

## PR News for Ozon

<b>First Name</b>	
<b>Last Name</b>	
<b>Email</b>	
<b>Entering company name</b>	
<b>Telephone</b>	
Campaign Title The title will appear on the awards website, used during the awards ceremony and on an award if you win. We reserve the right to edit entry titles if necessary.	New AI vision: creating a semantic map to adjust a communication strategy
<b>Client name</b>	<b>Ozon</b>
<b>Country</b>	<b>Russia</b>
<b>Summary – 100 words</b>	
Ozon approached PR News to do media coverage analysis to adjust its communication strategy in order to minimize risks and improve growth. We suggested automated semantic analysis which offers good value for the time put in, allowing evaluating outcomes quickly and effectively. We used AI to analyze Ozon's traditional and social media coverage to make a semantic map and to show effects of its communications on the target audience. Ozon then adjusted its communication strategy and additionally contracted PR News for a reputation audit to evaluate outcomes of the company's efforts as the next stage of its measurement journey.	
<b>Category</b>	<ul style="list-style-type: none"> <li>• Best use of new technology in communications measurement</li> <li>• Innovation award for new measurement methodologies</li> </ul>
<b>Objective/Brief (10 out of 100 points) 200 words</b>	
Ozon, Russia's leading e-commerce company, announced plans in late 2018 to expand its product range in order to include virtually every product category, and to launch a marketplace, which required changes to both its communications and branding. In April 2019, it launched a complete rebranding including a new promotion and communication strategy to reflect the revamped company's flexibility, speed, courage and ambition to transform e-commerce, break stereotypes and create new products. During the rebranding, the need arose for a comprehensive evaluation of perceptions and attitudes towards Ozon to see how audiences were responding to the new ideas, whether those new ideas were changing audiences' behavior, and to determine if further adjustments were needed. PR News was hired to do it and based on our 2018 research and given the new task, we proposed expanding media audit methodology to include semantic analysis of Ozon's image.	
<b>Strategy (20 out of 100 points) 250 words</b>	
Recommended measurement and reporting approach and level of planning to answer the brief considering any use of integrated touchpoints and how each will be measured to determine their contribution to overall results.	
<p>The size of the job along with limited time and budget required an optimal combination of qualitative and quantitative analysis. PR News came up with a method to reconstruct Ozon's semantic image in traditional and social media, using words and phrases as units of measurement. Analysis of connections between words and phrases and their strength showed the attitude to the company and suggested possible customer behavior and reactions, i.e. emotions and connotations. The semantics used by traditional media answered the questions of what kind of company Ozon is and what its story is, and those on social media showed audiences' reaction and response to messages translated through traditional media, specifically how they see the company and what benefits they think it offers them.</p> <p>To process unstructured text data, we used specialty software (PolyAnalyst™ from Megaputer <a href="http://www.megaputer.com">Intelligence. www.megaputer.com</a>) employing a variety of analysis methods across multiple fields, including powerful linguistic and semantic analysis engines combined with machine learning and statistical techniques.</p> <p>The method used offered the following advantages:</p> <ul style="list-style-type: none"> <li>• semantic map to model audiences' perceptions and attitudes to assist with decision-making on tweaks to rhetoric and communication semantics;</li> <li>• optimization of costs of evaluating effects of communications on the target audience: a single all-inclusive study instead of a series of separate qualitative and quantitative ones;</li> <li>• single study approach to cover the entire process of communicating a message to audiences, evaluate its effects on them and their reactions, and offer a quantitative description of outcomes.</li> </ul>	
<b>Execution/Implementation (30 out of 100 points) 300 words</b>	
Design of measurement and evaluation approaches including their originality, innovation, appropriateness of the methods used as they apply to one or more channels used; and use of any partners or client stakeholders in the process.	
<p>PR News conducted the study in September 2019. We identified over 4,000 mentions of Ozon in Russian traditional and social media in the 12 months ended August 31, 2019 for in-depth analysis. The following criteria were used to form a representative sample of texts for semantic analysis using AI technology:</p> <ol style="list-style-type: none"> <li>1. for traditional media: pieces by reputable, highly-quotable outlets; original pieces only (not reprints); pieces</li> </ol>	

with significant original content (not press releases);

2. for social media: posts by individuals only (not groups or communities); posts only (laying out opinions in greater detail than comments); posts with highest engagement.

The sample pieces then were fed to PolyAnalyst™ for analysis. Automated linguistic analysis of Cyrillic texts presents certain difficulties, including word and phrase variations and an abundance of function words (conjunctions, prepositions, etc.), and requires specialty software adapted for the Russian language.

The algorithm used for semantic analysis involved the following steps:

1. data collection and analysis sample formation: sentences and passages containing descriptions of the company, opinions, metaphors, etc. are selected;
2. sample analysis: a combination of linguistic, semantic and pattern analysis is used to analyze and group words and phrases (ordered by frequency of use) and trace connections between them (ordered by strength);
3. semantic core analysis: word and phrase groups are analyzed and named based on content, emotion and connotations, transformed into semantic cores;
4. emotion analysis: level of emotion for each piece of text in the sample is measured on a scale from 1 to 5;
5. clustering: semantic clouds are formed using semantic cores and emotion measurements.

#### **Effectiveness of Assignment (40 out of 100 points) 400 words**

The study produced a comprehensive picture of Ozon's situation, including SWOT analysis and benchmarks to compare with the competition. Semantic analysis showed how well audiences had absorbed the company's new messages.

- Traditional media semantics reflected the image and messages promoted by the company, with the following three messages forming the semantic core:
  - **Dynamic** (50% of pieces) is the key message promoted to audiences with the words "transformation", "movement" and "growth" to convey the constant evolution and growth of the company, its products and services, and relationship with partners and customers;
  - **Bold** (36%) adds the spice to the new branding but creates a mixed impression. On the one hand, it presents Ozon as unique, courageous, willing to experiment and take risks, expanding horizons, and pushing the envelope (innovative), but on the other hand, it carries negative connotations of impertinence, disregard, danger and threat.
  - **Strong** (31%) is the least charged message communicated with the neutral words "large", "serious player", "safe", "contributes to regional growth" and "multi-category platform".
- Social media semantics were more emotionally charged and included both positive and negative descriptions for each quality:
  - The dynamic message was translated by audiences into **convenience/inconvenience** (69% of UGC) in the sense of time saving, efficiency, flexibility, and one platform that has everything;
  - **Joy, pleasure vs. disappointment** (35%), **respect vs. disregard** (14%) – highly emotional descriptions of customer and product experience ("pleasure", "delight", "love", "sad", "offensive", "angry") are the response to a bold Ozon promoted through traditional media: *innovative → makes dreams come true, respects customers; rude and aggressive → offends, makes angry, frightens;*
  - **Beneficial, useful vs. useless** (26%) and **trustworthy, reliable vs. deceptive, lying** (25%) are the response to the message of a strong company. In audiences' opinion, a strong company can afford pricing flexibility, ensures quality, and guarantees security of customers' details and purchases.

Semantic analysis showed the rebranding effective:

- audiences are perceptive to the company's messages and reproduce them;
- the messages are translated into common, everyday language;
- an image of an attractive, appealing company is created;
- the message of a bold company has potential for mixed interpretation and therefore carries certain risks.

The study enabled Ozon to correct undesirable trends and adjust the semantics of its communication strategy.

The company found the method of semantic analysis very effective.

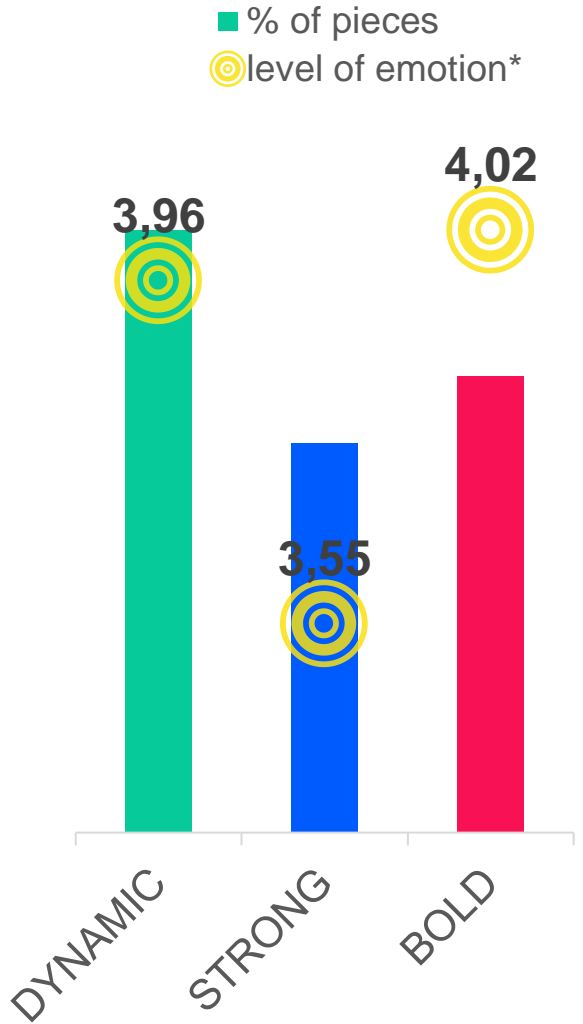
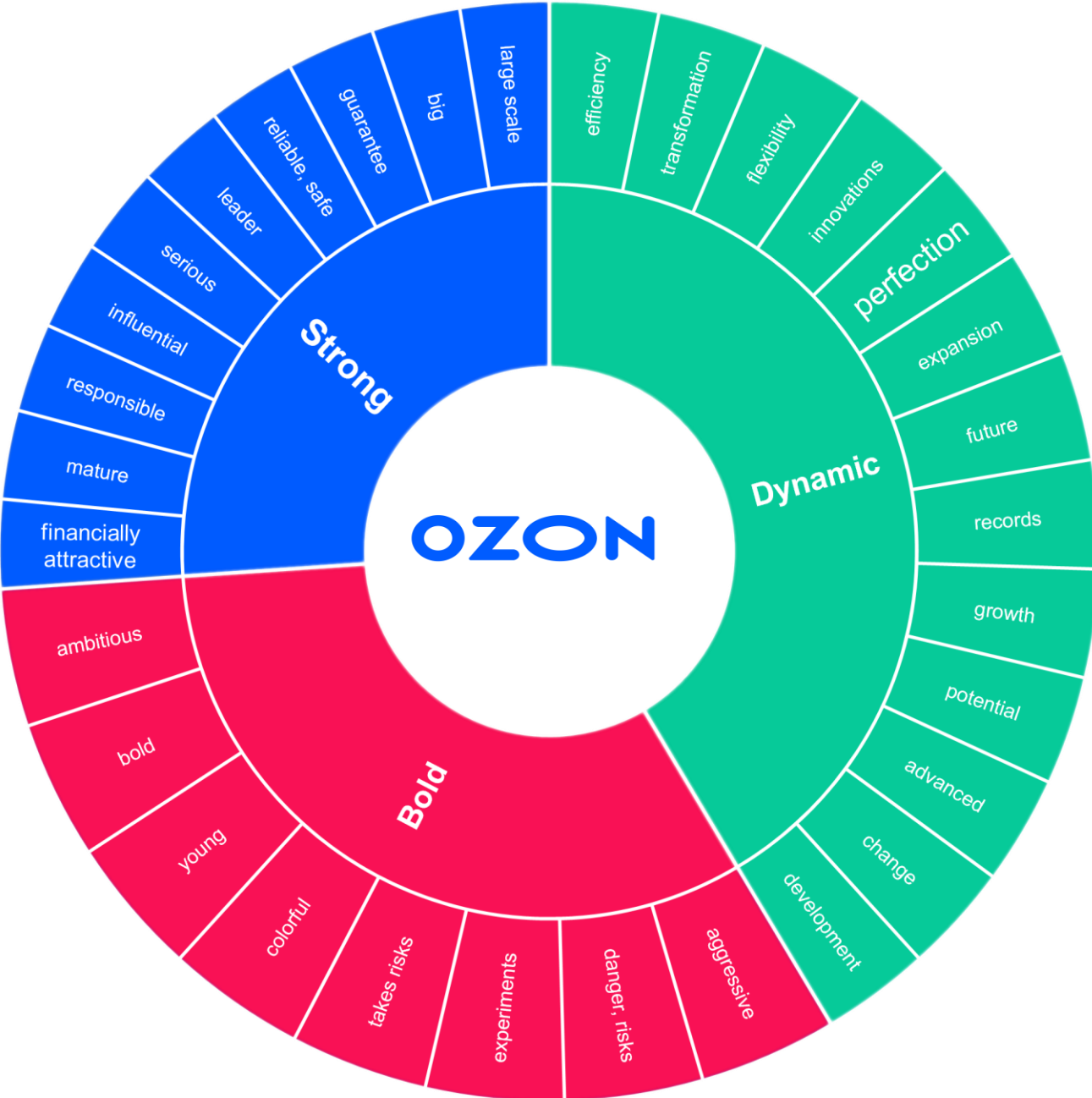
#### **Supporting materials**

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Каждый лист отдельный файлом в указанном расширении.

# SUPPORTING MATERIAL 1. SEMANTIC CLOUD, TRADITIONAL MEDIA

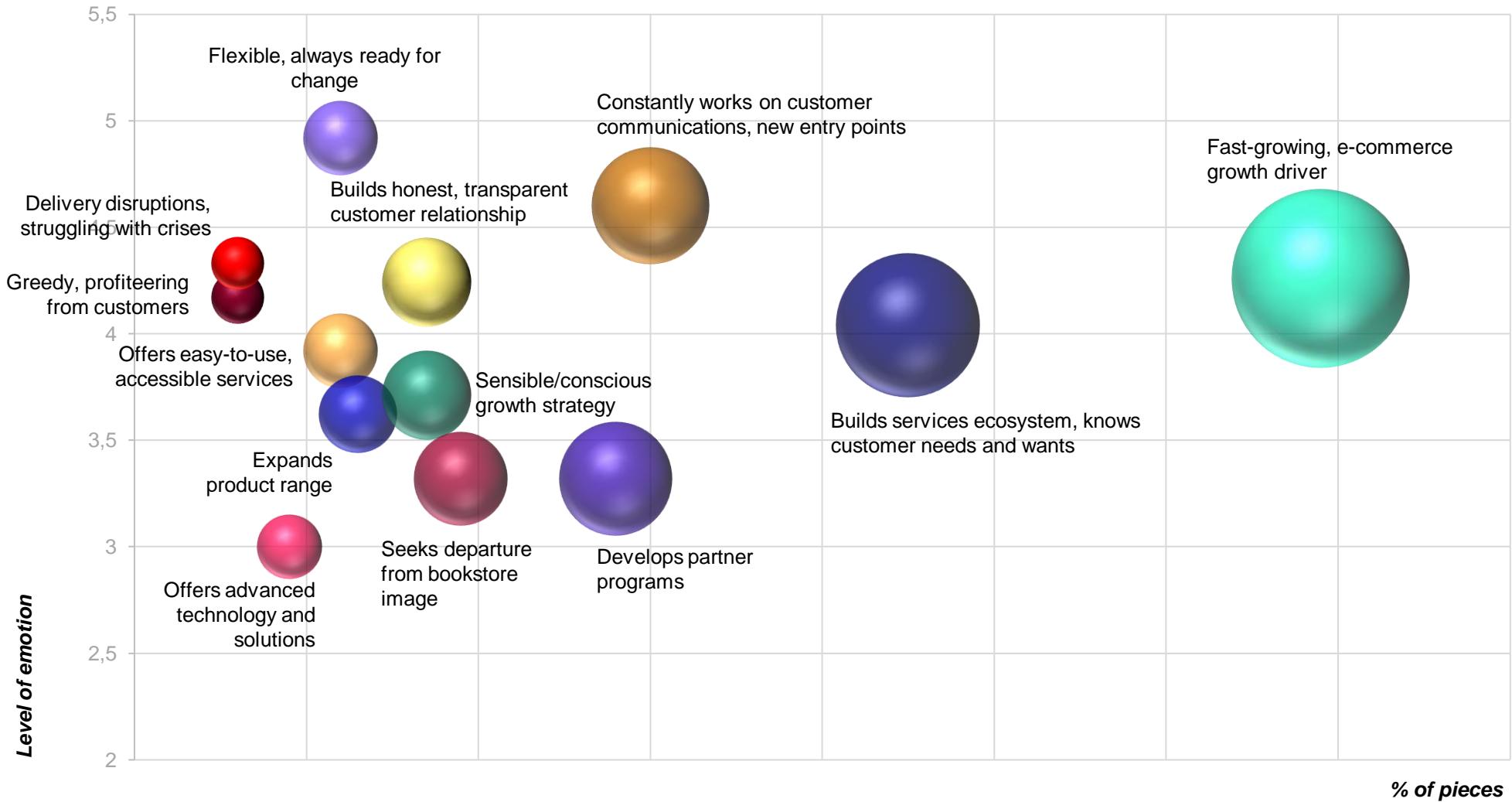


\* Average level of emotion on a scale of 1 to 5

# SUPPORTING MATERIAL 2. EMOTION MAP

Emotion map shows usage frequency for qualities and characteristics assigned to the company and level of emotion (measured on a scale of 1 to 5).

## EMOTION MAP\* FOR THE SEMANTIC CORE DYNAMIC, TRADITIONAL MEDIA

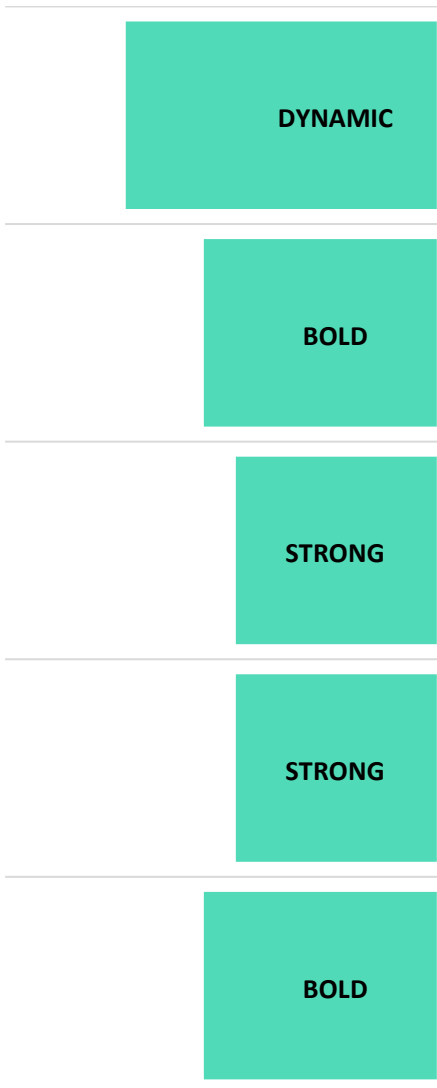




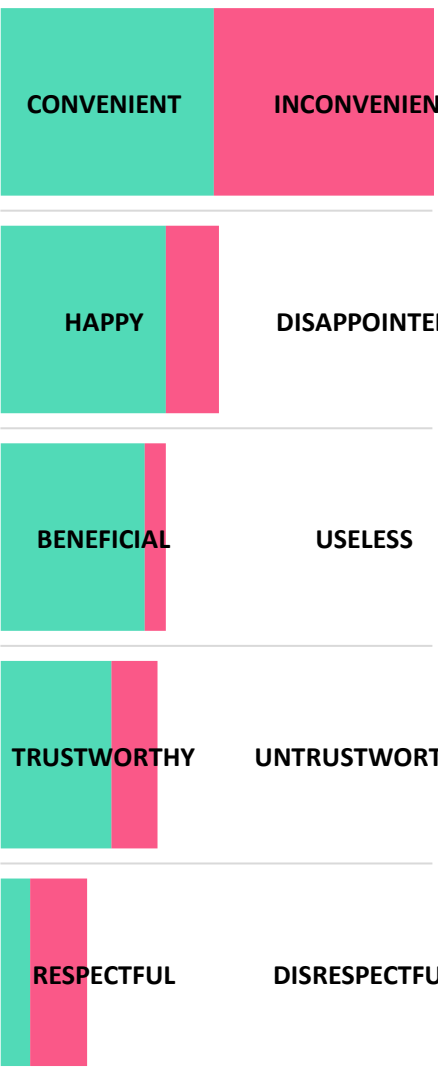
# SUPPORTING MATERIAL 4. TRADITIONAL MEDIA VS. SOCIAL MEDIA

## TRADITIONAL MEDIA

## SOCIAL MEDIA



1  
2  
3  
4  
5



■ Social media: positive  
 ■ Social media: negative  
 □ Traditional media: all

