



## **Ford** Eco cars

July 2012

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# Ford Eco Cars Scope of report

## Reporting period

- Oct 31 2011 – Jan 29 2012

## Language and location

- English
- Global

## Topics

- Ford in relation to conversation about eco or 'green' cars
- 2012 Ford Focus Electric
- 2012 Focus Electric in comparison to the Chevrolet Volt and Nissan Leaf
- 'Owned' media – output by the brand vs. 'earned' mentions

## Analysis

- Sites with a MozRank of below 3 were excluded to ensure data quality
- Quantative analysis was done on the total volume of mentions of the relevant topic
- Qualitative analysis was done on a sample of 200 mentions (where noted)

## Owned media

- For the purposes of this section, the following Twitter accounts were monitored: @ford, @forduk and @fordfocus
- The Facebook page monitored was: [www.facebook.com/ford](http://www.facebook.com/ford)

# Key Findings

# Key findings

- Conversation about Ford and eco cars was frequent during the reporting period, with peaks in conversation driven by brand-related stories, usually about the Focus Electric – which itself accounted for over a quarter of the total conversation.
- Conversation about Ford and eco cars tended to take place on Twitter most frequently, but was also relatively common on blogs and forums, whereas conversation about the Focus Electric was overwhelmingly Twitter-based.
- The forums, blogs and news sites that accounted for the most conversation about Ford and eco cars were not only auto-specific sites, but more general sites.
- Nearly a third of all conversation about the Focus Electric was by those within the auto industry, followed by technology websites and news sites, and was predominantly neutral in tone.
- Conversation about the environmental aspects of the Focus was most likely to be positive, whereas conversation about the exterior design/look of the car and the purchase price was most likely to be negative.
- Although the Focus Electric did not have the highest volume of conversation compared to its competitors (Chevrolet Volt and Nissan Leaf), it was by far the most likely to be talked about positively.
- Ford's output on it's own Facebook page is becoming more effective at enticing fans to interact with them, with an increase in likes, share and comments apparent over time.
- The less Facebook posts Ford makes, the more likes each post tends to receive, suggesting that fans prefer a 'less is more' approach.
- Likewise, Ford appear to have decreased the number of tweets they post on average each day, whilst tweets to the brand have increased, suggesting that fans also respond more positively to fewer tweets. Another possibility is that tweets towards the brand occur irrespective of brand activity.



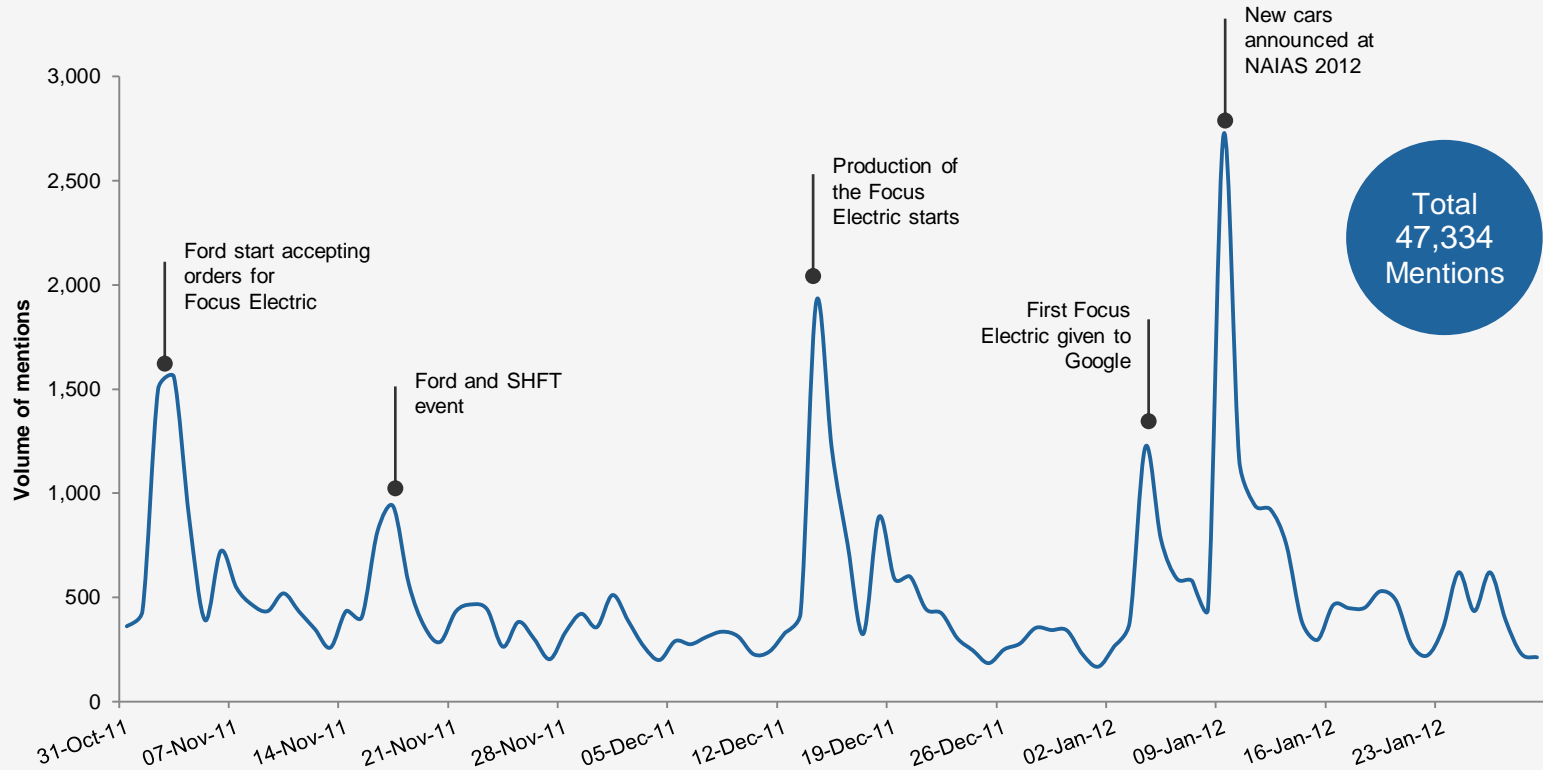
## Key findings (cont.)

- Ford enthusiasts were the most involved 'fans' on Facebook, interacting with the brand page often, and therefore acting as advocates for brand. The brand could consider these fans as good targets for marketing and other activities.
- Tweets towards the brand are most frequent in the afternoon and early evening, making this an optimum time for output on Twitter. Conversely, the brand should avoid tweeting in the early morning as this is the time when they are least likely to be seen by those fans who interact with the brand most.
- Influential Twitter users who mention Ford can be considered as advocates of the brand, providing free and unsolicited promotion of the brand, often to a large number of followers.
- These accounts also present an opportunity to build a strong brand-customer relationship, whilst interacting with them will also demonstrate brand sociability to their followers.



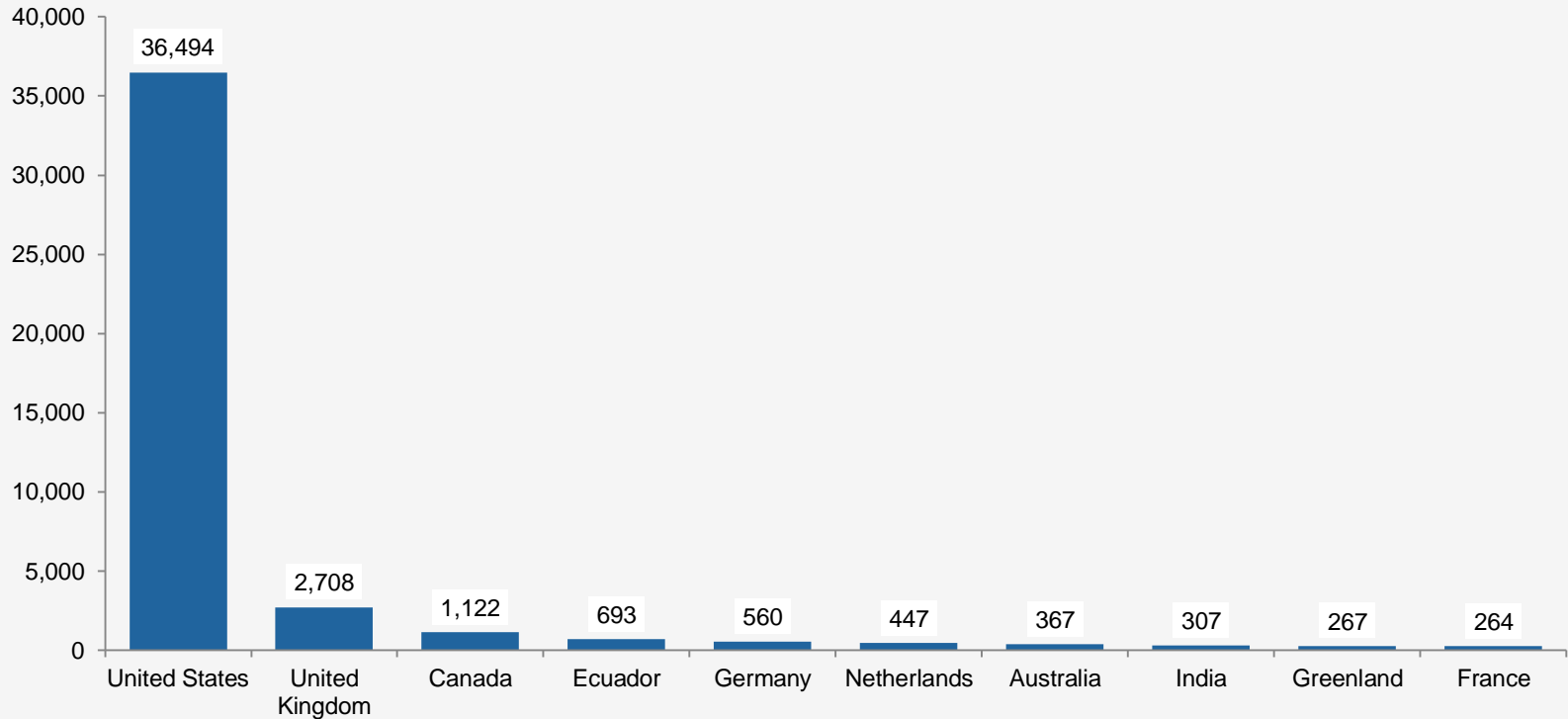
Ford in  
eco car  
conversation

# Conversation peaked in response to brand activities such as announcements and releases



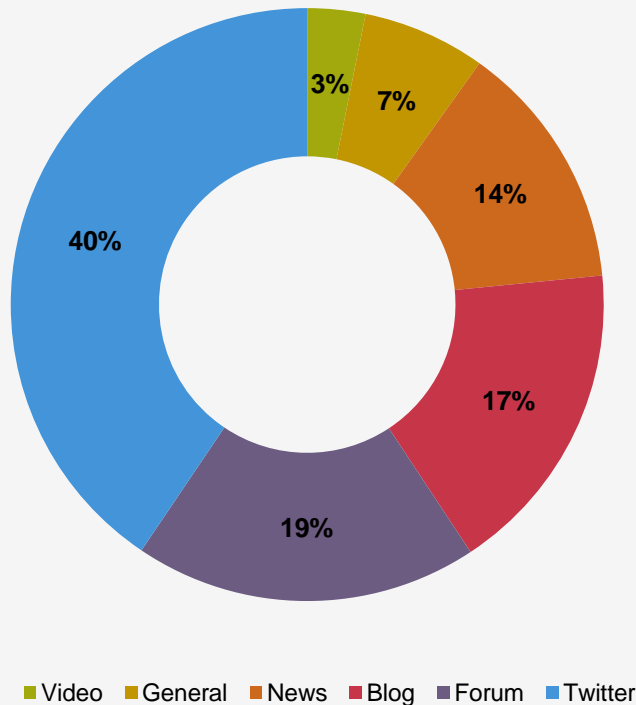
- There was a large amount of conversation about Ford in relation to 'eco' cars during the reporting period, with over 47,000 mentions over the three months.
- Conversation levels were relatively constant during the reporting period, with the exception of several peaks.
- These peaks in conversation were experienced throughout the reporting period, the reasons for which are noted above.
- These peaks are generally related to new releases or announcements from Ford and are therefore driven by the brand.

# Conversation about Ford and eco cars took place predominantly in the USA

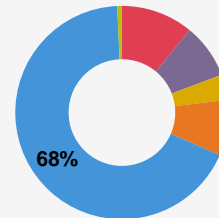


- The United Kingdom also showed a relatively large volume of conversation.
- In the rest of Europe, conversation appeared most in Germany, the Netherlands and France.
- In the rest of the world, Canada, Ecuador and Australia showed the highest levels of conversation.

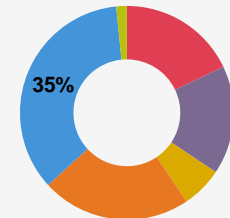
# Twitter accounted for the largest share of conversation about Ford in relation to eco cars



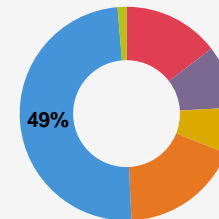
Ford accept Focus orders



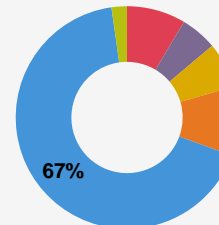
Ford SHFT event



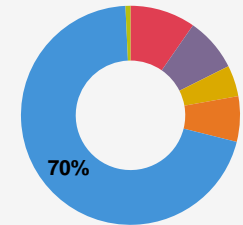
NAIAS



Focus production starts



Focus given to Google



- A relatively large percentage of conversation took place on forums and blogs.
- The pies on the right show the conversation about the top stories of the reporting period broken down by page type. This shows that four of the top five stories featured on Twitter more than average conversation did.
- The Ford and SHFT event was discussed on blogs and news sites more than average.

# Influential tweeters discussing Ford tended to post news stories about the brand

Twitter user	Followers	Account type	Number of Tweets
@jimcramer	431,204	Founder of The Street news site	1
@engadget	402,860	Gadget website	4
@ForbesTech	368,097	Forbes tech news account	3
@VIVAnews	358,480	Indonesian news site	1
@nytimesbusiness	247,115	New York Times business site	1
@funkmasterflex	236,442	American DJ/rapper	2
@Scobleizer	228,669	Technology enthusiast	1
@USATODAYmoney	219,486	Business/finance news	3
@consumerreports	212,200	Consumer testing organisation	3
@bing	173,314	Search engine/news site	1

“ #IFWT Auto Talk:  
2013 Ford Fusion Hybrid packs  
47 mpg, dashing good looks -  
<http://t.co/KXEf82Gv>”



“ Ford begins taking reservations  
for the Focus Electric, pricing  
starts at \$39,200  
<http://t.co/1FhHtwuD>”



“ Check out these eco-friendly tips  
on ‘The Current,’ presented by  
@FordFocus Electric:  
[binged.it/y2wzWt^dr](http://binged.it/y2wzWt^dr)”



- Above are the Twitter users who posted about Ford with the most followers.
- The vast majority of Tweets by these users were links (or retweets with links) to news stories about Ford and were therefore neutral.

# Those who tweeted most about Ford had a variety of interests

Twitter user	Volume	Account type	Followers
@CommanderKayla	159	Fishing enthusiast	134
@UKTrucks	143	Truck enthusiast	754
@TheGreenCarTrap	99	Green car news	677
@FordGuide	78	Unofficial Ford guide/news	1,293
@orli_ford	70	Car enthusiast	1,219
@carstufffeed	67	Car news feed	455
@kirillklip	56	Chairman of Board of International Lithium corp. and TNR Gold Corp.	554
@simplesolar101	56	Solar energy information	1,382
@DealerContent	41	General content/news feed	304
@Ford_Fan_Star	41	Ford/car enthusiast	1,474

“ Ford gauges market for electric vehicles [vehiclesns.mx/Ooegy6](https://www.vehiclesns.mx/Ooegy6) ”



“ Ford Focus Electric costs same as Chevrolet Volt, more than Nissan Leaf: The Ford Focus Electric will offer a mi... [bit.ly/v6beWD](http://bit.ly/v6beWD) ”



“ Ford Kicks off Production of Focus Electric [dlvr.it/15sxYY](http://dlvr.it/15sxYY) ”



- Above are the Twitter users who posted the highest number of Tweets about Ford.
- As with the Tweeters with the most followers, the vast majority of Tweets by these users were links (or retweets with links) to news stories about Ford and were therefore neutral.

# Forums where Ford and eco cars were discussed were not necessarily auto-specific, but were often

Forum	Forum type	Volume	Monthly visitors
<a href="http://answers.yahoo.com">answers.yahoo.com</a>	Q&A website/forum	88	465,103,000
<a href="http://rv.net">rv.net</a>	RV enthusiasts website	86	104,000
<a href="http://rvusa.com">rvusa.com</a>	RV-focused website (USA)	80	100,000
<a href="http://ford-trucks.com">ford-trucks.com</a>	Ford truck enthusiast website	79	515,000
<a href="http://liquida.com">liquida.com</a>	Global community news site	77	463,000
<a href="http://forums.goodsamclub.com">forums.goodsamclub.com</a>	Open roads forum	69	106,000
<a href="http://priuschat.com">priuschat.com</a>	Prius-focused website	60	105,000
<a href="http://forums.crackberry.com">forums.crackberry.com</a>	Blackberry fans site	57	2,999,000
<a href="http://explorerforum.com">explorerforum.com</a>	'Explorer' and similar car enthusiasts site	50	147,000
<a href="http://permalink.gmane.org">permalink.gmane.org</a>	Electric vehicle forum	50	242,000

NB; forums with less than 100,000 monthly visitors have been discounted

“ Is fuel efficiency your only concern? If so, and money is no object, then you should buy either an electric vehicle like the Leaf or Focus Electric, or a hybrid like the Fusion Hybrid, Prius, Insight or Volt. ”

“ The Escape hybrid has been on the road for over 6 years now without a major problem with the hybrid system. I think Ford knows how to put a reliable hybrid on the road. ”

“ I drive a 2005 F250 V10 for work, drive a 2008 F350 DSL for play, and we have a Escape Hybrid for getting around. ”



**FORUM**

[answers.yahoo.com](http://answers.yahoo.com)



**FORUM**

[priuschat.com](http://priuschat.com)



**FORUM**

[ford-trucks.com](http://ford-trucks.com)

- The table above shows the forums that featured the most mentions of Ford in relation to conversation about eco cars during the reporting period.
- Many of these top forums are specific car enthusiast forums, and conversation on them tends to relate to discussing what cars people drive/recommend for different uses.

# Blogs and news sites discussing Ford tended to be general themed

Blog	Volume	Monthly visitors
tumblr.com	97	31,844,000
editorial.autos.msn.com	72	343,536,000
green.autoblog.com	52	6,590,000
joy2day.com	47	325,000
inhabitat.com	38	1,291,000
autoblog.com	38	6,590,000
media.ford.com	35	3,115,000

News site	Volume	Monthly visitors
news.cnet.com	101	82,049,000
thecarconnection.com	94	882,000
tech.fortune.cnn.com	86	85,597,000
greencarreports.com	68	203,000
finance.fortune.cnn.com	55	66,562,000
sys-con.com	53	205,000
finance.yahoo.com	52	438,795,000

“ Ford Rolls out First “100% Sustainable Interior” for Focus Electric ”



“ Twelve months later, Ford is slowly beginning production of its first EV at its Michigan Assembly plant and dropped off one early example to the crew at Google. ”



“ The Fusion Hybrid also gets an update. Ford lowered its engine displacement from 2.5 to 2 liters, and updated the hybrid drive system with lithium-ion batteries. ”



“ Yesterday, the news came down: The 2012 Ford Focus Electric will be priced at \$39,995 before incentives, exactly the same as the 2012 Chevrolet Volt. ”

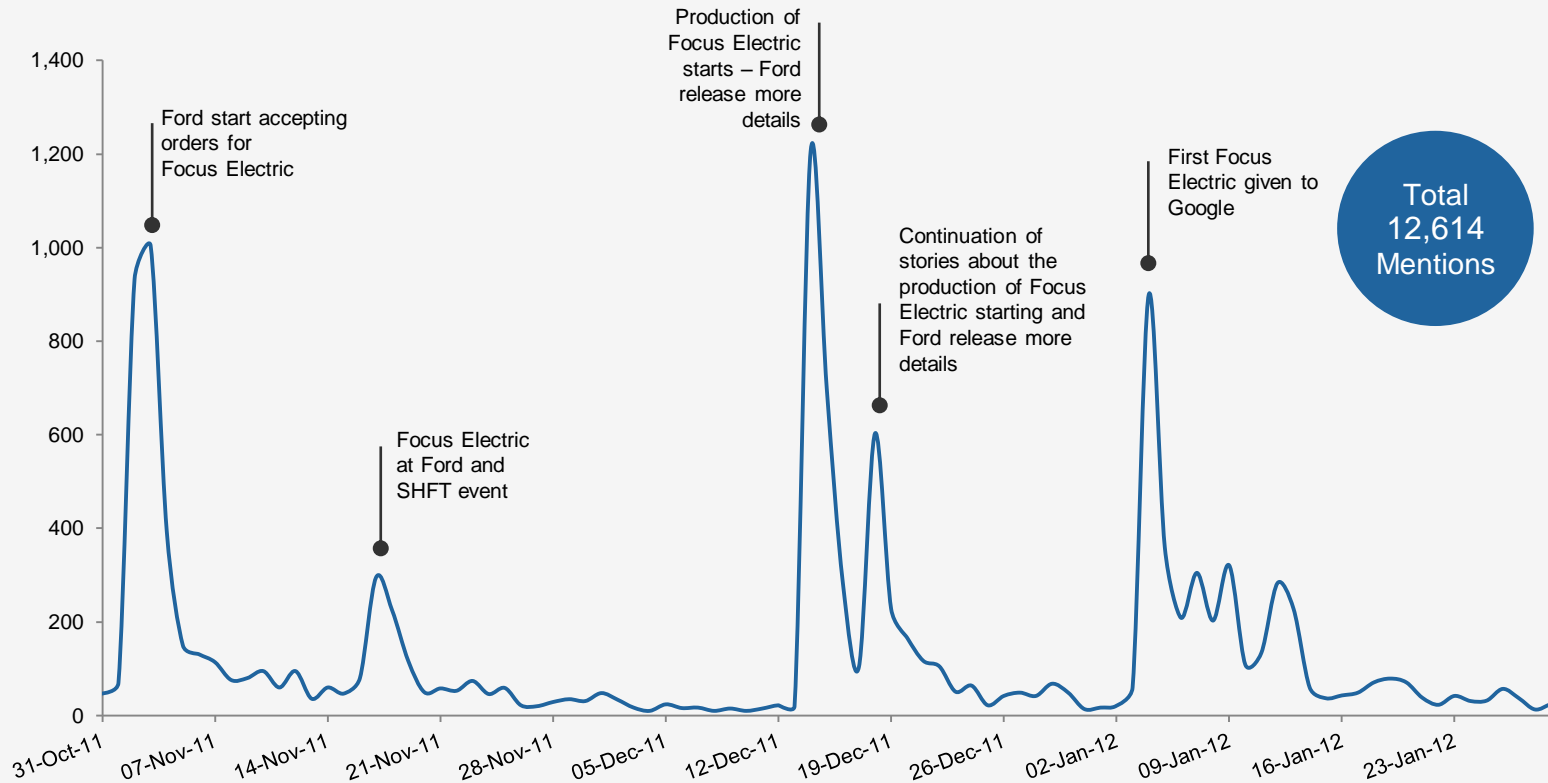


- The tables above show the blogs and news sites that featured the most mentions of Ford in relation to conversation about eco cars during the reporting period.
- The top blogs and forums feature both general news sites, and those that are specifically auto-related.



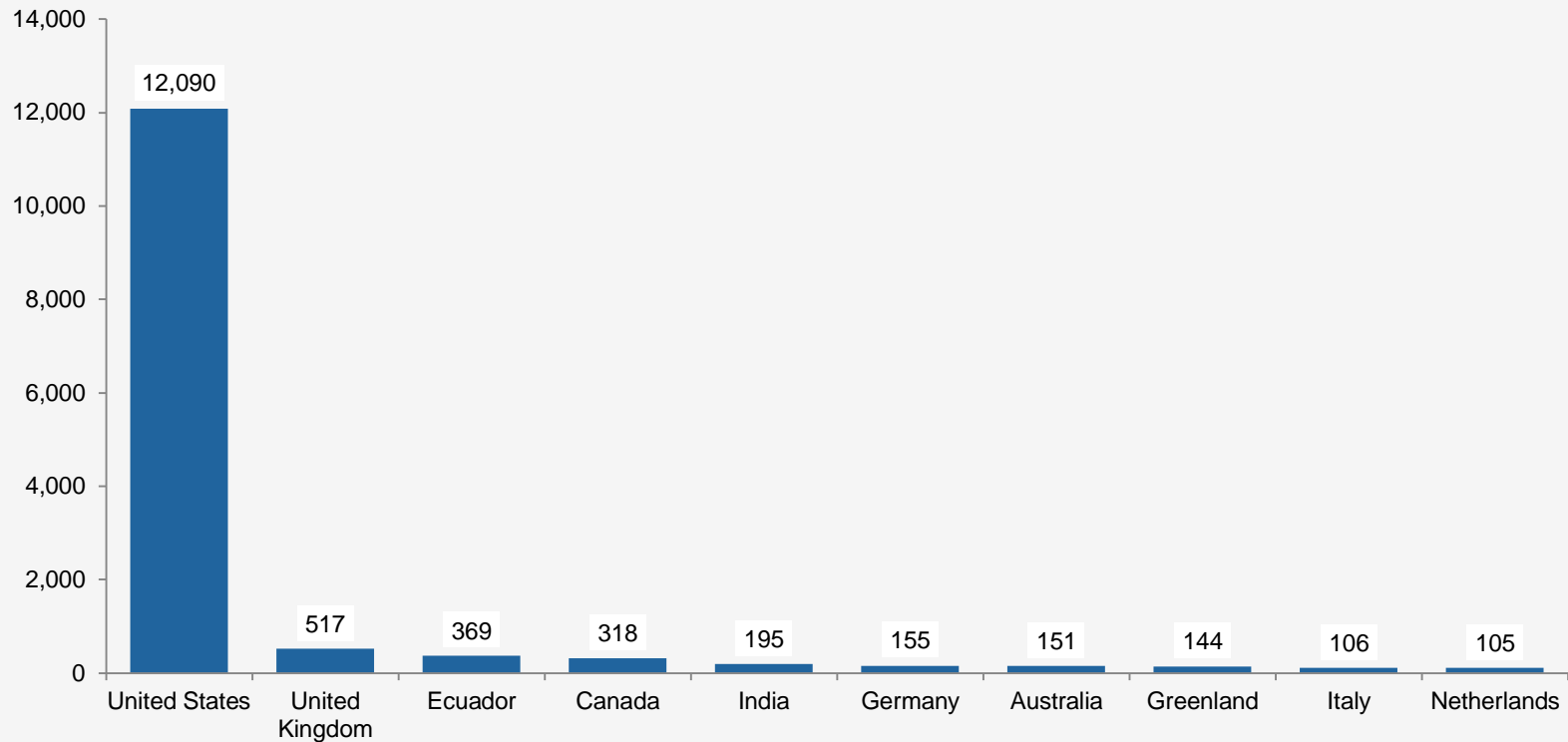
2012  
Focus Electric

# Focus Electric conversation peaked in response to developments in the release/production



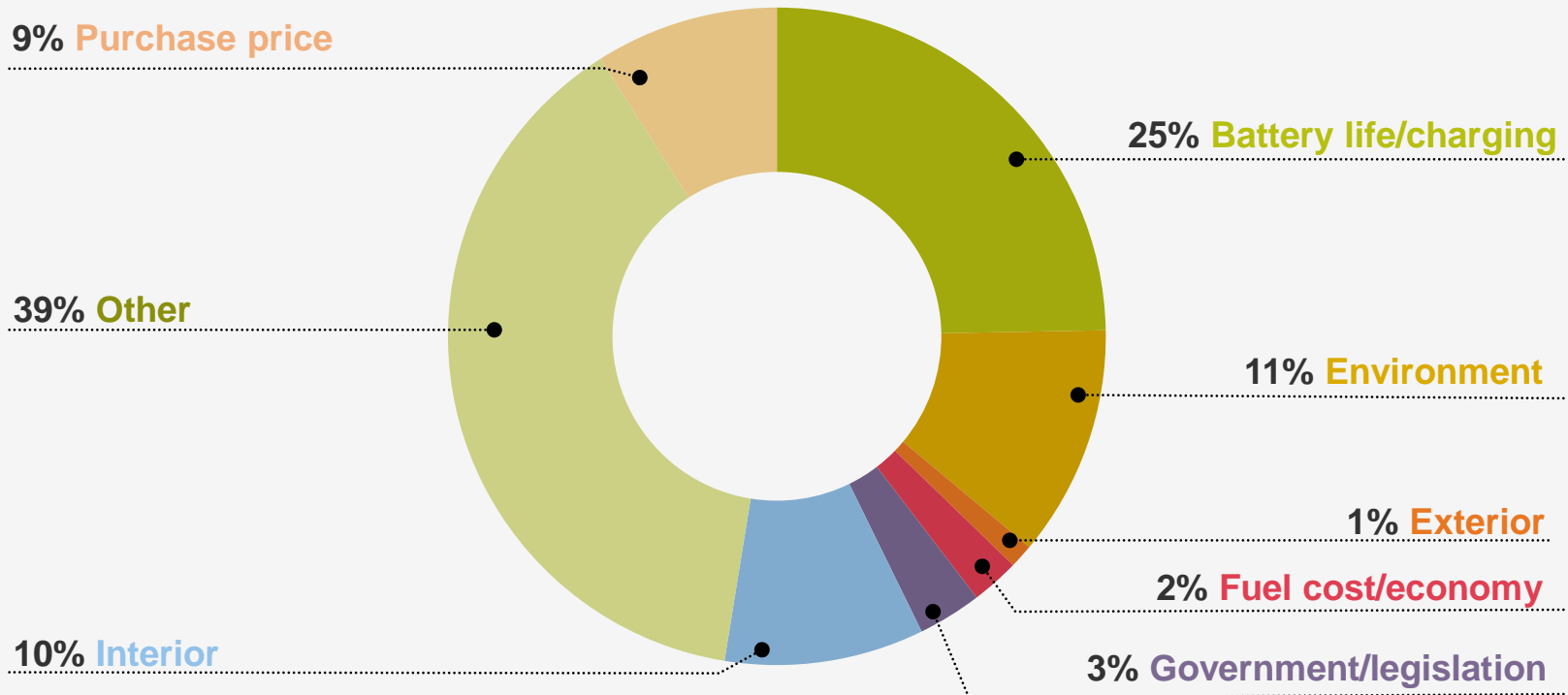
- There was a large amount of conversation about the Focus Electric during the reporting period - over a quarter of the total conversation about Ford and eco cars.
- The peaks in conversation about the Focus Electric mostly mirror the peaks for the total Ford eco conversation (see slide 9), showing that the car frequently drove conversation about Ford.

# Conversation about the Focus Electric was concentrated in the USA



- Other countries discussed the model very little in comparison.
- The second largest amount of conversation was seen in the UK, followed by Ecuador and then Canada.
- In Europe (other than the UK), conversation was most frequent in Germany and Italy.

# Focus Electric conversation tended to be very general and was rarely about a specific element of the model



*NB; based on a sample of 200 mentions*

- Conversation about the Focus Electric was separated into broad topics according to the general theme of the conversation.
- This showed that the majority of conversation fell into the category 'other' – general talk about the release of the car or other non-frequent topics of conversation. The second most popular topic was surrounding the battery life and charging.
- The environmental aspects of the car also featured fairly frequently in the conversation.

# Focus Electric conversation often centered around news about the model

## Other

“ Driving a Focus Electric Will Give You Butterflies!  
[bit.ly/A7iC0o](http://bit.ly/A7iC0o) ”



**TWITTER**

[@hybridenegery101](https://twitter.com/hybridenegery101)

“ First Ford Focus Electric heads to Google [aol.it/z5F6mm](http://aol.it/z5F6mm) #auto #cars ”



**TWITTER**

[@eskaff](https://twitter.com/eskaff)

## Battery life/charging

“ If you're willing to pay a bit more for faster charging, you can always go with the Ford Focus Electric ”



**FORUM**

[my Nissan Leaf.com](http://my Nissan Leaf.com)

“ Focus Electric is the first all-electric vehicle to offer faster charging technology, allowing it to charge in half the time of a Nissan Leaf using 240-volt outlets ”



**BLOG**

[4evriders.org](http://4evriders.org)

## Environment

“ Ford's Focus Electric Vehicle Gets Even Greener: The REPREVE fabric will also be incorporated into other new veh...[bit.ly/Amg4lg](http://bit.ly/Amg4lg) ”



**TWITTER**

[@ralfman08](https://twitter.com/ralfman08)

“ Ford goes the extra mile in being green with the Focus Electric. ”

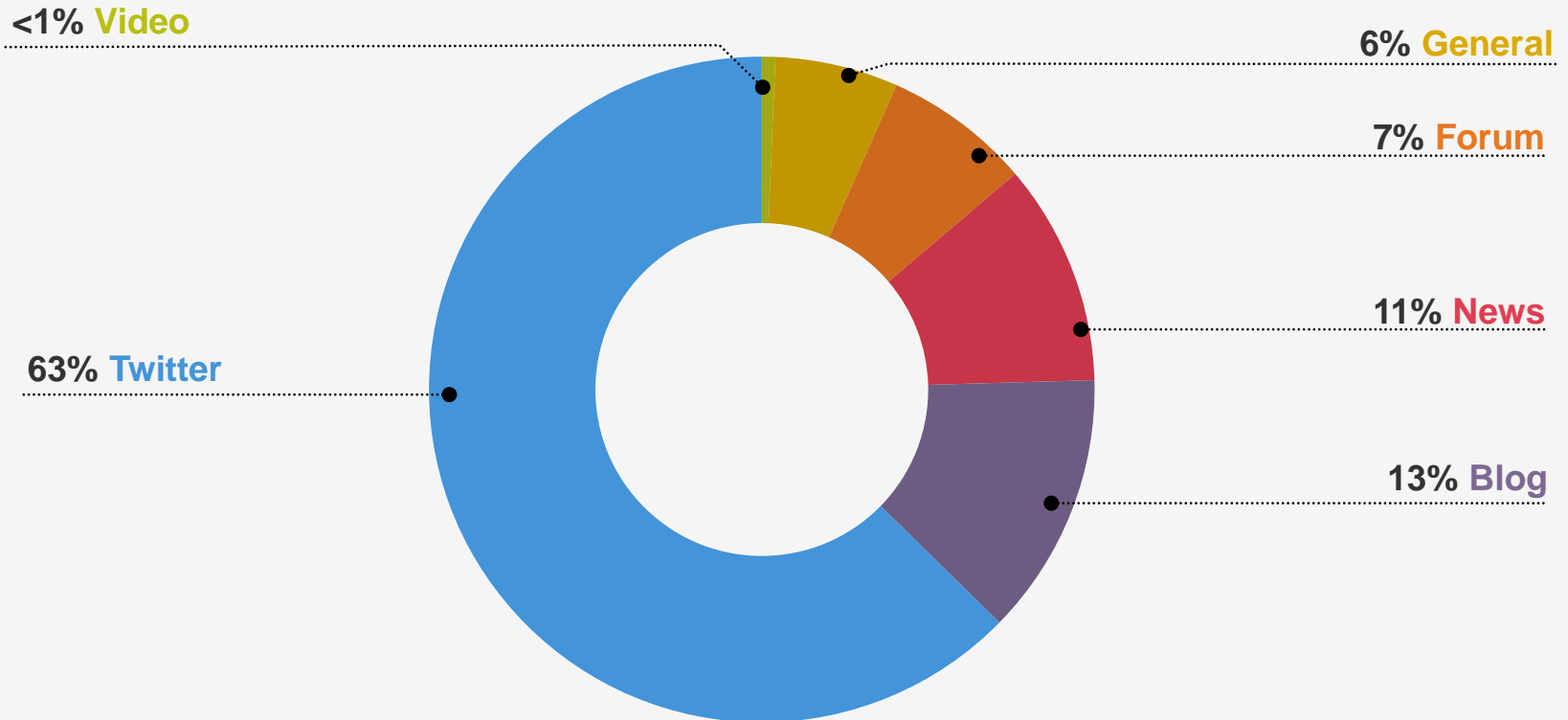


**GOOGLE+**

[Anthony Alaniz](#)

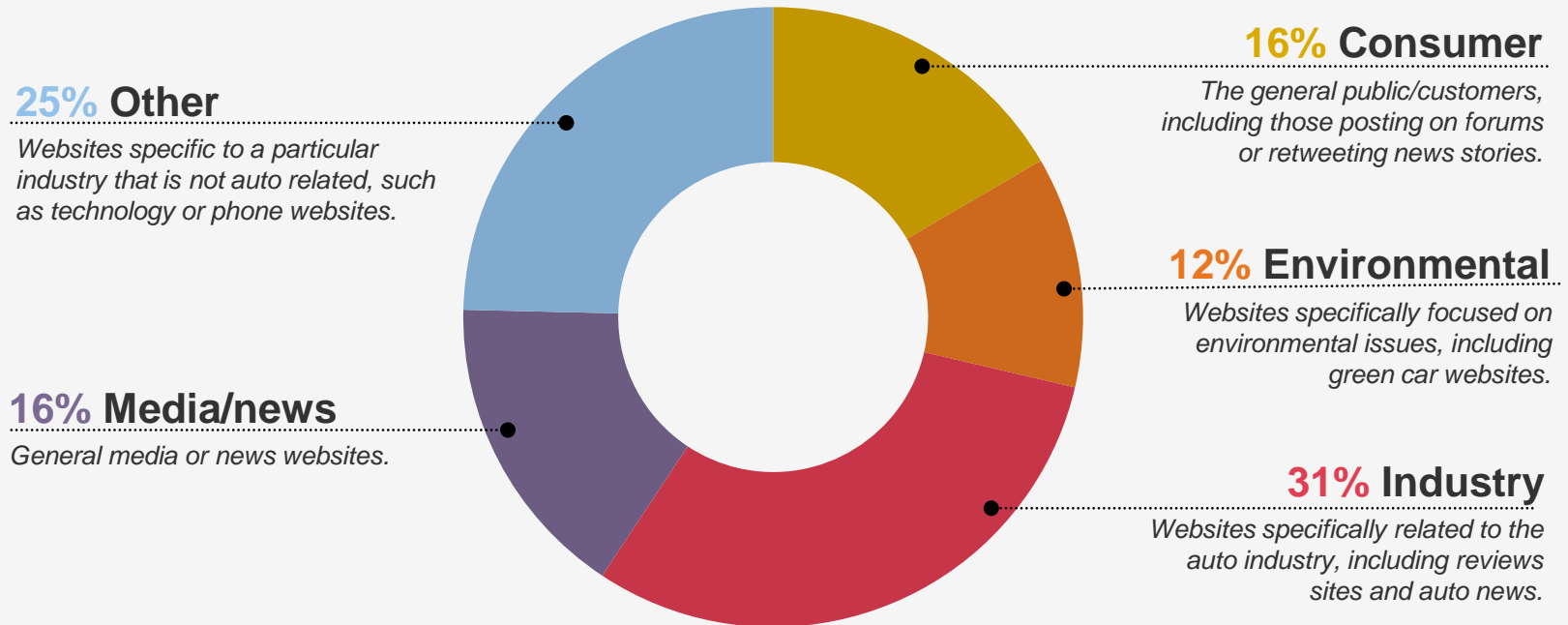
- Above are examples of conversation about the Focus Electric in the top three most common topics.

# Twitter accounted for the vast majority of Focus Electric conversation



- The vast majority of conversation about the Focus Electric took place on Twitter.
- Many Tweets were links to news stories and announcements about the car.
- Blogs and news also accounted for a significant amount of conversation.

# Nearly a third of conversation about the Focus Electric took place on industry sites



NB: based on a sample of 200 mentions

- Conversation was analysed to explore *who* was talking about the Focus Electric.
- Conversation also took place fairly often on technology websites (included in 'other') and on general news sites.

# Focus Electric conversation was similar in topic regardless of who was talking

“ The 2012 Ford Focus Electric has been named as a finalist in the prestigious Green Car of the Year awards although it won't be offered for sale until December. ”



**INDUSTRY**

*[automotivedigest.com](http://automotivedigest.com)*

“ ...it estimates that its upcoming Focus Electric, C-Max Hybrid, and C-Max Energi models will beat the competitors in fuel economy, range, and charging time...”



**INDUSTRY**

*[carnews.gossipblender.com](http://carnews.gossipblender.com)*

“ The future of transportation is here, folks. We've spent some time with the Ford Focus Electric and have seen all the bits that make it go...”



**OTHER**

*[9gadgets.com](http://9gadgets.com)*

“ There couldn't be a better time for car manufacturers to become eco conscious than now, and, it seems that Ford is the leader not only in terms of green technologies...”



**ENVIRONMENTAL**

*[greencleaningideas.com](http://greencleaningideas.com)*

“ ...is starting production of the 2012 Focus Electric, expected to be the first five-passenger, all-electric car to achieve more than a 100 miles per gallon equivalent fuel efficiency rating.”



**MEDIA/NEWS**

*[rttnews.com](http://rttnews.com)*

“ now this IS cool! >> Ford Rolls out First "100% Sustainable Interior" for Focus Electric : TreeHugger [awe.sm/5dPO!](http://awe.sm/5dPO!) ”



**CONSUMER**

*[@shannatrenholm](https://twitter.com/shannatrenholm)*

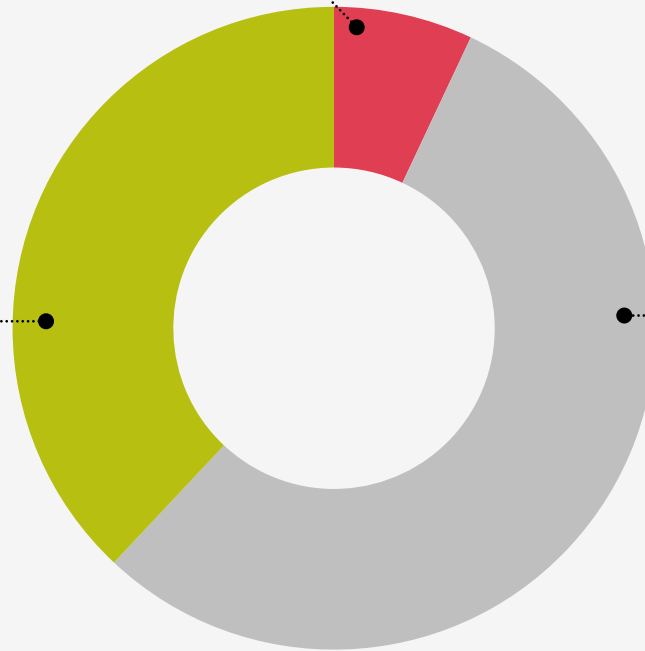
- Above are examples of the different mention types.

# The majority of all conversation about the Focus Electric was neutral, though positive conversation was also common

7% NEGATIVE

38% POSITIVE

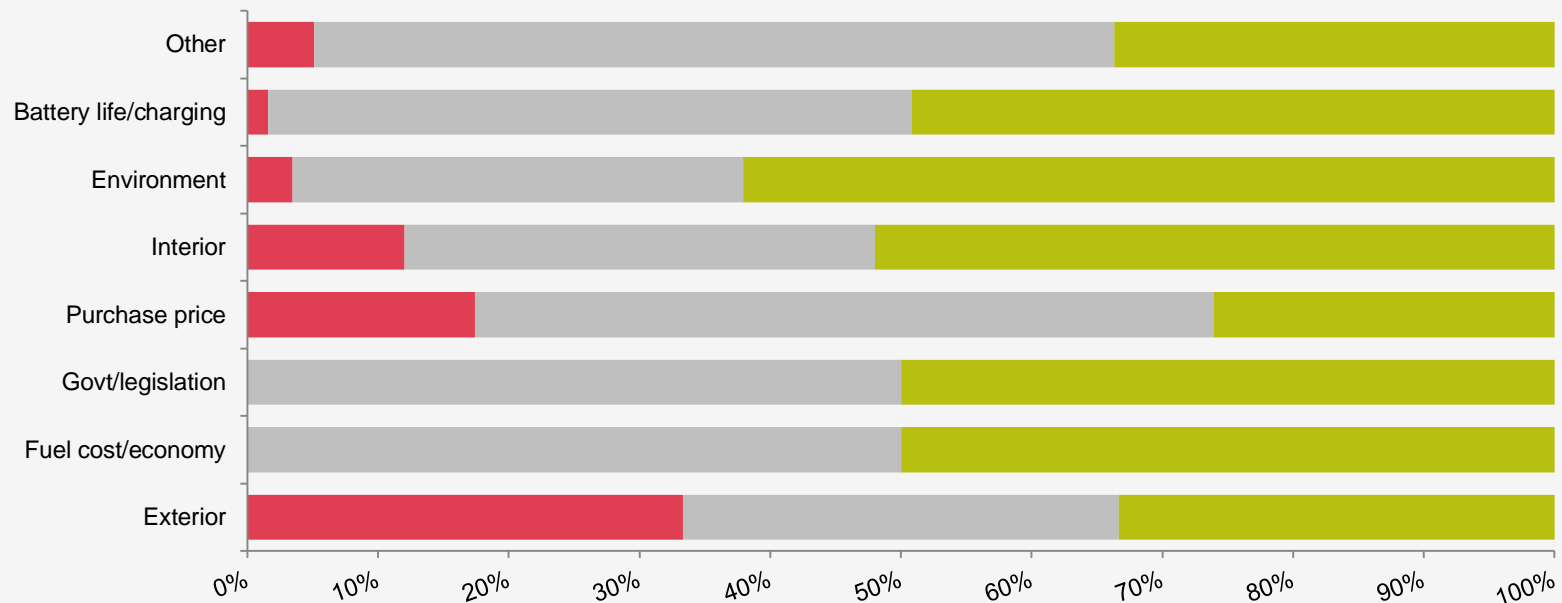
55% NEUTRAL



*NB; based on a sample of 200 mentions*

- Neutral conversation tended to be news stories and details of the car being released.
- Positive conversation discussed many different aspects of the car.
- There was a very small amount of negative conversation about the Focus Electric, the majority of which focused on the purchase price.

# Conversation about the environmental aspects of the car was the most likely to be positive, followed by conversation about the interior of the car



*NB; based on a sample of 200 mentions*

- Conversation about government or legislation, such as taxes and subsidies, and the fuel cost or economy was least likely to be negative.
- Conversation about the exterior design/look of the car and the purchase price was the most likely to be negative.

# Focus Electric conversation was often driven by brand activities

“ Ford talks Focus Electric and it’s deep integration with iPhone Ford’s Sync system has been leading the way as far as in-car mobile technology is concerned. ”

POSITIVE

 **FACEBOOK**  
*TiPb*

“ Ford uses recycled plastic bottles for Focus Electric seats [bit.ly/socLtk](http://bit.ly/socLtk) ”

NEUTRAL

 **TWITTER**  
*@karishma\_tondon*

“ LOL. The Ford Focus Electric only has a range of 70 miles (112 km). That’s so shit. [engadget.com/2011/12/18/f-or...](http://engadget.com/2011/12/18/f-or...) ”

NEGATIVE

 **TWITTER**  
*@scorpusv*

“ Ford is pushing the boundaries of electric cars and we are really excited about the Focus Electric. ”

POSITIVE

 **NEWS**  
*[cars.co.za](http://cars.co.za)*

“ #IFWT Auto Talk: First Ford Focus Electric heads to Google - <http://t.co/FaPovX69> ”

NEUTRAL

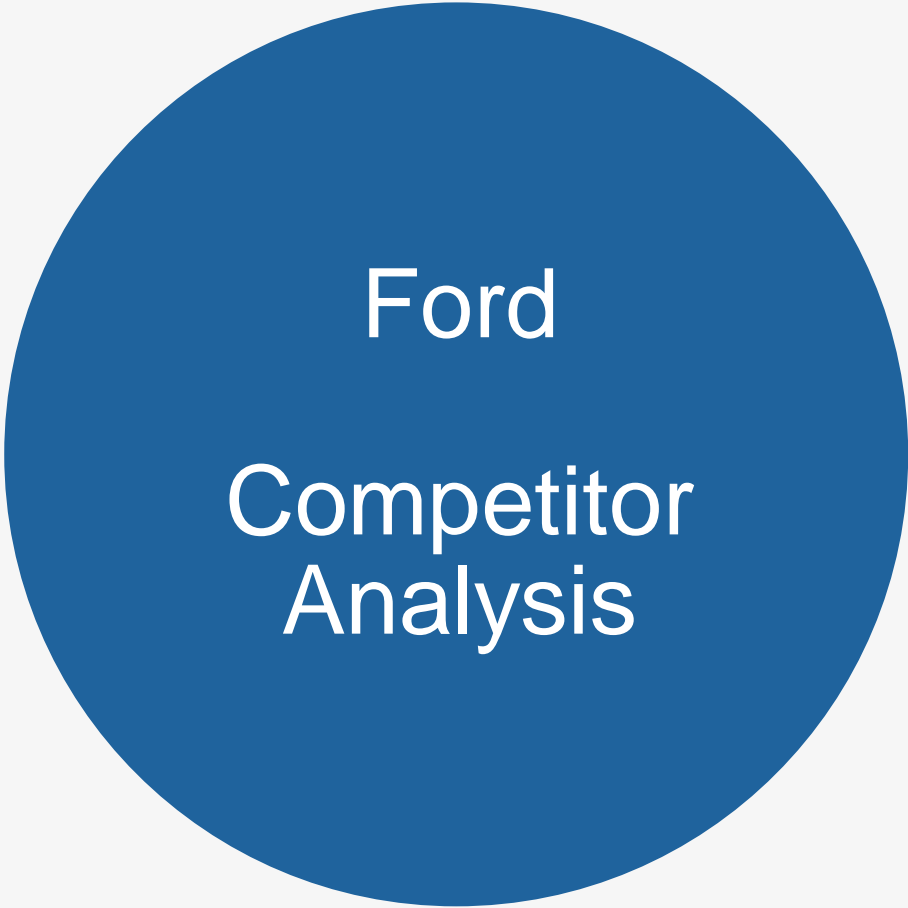
 **FACEBOOK**  
*Funkmaster Flex*

“ More expensive than the leaf. RT @GreenCarReports: You can now order your 2012 Ford Focus Electric for \$39,995 [hgm.me/rw5Phq](http://hgm.me/rw5Phq) ”

NEGATIVE

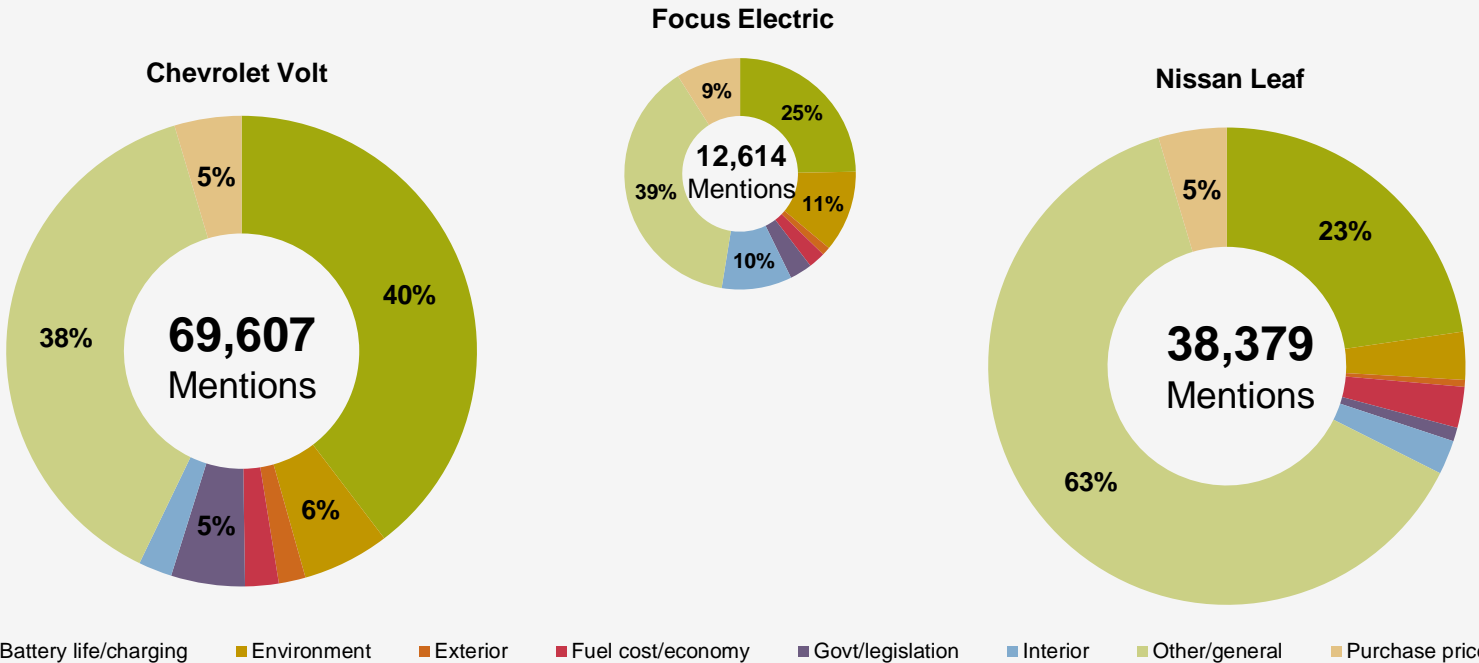
 **TWITTER**  
*@joelfeder*

- Above are examples of conversation about the 2012 Focus Electric of varying sentiment.



Ford  
Competitor  
Analysis

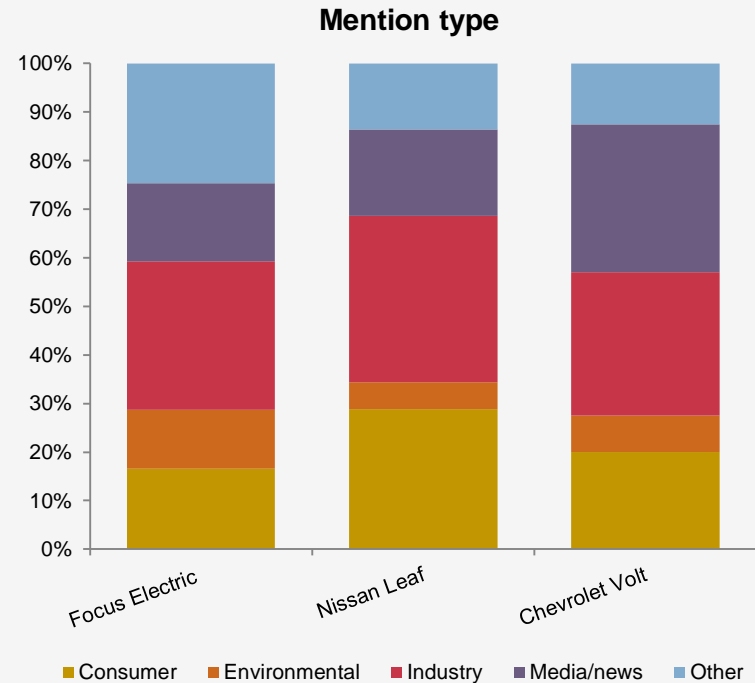
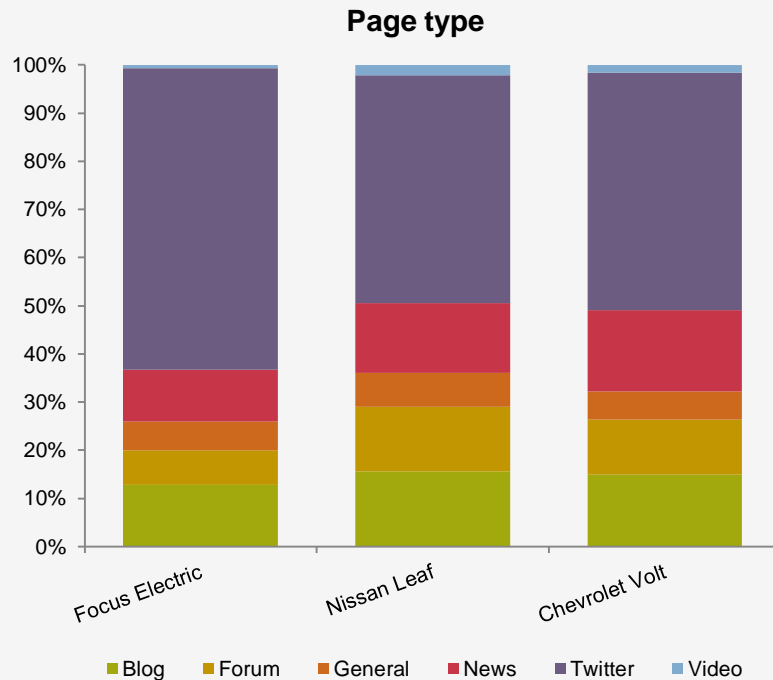
# The Focus Electric and its competitors had a similar breakdown of conversation topics



NB: topic breakdown based on a sample of 200 mentions per brand

- The Focus Electric had the lowest volume of conversation of the three cars. However, it must be taken into account that the other cars are older and have more models.
- The split of conversation according to topic shows a fairly similar spread for each car, though the Nissan Leaf experienced the most general conversation, as it was often mentioned within wider eco car conversation.
- The Chevrolet Volt experienced a large percentage of conversation surrounding the battery, due to a story about the batteries catching fire, whereas the Focus Electric experienced the highest percentage of conversation about the purchase price of the car.

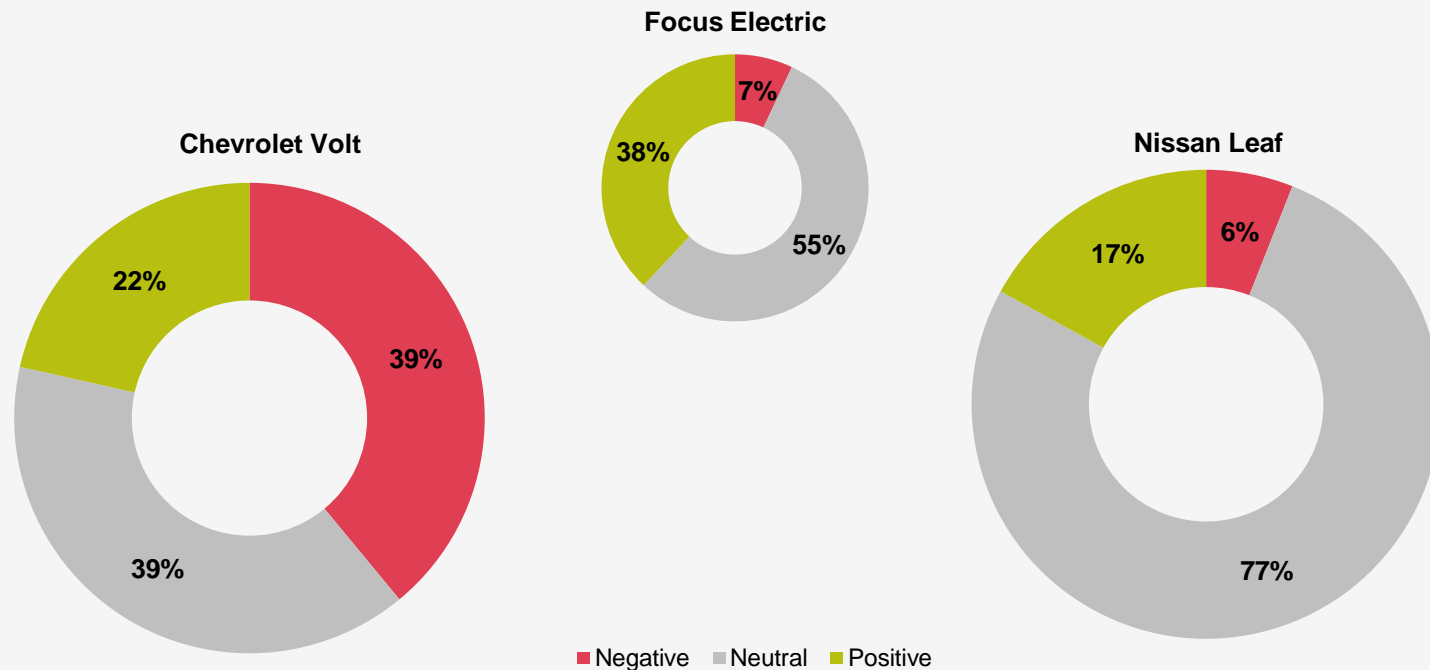
# The three cars saw a similar distribution of conversation across different page and mention types



*NB; based on a sample of 200 mentions per brand*

- The Focus Electric was the car most likely to be talked about on Twitter, whereas the Chevrolet Volt was the most likely to be talked about on, and by, news sites, due to the story about batteries catching fire.
- The Focus Electric was most likely to be talked about by users on 'other' sites, such as technology websites. The Nissan Leaf was the most likely to be talked about by consumers.

# Conversation about Focus Electric was more likely to be positive compared to competitors



*NB; based on a sample of 200 mentions per brand*

- Conversation about the Chevrolet Volt was most likely to be negative. This was due to news stories about the battery catching fire.
- The majority of conversation about the Nissan Leaf was neutral, and conversation consisted mainly of the car being mentioned in passing when discussing electric cars in general.
- Of the three cars, the 2012 Focus Electric was most likely to be discussed positively, and only slightly more likely to be discussed negatively than the Nissan Leaf.

# Conversation about the Nissan Leaf was often contradictory

“ Just parked next to a Nissan Leaf at Trader Joe's. Sporty blue 5 door model. Now I want one. ”

POSITIVE



**TWITTER**

*@daniellerayne*

“ Test drive the Nissan Leaf at SnowJam 2011 at Del Mar Fairgrounds this weekend [bit.ly/ua5fem](http://bit.ly/ua5fem) #cleantech#sandiego #EV ”

NEUTRAL



**TWITTER**

*@glennmosier*

“ I respect that that the Nissan Leaf is 100% electric, but that is one ugly ass car. ”

NEGATIVE



**TWITTER**

*@itsthegonz*

“ The Nissan Leaf is already finding fans across the globe, and thousands of the little electric cars have been shipped worldwide. ”

POSITIVE



**NEWS**

*gas2.org*

“ Any of you drive any of the following electric cars: Nissan Leaf, Mitsubishi iMiev, Citroen C-Zero, Peugeot iOn, Tesla Roadster? ”

NEUTRAL



**FACEBOOK**

*Shae Samantha Eccleston*

“ Dear nissan, Thanks for creating the most retardedest car evver made, i mean ome on the NISSAN LEAF??? REALLY???”

NEGATIVE



**FACEBOOK**

*Boyscout Lilchris*

- Above are examples of conversation about the Nissan Leaf of varying sentiment.

# Chevrolet Volt conversation from consumers expressed varying sentiments towards the model

“ found my dream car. Chevy Volt. ”

POSITIVE



FACEBOOK

*Ilya Zhimanov*

“ Auto show and tell: The all-electric, plug-in Chevrolet Volt was one of the fuel-friendly cars featured at the a...[bit.ly/dJVd9Q](http://bit.ly/dJVd9Q) ”

NEUTRAL



TWITTER

*@chevymalibualt*

“ So much for "Going Green!"  
[michigancapitolconfidential.com/16192](http://michigancapitolconfidential.com/16192)- Chevy Volt Costing Taxpayers Up to \$250K Per Vehicle #Hrtexas #teaparty#tcot #LatinoGop ”

NEGATIVE



TWITTER

*@raultorresrep*

“ October was a great month for Chevy Volt sales  
[plugineurope.com/?p=424](http://plugineurope.com/?p=424). ”

POSITIVE



TWITTER

*@plugineurope*

“ Put the Chevrolet Volt side-by-side with its competitors, the Nissan Leaf and Mitsubishi i-MiEV! [fb.me/PFYo5Q6a](http://fb.me/PFYo5Q6a) ”

NEUTRAL



TWITTER

*@bellandhoward*

“ The Chevy Volt has an outstanding carbon footprint, right up until it catches fire. ”

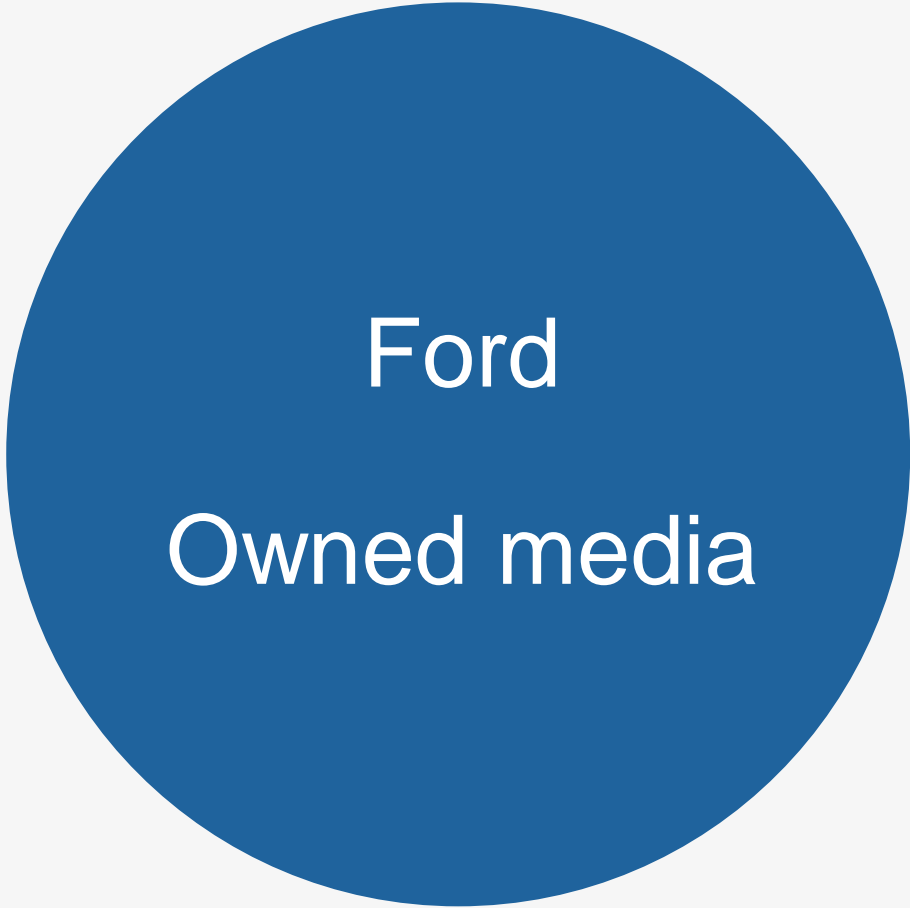
NEGATIVE



TWITTER

*@boobill*

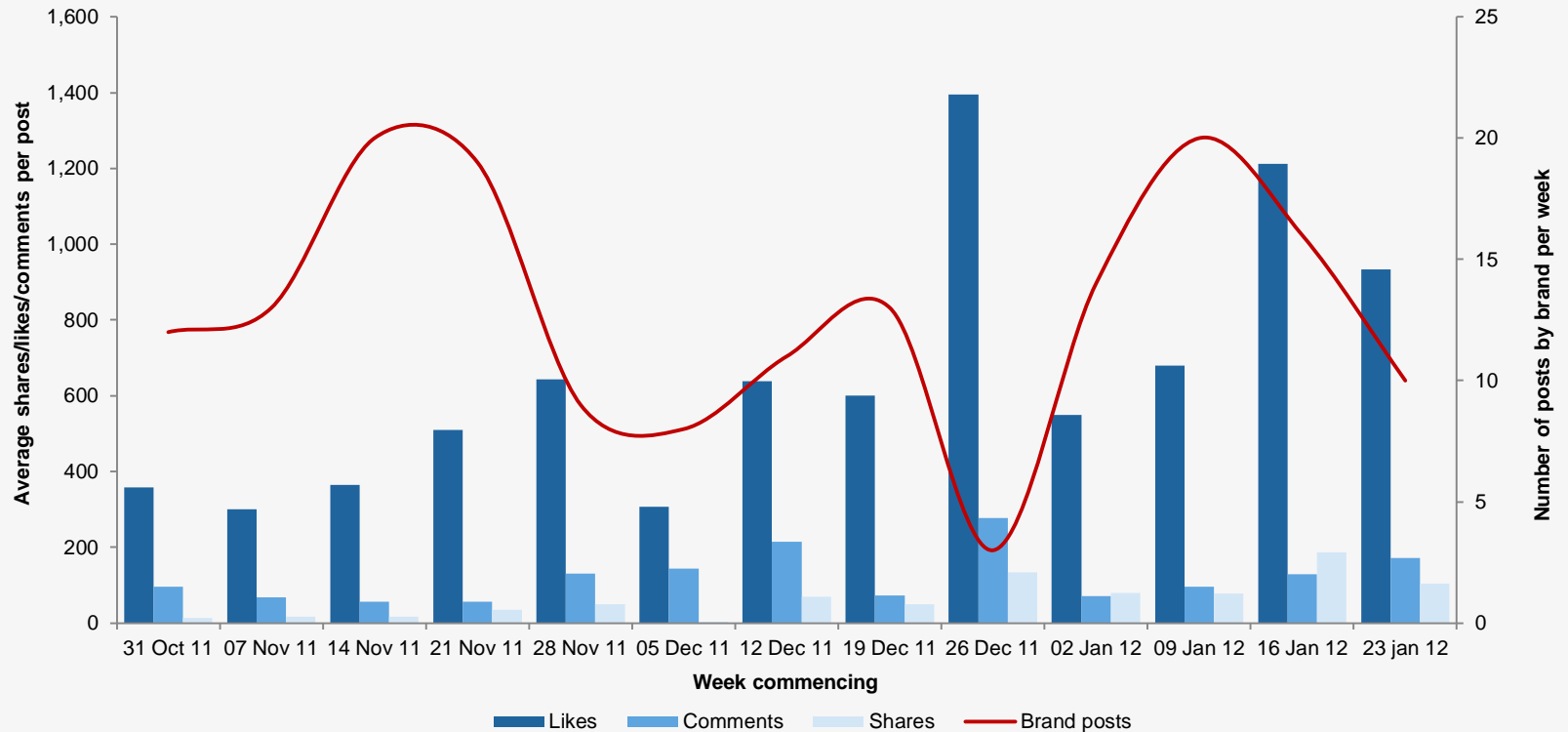
- Above are examples of conversation about the Chevrolet Volt of varying sentiment.



# Ford owned media Key findings

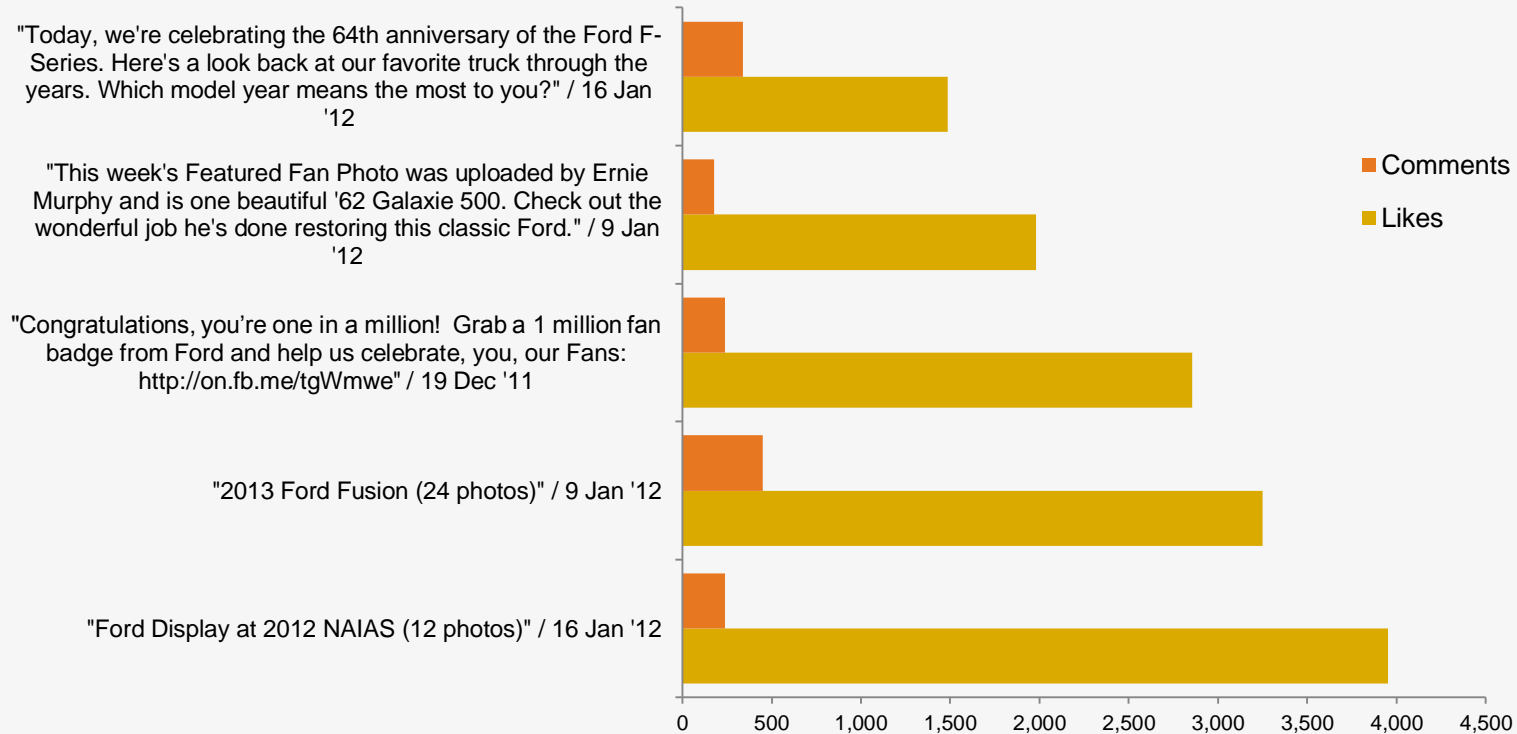
- Ford's output on its own Facebook page is becoming more effective at enticing fans to interact with them, with an increase in likes, share and comments apparent over time.
- The less posts Ford makes, the more likes each post tends to receive, suggesting that fans prefer a 'less is more' approach.
- Likewise, Ford appear to have decreased the number of tweets they post on average each day, whilst tweets to the brand have increased, suggesting that either fans respond more positively to fewer tweets. Another possibility is that tweets towards the brand occur irrespective of brand activity.
- Successful Facebook posts tended to include images. These posts attracted the most likes and comments, and were generally either fan-oriented or about a specific model.
- Ford enthusiasts were the most involved 'fans' on Facebook, interacting with the brand page often, and therefore acting as advocates for brand.
- The brand could consider these fans as good targets for marketing and other activities.
- Tweets towards the brand are most frequent in the afternoon and early evening, making this an optimum time for output on Twitter.
- The brand should avoid tweeting in the early morning as this is the time when they are least likely to be seen by those fans who interact with the brand most.
- These Twitter users can be considered as advocates of the brand, providing free and unsolicited promotion of the brand, often to a large number of followers.
- These accounts also present an opportunity to build a strong brand-customer relationship, whilst interacting with them will also demonstrate brand sociability to their followers.

# Ford's Facebook posts are becoming more effective at gaining attention



- During periods where Ford have posted less updates on their Facebook page, they have tended to receive more likes.
- Shares and comments are generally uncommon, though have increased over time, suggesting that Ford's content is improving in its ability to attract interactions.

# The most successful Facebook posts were usually those including photos and posted in January



- These posts attracted the most likes and comments, and were generally either fan-oriented or about a specific model.

# The most prolific Facebook fans were usually Ford enthusiasts

Name	Posts	Account type	Followers
Jason Reid	191	Ford enthusiast	New Zealand
Brent Henry	135	Ford enthusiast	Canada
CoolFords	70	Ford fan site	-
Tom Fong	54	-	USA
KEEP FORD Falcon RWD and Export It to North America	50	Campaign site	USA
CarFanatics Forum	32	Auto news	-



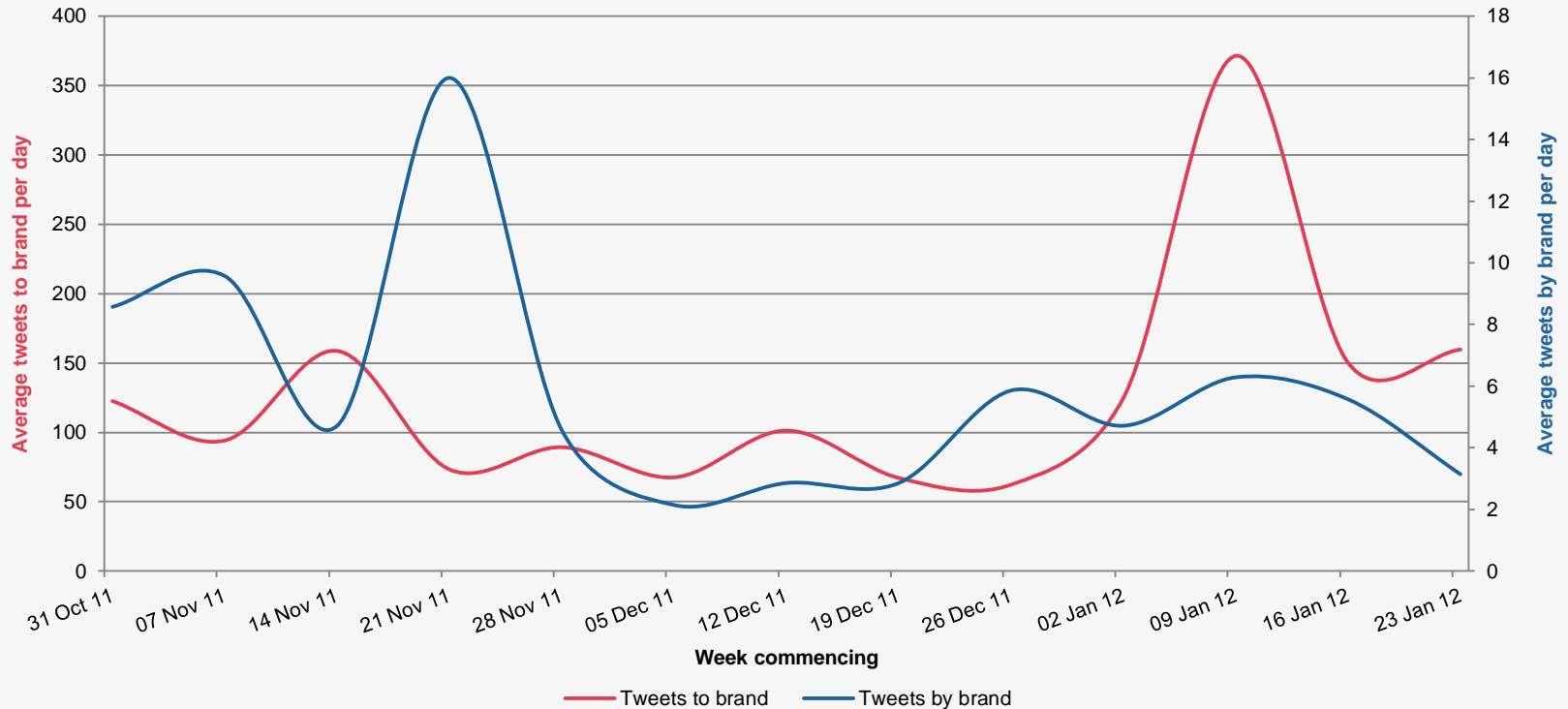
“ The LeBrese Custom built Falcon XC Coupe. Check out the video on this link>>>[http://www.facebook.com/photo.php?v=300641259954556&notif\\_t=like](http://www.facebook.com/photo.php?v=300641259954556&notif_t=like)”



“ Bring the Falcon! to Canada and the U.S.”

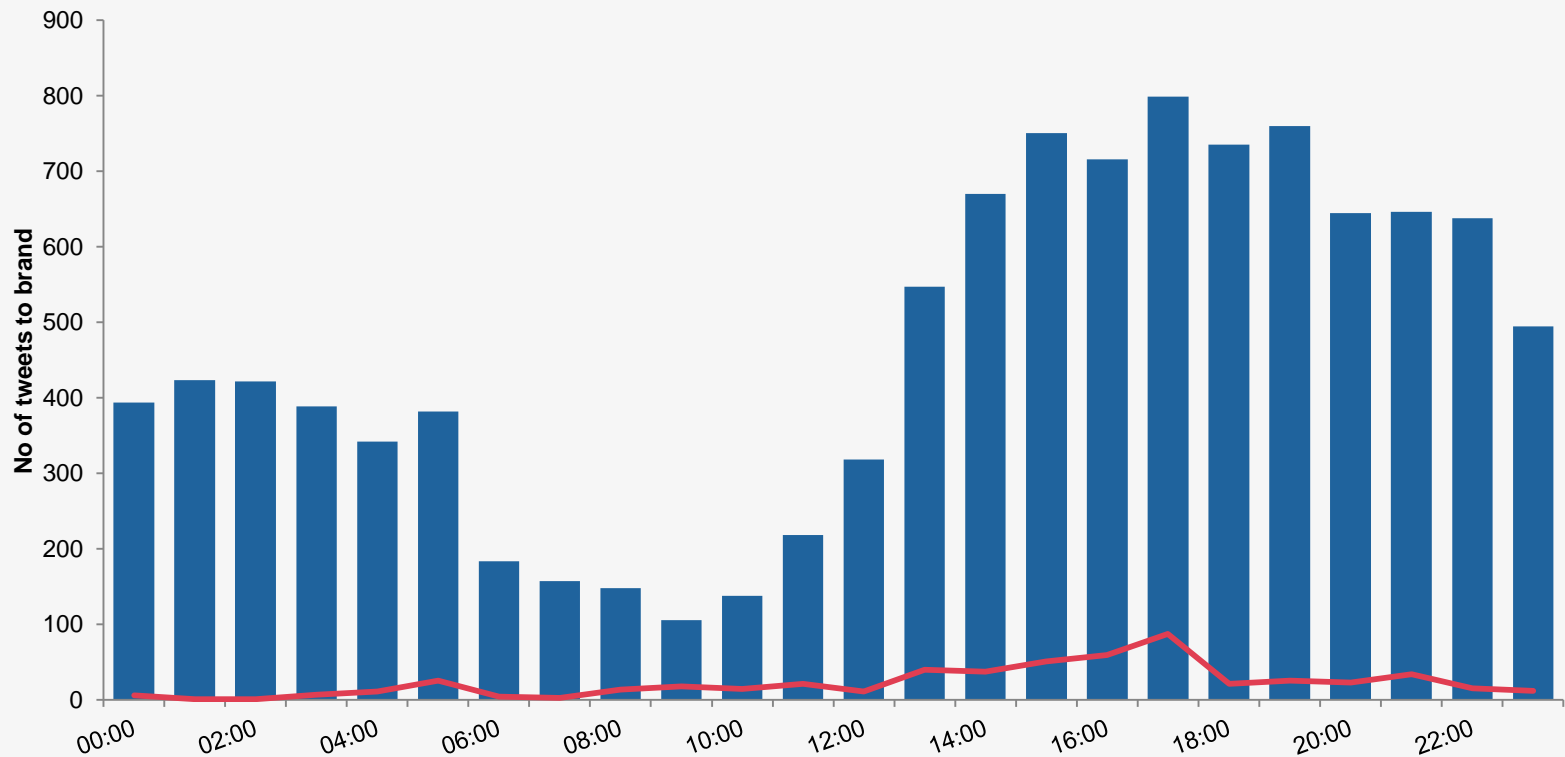
- These fans interact with the brand page often, and are therefore good promoters for the brand (providing they are being positive, which more often than not they are).
- These fans could be good consumers to target marketing and other activities towards.

# Tweets to Ford accounts have increased as Ford's own tweets have decreased



- Ford appear to have decreased the number of tweets they post on average each day, whilst tweets to the brand have increased, suggesting that either fans respond more positively to fewer tweets, or possibly that tweets towards the brand occur irrespective of brand activity.
- A sharp spike in tweets to the brand was experienced with the release of the new 2013 Ford Fusion in January. It also corresponded with a slight increase in tweets per day by the brand.
- A similar peak, this time in tweets by the brand, is shown in November. This was due to Ford posting about the new Ford Escape, but it did not result in higher volumes of tweets to the brand, suggesting that this announcement was ineffective.

# Tweets to the brand peaked in later afternoon/early evening, coinciding with brand tweets



- Tweets towards the brand are more frequent during this time, and this is therefore an optimum time for output on Twitter.
- The brand should avoid tweeting in the early morning as this is the time when they are least likely to be seen by those fans who interact with the brand most.

# Influential Twitter accounts often mentioned Ford brand accounts in tweets

Username	Tweets	Account type	Followers	Influence*
@twitcam	6	Video service	4,477,028	980
@WWE	2	Wrestling (official)	1,302,649	993
@smithsonian	2	Museum	685,912	929
@IAmSteveHarvey	9	Comedian/author	677,621	966
@BET	2	Music/celebrity	674,335	970
@WWEUniverse	2	Wrestling (official)	589,133	982
@FortuneMagazine	2	Business/finance	574,753	926
@FastCompany	1	Business	513,947	986
@Yahoo	1	Media	381,029	961
@asherroth	2	Musician	368,733	979

\* Influence scores are calculated by Kred, based on when others retweet, @reply or follow an author. It is measured on a scale of 1-1,000.

- These Twitter users can be considered as advocates of the brand, providing free and unsolicited promotion of the brand, often to a large number of followers.
- Monitoring mentions by these accounts and interacting with them would provide a strong brand-customer relationship opportunity.

“ Play the world's largest game of @WordsWFriends LIVE at the unveiling of the all-new 2013 @Ford Escape. RSVP :<http://livestre.am/189ca> ”



**TWITTER**

[@twitcam](https://twitter.com/twitcam)

“ Join @JohnCena & customize your ultimate 2012 @Ford Mustang, then battle it out with your friends for street supremacy! <http://wwe.me/7Foho> ”



**TWITTER**

[@wweuniverse](https://twitter.com/wweuniverse)

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## DOCUMENT LIMITATION

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