

AMEC International Communication Effectiveness Awards 2016 Measurement Agencies

Category: Best use of social media measurement
Entering Company Name: PR News Partners
Client: Comunica
Campaign title: Real Time PR

Objective/Brief

Developing a social media marketing strategy is as important a task tackled by PR departments of companies and PR agencies as promoting brands/companies/products in traditional media. Traditional PR strategies don't work with social media which is why analysis of social media and marketing tools applied to them as well as the right choice of KPIs have increasingly been gaining attention from companies.

Real-time PR and marketing aren't new. They are techniques used to incorporate a company/brand/product into current news to elicit a certain response from consumers. However, there is no sufficient evidence base showing that real-time PR and marketing are indeed effective tools, which presents a methodological problem. This leads to companies either not using these tools at all or using them wrong which at best goes unnoticed and at worst negatively affects a company's image. Some PR agencies are reluctant to offer clients real-time PR and marketing services as there is no guarantee they will be a success.

Comunica commissioned PR News to conduct a study to find out how effective real-time communication techniques are and what place they occupy in PR and marketing, expecting it to help advance the industry and identify the most effective social media promotion tools for large and mid-sized businesses.

The goal of the study was to prove the effectiveness of real-time PR and marketing on social media and make a case, both with quantitative and qualitative evidence, for them as a promising approach to digital communications.

To achieve this goal we:

- developed a method to evaluate the effectiveness of posting real-time content on social media;
- evaluated the effectiveness of real-time content and built a model demonstrating the use of real-time PR and marketing on social media;
- presented and promoted a concept of real-time PR and marketing to the professional community;

Strategy

For the study, Comunica and PR News analyzed official accounts of top Russian and foreign brands on popular social networks which posted real-time content. We compared engagement rates per post of real-time content and other content as the key metric in evaluating the effectiveness of real-time PR and marketing. Additionally, we analyzed consumer reactions such as likes/favorites, comments and reports, each showing a different degree of engagement. Comments correspond to the highest degree of engagement requiring more effort than likes and shares which are done in a single click. However, a share, despite being easy to do, is valued more than a like because shared content shows on the account of the person who shared it and potentially has a wider reach and a better chance to be spread further. In

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this context, a like means awareness and approval of users, allowing quantifying the audience reached by the content.

To identify specific real-time PR and marketing tools, we analyzed different formats of real-time content, the content itself and its connection to the key characteristics of the brands.

As a result, we developed a concept for the use of real-time PR and marketing tools in social media campaigns, monitoring of potentially viral content and analysis of consequences and effects of real-time PR and marketing trends.

Execution/Implementation

The study was conducted in September 2015 and analyzed social media accounts (Facebook, Vkontakte, Twitter, Instagram) of 70 popular Russian and foreign brands which actively practice real-time PR and marketing.

The strategies for using real-time content to promote a brand/company/product on social media vary. The events that can be exploited for this purpose can be split into two groups: planned and spontaneous. The two differ significantly in how they are integrated into marketing activities. The former group includes holidays (public and unofficial), TV show/movie releases, natural phenomena, changing seasons, etc. Such events are expected and preparations for them can be planned in advance as part of a social media presence strategy. The latter group includes trends that occur spontaneously through user activity online or as a result of something happening. Their successful incorporation in the promotion of a brand/company/product depends on how relevant they are to such brand/company/product's positioning and target audience.

We selected the following most popular memes/events of last year for analysis:

Scheduled events		
March	Solar eclipse	697 posts/12 brands
April	"Game of Thrones" season 5 release	1,031 posts/14 brands
April	April Fool's Day	902 posts/11 brands
May	May the 4th, Star Wars Day	1,657 posts/23 brands
Spontaneous trends		
February	#THE DRESS (#DRESSGATE)	1,890 posts/26 brands

We used Social Ear, a social media monitoring service, to collect data on the posts on the brands' official social media accounts.

In all five cases, audiences responded better to real-time content, compared with other types of content:

- Average response per post to real-time content was **590% higher** than to other content on the same account/page;
- Real-time content received a lot of likes/favorites, reflecting strong user loyalty (Appendix 1);

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- Users also actively reposted the content they liked outside the account of the brand that had originally posted it. The number of such reposts was **750% more** than that of reposts of other posts. (Appendix 1);
- The difference in comments wasn't as significant, with real-time content receiving **86% more** comments per post. (Appendix 1);
- Posts about spontaneous trends/events received bigger response; the engagement rate of #TheDress posts was **1,417% higher** which is several times higher than the results of the other four memes/trends analyzed in the study (Appendix 2);
- We identified 3 main formats of real-time content: 1) visual reference featuring a logo, 2) visual reference featuring a product, 3) textual reference (Appendix 3);
- Twitter was the most popular platform for real-time content, partly because it tracks the most popular trends allowing one to exploit them and control what audiences pay attention to;
- 27 articles about the study's findings were published in industry media outlets in Russia (Appendix 4);
- The study was presented at the 2015 Baltic PR Weekend, an international communications conference, in September. Baltic Weekend is an IPRA Golden World Award-winning joint project of the Russian Public Relations Association, SPN Communications and the International Public Relations Association. The study was presented at a roundtable called Real Time Marketing: The New Old Trend;
- By the end of 2015, coverage of real-time PR and marketing increased 76%, containing features and op-eds on the quality, mechanisms and formats of real-time PR and marketing which were described as "one of the key trends", "the biggest trend of the year", "the most effective way to improve the dialogue with consumers and make a brand more popular", and "a popular international trend and one of the most effective PR tools" (Appendix 5).

Effectiveness of Assignment

Our study paints a comprehensive picture of how real-time PR and marketing tools are used.

Real-time PR and marketing is a way of communication with target audiences using a language they understand such as popular memes, trends and breaking news. These tools help boost user activity and engagement several-fold to reach a wider audience and raise consumer loyalty. Successful use of real-time PR and marketing often attracts the attention of traditional media thus taking a brand/company/product beyond social media without the expenses that such exposure usually requires. Effective real-time PR and marketing requires constant monitoring of social media to catch hot trends, prompt reaction to them, and that real-time content is relevant to the target audience and a brand/company/product's positioning.

To conclude, the study proved that real-time PR and marketing offer an effective and optimal tool for use on social media. The arguments it made received praise from the professional community and interest in real-time digital communication services from companies has increased.

The study was highly commended by Comunica, which commissioned it, and as a result, the company supported promotion of real-time PR and marketing to the professional PR and marketing community.

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AWARDS | 2016

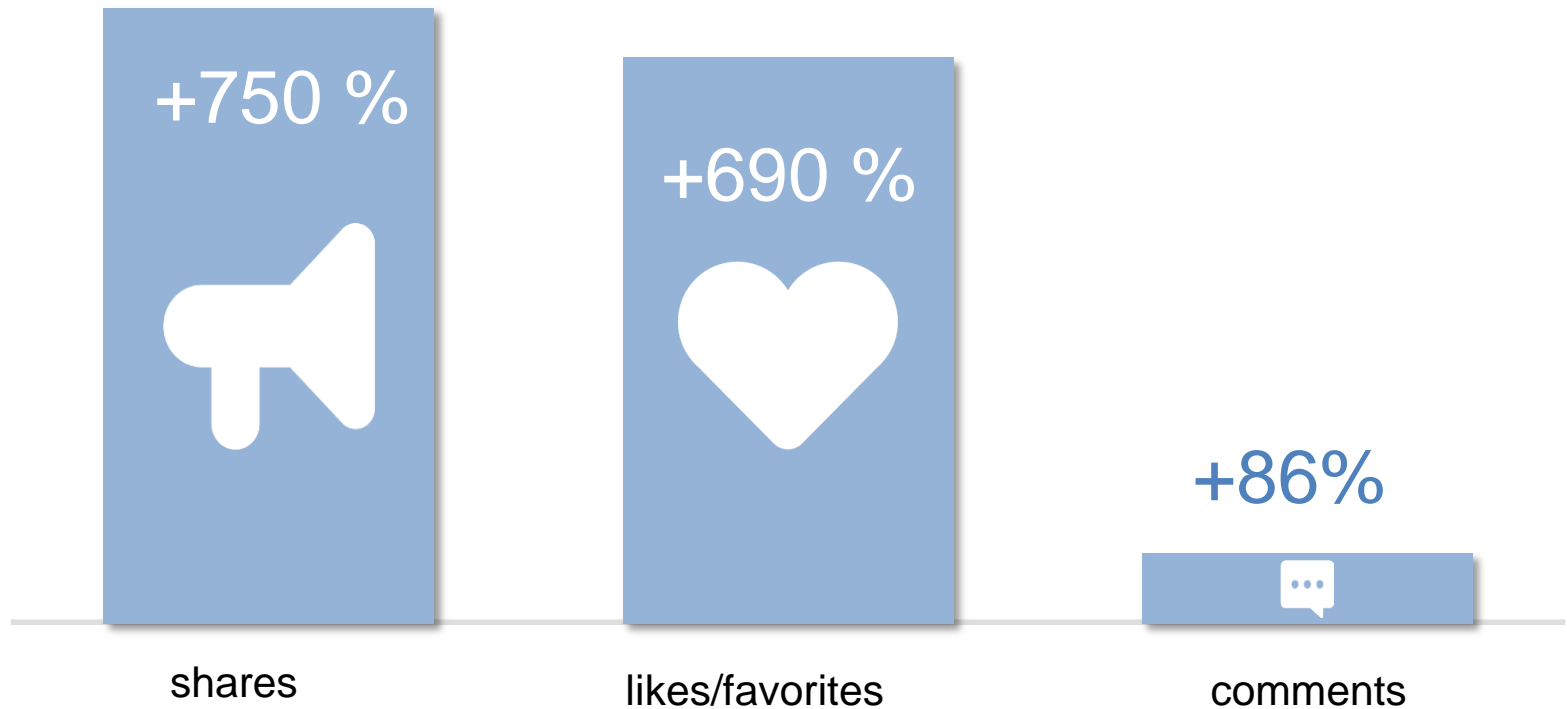
International Communication Effectiveness

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Irina Labutina, Digital and Media Communication Director, Comunica: “It is true that while real-time PR is not new to the industry, there have been few cases in Russia so far in which this tool was used to elicit remarkable consumer response. From our experience, I’d say this stems mostly from the lack of a transparent system to evaluate the effectiveness of this tool for brand marketing and clear mechanics of generating real-time content on a regular basis, as well as a small critical mass of big successful cases. As for the mechanics of generating real-time content, Comunica offers a product called BRIDGE which addresses this issue. The study showed that real-time content had a consistent positive effect on brand marketing on social media, attracting interest to our BRIDGE product from both existing and potential clients when it was presented during The Baltic PR Weekend. In two months since the presentation, more than 5 clients expressed interest in a variety of real-time PR services, including consulting and training for their employees. Currently, we are discussing orders for real-time PR services with two of them.”

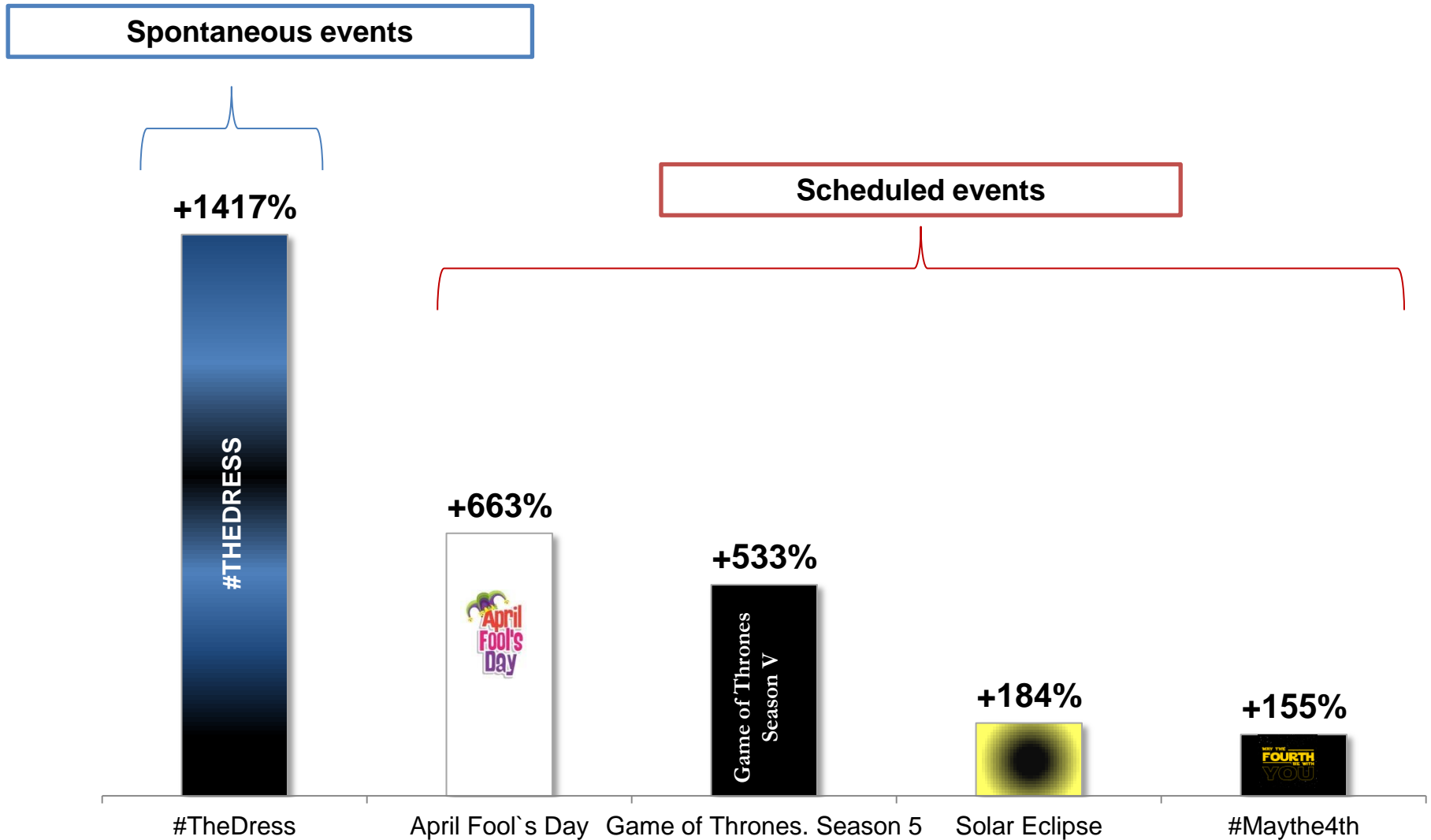
Appendix 1

REAL-TIME CONTENT EFFECTIVENESS, RESPONSE TYPES



Appendix 2

REAL-TIME CONTENT EFFECTIVENESS BY EVENT



Appendix 2

REAL-TIME CONTENT EFFECTIVENESS BY EVENT

Spontaneous events

#THEDRESS



TIDE +9 426%

Planned events

Game of Thrones Season V



XBOX +4 056%

Appendix 3

REAL-TIME CONTENT EXAMPLES

Visual reference featuring a logo

Creative and humorous use of recognizable elements of a trend in a logo or a product image



Visual reference featuring a product



Appendix 3

REAL-TIME CONTENT EXAMPLES

Textual references

Creative and humorous references (memes, quotes, etc.) promoting key characteristics and advantages of a brand/company/product



Appendix 4

SAMPLES OF ARTICLES ON REAL-TIME PR & MARKETING

12:00 – 13:30: Часть II

«Real Time PR: новый старый тренд»

Маркетинг в реальном времени (RTM) – один из последних трендов в коммуникациях. Он принимает самые разные формы: создание контента, работа с отзывами пользователей, маркетинговые акции, связывающие онлайн и офлайн и т.д. Умение ловить информационную «волну» помогает грамотно выстраивать коммуникацию бренда и создавать истории, которые будут актуальны как для журналистов, так и для потребителей.



Ирина Лабутина, медиа-директор PR-агентства Comunica, представит вам успешные кейсы и эффективные решения, которые позволяют улучшить коммуникационные стратегии продвижения бренда на рынке.

Вопросы для обсуждения

- Знакомство с инструментом: западные и российские кейсы RTM
- Практикум: встраиваем ключевые сообщения компании в повестку дня
- RTM из онлайн в офлайн

ОРГАНИЗАТОР ФОРУМА

SPN
COMMUNICATIONS

ОФИЦИАЛЬНЫЙ ПАРТНЕР

МЕГАФОН

СТУДЕНЧЕСКАЯ КОНФЕРЕНЦИЯ

XIV международная студенческая конференция Baltic Weekend состоится в сентябре 2015 года в Санкт-Петербурге. Baltic Weekend – это уникальная площадка для встречи молодых специалистов всей России и стран ближнего зарубежья.

Я СТУДЕНТ В СФЕРЕ PR

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АКОС ПРЕДСТАВИЛА НОВЫЕ ТЕНДЕНЦИИ ПО ОЦЕНКЕ ЭФФЕКТИВНОСТИ PR НА BALTIC WEEKEND 2015



В рамках круглого стола «10 лет измерений. Эволюция или революция» на Baltic Weekend 2015 Ассоциация компаний-консультантов в области связей с общественностью (АКОС) представила обновленную версию Меморандума о методах оценки качества PR-деятельности (http://www.akospr.ru/wp-content/uploads/2012/02/AKOS_memorandum_KPI_2015_final_09_09_20151.pdf). Об исследовании, которое предшествовало обновлению документа, и актуальных рекомендациях рассказала модератор круглого стола **Лилия Глазова**, руководитель рабочей группы АКОС по данному проекту и генеральный директор PR News.

ТРЕНД ИНСТРУМЕНТЫ БИЗНЕСА

Как SMM-тренды продвигают бренды?

9 октября 2015



Выстраивание единой рекламной коммуникации и повсеместное распространение real-time маркетинга – таковы современные тенденции продвижения брендов по мнению директора SMM-департамента коммуникационного агентства Comunica Александры Маланья. В интервью корреспонденту «Понедельника» специалист рассказала о новых «фишках» в сфере эффективного продвижения. Тех, что уже работают и тех, что еще только появятся в ближайшее время.

Текст: Анастасия Столбова



Александра Маланья
директор SMM-департамента
коммуникационного агентства
Comunica

Можно ли говорить о том, что технология Real Time marketing или real time PR является новым трендом для PR-коммуникации и почему именно сейчас эта тема стала столь востребованной в профессиональном сообществе?

Appendix 5

REAL-TIME PR & MARKETING COVERAGE IN MEDIA

Real-time PR & Marketing Coverage in Industry Media, 2014 vs 2015

