A Global Consumer Products Company
Competitive Analysis and Marketing Promotions

Business Need
CPG was looking for a Social Media Analytics platform to help three departments (Detergents, Cosmetics and Adhesives) gain insight into Social Media. The three main factors in requiring a solution were: understanding the voice of the customer to better serve customer segments, measuring key differentiators at both brand and product level during the product lifecycle and comparing results with traditional research data for better market insights.

The solution
Leveraging Social Media Analytics they identified relevant topics, promoted and performed a rich analysis of consumer discussions across multiple social channels to more effectively engage with target consumers. Additionally they performed a competitive analysis of the same feature set identifying trending topics in the language of the consumers.

Benefits
- Discovered a competitor weakness related to underlying category attributes valued by consumers leading to a refocusing of the marketing message resulting in significant market share increases
- Drove marketing actions that prevented costly pricing discounts and package re-design saving the company significant costs associated with re-packaging the product.

German based chemical and consumer products company, with global product lines across personal care, cleaning products, laundry and adhesives.
"The work we did with IBM fundamentally changed our business strategy and how we looked at our own brand"

- Simon Talbot Kraft Australia

A Global Consumer Products Company Product Insights and Campaign Effectiveness

Business Need

This global consumer products company wanted to grow its iconic Australian brand’s market share by capturing key insights from social media to validate marketing campaign approach. They felt they needed to evolve with the ever-changing modern lifestyles and dietary needs of younger consumers. It sought to create fun ways to engage its target segment by exploiting online marketing and social media.

The solution

Use social media analytics to track and visualize what is said about its brand and products on social networking sites, blogs and forums. Gathering user data from multiple sources, the company captures unstructured text and analyzes sentiment to reveal hidden attitudes and opinions that the company uses to identify consumer buying propensities, foster those who influence others’ purchasing decisions.

Benefits

- Reduced market research time from 46 months to 2 months
- Sales increased over best year ever and attributable to insights and campaigns created which resulted in multiple purchases of products by consumers
BBVA: Social Media Analytics for Better Brand Monitoring and Risk Management

Business Need
- Provide reliable and standardized metrics for e-reputation management globally
- Compare brand value across different segments and markets
- Definition and Automation of Brand Risk Management
- Scalable solution to be deployed worldwide

The solution
After a successful PoC, customer agreed to implement SMA for better standardization and product support across all geographies (Spain, US, Mexico, Venezuela).

Benefits
- Enables BBVA to consistently respond to and gain insight into customer needs and feedback.
- Gives BBVA the ability to measure the success of its outputs and approaches to engaging stakeholders and customers.
- Shows whether positive or negative sentiments have increased or not, looks for the source and reason of comments and helps make decisions and plans.

“What is great about this solution is that it helps us to focus our action on the most important topics of online discussions and immediately plan the correct and most suitable reaction.”

-Online Communication Department, BBVA
Toulouse city hall listens to its citizens for better actions and quality of life

This quality of life is first and foremost based on the way tourists are welcomed, an aspect central to the staging of the competition.

Business Need

Toulouse city hall was not able to automate and measure what citizens were saying about their city. Need to better listen to citizens to react faster or anticipate day-to-day issues (street workings and cleanliness...).

The solution

- SMA analyzed 1.6M of posts over one year
- Measurement of discussions related to safety, cleanliness, sports, social themes, culture, education...
- Sentiment analysis for near real time citizens satisfaction measurements. Localization of places at risk.
- Detection of new trends

Benefits

- Better understand reasons for citizens dissatisfaction
- Improve communication campaigns by better understanding what citizens are annoyed with and by explaining the value of new programs
- Decrease time to actions (cleaning streets, traffic jams...)
- Identification of local influencers (bloggers)
US-Based Multi-Channel Contact Center Outsourcer
Product Insights and Campaign Effectiveness

Business Need
Social media was one of those sources of data they wanted to mine for behavioral and emotional insights; as well as, trends to provide proactive insights back to their clients while improving their customer touch points. The Company was using a competitive for Social Media analytics; however, they had need for deeper reporting & analysis to provide their customer base with rich insights.

The solution
The company chose IBM's Social Media Analytics and Predictive Analytics to provide sentiment analysis, trend analysis and improve staffing forecasting.

Benefits
- Near real-time alerting of emerging trends based upon business rules
- Identified new source of potential consumers adjacent to the original intended target audience, which led to increased sales, for their client.
- Ability to identify potential product recalls and negative trends 24 to 36 hours in advance of the increase in call volume, allowing for proper and consistent message creating and staffing levels.