



THE TWEETCAMP CAMPSITE: BUILDING AND ENGAGING A COMMUNITY WITH BRANDWATCH DATA

-
1. Background
 2. Objective
 3. Idea
 4. Implementation
 5. Outcome
-

1. Background

For all the opportunities that social media offers businesses to promote and drive awareness of their brand or product, catching people's interest still remains a challenge.

Though there are many features that make social media unique, when it comes to brands trying to promote themselves, the fundamental principles of traditional advertising still ring true: for a campaign to succeed, it must be built on an idea that people connect with.

A big part of social media marketing is based on communities. For larger brands this is usually more a question of management, as awareness will already be high (though even amongst large brands though, some industries lend themselves more naturally to communities while others have to work harder).

For companies that aren't so fortunate, they first need to build and engage a community before the management process becomes a requirement. This means outlining a clear objective and a strong idea to fulfill it – something important to the brand and something that engages people.

2. Objective

Raise awareness of Tweetcamp and generate buzz in the lead up to the event

The organizers of London-based “unconference”, Tweetcamp, approached Brandwatch about a sponsorship opportunity. Rather than the usual monetary assistance, we offered them our time and resources towards promoting the event in return for sponsorship rights.

So the deal was agreed upon in July 2011, with the event taking place on 8th October 2011. The objective of the partnership was for Brandwatch to help raise awareness of Tweetcamp and build pre-event buzz in the run up to the day itself.



3. Idea

A virtual campsite, powered by Brandwatch's Twitter data

We needed an idea that struck a balance between generating buzz and successfully representing both the Tweetcamp and Brandwatch brands.

The shared ground is quite obvious - both our brands have a heavy link to Twitter: Tweetcamp is an event about Twitter – for beginners and addicts alike and Brandwatch is a social media monitoring tool – we collect and present data from all over the social web.

So what did we come up with? A virtual campsite, powered by Brandwatch's Twitter data.

We would use Brandwatch to track mentions of the “#tweetcamp” hashtag and automatically position the Twitter users who used the hashtag somewhere on the Flash-built campsite. The more a user tweeted #tweetcamp, the better their virtual-pitch would become. The person who tweeted most would earn the position of “Warden” of the campsite.

The objective was to raise awareness of Tweetcamp and people talking about it – what better way to do this than to explicitly encourage use of the hashtag on the basis of earning a superior pitch on the campsite?

Gamification

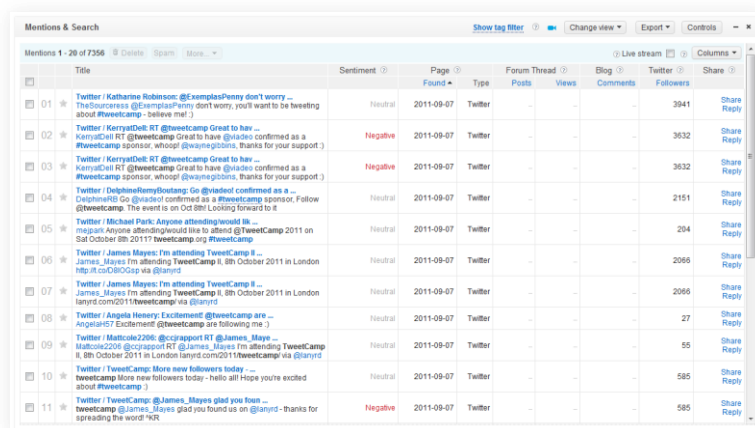
Although virtual, bringing something people could actually see (and hear...) into the equation would give life to their Twitter profile and their tweets. Gamifying tweeting in this way and giving users a tangible reward for doing it more would make the concept very engaging - all they had to do was use the #tweetcamp hashtag when tweeting. The best thing about the idea: it was a simple way to echo the sentiment of the event itself – celebrating Twitter.

The virtual campsite can be found at <http://labs.brandwatch.com/tweetcamp>.

4. Implementation

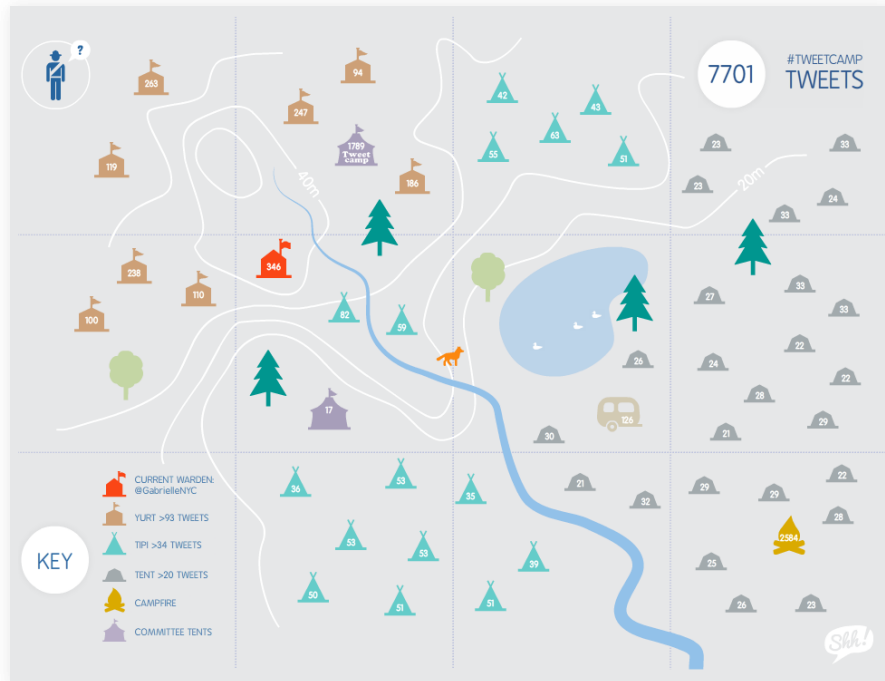
Having outlined the idea, we took several steps to implement it:

1. **Set up a Brandwatch query for mentions of #tweetcamp:** This would provide the data to power the campsite and position Twitter users in different pitches.



Title	Sentiment	Page	Forum Thread	Blog	Twitter	Share
Twitter / Katherine Robinson: @ExamplePenny don't worry ... The @ExamplePenny don't worry, you'll want to be tweeting about #tweetcamp - believe me!	Neutral	2011-09-07	Twitter		3941	Share Reply
Twitter / Kermidell: RT @tweetcamp Great to hear ... Kermidell RT @tweetcamp Great to hear @ladies confirmed as a #tweetcamp sponsor, whoop! @wamegrooms, thanks for your support :)	Negative	2011-09-07	Twitter		3632	Share Reply
Twitter / Kermidell: RT @tweetcamp Great to hear ... Kermidell RT @tweetcamp Great to hear @ladies confirmed as a #tweetcamp sponsor, whoop! @wamegrooms, thanks for your support :)	Negative	2011-09-07	Twitter		3632	Share Reply
Twitter / DelphineRIS Go @vialdel confirmed as a #tweetcamp sponsor, Follow @tweetcamp. The event is on Oct 8th! Looking forward to it	Neutral	2011-09-07	Twitter		2151	Share Reply
Twitter / Michael Park: Anyone attending tweet it ... mgspark Anyone attending would like to attend @TweetCamp 2011 on Sat October 8th 2011? #tweetcamp via @lanyrd	Neutral	2011-09-07	Twitter		204	Share Reply
Twitter / James Mayes: I'm attending TweetCamp II ... James_Mayes I'm attending TweetCamp II, 8th October 2011 in London http://t.co/0B05op via @lanyrd	Neutral	2011-09-07	Twitter		2066	Share Reply
Twitter / James Mayes: I'm attending TweetCamp II ... James_Mayes I'm attending TweetCamp II, 8th October 2011 in London lanyrd.com/2011/tweetcamp via @lanyrd	Neutral	2011-09-07	Twitter		2066	Share Reply
Twitter / Angela Henry: Excitement! @tweetcamp are ... AngelaH57 Excitement! @tweetcamp are following me :)	Neutral	2011-09-07	Twitter		27	Share Reply
Twitter / MattCoole2006: @craigpatt RT @James_Maye ... MattCoole2006 @craigpatt RT @James_Mayes I'm attending TweetCamp II, 8th October 2011 in London lanyrd.com/2011/tweetcamp via @lanyrd	Neutral	2011-09-07	Twitter		55	Share Reply
Twitter / TweetCamp: More new followers today ... tweetcamp More new followers today - Hello all! Hope you're excited about #tweetcamp :)	Neutral	2011-09-07	Twitter		585	Share Reply
Twitter / TweetCamp: @James_Mayes glad you been ... tweetcamp @James_Mayes glad you found us on @lanyrd - thanks for spreading the word! :)	Negative	2011-09-07	Twitter		585	Share Reply

2. **Design virtual campsite:** Our in-house design team set to work designing the beautiful campsite and creating all the necessary assets.



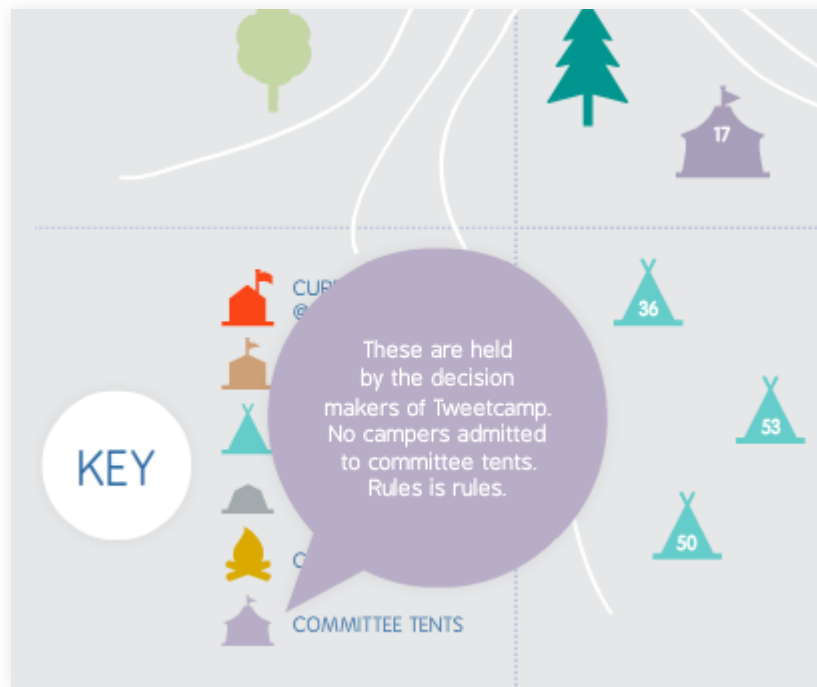
3. **Build campsite in Flash:** Our developers turned the design into an interactive Flash app, bringing it to life with animations and sounds. We also built in a nighttime version of the campsite which would become visible when users logged on after 6pm and before 7am.



4. **Populate campsite with Twitter data through Brandwatch API:** Another part of the development process – programming the application to display certain things based on the data coming through.



5. **Group together host and sponsor Twitter profiles into “Committee Tents”**: This was to ensure that the users involved in promoting and running the event were not counted in the pitch-hierarchy.



6. **Promote**: The Brandwatch and Tweetcamp websites and Twitter profiles announced the virtual campsite and began using the hashtag, and details of the project were sent to press contacts across the tech and social media industries.

Check out the latest data-viz from Brandwatch Labs to promote **TWEETCAMP 2011** in London!

[Visit the Tweetcamp camp site >](#)

< >

● ○ ○ ○ ○ ○ ○ ○ ○ □

"I am now absurdly proud of my tent by the fire - thanks! #tweetcamp"




via (@janeyfranklin)

The graphic shows a white pass with a black border. At the top, it says "Tweetcamp". Below that, it says "Grab your virtual wellies, this is your pass to #tweetcamp." The pass features a circular map with a tree icon and a tent icon. The pass is surrounded by a cluster of colorful dots in shades of green, yellow, orange, red, and blue.

7. **Continue engagement and promotion:** A week before the event, a competition was launched based on a story created about the campsite's resident fox:

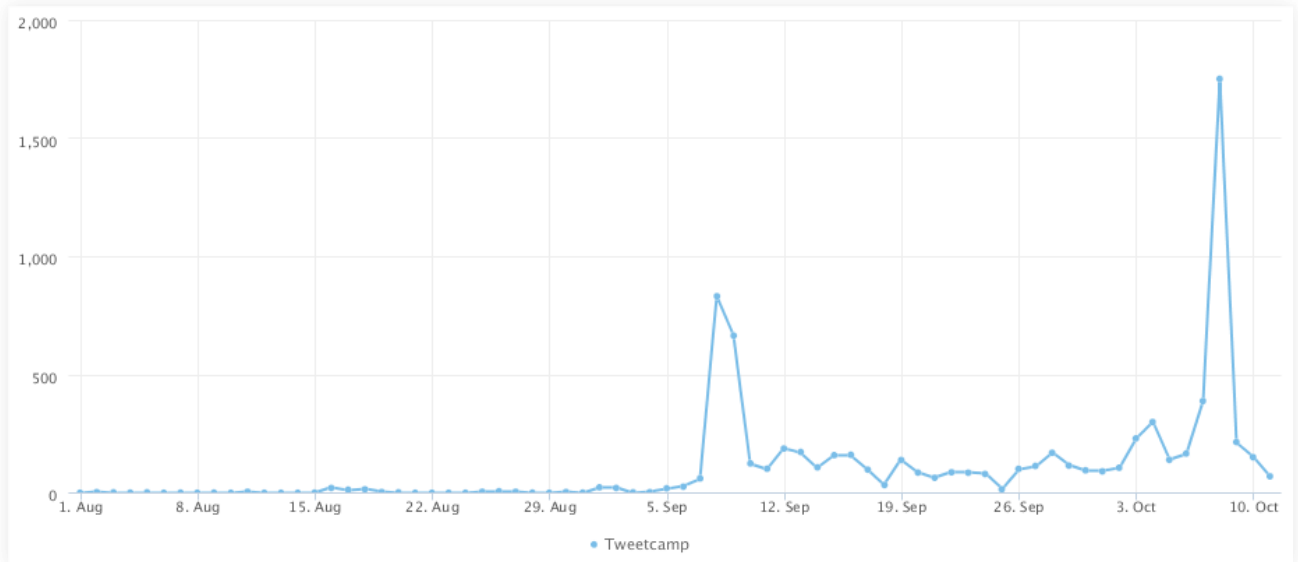


During the build up to the event, we continued to respond to conversation and feedback, encouraging suggestions for new ideas to add to the campsite:

- 
brandwatch Brandwatch
 @AngelaH57 thanks! that's good to hear. Stay tuned to the #tweetcamp site - we've got some new additions coming up!
 26 Sep
- 
brandwatch Brandwatch
 @Roshizzle_ Sure you can do it! Just keep on chatting :)
 #tweetcamp
 28 Sep
- 
brandwatch Brandwatch
 something's roaming the #tweetcamp campsite - apparently it will be back at 7pm and then on the hour until midnight....
 @tweetcamp
 20 Sep

5. Outcome

From 8th September to 10th October there 7403 tweets mentioning #tweetcamp:



We launched the Tweetcamp campsite one month before the event. The day it went live, an article featuring the project was published on The Next Web (link: <http://tnw.co/qUr9Ci>) and tweets containing #tweetcamp jumped to 832 on the day of launch and 665 for the following day.

The screenshot shows a news article snippet. At the top, there are navigation links: 'vernance ...', 'sales ...', and 'Marketplace'. Below these are 'DEO', 'MOBILE', and 'INDIA'. The main content area features a large image of several teepees against a sunset sky. The article title is 'TweetCamp uses Twitter data to gamify a promotional virtual campsite' by Paul Sawers, dated Thursday, September 8, 2011. Below the title, the text reads: 'TweetCamp is a free-to-attend, participant-led 'unconference' in London, aimed at Twitter veterans and noobs alike. It aims to connect digital practitioners to accelerate conversations around social media channels, such as'. To the right of the text is a 'STORY TOOLBOX' with a '398' tweet counter and a '45' like counter, along with 'Tweet' and 'Like' buttons.

Sustained engagement

While the number dropped after the initial spike, the level of engagement remained high. Prior to the Tweetcamp campsite launch (from 1st August to 7th September), the average was **6** tweets per day. In the period between the campsite launch and the day itself, tweets averaged **231** per day.

The event took place on 8th October, where the number of tweets soared to a high of 1751.

From 8th September to 11th October there were a total of 7403 tweets about Tweetcamp.

What were the tweets about?



The top topics from the tweets during the month leading up to the event represent the general atmosphere of excitement and anticipation. The top subject was about tickets, with 663 mentions. Other top phrases including “meet/meeting”, “party”, “London” and the date of the event.

It is clear that the virtual campsite built by Brandwatch remained a key driver of conversation around Tweetcamp as several related topics stayed at the top:

- “Virtual” - 258 mentions
- “Gamify” - 170 mentions
- “Warden” - 121 mentions

Top Participants

Throughout the month build-up to Tweetcamp, there were a number of different “Wardens” of the campsite. The winner in the end was *GabrielleNYC*, with 321 #tweetcamp tweets. There were 11 users who tweeted the hashtag more than 100 times during the month and over 100 users that tweeted it more than 10 times.

Anecdotal Twitter feedback:

Tweets:

- “I’m IN! Got myself a lovely two-bed tent on the outskirts of the campfire. Toasted marshmallows are on me #tweetcamp” (@Roshizzle_)
- “Morning #tweetcamp ~ers, hope all had a good night. Ducks are out (there goes one now), fox is around, campfire still burning...all is good” (@guy1067)
- “Loving the cute campsite designed by those clever bods at brandwatch.com for #tweetcamp” (@joanna_simmons)
- “RT @nickyrudd01: @jangles love this idea! #tweetcamp <=imaginative! Nice work by @brandwatch” (@jangles)
- “Not sure what #tweetcamp is, but I love the infographic. Any pointers?” (@jamescnicholls)
- “Torn between the love of the @brandwatch #tweetcamp game, and the desire to keep #tweetcamp secret (at least until I have snagged a ticket!)” (@wobable)

From <http://marketingoutsider.wordpress.com>:

“I used to hate the idea of gamification, but @Brandwatch proved me wrong – it can be effective and meaningful when applied to the right things in the right way. I always felt gamification devalued the purpose and created noise. But with the virtual tweetcamp and the event, it created an amazing buzz and great connections.”

Why was it successful?

The Twitter powered campsite was a clear natural fit with the essence of both the Tweetcamp and Brandwatch brands, but it also generated significant buzz and engaged users for a sustained period. The reason was a balance between community and competition:

Community

The concept of an online “community” was absolutely core to the success of the campsite. Tweeters would make conversation with people they saw on campsite and those who had a pitch near to them – they would comment on the surroundings and the noise made by different parts of the camp and generally use it as a basis for conversation to build new relationships. Then as the event drew nearer, those new relationships would develop as meetings were arranged at Tweetcamp itself.

Competition

The gamification aspect of the project complimented the community perfectly. It added competition into the mix and encouraged friendly rivalries between the top parties, with the number one spot changing frequently. Equally, people were wise to those trying to beat the system by tweeting the hashtag mindlessly, and all competition was in good spirit.

These two aspects were both essential for the success of this idea. Creating a friendly environment where people could make new contacts and share common ideas, all towards the promotion of using the #tweetcamp hashtag, meant awareness grew in equal measures of both the virtual campsite and the event itself.