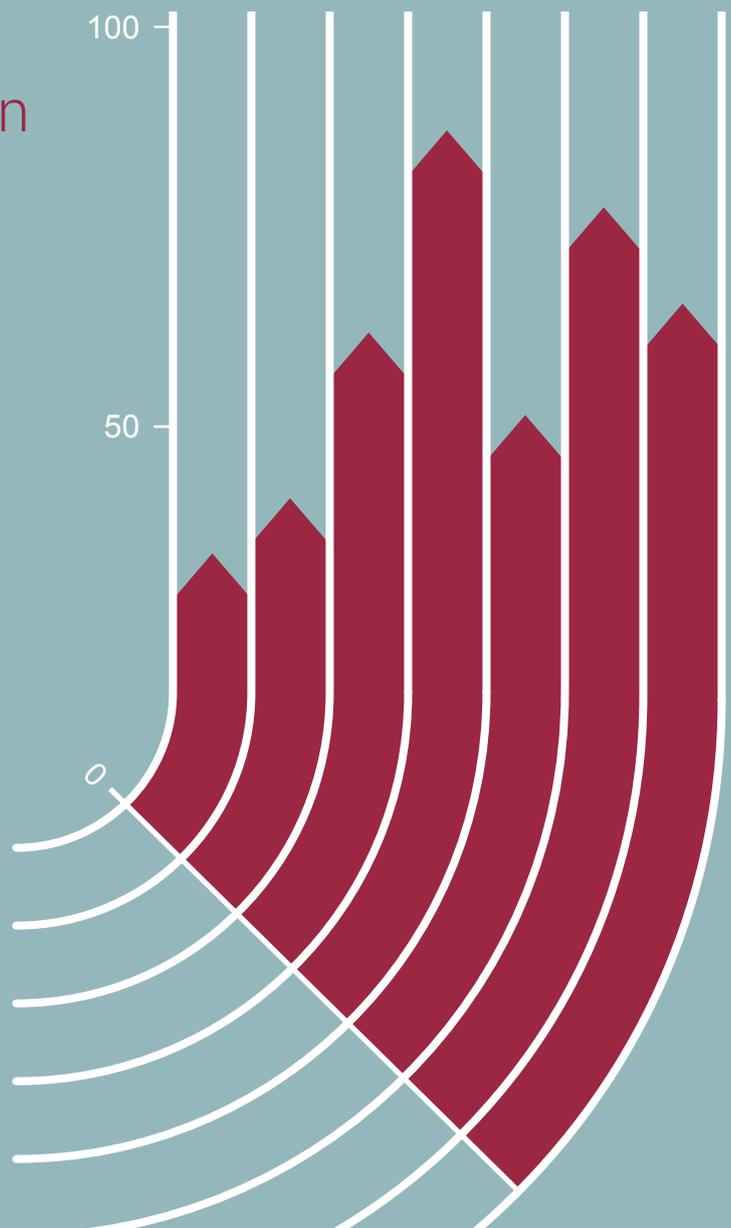


Case study/ **Waggener Edstrom**

Waggener Edstrom

Uses Brandwatch to Turn
Insights into Valuable
Outcomes for Clients



At a Glance/ WAGGENER EDSTROM

Waggener Edstrom Worldwide: Turning innovation into impact

Founded:	1983
Headquarters:	Seattle, WA
Audience:	Global Brands
Industry:	Public Relations
Website:	www.waggeneredstrom.com
Services:	Communications in Traditional, Digital and Social Media
Brandwatch services:	Social Media Monitoring & Analysis

Key Benefits/

- Leveraged a single global event to provide comparative social media insights to multiple brands
- Provided brands with “The Why” behind their social media “buzz”
- Demonstrated agency’s capability to extract meaningful insights from social media

100+ Awards for Waggener Edstrom in 2012

The Goal/

Provide Strategic Social Media Insights for Multiple Brands Simultaneously

Waggener Edstrom is one of the world’s largest independent communications agencies, serving global market-leading companies for 30 years. The company serves as a voice for innovators and ensures that such voice has maximum impact across both traditional and social media. In 2012 alone, Waggener Edstrom received more than 100 awards, including PR News’ Digital PR Firm of the Year, Bulldog Reporter’s Communications Agency of the Year, and The Holmes Report’s Best Large Agency to Work for in 2012.

Many of the agency’s awards have been in recognition of delivering outstanding client results through the use of innovative social media communications techniques.

“In-depth data from social media helps make us a more strategic partner to brands,” said Colin Wheeler, Senior Manager, Insight and Analytics at Waggener Edstrom. “While reacting to brands’ needs is important, we also want to provide more strategic recommendations for clients based on consumer data that we uniquely capture and analyze.”

To demonstrate its strategic prowess as the most insight-driven agency in the world, Waggener Edstrom decided to analyze a single event’s “buzz” on Twitter and Chinese microblogging site Weibo, turning social conversations into meaningful insights for a number of brands. That event would be the 2012 Summer Olympic and Paralympic Games in London. “This was a great opportunity to assess the impact of communications on a global audience,” said Wheeler. “We wanted to analyze the online ‘buzz’ and highlight relevant and interesting conclusions for brands.”

The Challenge/

Attaining Current and Historical Social Insights in a Multilingual World

As Waggener Edstrom began its social media monitoring around the London Olympics, it had two major requirements. First, it needed to monitor Twitter with multilingual functionality. “Global brands communicate in local languages throughout the world, and consumers respond in their native tongues,” explained Wheeler.

The firm’s second requirement was the ability to measure current and historical buzz about brands. The research team knew that certain sets of findings might lead to new questions. As such, the social monitoring platform would need to have robust capabilities for tracking historical conversations, allowing the team to go back in time and retrieve additional data to answer unforeseen questions.

The Solution/

Flexible, In-Depth Social Media Monitoring with Broad Global Capabilities

By the time the Olympics started, Waggener Edstrom had been using the Brandwatch social monitoring and analytics platform for more than a year. From that experience, they recognized that Brandwatch could delve into the social conversations taking place worldwide around the London Games and deliver the necessary insights.

The London team had gotten up to speed on how to leverage Brandwatch and was quickly able to combine its automated capabilities with the team’s analytical expertise. Given the team’s strong research background, all users understood the importance of categorization rules to track specific segments of conversations around clients and programs.

To yield a truly insightful set of results, the team easily applied three core pieces of Brandwatch functionality to London Games monitoring: time-based data capture, multilingual tracking, and data categorization with cross-referencing. This combination enabled the agency to deliver high-impact findings across multiple brands simultaneously (see [Fig 1: infographic](#)).

Multiple Uses & Benefits of Brandwatch Social Analysis/

To achieve their specific goals, **Waggener Edstrom** capitalized on several particular strengths of Brandwatch.



01 Visualizing Relevant Data

Through comparisons of social conversation data across Twitter and Weibo*, Waggener Edstrom developed an infographic to highlight findings in a way that was easily consumable by brand leaders. In fact, the infographic enabled brands communicating during the Olympics to quickly recognize their:

- Overall conversation volumes on Twitter and Weibo
- Breakdown of share of voice among competing brands
- Regional differences in tone of conversations
- Reasons behind spikes in brand-specific “buzz”
- Impact of timing on brand discussions (pre-games, mid-games, and post-games)

* Please note that Brandwatch has since expanded its social media coverage to include Weibo social conversations.



Tailor-made categorization rules were critical in tracking brand activities and conversations.

04 Automated Rules, Categorization & Advanced Queries

Through the use of advanced categorization, Brandwatch users can assign varying rules to different types of social media brand activities and conversations.

For example, a user can choose to isolate social media responses to specific ads, events, and/or promotions and label them accordingly.

As results poured in for each brand, the Brandwatch platform, based on specific sets of rules, automatically collated the key data underpinning the target analysis. The agency team could then easily export the data and send it to their design team for maximum visual impact.

“Visa presented a real hurdle for us because every Olympic site with a payment option mentions Visa by name.

So we tailored some of the brand-specific search criteria [...] and got our hands dirty with some manual review work.”

The sophisticated facilities Brandwatch offers for creating queries of ambiguous brand terms were invaluable to the team too. “There were significant challenges with tracking some of these brands,” explained Wheeler. “For example, Acer is a relatively unique name, but Visa presented a real hurdle for us because every Olympic site with a payment option mentions Visa by name. So we tailored some of the brand-specific search criteria in Brandwatch and got our hands dirty with some manual review work.”

02 Location Detection / Filter by Page Types

Location Detection / Filter by Page Types

The team used the results as a demonstration of how social comments vary by region and across different social platforms.

The agency uses insights like these to help clients tailor messages and choose appropriate channels for their customer audiences.

03 Language Support

Language Support

“Brandwatch’s historical social media data tracking and coverage in 25 languages was exactly what we needed to study what was happening on Twitter. While our London-based team focused on this track of analysis, our Asia-Pacific analyst team based in Shanghai and Singapore was reviewing Weibo activity,” said Wheeler.

The Results/

Following the 2012 Olympics, Waggener Edstrom had the data visualized to provide multiple brands with unique, proactive strategic advice. By combining social and traditional media, the agency could show numerous brands their overall public perceptions.

What further social media value can agencies offer to brands? “If you put millions of dollars into a campaign, someone should be evaluating it and measuring its impact on social media. But most clients do not have time to review detailed dashboards and are not interested in doing so; they want someone to summarize and interpret the data, providing direction and

advice, not numbers,” stated Wheeler. “Buzz and volume are good metrics, but we need to delve deeper into the conversations that reveal the topics customers care about and want to discuss. It’s that ability to read between the lines that will help us spot trends early and provide clients with insights that map to their business outcomes.”

About/

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Colin Wheeler

Senior Manager, Insight and Analytics,
Waggener Edstrom

Brandwatch

Brandwatch is a leading provider of social media monitoring and analytics solutions.

More than 700 global brands and agencies use Brandwatch, relying on a broad range of social coverage and highly reliable, spam-free data to monitor online conversations. As a result, organizations can glean insights around their brand interests, conduct market research, predict market trends, and more actively engage influencers, customers and prospects.

A global company, Brandwatch is headquartered in Brighton, UK and has offices in the United States and Germany.

For more information, please visit www.brandwatch.com

Waggener Edstrom

Waggener Edstrom Worldwide (WE) is a global, integrated communications agency.

For nearly 30 years the independently owned firm has developed strategic communications programs for innovative and world-changing clients, working to influence markets, inspire people and improve lives.

In the last few years, the agency was honored with countless awards for its creative and strategic work; among them WE was recognized as Global Technology Agency of the Year, Best Large Agency to Work For, Communications Agency of the Year and Technology Agency of the Decade.

The agency has more than 850 employees in 19 offices around the world, and its Global Alliance partners expand the agency's reach to more than 80 additional international markets. WE has five global practices: Brand Strategy and Marketing, Healthcare, Public Affairs, Technology and Social Innovation.

To learn more, visit <http://www.WaggenerEdstrom.com>

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Fig 1: Infographic

