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

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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

CONFIGURE
Create ‘test’ query
Configure and clean

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

ANALYSIS
Analyse results for trends and provide insight

RECOMMENDATIONS
Based on analysis and insights – in line with other proposed activity
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 it's 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
• 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

- Multiplayer Trailer announced
- 'Wager match' mode announced
- Single player trailer announced
- Prestige edition announced
- 3DTV support announced
- 'First Strike' DLC announced
- Various general game conversations

Game released
HALO Reach

- Longer burn campaign
- Multiplayer focus
- Video clip sharing
HALO Reach

- Game released
- Forge World map editor and limited edition Halo: Reach Xbox 360 Slim announced
- Cinematic trailer announced
- DLC map pack announced
- User reviews and general conversations
- General conversations
- Black Friday retail deals
- E3
- Cinematic trailer

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CALL OF DUTY vs HALO

Graph showing the comparison between Call of Duty: Black Ops and Halo: Reach.
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
- ‘Animus Project 1.0’ free DLC released
- ‘Animus Project 2.0’ free DLC released
- Multiplayer open BETA and trailer
- New ‘Enter Rome’ trailer
- Story line trailer
- Announcement of collectors edition
- 7 Minute demo trailer released
- PS3 DLC announced
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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