



#FIREFLYMB

THE LANGUAGE OF LOVE IN SOCIAL MEDIA

New Rules for Brand Engagement



- THE SOCIAL MEDIA LANDSCAPE
- WHAT WE EXPLORED AND HOW
- THE STORY

Social Media Pervasive and Growing

- 700 billion minutes spent on Facebook per month
- 24 hours of content uploaded to YouTube per minute



Social Media is Truly a Global Phenomenon

- Social media usage and attitudes quite similar
- Drivers and needs are universally human characteristics



"It's surprising just how similar we are. Even though we come from very different backgrounds, we all pretty much agree on what we expect out of social media."

But Social Media Users Not a Homogenous Group — Interesting Nuances Emerged...

- Latin America - mobile driving greater social media savvy and creativity



- China - ban on certain platforms like Facebook cuts off “window to the world”



- India - shift from Orkut to Facebook about legitimacy



A Three Month Conversation with 400 People

Interviews



Client probes
for marketers'
perceptions of
social media

Blogs



Consumer blogs
& digital diaries
for behavior and
attitudinal
mining

Facebook



Facebook Group
for brand trust,
influence,
impact
exploration

IdeaBlog



Global
conversation for
trends and
cultural nuance
discussion

Used Social Media to Study Social Media

- "Ethnographic-like" feel and quality
- Large pool of "virgin" respondents
- Truly global conversation versus multinational



Two Types of Users: Moderates and Mavens



Maven Snapshot: Amy H. (USA)



"A tiny blonde who loves a good laugh, great friends, excellent tattoos, and only the best rock n' roll."

Name	Amy H.
Gender	Female
Age	23
Location	USA
Segment	Maven
Education	College Grad
Employment Status & Occupation	FT - Entertainment Editor and Graphic Designer

Products I have and use:

TiVo/DVR, smartphone, digital camera, digital cable, iPod/mp3 player, flat panel TV, PC/Laptop, webcam, high speed internet access

Hours spent online:

21+ per week

Access Platforms:

PC/Laptop via browser

Smartphone via application

Favorite Quote:

"Hell's comin' for breakfast."

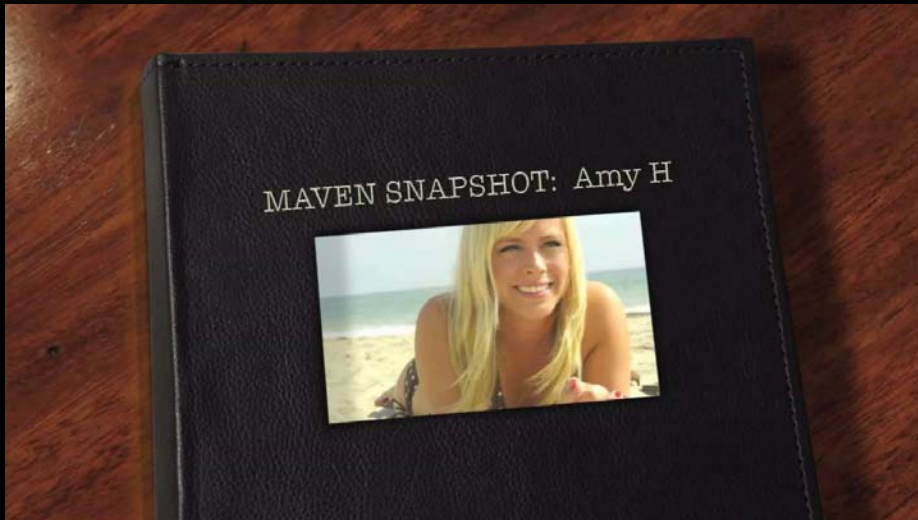
- Clint Eastwood as The Outlaw Josey Wales

Interests:

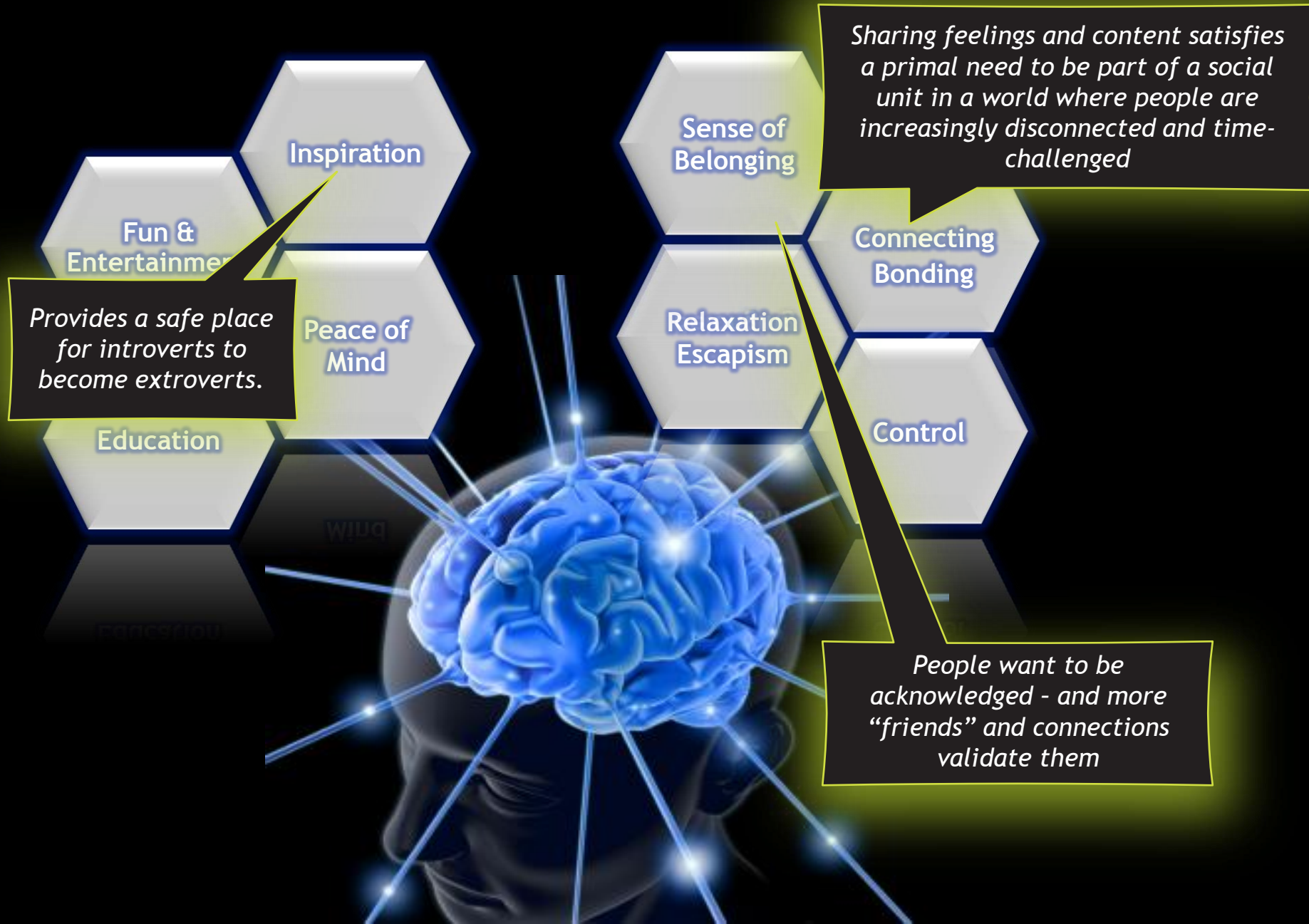
Making art, making music, tattoos, photography, and surfing.

Favorite Music:

Ryan Adams, Johnny Cash, Frank Sinatra, Death Cab for Cutie, Wilco, Spoon, The Killers, Cage The Elephant, The Hindu Pirates, Oasis, RIVAL SONS, Make Moon.



Social Media Taps into Deeply Rooted Needs



Medium is the Message

- CONTROL—people engage where, when, and how *they* want
 - Can't interrupt—interact on their terms
- SHARING—inherently a two-way communication (give and get)
 - One-way "TV broadcast" messaging doesn't translate



Most Brands Are On the Outside Looking In



Ignoring social media,
staying out of the
game



- Risk losing relevance and trust
- Complete loss of control
- Consumers define the brand

Brand
Engagement and
Commitment



- *Listen, uncover needs*
- *Build real relationship*
- *Let consumers co-own the brand and evangelize*



Jumping on the
bandwagon -
“must be there”



- Traditional marketing approaches can alienate
- Risk credibility due to lack of relevance

Must Build a Real
Relationship to Succeed



Stages of Brand Engagement

ROMANCE



Focus on
Discovery and
Attraction

FAMILIARIZATION



Create Intimacy
and Build
Credentials via
Humanization

POWER STRUGGLE



Cultivate Trust
Through
Transparency and
Consistency

STABILITY



Behave Less Like a
Brand and More
Like a Friend

← **ENGAGEMENT and COMMITMENT** →



Some Brands Are Getting It

ROMANCE



China:

Meizhiyuan Orange Juice integrated brand in social farming game prior to launch

FAMILIARIZATION



UK:

Apple's iPod Facebook app gives latest news on entertainment; something for everyone

POWER STRUGGLE



Colombia:

Uses "first person tweets" to address problems, answer questions and fill requests

STABILITY



South Africa:

Facebook page for continuous dialog; addresses interests and questions

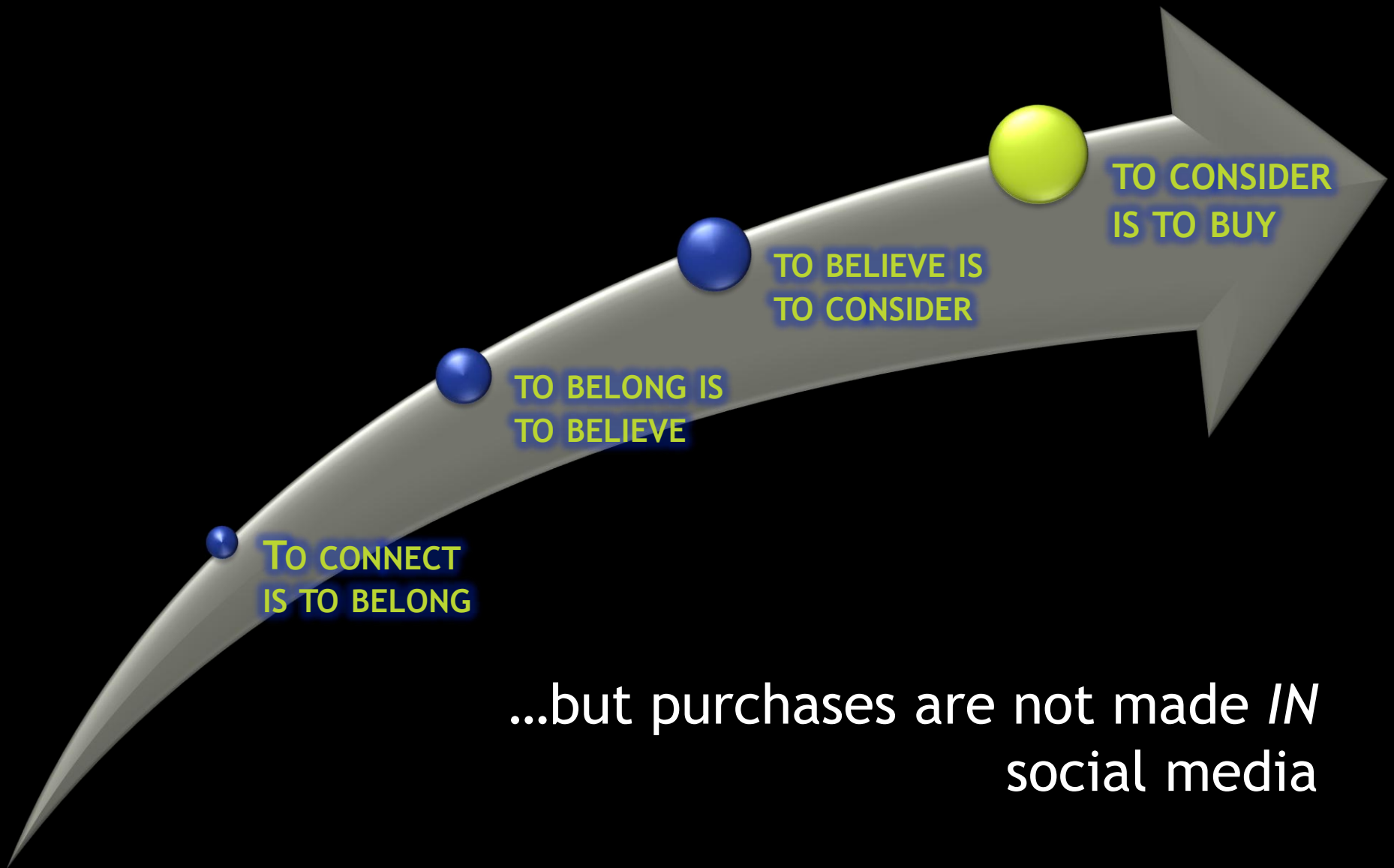
← **ENGAGEMENT and COMMITMENT** →

What Brand Success Looks Like: Dos Equis



- 94 million+ views on YouTube
- 793,700 fans on Facebook
- Host series of “The Most Interesting Show in the World” live events - using social media to enhance the *real life* experience

Social Media Creating a New Moment of Truth in Brand Decisions



Key Things to Remember



Act like a friend
not a corporation

Build a relationship
rather than sell



Think COMMUNITY
vs. marketplace