Using Big Data In Your Creative Planning Process

A cooperation between thjnk and Ubermetrics

Better Decisions.
Powered by Data.

"Today you will find no campaign that does not take into account digital and social media. Ubermetrics provides from the start a distinctly more strategic and effective planning of creative campaigns."

Michael von Bach, thjnk

Everything is a remix. The challenge of future campaigns will be to create the process to continuously find relevant cultural pieces to build campaigns on that will resonate with your target audiences. Creative output is a remix of others' pieces that created the foundation that we can grow on. The goal is not simply to trace what happens with the creative output, but also to be inspired by others and generate relevant key performance indicators. Therefore, stakeholders need to be able to identify the key events that were triggered by the communication as well as identify the author who started the conversation, the original source of the communication, and how it spread across media channels.

We have to cover a variety of channels:

• Social networks (e.g. Facebook, Google+)
• Blogs and microblogs (e.g. Twitter)
• Images and video content on YouTube, Instagram, Pinterest
• Comments and reviews (e.g. Facebook walls and YouTube comments)
• News and editorials (e.g. techchrunch. com, reuters.com)
• Online forums (e.g. answer.microsoft. com, reddit.com)

Furthermore, this whitepaper will provide insights on how to evaluate, define and measure KPIs in a creative and publishing environment, or just provide ideas on how to face the future and start handling data in a creative and verbose industry. It showcases how thjnk – one of Europe's leading creative agencies, joined forces with Ubermetrics in order to update their own and their clients' digital transformation processes with resilient KPIs and gain insights that matter.

Each step of the campaign planning process, starting with desk research for a strategy, followed by channel planning, implementation and finally campaign controlling will be touched upon and enhanced with real-world examples from the agencies work with various impressive clients. In the following we show you how to adjust strategies and decisions, never the less to keep up with digital information pace (DIP) to drive new business.

Stage 1:
Desk Research

Analysis of brands, markets & targets

Let us start with the first step of the creative process – analyzing the brand, market and target group. Instead of using a lot of manpower and endless working hours trying to understand the market while only capturing a very small picture at a certain point in time, monitoring helps us to understand the bigger picture over a longer period of time.

The first step when using a social media analysis tool is to define brand relevant filters, enabling the collection of high quality data from a variety of public information streams. Filters crawl public sources based on predefined keywords to define relevant data, and define questions to be answered.

Relevant questions to be asked in this stage of the creative process include:

- What does the target audience say about the brand?
- What does the target audience say about competitors?
- About what topics is my target group currently talking?
- What questions does my target group have about the product/service?
- What problems are they facing?
- Where are brands mentioned?
- In what context is a product or brand mentioned?

Unlike Google searches, the goal is not to find the most representative results. Instead, we are looking for the the raw, disaggregated voices so that they can be filtered and analyzed in the second stage – defining a strategy.

Ubermetrics Delta

Case Study
edding L.A.Q.U.E.

In 2015, one of Germany's most well known brands for markers, office and art supplies – edding – entered a vertical that was completely new to them: Cosmetics. When we at thjnk started working on a content strategy for their brand new nail polish "edding L.A.Q.U.E.", the insights gained through collecting and analyzing conversational data about the nail polish market as a whole, as well as the competition we were about to face, were extremely valuable.

Since edding was already a well established brand with a wide range of products, we had to make sure that only mentions of the nail polish were gathered.

Therefore, after evaluating various keyword combinations, we narrowed our search agent to different spellings of the product name, while excluding mentions that would most likely be relevant only to other product groups (e.g. touch up pens, spray can):

By analyzing consumer discussions online, we realized two highly discussed problems when it comes to nail polish are durability and scratch resistance during women's every day life (see picture 1). Consumers are not just looking for a beauty product, they also want to have long-lasting results and a personal fashion statement they can rely on, after a hard day's work, or even many of them. However, other nail polish brands were not addressing the needs of "regular" women in their communication but were more focused on fashion and runway-style imagery and tonality. Fortunately, long lasting, high quality colors are edding's specialty.

In addition to finding out what was generally important to nail polish consumers, we also wanted to find out what our target group would have to say about edding L.A.Q.U.E., so we set up a search agent right from the beginning in order to continuously gather data (see picture 2).

PICTURE 2: SEARCH AGENT

Configuration example for edding L.A.Q.U.E.

PICTURE 1: ONLINE CONVERSATIONS

A typical example of online conversations we were able to identify using Ubermetrics Delta.

Stage 2:
Strategy

Create winning strategies.

Based on the data gathered in Stage 1, the creative team has a great deal of valuable data from which to derive a differentiation strategy and find inspiration for creative springboards. Relevant questions at this stage in the creative process include:

- What is the current brand status?
- Which target audience insights result from the data?
- How is my target group communicating?
- What is my target group interested in?
- What content is relevant?
- What are they complaining about?
- What language are they using?
- By which relevant KPIs should the success of the campaign be measured?

Ubermetrics's monitoring product, Ubermetrics Delta, provides a range of analysis features that help to identify the golden nuggets. First of all, Ubermetrics's virality analysis can be used as a filter to rank mentions based on the interactions they received. Delta counts the number of links, comments, and retweets of a single mention to calculate a virality score – the more interactions a mention receives, the higher its virality score, and hence, the more relevant it is. However, most importantly for you as a creative agency is the fact that the virality score is not a cryptic number but instead a transparent and verifiable score that can be used to measure performance and validate success. Additionally, high virality scores indicate that the content of that mention caught the target groups' attention – it was linked, commented, or retweeted.

By following these relevant conversations the market needs and interests can be understood and used to develop ideas for future marketing and PR strategies. Finally, author analysis identifies experts and opinion leaders in topic areas. Cooperation with them can increase the campaign's impact, reach and visibility. The sentiment analysis feature monitors changes in tonality. It detects dissatisfaction among customers to highlight critical topics and present solutions that increase customer satisfaction and improve business results. Additionally, sentiment analysis is used to monitor tonality for topics of interest in order to evaluate the target group's attitude and opinions.

> "Using Ubermetrics we can exploit the entire spectrum of possibilities that social media analysis offers today with just one tool for both us and our customers – from insight research to campaign management and success measurement."
>
> Michael von Bach, thjnk

CASE STUDY: Commerzbank

The Analysis
We at thjnk used Delta to analyze pain points of customers when they talk about banks online. In this context we identified significant criticism from bank customers.

The Insight
Surprisingly, bank customers did not complain about excessively high interest rates or the like. Instead, they complained about the large number of branches that are being closed leading to a lack of presence and personal contact with their bank.

The Result
The creative team used this insight to focus on the client's strength: As more and more banks branches were being closed, the Commerzbank remained at the customer's side. As a result, two spots were created that tell the message "we are the bank at your side", and aimed at comforting bank customers that the Commerzbank is the preferred partner when they are looking for personal advisors.

Stage 3:
Channel & Communication planning

Achieve maximum exposure.

You are one step away from launching your campaign. A great idea needs to get maximum attention from your target group. Otherwise, it will just drown among the many campaigns that are being launched by your competitors.

How can you achieve maximum visibility and reach your target audience on their preferred channels? First of all, understand which channels your competitors are using. Are they using platforms that are unknown or never considered as being relevant to you? Find out by simply implementing the same steps from stage 1 and 2 in order to monitor their results and learn from best practice examples.

Next, analyze previous campaigns to understand past performance with respect to media coverage, reach, and target audience engagement. Two major analysis features in Delta provide insights to optimize the channel planning process: media segment analysis and author analysis.

What are effective and efficient touchpoints?

With the help of media analysis, you can choose a project or search agent in your account and analyze the number of mentions for this topic on different channels. By identifying the channels that are used the most by your target group you can optimize your media mix and increase the reach and visibility of your campaign. The filter option provides for a sort by media segment – microblogs, news, social networks, pictures, videos, print and many more – to facilitate deeper analyses of the content that is published on these channels. This is likely to differ for each campaign, so continuous analyses are advisable.

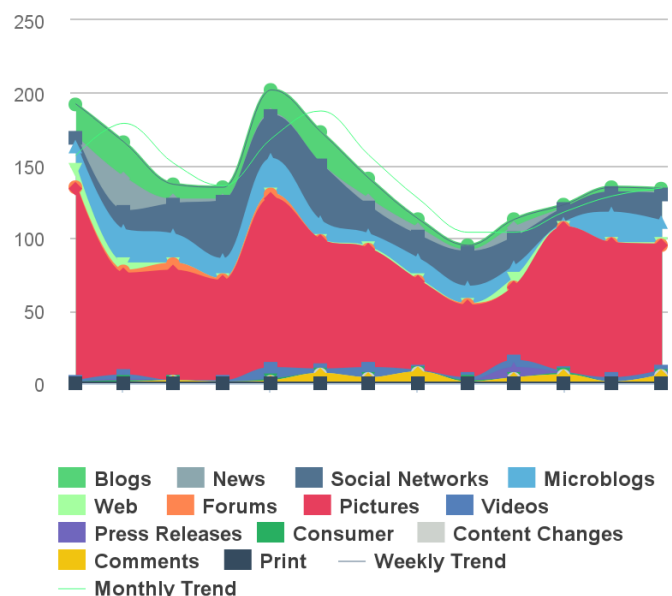**What are prominent multipliers?**

Author analysis takes you one step further in your channel and campaign planning. Not every influencer is a prominent multiplier on every channel. Author analysis provides the details needed to understand which author is a key influencer for a certain topic in a specific channel. The author's total number of mentions for a chosen topic, his virality when writing about this topic, references used, the author's preferred language, and the topics he writes about the most can all be determined. Relevant authors can be contacted to be your influencers on different channels of your media mix.

CASE STUDY: edding L.A.Q.U.E.

In preparation for the nationwide launch campaign for edding L.A.Q.U.E. in 2015, we used Delta to identify influencers that would help us spread the news of a new player in the nail polish game. Based on our analysis of the most active and viral users talking about nail polish, we identified several influencers, who were already well-known experts in the beauty segment and some of them even specialists just in nail polish.

Moreover, we realized based on reliable data that, as we assumed, image-based platforms such as Instagram, but surprisingly also – by this time already an "old school" medium – blogs were highly relevant to our target group.

Media-Analysis for "edding L.A.Q.U.E."

Legend: Blogs, News, Social Networks, Microblogs, Web, Forums, Pictures, Videos, Press Releases, Consumer, Content Changes, Comments, Print, Weekly Trend, Monthly Trend

#POWERstattpüppchen

We combined these learnings to identify multipliers that would fulfill all criteria relevant to us – brand-fit, authenticity and influence. Choosing the right influencers to work with was therefore now just a matter of determining brand and product fit through personal contact.

With this strategy, we could already be sure of a broader reach and awareness in our main target group: Women who have both feet on the ground, who are already limited in time when it comes to beauty rituals and are longing for a quick, easy and long-lasting solution they can depend on.

After partnering with a small group of fitting influencers, we started a hashtag challenge as part of the overall launch campaign. With the influencers' reach and personal interpretation of our claim "P.O.W.E.R. statt püppchen (= "P.O.W.E.R. not princess"), we told our target group about edding L.A.Q.U.E.s promise and asked them to tell us what differentiated them from the stereotypical "princess".

edding
L.A.Q.U.E.®

P.O.W.E.R. statt püppchen

edding
L.A.Q.U.E.®
NAGELLACK | NAIL LACQUER
VERNIS À ONGLES

Der edding
unter den Nagellacken.

edding-nagellack.de

Stage 4:
Implementation

Adapt strategy.

You launched your campaign – congratulations! But there is still no time to lean back and watch your success evolve. The work is not done yet because one of the most important aspects, adapting the strategy to improve campaign efficiency is up next.

Once implemented, you can measure the success of your campaign by analyzing the conversation volume and social media buzz over time. Take the results from the virality analysis to discover how well you chose your channels and whether or not you missed out on channels that seem to receive a high social buzz from your target group or influencers. Consider expanding your campaign on these channels or keep them in mind for your next campaign.

How good is your influencers' performance? You can simply follow their actions and monitor every mention that relates to your campaign in real time. Visualize the information spread across media segments to evaluate their reach and influence. Compare their success with other influencers to decide whether or not they are a perfect fit for the type of campaign you are running.

Another important aspect at this stage is to keep track of changes in tonality and waves of indignation – so-called "flak". Sentiment analysis is the perfect tool to help you relax and focus on other tasks in the campaign measurement stage. You only receive a text message or e-mail alert whenever significant changes in conversation volume or sentiment happen – in real time of course! In case this happens, you can track the origin of the negative mention and react upon it immediately.

CASE STUDY:
edding L.A.Q.U.E.

During our edding L.A.Q.U.E. hashtag challenge, users were enthusiastically adding their own voices and content to the conversation, showing the world what made them the woman they are proud of.

Tracking the sentiment of all conversations about the product enabled us to appreciate the positive impact the challenge had on how people were talking about us and at the same time keep an eye on potential negative peaks.

"Social Media Analysis is not just a task for a few specialists within our agency but an integral component of almost every communication project. Therefore, it is extremely important for us to work with a tool that is on one hand easy to use and on the other hand highly developed in its features to analyze the data – Ubermetrics does both."

Michael von Bach, thjnk

Sentimentanalysis for "edding L.A.Q.U.E."

positive · neutral · negative · Average

www.ubermetrics-technologies.com
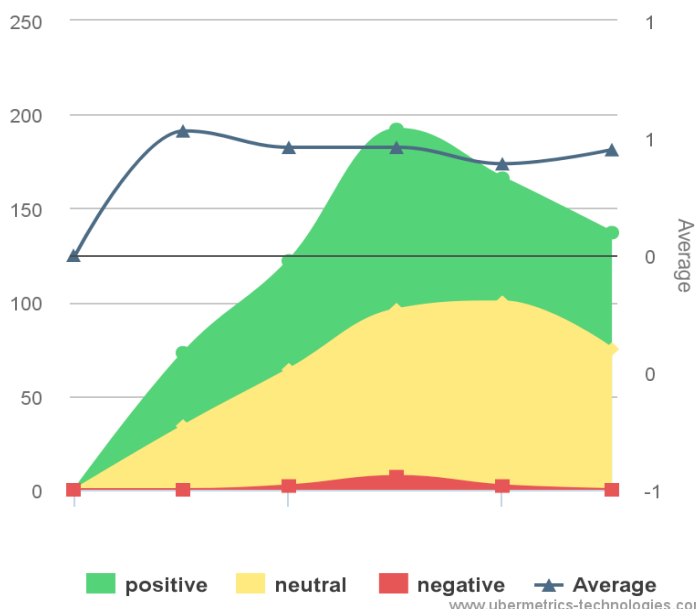
Stage 5:
Controlling

Measure success.

Almost done. To prove your success and convince your client you did a great job it is time to measure performance. Avoid spending too much time on this with manual evaluations. Take the data you gathered throughout the campaign and run extensive analytics against this data to answer questions such as:

- How successful was the campaign?
- What did it achieve? (KPIs)
- How was the campaign distribution?
- What worked and how?
- What did it achieve compared to the competition?

Features in Ubermetrics that help you answer these questions are mentions as time passed, most used media segments, and analysis of the most viral mentions and their spread over media segments. Taking a closer look at mentions over time, you can spot peaks in volume and perform deeper analyses to understand which mention caused conversation volume change. Which mention went viral? Which content worked well? Who posted it? How many interactions did this content receive? Which channels were used to interact with this content? You can use the virality score to rank mentions by relevance and evaluate the success of your influencers. Take these insights as a learning for future campaigns and adapt your content and channel strategy accordingly.

CASE STUDY: edding L.A.Q.U.E.

Having gathered a significant amount of mentions of edding L.A.Q.U.E., we could filter the mentions by relevant keywords in order to comprehensively understand how certain aspects such as durability or color selection were discussed over a continuous timeframe, even long after the launch campaign. This information helped us to adapt our communication by focusing on product strengths people were already mentioning favorably. With this information in our hands we managed to communicate not only the basic benefits of the product but to also give the right push to start a conversation about the topic of typical clichés women have to deal with in their daily lives.

Through a data-based creative strategy, the launch campaign for edding L.A.Q.U.E. proved to be a big success for a completely new, yet comparatively small, player in the market, reaching over 1 Million people within the target group over only a few weeks and building lasting relationships with influencers. Additionally, more influencers were now talking about edding L.A.Q.U.E. – who we could now easily identify and contact for our next campaign. And most importantly, the product delivered and the message stuck with our target group.

fayraona Bei mir hält er seit Freitag! Lediglich eine Ecke fehlt nun nach dem 2. mal Haare waschen, aber da hat auch mein Essie und ein highend Lack schlappgemacht ! 👍👍 die Farbe ist so frisch und sommerlich !! 💕💕

Translated from German:
"I used put on the nailpolish on Friday and it still looks good. Just one corner is missing after wahsing my hair twice, but even Essie and any other high-end nailpolish doesn't do a better job. The color is so fresh and summery"

habe sie nun seit bestimmt 2,5 Wochen auf den Fußnägeln (hält immer noch

Translated from German:
"More than 2,5 weeks later and the nailpolish still looks good"

Strong partner

"I'm really happy to have thjnk, one of the leading creative and digital agencies in Europe, as a strong partner. We share the same vision about developing exciting and thrilling cutting edge data / social listening topics and concepts. Beyond the ordinary social listening and data crunching, key influencer targeting, defining and evaluating communication ad values, resilient KPIs, content marketing and more have been some of our focus targets. Thjnk and Ubermetrics - thinking and living digital transformation in its entirety, for the benefit of our clients"

Dominic Walch, Ubermetrics Technologies

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Creative Planning
Roadmap

CAMPAIGN PLANNING → CAMPAIGN SUPPORT → CAMPAIGN CONTROL

Stage	RESEARCH	STRATEGY	CHANNEL PLANNING	CREATION	IMPLEMENTATION	CONTROLLING
Objective	• Communication and competition analysis	• Differentiation strategy development & positioning • Inspiration for creative springboards	• Efficient and target audience orientated channel selection		• Performance monitoring • Campaign optimization	• Performance monitoring • Learnings for future campaigns • Increasing campaign success (efficiency increase)
Questions & answers	• What does the target audience say about the brand? • What does the target audience say about competitors? • What content is relevant? • Where are brands mentioned? • In what context is a product or brand mentioned?	• What is the current brand status? • Which target audience insights result from the data? • By which relevant KPIs should the success of the campaign be measured?	• In which channels are competitors active? • What are effective & efficient touchpoints? • What are prominent multipliers?		• How successful is the campaign? • How is the campaign distribution? • What can we readjust?	• How successful was the campaign? • What did it achieve? (KPIs) • How was the campaign distribution? • What worked and how? • What did it achieve compared to the competition?
	▲ ubermetrics	▲ ubermetrics	▲ ubermetrics		▲ ubermetrics	▲ ubermetrics
Data input (What data was used?)	• Content analysis data • Virality analysis data (retweets, links and comments) • Topics, authors & platforms • Sentiment analysis data • Analysis of public information streams	• Content analysis data • Virality analysis data (retweets, links and comments) • Topics, authors & platforms • Sentiment analysis data • Analysis of public information streams	• Channel analysis data		• Distribution analysis data (multipliers) • Virality analysis data (retweets, links and comments)	• Distribution analysis data (multipliers) • Virality analysis data (retweets, links and comments)
Data output (How and where was it used?)	Quantitative usage • Media monitoring • Information regarding crises and reputation • Competition evaluation • Target audience: attitude and opinions • Topics & specific timescales • Factors influencing purchasing	Qualitative usage • Competition evaluation • Insight generation • Target audience: attitude & opinions • Topics & specific timescales • Factors influencing purchasing • Efficient strategy development	• Channel analysis of competitors (potential platform types, forums etc.) • Identify potential influencers/ cooperation • Identify important multipliers/ opinion leaders		• Social Media Buzz • Performance KPI's in real time • Distribution and virality • Criticism	• Social Media Buzz • Performance KPI's in real time • Distribution and virality • Lessons learned