









AMEC International Communication Effectiveness Awards 2017 Supporting Materials

Category: Most innovative use of measurement in a digital campaign
Entering Company Name: Kantar Media CIC (China)
Name of person entering: Yixia Huang
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Telephone:
Client: Goodyear Tire (Germany)
Campaign title: *Using a constructive guideline to optimize company digital performance for Goodyear Tire Company*

Execution/Implementation

1. Project Setup

Table: Digital Impact Score

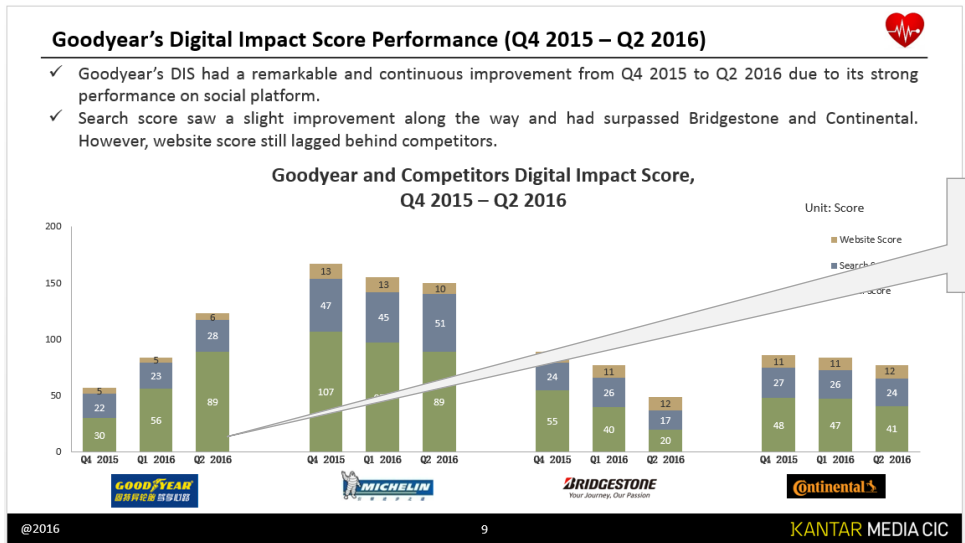
Digital Impact Score Formula				
	Score		Formula	Weight
Social Score (60%) 	Social Affinity Score		Brand *Net Sentiment Rate/Average Net Sentiment Rate of the four brands	30%
	Social Engagement Score		Brand Engagement/Average Engagement of the four brands	20%
	Social Buzz Score		Brand Buzz/Average Buzz of the four brands	10%
Search Score (30%) 	Search Score		Brand Baidu Index/Average Baidu Index of the four brands	30%
Website Score (10%) 	Website Score		(1- bounce rate)*average time spent/Average for the four brands	10%

*Net Sentiment Rate (NSR) = (Positive posts – Negative posts / Positive posts + Negative posts)

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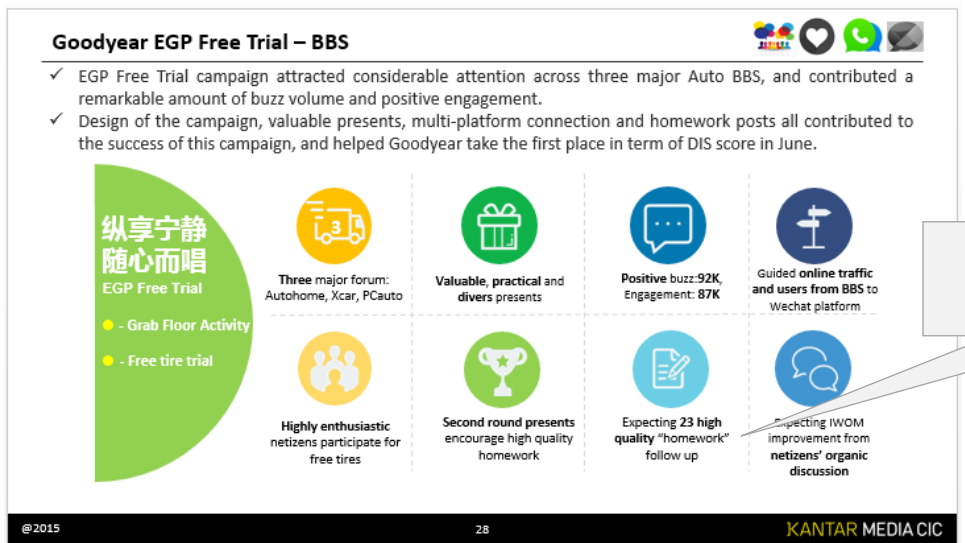
2. Reports

Regular tracking of Goodyear's performance and position



Goodyear's Digital Performance improved significantly

Performance reviews for Goodyear Free Trail Campaign



Outstanding performance of Goodyear Campaign

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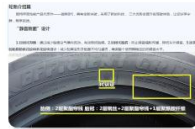
Social Score – Social Affinity Score – Goodyear EGP Homework



- ✓ The EGP campaign requested tire test participants to write 'homework' post to review the tire. The incentive of high valuable rewards attracted high quality tire review posts, and received netizens' attention and welcome.

23 Participants 23 Essence Posts, 10 Recommended Post on Home Page Total Reads: 149,570 Replies: 2,050

Essence Post Example:
少一点套路 多一点真诚
— 固特异 御乘轮胎 胎试用 —
Reads: 14,591 Replies: 123



Individual posts attracted a considerable amount of discussion.

Detailed descriptions of tire knowledge and tire performance.



Use of videos and photos to enrich the content.



Using tools and research to support the review.

Netizens provided not only detailed reviews of the tire, but also diversified methods to enrich content. Netizens' organic experience sharing resonated well with the audience. We suggested encouraging such activities to further improve the word of mouth of EGP among netizens.

Identify opportunities in the sports segment:

Tire Brand and Sports – Running

- ✓ Continental and Michelin are cooperating with sports companies that shared same origins to launch co-branded shoes.
- ✓ They are leveraging social platforms (e.g. H5 games on Wechat, Weibo incentive campaign) and sponsored events (e.g. Michelin's sponsorship of ATP Shanghai Master) to expand the influence of the shoes.

Continental

History

- Since 2009
- Featuring running shoes
- Sponsored Marathon athletes
- Cooperation brand: Adidas (German origin)

Recent Event

- Launched a special site named [Getyourgrit](#) to promote Conti shoes.
- Use Wechat H5 game [Link1](#) and Weibo video sharing to introduce shared attributes of Continental tires and shoes, such as long mileage and grip performance. [Link2](#)
- Posted articles in official Wechat account to combine hot topic: Shanghai Marathon 2016, with Conti shoes. [Link](#) Reads: 11,754 Likes: 41

CIC POV:

- Without KOL's effective transmission, Continental's "Getyourgrit" campaign received limited outcome on social platforms.
- Michelin's campaign on forums achieved notable performance, however, since Tennis had relatively smaller fan base in China, after Shanghai Master, discussion on Michelin's collaboration with Babolat were limited social media.

Babolat

History

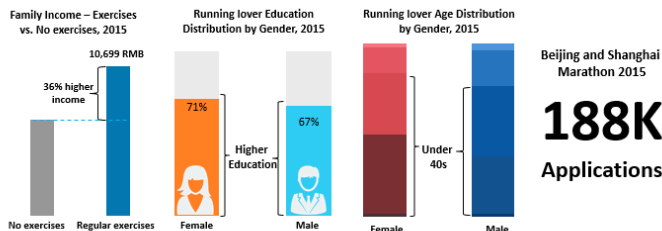
- Since 2003
- Featuring tennis shoes
- Sponsored tennis players
- Cooperation brand: Babolat (French origin)

Recent Event

- Sponsored ATP Shanghai Master in 2015 attracted media's reports. [Link](#)
- Hold Grab Floor campaign on Xcar.com, and used Babolat product as incentives. [Link](#) Reads: 288k, Replies: 19k

Tire Brand and Sports – Running x Potential in Running Market and Marathon

- ✓ Running is becoming a popular habit among people with higher education. Also, family with a regular exercises habit was found to have higher income than family do not exercises. Majority of running lovers were under 40s.
- ✓ Marathon has become more popular in China especially in metropolitan cities.

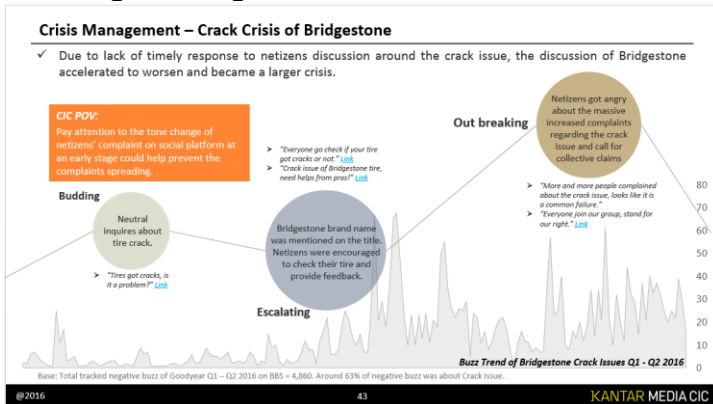


Source: Running lovers demographic and Marathon application number were found market research report and new media. [Link1](#) [Link2](#) [Link3](#) [Link4](#)

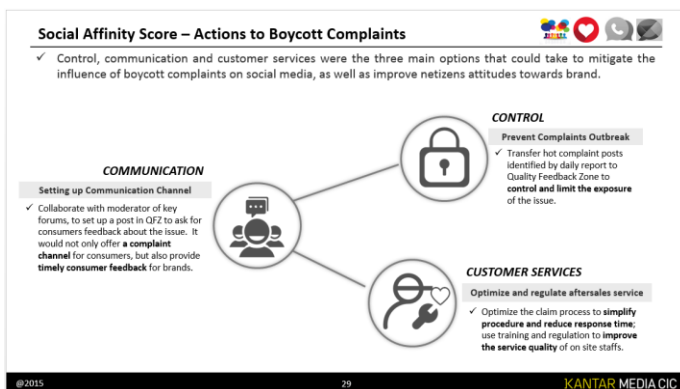
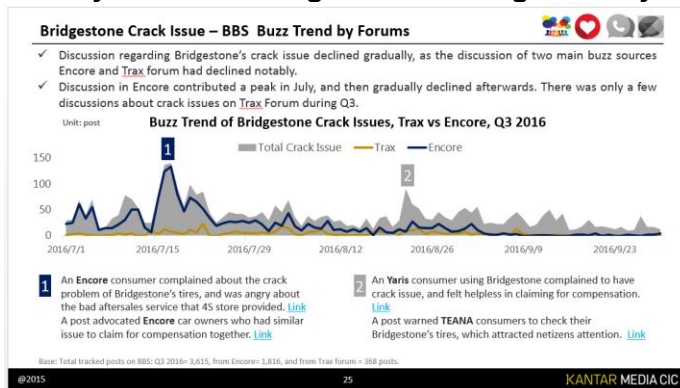
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Associating Goodyear with running events could help the brand reach out to customers under 40 and well educated consumers with higher income. Moreover, the brand could leverage the growing influence of Marathons to improve its brand awareness among the younger generation.

Tracking of Bridgestone crack crisis



Identify action of Bridgestone dealing with boycott complaints online



Control, communication and customer services are three areas that should be carefully considered when facing complaints and boycotts on social media. They also play a vital role in creating a better word-of-mouth effect.