Developing Tools for Real Time Brand Management

Twitter and TNS Partnership
The Marketing Revolution(s)...

- Always On, Adaptive Campaigns
- Popularity of Content Marketing
- Brands Defined by Consumers Not Marketers
- Focus to Owned and Earned Media
- Fragmentation of (addressable) Media
- Real-time Management Linked to Outcomes
- Increasing Use of AI in Driving Campaigns
So what do we need to keep up...?

- Full range of opinions, unfiltered
- "Real-time"
- Sensitive to events
- Predictive
- Cost efficient
Twitter: The most critical source of live feedback
Twitter:
The most critical source of live feedback
TNS and Twitter: Bringing **real-time insight** for brands from modeling of Twitter data
We create
a leading indicator of movements in brand health and sales

We diagnose
the impact of paid, owned and earned attention

We understand
how consumer perceptions change in reaction to what they see
Case Study: UK Beer

9 Brands Modeled

9 Months

284,386 Tweets
Brand A’s equity successfully modeled 8 weeks in advance.
Key theme drivers of equity movement

Brand Character  Sponsorship

Availability  Heritage
Perception of Refreshment  Price
Twitter-based equity can help model sales

On Premise

Off Premise

R2: 99%
MAPE: 0.5%

R2: 99%
MAPE: 1.4%
Where do we see this playing a role in real-time brand management?

**Real-time Brand Management**

- Predict Brand Health
- Content Diagnostics
- Channel Diagnostics
- Competitor Activity
- Independent or Integrated with Tracking
- MMM Input

**Brand Tracking**

- Focus on Key Target Groups
- Directed Interest Questions
- Deep Dives into Key Topics
- Monitor Strategic Attributes
Applying model outputs to real-time Twitter data to produce actionable insights for clients
Activation within Twitter
How equity is changing

Brand X

Overview  Brand Health Index  Themes of Conversation  Sentiment  Audience

BRAND HEALTH INDEX

PERCENTAGE CONTRIBUTION TO BRAND X'S BRAND HEALTH INDEX

TOP WORDS IN THEMES OF CONVERSATION

Start Date: 9/15/2013  End Date: 6/15/2015

+4%
Activation within Twitter
Understanding the impact of competitive strategies early

Brand X

Overview  Brand Health Index  Themes of Conversation  Sentiment  Audience

BRAND X BHI

BHI RANK (+/- X% IN THE LAST WEEK)

1. Competitor 1 (-1%)
2. Competitor 6 (-2%)
3. Brand X (+4%)
4. Competitor 4 (-5%)
5. Competitor 8 (+4%)
6. Competitor 2 (-1%)
7. Competitor 7 (+2%)
8. Competitor 4 (-1%)
9. Competitor 3 (+1%)

START DATE  END DATE
9/15/2013 - 6/15/2015

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Export Data
Activation within Twitter
Know what to communicate

Brand X

Overview  Brand Health Index  Themes of Conversation  Sentiment  Audience

Refreshing  Affordability  Occasions  Taste  Prefer  Availability  Recommend  Heritage  Innovation  Sponsorship  Brand Character

100K Tweets about Affordability
40% Positive; 50% Neutral; 10% Negative

Start Date: 9/15/2013  End Date: 6/15/2015

SAMPLE TWEETS

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Activation within Twitter
Knowing whom to target

Brand X

Overview  Brand Health Index  Themes of Conversation  Sentiment  Audience

### Age

<table>
<thead>
<tr>
<th>Age</th>
<th>% of Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;18</td>
<td>10%</td>
</tr>
<tr>
<td>18-24</td>
<td>20%</td>
</tr>
<tr>
<td>25-34</td>
<td>30%</td>
</tr>
<tr>
<td>35-44</td>
<td>30%</td>
</tr>
<tr>
<td>45+</td>
<td>10%</td>
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</table>

### Interests

<table>
<thead>
<tr>
<th>Interest</th>
<th>% of Audience</th>
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</thead>
<tbody>
<tr>
<td>Comedy</td>
<td>21%</td>
</tr>
<tr>
<td>Business and news</td>
<td>16%</td>
</tr>
<tr>
<td>Sporting events</td>
<td>16%</td>
</tr>
<tr>
<td>Music</td>
<td>15%</td>
</tr>
<tr>
<td>Sports news</td>
<td>15%</td>
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</table>

### Gender

- Female: 25%
- Male: 75%

### Household Income

<table>
<thead>
<tr>
<th>Income Category</th>
<th>% of Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>$75,000 - $99,999</td>
<td>21%</td>
</tr>
<tr>
<td>$150,000 - $174,999</td>
<td>16%</td>
</tr>
<tr>
<td>$250,000+</td>
<td>16%</td>
</tr>
<tr>
<td>$175,000 - $199,999</td>
<td>15%</td>
</tr>
<tr>
<td>$200,000 - $249,999</td>
<td>15%</td>
</tr>
</tbody>
</table>

### Influencers

- @NBA
- @TheNewYorker
- @AdWeek
- @Time
- @UEFA

### Consumer Buying Styles

<table>
<thead>
<tr>
<th>Style</th>
<th>% of Audience</th>
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</thead>
<tbody>
<tr>
<td>Ethnic explorers</td>
<td>56%</td>
</tr>
<tr>
<td>Premium brands</td>
<td>53%</td>
</tr>
<tr>
<td>Quick &amp; easy</td>
<td>22%</td>
</tr>
<tr>
<td>Fresh &amp; healthy</td>
<td>18%</td>
</tr>
<tr>
<td>Home cooking &amp; grilling</td>
<td>17%</td>
</tr>
<tr>
<td>Value conscious</td>
<td>12%</td>
</tr>
<tr>
<td>Health conscious</td>
<td>11%</td>
</tr>
<tr>
<td>Natural living</td>
<td>6%</td>
</tr>
</tbody>
</table>
"We’re all learning here; the best listeners will end up the smartest."

Quote from Charlene Li and Josh Bernoff, Authors of 'Groundswell’