



AMEC International Communication Effectiveness Awards 2015 Entry Form – Measurement Agencies

Category: Innovation award for best new methodologies

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Client: Samsung

Objective/Brief:

Samsung are the world's largest consumer electronics company. They make more mobile phones and TVs than any other manufacturer, and they're ranked the seventh most valuable brand in the world. A key aspect of their Consumer and Market Insights (CMI) team's work is listening to customer feedback on social media. With millions of customers, potential customers, competitors and influencers using social media, there is an enormous opportunity to gain insights that simply couldn't be obtained through other forms of research. Provided conversations can be properly tracked and the data structured in the right way, there is the potential to get insights that can inform various aspects of Samsung's business, including PR, marketing, product development and sales. Samsung have conducted various forms of social media analysis over the years with several different providers. However, previous listening programmes have had limitations; in particular there were difficulties in aggregating large amounts of data and segmenting it in a timely, meaningful way. Samsung Europe appointed Gorkana as its main social media listening and analysis provider in the hope of addressing these challenges: it needed a solution that was broad, flexible and timely.

Strategy:

The key goals of the programme were to:

- **Inform Samsung communications**
What are the key messages that Samsung should look to convey when launching a new product? Who are the key influencers that Samsung should look to collaborate with in order to increase the impact of its communications?
- **Help gauge customer reaction to product launches**
How are consumers and influencers reacting to Samsung's product launches and rumours about new features? Are there early signs that a product will be a success or a failure based on social media reactions? Are there any misconceptions or detractors that are skewing public opinion?
- **Understand current and emerging competitor impact**
How are consumers and influencers reacting to competitor product launches and marketing?
- **Identify consumer trends and unmet needs**
What are the big trends in consumer technology? For example, how are consumers discussing big themes like privacy and security in relation to technology? What about the 'internet of things' and how it relates to home appliances? Are people still unconvinced on wearables etc?
- **Measure the effectiveness of communications**
Are Samsung's PR and Marketing activities proving effective in communicating the benefits of Samsung's products to customers? How are the media and key influencers responding to Samsung's communications efforts and what effect is this having on shaping the tone of conversation among consumers?



Samsung are a highly innovative company and launch many new products each year. With each release there is an opportunity to test customer reaction to new designs and features. Given the huge investment in innovation it is important to develop products that people want. It's also critical to make sure that the business is able to communicate the benefits of new products and features in a way that resonates with customers. Effective social media listening and analysis plays a vital role in achieving both these goals.

Execution/Implementation:

At the centre of the service is a comprehensive social media listening infrastructure that tracks all social media mentions of Samsung and key competitors. Competitor mentions are filtered so they relate to consumer electronics if the competitor has other parts to its business (Sony is a good example). Competitors are grouped based on the division of Samsung they compete with and then tiered by market. The scale of the operation is vast (*see appendix 1*):

- Over 70 competitors are tracked in 16 languages for 20 different markets.
- Search queries are localised in every language tracked, meaning over 500 individual search queries are running at any given time.
- The total number of mentions analysed in a single month is between 8 and 12 million.

Making sense of such a large volume of data is a significant challenge. The Gorkana team and key members of the Samsung Digital Insights team have together created a data segmentation structure that applies tags and categories to all of the data pulled in by the search queries. This segmentation process is automated through the use of various rules that are applied to every new mention as it is pulled into the system (*see appendix 2*):

- A rule typically comprises a more **granular search term** within an overall query. For example, searches for mentions of a specific product line within the Samsung results or those of a competitor.
- Rules can be configured to identify **specific features** of products, buying signals, themes or issues (such as corporate responsibility), references to a campaign or advert and customer feedback.
- Rules can also be configured to categorise content based on **who** is making the comment (for example a tech blogger) or **where** the mention has originated from.
- Rules are all localised into the **local language** by native speaking analysts to ensure a consistent approach to data segmentation across individual markets. For example, "battery life" is a data category that applies to various products for Samsung and several competitors in the mobile, tablet and laptop product categories. The search terms that are used to identify discussions about battery performance are then translated for other languages.

In total, there are over 1,000 rules running for the project as a whole. When combined with the 500 search queries, this provides the Samsung Digital Insights team with a vast array of options with which to analyse and segment social media data from millions of current and potential customers.

Information is conveyed to various Samsung teams via interactive dashboards. These can be built to cover top-level trends for each brand to compare volumes between markets, or to take a granular look at what people are saying about specific features of a product. Many dashboards are built on request and shared with other users. Individual users are also able to build their own dashboards from the various combinations of queries and categories available to them. In total, more than 200 Samsung users have access to the Gorkana Social Media service (*see appendix 3*).

Given its range of products and variety of campaigns, a regular reporting schedule doesn't work for Samsung. Therefore, one of Gorkana's primary roles is to meet information requirements as they arise and provide insights as circumstances change. This data curation role means making sure that data is



accurate and categorised consistently. When business decisions are being made in light of data, it is vital that this data is as reliable as possible.

We also provide a variety of reports throughout the year, but these tend to focus on answering specific questions or providing quick snapshots during or after a product launch for Samsung or a competitor.

Effectiveness of Assignment:

The breadth and scope of this social media insights service is in a league of its own compared to our other clients. This service is also unique within Samsung and is held as an example of best practice within the business. Given the nature of Samsung's business, the range of products and the number of competitors tracked, it is likely that this is one of, if not *the* most comprehensive social media listening and analysis programmes for any company in the world.

To date the programme has been well received and a growing number of Samsung's markets and departments are now getting involved with the service. Access to the platform is continuing to be rolled out to new users on a regular basis.

The Samsung Digital Insights team now have the ability to provide insights and reports for a broader range of internal stakeholders in greater detail, with a quicker turnaround time. The ability to analyse communications across the full spectrum, from top tier media and celebrity influencers, right through to the reactions of individuals, means the team is much better equipped to understand the cause and effect of communications. The team are now able to combine a real-time agile view of consumer reaction with other insights gained from more traditional forms of research.

Social media insights are now looked at alongside other forms of digital analytics (such as search trends) and customer research (such as consumer focus groups and surveys). This multi-disciplined approach to measuring communications alongside other marketing activities has allowed Samsung to get both a more holistic and granular understanding of the customer and a better understanding of the role that communications plays in shaping customer perceptions and behaviours.

Last year the team produced over 100 insight deliverables, including dashboards and reports, often at very short notice. This has delivered actionable insight into key business areas such as Product Innovation, Marketing, Strategy and Sales (*see appendix 4*). One recent example was informing the Sales and Distribution function about the positive and negative reaction to new product colour variants. This was used to determine possible popularity and necessary stock levels for specific colours of the product.

Insights provided by Gorkana have been used to help define Samsung's consumer segmentation for upcoming products and therefore the marketing communications content and timing used to engage each of these segments.

Lee Jalowiec, who leads the European Digital Insight function, sees the effectiveness of the breadth and depth of the platform: *"It means that analysis and insight can be of value to any level within the business. From business and campaign performance indicators across Europe for VP level stakeholders to detailed reaction towards a specific product feature that can be used to inform marketing content teams. Having the ability to provide insight into the business at multiple levels from a consistent data source is unusual and incredibly empowering. The platform is so flexible we feel it will evolve with our appetite and ambition. We are only just scratching the surface and are looking forward to more pioneering work this year. The Gorkana team are vital to this. They act as a natural extension of my team."*