Social Media Intelligence (SMI)

Improving people’s lives by listening to and being part of the conversation
Bringing new value through ...

Improving people’s lives
The digital world is an ever-changing ecosystem where value exchange is the currency. Jobs to get done have transformed as new competitive activity and channel options emerge, driven by changing expectations and a rapidly evolving conversation landscape.
What if?
What’s being said about “how to get the job done?”

What is the reason for excitement?

Which needs are discussed? Are any unmet?

What has the consumers’ ear? Within category? More broadly?
Understanding benefits in CONTEXT delivers the emotional “wows”
Case Study - Alcon
Contact lenses & social media

How are the benefits consumers are looking for changing?
Which benefit spaces are growing within my categories?
How can this guide my innovation efforts?

What content & messaging of Alcon's digital communication will maximize product value?

Why did they do this?
Optimize digital communications strategy.
Key outcomes

- **Security**: 8%
  - High share of negativity
    - Negative: 0.3706
    - Neutral: 0.4136
    - Positive: 0.2181

- **Wellbeing**: 36%

- **Gratification**: 24%

- **Freedom**: 32%

© GfK 2016 | Social Media Intelligence
Key outcomes

<table>
<thead>
<tr>
<th>Product 1</th>
<th>2%</th>
<th>6%</th>
<th>27%</th>
<th>1%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product 2</td>
<td>21%</td>
<td>6%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Product 3</td>
<td>6%</td>
<td>7%</td>
<td>24%</td>
<td>22%</td>
</tr>
<tr>
<td>Product 4</td>
<td>8%</td>
<td>1%</td>
<td>4%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Share of brand mentions from the total cornerstone brand mentions (%)
Strategic communication matrix

FREEDOM

PAY ATTENTION!

MUST HAVES

Nice to Haves

Opportunities

Share of dimension within the cornerstone

Share of dimension positive sentiment

Easy to use

Value

Versatile

Customized

Easy to use

Save time

Specific occasions

On-the-go/portable

© GfK 2016 | Social Media Intelligence
Key recommendations

**WHAT** Consumers are looking for two major benefits: "Freedom" & "Well-being" and Brand B is leading in these areas.

**SO WHAT** Put stronger focus on these two cornerstones and clearly communicate the specific benefits.
Key recommendations

Although "Security" is a “hygiene” factor in this category, currently consumers don’t have a positive experience, which could lead to dissatisfaction and category exit.

Provide appropriate information/educational content to meet the basic Safety needs of consumers along their journey (purchase/usage/repurchase).
Low knowledge in the category which causes frustration & disappointment with brands and the category as a whole.

Create an educational program for consumers to increase level of knowledge in the category. Promote program through ophthalmologists and popular forums.
In closing...

When can this benefit your innovation & marketing strategy?
Let's Connect!

Natasha Stevens | Senior Vice President DMI
Natasha.stevens@gfk.com | 617-223-7691

About GfK
GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK’s long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers’ experiences and choices.

www.gfk.com