



brandwatch

Case Study/ Publicis Groupe

Transforming a
corporate message
into a global campaign



Monsieur Lévy



Introduction/

Founded in Paris in 1926, Publicis Groupe is a world leader in business marketing, communication and digital transformation. Among the global company's subsidiaries are the world's leading agencies, including Leo Burnett, Saatchi & Saatchi, Digitas, Starcom, Marcel and many others.

The group's slogan, "Viva la différence !" illustrates the diversity and innovation that characterize it. This difference lies within everything the group creates.

Since 2009 Maurice Lévy, the Board President, has presented annually a creative video campaign directed by one of the group's agencies. This content, intended primarily for the group's 77,000 staff members, is now a moment that the whole industry looks forward to every year.

Key results

- Video launch day:
 - Over 31 million Twitter impressions
 - #TheSkippableWishes became a trending topic on Twitter
 - Recorded over 467 Tweets per hour about the campaign
- The video was viewed 175,000 times
- The 2016 campaign achieved four times more mentions when compared with the 2015 campaign

1,349

AGENCIES

77,000

STAFF MEMBERS

PRESENT IN 108 COUNTRIES

€9,601 M

IN ANNUAL INCOME

The Skippable Wishes, a campaign by Marcel

Founded in 2010, Marcel was borne of the digital age. Its digital DNA makes it one of the most awarded agencies with a unique and recognizable style.

For the 2016 campaign, the brief from the Publicis Groupe's communication directors was that they wanted it to be more "traditional" and less technology heavy than in the previous years.

Three ideas were presented to Board President Maurice Lévy by the Marcel team, but only one got unanimous approval. "The Skippable Wishes" campaign was created.

The concept for the video was simple and inspired by the digital (skipping) and traditional (stereotypical commercials) advertising culture. After a few seconds, the "Skip Maurice" Button allows the listeners to shorten Mr Lévy's speech to access the next interesting content. The viewer then discovers the CEO inside a series of spoof commercials, for products such as washing powder and toothpaste.

"We created parodies of stereotypical adverts by injecting Mr Lévy's natural self-derision into them, and deploying the campaign on the social networks as a tribute to our industry and the way it evolved."

PASCAL NESSIM, CO-PRESIDENT AT MARCEL



A campaign with a difference

The goal of the campaign was to transform a corporate speech and to demonstrate the variety of Publicis Groupe's talents and show a different side of Maurice Lévy's personality. It's also a way to strengthen the group's public image.

The communication team used Brandwatch to measure the success of the campaign.

"We want to know the public's reaction, but also see how they interact with the campaign. Being able to quantify our social media efforts in order to evaluate the success or the failure of a corporate campaign helps us adjust our strategy and our future campaigns."

LINDSAY MCCALLUM,
GLOBAL COMMUNICATION MANAGER AT PUBLICIS GROUPE

Publicis Groupe...

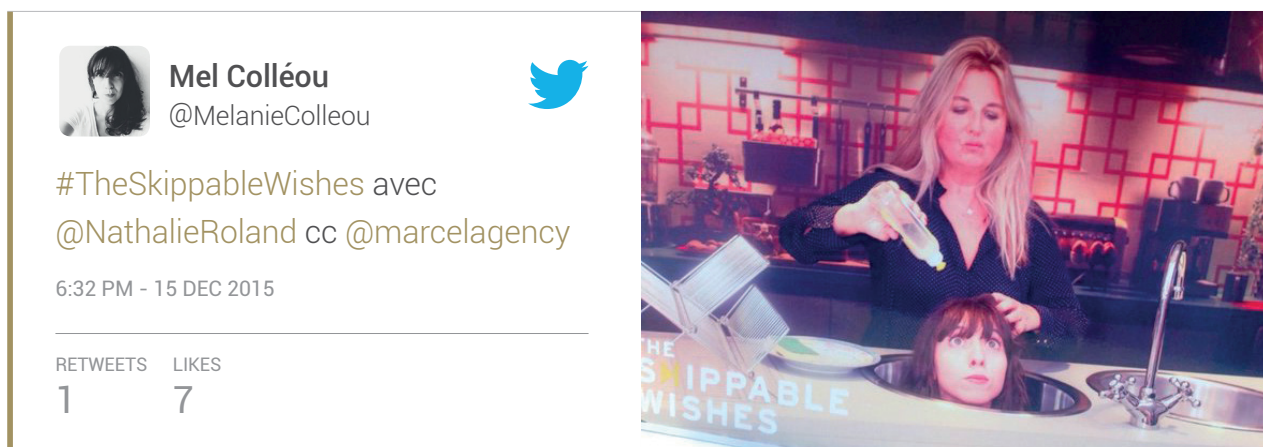
uses Brandwatch Analytics to measure its social efforts and was able to evaluate the success of its "The Skippable Wishes" campaign.

Debuting the campaign

The campaign was officially launched on December 16th 2015. Mentions were tracked in Brandwatch from December 15th.

Indeed, every year, on the day before the official launch, Maurice Lévy and the creative team at Publicis Groupe organize a preview showing of the campaign at the Publicis Groupe's HQ for a small group of employees, influencers and partners.

This year, the team recreated the setting of one of the scenes from the video, and encouraged the guests to re-enact the "Skippable Wishes" themselves. An effective way to increase the buzz while keeping the humorous tone at the heart of the campaign.

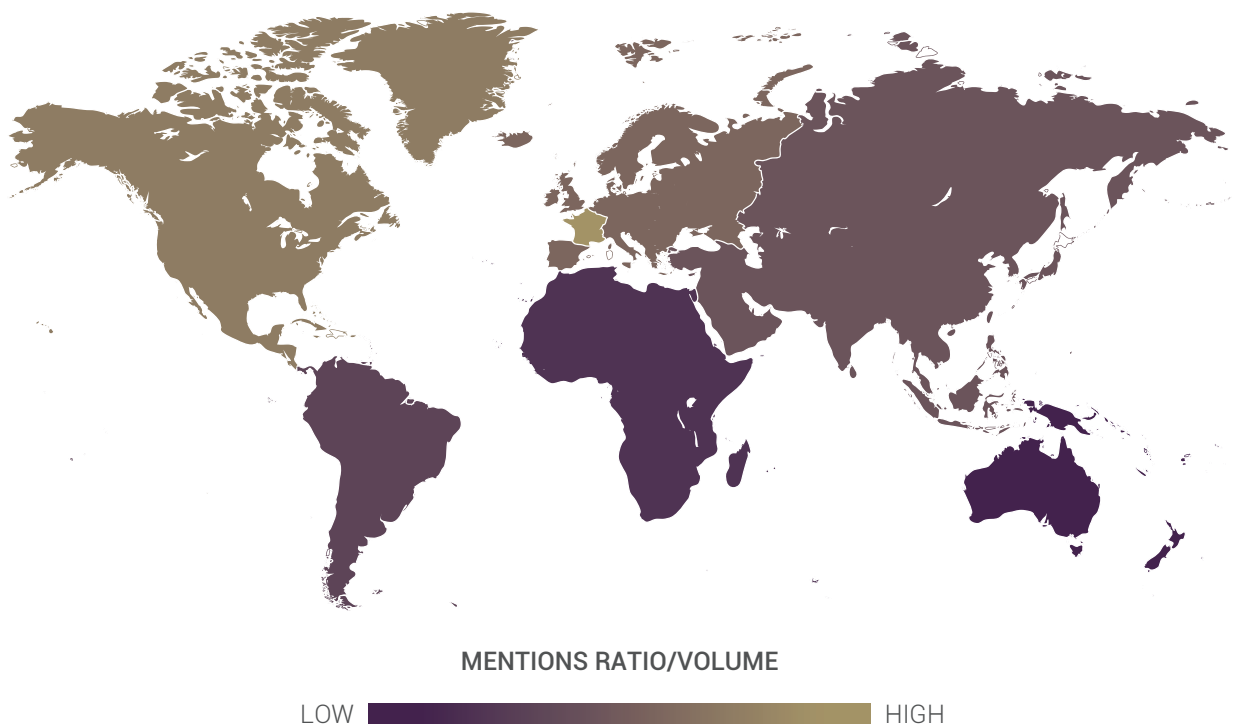


The impact the preview had can be seen in the data on the next page.

The demographic data from Brandwatch showed that 52% of the first discussion around “The Skippable Wishes” came from people working in the creative and advertising fields, such as marketing, public relations, and arts. This reflects the professional fields of the people who were present at the preview showing.

The buzz originated primarily from France, with 70% of mentions coming from France on the day of the preview and grew globally overtime.

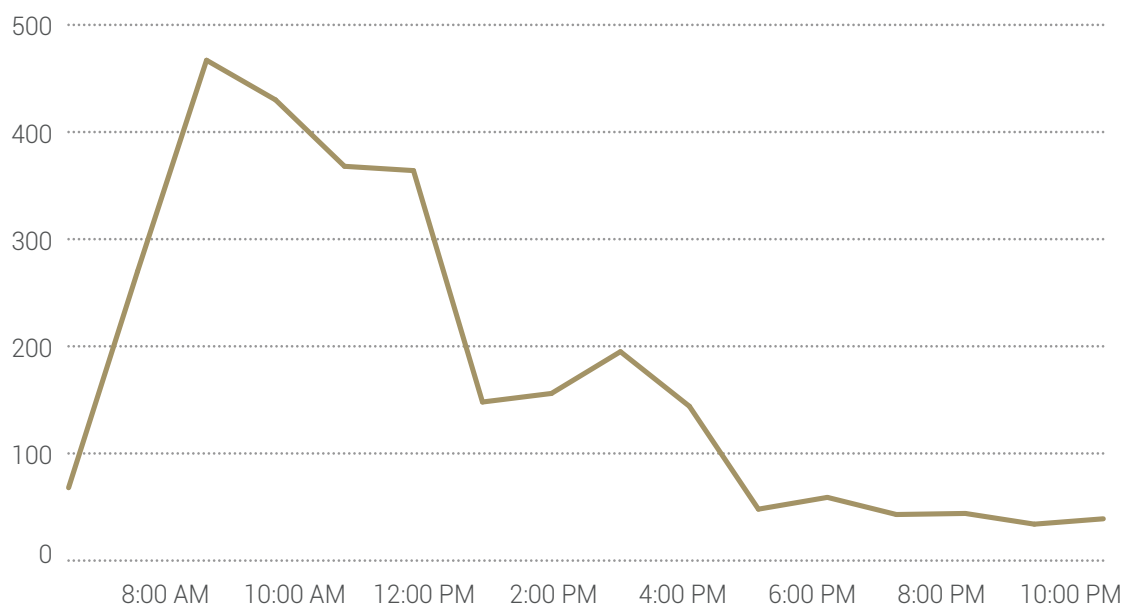
GEOGRAPHICAL ANALYSIS OF THE CAMPAIGNS REACH 15TH – 31ST DECEMBER 2015



A campaign that is hard to “skip”

The campaign, and its official hashtag, #TheSkippableWishes, saw tremendous success from day one. On December 16th 2015, the day of the official launch, the number of unique mentions recorded in an hour peaked at 467 mentions per hour.

VOLUME OF MENTIONS PER HOUR
DAY OF THE OFFICIAL LAUNCH



Between December 15th and December 16th, the campaign netted over 32 million impressions on Twitter.

Within 2 weeks, the campaign mentioned over 4,500 times, across 5 continents, with 100% positive sentiment.

The campaign appeared in a wide range of French and international media, The Guardian, Le Point, Business Insider, CB News, Advertising Age, Ad and PR Week, Siècle Digital, The Economic Times and the RTBF praised the group's efforts.

*The impressions show the number of people who are potentially exposed to the campaign. It is the number of followers for the Authors who tweeted or retweeted the campaign.

The same phenomenon was witnessed among influencers, with many Tweeting about the campaign. Among them, French actors Michaël Youn and Baptiste Lorber, Liberation journalist Alexandre Hervaud, Australian blogger and speaker Darren Rowse, Tunisian activist Amira Yahyaoui, and French digital marketing leaders Frédéric Cavazza and Matthieu Flaig.

Using Brandwatch Analytics for a closer examination of the influencers Tweets' rather than retweets revealed that almost 60% of the interactions were original Tweets. The data also revealed that 70% of the people that were exposed to the campaign in the first two weeks were exposed to it via a personal account as opposed to an organization's account.

These two indicators clearly show that "The Skippable Wishes" succeeded in involving a wider audience, a real achievement for a corporate message.

From keywords to insights

Beyond these impressive figures, the communications team also wanted to identify the most discussed themes in the conversations around the campaign.



Thus, the analysis of the themes around The Skippable Wishes highlighted four key insights.

A positive response

The public's reaction was overwhelmingly positive. Most of the key words reflected how much the public enjoyed the campaign.

The analysis of the key words allows a better understanding of the opinions and the emotions behind the discussions on the social web. Using Brandwatch Analytics, you can zoom in on any word or expression in order to perform detailed analysis of the context that surrounds this theme, and adapt your engagement to your audience.

Maurice Lévy

The campaign really boosted Mr Lévy's exposition. Both as main actor and president of the Publicis Groupe board, Maurice Lévy's name features in 69% of the discussions.

The linguistic variety in the key words reveals the global success of the campaign, with the word "France" partly generated in a tweet by actor Michaël Youn:



Michael Youn ✓
@MichaelYoun



@PublicisGroupe's boss Maurice Lévy is definitively the funniest boss in France! His wishes for 2016: publicisgroupewishes2016.com/fr

2:07 PM - 16 Dec 2015



Publicis Groupe 2016 Wishes

Boredom has never been so enjoyable. #TheSkippableWishes

RETWEETS LIKES

14

53

Star Wars

The release of the latest Star Wars movie coincided with the launch of the campaign.

Far from remaining in Han Solo's shadow, Mr Lévy's wishes placed in the top trending tweets in France, alongside the movies official hashtag #StarWars.



Pascal Nessim
@pascalnessim



Cool! Voilà [#TheSkippableWishes](#) de [@PublicisGroupe](#) en TT

8:35 AM - 16 DEC 2015

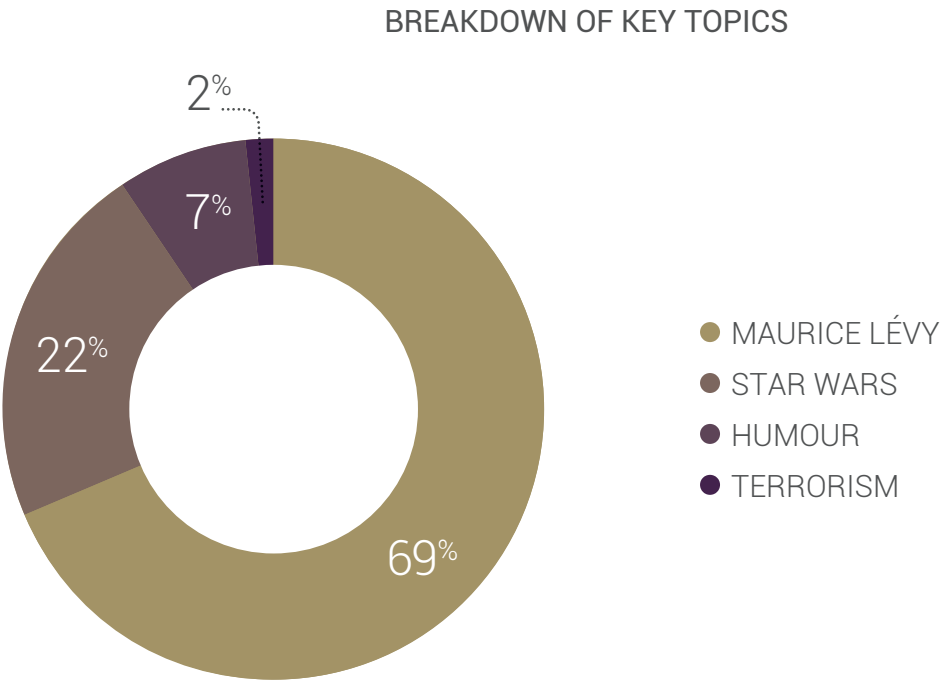
LIKES

9

Tendances : France • Modifier[#StarWars](#)
[#1DCarpoolKaraoke](#)
[#LeMorningDeLaForce](#)
Kojima
[#TheSkippableWishes](#)
L'amendement Mediapart
[#HouseofCards](#)

Terrorism

A small proportion of the discussion brings up the fact that the video included a tribute to two collaborators of the Publicis Groupe and to all the victims killed in the recent terrorist attacks in Paris.



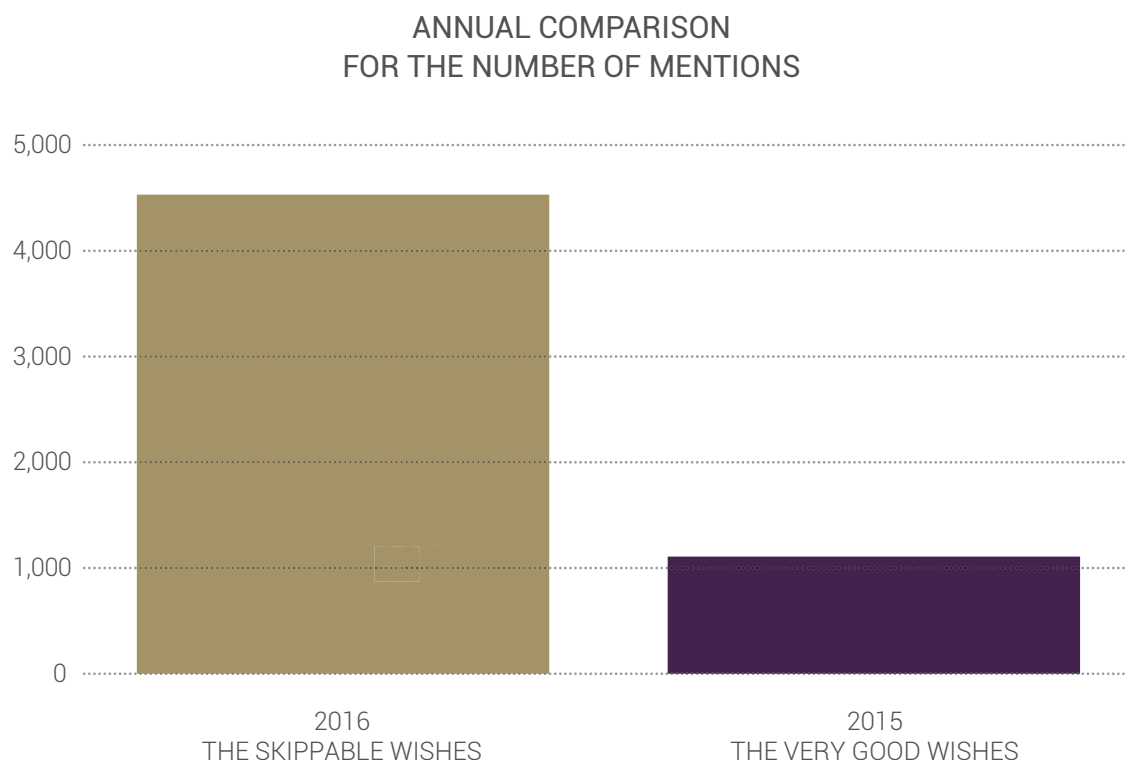
Thematic analysis provided the Publicis Groupe communications team with qualitative insights on the success of the campaign.

Skipping to win?

An annual comparison

A benefit that comes with using a social listening platform like Brandwatch is the ability to compare the results from one campaign to the next. The data collected is only useful if it can be used to improve your future social activities.

This is precisely what the Publicis Groupe achieved by comparing “The Skippable Wishes” campaign of 2016 to “The Very Good Wishes” campaign in 2015.

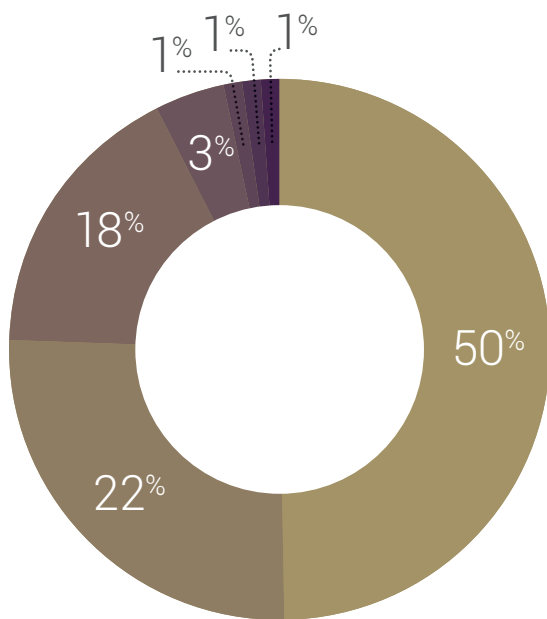


The 2016 campaign gathered four times more mentions than that of 2015.

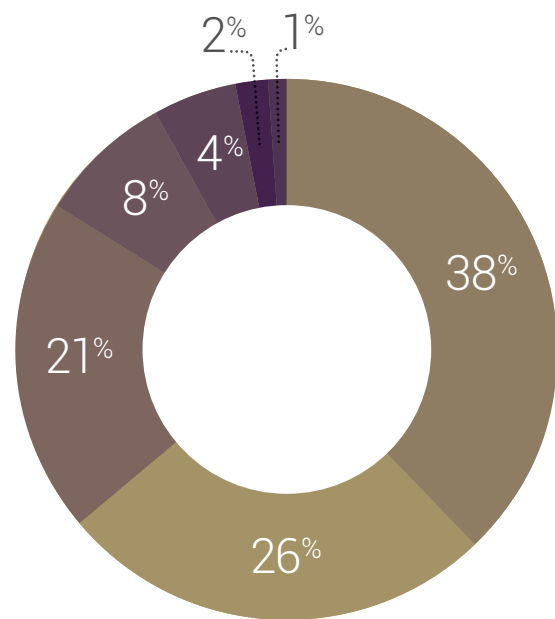
By comparing the mentions stemming from both individual and organizations' accounts, the communications team found that the campaign had generated more engagement from the general public. The buzz coming from individual accounts grew from 75% in 2015 to 85% in 2016.

The analysis of the geographic distribution of the two campaigns also offered some interesting insights.

2016 - THE SKIPPABLE WISHES



2015 - THE VERY GOOD WISHES



● FRANCE ● NORTH AMERICA ● EUROPE ● ASIA
● SOUTH AMERICA ● AFRICA ● AUSTRALASIA

The mentions of 'The Skippable Wishes' came mainly from France rather than from the rest of the world, as seen in 2015.

This indicates that in the future the international reach should be taken into account when building the strategy for the next campaign.

However, the data confirmed that humor is an effective way to overcome cultural and linguistic differences. 54% of the mentions about the campaign mentioned the humor of "The Skippable Wishes" campaign.

Social Data: An ally now and for the future

With over 1,300 agencies in 108 countries, Publicis Groupe launches numerous campaigns all year long including strategic announcements, acquisitions and events, and holiday greetings.

The communications team needed a powerful, flexible, and customizable platform that would allow them to track mentions in the media and on the social web, perform a detailed analysis, and compare the collected data, to obtain insights that would inform and adapt the group's communication strategy.

Thanks to Brandwatch, Publicis Groupe was able to collect social data in order to:

- Measure the impact of all of their campaigns
- Measure the online reputation for the group, its agencies and its leaders
- Identify specific groups of influencers
- Set up a competitive benchmark by reviewing their share of voice

"Comparing how successful our different campaigns are from one year to the other will allow us to improve our PR and social efforts continuously for the whole company."

PEGGY NAHMANY,
VP, DIRECTOR OF COMMUNICATION AT PUBLICIS GROUPE

Thanks to
Brandwatch,
Publicis Groupe
is going to ...

Measure and analyze its future
"Viva Technology" campaign and
set up a standardized long term
measuring process for
their campaigns.

About

Brandwatch

Brandwatch is the world's leading social intelligence company. Brandwatch Analytics and Vizia products fuel smarter decision making around the world.

The Brandwatch Analytics platform gathers millions of online conversations every day and provides users with the tools to analyze them, empowering the world's most admired brands and agencies to make insightful, data-driven business decisions. Vizia distributes visually-engaging insights to the physical places where the action happens.

The Brandwatch platform is used by over 1,200 brands and agencies, including Cisco, Whirlpool, British Airways, Sony Music, and Dell. Brandwatch continues on its impressive business trajectory, recently named a global leader in enterprise social listening platforms by the latest reports from several independent research firms. Increasing its worldwide presence, the company has offices around the world including Brighton, New York, San Francisco, Berlin and Singapore.

Brandwatch. Now You Know.

www.brandwatch.com

Publicis Groupe

Publicis Groupe is a world leader in business marketing, communication and digital transformation. Present everywhere on the value chain, from advising to creation and execution, the Publicis Groupe provides their customers with a unified and flexible organization to make their expertise accessible worldwide.

It is structured around four key solutions: "Publicis Communications" for creative networks (Publicis Worldwide with MSL, Saatchi & Saatchi, Leo Burnett, BBH, and Prodigious); "Publicis Media" (Starcom MediaVest, ZenithOptimedia and Vivaki); "Publicis.Sapient", a unique global digital platform (Sapient Consulting, SapientNitro, DigitasLBi, Razorfish) and Publicis Healthcare.

The group is present in 108 countries and has around 77,000 collaborators.

Viva la Différence !

www.publicisgroupe.com

