

What Women Want

Eastwick Communications and NetBase, Jan 1, 2013

Summary: 2013 Silver Anvil Award of Excellence Winner — Integrated Communications — Business to Business

In March 2012, Eastwick and NetBase launched a “What Women Want” integrated marketing campaign, using NetBase’s own social media insight capabilities to analyze a year’s worth of online conversations to determine what men and women want. The end goal was to expand NetBase awareness (a B2B company) to consumers and new buying audiences, as well as to educate media and analysts of the benefits social monitoring can impart on other business applications.

Integrated communications includes any program that demonstrates leadership of public relations strategies and tactics in a creative and effective integrated campaign, along with other marketing or communications. The program must demonstrate the clear leadership of public relations, along with its integration with other disciplines.

Full Text: NetBase with Eastwick Communications for "What Women Want"

Prior to this campaign, NetBase was known as a social media insight and analysis company geared toward market researchers. For two years, customers such as JD Power and Associates, GfK and Daymon Worldwide were the prime user base. These firms relied on NetBase’s unique natural language processing engine to research consumer passion, preferences, opinions, purchase intent, competitive intelligence, and market trends. With the social media analysis space heating up (Salesforce acquired Radian6 and Buddy Media, while Oracle bought Virtue and Collective Intellect) NetBase executives identified a new market opportunity by expanding to enterprises and a new generation of digital marketing and PR agencies. Although NetBase signed a global reseller agreement with SAP, the company remained a small fish in a pond of established SaaS powerhouses. With a limited budget, short amount of time and virtually no user base in these new markets, NetBase and Eastwick set out to disrupt the marketplace through creative and viral marketing tactics to reach PR professionals and marketers.

RESEARCH

We used primary research in the form of the social media intelligence of the NetBase platform to demonstrate the power of social data by analyzing 12 months of online conversations to determine what men and women say they want in social media conversations. It measured buzz, sentiment, and passion intensity for the top 10 brands associated with each want. Twenty seven million social media mentions later, the results were shocking. The research had revealed that ice cream, not shoes for women, and cars, not sex for men, were the most wanted. At this point, our findings lead us to the conclusion, that the audience targeted for the campaign was not only buyers (digital marketers and market researchers) interested in consumer behaviors, but it would be consumers themselves who would find this research shocking and shareable.

PLANNING

The research created a perfect starting point for a campaign to reach three new audiences: the consumer (men and women) and buyers (public relations pros and digital marketers), which convene annually at South by Southwest (SXSW). With such interesting consumer-centric findings, we knew the "What Women Want" campaign was meant to be an integrated communications campaign with infographic, ads, interactive social media and on-site promotion, launched in conjunction with press outreach. The overall strategy was to be scrappy and go viral. SXSW is a huge event where a product launch could easily go unnoticed in the sea of people and a crowd of social media monitoring competitors. NetBase and Eastwick decided on a plan to break through the noise with an integrated campaign inspired by the research resulting in extensive data on consumer behavior and emotion around their most wanted products, which we compiled into a comic book style infographic.

The key tactics were a mix of traditional and out-of-the-box marketing. Media and analyst outreach, Twitter and Facebook engagement through competition, branded t-shirts, stickers and an ice cream man, a booth with ice cream scoop giveaways and an exuberant CMO. Each component was tied to another, pulling the entire campaign together. It was fun to draw in the crowd, pique their interest and ultimately drive foot traffic to the booth to learn more about NetBase.

The specific, measurable objectives of the plan were to increase coverage, leads, website traffic, visibility among consumers and potential buyers, and raise online share of voice compared to competitors. Specifically, we wanted to double coverage compared to an average month of PR, increase web visits by 200% and increase overall share of voice by 10% compared to the competition (Sysomos, Radian6 and Crimson Hexagon). The budget for the entire "What Women Want" integrated marketing campaign was \$60,000. The creation of the infographic cost \$4,500, the SXSW program cost \$44,000 (panel sponsorship, SXSW staff t-shirts, booth, ads, ice cream, swag), and the PR budget for six weeks was \$12,000.

EXECUTION

The program included 5,000 SXSW staff walking around in bright red branded t-shirts worn that said, "NetBase Knows What Women Want." The 5,000 walking red billboards incited curiosity amongst SXSW goers (who wouldn't want to know what women want?), leading them to the panel and booth for the answer. Once at the booth, they received an "I Want [blank]" sticker they had to fill in, tweet (using the #netbaseknows hashtag) and wear. Walking around the show was "ice cream man" who pushed a red branded cart that said "what women want," handing out free ice cream to those with the sticker. One panel attendee won a year's worth of Ben and Jerry's for the most creative tweet! We also had an ad and postcard campaign "NetBase Knows What Women Want" and a speaking panel at SXSW with marketing and PR and digital marketing industry influencers (Jeremiah Owyang, Katie Paine, Dave Evans and Jason Falls) where the results were revealed.

With the SXSW momentum going strong, we targeted the social sharing power of Mashable, whose editor was instantly attracted to the comic book graphics and the sexes' love of food over each other. Once it went live, we sent the graphic to social and digital media publications as well as men and women's magazines. We leveraged the influence and Twitter followings of SXSW panelists Brian Solis, Jeremiah Owyang and Jason Falls who shared the graphic. The next few days, we received inquiries from local media, including TV around the country and the CMO of NetBase was on a San Francisco radio show to detail the findings. There were two big challenges. First, SXSW initially banned the red color and the messaging on the back of the staff shirts. We had to get executive approval after major campaigning. Second, the ice cream man had a hard time getting a permit to give out the treats, but succeeded at the very last minute.

EVALUATION

Quality business leads, infographic share count, social media, website visits and increased traffic to the NetBase website were used as methods of evaluation, determining the campaigns success. The WWW infographic placed in Mashable prompted more than 6,500 consumers to share it (not including the shares of the other 70+ WWW articles generated). During the week of and week following SXSW, NetBase received more than 2,000 unique tweets (6.4 million impressions) and had more than 17,000 unique website visits, a 450 percent increase from typical traffic. NetBase's presence at SXSW generated 821 net-new qualified leads and over 20 enterprise deals in an active sales cycle. What is more, it created the awareness we needed to be recognized as a social intelligence vendor and our new target audience now knows us. There was also a strong resonating effect; coverage of the data continued throughout 2012 on blogs, Pinterest, Twitter, radio and TV. As recently as January 17, the study was included in a presentation made by Keurig coffee (number 7 on the list for women and the most loved brand) at the Social Commerce Strategies Summit.

Coverage of the WWW infographic and social media monitoring platform garnered 70+ total articles across technology and consumer media, including features in AdWEEK, Glamour, IDG, Billboard Magazine, and InformationWeek among many others. This was double the normal amount of coverage received by the company without an integrated campaign. The graphic also made it to a Taiwanese newspaper, prompting an office manager to contact the company (now an employee in the NetBase Taiwan office). To this day, sales reps meet prospects and are told – “Hey, you are the what women want company, I took my wife out for ice cream and she loved it.” Other highlights include a tweet from Ben and Jerry's, a press release and special promotion offered by Dairy Queen, a speaking slot at the "Marketing to Women" conference, and winning a 2012 OMMA Award, beating Virgin Mobile and Samsung. Naming top mentioned brands within the campaign also landed Keurig as a customer and provoked Subway to mention the NetBase analysis and consumer poll within a commercial about their cookies in March 2013.

The campaign results exceeded expectations, with coverage, word of mouth and SXSW presence generating well over 100 percent ROI, over 3,000 new contacts at brands and agencies and a boom in company awareness. The "What Women Want" infographic went viral with 6,500 shares on Mashable alone, attracting the attention of TV and radio hosts at San Francisco and Los Angeles ABC, NBC and CBS affiliates, and a position in the Top 10 stories at MSN.com. This generated 2,155 original tweets and more than 6.4 million Twitter impressions. These positive results reflect the careful analysis and research that took place to determine appropriate target audiences and venue for this campaign.

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