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Measuring e-Reputation in a Social World

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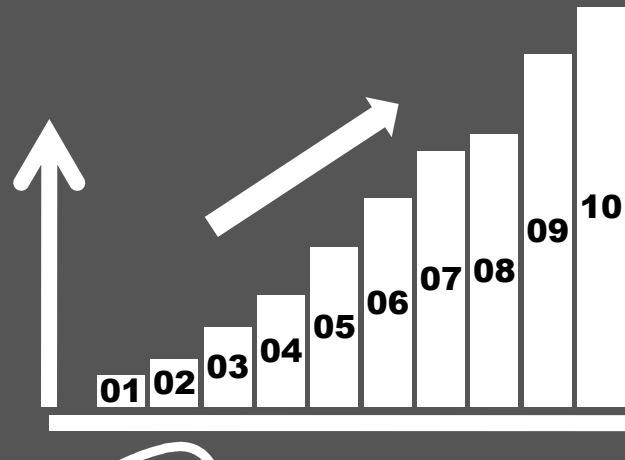
Tuesday, September 27, 2011

Listen. Learn. EmPower

Arabic is the

7th

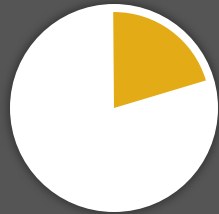
most spoken language on the web



The fastest growing internet region in the world at

2,260%

growth (2001 – 2010)



20%

of the population use internet



12 Million new users every year

Citizen journalism is on the rise...



Hawaa World

has a new user registered every 3 minutes and more than 61,000 posts every day

Qatar has world's



2nd

highest facebook penetration

100,000,000

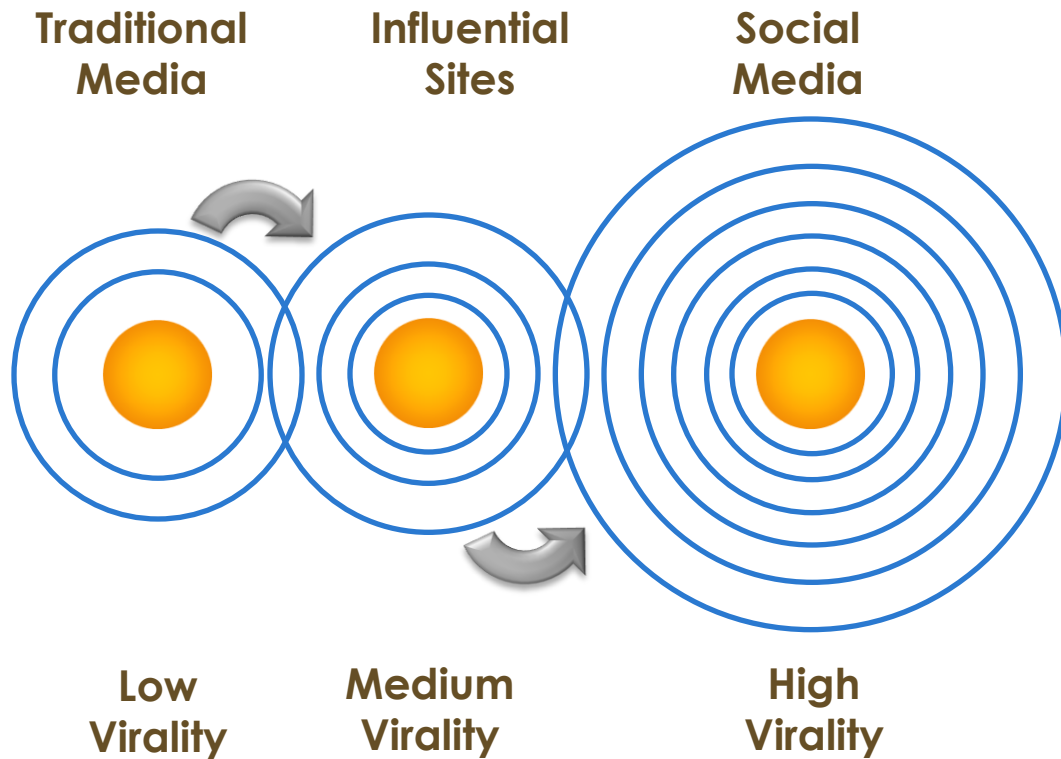


Searches in Google, daily by users in Arab world



Sources: Discover digital Arabia, n2v.com

...and so is overall social media virality



The high velocity of information exchange impacts corporate reputation faster than before.

Therefore marketing / communication / reputation / research teams need new capabilities and understanding to proactively engage in the new media age

Virality coupled with negative sentiments can bring down brand reputation

Nestlé



Nestlé suffered high negativity owing to the Greenpeace movement on eco-friendly suppliers

Domino's



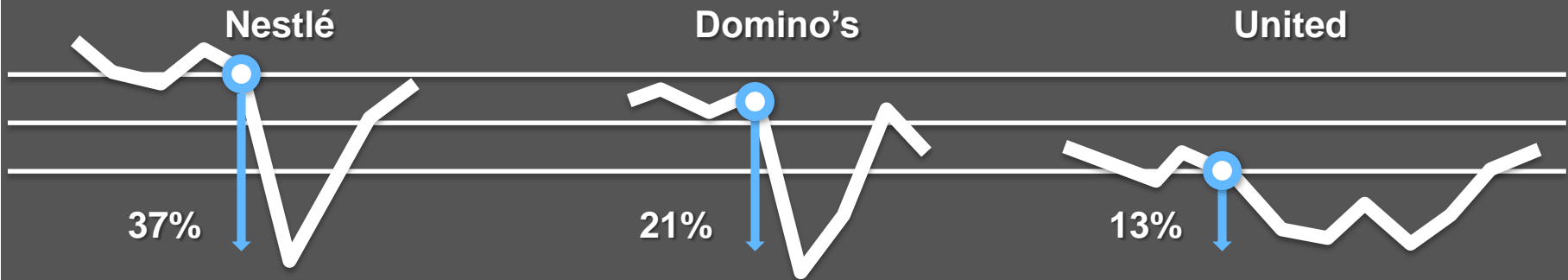
Two snotty employees outraged customers by filming themselves violating health codes

United

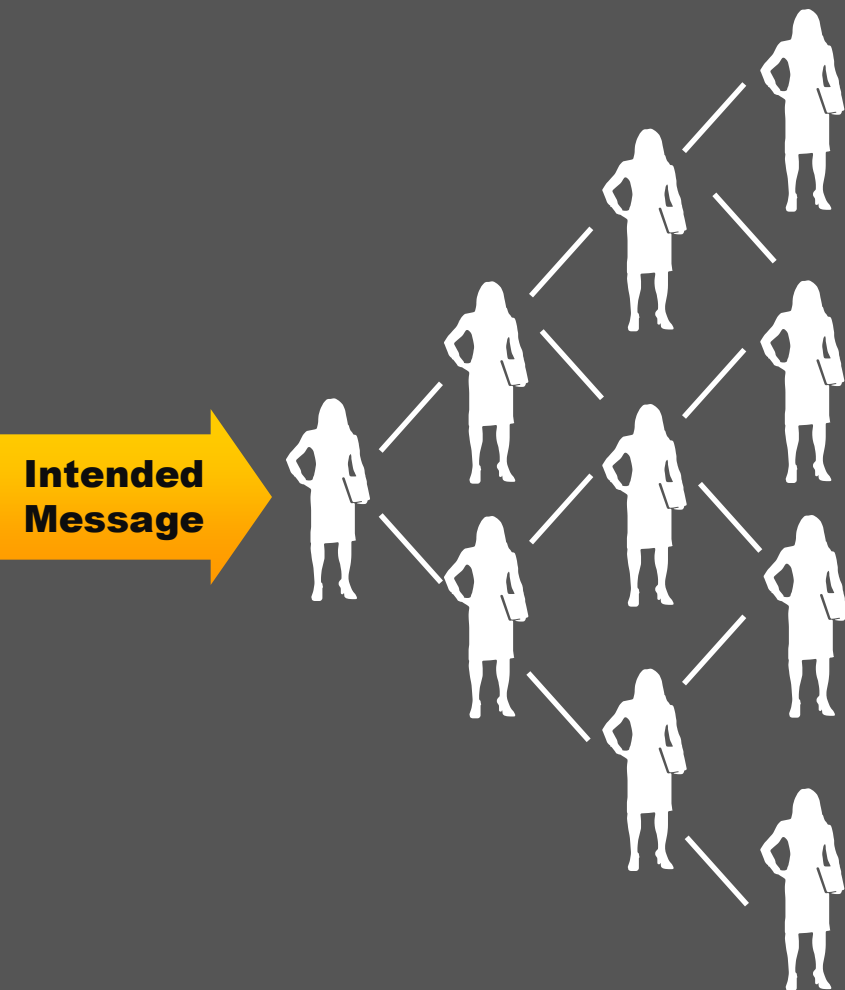


Video of luggage handlers breaking a traveler guitar becomes viral with 1.4 million views in 4 days

Fall in Sentiments

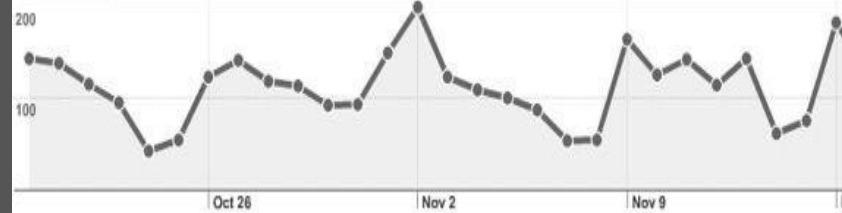


Organizations today need an actionable framework that takes into account the viral propagation of social media and its rapid **impact on reputation**



Management might not be convinced by absolute measures such as these.

DASHBOARDS



STATISTICS

Site visits

SoV

Mentions

Posts

Followers

Themes

Reach

Links

Tone

Managing reputation across the message journey



Origination

Messages originates in various online forums spontaneously or triggered by crisis

Resonance

This message is liked by consumers /stakeholders and is transmitted far and wide across channels

Impact

The strong message pull-through subsequently translates to a good PRISM score aka media impact

Reputation

The result of this positive media impact is increased reputation which will reflect in the CERT score

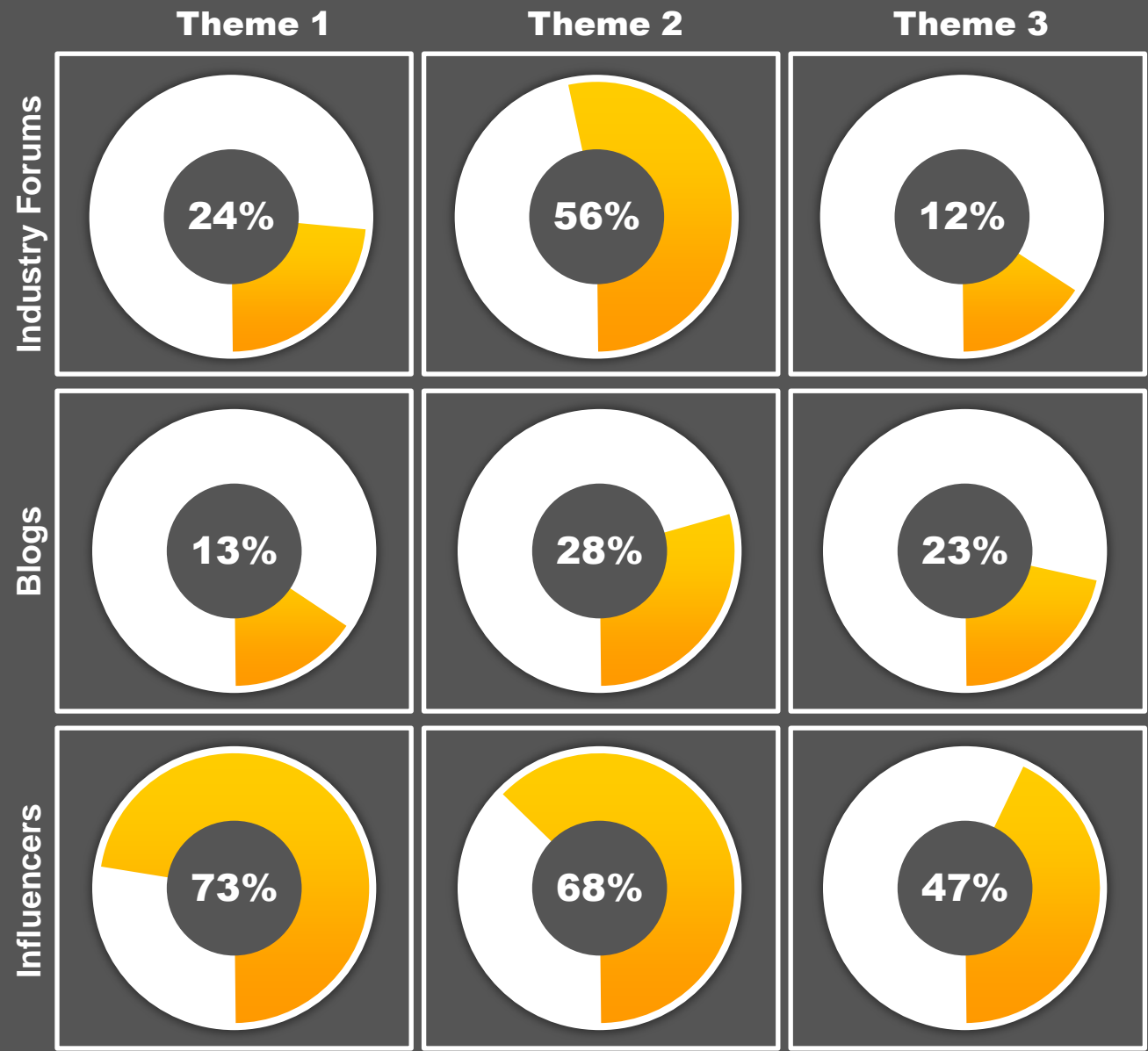
PRISM - Performance Rating Impact of Salience in Media
CERT - Corporate Equity and Reputation Tracking

Message Origination

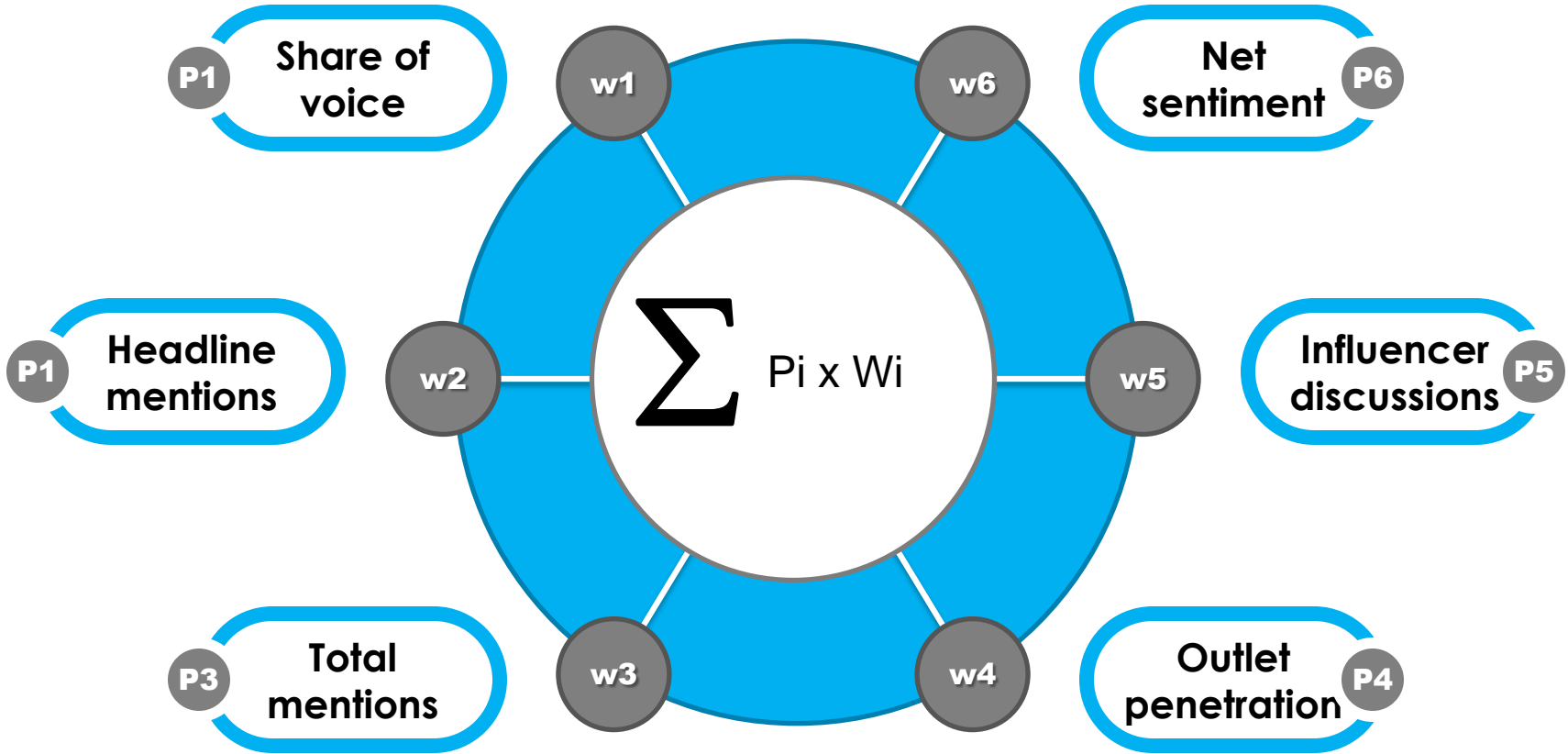


Message resonance

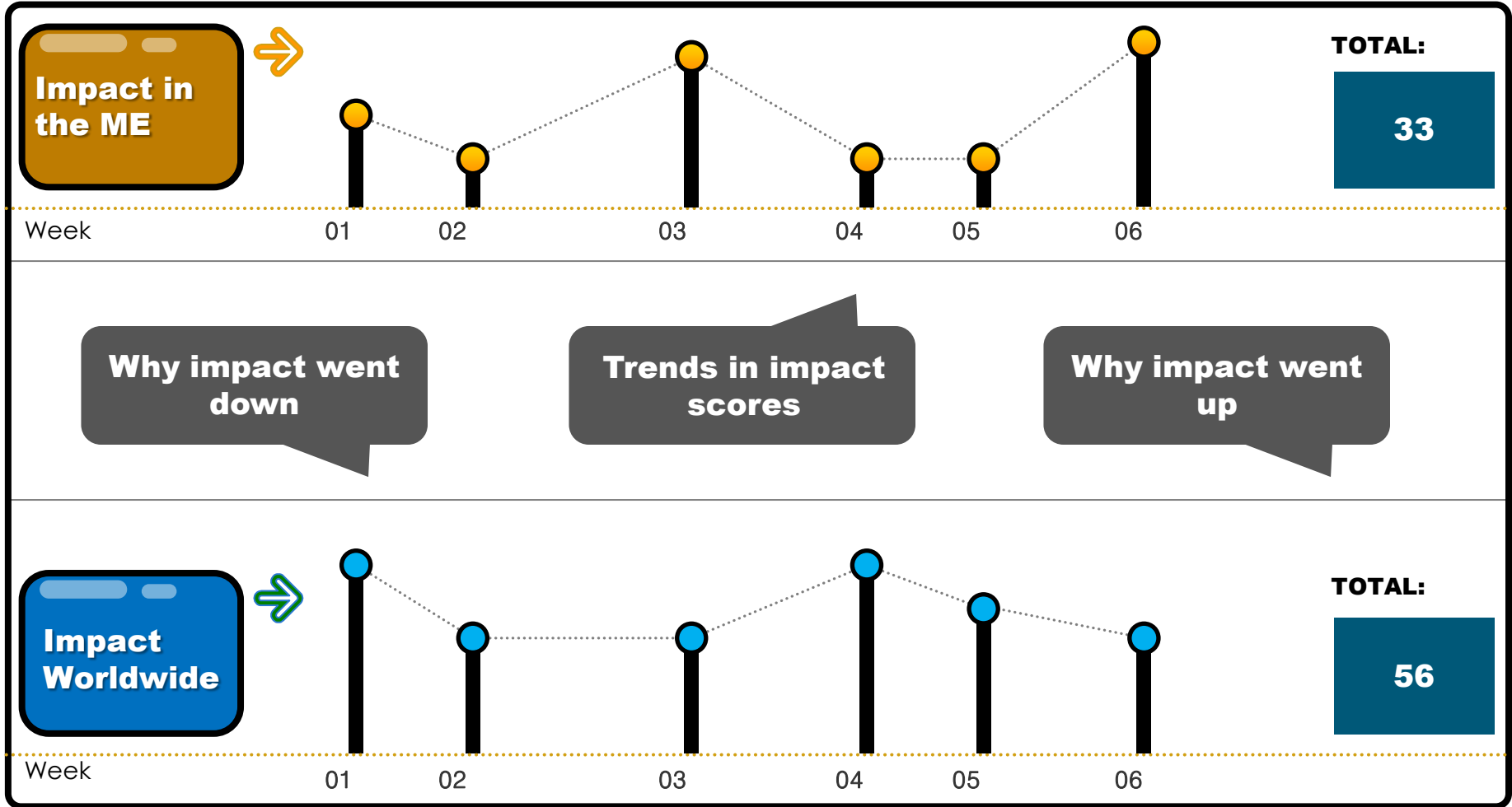
Message Resonance is measured by calculating the pull-through across social media channels and outlets



Impact measures via EmPower's PRISM methodology



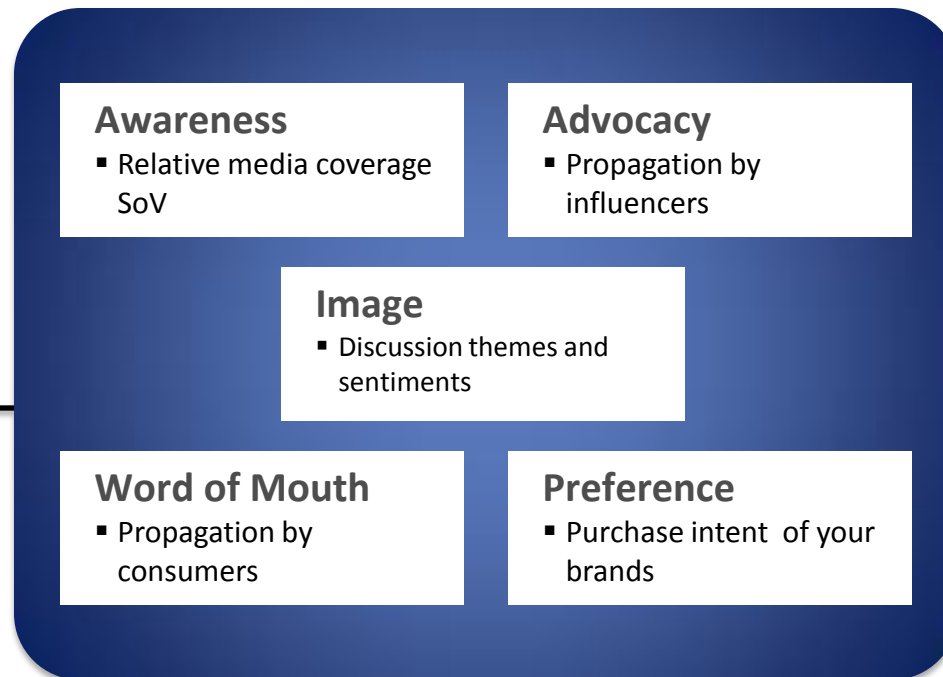
PRISM Impact scores



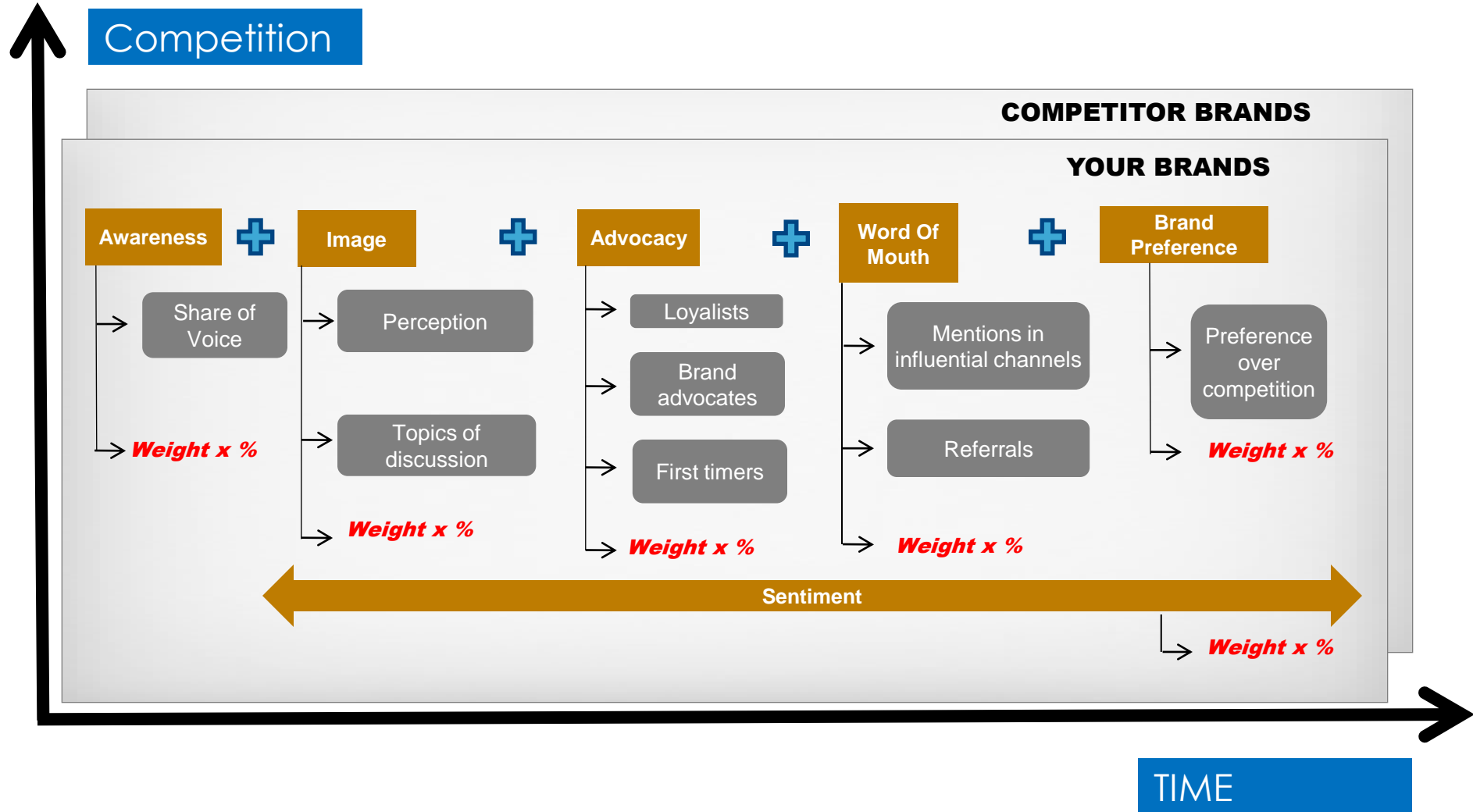
Media impact leads to reputation enhancers and detractors

Enhancers (+ve)

Detractors (-ve)



Enhancers and Detractors feed into “Corporate / Brand Equity and Reputation Tracking (CERT)” Framework



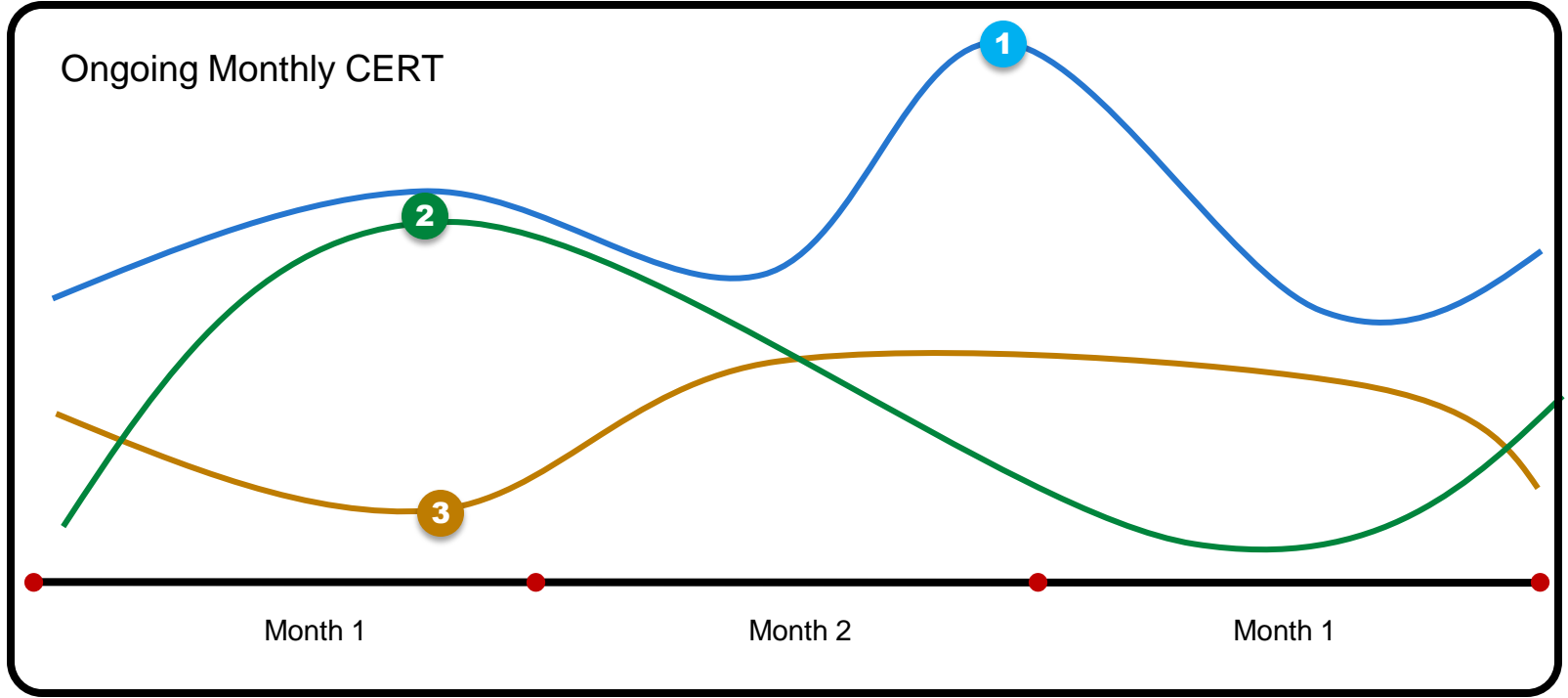
CERT tracking over time

- 1** Client Reputation Increased due to:

 - XXXXXXXXXXXXXXXXXXXXXXXXXX
- 2** Competitor Reputation Increased due to:

 - XXXXXXXXXXXXXXXXXXXXXXXXXX
- 3** Competitor Reputation Decreased due to:

 - XXXXXXXXXXXXXXXXXXXXXXXXXX



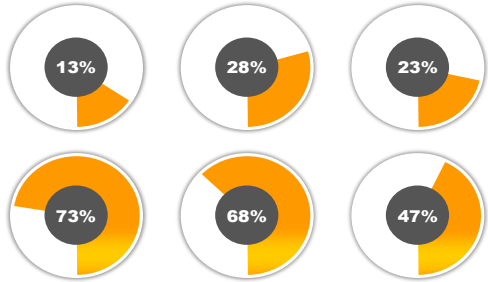
How it all fits

MONITORING

- Social Media Monitoring
- Crisis Monitoring
- Event Monitoring

MEASUREMENT

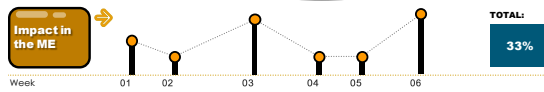
- Weekly Measurement
- Pre & Post Event Measurement
- Rule Based Alerts



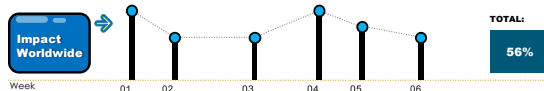
Message Pull-Through Analysis

Corporate Reputation Score

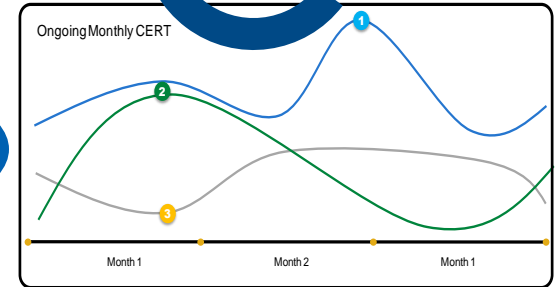
Impact Measurement via Prism



Why impact went down Trends in impact scores Why impact went up



Ongoing Dashboards



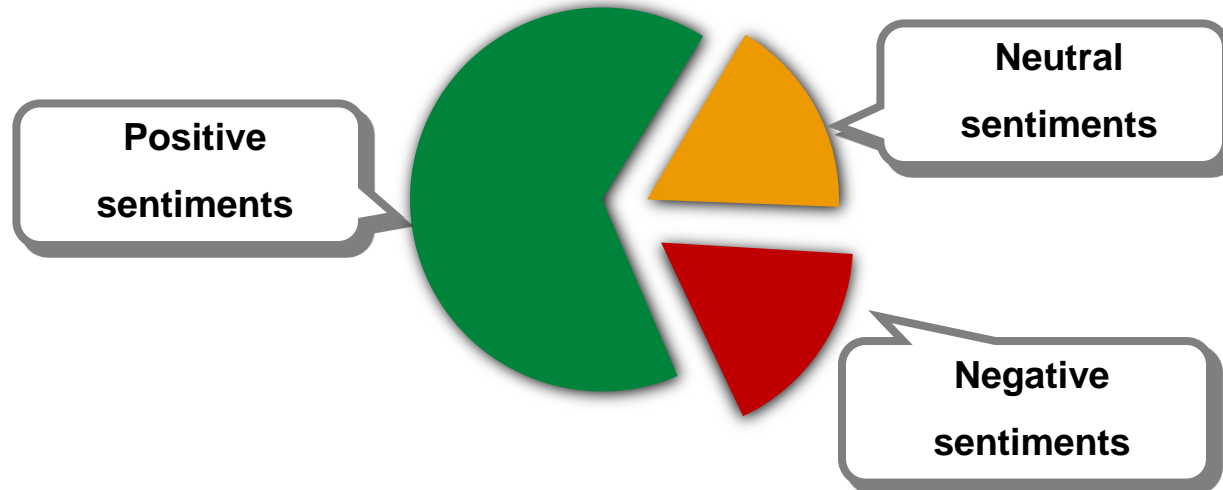
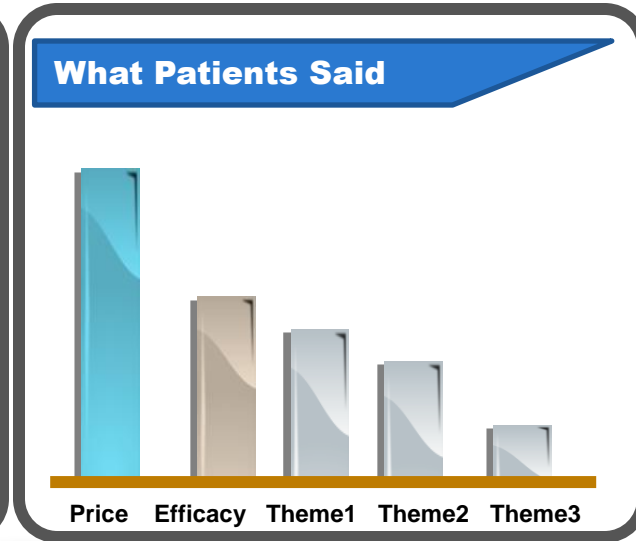
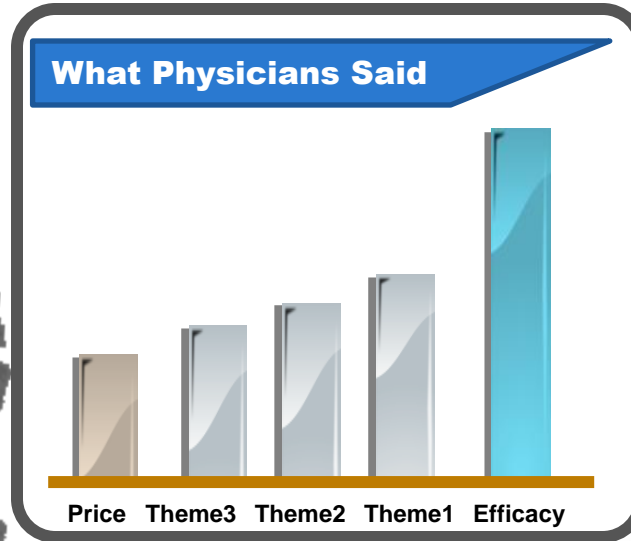
A large, light gray magnifying glass graphic with a circular lens and a handle extending to the left. The lens is focused on the text "Case studies".

Case studies

**Examples from our past
experience**

A diabetes drug had high pre-launch expectations from both physicians and patients alike.

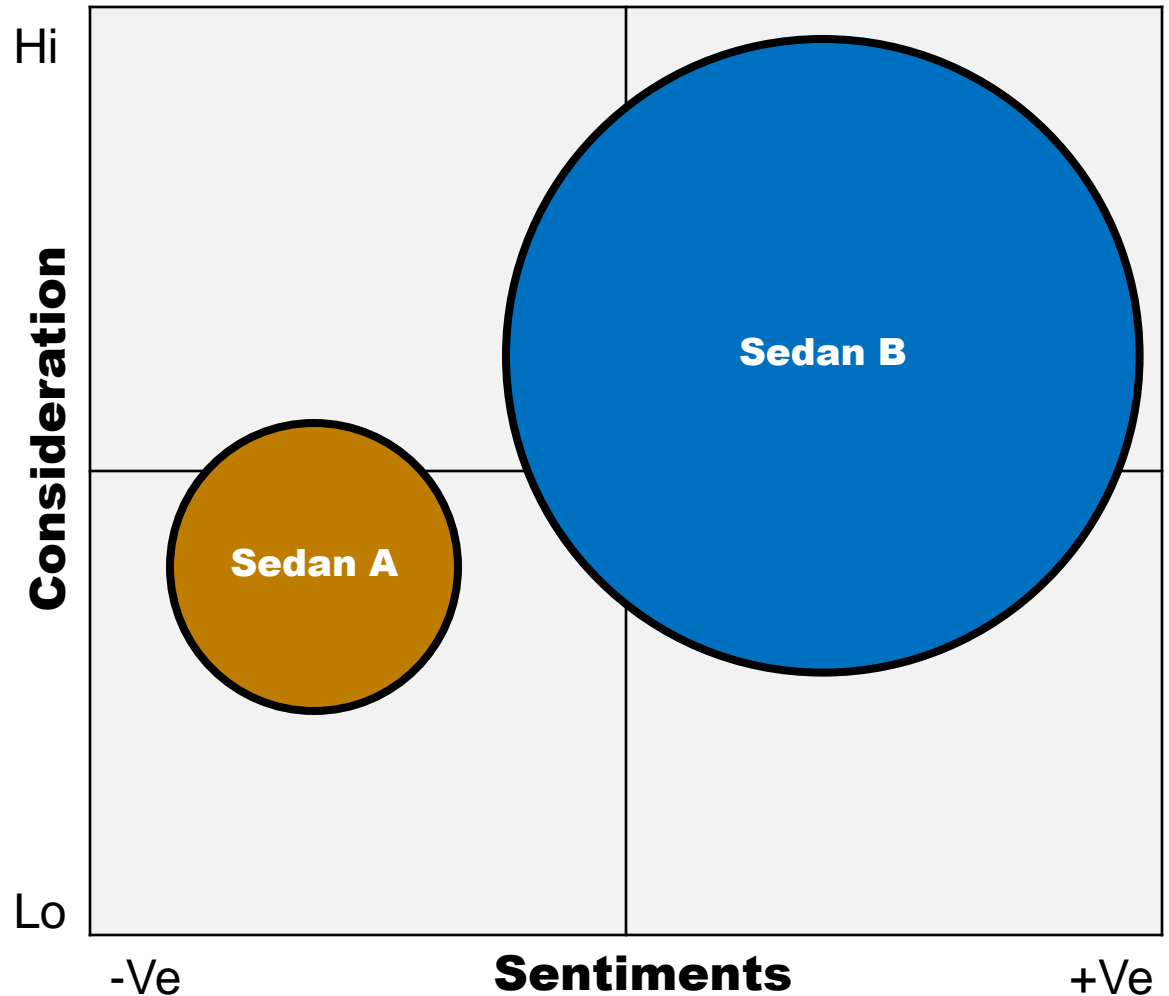
While physicians felt the drug has the best efficacy, patients felt that it was very expensive.



Illustrative Sample

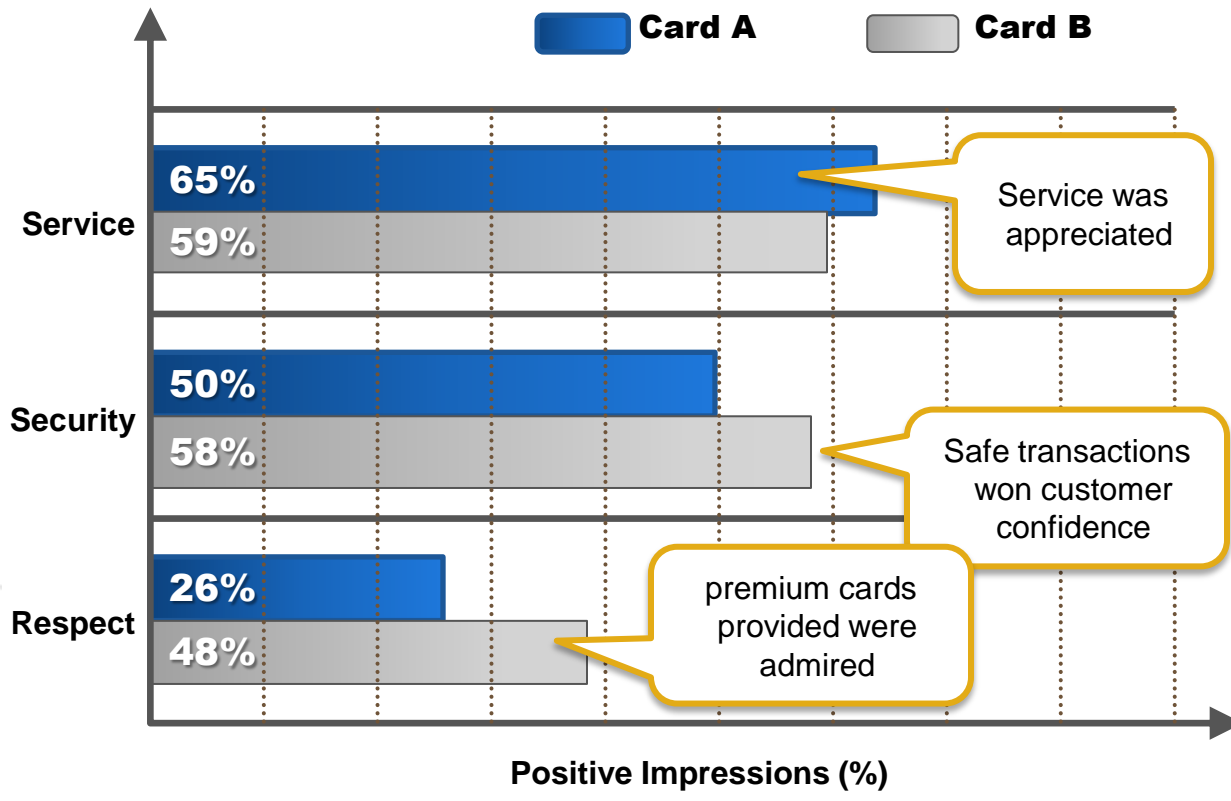
The launch of a sedan lost some of its sheen owing to negative chatter on its price even when it was highly recommended by opinion leaders.

This resulted in high consideration for competitor in the same segment.



Understanding credit card customer perceptions by integrating social media data with internal data.

Social Media showed how its customer base had developed an affinity towards its competitor.





Retail/CPG



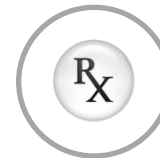
Advertising



Communications/
Public Relations



High Tech/
Telecom



Pharmaceuticals
Health Care



Financial
Services

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