

Harnessing the Power of Buzz for Media Planning

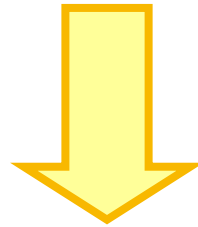
Polly Carter, KMR Group



Word of Mouth phenomenon

Many new communication platforms

- Broader social networks
- Multiplicity of buying options



Word of Mouth communication is playing a more significant role in consumer purchasing decisions than ever before



But what does this mean for media planning?

Traditional media planning is based on first contact

- But what about the people they reach?
- Why not plan the 'extended reach' of a campaign based on the potential impact of buzz?



Identifying Word of Mouth Transmitters

Three types of Word of Mouth 'transmitter':

'Connectors'

Talk to many
different
people

'Mavens'

Can provide
lots of
information

'Salesmen'

Can convince
others of their
opinions



What are people talking about in different markets?

Top 3 discussion topics by country:

Czech Republic

1. Clothes
2. Mobile phones
3. Cars



Great Britain

1. Food
2. Clothes
3. Alcohol



Serbia

1. Mobile phones
2. Toiletries
3. TV/Video/Audio



Identifying Word of Mouth 'Champions'

'Connectors'

Talk to many
different
people

'Mavens'

Can provide
lots of
information

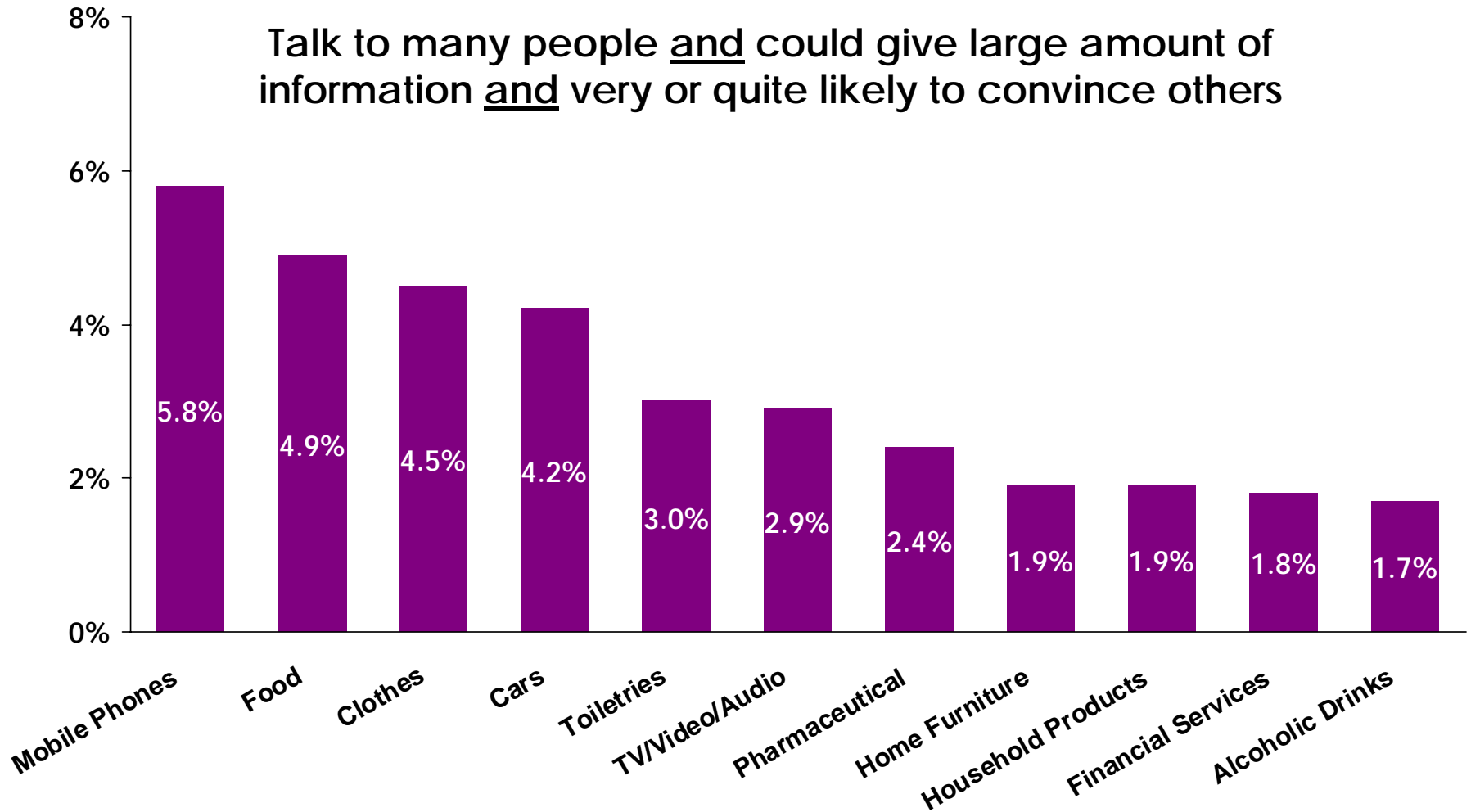
'Champions'

...
others of their
opinions



Word of Mouth Champions: Hungary

Talk to many people and could give large amount of information and very or quite likely to convince others



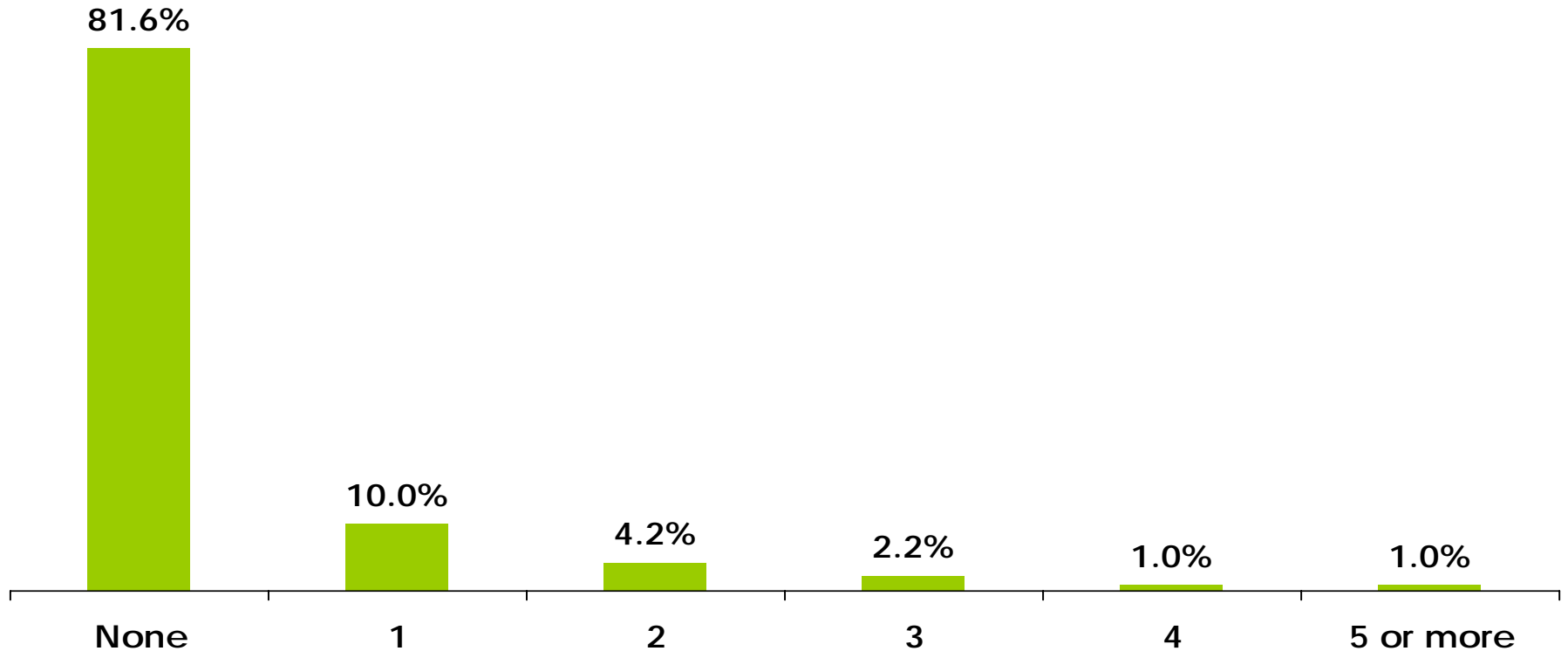
Base: All adults



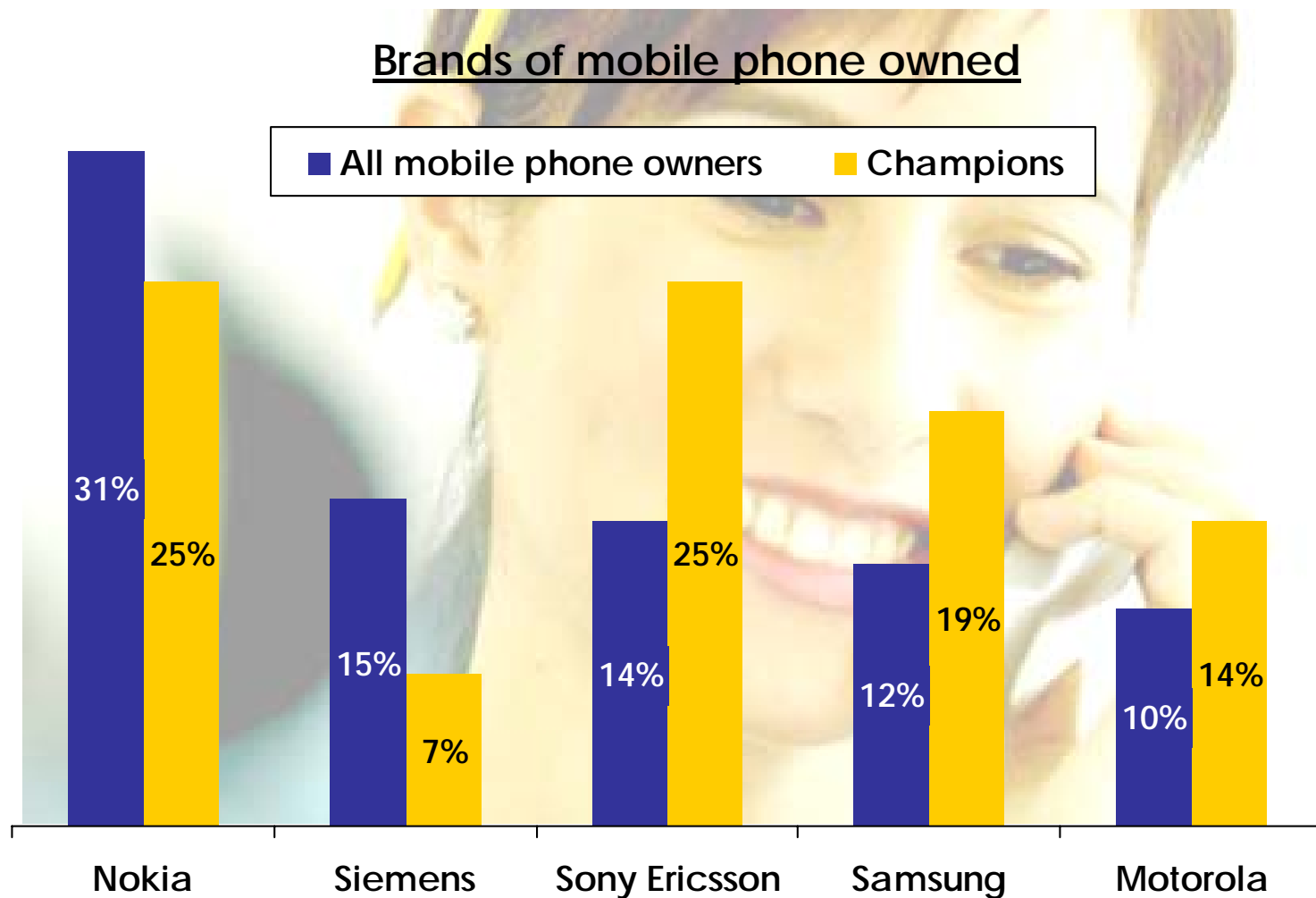
Source: TGI Hungary

Word of Mouth Champions: Hungary

Number of categories in which respondents are defined as Champions

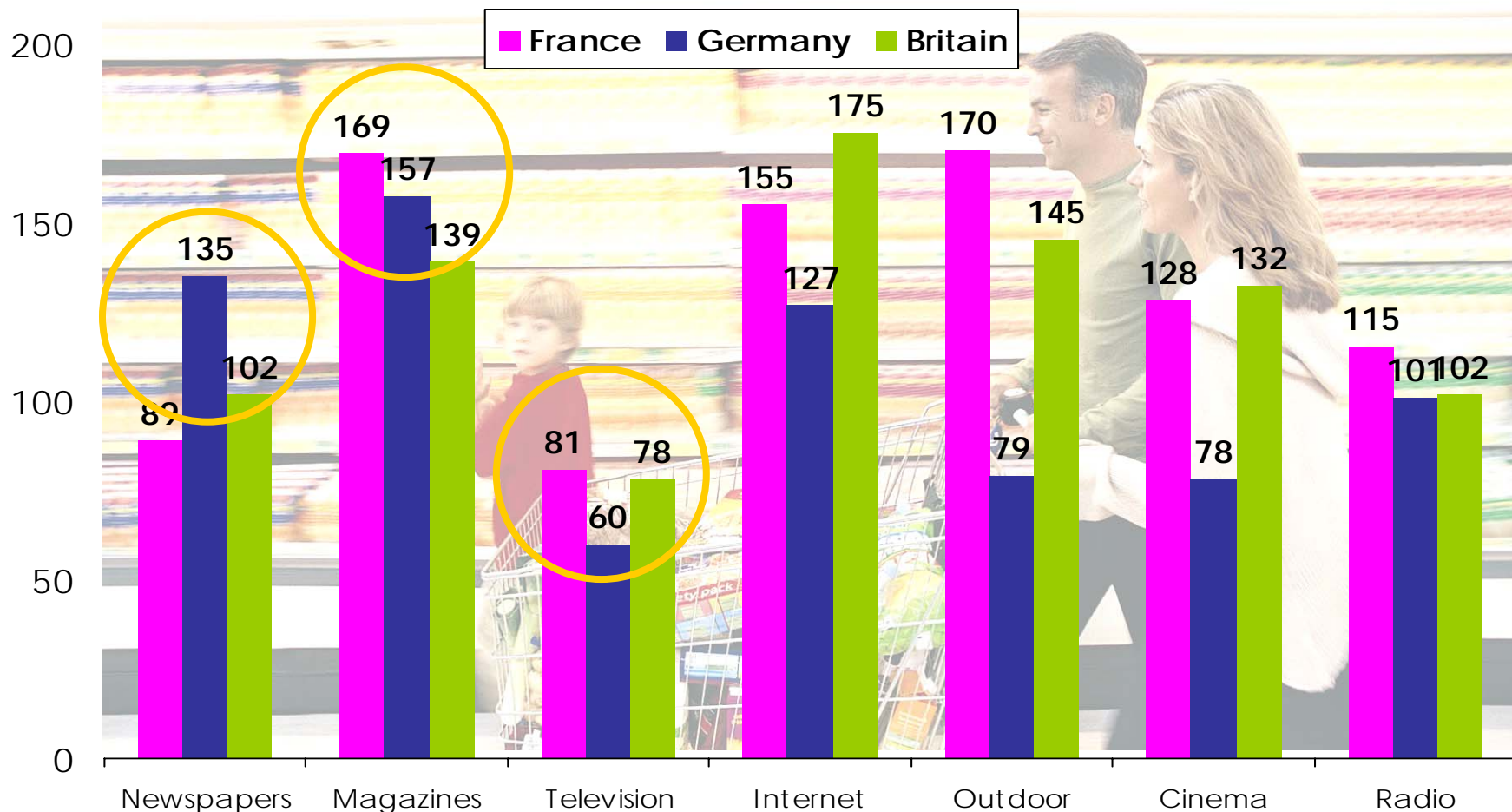


Mobile Phones: Brands used by Champions in Croatia



The Role of Media Channels: Food Champions in Western Europe

Food Champions indexed against all adults



Base: All adults



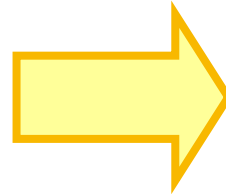
Source: TGI Europa

The Role of Media Channels: Quality Newspaper Reading in GB

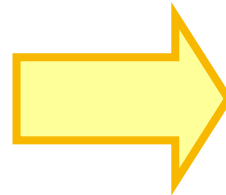
Quality Newspapers read by Word of Mouth 'transmitters' in the car sector

		Connectors	Mavens	Salesmen
All Adults	Profile	14%	9%	18%
	Index	100	100	100
The Times: average issue readers	Profile	16%	15%	24%
	Index	115	158	131
The Guardian: average issue readers	Profile	10%	9%	15%
	Index	71	95	83
Daily Telegraph: average issue readers	Profile	13%	8%	19%
	Index	92	89	103
The Independent: average issue readers	Profile	18%	9%	22%
	Index	134	94	119

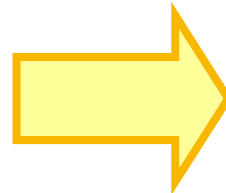
Gross Amplification Points: *Putting a value on Word of Mouth communication*



Champions
Value = x3



Other 'Influencers'
Value = x2



Receivers
Value = x1

The Amplification Factor:

An example using Print Vehicles in Great Britain



Amongst vitamin users:

➤ 1,099,000 readers



➤ 1,084,000 readers

The Amplification Factor: Print Vehicles in GB

Word of Mouth definitions for the Pharmaceutical sector

	Champions	Other Influencers	Receivers	Total
Daily Telegraph: average issue readers (000s)	9	156	934	1,099
Assumed Amplification Factor	x3	x2	x1	
Amplified Contacts (000s)	27	312	934	1,273
Amplification Factor				1.16

The Amplification Factor: Print Vehicles in GB

Word of Mouth definitions for the Pharmaceutical sector

	Champions	Other Influencers	Receivers	Total
Daily Telegraph: average issue readers (000s)	9	156	934	1,099
Assumed Amplification Factor	x3	x2	x1	
Amplified Contacts (000s)	27	312	934	1,273
Amplification Factor				1.16
Reader's Digest: average issue readers (000s)	19	208	857	1,084
Assumed Amplification Factor	x3	x2	x1	
Amplified Contacts (000s)	57	416	857	1,330
Amplification Factor				1.23

The Amplification Factor: Mobile Phone Champions across Europe

Readers of FHM – Target of Mobile Phone Owners

	Target Reach (000s)	Amplification Factor (3:2:1)	Amplified Contacts (000s)
France	1,300	1.60	2,082
Germany	431	1.62	698
Great Britain	2,327	1.69	3,923
Hungary	128	1.71	221
Slovenia	34	1.91	65
<u>Total</u>	<u>4,220</u>		<u>6,989</u>

Summary

With so much competition for attention, Word of Mouth plays a key role for consumers

- This can be seen across Europe, although the level and type of 'buzz' varies by market and product sector
- Careful media selection can improve targeting of the communications and amplify the message
- Gross Amplification Points – a new planning method for Word of Mouth alongside traditional media measures

