Brandwatch
SOCIAL MEDIA MONITORING

The importance of **SOCIAL MEDIA MONITORING** in the video games industry

May 2011

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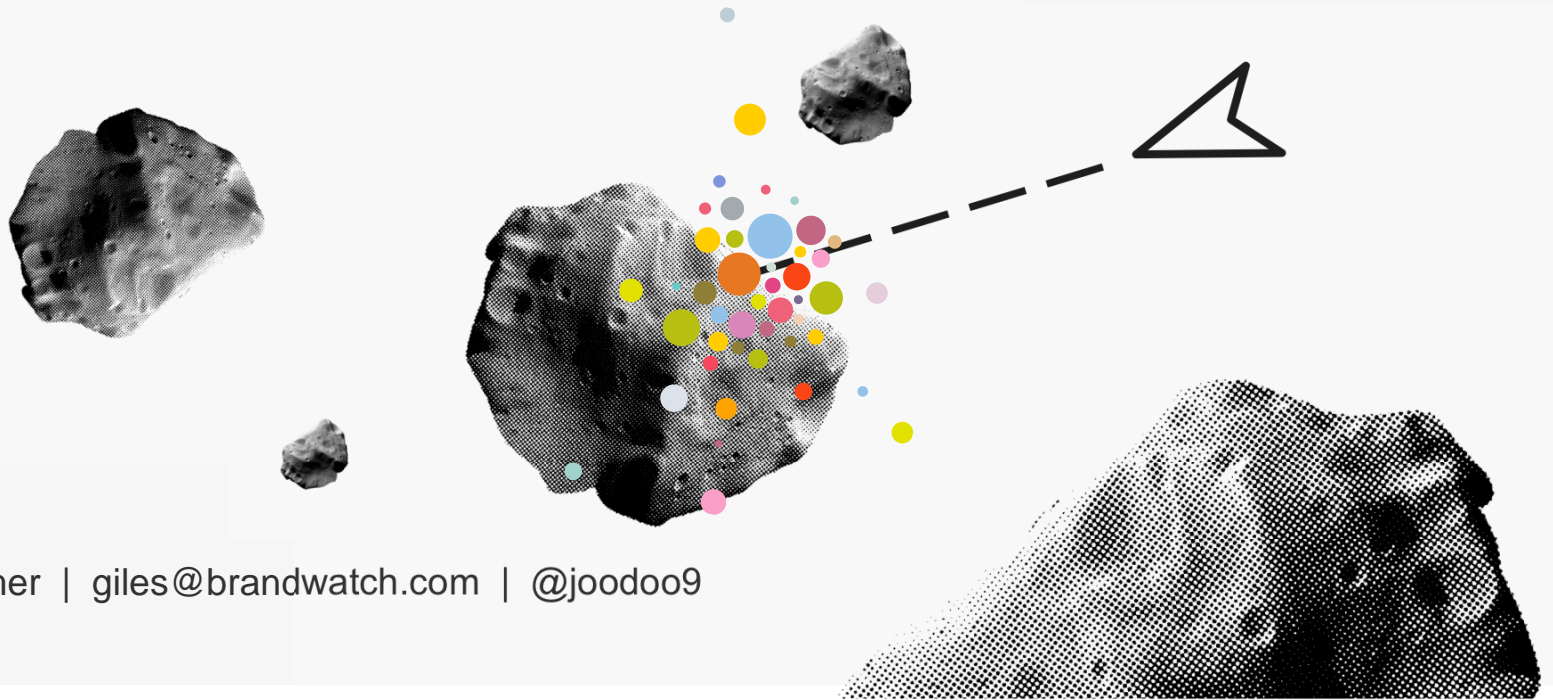
OVERVIEW

- How we approach social media monitoring

- Our work for Activision

- Insights into how timing and nature of content can drive conversation

APPROACH

DEFINE
Brand, product, title
Agree, competitor set

1

CONFIGURE
Create 'test' query
Configure and
clean

2

COLLATING DATA
Report on: volume, topics,
media mix, top sites,
sentiment, competitor
context, share of voice,
mentions over time

3

ANALYSIS
Analyse results for
trends and provide
insight

4

RECOMMENDATIONS
Based on analysis and
insights – in line with other
proposed activity

5

PURPOSE

REPUTATION MANAGEMENT

By continually monitoring what is being said about your brand online, we can actively engage with customers and manage your brand's reputation online.

CAMPAIGN TRACKING

An important part of any campaign is how people respond to it. With social media monitoring we can determine what impact your campaigns are having in social spaces.

MARCOMMS INSIGHTS

We can learn a lot about the target audience just by listening to what they are saying online. This can help produce effective campaigns that are grounded in insight.

BUSINESS INSIGHTS

Listening to what is being said about you and your competitors' brands can provide great insight into the market place and can help direct important business decisions.

INFLUENCER IDENTIFICATION

We deep dive into conversations about your brand, to see who is talking the most, and the loudest, and who is the most influential so that we can target them in our campaigns.

WHAT WE DID

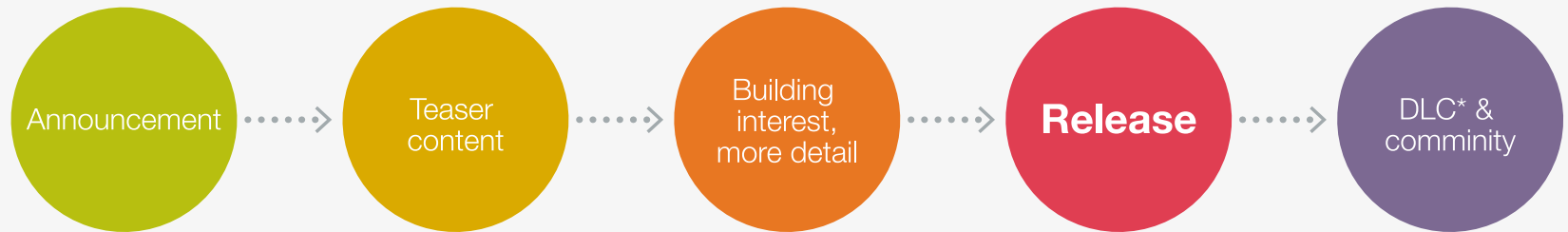**We produced reports for Activision's key titles in at least 5 languages**

- Star Wars: The Force Unleashed
- Guitar Hero 6
- DJ Hero 2
- Tony Hawk: Shred
- Transformers

- Goldeneye
- Call of Duty: Black Ops
- True Crime
- Blur

These reports include an overview and analysis of what is being said about the titles, where its being said, and also recommended activity for the titles.

HOW WE DID IT

- Created search-strings and query-groups

- Bespoke dashboards to mirror report format

- Over 80 users

GAMES MARKET

Announcement ┈┈> Teaser content ┈┈> Building interest, more detail ┈┈> **Release** ┈┈> DLC* & comminity

- Every game is different, but they follow a pattern
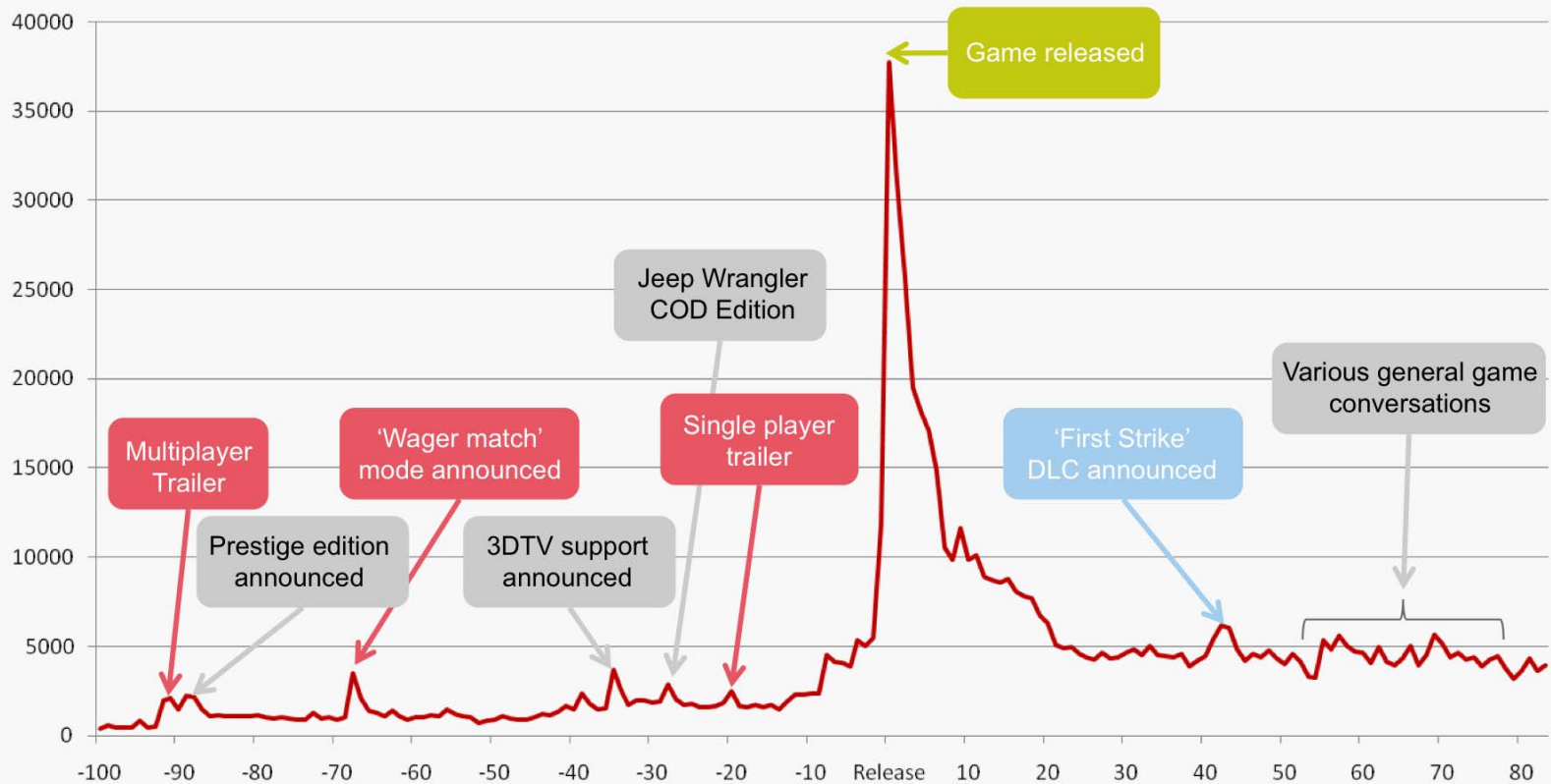
- Issue for the industry of pre-owned sales

*DLC means downloadable content

CALL OF DUTY Black Ops

- Burst campaign
- Massive launch
- Multiplayer focus
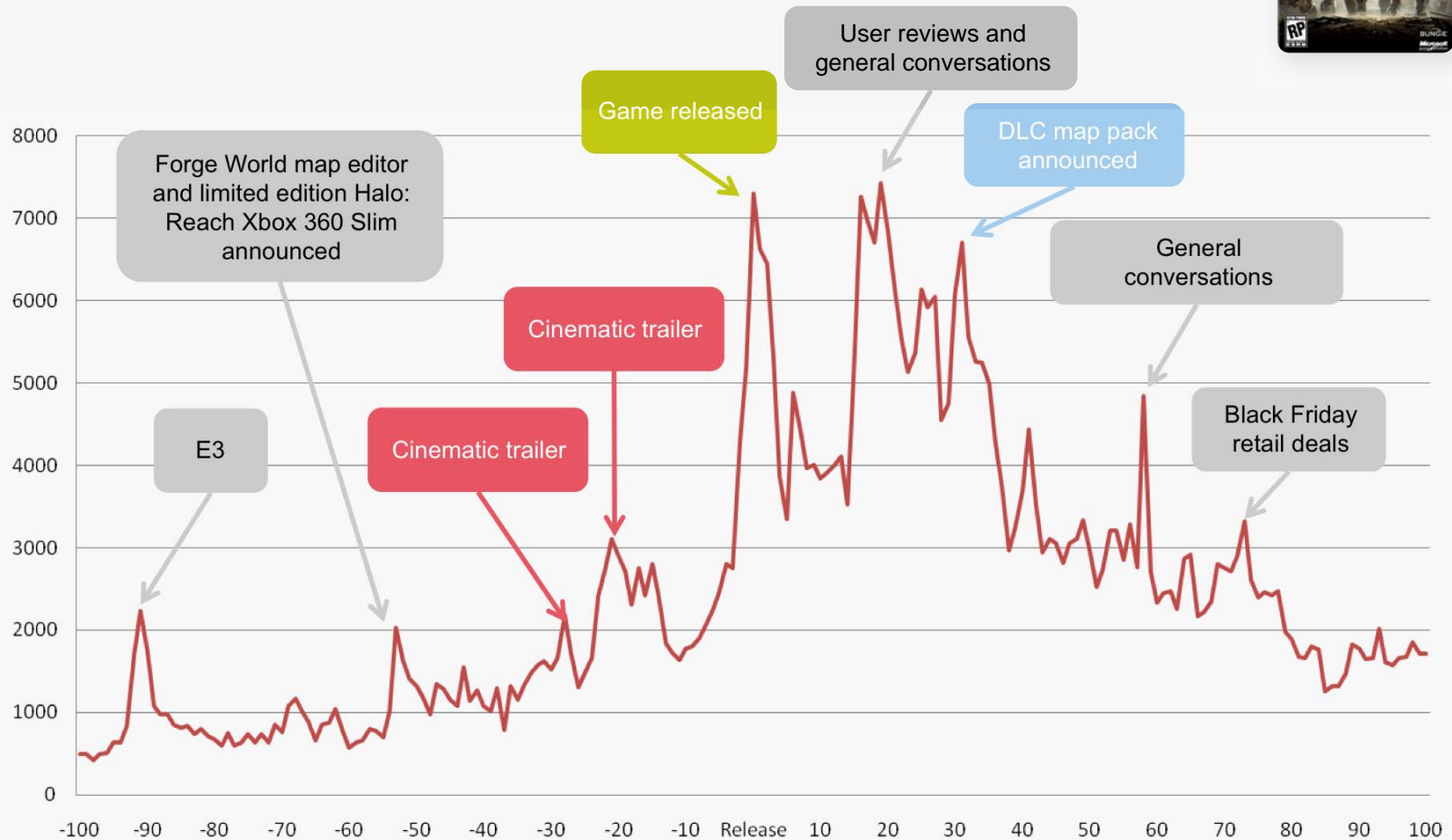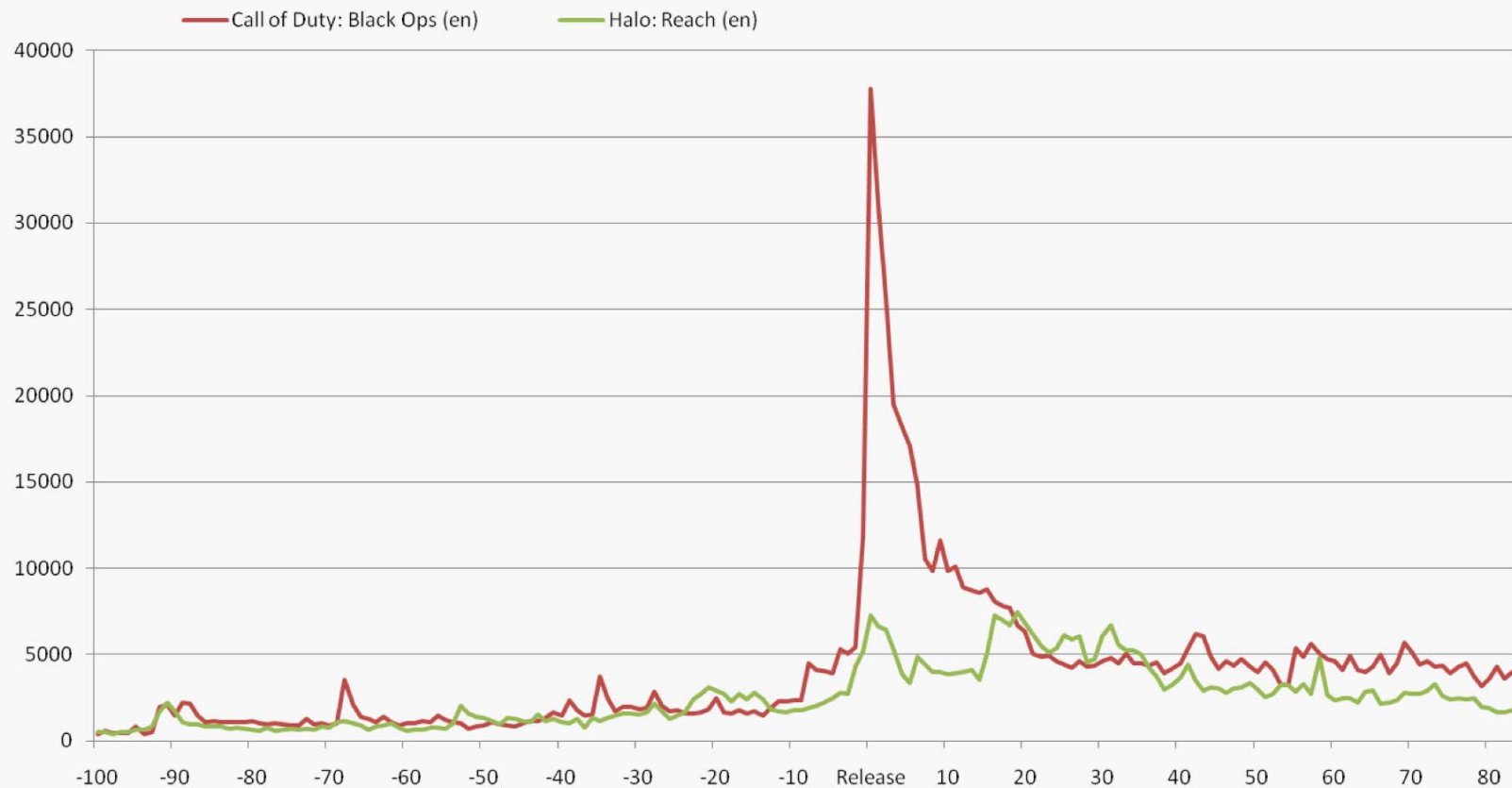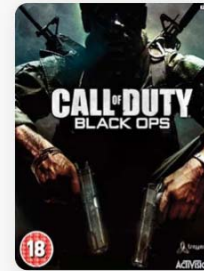- Video clip sharing

CALL OF DUTY Black Ops

HALO Reach

- Longer burn campaign
- Multiplayer focus
- Video clip sharing

HALO Reach

User reviews and general conversations

Game released

DLC map pack announced

Forge World map editor and limited edition Halo: Reach Xbox 360 Slim announced

Cinematic trailer

General conversations

E3

Cinematic trailer

Black Friday retail deals

CALL OF DUTY vs HALO

Call of Duty: Black Ops (en) — Halo: Reach (en)
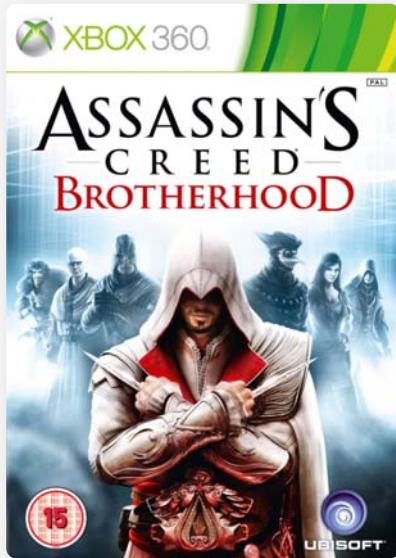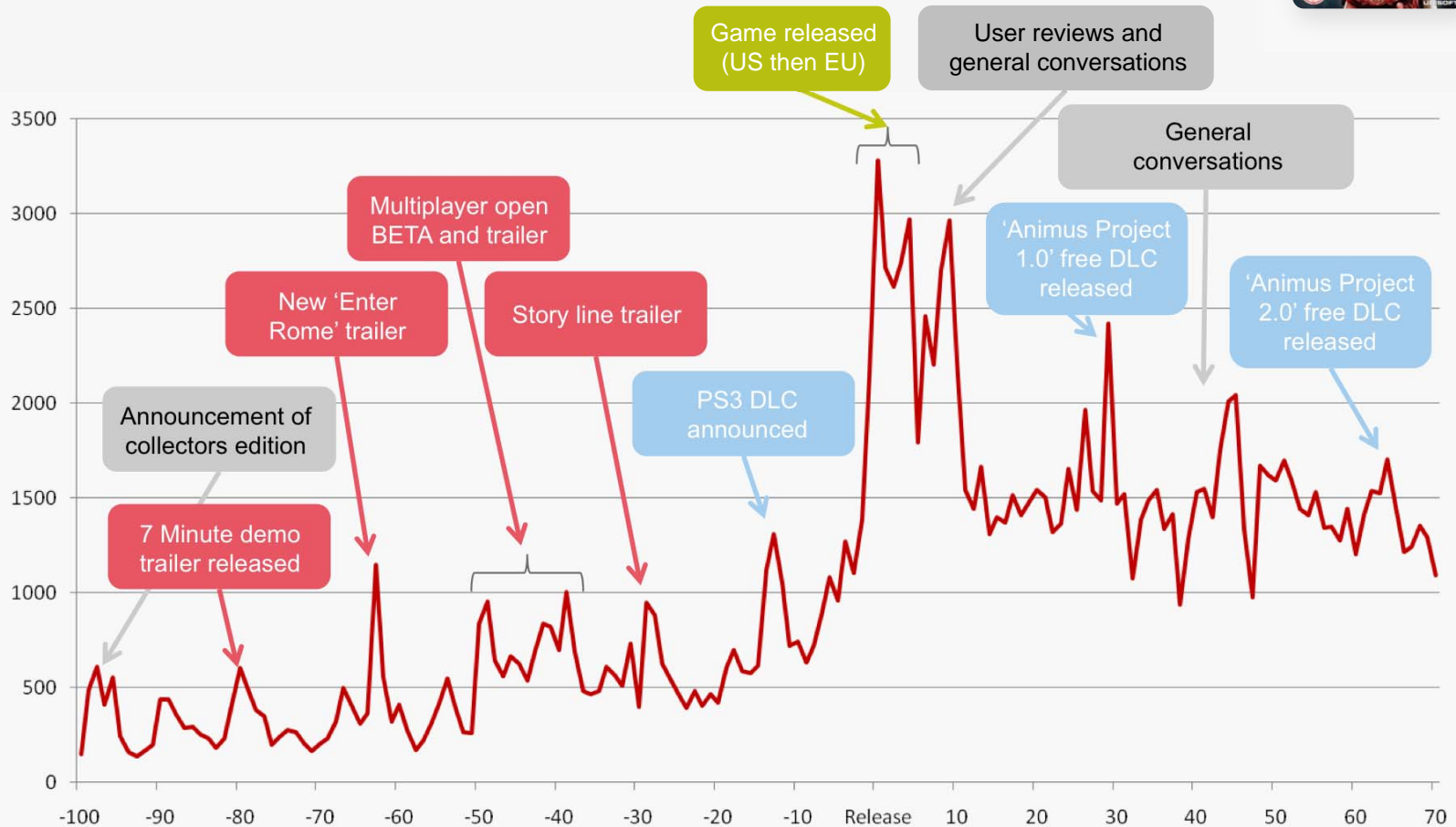
ASSASSINS CREED Brotherhood

- Single player, introducing multiplayer
- Well-structured DLC calendar
- Trailer heavy campaign

ASSASSINS CREED Brotherhood

Game released (US then EU)

User reviews and general conversations

General conversations

Multiplayer open BETA and trailer

New 'Enter Rome' trailer

Story line trailer

'Animus Project 1.0' free DLC released

'Animus Project 2.0' free DLC released

Announcement of collectors edition

PS3 DLC announced

7 Minute demo trailer released
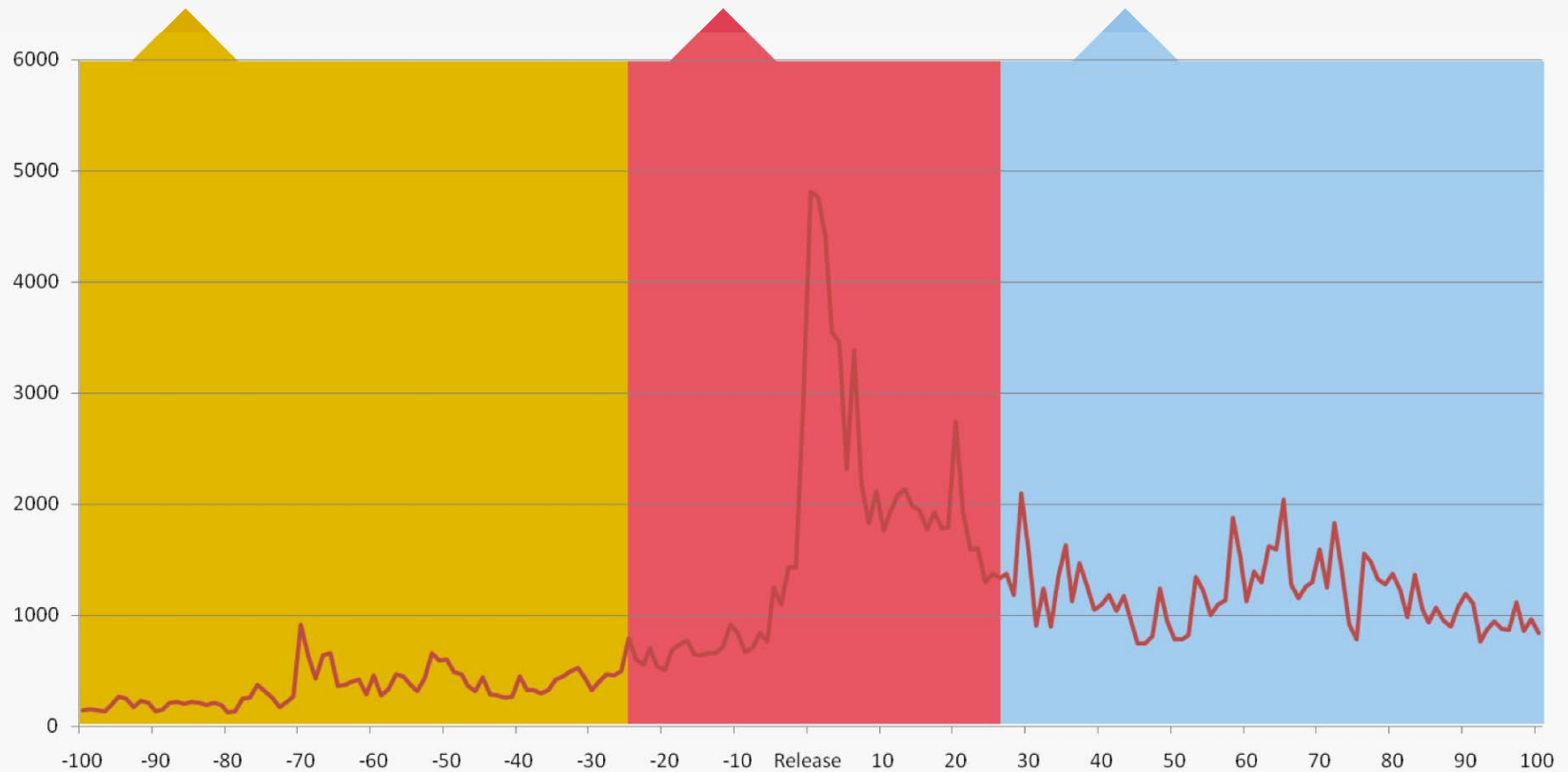
CONVERSATION STAGES

PRE-RELEASE
- Acquiring and sharing information
- Enquiries

RELEASE
- Ownership high

POST-RELEASE
- User reviews
- Sharing experiences

LEARNINGS

We now have a clearer picture of what drives conversation around a game's launch and **how content strategies can be used to maximise it's impact:**

- Content format

- Timing of seeding

- Defined target audience

- Genre of game

- Format of game

THANK YOU

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