

Investigating the value of Social

RESULTS CONFIDENTIAL UNTIL FURTHER NOTICE –
NO BRANDS HAVE YET BEEN SIGNED OFF

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Approach: The quantitative survey

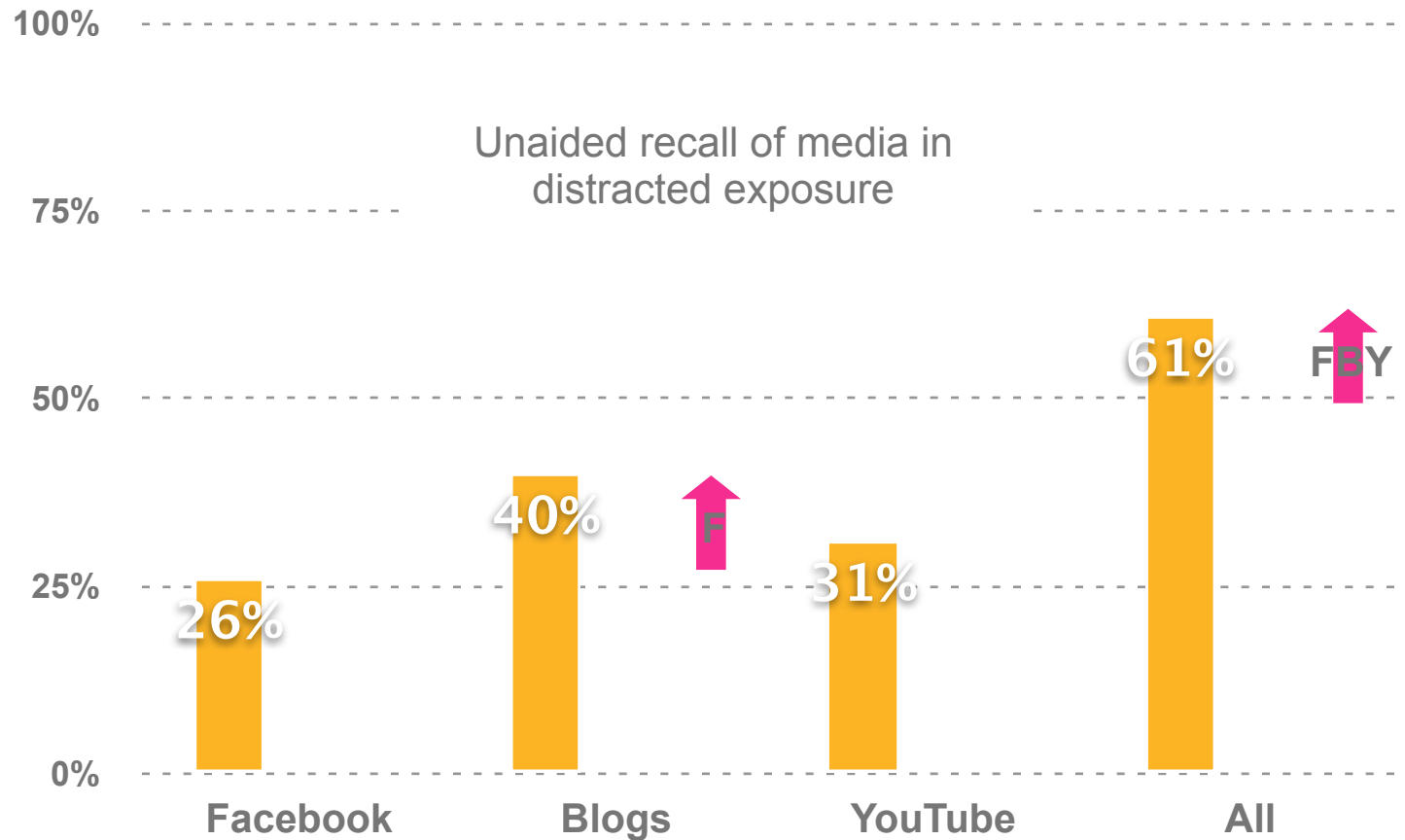
- 750 social media users aged **18-35** (recruited from panel)
- **Test** and **control** methodology
- Respondents split into 5 matched groups of 150 respondents
- Each group invited to explore and view around **15 minutes of media**, including TV adverts, pages from social networks and different websites
- Media contained elements of the test campaigns in each cell, **recreated** inside the survey environment
- There were lots of **distraction** content also included in each cell so the respondents were not aware of what they were being tested on
- Respondents then surveyed on **impressions** of and **interest** in each of the test brands before then rating one of the four campaigns at random

The power of blogs & video for Brand X

Summary: Brand X

- The **blogs** and the **YouTube page** drive interest in the brand
- In particular, the blogs have the **right tone of voice** and feel appropriate for the medium
- The more **casual** and **balanced** tone drives trust and also leaves the reader in control of the final decision
- As a result, those reading the blogs are more likely to **trust** X, more likely to talk about X and more likely to consider X in the future

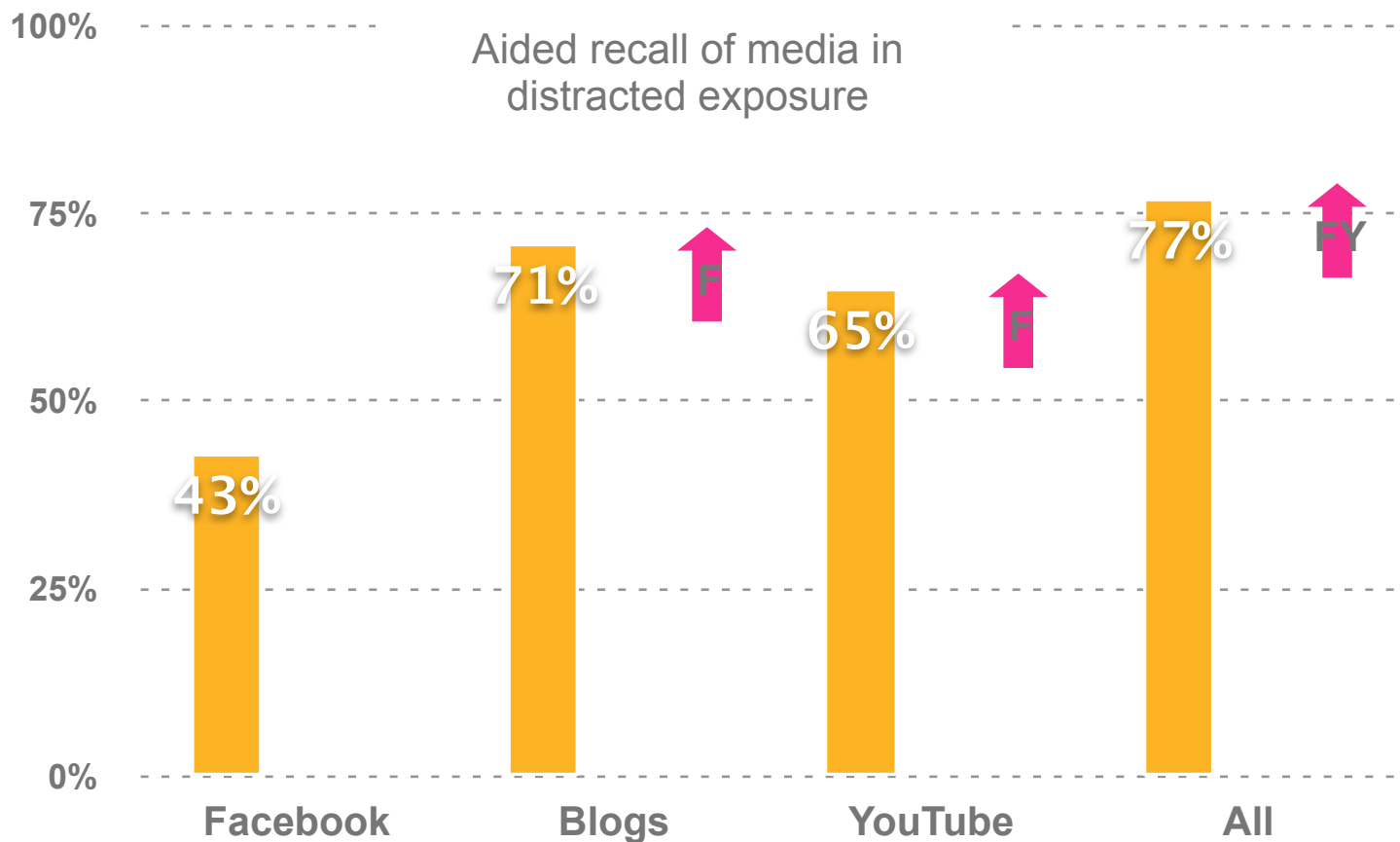
The featured blogs have high standout



Four campaign averages: Facebook – 19% / Blogs – 26% / Website – 33%



Once prompted with the X name, those seeing blogs and the Youtube pages are more likely to remember seeing the brand

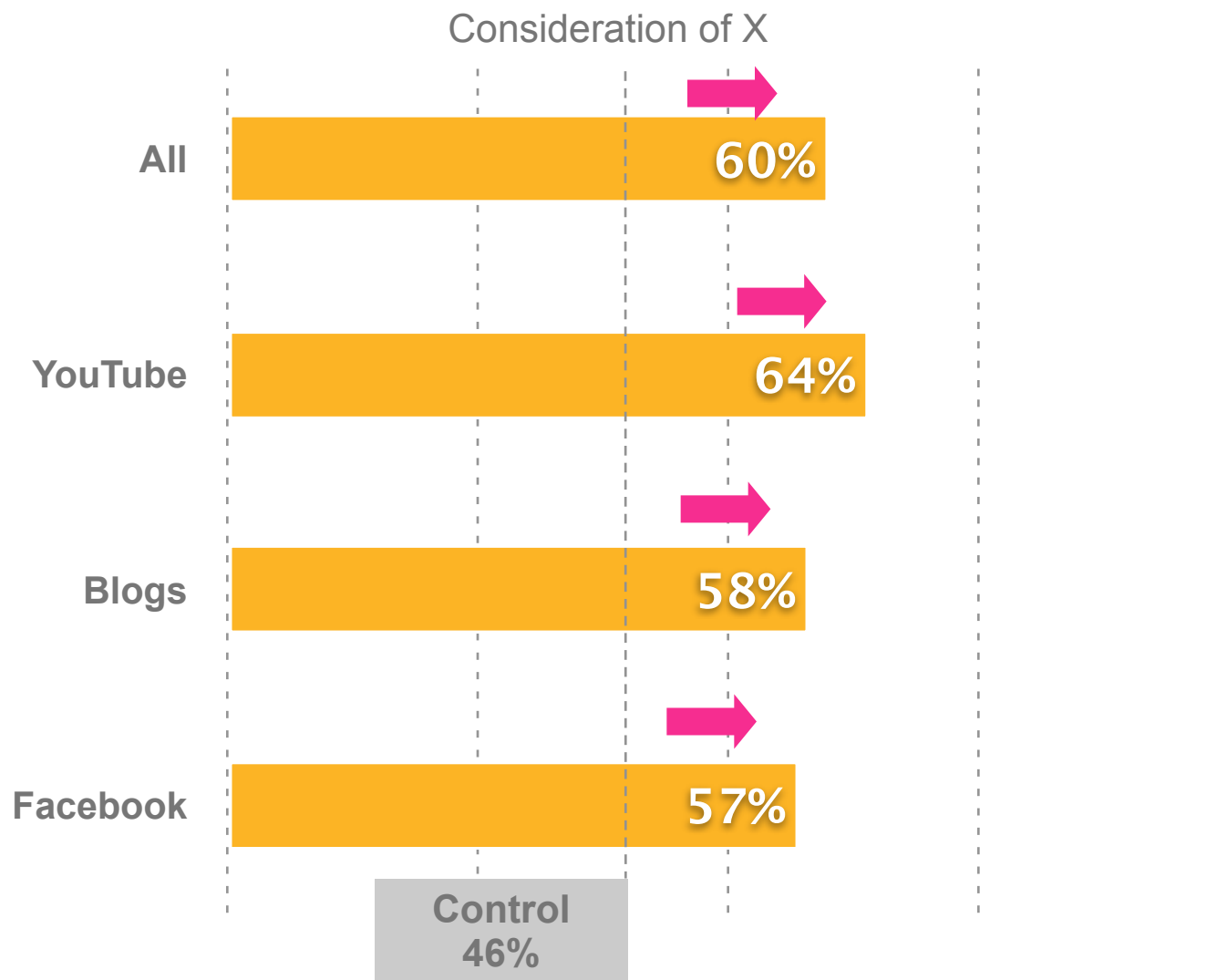


Four campaign averages: Facebook – 43% / Blogs – 56% / Website – 59%



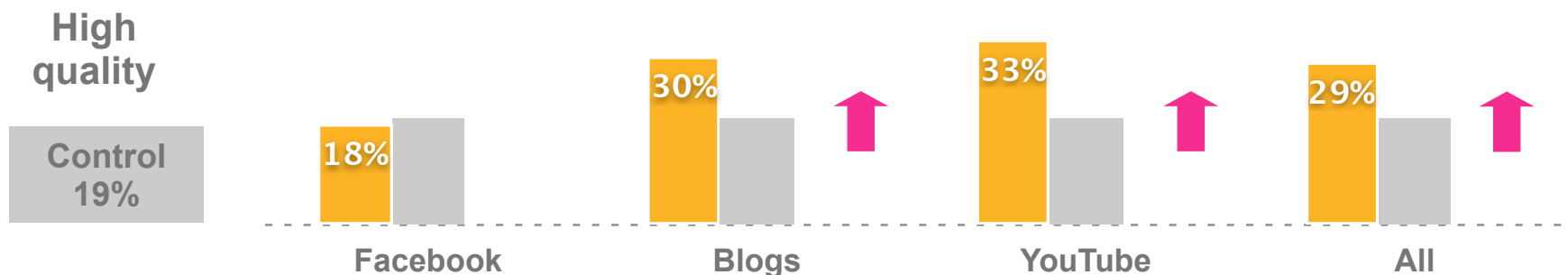
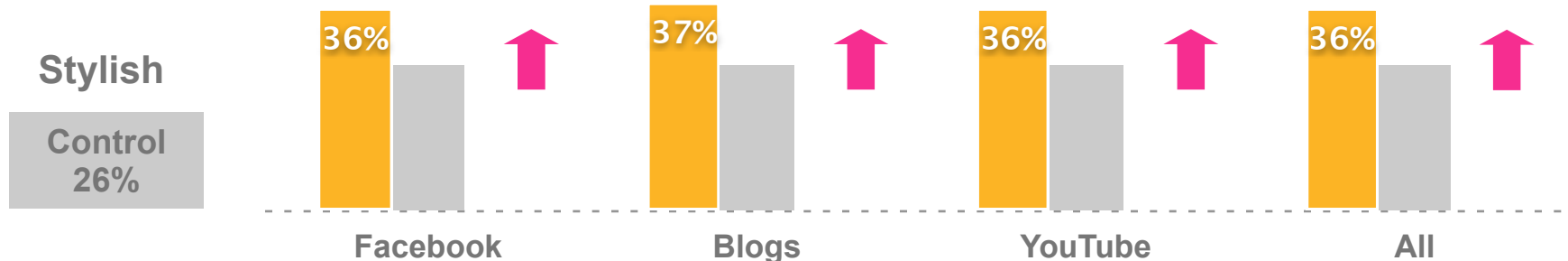
Q2 Which of these do you remember seeing mentioned or advertised in the web pages, applications or videos that you saw earlier? Base=150 per cell

...although all the campaign elements increase consideration of X



M2 Regardless of payment method, which of these would you consider owning when you next come to change your handset? Which would be your first choice? Base=150 per cell

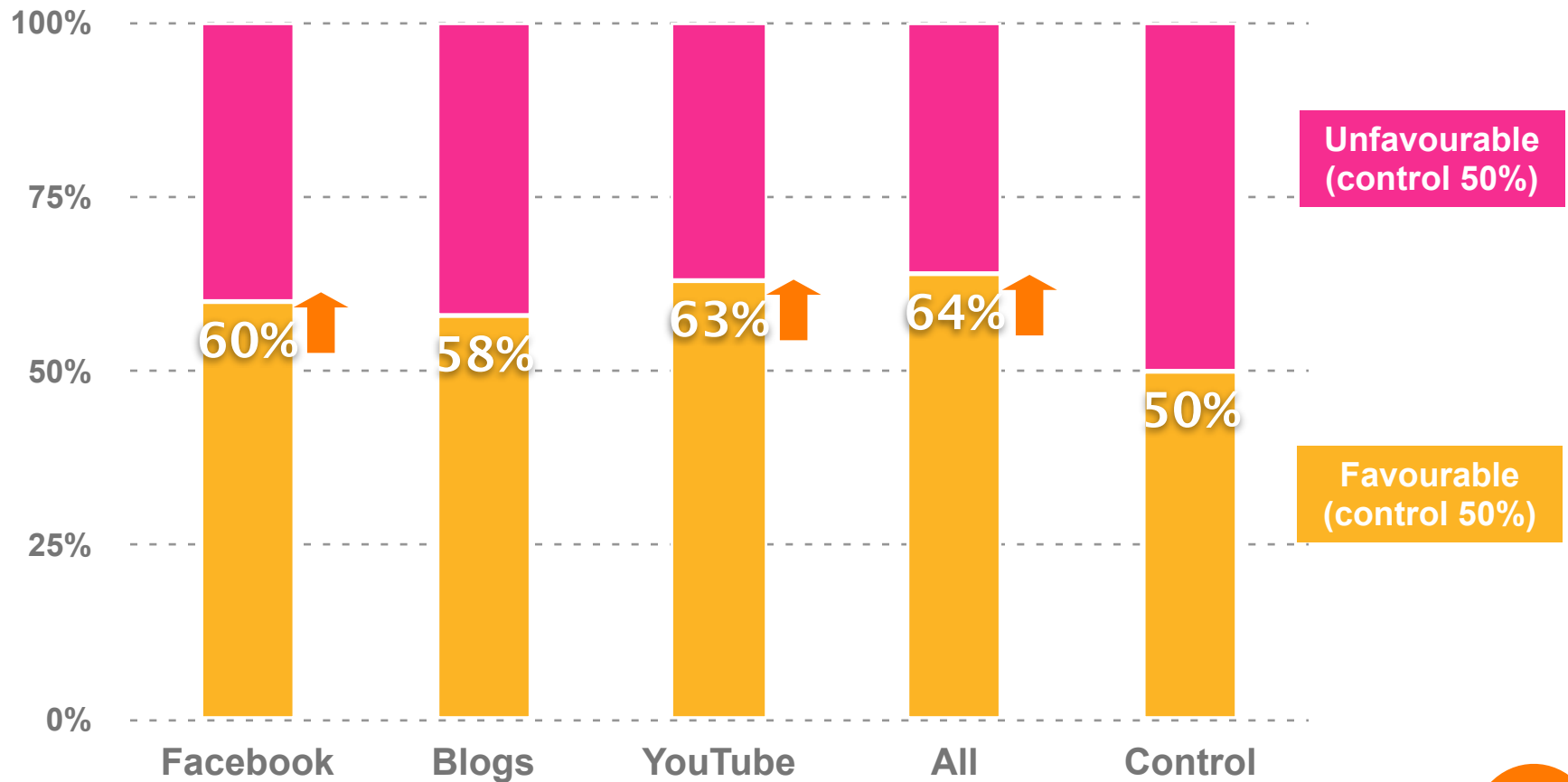
All the campaign elements increase the perception of X as stylish, but only the blogs and YouTube carry the quality message



M3 Below are some things that other people have said about one or more of the brands listed below. Looking at each brand in turn, please click on whichever descriptions you think applies to them. Base=150 per cell

Impact on favourability

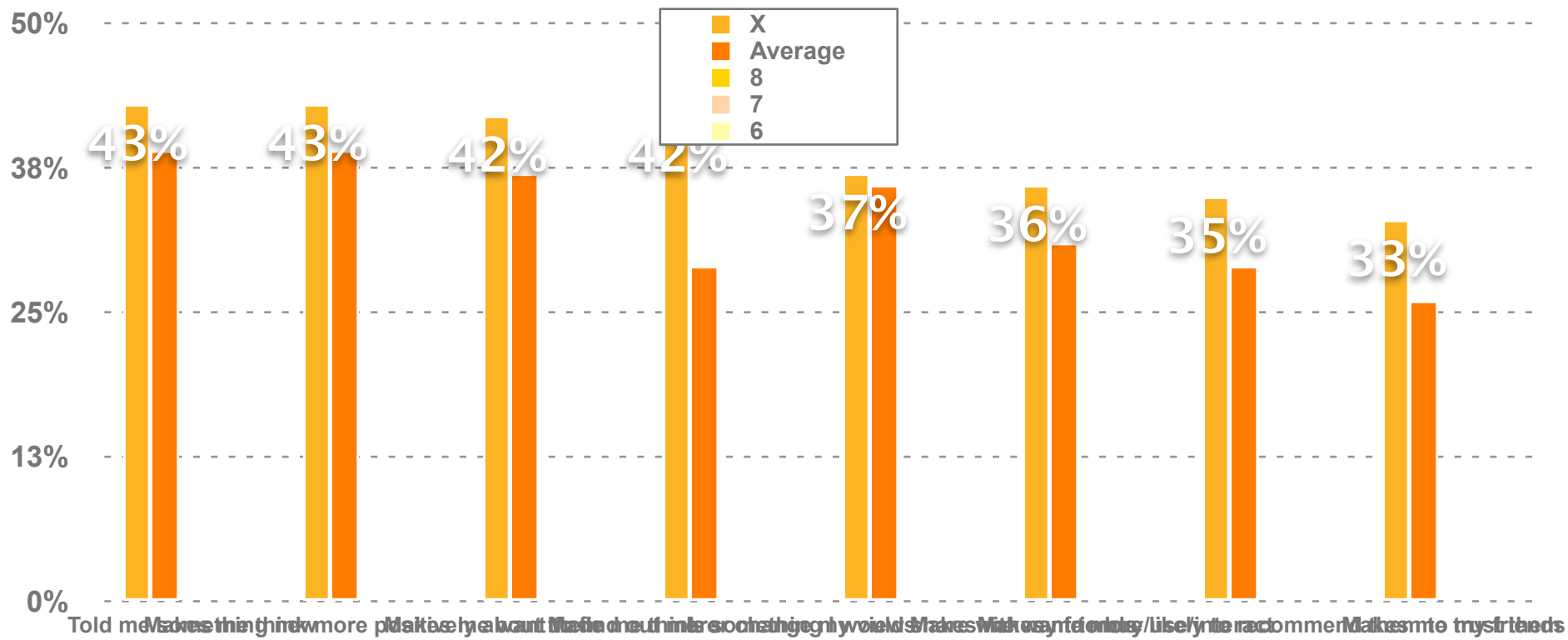
Favourability towards X



Q3a Please indicate how favourable or unfavourable you feel towards each of the following brands and companies. Please use a scale of 1 to 10, where a "10" means you feel "extremely favourable" towards the brand and a "1" means you feel "extremely unfavourable" towards the brand. You can use any number in between. Base=150 per cell

The X campaign tells viewers something new, makes them interested in finding out more and more likely to purchase from X

Stated impact of campaign



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