



YouGov[®]
What the world thinks

CIM: Digital Media Summit

June 2014, Shaun Austin @shaun_austin

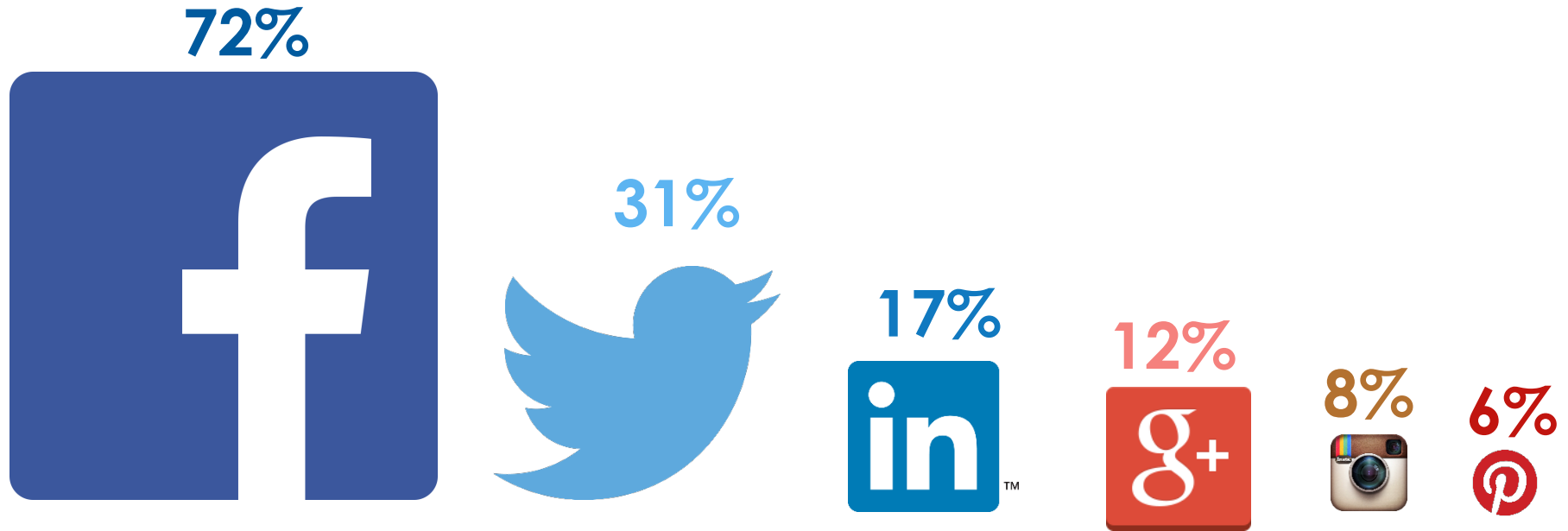
Agenda

- Latest research findings with CIM
- What keeps marketers awake at night

What have we learnt from the latest research

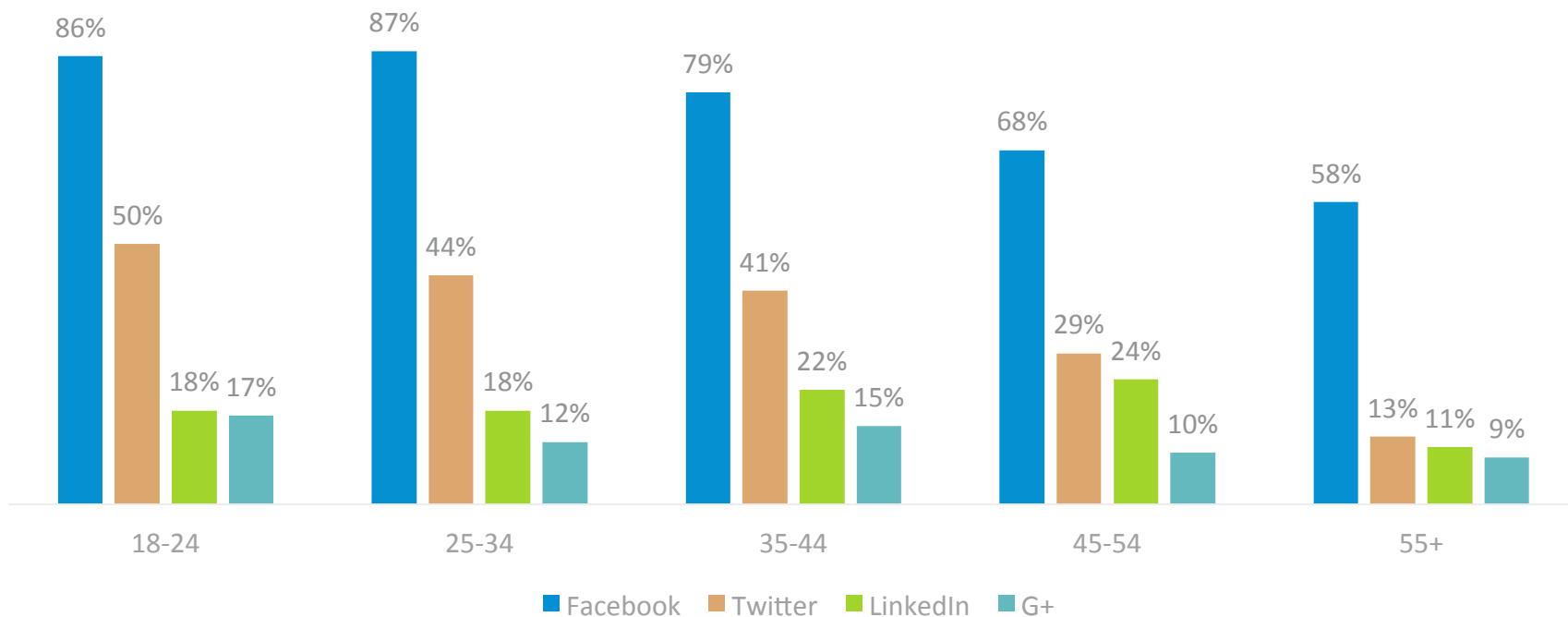


Facebook is the dominant social network, with twice as many people using compared to Twitter



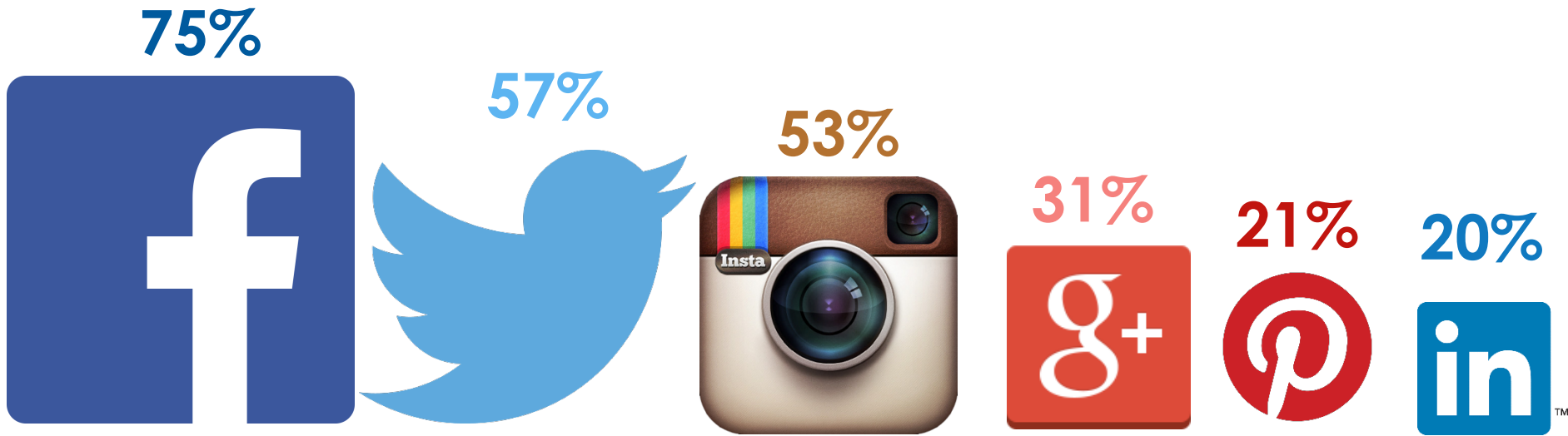
% who have an account and have used in last 3 months

The secret of its success is penetration across age groups



% who have an account and have used in last 3 months

Engagement on Facebook is still strong



% of users visiting once a day or more frequently



Surely this represents a gold mine for brands to interact with consumers....?

...yet consumers don't want to be inundated by brands on social networks

60%

Agree that social media sites ought to be for networking rather than a marketplace for brands

61%

Agree that advertising and marketing on social media irritates me

...otherwise consumers will ignore it, or stop using altogether

58%

Agree they often hide brand updates if they happen too often

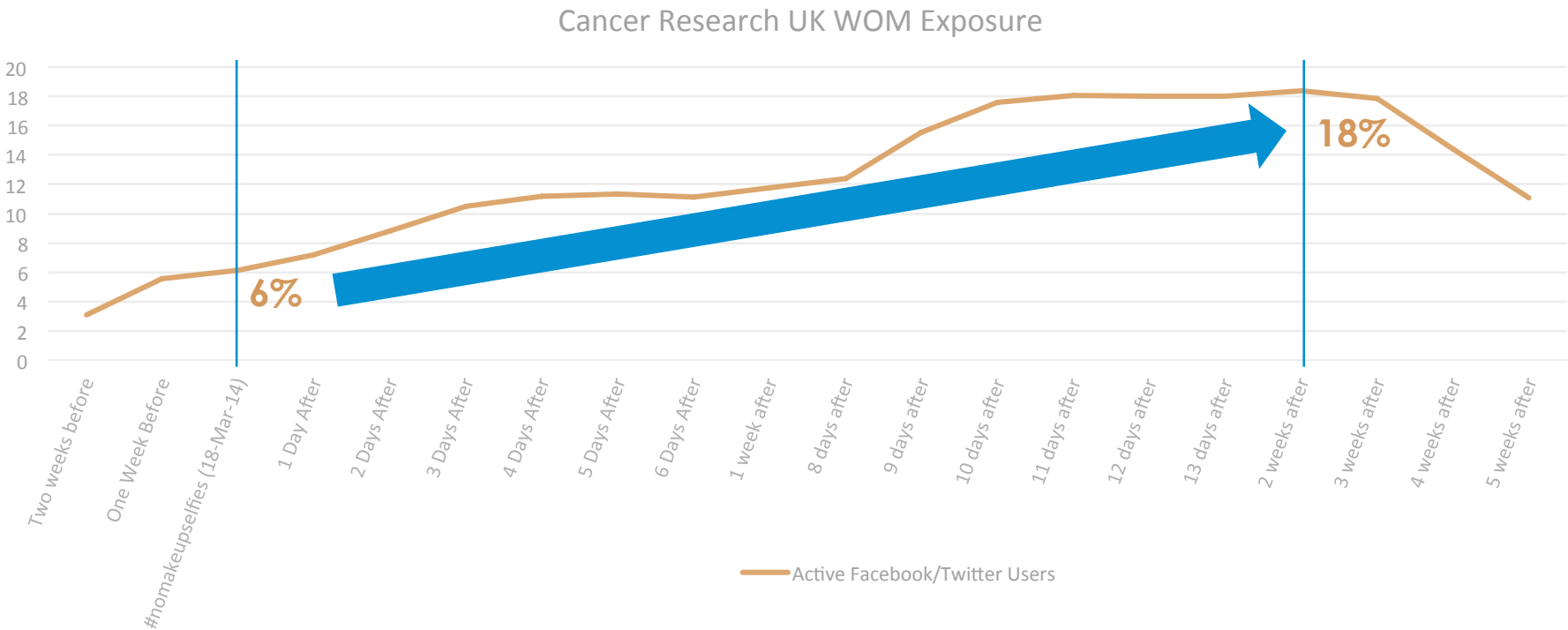
64%

Agree that if social media becomes too overloaded with advertising and marketing they are likely to stop using it

However there are companies that have benefitted from social media

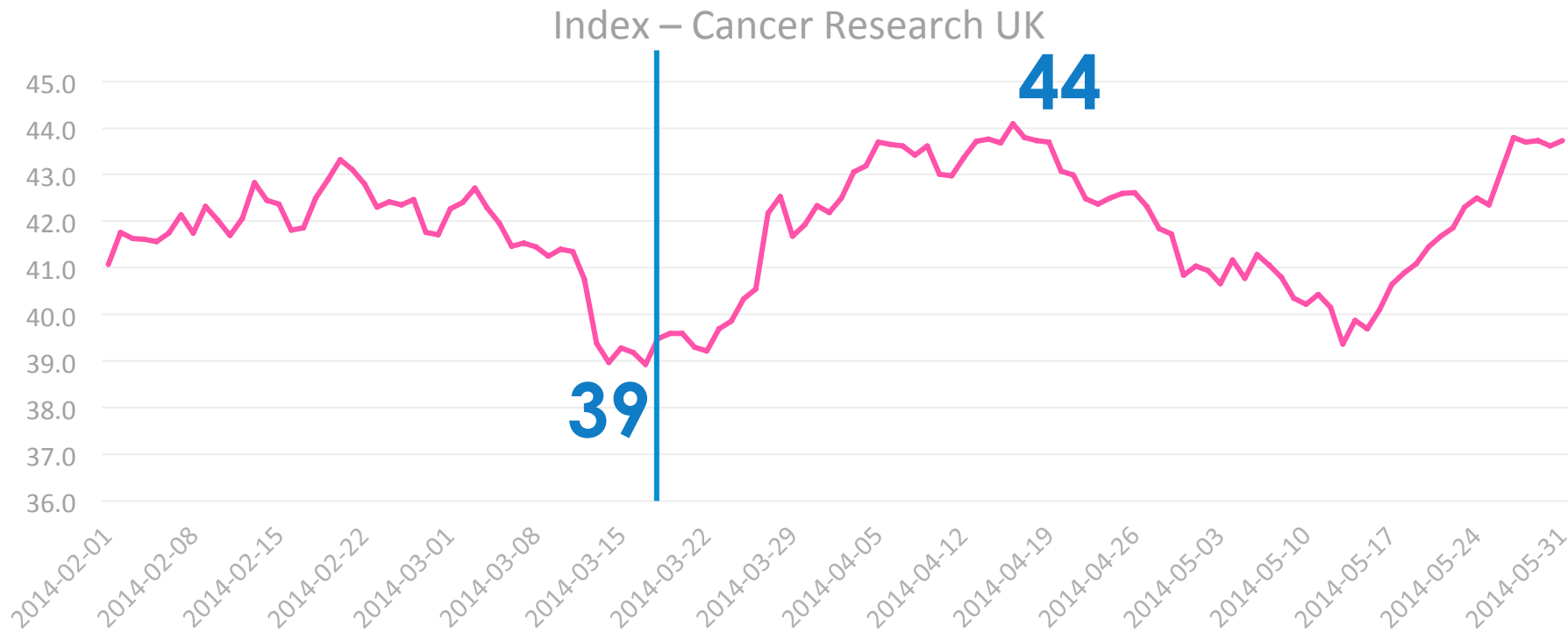


#nomakeupselfie increases WOM for Cancer Research UK

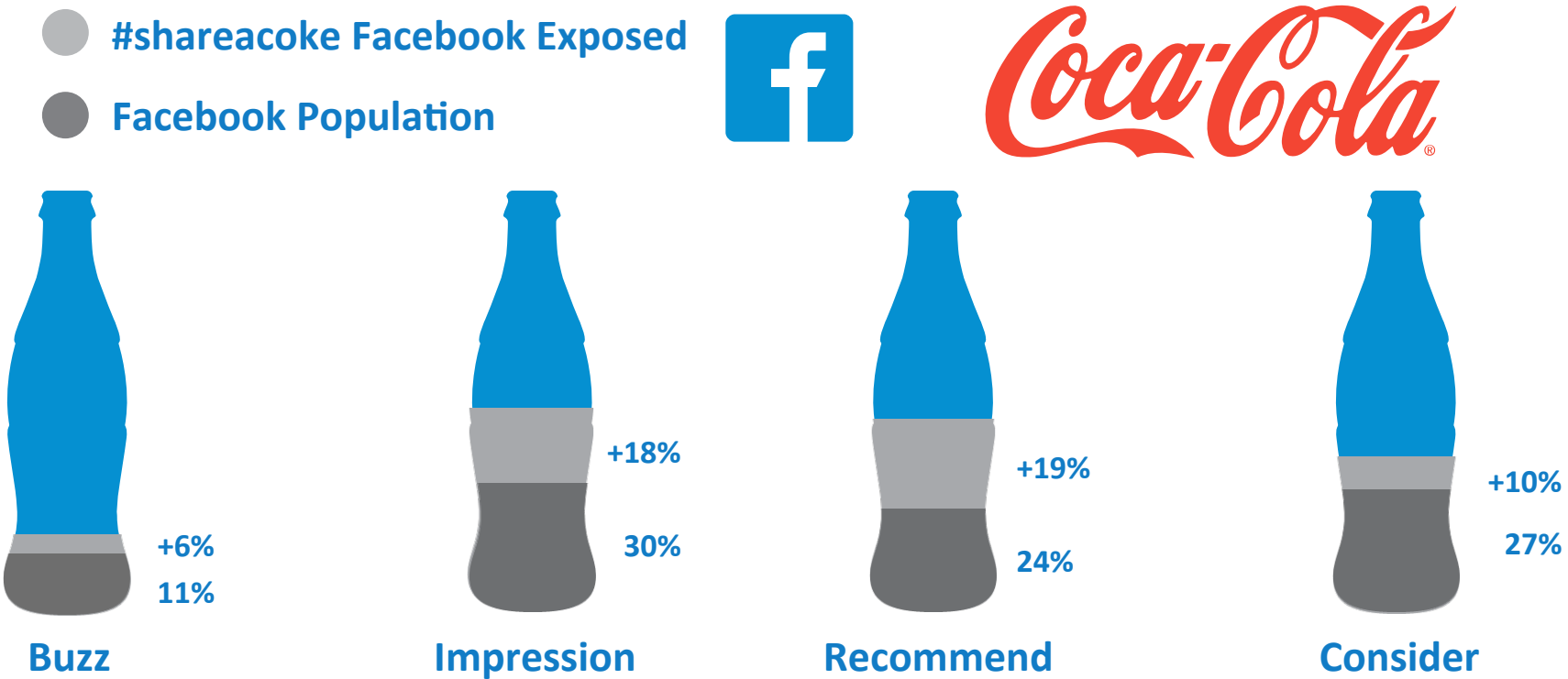


Source: YouGov BrandIndex, Cancer Research UK, WOM Exposure, 2 week moving average

Providing a boost to overall brand perceptions



Commercial brands have also benefited from social media



...yet things can also go wrong for brands on social media



...which can then cross into traditional media



Sainsbury's removes slave mannequin, apologises for 12 Years A Slave promotional stunt

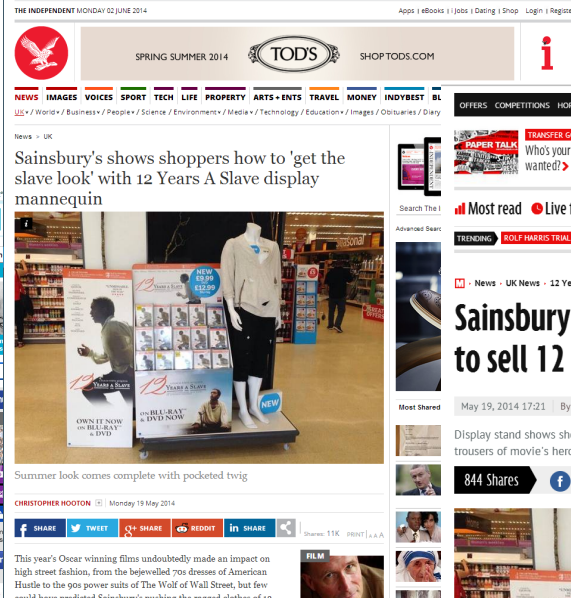
Monday 19 May 2014 1:41 pm

4.2k Share on Facebook Share on Twitter



Postscript: the slave outfit was used to promote sales of the film (Picture: Stuart Drutt)

Sainsbury's has apologised and removed a mannequin dressed as the lead character from 12 Years a Slave

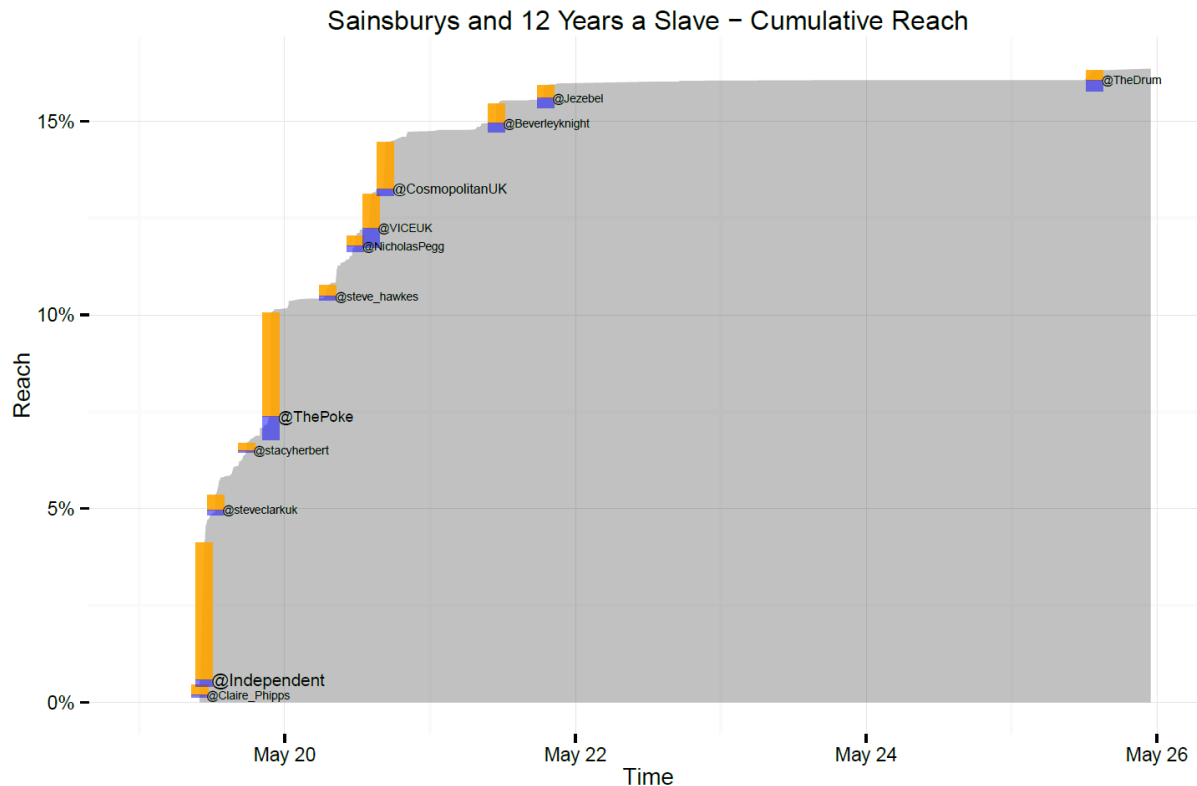


What keeps marketers awake at night?



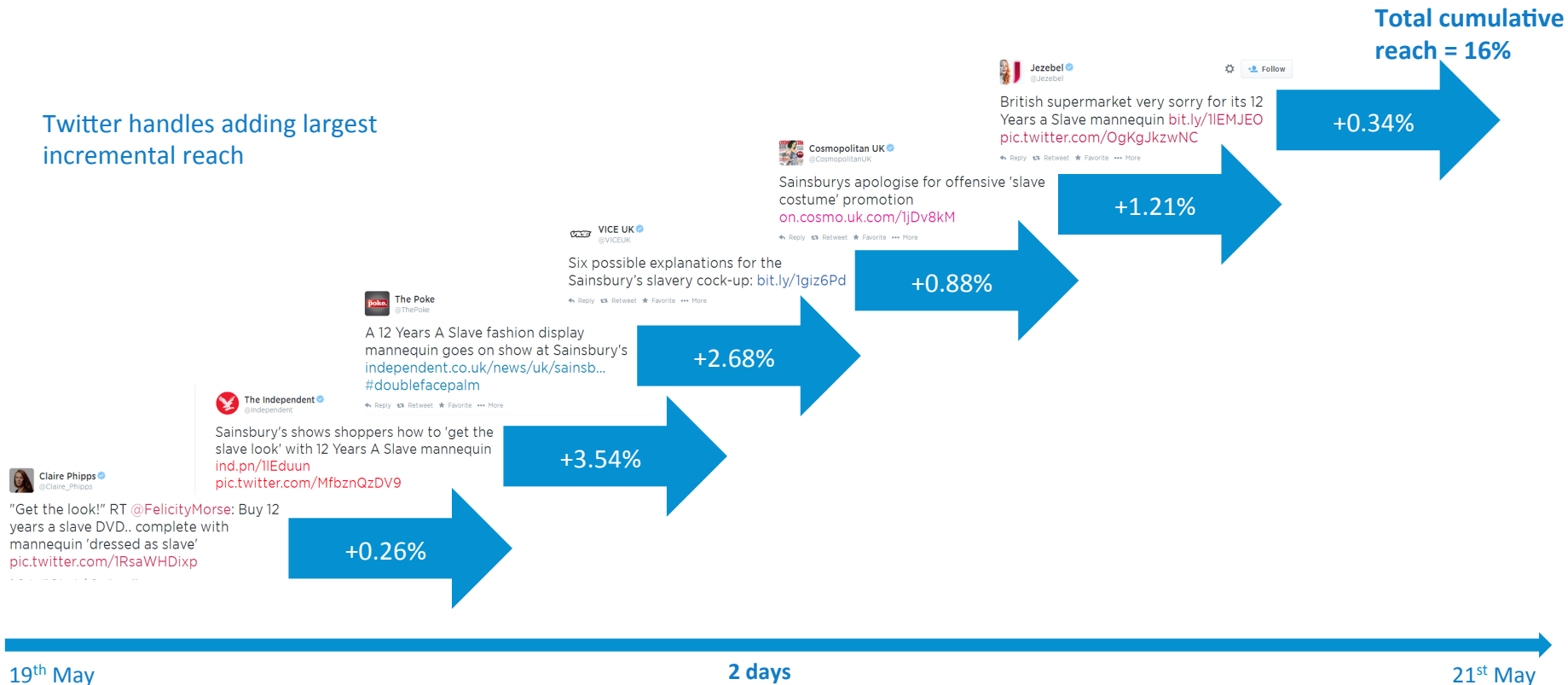
....when things
go wrong on
social media,
how much
impact does it
really have?

16% of the Twitter population “heard” about this story

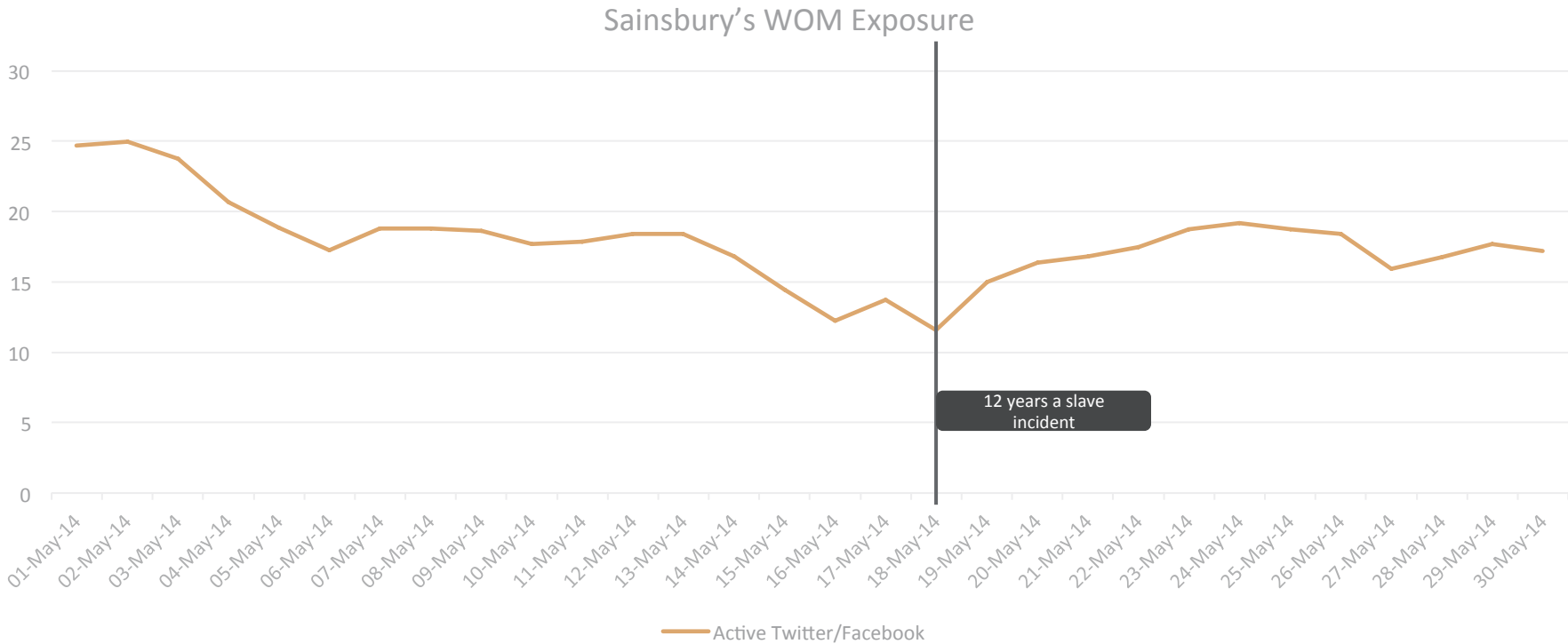


16% of the Twitter population “heard” about this story

Twitter handles adding largest incremental reach

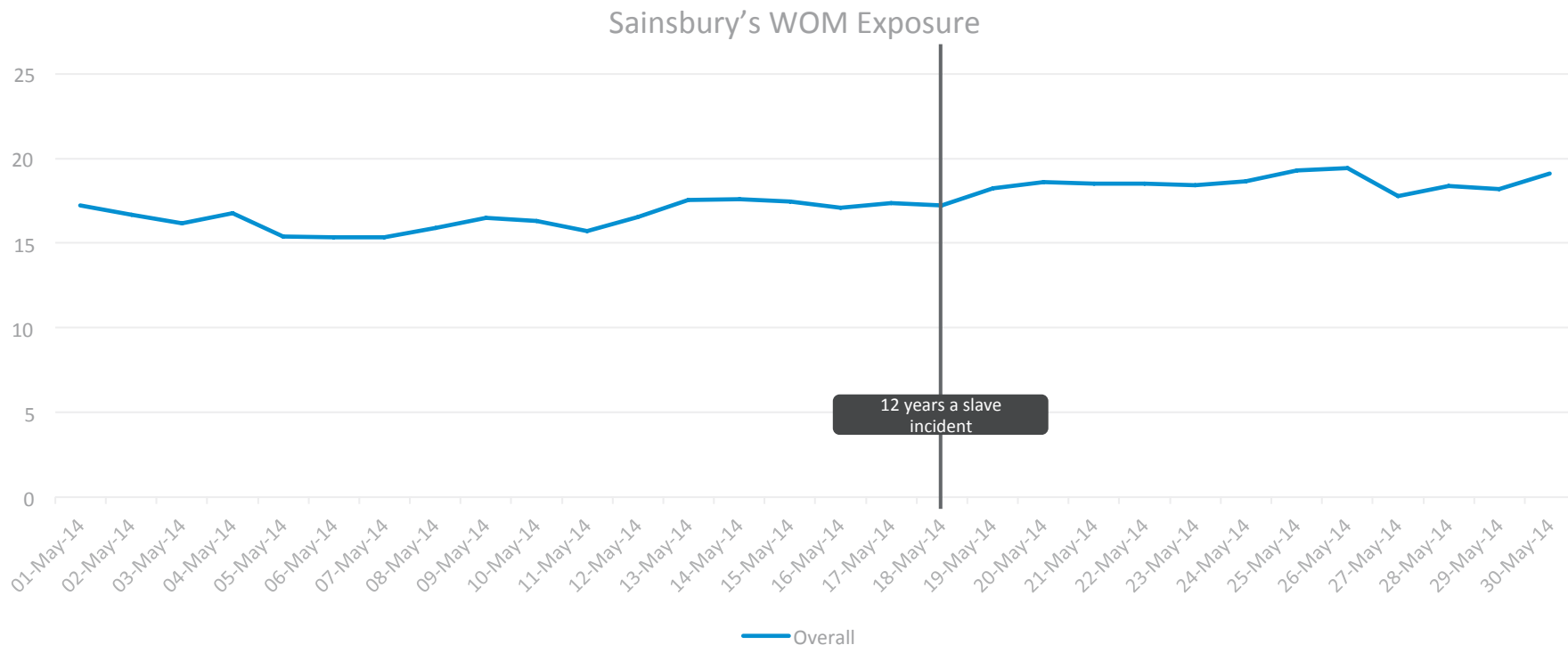


Amongst users of social media we see an increase in WOM



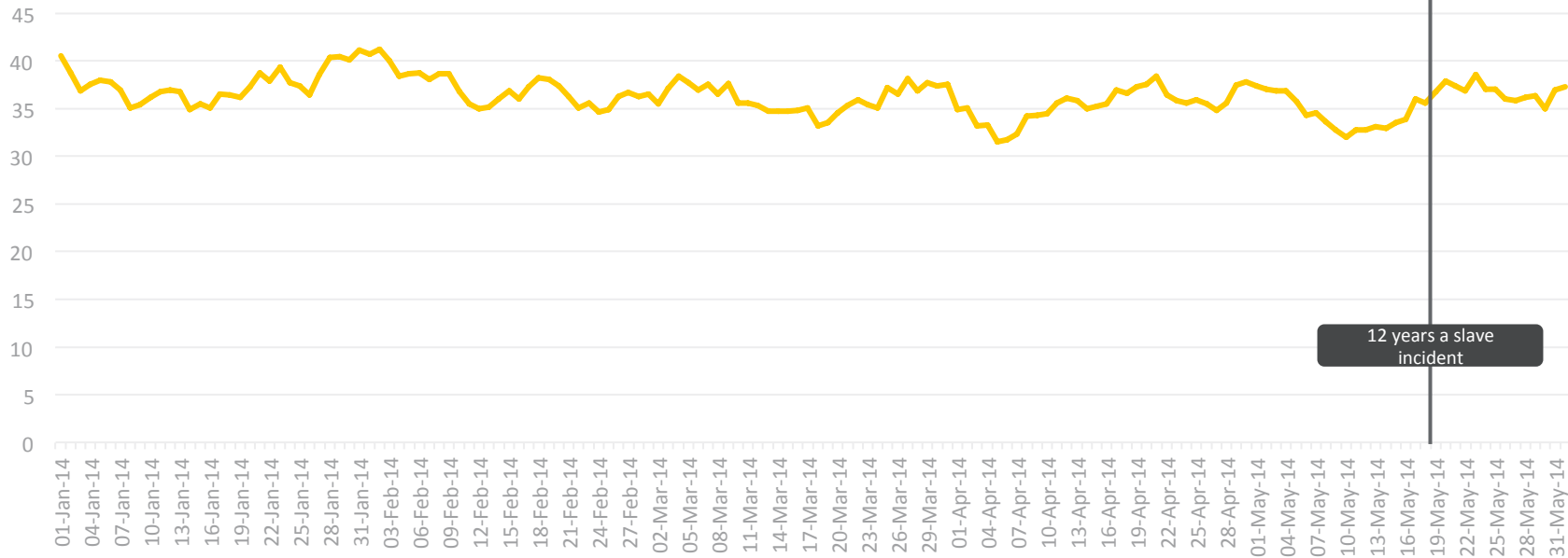
Source: YouGov BrandIndex, Sainsbury's, WOM Exposure, 1 week moving average

...but this hardly registers at an overall level



...and overall brand perceptions have remained stable

Sainsbury's Index



So what can we learn from this?

- Social Media is being widely used by consumers
- Facebook is the dominant social network, reaching a broader demographic than other social media sites
- Marketers need to be careful with how they market brands on social media otherwise they will drive consumers away
- Brands that succeed on social media embrace the moment and the personal nature of social networks
- Things that go wrong on social media, may not be as bad as they seem
- Those who react quickly to negative situations, have a better chance of coming out more positively

Thank You

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