

DDB^o

“opinionway

Facebook and brands

Octobre 2010



Why a study on Facebook and brands now?

- It's a social phenomenon**
- It accelerates change**
- It challenges the brand's place**
- It challenges organisations**

facebook.

= THE social network

500million
members



2004

2006

2008

2010

facebook

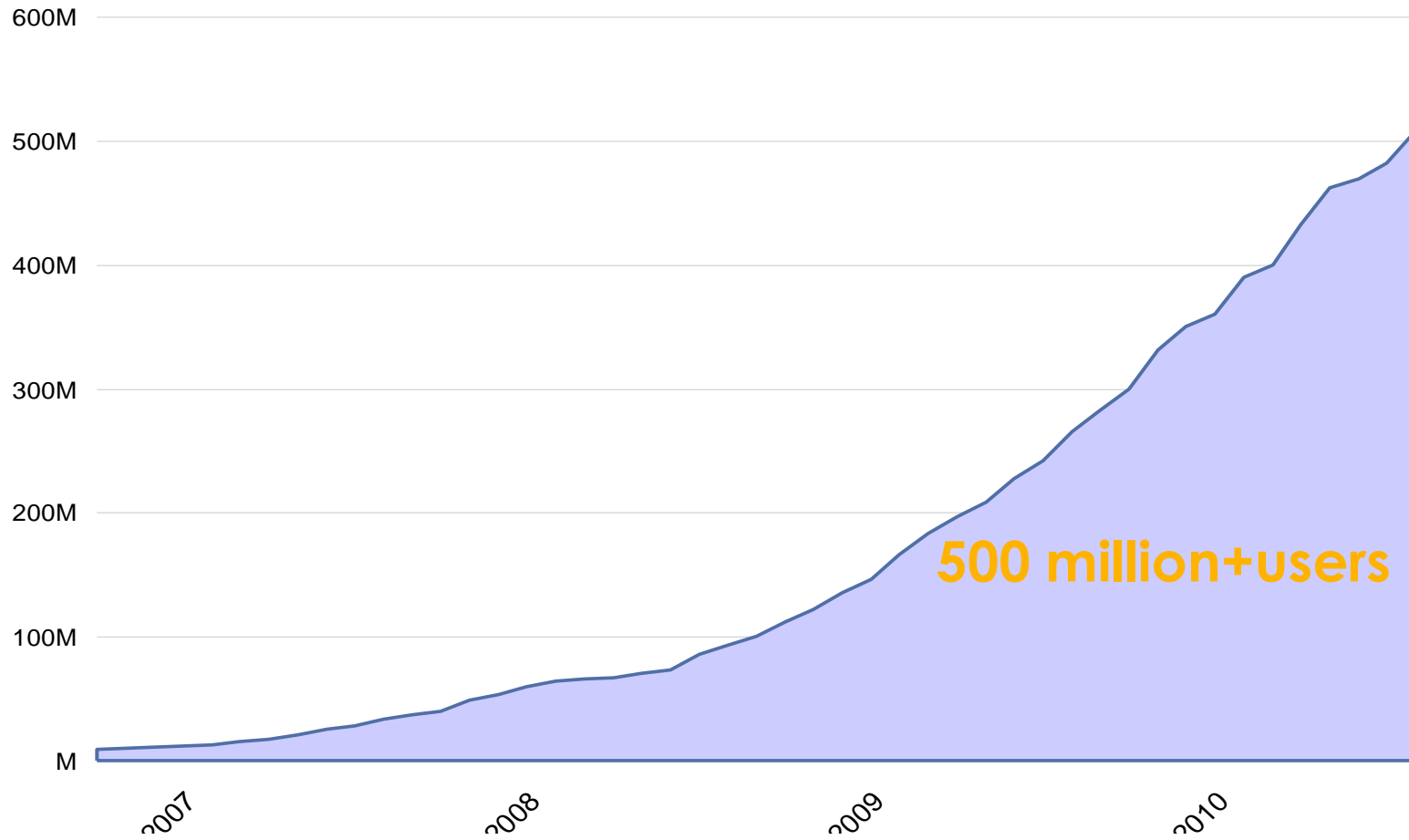
= their vision

Give people the power to share and make the world more open and connected

« Engineers by day, sociologists by night... »



= an incredible growth



facebook

= world's 3rd largest country

Facebook added over **200 million** users in less than a year

1. China
2. India
3. **facebook**
4. United States
5. Indonesia
6. Brazil
7. Pakistan
8. Bangladesh

If Facebook were a country
it would be the world's
3rd largest



facebook

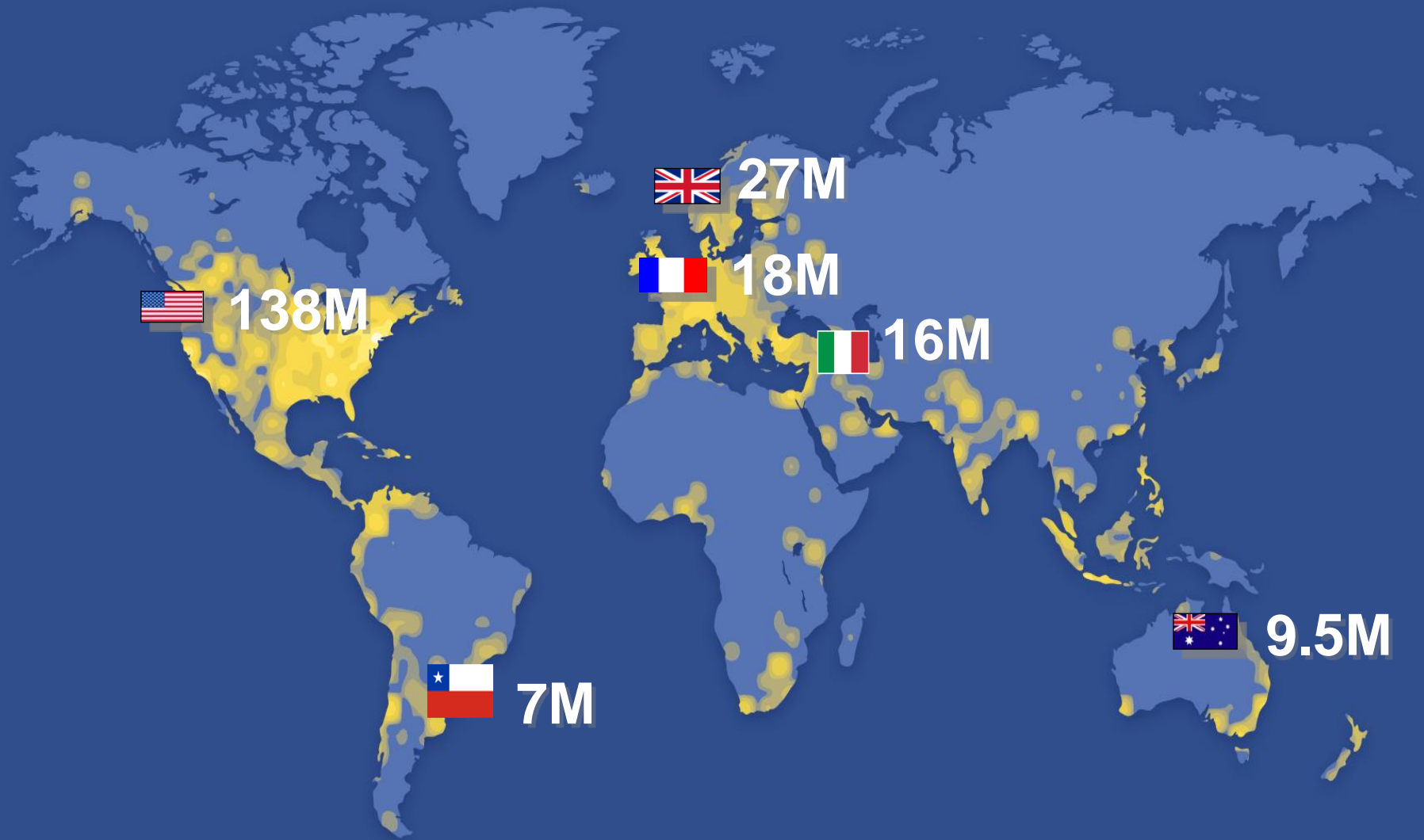
surpasses Google in the US

As for May 2010...



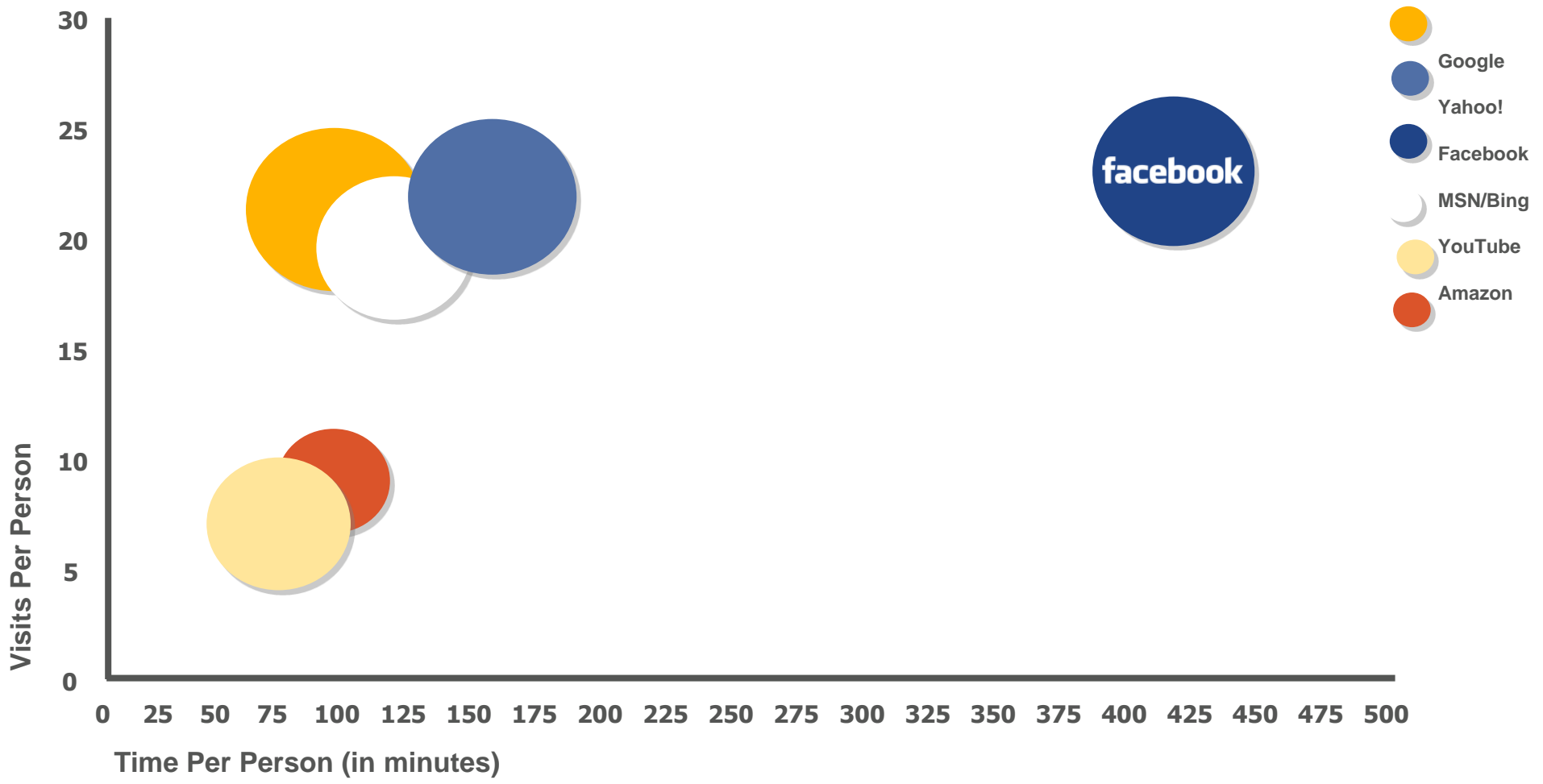
Facebook tops Google for weekly traffic in the U.S.







= high engagement



Source: US Nielsen NetRatings, Jan '10; Top 20 ad supported sites home/work

facebook

= a huge active audience

Company figures

More than

400 million

active users

More than

35 million

users update their status each day

Average user spends more than

55 minutes

per day on Facebook

50% of active users
log on to Facebook
in any given day

facebook

= friends and advocacy

Average user has

130 friends

on the site

Average user sends

8 friend requests

per month

Average user is invited to

3 events

per month

Average user is a member of

13 groups



= a cultural phenomenon



THE NEW YORKER

ARTS & CULTURE HUMOR FICTION & POETRY THE TALK OF THE TOWN ONLINE ONLY

REPORTING & ESSAYS

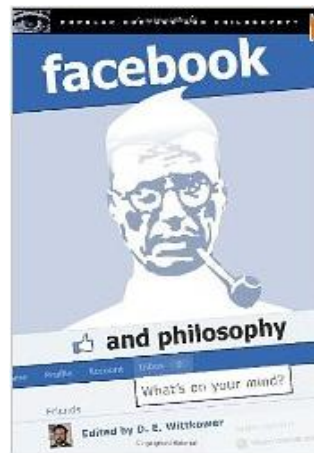
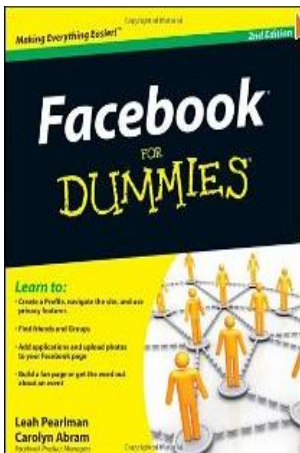
LETTER FROM PALO ALTO
THE FACE OF FACEBOOK
 BY JOSE ANTONIO VARGAS

According to his Facebook profile, Mark Zuckerberg has three sisters, all of whom he's friends with. As interests, he cites "Minimalism," "Revolutions," and "Eliminating Desire"...

LIVE CHAT TRANSCRIPT

<p>COMMENT INTOLERANCE by Lawrence Wright</p> <p>The "Ground Zero mosque," and other manufactured crises.</p>	<p>THE FINANCIAL PAGE SECOND HELPINGS by James Surowiecki</p> <p>How did "stimulus" become a dirty word?</p>	<p>ANNALS OF INVENTION HOW TO MAKE IT by John Seabrook</p> <p>Can James Dyson pull off a second industrial revolution? (Subscription required.)</p>
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NEWS DESK





= a business opportunity

Advertising Age

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GestureTek **CUBE** Just plug it in and turn it
Instant interactive projection floor.
 Engage people in your advertisements and promotions.

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Facebook Will Rule the Web During the Next Decade

Steve Rubel on Digital Communications

by Steve Rubel
 Published: [March 15, 2010](#)

Tweet

Steve Rubel

We're at the very beginning of a major shift in how we find, consume and interact with information. If the 2000s was the Google decade, then the 2010s will be the Facebook decade. As with the last 10 years, this era will unleash an avalanche of change for media companies and advertisers. You can see the writing on the wall, pun intended.

According to Compete.com, Facebook recently became the top source of traffic to major sites such as Yahoo and MSN, surpassing Google. Hitwise said that Facebook is the fourth leading traffic driver to news sites.



The screenshot shows the Starbucks Facebook page. At the top, the Starbucks logo is visible. Below it, there's a navigation bar with options like 'Mur', 'Infos', 'Starbucks Card', 'Around The...', 'Photos', and 'Flavor Quiz'. The main content area features a promotional post for Starbucks Rewards with the headline 'Breakfast Just Got a Gold Star' and an image of a breakfast sandwich. To the right of the main post, there's a section for creating ads and sharing the experience. On the left sidebar, there's a section for '13 697 793 personnes aiment ça' (13,697,793 people like this), which is circled in black. Other elements include social media links for Twitter and Starbucks Online, and a list of friends who like the page.

> 13,7 M fans

The screenshot shows the Coca-Cola Facebook page. At the top, the Coca-Cola logo is visible. Below it, there's a navigation bar with options like 'Mur', 'Infos', 'Coca-Cola', 'Photos', 'Vidéo', and 'Discussions'. The main content area features a promotional post for Coca-Cola's 'LIVE POSITIVELY' campaign, with a headline 'Coca-Cola soutient PEACE ONE DAY' and an image of a Coca-Cola bottle. To the right of the main post, there's a section for creating ads and sharing the experience. On the left sidebar, there's a section for '11 823 999 personnes aiment ça' (11,823,999 people like this), which is circled in black. Other elements include social media links for Twitter, MySpace, YouTube, and Dailymotion, and a list of friends who like the page.

> 11,8 M fans

facebook

= a business opportunity

More than

20 million

people become fans of Pages each day

More than

80 000 websites

have implemented Facebook Connect since its general availability in December 2008

More than

250 applications

have more than 1 million monthly active users

Average user writes

25 comments

on Facebook content each month

facebook

= a high mobile potential

There are more than

100 million active users

currently accessing Facebook through
their mobile phones

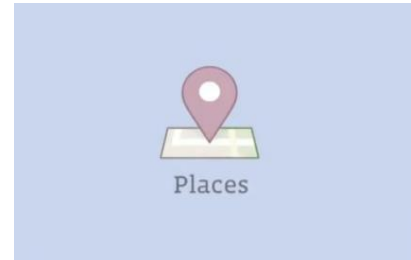
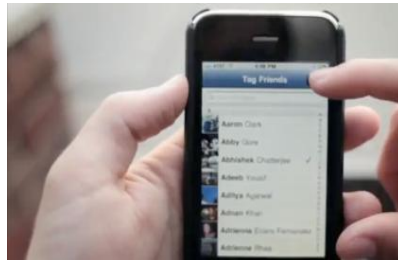
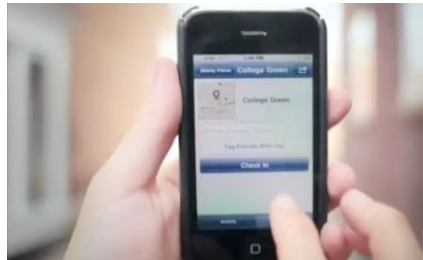
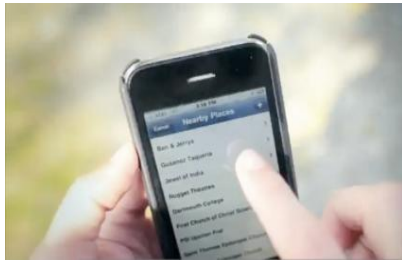
People that use Facebook
on their mobile devices are

twice more active

on Facebook than non-mobile users



= geolocalised marketing





= social pluggings



FRIENDS LIKE



f Like 2K

5 Pocket Legging - Rinse



f Like 3K

501® Original Jeans - Dark Aged



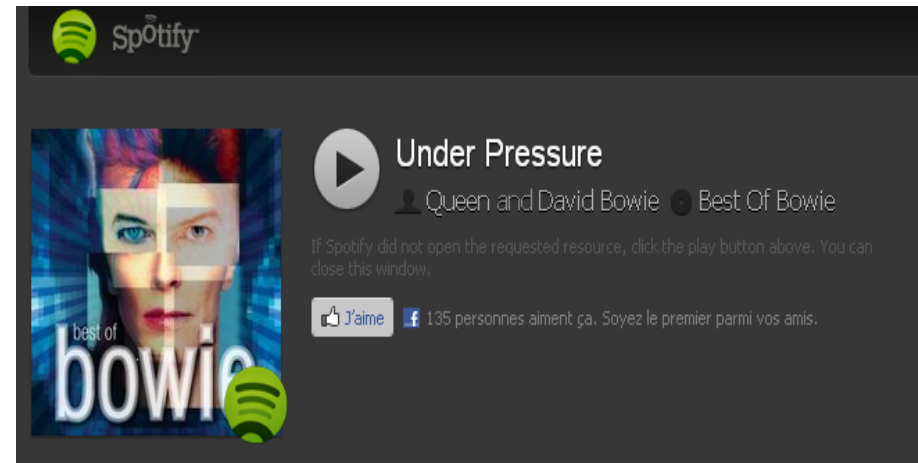
f Like 2K

Low Skinny 531™ Jeans - Black Sheen



f

Slim 5 Jeans





= webstores



123 personnes
Back to Fan Page

- Shop By Category
- Diapers
 - Training Pants
 - Wipes
 - More Pampers Products
 - Other Baby Care
 - › Babies' Laundry Care
 - › Children's Oral Care
 - Home Care
 - › Air Care
 - › Laundry Care
 - › Paper
 - Personal Care
 - › Deodorant
 - › Feminine Care
 - › Hair Care
 - › Oral Care
 - › Personal Cleansing
- Shop By Stage

My Account | View Cart

Search for products

Powered By **amazonwebstore**
An Amazon Services Product [What's this?](#)

4 out of 5 Parenting™ Moms would recommend Pampers with Dry Max to other Moms
*based on Parenting group survey

New Baby
New Baby diapers and wipes for

Baby
Baby diapers and wipes for

Toddler
Everything you need to

Shop your Pampers favorites
without leaving Facebook

Powered By **amazonwebstore**
An Amazon Services Product

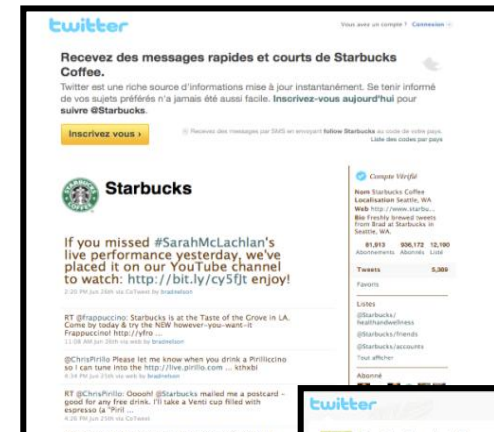


Digital inspires new marketing strategies

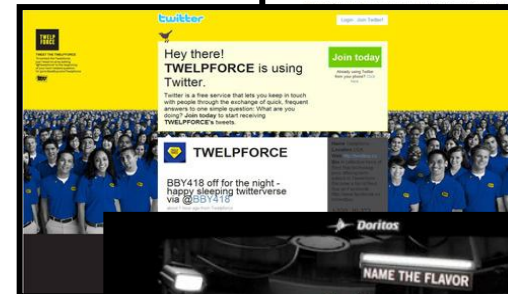
Social Business



Crowdsourcing

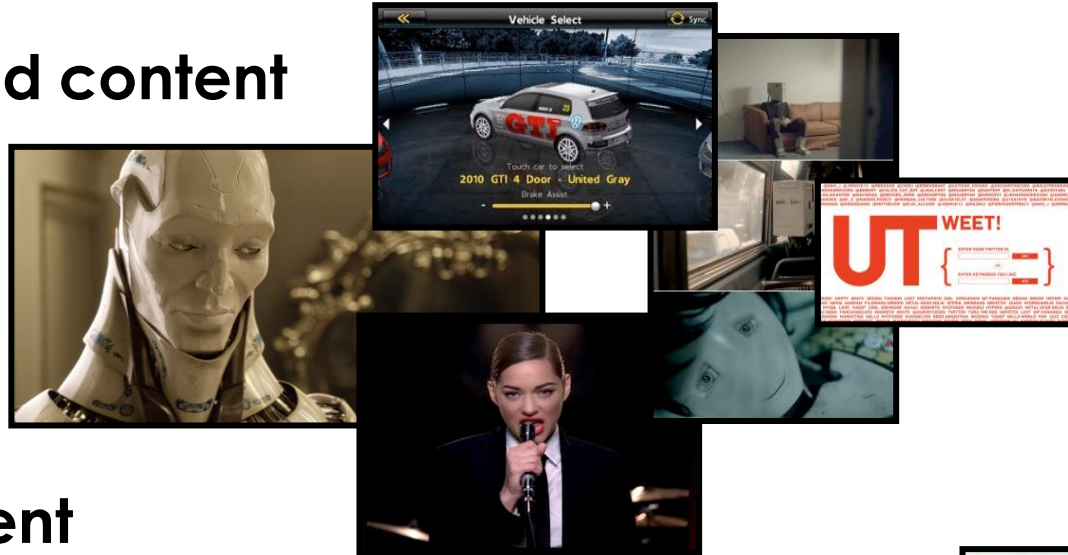


Localisation based CRM

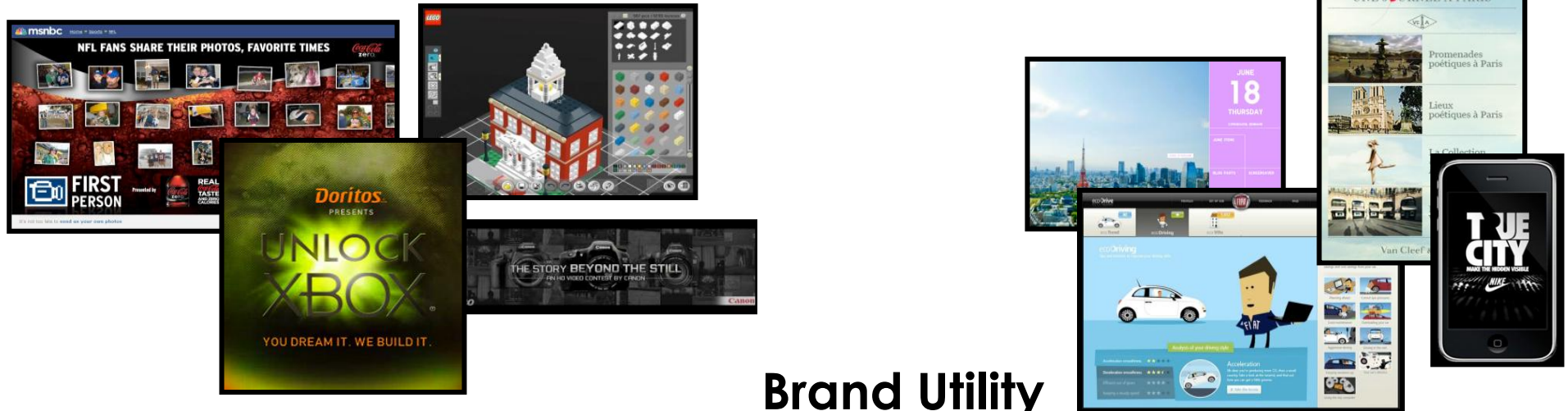


Digital inspires new marketing strategies

Branded content



User generated content

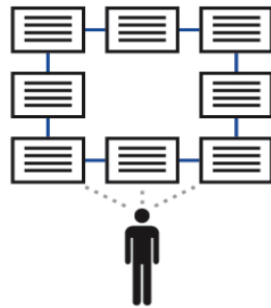


Brand Utility

Digital ecosystem

2001

1



2005

2



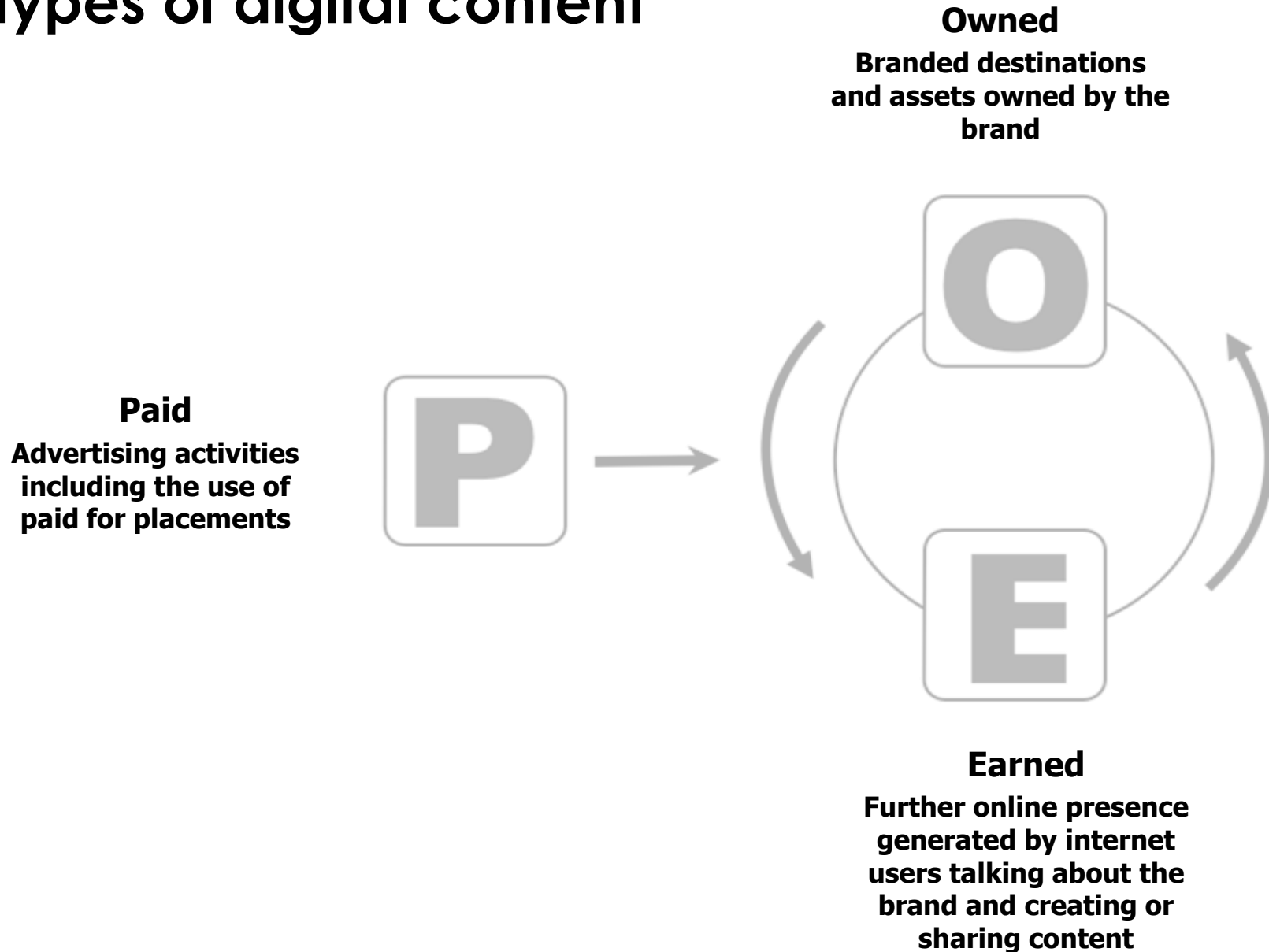
2010+

3

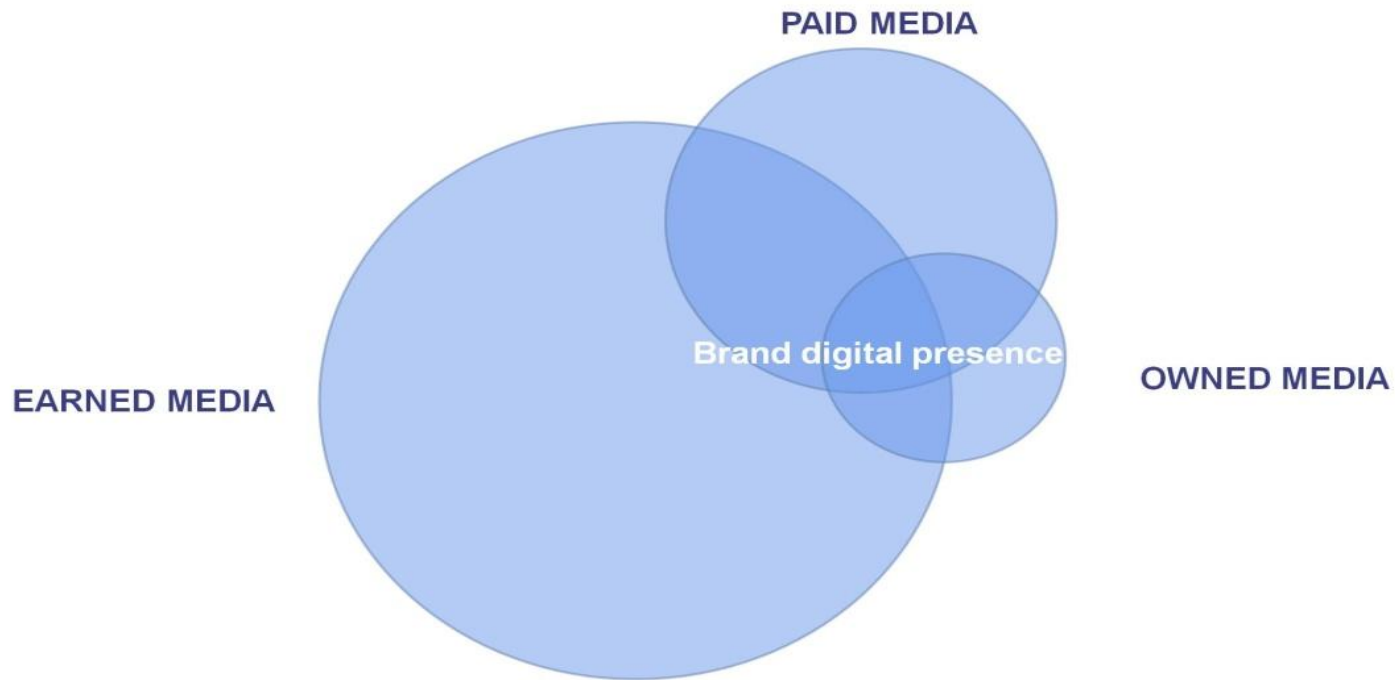


Likeable, commentable, shareable

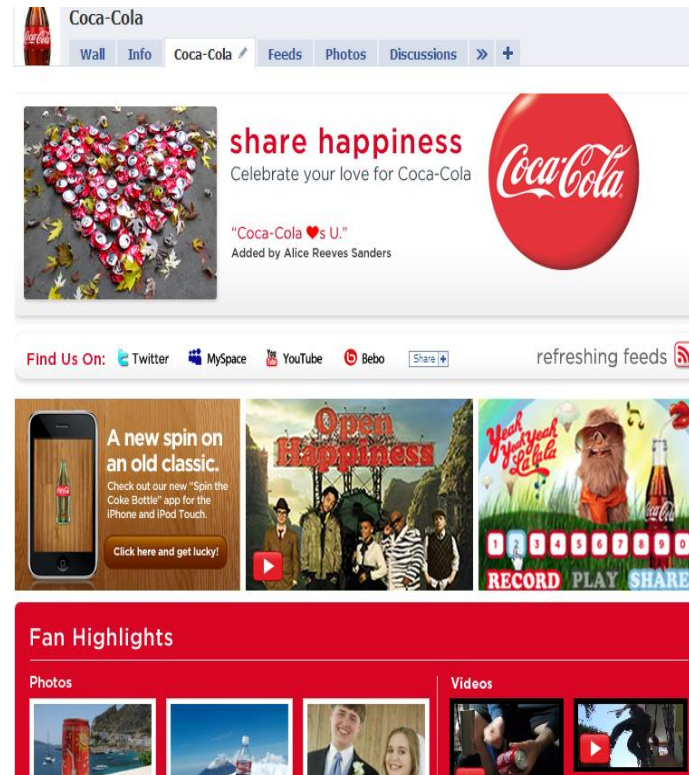
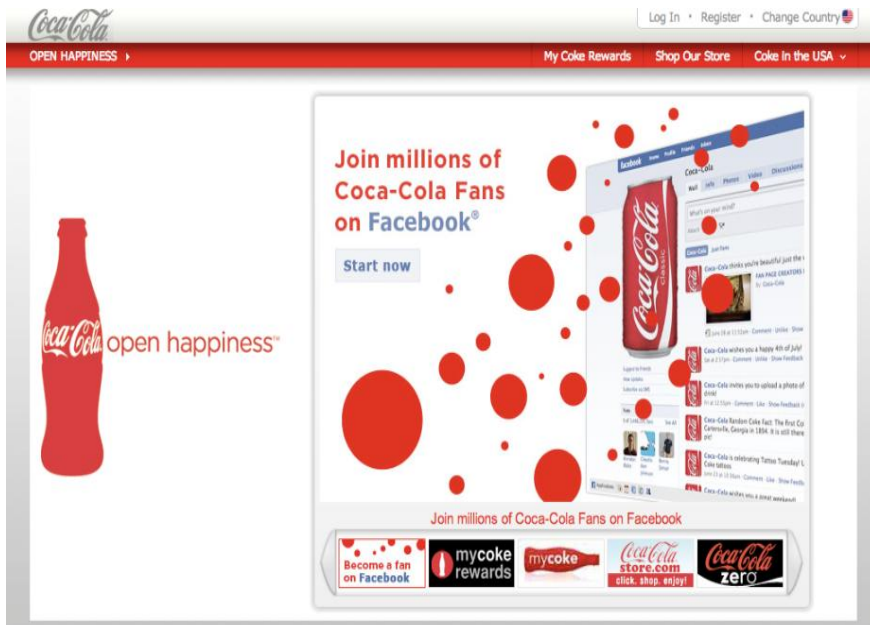
3 types of digital content



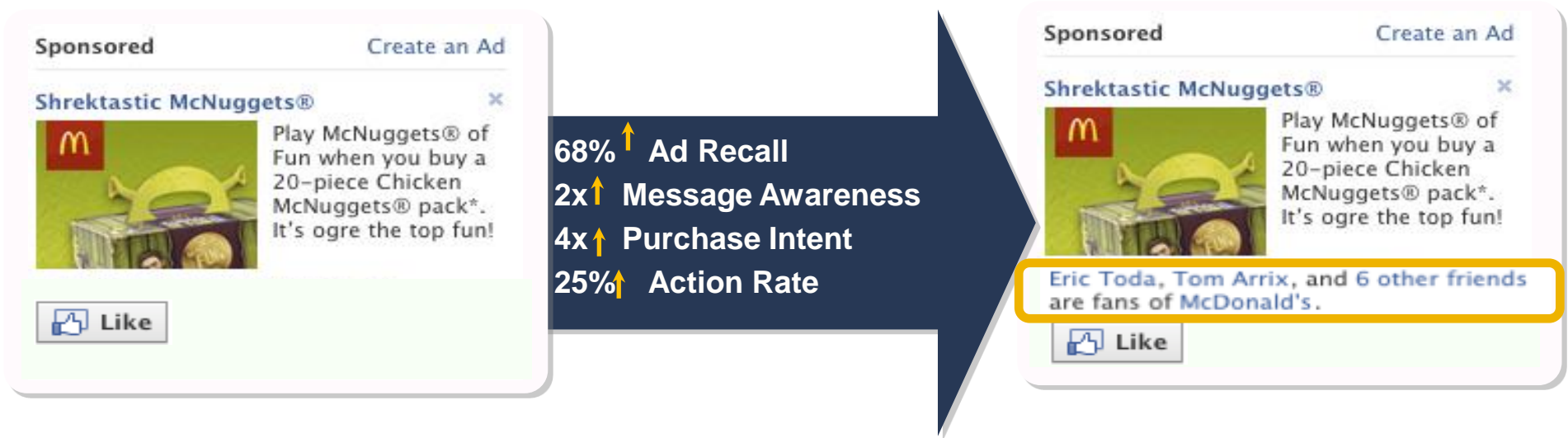
3 types of digital shifting in favour of earned media



Brands are driving consumers from their websites to their social platforms



Because they are starting to understand the value of earned media...



A new balance



Lower budgets for paid media, bigger budgets for producing contents that will produce earned media (emerge and gain a broad visibility) and will develop the bond with our targets.

Why a global study now?

Methodology

Methodology

- ▶ **Method of data collection:** Online interview using the **CAWI system** (Computer Assisted Web Interview).
- ▶ We questioned **1642 Facebook likers** in **6 countries...**



287 Facebook likers



277 Facebook likers



290 Facebook likers



272 Facebook likers



250 Facebook likers



266 Facebook likers



...All identified from a representative sample of the local online population aged between 18 and 60 years old



...All questioned between August 27th and September 27th 2010

- ▶ In this report, results are presented **in total of 6 countries** and **for each country**. Please note that **the total reading can reduce the specificities of each investigated country**.
- ▶ OpinionWay remind that the results of this survey **must be read taking into account the confidence interval at most 2 points** for a sample of 1642 respondents.

Results



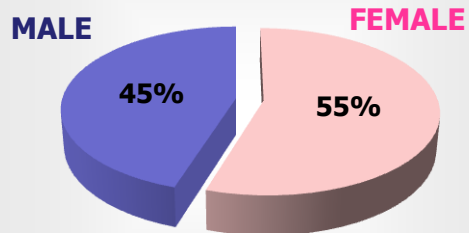
Facebook likers profile

The average age of brand fans is 31 yo.

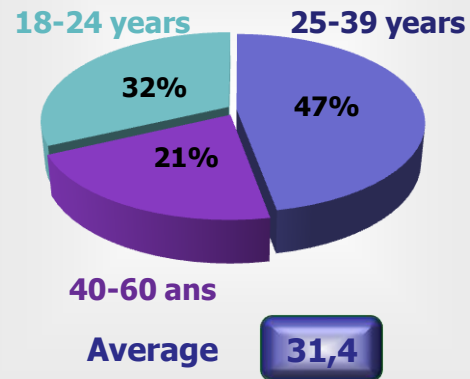
Facebook likers profile



GENDER



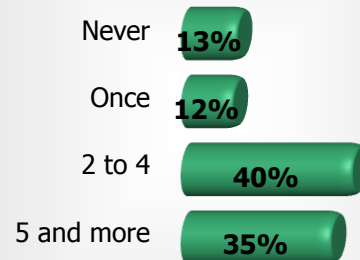
AGE



OCCUPATION



ONLINE PURCHASES

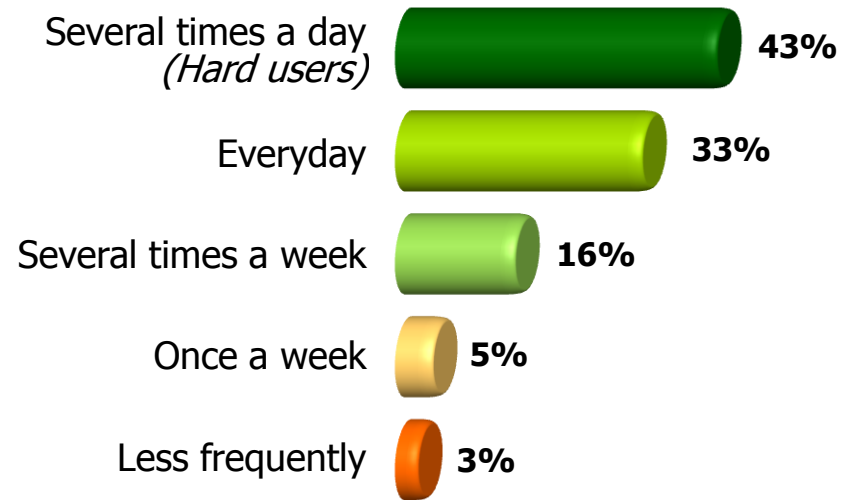


2 Facebook usage

Fans of brands on FB are ‘hard core users’ who visit the website several times a day at 43%

Facebook connection frequency – All countries

Q: On average, you connect to Facebook

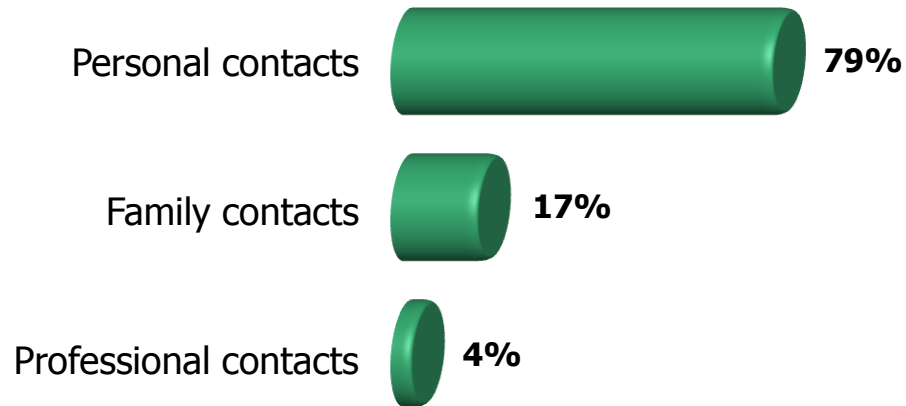


► On the whole, a strong use of Facebook among the likers target.

Facebook is still considered a private place reserved to «personal friends » and also family for 96% of respondents.

Facebook network – All countries

Q: Your Facebook network is mainly made up of...

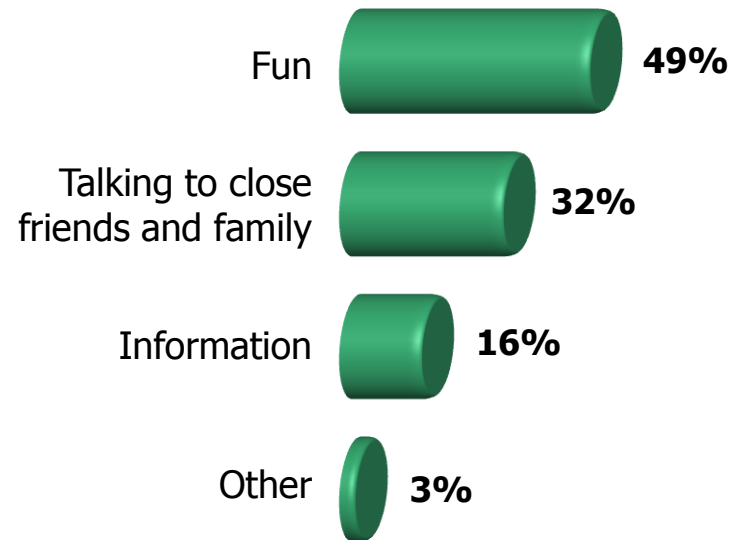


► Facebook is still considered a private place reserved to «personal friends » and also family.

Facebook is mainly viewed as a source of entertainment for 49% of respondents, followed closely by a communication tool that enables you to stay in contact with your close ones for 32%.

Main reasons to connect to Facebook – All countries

Q: When you connect to Facebook, it is mainly for ...



► Facebook is mainly viewed as a source of entertainment, followed closely by a communication tool that enables you to stay in contact with your close ones.

3

Behavior and attitudes towards tracked brands

9 brands are followed in average

Followed sectors

Q: How many brand names do you follow on Facebook?

Q: What business sectors do the brands you follow belong to?



Average number of followed brands

8,7

11,5 for the 18-24 year-old
10,5 for the Facebook hard users

- ▶ On average, an important number of followed brands, significantly impact by the gage and Facebook frequency use.
- ▶ Unsurprisingly the most followed sector is Media and entertainment, Facebook becoming a hub to receive news through the pages of newspapers and magazines. The media brands are the ones able to broadcast the most content and are therefore leading the way.
- ▶ Facebook is also a tool used to support causes, fundraise and will play a bigger and bigger role for activists.
- ▶ Fashion and high end brands are also popular for their ability to produce entertaining content.

Followed sectors – All countries

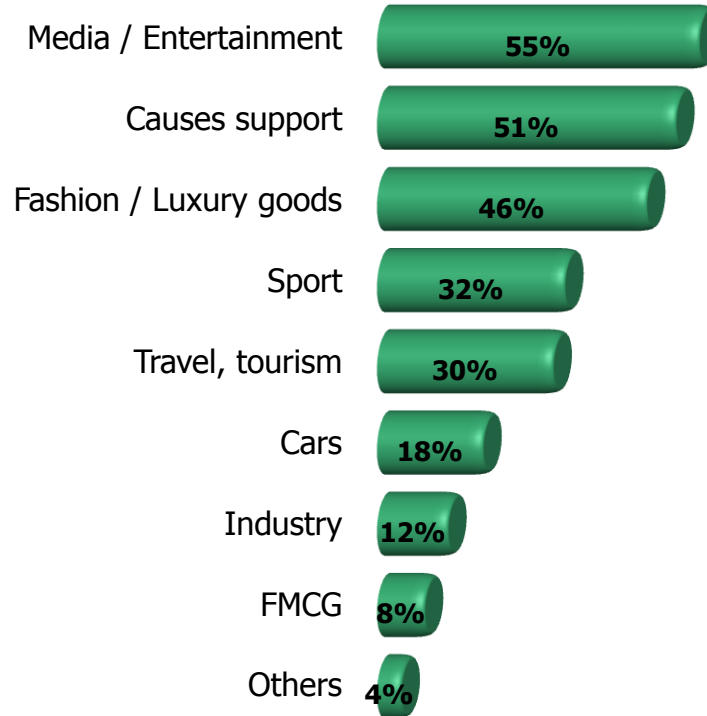
Q: How many brand names do you follow on Facebook?

Q: What business sectors do the brands you follow belong to?



Average number
of followed
brands

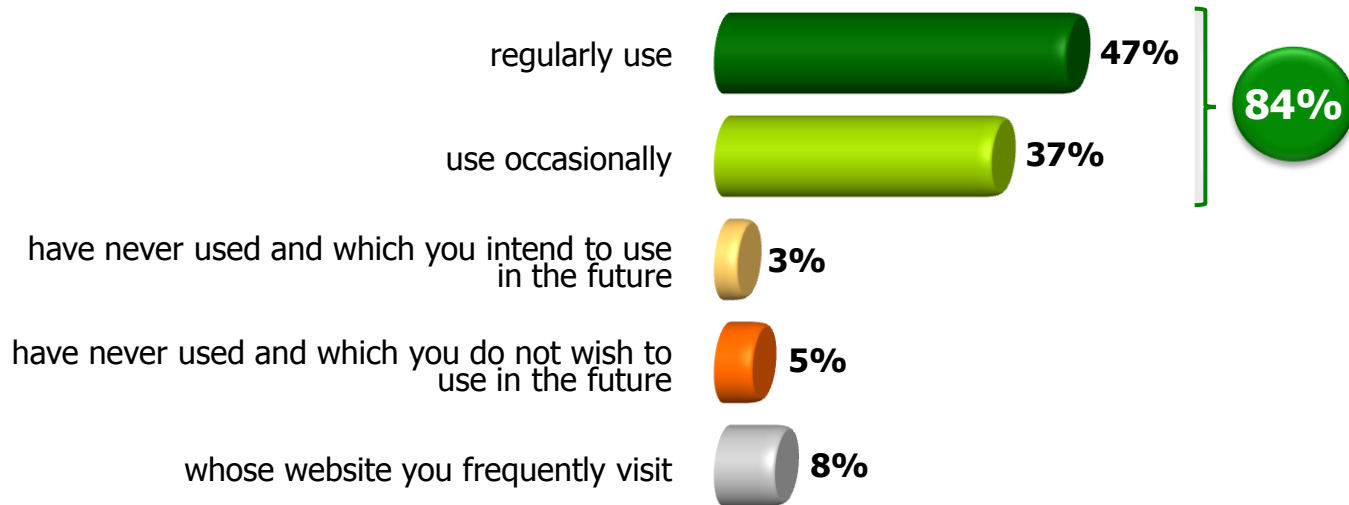
8,7



There is no disconnect between the brands followed on Facebook and their regular consumers for 84% of them.

Consumption of followed brands – All countries

Q: When you follow a brand on Facebook, it is...

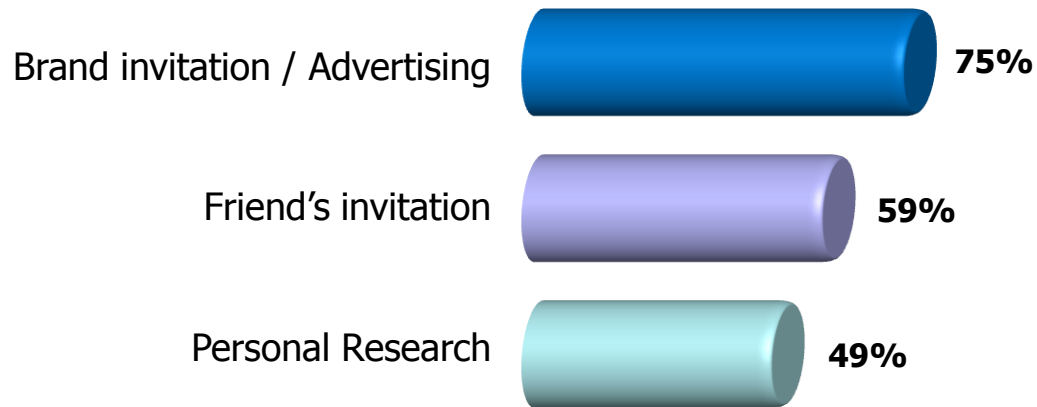


► **There is no disconnect between the brands followed on Facebook and their regular consumers.**

The main way fans can come to join a brand's Facebook page is through advertising (75%) followed by a friend's invitation (59%).

The search factor plays an important role (49%), thus it is crucial for brands to be found if consumers search for them.

How fans join Brand's Facebook page – All countries



- ▶ **The main way fans can come to join a brand's Facebook page is through advertising followed by a friend invitation.**
- ▶ **The search factor plays an important role, thus it is crucial for brands to be found if consumers search for them.**

How fans join Brand's Facebook page – All countries

Q: Have you already?

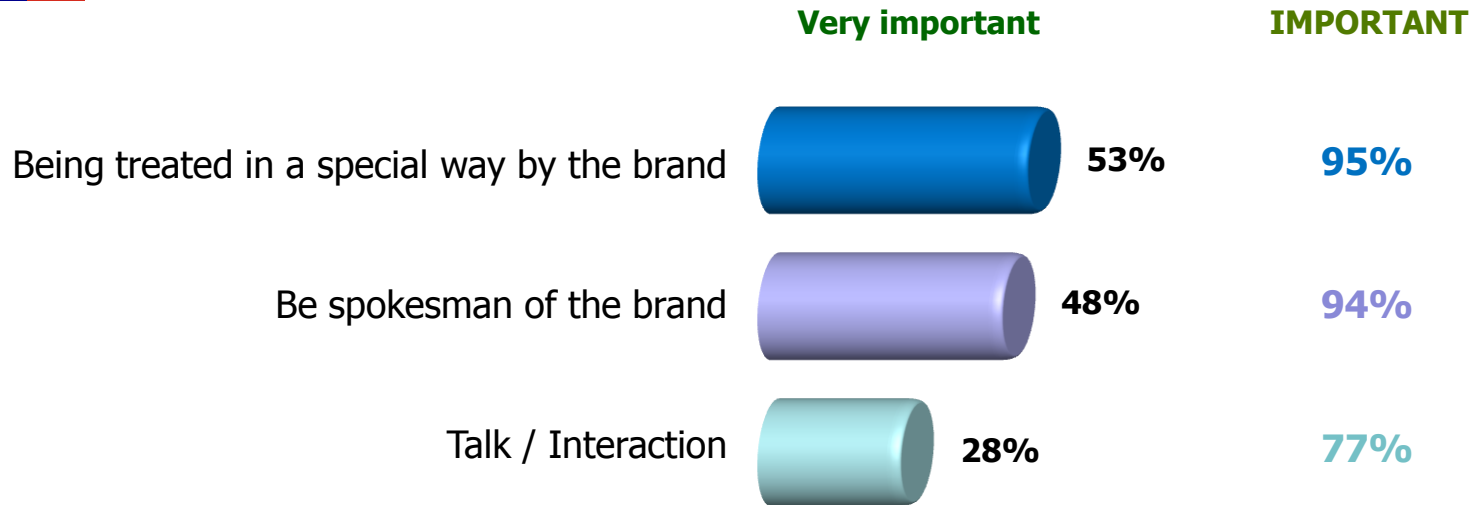


Facebook is a new CRM tool where the consumer wants to feel exclusive.

The attachment to the brand is a key motivator for consumers who volunteer to advocate the brands.

Reasons to follow brands on Facebook – All countries

Q: The following suggestions may explain why you follow a brand on Facebook. Please tell us, according to you, which of the following are very important, fairly important, unimportant, not important at all



- ▶ **Two reasons lead fans to join a brand’s Facebook page at a similar level:**
 - ▶ **The first one is comparables to the drivers of CRM (promotions, new product info, exclusive information).**
 - ▶ **The second one, advocacy , also plays an active role (demonstrate your appreciation for the brand, show others what you like, support the brand’s values).**
- ▶ **The desire to engage with the brand either through dialog with the brand’s representatives or with other consumers reach an interesting level.**

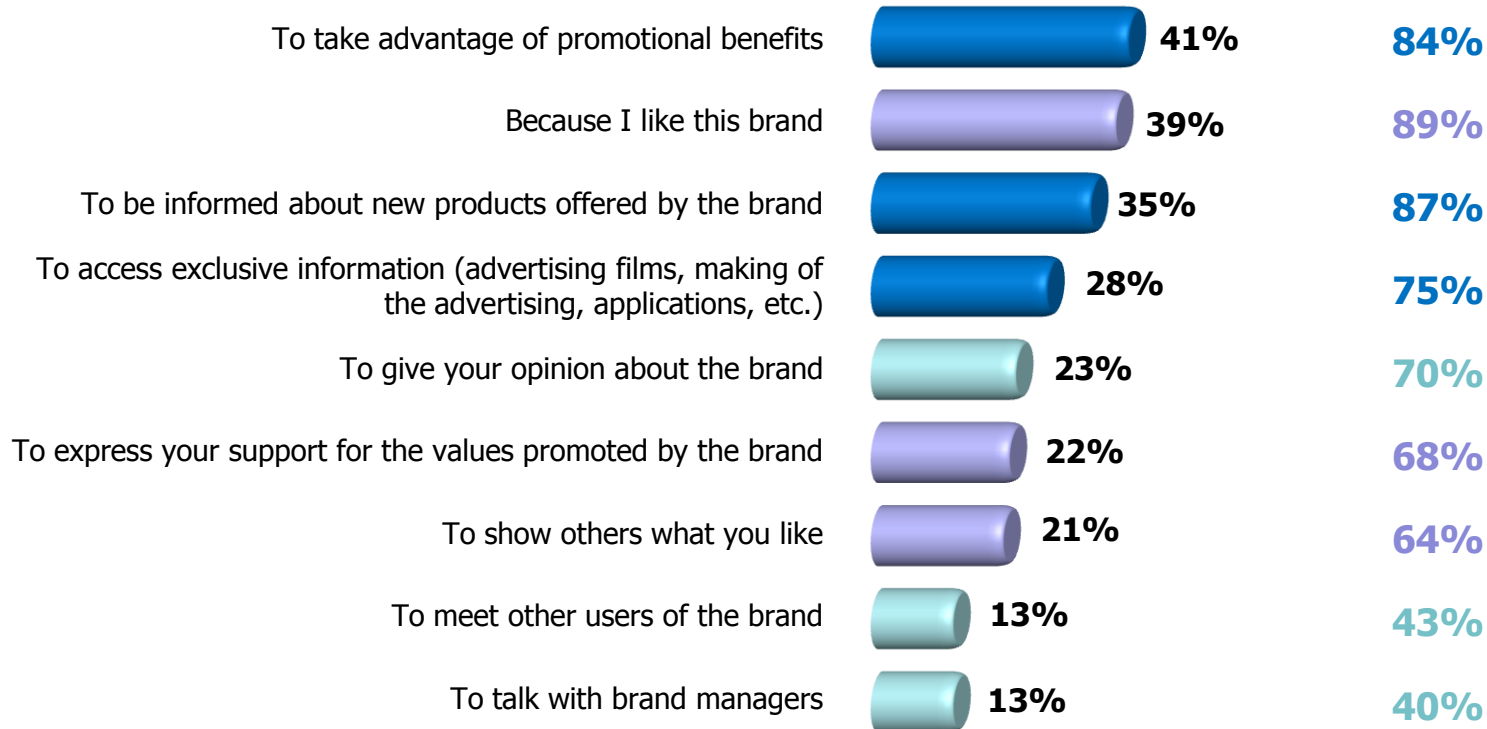
Reasons to follow brands on Facebook – All countries

Q: The following suggestions may explain why you follow a brand on Facebook. Please tell us, according to you, which of the following are very important, fairly important, unimportant, not important at all



Very important

IMPORTANT



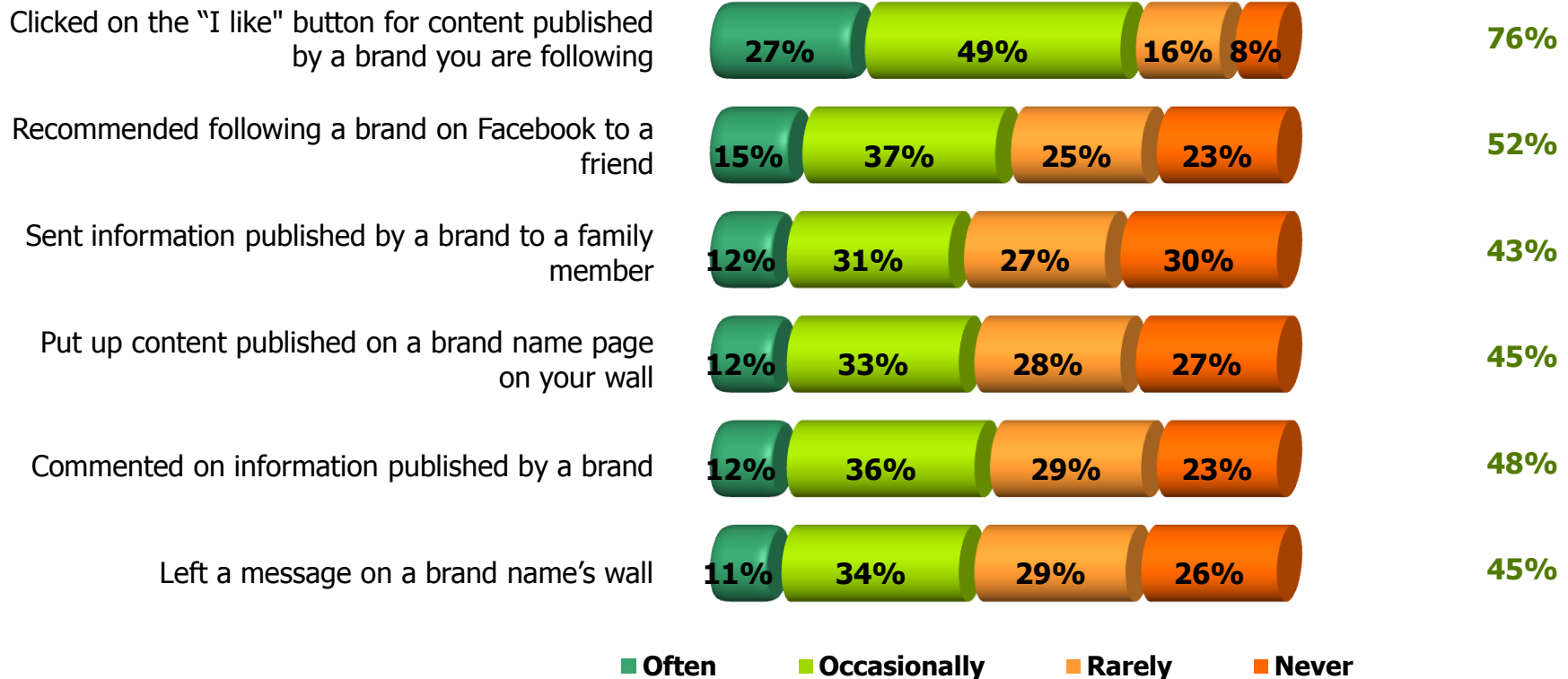
Active advocacy and interaction scores are pretty high. People share the info with friends or react on the wall of the brand through the like button, comments or messages.

How followers interact with the brand page – All countries

Q: Have you already...



PRACTISE



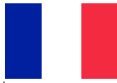
▶ **Active advocacy and interaction scores are pretty high. People share the info with friends or react on the wall of the brand through the like button, comments or messages.**

4

Focus on the favorite brand

Favorite followed brand

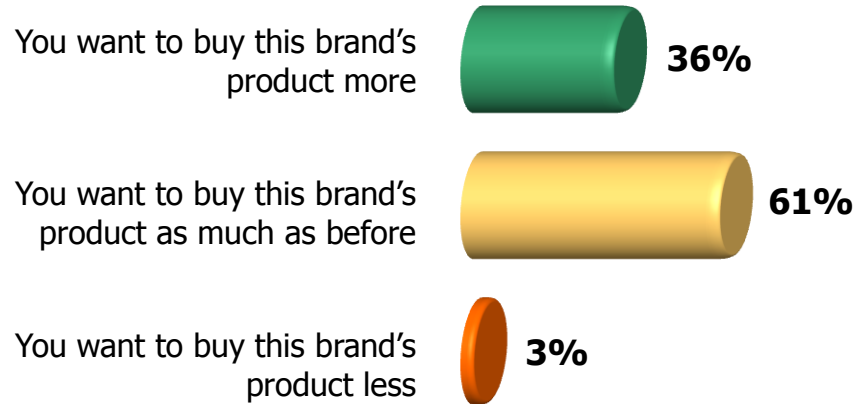
Q: Among the brand names whose news you are currently following on Facebook, which one do you like best?



Being a fan on Facebook has a important, even declarative, impact on purchase intent, especially if compared to any traditional form of advertising (36%of respondents).

Impact on purchase – All countries

Q: Since you have been following the brand ... on Facebook, would you say that...

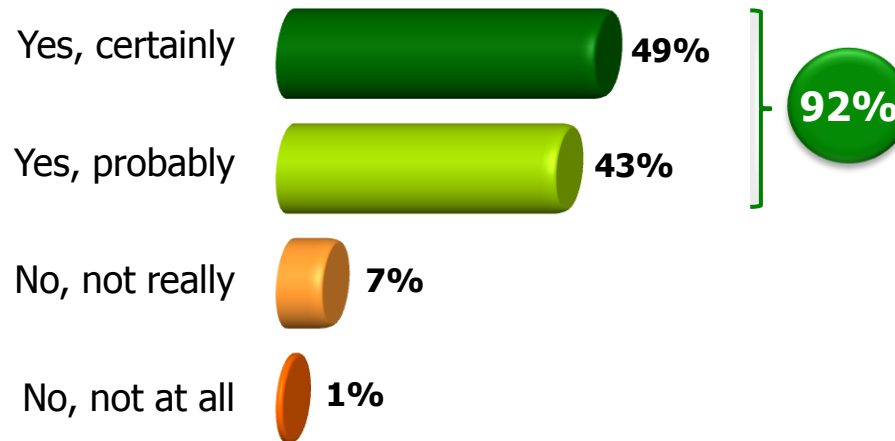


► **Being a fan on Facebook has a important, even declarative, impact on purchase intent, especially if compared to any traditional form of advertising.**

Declared advocacy is also very high, with 92% saying being a fan has a positive impact on recommending the brand to friends

Impact on brand advocacy – All countries

Q: Since you have been following on Facebook, would you recommend this brand to a friend?



▶ Declared advocacy is also very high, with over 90% saying being a fan has a positive impact on recommending the brand to friends.

Giving more benefits is the first area of improvement (83%)

Main suggestions to improve fan pages – All countries

Q: Among the following suggestions, which would be of priority to you to improve ... brand name page?



- ▶ **More exclusive information, being informed before other, being invited to events.**
- ▶ **Crowdsourcing comes up pretty strongly to, as well as frequency.**

Main suggestions to improve fan pages – All countries

Q: Among the following suggestions, which would be of priority to you to improve ... brand name page?

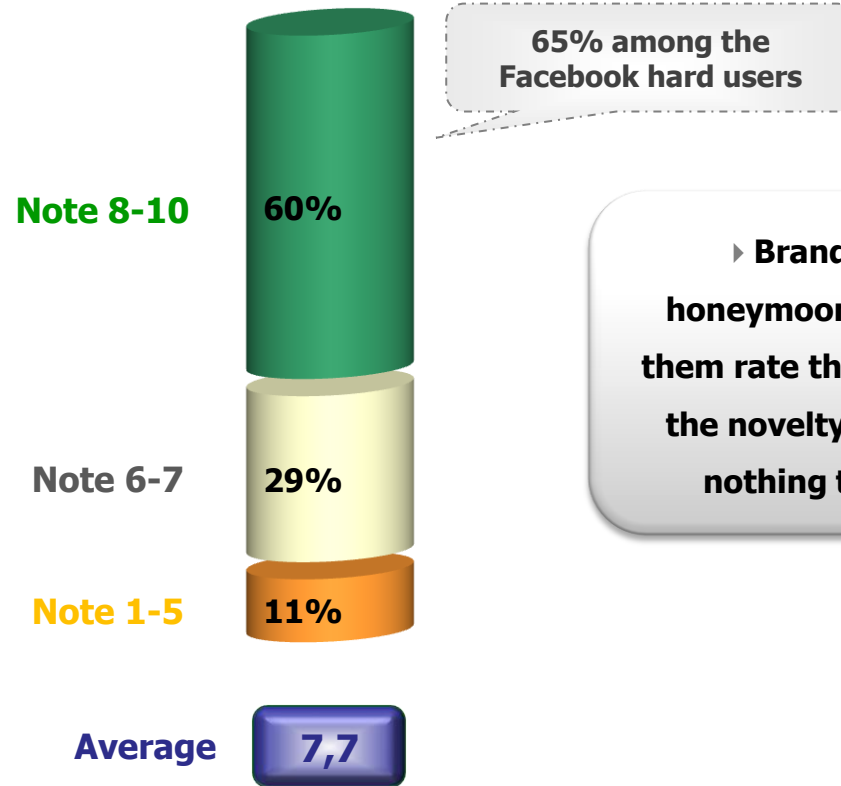


Brands seems to be experiencing a honeymoon with their fans, as a majority of them rate the fanpages extremely highly.

Until the novelty wears out, brands seem to have nothing to loose by creating a fanpage.

Satisfaction towards fanpages – All countries

Q: How would you rate the brand mentioned in Q12 brand page? (10 means that you consider it to be very satisfactory and 1 means that you do not consider it satisfactory)

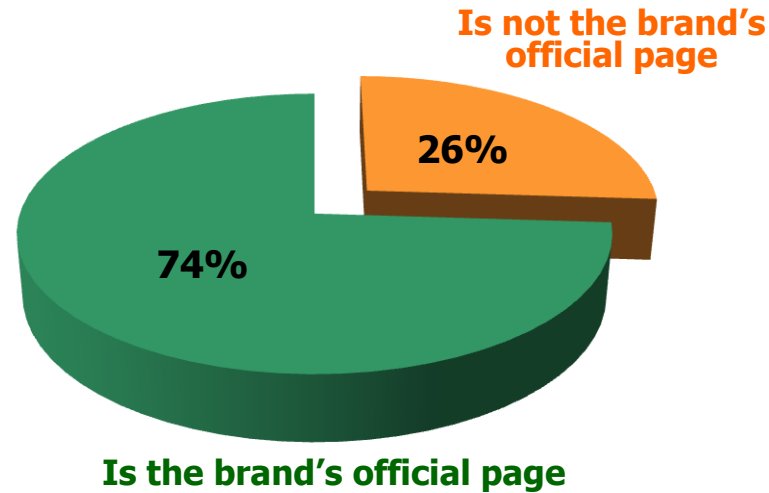


► Brands seems to be experiencing a honeymoon with their fans, as a majority of them rate the fanpages extremely highly. Until the novelty wears out, brands seem to have nothing to loose by creating a fanpage.

People are searching for brand's pages on Facebook and if they can't find you, they might consciously choose to join a unofficial fan page instead.

Official vs unofficial fan pages – All countries

Q: According to you, the brand Facebook page which you are subscribed to...



- ▶ People are searching for brand's pages on Facebook and if they can't find you, they might consciously choose to join a unofficial fan page instead.

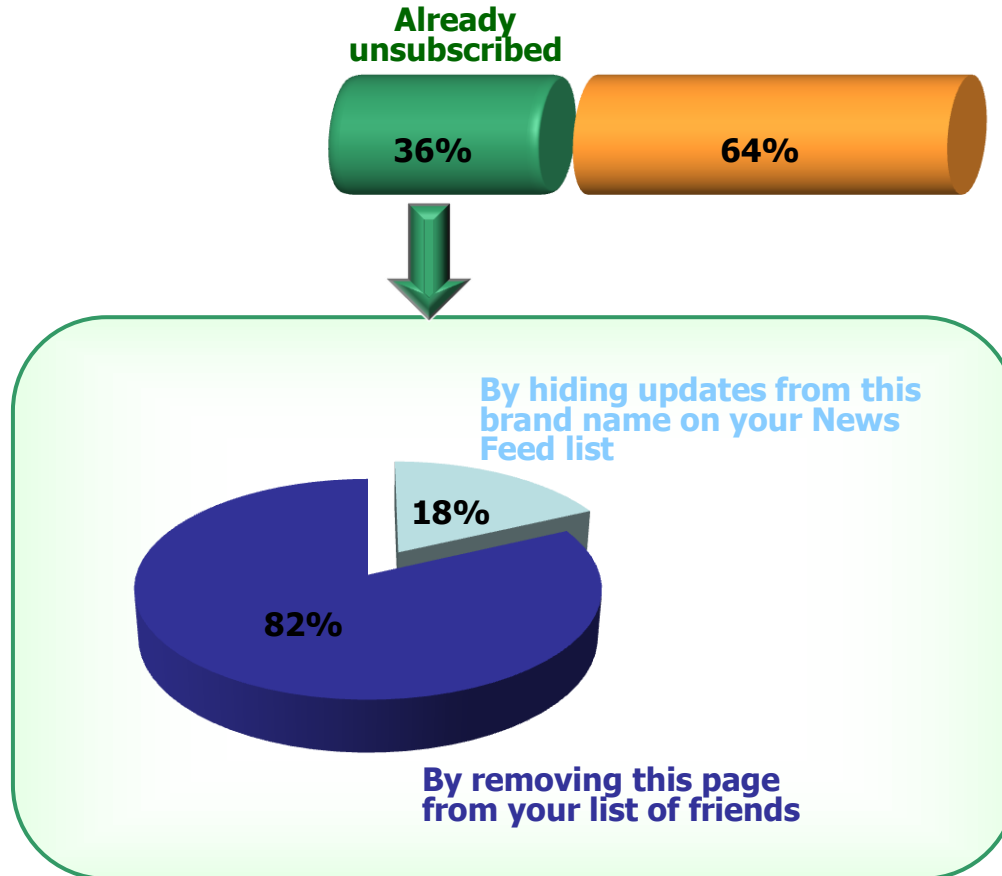
Unsubscription is a KPI to watch out for, with already 36% having already unsubscribed from a fan page .

Though the majority of fans unsubscribe by deleting the brands from their friend list, brands are going to need to be more mindful of those who just hide the brand's message in their newsfeed when trying to measure the value of their community.

The unsubscribing – All countries

Q: Have you ever unsubscribed from a brand name page on Facebook?

Q: How did you unsubscribe from this page?

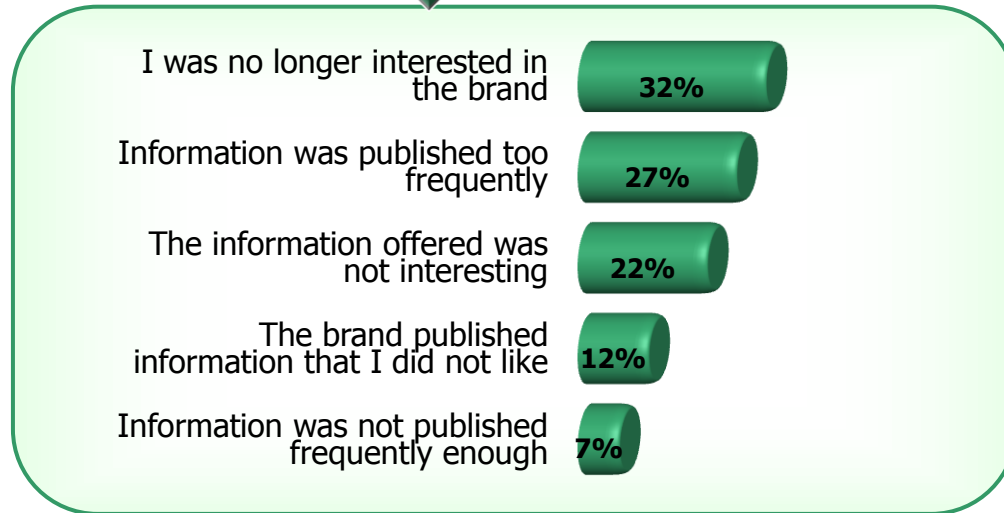
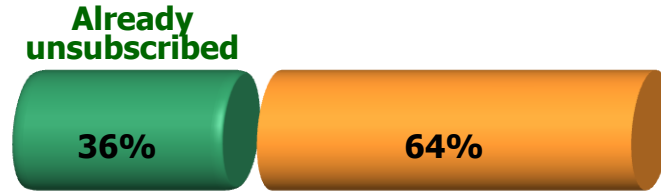


► The majority of fans unsubscribe by deleting the brands from their friend list, brands are going to need to be more mindful of those who just hide the brand's message in their newsfeed when trying to measure the value of their community.

Reasons of unsubscribing – All countries

Q: Have you ever unsubscribed from a brand name page on Facebook?

Q: Why did you unsubscribe from a brand name page on Facebook?



► Finding the right frequency to communicate and providing quality content are key for brands to retain their fans.

In summary

- The average age of brand fans is 31 yo
- 9 brands are followed in average
- 43% of fans visit FB several times a day
- FB is used mainly for entertainment (49%)
- By becoming a fan, consumers expect getting a special treatment (95%), but are also willing to advocate the brand in return(94%)
- 76% have already pressed the like button to comment a brand post
- Being a fan has a high impact on purchase intent (36%) and advocacy (92%)

In summary

- **Brands are experiencing a honey moon with consumers on Facebook for the moment. It won't last if the brands don't get it right in terms of benefits, quality of contents, and frequency of their communication.**
- **36% have already unsubscribed from a brand's fanpage and the number gets bigger as markets get more mature.**

The questions that need to be raised before jumping in:

- **Organisation**
- **Content development**
- **Dialogue, conversation**
- **Brand tone**
- **Services**
- **CRM**
- **Rhythm**
- **Role within the rest of the marketing mix**
- **KPIs, measurement and ROI**

DDB^o

“opinionway

**Thank you !
Opinionway
and DDB Paris**

