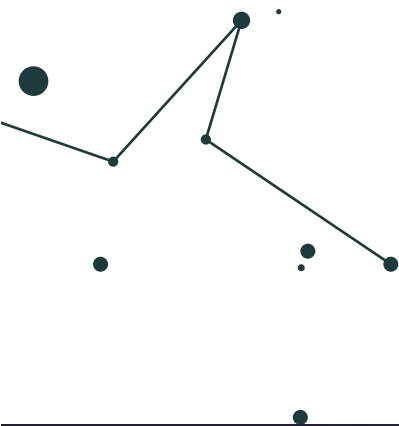White Paper

Accelerate Your Marketing Through Meme-Based Netnographic Segmentation

A method to define and track brand dimensions based on social data, and establish
a strategic decision support system in computer-mediated environments.

ebrandvalue™

Introduction

Social media is becoming the preferred method to express experiences with brands. Its always-on nature, the ease of sharing and getting feedback, the ability to control when and how to interact with others, additional conveniences that come with mobile and smart phone technologies provide attractive communication opportunities. Effective users can also gain additional followers and build on their social capital. Thus, social media enjoys a growing popularity among its users. It is not surprising to see that already 97% of marketers use social media to connect with their current and potential consumers. Social media provides observations that are more accurate than face-to-face or survey-based interventions. In addition, the ability to see the competition, operate in real time with the market, and create more intimate consumer relationships open new avenues for marketers. Creating personalized, relevant, and enjoyable experiences, and designing profitable strategies for increasing brand equity are at the top of the priority list. Otherwise, marketers risk becoming followers.

In this white paper, we propose *Meme-Based Netnographic Segmentation* as a methodology to define and track brand dimensions in real time. Naturally occurring behaviors like communal word-of-mouth discussions between consumers, shared experiences, and shared sentiment provide the essential data for netnographic research. Social media and online technologies act as catalysts for the development of significant amounts of content with words, images, and videos. Memes are common, yet evolving, patterns that shape shared content. The suggested methodology is based on first identifying common memes, then grouping these memes under common topics that highlight brand-related dimensions through netnographic research. From this research, we can develop a strategic brand-decision support system that identifies the success of a brand's related communications, and surveys real-time developments in the marketplace.

Our client, an FMCG company, has been using a system similar to a VALS (values, activities, lifestyle) segmentation, which is based on the traditional survey methodologies for their strategic branding and position decisions. However, their major concern was that the traditional tools were not performing as well as they used to, and they needed something more agile yet more meaningful for the high-

paced marketplace. We proposed our Meme-Based Netnographic Segmentation feature, customized for UGCs. Given its suitability for social media—and its ability to provide on-demand decision support and analysis of their strategic marketing decisions—our client wanted to proceed with our offer.

Meme Based Netnographic Dimensions

NETNOGRAPHIC DATA REDUCTION

We began our analysis by obtaining all of the brand and brand-related assets' UGCs for each major brands in the product category for the past twelve months. We used eBrandValue's extensive historical database, which contains complete profile information, including elements such as gender, location, brand affinities, etc. Next, we employed random sampling to identify usable unique contents from social media data sources (e.g., Twitter, Facebook, Instagram, etc.) This helped us to reduce hundreds of thousands of data points into a representative sample. Then, we analyzed the content to discover and categorize meaningful expressions. Finally, we name groups as representative brand dimensions.

The objective completion of data reduction is a crucial step in the success. We used independent judges (at least three) to verify this objectivity. We iterated on grouping and naming until all judges agree on common topics, and that a given content set can be classified in a certain group. This signaled that the groups are robust, and the dimensions are clearly defined.

The resulting dimensions included consumers' feelings, thoughts, and experiences, as well as product and brand perceptions. For this specific case, we have the following dimensions: Self-Functional, Release, Self Contentment, Social Contentment, Social Functional, Discernment, Brand, Product, User Image, Loyalty, and Celebrity.
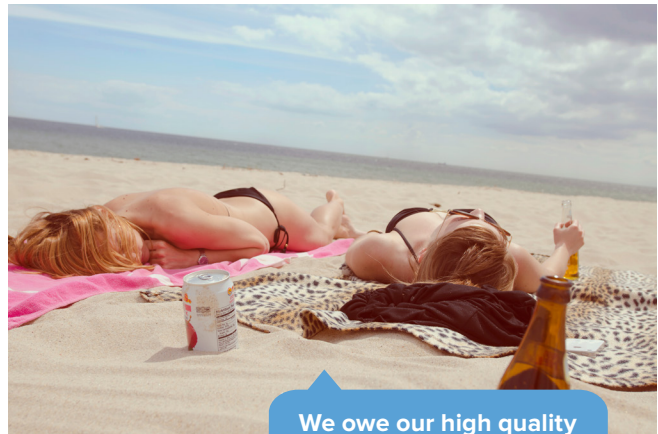
MEME IDENTIFICATION

Each dimension is then further reduced to patterns (memes). In our case, we found 336 memes placed under these 11 dimensions. eBrandValue's trend-extraction algorithm helps us to discover common patterns. Judgement calls were also needed at this phase in defining and generalizing these patterns. The highlighted words provide some examples of memes in the context of this product category.
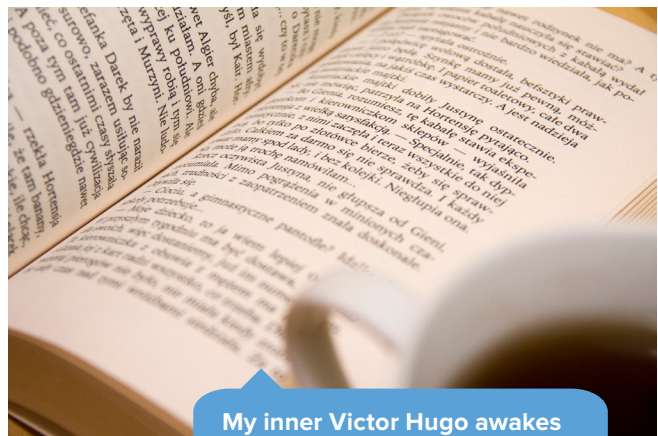
DIMENSION DEFINTIONS

Self-functional	The expressions of physical needs such as renewing, refreshing and psychological needs such as being happy, relaxing.
Release	The expressions of dramatic and uncomfortable situations, and the desire for liberation, escapism, inhibition, stress relief, etc.
Self Contentment	The expressions of the happy personal moments of life, such as happy, peace, easy-going, pleasure, and desire.
Social Contentment	The expressions of the happy social moments of life, such as fun together, excitement, friendship, community, experience together.
Social-functional	The expressions of social life favors such as surprise, gift-giving, celebration, kindness, offering.
Discernment	The expressions of discovering tastes such as the foods accompanied with, good taste.
Brand	The expressions of the associations about the brand such as name, memes, sponsorship.
Product	The expressions of thoughts that are related to physical products such as label, bottle, price, taste, formula, quality.
User image	The expressions of perceptions about brand users and creation of the connection, brand story, your story with humor, warmth and attractive emotional intelligence
Loyalty	The expressions of commitments such as everyday use, unconditional support, homage, duty, necessary, continuity, sacrifice, and love.
Celebrity	The expressions of associated celebrity people for brands.

EXAMPLE DIMENSION: SELF FUNCTIONAL

Meme Pattern: **Sleep**

> We owe our high quality sleep to #brandX

Meme Pattern: **Awake**

> My inner Victor Hugo awakes when I drink some #BrandY

We input the memes under each dimension into the event feature of eBrandValue™ platform. We created a separate event for each and every dimension in the category. The events essentially analyze and investigate the matching consumer profiles who produce content using such memes for all the brands in the product category.

How important is the dimension for a brand?

In next phase in our analysis, we identified the number of content sets captured by each dimension for each brand in the last twelve months. Our database also provided all the data on the brands. Using the indexing methodology developed by eBrandValue, we identified how significant each brand's dimension is compared to other dimensions and other brands. This helps us to create meaningful KPIs for tracking the changes in a brand's dimension within its own dimensions—and across other competing brands' dimensions. Thus, for example, we can see whether a certain competitive advertising strategy, communication campaign, product development, or a bigger picture macro development in the product category influence these dimensions. If so, the extent of such influences on brands competitive standings can be analyzed.
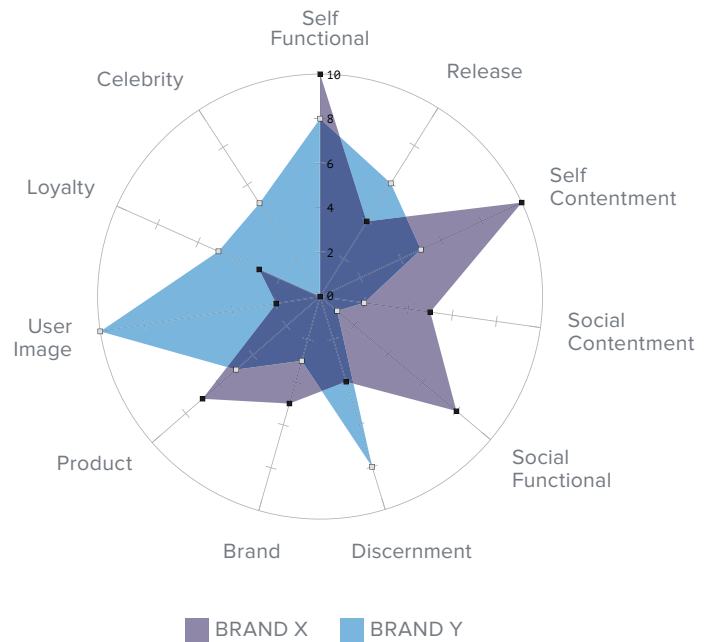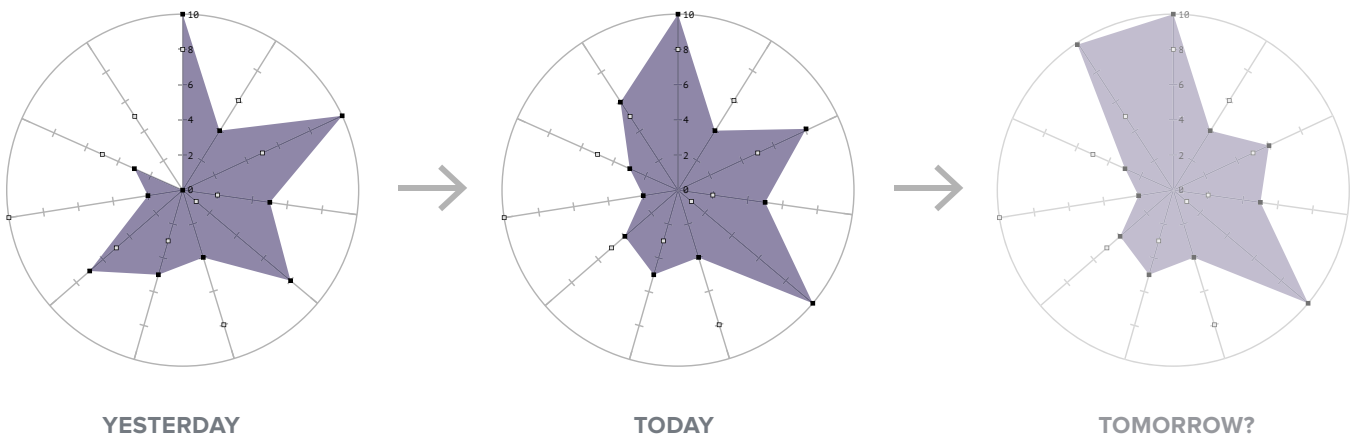

Establishing an on-demand strategic branding and decision-making support system

The impact of these dimensions on customer acquisition/defection rates can be calculated with eBrandValue's switching analysis feature. Other on-demand analyses include geolocation, brand-based content, sentiments, gender, media, dissemination, and important influencers/phonemes.

eBrandValue also enabled us to see how these dimensions change across time. For example, when we compare the last six months versus the last twelve months, we can calculate the loss or gain in competitiveness in a dynamic fashion associated with a brand's dimension and its ability to acquire or switch customers from specific other brands.

Consequently, our client now tracks why and how certain dimensions are reacting to certain competitive developments, and how to respond. In addition to communication, product, pricing and distributional decisions can also be supported, and their impacts can now be measured.

YESTERDAY   TODAY   TOMORROW?

Sources

[1] http://mashable.com/2014/08/28/social-marketing-sins/ 02.09.2014

[2] Simonson & Rosen, 2014
http://www.strategy-business.com/article/00264

About eBrandValue

eBrandValue launched in 2012 with the mission of synthesize social data to help brands bridge the gap between social sentiment and the real-world marketing and sales strategies that govern them. Founders Tolga and Ayse Akçura bring over forty years of marketing and sales insights gathered from positions at some of the world's most prestigious firms and institutions. The Akçuras are backed by a robust team of PhDs, developers, and analysts that sift through many terrabytes of data to ensure the value of their client's brands keeps rising.

Contact us today to increase the value of your brand with eBrandValue. Visit our website at www.ebrandvalue.com.