



## AMEC Communication Effectiveness Awards 2009

### Show us the Money!

**Company Name: Media Measurement Ltd (MML)**

**Client/Campaign: Mom Central Consulting (MCC) on behalf of 'an American Live Entertainment Company' (client cannot be named to NDA)**

**Category: Best Use of Social Media Evaluation**

**Location: US specific**

#### **Objective/Brief:**

The Entertainment Company (EC) had historically invested in traditional print advertising and radio as well as some online campaigning to promote their shows across the US. In January 2009 they decided to leverage the proliferation of social media to conduct a proactive social media promotional campaign.

Mom Central Consulting (MCC) is a specialist social media agency which works with Media Measurement (MML) to help brands to target Moms as a key market for driving sales. There are approximately 75 million Moms in the US who influence 85% of all household purchases and MCC believes that Moms in particular are natural connectors and trust and act on the information they receive from other Moms. They have consequently built a powerful network of influential Moms across the US so that they can run word-of-mouth campaigns to influence customer attitudes and purchasing behaviours.

The EC recognised that they needed to build an effective national and regional Mom Influencer word-of-mouth campaign across targeted social media platforms to determine if those mediums could generate positive coverage and attract more customers to its shows. The core objectives of this campaign were:-

- 1. To gain an understanding of the show's overall viral footprint and which social sites were impacting most upon their brand reputation.***
- 2. To identify the brand 'enthusiasts' and 'detractors' and improve the positive sentiment associated with the show.***
- 3. To measure the impact of the social media campaign launched with MCC via online commentary and ticket sales.***

#### **Strategy:**

Mom Central Consulting established a word-of-mouth social media implementation strategy in February 2009 utilising social networking platforms and offline community engagement. Specific strategies across these platforms included:-

##### **a) Develop 'Family Activator (FA)' Mom Influencer Programme**

MCC hand-selected key Mom Influencers across the US and provided them with 'Family Activator Information Kits' which provided tips on how to effectively share information with their communities as well as details of the MOM Coupon Code which discounted show tickets if bought on Ticketmaster.com.

##### **b) Produce 22 regional events for FA Programme Kick-off**

MCC and the Entertainment Company invited FAs to an exclusive pre-show event in 22 regions across the US (including Greater LA, New York, Chicago and Boston) to preview the show with their families and enjoy a meet and greet with performers, MCC and local EC representatives.

##### **c) Activate National and Regional Mom Influencers and Bloggers**

**National:** MCC reached out to its vibrant blog roll (500+) to identify leading national Mom bloggers for a blog tour for the show.

**Regional:** The FAs reached out to their online communities to share event information with Mom groups, parenting groups, school systems, youth groups, Parent Teacher Associations (PTAs), and listservs (electronic mailing list software application) as well as to promote the MOM Coupon Code with their readers.

##### **d) Build Facebook Presence & Train EC Personnel to Engage Fans on Facebook**

MCC consulted with the Entertainment Company's senior management about the importance of establishing a brand presence on Facebook and designed Facebook templates for each of the 22 regions along with training guidelines on managing and moderating fan groups.

e) **Roll out a Crisis Management Plan** across the overall strategy to negate any detractors spreading negative coverage virally.

#### **Execution/Implementation:**

MCC commissioned MML in January 2009, before their campaign started, to conduct a Viral Footprint 'Listening' Report to find out the volume of buzz ([Appendix 1](#)), the potential online readership of this coverage ([Appendix 2](#)), where the conversations were happening broken down by 'enthusiasts' and 'detractors' ([Appendix 3](#)) and identify the key Mom Influencers ([Appendix 4](#)).

MCC then selected 64 influential Mom bloggers to participate in the show's blog tour which reached an estimated 640,000 online readers. (This is based on an average blogger reach of 10,000 readers calculated predominantly by Technorati and Alexa figures). They also sent out an electronic viral mailshot to 10,000 Mom Influencers in order to promote the shows and the MOM Coupon Code in their online and offline communities. FAs also created very positive word-of-mouth communication about the pre-shows before and after the event and supported the show when it came back into their respective cities.

MML then provided ongoing measurement, tracking the trends on a monthly basis to determine the shift in volume of buzz and sentiment ([Appendix 5](#)) as well as measuring the influence of MCC bloggers compared to other bloggers talking about the shows ([Appendix 6](#)). In addition to the volume and sentiment of individual conversations, MML ensured that every conversation was put into context by plotting the coverage against the Technorati and Alexa.com rankings of the coverage to determine what was impactful in order to ensure that our analysis was consistently contributing to MCC's strategy. ([Appendix 7](#))

#### **Conclusions:**

1) MML's 'Listening' Report showed that, before MCC's campaigning, many conversations around the shows were 'personal experience' stories with 76% of postings attracting no additional comments from online readers ([Appendix 8](#) for level of 'Engagement' analysis). This demonstrated that most readers did not feel strongly enough either way about the brand to add further commentary to the initial posting.

It also revealed that many Moms felt that going to the show was a one-off event highlighting the fact that the messaging around the brand had to change if the show was to attract repeat custom. This was a key finding of MML's research which prompted MCC to spread the message that the show was a family event ensuring that parents who had been before would want to take their children. ***The Report went on to highlight that Twitter was the most influential social media platform where these conversations were happening, with 79% of the total reach of coverage (potential readership).***

([Appendix 2](#)) This prompted MCC to change their strategy and introduce a Twitter specific campaign as this platform enabled Moms to easily and quickly disseminate information to their followers. Tracey Hope-Ross, Vice President of Social Media for Mom Central Consulting, said ***'Media Measurement's 'Listening Report' and ongoing evaluation was invaluable to us in deciding how to implement our strategy and how to prove the value of our proactive campaigning.'***

2) MML's 'Listening' Report also identified that the 'enthusiasts' generating positive sentiments came ostensibly from Twitter, Forums and Flickr and the 'detractors' from Twitter and Forums. The Report surprisingly demonstrated that the little coverage that was generated from blogs was all neutral or positive ([Appendix 3](#)). MCC had originally included blogs as a key platform for their Crisis Management Rollout Plan but through MML's analysis they realised that this was no longer necessary as there were no apparent viral roadblocks for a promotional campaign in this space ([Appendix 3](#)) ***MML's ongoing measurement Reports showed that sentiments around the show shifted dramatically once MCC began their campaign with a national blog tour and viral outreach.*** Online positive sentiment for the show increased from 8% to 65% from the period January 09 to March 09 ([Appendix 9](#)) One of the key reasons for this was that MML's research proved that MCC bloggers were significantly more influential than the other bloggers to post about the MOM Coupon Code offer. Only 5% of the bloggers not affiliated with MCC had a Technorati Ranking greater than 100,000, in contrast with 42% of the MCC bloggers.

3) ***The whole social media programme reached the breakeven mark after just 4 months which was 10 months earlier than predicted and 350% over target as the MCC campaign sold over 25,000 tickets within 9 regions in that time.*** There was also an extremely high 33% activation rate of the MOM Coupon Code out of an electronic viral mailing to 10,000 Moms. 70% of these coupon codes were bought by Moms who had never visited the show before.

The programme will continue over the next 10 months across 13 additional regions and the Entertainment Company's Vice President of Event Market and Sales indicated that this campaign was ***'on track to exceed sales expectations.'***