



Using Social Insights to Build a Global Marketing Strategy

Nespresso

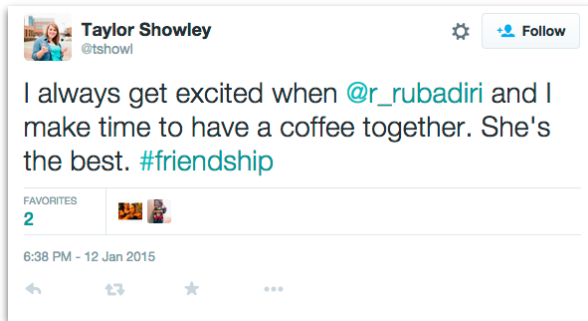
Introduction

We all know the importance of having a good strategy. How a brand is perceived in the market place is at the root of all marketing endeavors, and clear vision and voice is key to crafting all great campaigns. So how do you get there? How can you learn from your efforts, tracking reception to your campaigns all to discover opportunities and create a targeted global strategy? Enter social data, specifically, social insights. We compiled this case study to illustrate how brands like Nespresso can build from their current work to craft global strategies for effectively scaled marketing.

So how can social insights be used to identify brand opportunities, measure campaign success, and inform global marketing strategies?

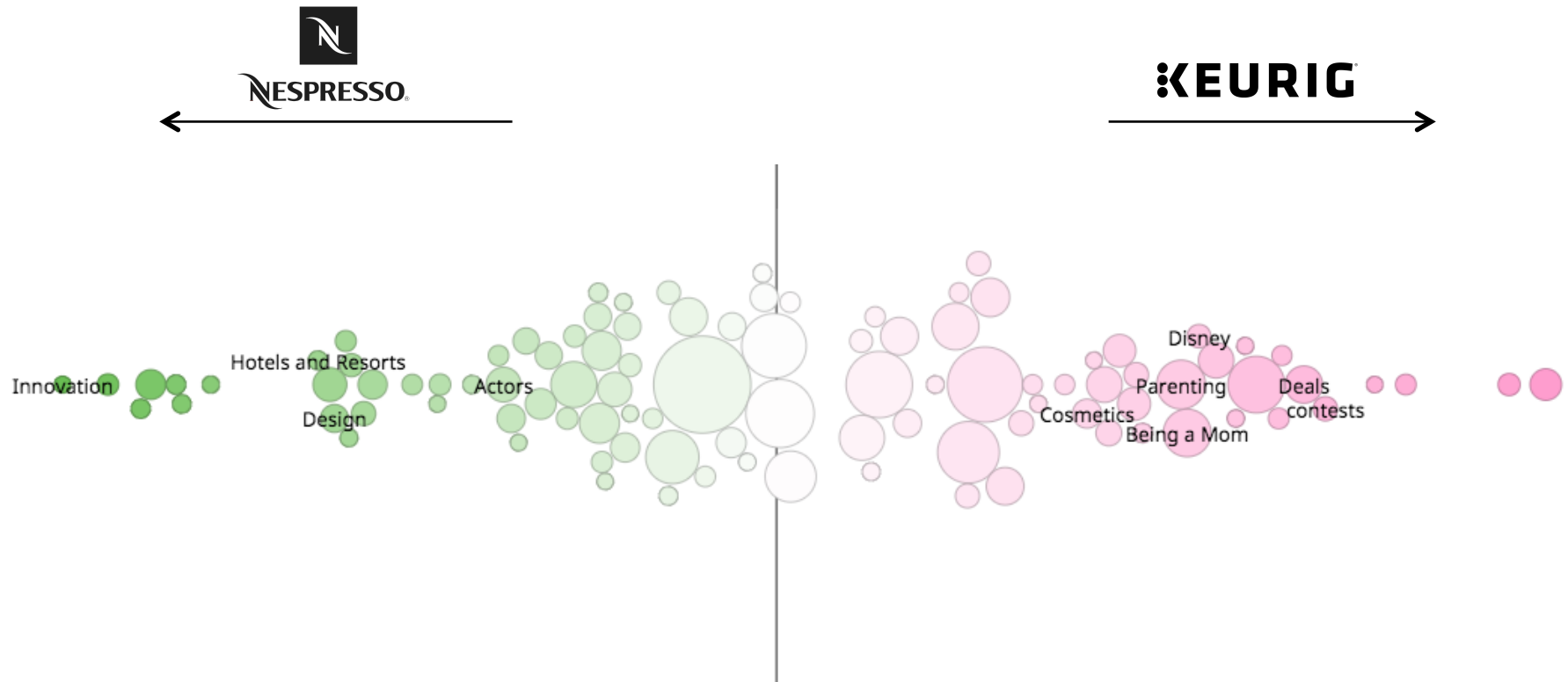
Planning & Strategy

Consumer Insights from Coffee Drinking Discussion on Social



Using social to gather the world's largest focus group of coffee drinkers, we revealed *how* and *why* people make and drink coffee. This provides invaluable information on how customers engage with the product: illustrating when, where, and how, brands can find their customers. We uncovered two leading audience segments—social coffee drinkers and those who like to try new or unique flavors—as areas of opportunity for Nespresso.

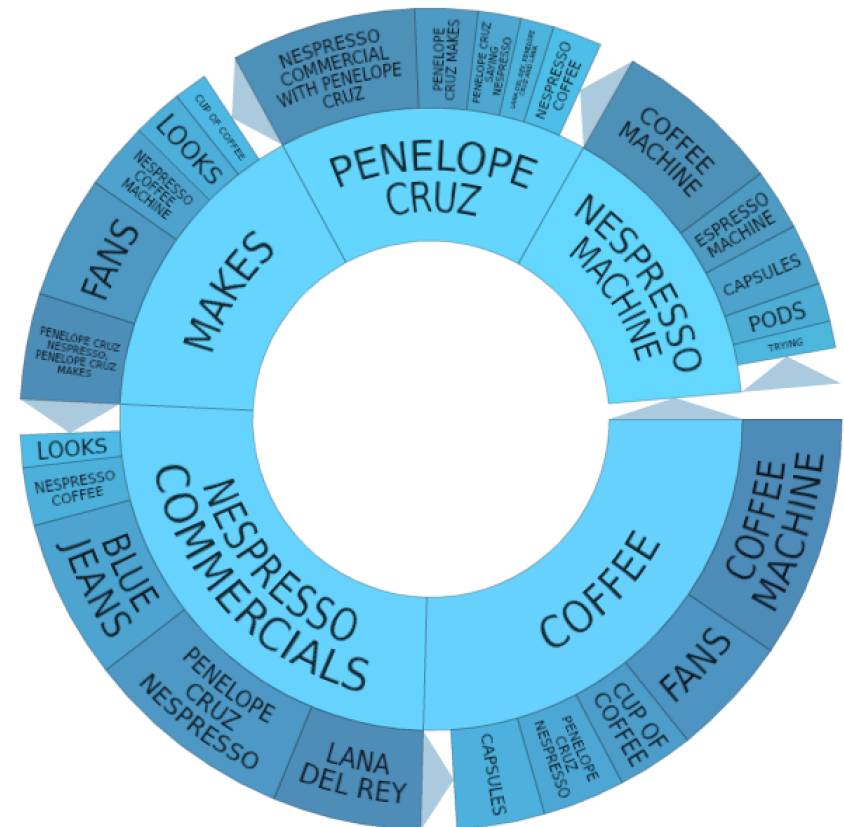
Customer Insights through Audience Competitive Analysis



Audience Affinities give a unique picture of Nespresso's customers and their interests in comparison to competitor Keurig. Nespresso attracts a more affluent customer base who like Nespresso's luxurious feel, while Keurig is more aligned with parents and affordable family values. These insights provide the crucial context of how to engage with customers and create messaging that will resonate.

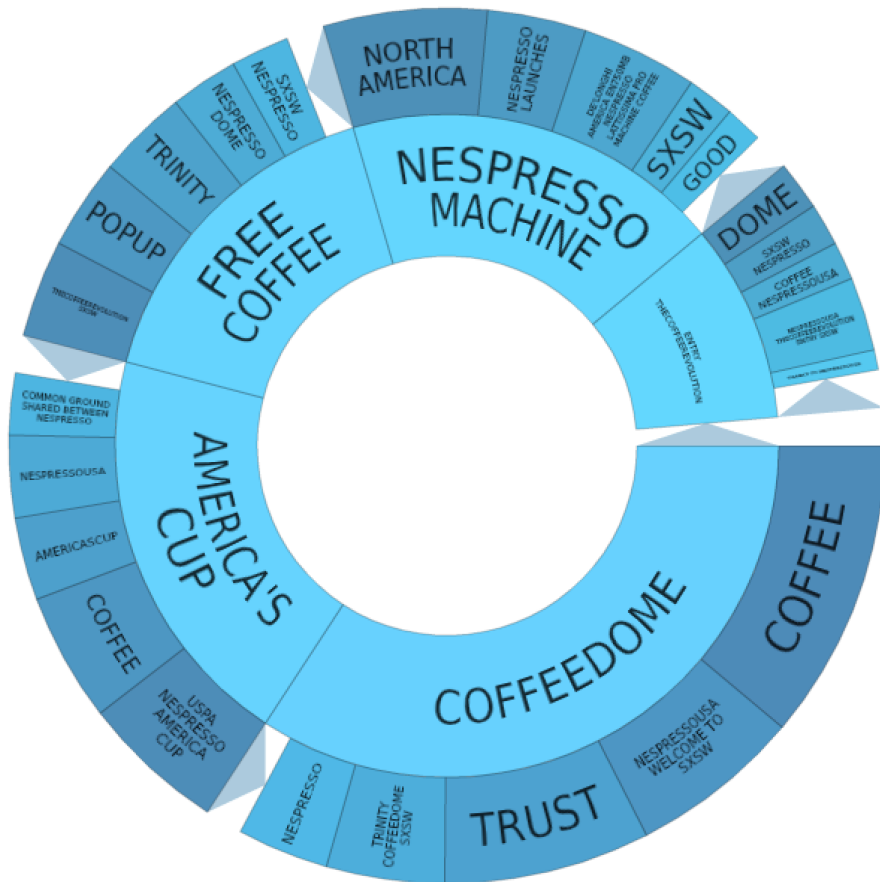
Implementation & Tracking

Developing Marketing Strategy Based on Insights



Knowing that their target audience had an affinity for luxury, Nespresso could inform its global marketing strategy to appeal to this preference. The company released a set of commercials featuring Penelope Cruz and the music of Lana Del Rey that emphasized class and luxury. We can see conversations and topics surrounding these ads resonating on social.

Developing Marketing Strategy Based on Insights



Heather Pond
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We loved @nespresso pop up in #Seattle #entry #TheCoffeeRevolution

7:53 PM - 26 Apr 2014

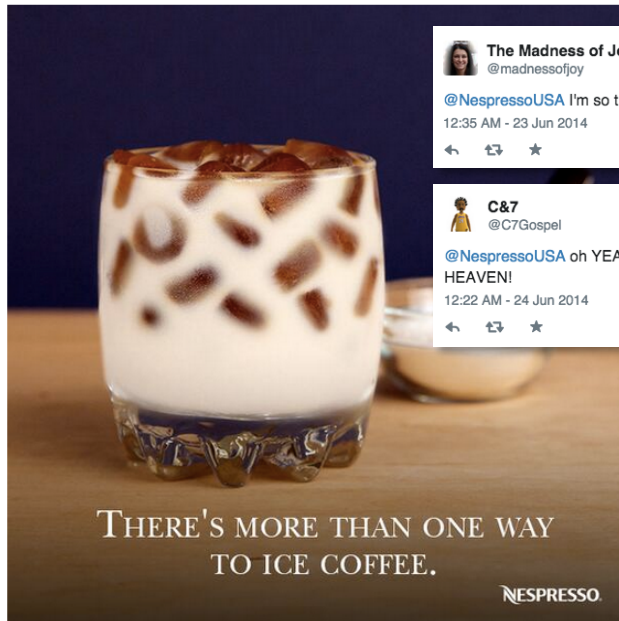


As strategic events in this global campaign, "pop up" Nespresso stations in major U.S. cities targeted the social and adventurous coffee drinker segment. Boutiques and "pop ups" promoted discovery of Nespresso's premier blends, and provided an opportunity for interaction with baristas where customers could learn more about the machines.

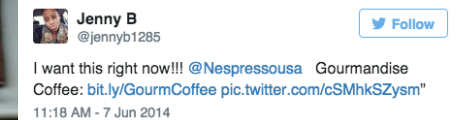
Creating Targeted Content for Owned Channels



This time you'll actually want your cubes to melt.



Indulge in triple-layered luxury with the Gourmandise Coffee: bit.ly/GourmetCoffee



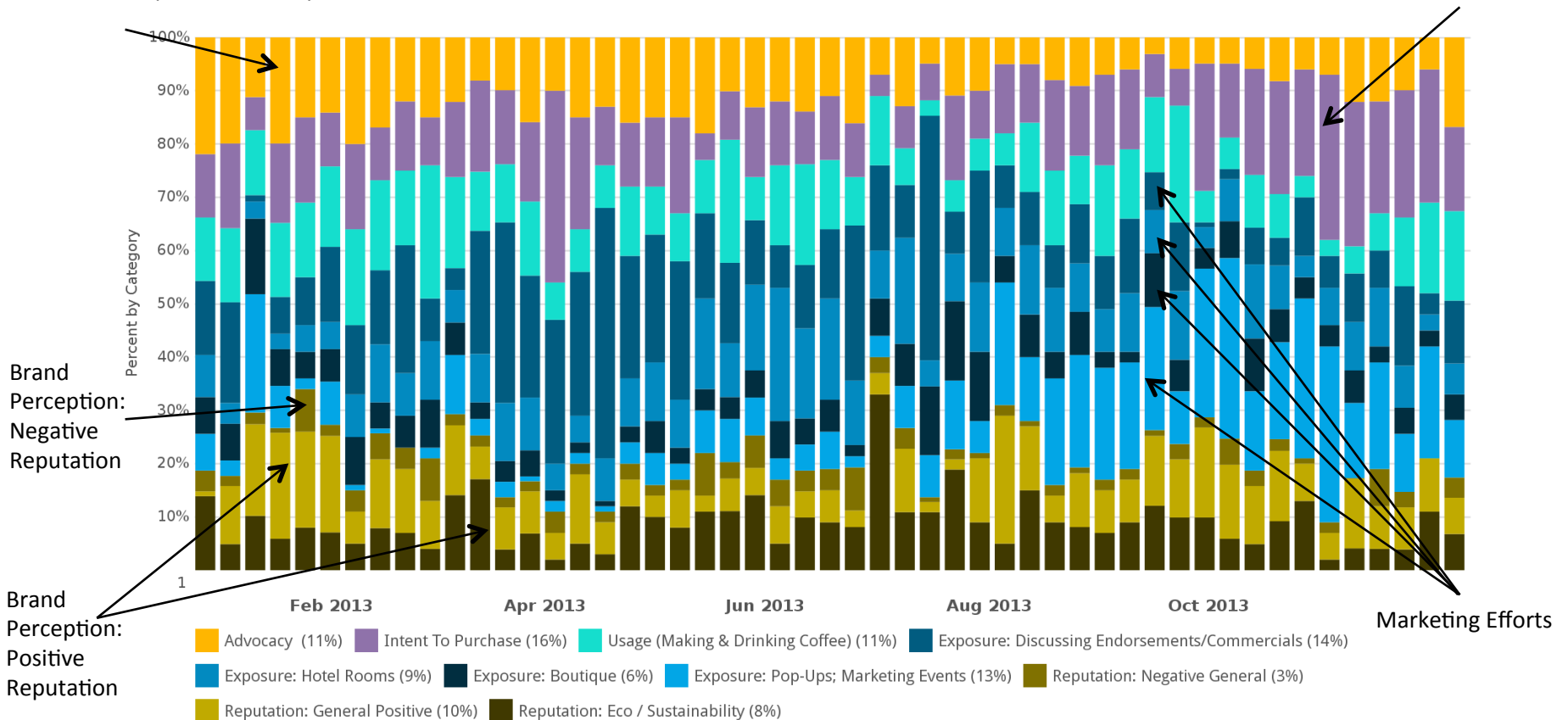
Nespresso also added to this campaign by creating engaging content on its owned social channels that also spoke of luxury and decadence—an experience beyond the norm. The top performing content for Nespresso's twitter account is aligned with its sleek and luxurious feel and resonates with the gourmet coffee drinkers who like to explore new blends and flavors.

Monitoring & Learning from Marketing Efforts

Measuring the Effect of Marketing Efforts

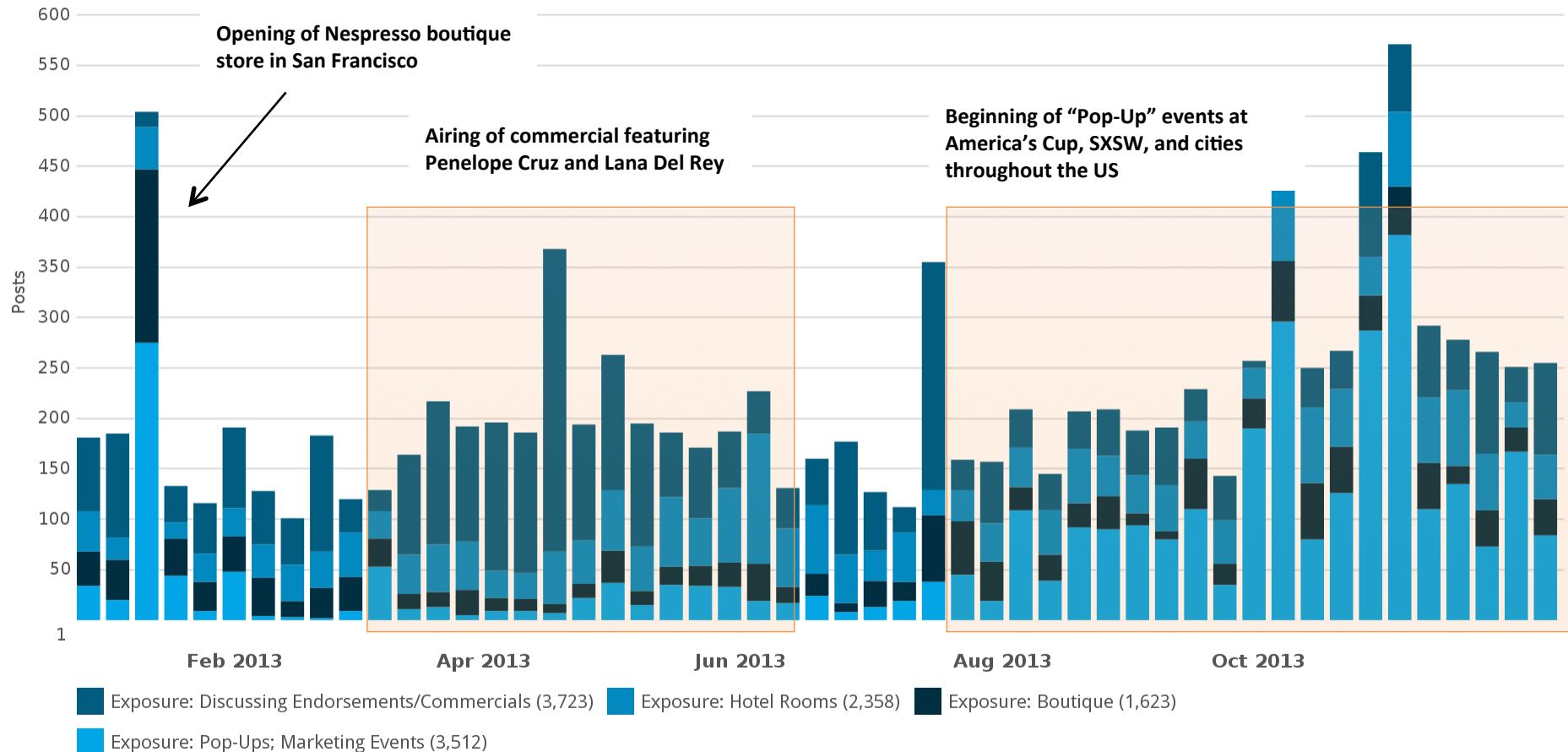
Brand Perception: Advocacy

Intent to Purchase



The Nespresso conversation on social media could then be monitored in order to learn from the various efforts in their campaign: measuring consumer perception of the brand, measuring the effectiveness of the various marketing efforts, and quantifying consumer intent to buy a machine.

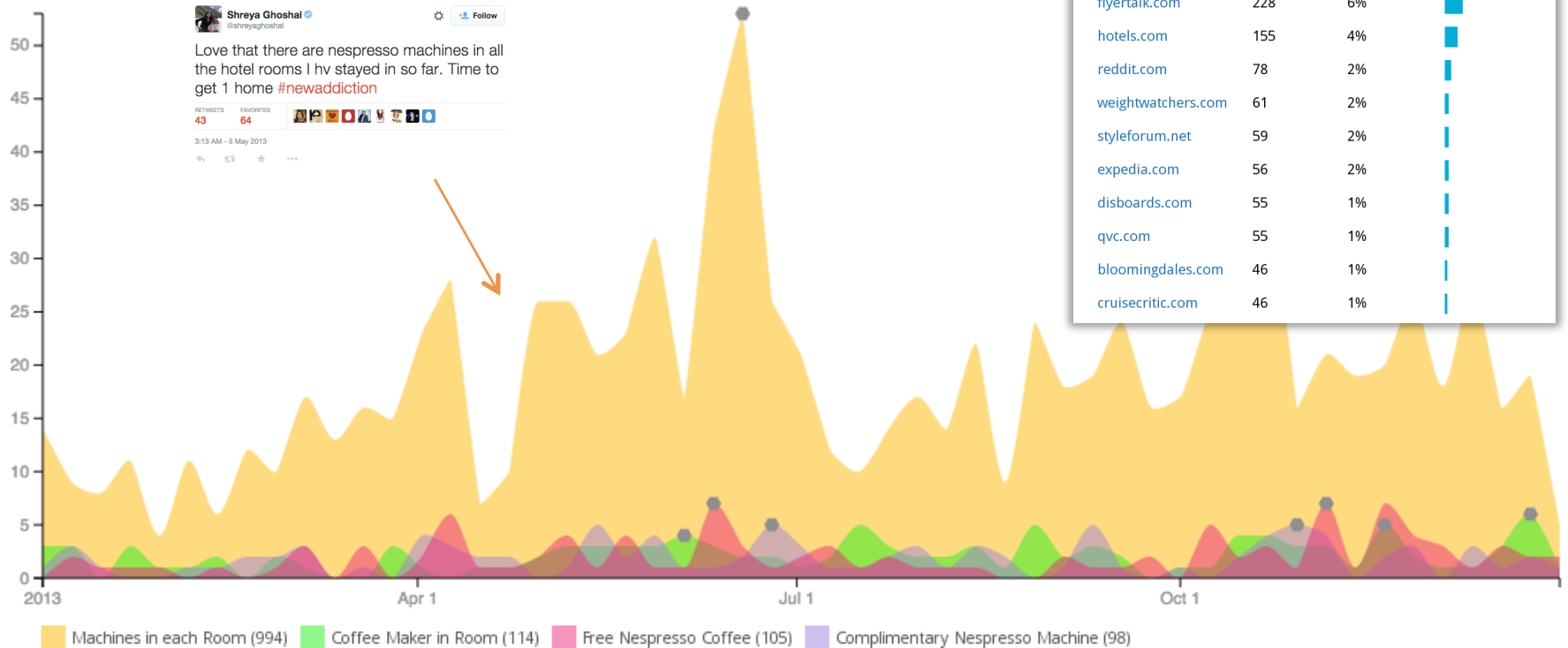
Measuring Consumer Exposure to the Brand



Both commercials and pop-up events were successful at reaching and engaging customers as can be seen in tracking the resulting buzz on social after these efforts. Encountering Nespresso machines in hotels was a significant portion of conversation and was revealed as another crucial point of exposure for the brand.

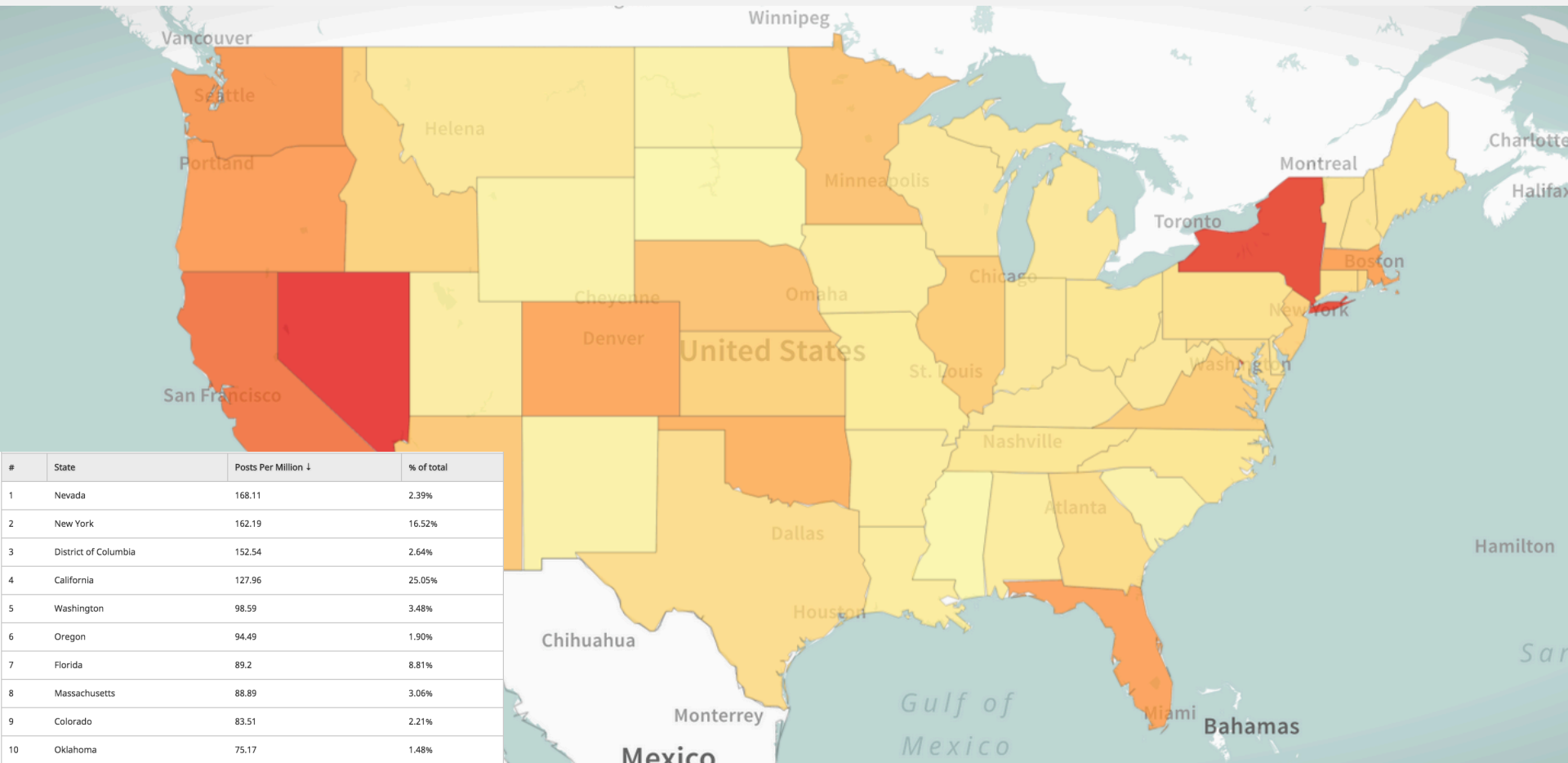
Identifying Additional Market Opportunities

Posts



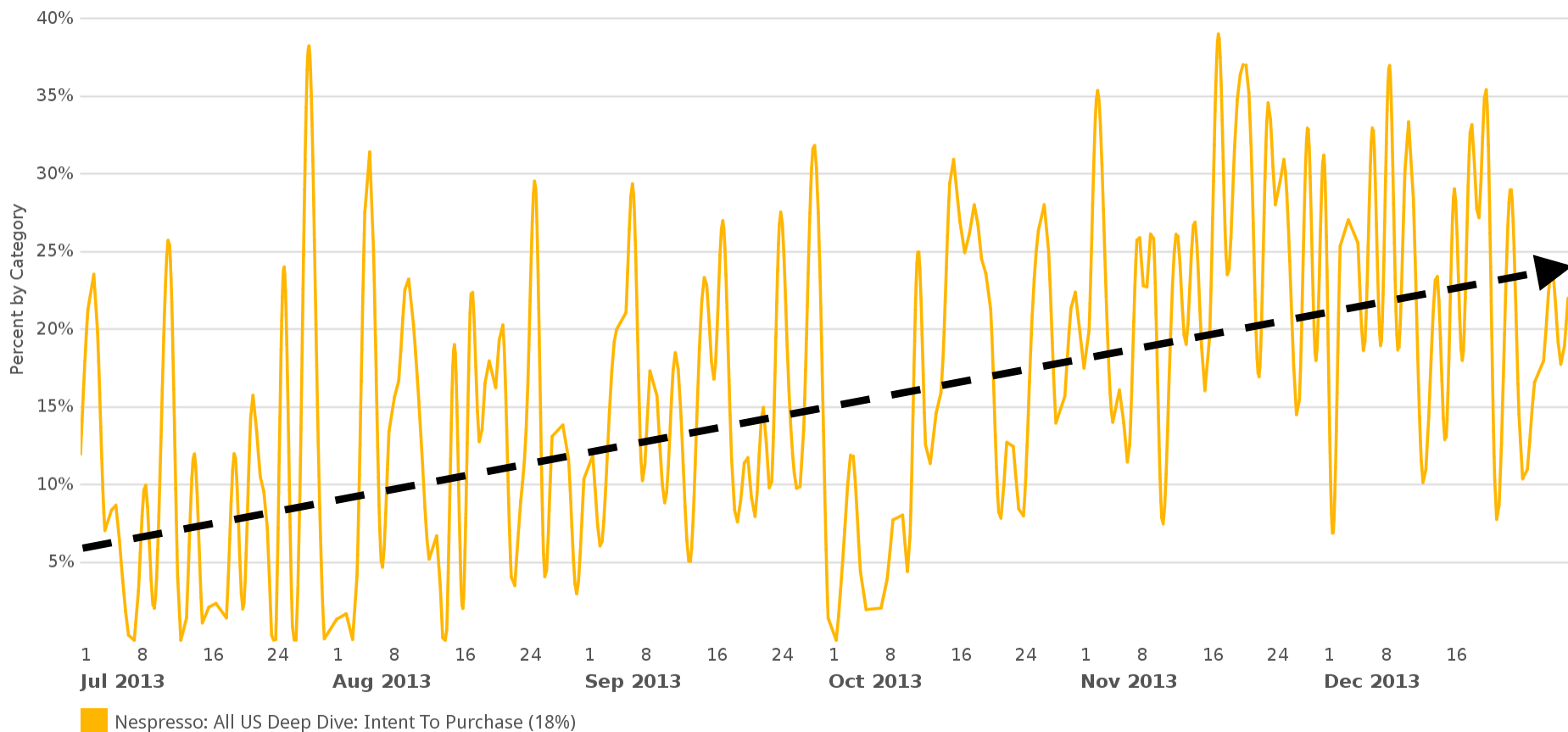
Noticing that Nespresso was mentioned frequently in hotel and travel reviews, we learned that hotel placement and engagement represent a unique opportunity for the company to continue to target and capture this audience segment and convert them to full-time customers.

Identifying Key Areas of Success



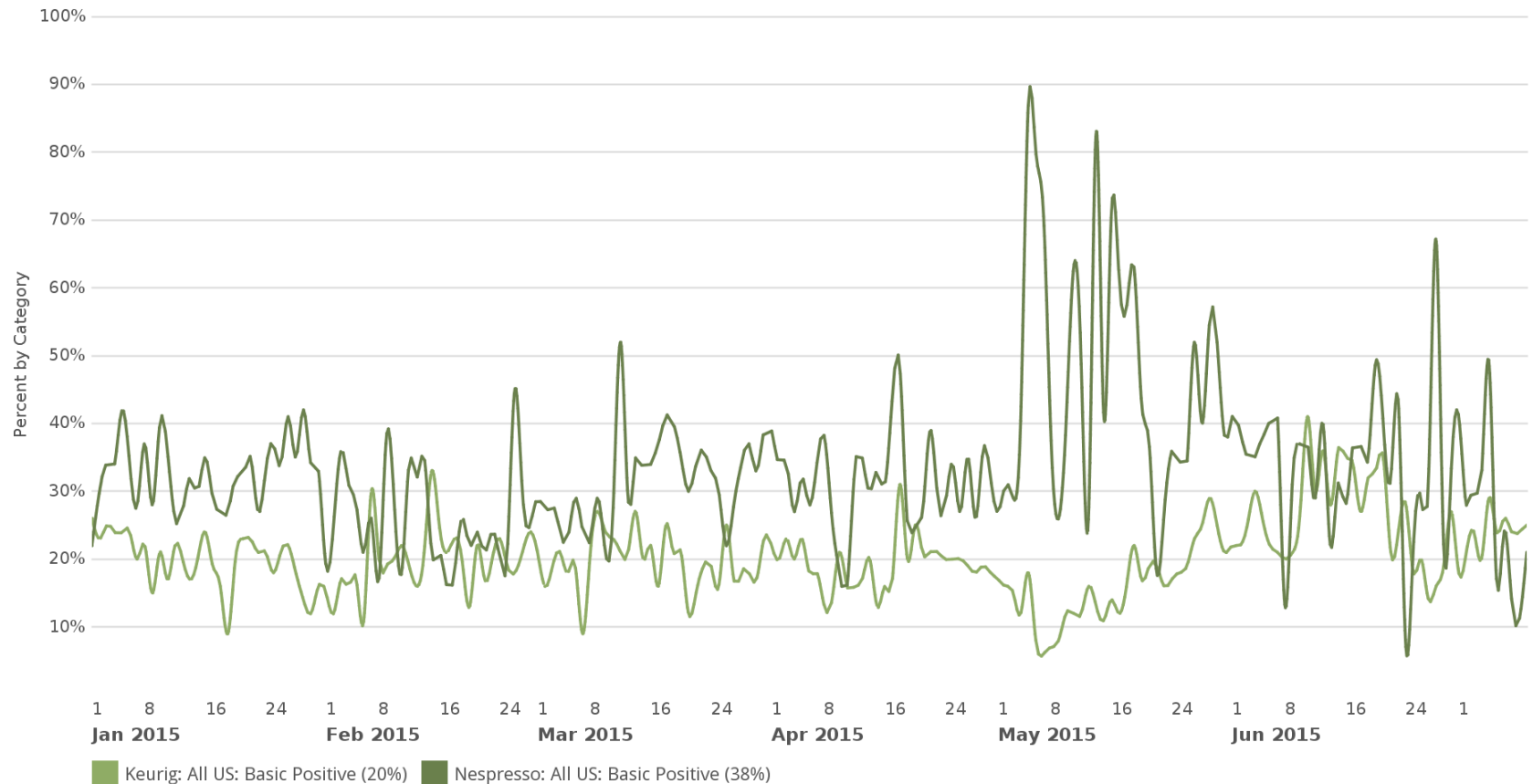
Taking a geographic look at Nespresso conversation, we can see key regions where the boutiques, pops ups, and hotel placements were most successful. This map illustrates that per capita, those in Nevada, New York, Washington D.C., and California engaged most strongly with Nespresso's efforts. These are productive sites for Nespresso to continue their efforts globally, seeing what resonated and why in order to position for their global strategy.

Driving Consumer Purchase Intent



Following Nespresso's marketing efforts, the volume of social posts indicating intent to purchase a Nespresso machine rose dramatically. This coincides with discussion around the "pop-up" events increasing from 3% to 21% over the same time period.

Using Social for Data-Driven Decisions



In the future, Nespresso can continue to use social insights to learn about campaign engagement among different audience segments, and benchmark against competitors in order to drive and measure global marketing strategy and campaign success.

Key Takeaways from a Targeted Campaign

With actionable insights, Nespresso could learn from a targeted campaign, monitor efforts to learn what marketing events worked and engaged their target audience, and build a global strategy for the future.

As with Nespresso, social insights enable any brand or agency to:

1. Know where to reach new and relevant customer segments and what messaging will most effectively engage them.
2. Track specific campaign efforts and customer interaction with them, to know what worked.
3. Categorize and measure customer interaction to learn about brand perception, method of exposure, and future opportunities for engagement.
4. Identify key areas of success and quantify return on investment through changes in intent to purchase and competitor benchmarking.

About Crimson Hexagon

Crimson Hexagon is a leading provider of social media analysis software. Powered by patented technology and an in-house data library of more than 500 billion posts, Crimson Hexagon's ForSight™ platform helps hundreds of brands and agencies answer critical business questions through the insights derived from social data. Clients include leading global organizations such as General Mills, Starbucks, Paramount Pictures, Microsoft, and Twitter, and leading agencies such as Translation, Edelman, and We Are Social.

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