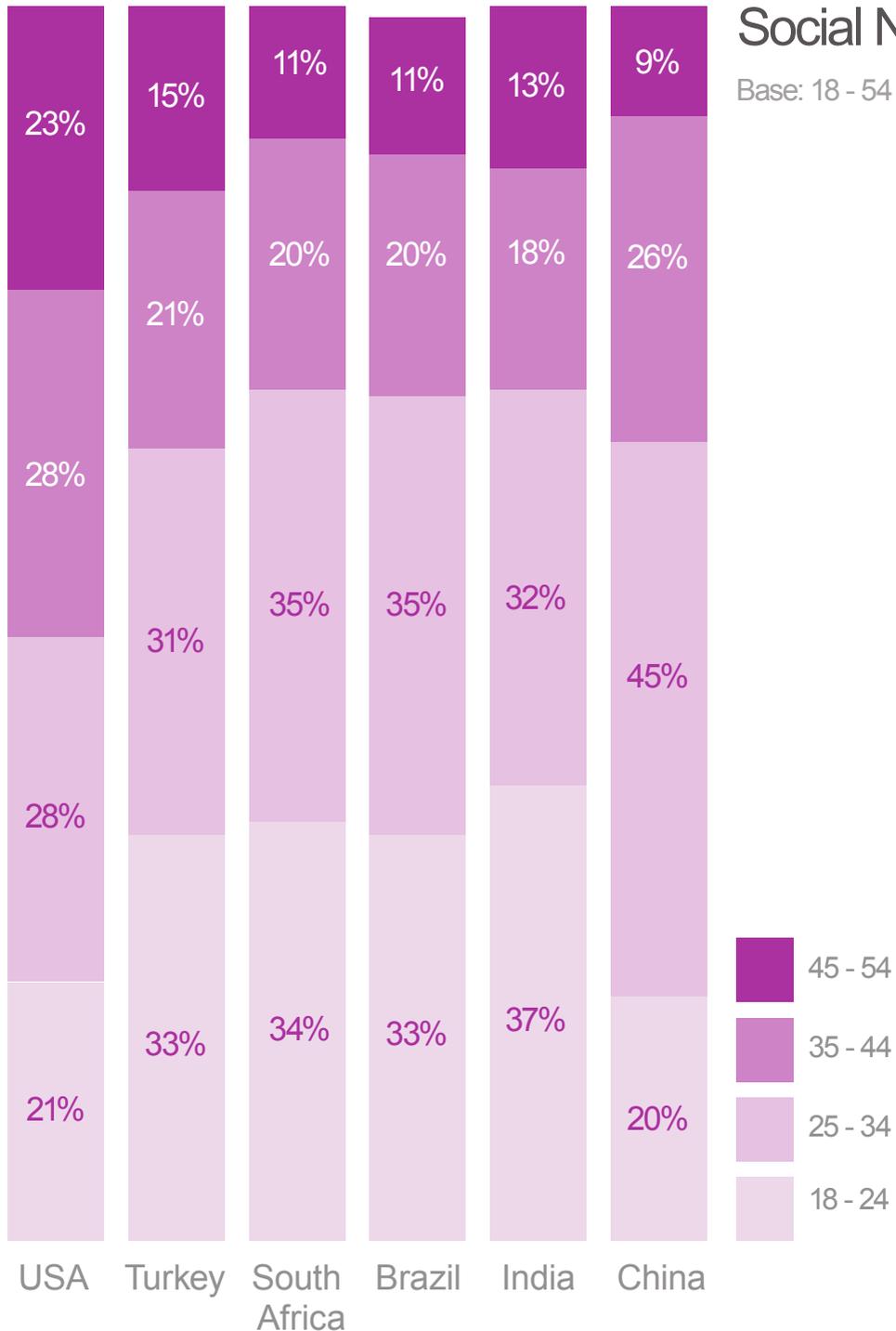
% of brand users who are Word of Mouth Transmitters



Base: Consumers in 12 mths
Source: Global TGI (Kantar Media) China Jan-Dec 2010

Social Networkers are younger in growing markets

Base: 18 - 54 years old



Are social networkers the same the world over?

Let's look for a moment at the difference between the profile of US social networkers and that from other countries in the world.

In developed markets such as the US and UK the gender split is almost identical and leaning more towards female (55% female, 45% male), but currently in markets such as India and China social networkers are in fact predominantly male (64% vs 36% in India and 60% vs. 40% in China).

Looking at age profiles of social networkers by country show up some interesting differences.

Note how the US age profile is more evenly spread than still fast growing markets such as Brazil, South Africa, India and China which are still predominantly young. This was not always in the case in the US however, as in 2008 64% were under the age of 35 compared to 49% now. Will age shift in the same way for the other markets as they mature? Global TGI, with its continuous fieldwork, will be tracking this.

How best to target social networkers?

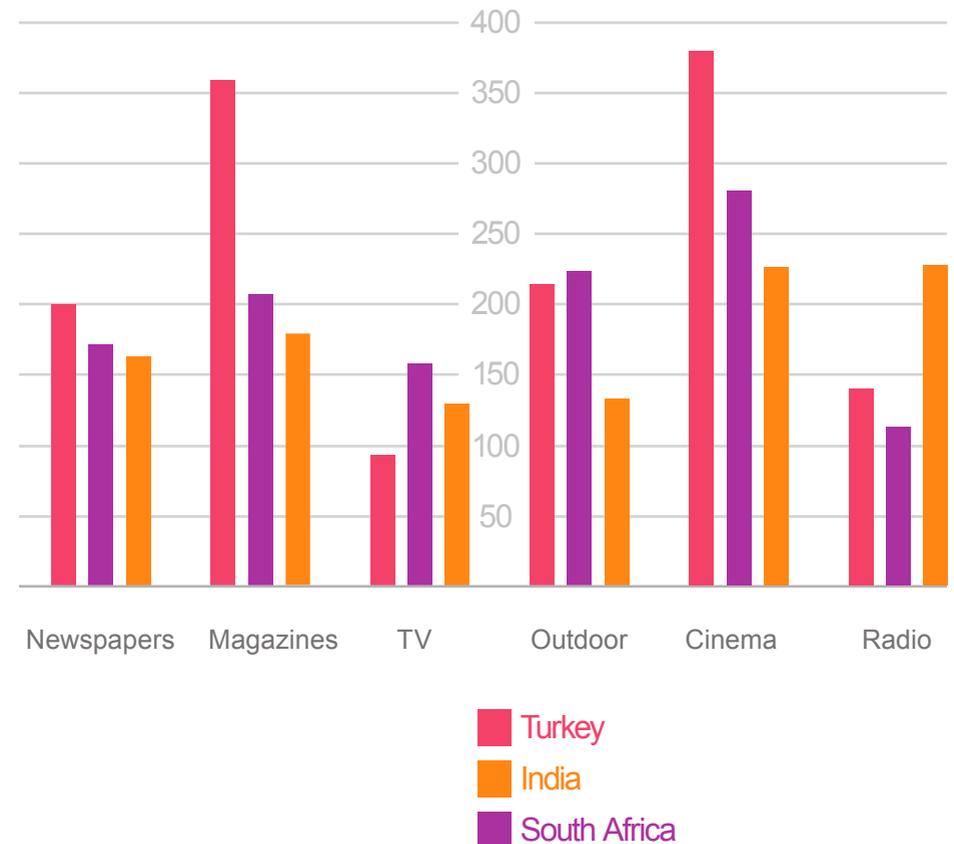
It is an interesting question. The obvious answer is to advertise on their preferred sites, or the internet in general, as surely their heavy consumption of this particular media means they are consuming less of others. But is this necessarily the case? Or they just generally more engaged and receptive individuals? And is going to be the same in each country around the world?

Looking at the heaviest consumption of media (Top 20%) in three key fast developing countries and the consistently high indices against all adults, the table below shows us three important things about these markets:

1. **Social networkers generally tend to be heavier consumers of most media. They have a real appetite for knowledge and information from any source.**
2. **Where they are not, it is significant (e.g. TV in Turkey)**
3. **Their media preferences will usually vary by country. Consequently any brand owner wishing to engage with them through traditional media will need to consider individual-market strategies.**

Social Networkers are heavy consumers of media

Base: All Adults



Source: Global TGI (Kantar Media)

Some pretty high indices there! It is logical of course that they will be heavy net users across the board, what is significant however is that across all media and markets shown here, they do tend to be much heavier consumers of other media than consumers in general. So the underlying assumption that time spent on social networking is to the detriment of other media is challenged here – it is simply not the case. Social networkers are obviously great consumers of messages.

These top line figures serve to give us a general idea of how to best to target social networkers and is a good starting point, but using Global TGI you can mine even further - right down to a title, station, programme, even time slot (where appropriate). It is possible to look at social networkers by site (for advertising and branding), as well as by media (for planning) or as a group (for general insight), and identify them as a target within a specific brand's consumer profile, chosen from the many thousands of brands covered by any TGI the world over – such is the beauty of a global single-source study.

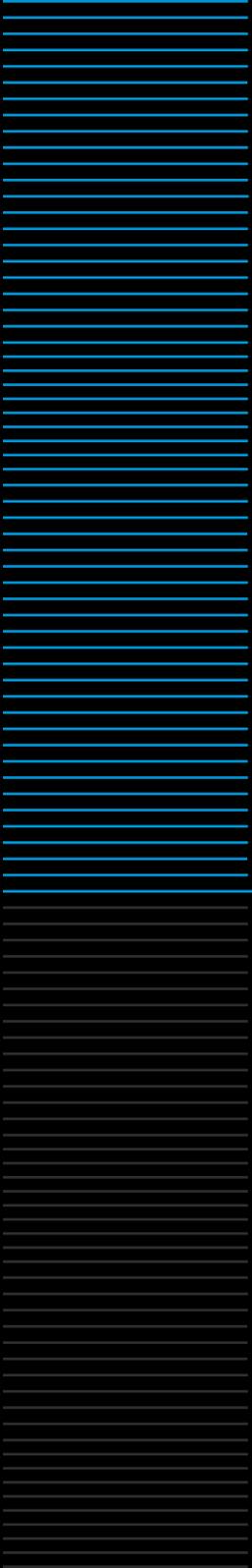
In short, social networkers do appear to show common attributes the world over in terms of their active engagement and influence, but this extends beyond the social media scene to heavy consumption of various other media also – this is where careful targeting for global brands must come into play.

Brand owners should pay attention to social networkers, for as social media grows around the globe, so will their influence.



For more information
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KANTAR



End of Part 2

Part 3