



Fazer/Kati Sulin: Sosiaalisen median toimenpiteiden tavoitteellinen suunnittelu ja tulosten seuranta

Kati Sulin 22.11.2011

Fazer

Fazer Group – Strategic Cornerstones



Sustainable advantage

1

Leading brands



2

Winning operating model

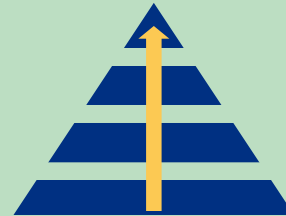
Offering

Processes

Operations

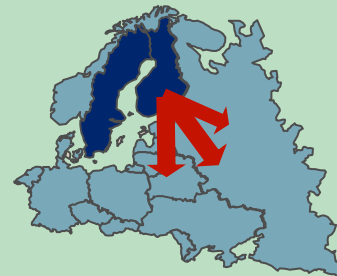
Competencies

Continued expansion



Expansion in higher value products and services

3



Expansion in growing markets

4

Trends transforming our operational environment

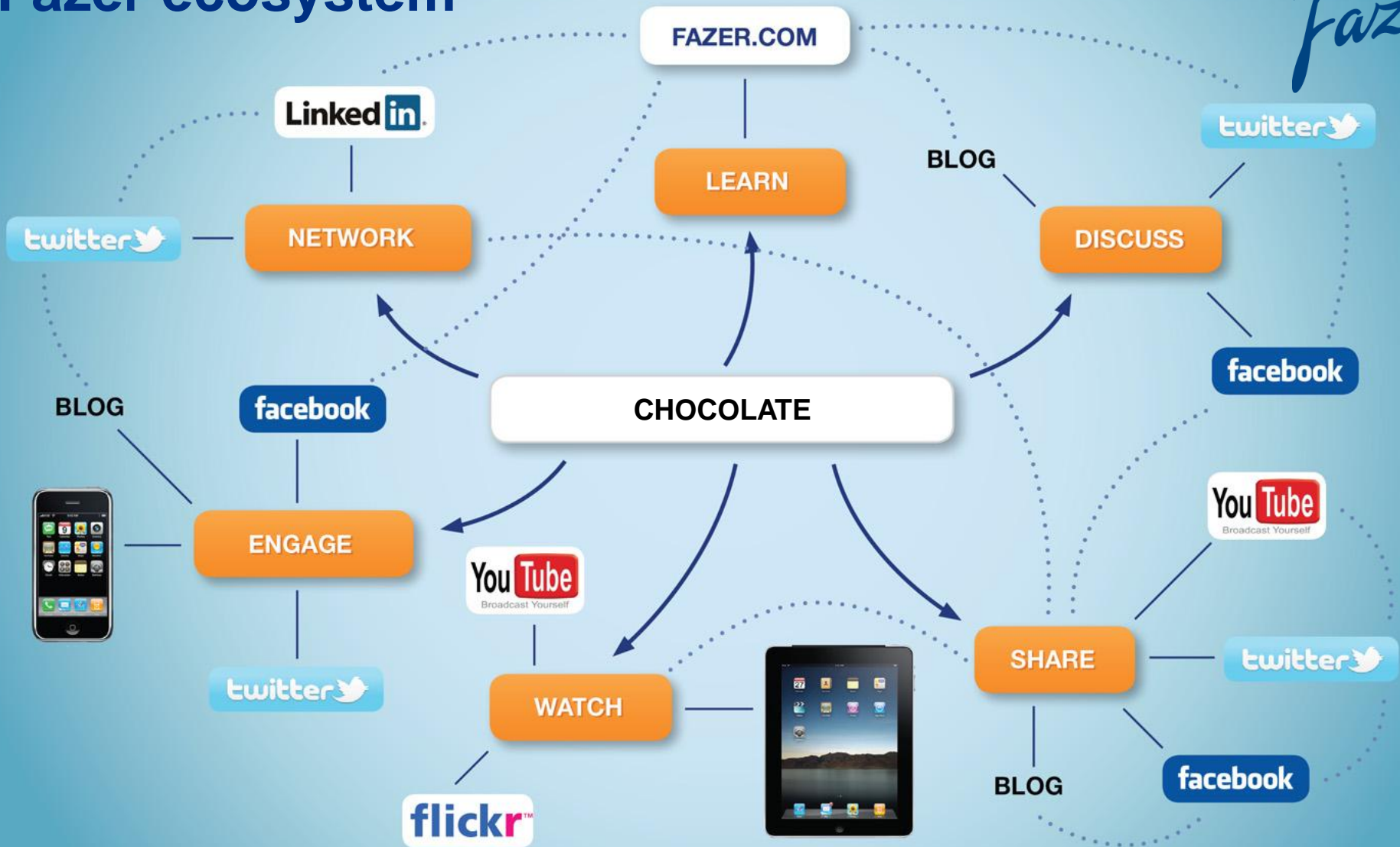
- Mobile: Brands follow consumers everywhere
- Geographical information: Location based services
- Personalization: Consumer is the king
- Transparent dialogue 24/7: Always online
- Emphasis on experiences: Information is not enough, people want to be entertained
- Online store: Shopping anywhere and anytime



Sources: Morgan Stanley, Nielsen, TNS, Trendspotting.com, Mashable.com, 2010, FaceBook, Google.

Fazer ecosystem

Fazer



Engagement ladder



Registered user, purchase intent

Fazer contact, part of info loop –
acts as an ambassador

Is interested, willing to stay in
contact and share

Knows us well, interested / likes us 

Knows us, not (yet) interested

Does not know us, not interested

Expanding the brand experience

Fazer



Product info, online customer service on site / Twitter, product development

Brand stories, Facebook fan page, product info, Twitter feed, competitions, videos, iPhone application (recipe book, health info, etc)

Online version, iPad version, blog

Sharing of experiences, contact form

Event info, expert blog, invite and register, Twitter feed

Fazer online comms, additional info, blog, video, pictures, etc.

Seasonal blogs, video stories, recipes & tips

ONLINE
OFFLINE

Product/service



Advertising/branding



Fazer publications



Factory visits



Events/Face to face



Fazer news



Seasons

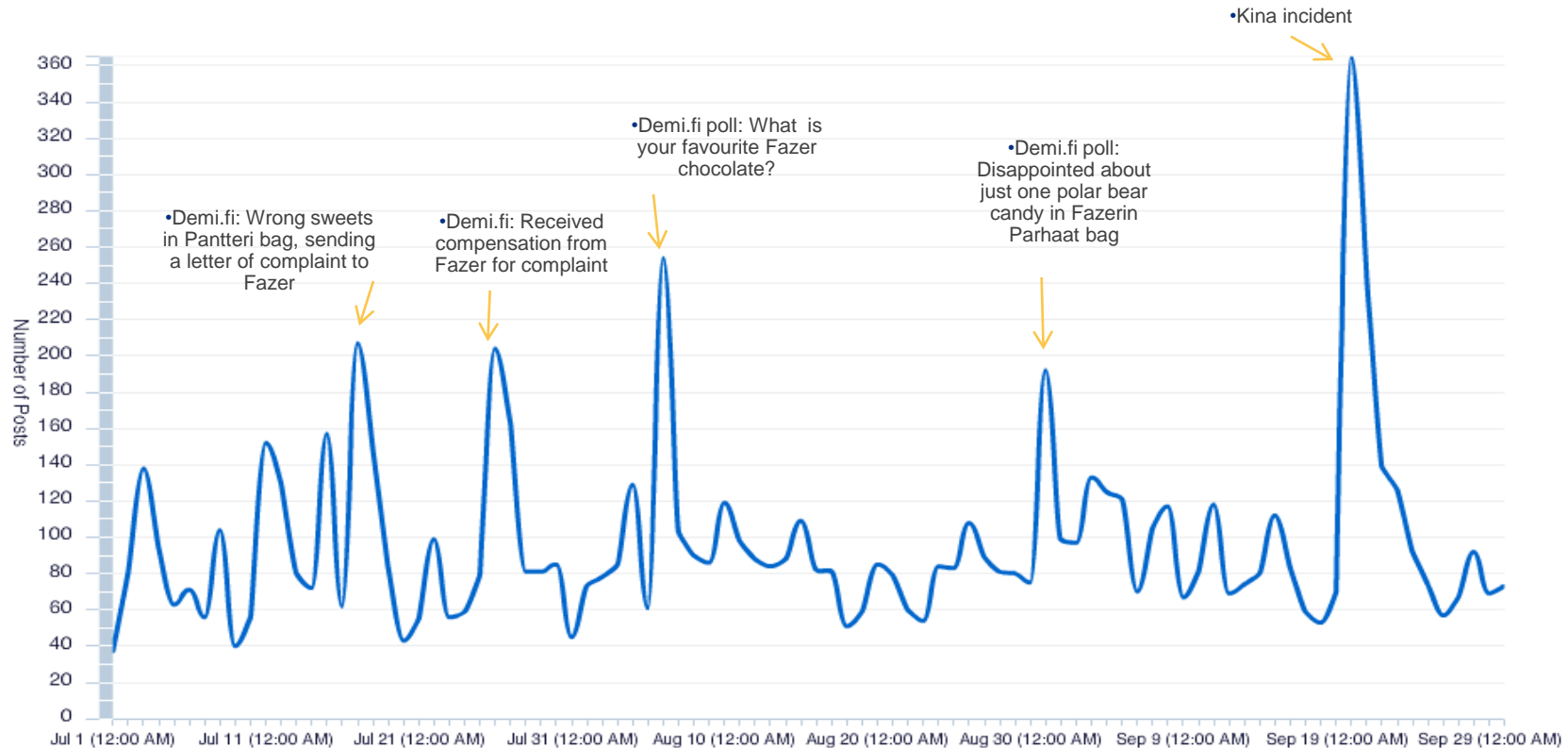


KPI	Social Media				Q2-2011	Q3-2011	Mainstream News
	Q2-2010	Q3-2010	Q4-2010	Q1-2011			Q3-2011
Frequency	1114	1698	5504	4826	4830	8022	536
Brand Mentions	> 1300	> 1900	> 6300	> 5300	> 5300	> 8700	n/a
Share of Visuals	n/a	n/a	6 %	7 %	7 %	2 %	24 %
Tone (%positive)	n/a	n/a	27 %	21 %	20 %	13 %	7 %
Tone (%negative)	n/a	n/a	5 %	3 %	4 %	6 %	7 %

- The **volumes almost doubled** from the previous quarter to over 8 000 posts, a new record.
- The share of positive tonality decreased, indicating **more balanced visibility**, although negative posts were slightly more prevalent and notably in connection with Bakeries.
- There was **less diversity in media types** and accordingly a greater concentration in more popular media types, such as discussion forums, blogs and Twitter. Especially the number of **discussion forum posts showed heavy growth**, while visibility in blogs dropped.
- YouTube increases its significance as the channel for **product reviews in video format**.
- Fazer recruitment advertisement for **online wizards** and presence at **Markkinointiviestinnän Viikko** brought numerous Twitter tweets.
- Customer service experiences are shared actively especially with regards to confectionery products with defects.
- **Kina incident evoked mainly surprise** and very few negative comments.
- **Pullava** ad and song continued to raise discussion.



- Writing complaints to Fazer about **product defects** generates long discussion threads on Demi.fi. The **Kina confectionery incident** created the highest singular peak at the end of September.



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■ Topic Trend

•July

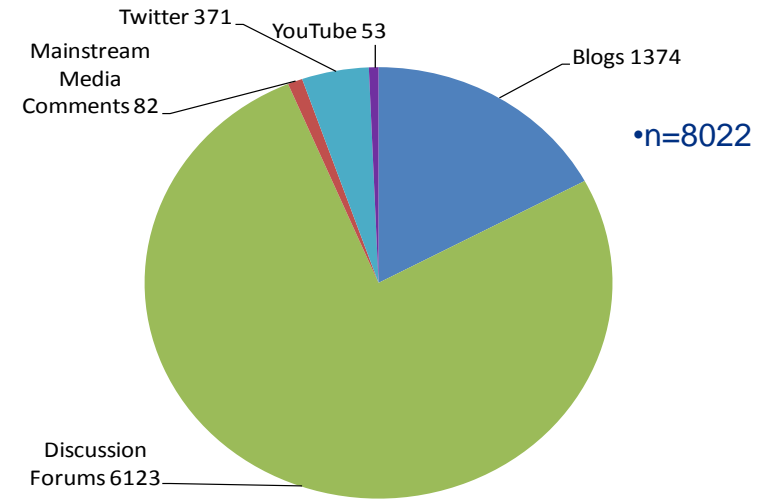
•August

•September

FINLAND/Social Media: WHERE? Q3-2011



- There was an enormous **growth in the share of discussion forum posts**, which have usually made up a half of all mentions. Their number almost tripled from the previous quarter (2 307).
- Both the share and number of **blog posts decreased** (2090). The share of visuals in blog posts (7 %) was also smaller than before.
- In contrast to previous quarters, the amount of mainstream **media comments increased** remarkably.
- The number of tweets on **Twitter was higher** again. There was also continued **growth in YouTube videos**
- Public Facebook pages** (not included in the pie chart) showed 19 mentions, generally in relation to Confectionery.



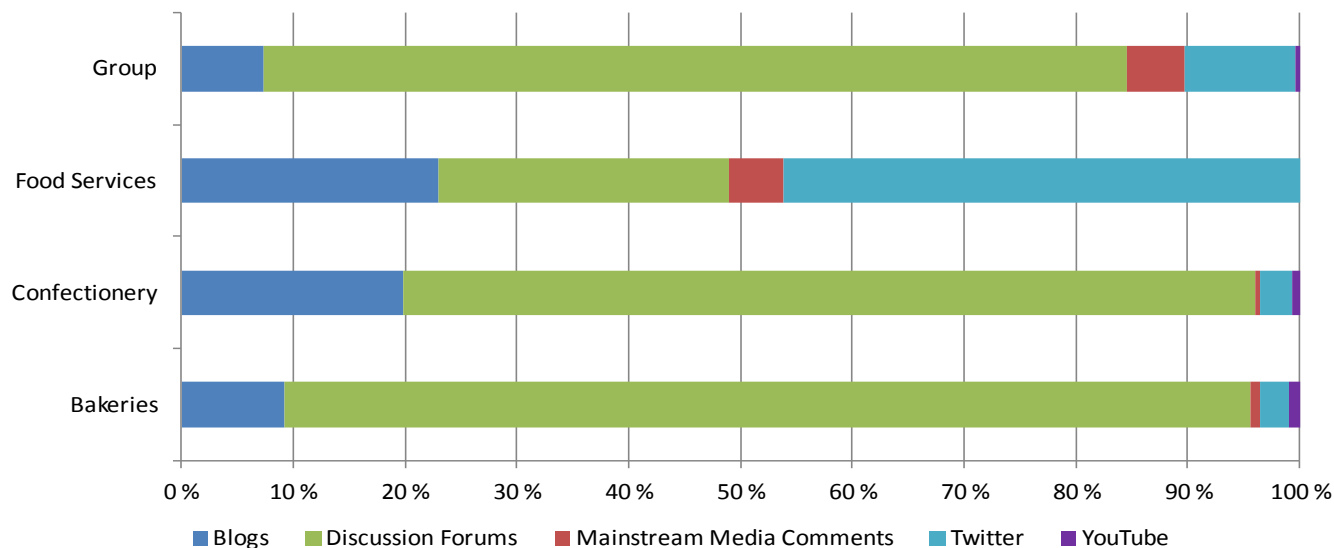
Top Blogs by Engagement
arvontasivut.com
colourme.indiedays.com
laurainandothers.blogspot.com
withsugarapple.blogspot.com
ida365.indiedays.com
jonna-lauriina.blogspot.com
laepinelamaa.blogspot.com
isakokkaa.blogspot.com
hugmetinkerhell.blogspot.com
annas-anniinas-dreams.blogspot.com

Top Twitter	Following	Followers	Updates
TeemuKorpi	5826	5818	5837
KauppalehtiFi	1671	4070	19721
PauliinaMakela	3178	3226	12103
marmatus	1	2101	4856
FinnBelieber	1946	1957	11255
jennyyo_	1525	1646	47872
Kanttila	1329	1509	21781
marikoo	1271	1492	2750
rautasilta	1122	1443	9239
Pietari_	1907	1419	10498



- Demi.fi is still the most active discussion forum. Also baby and motherhood forums Kaksplus and Vauva stood out more than before.
- Group visibility on Twitter benefitted from **Markkinointiviestinnän viikko** and Fazer looking for **online wizards**.
- Food Services gained mainstream media comments in connection to **Yle.fi asking readers** to comment personnel restaurants.
- The **decline of blog pots** was felt especially in **Confectionery** mentions.
- Number of **Bakeries related YouTube videos** tripled from previous quarter. Nearly all videos were affiliated to Pullava TV advertisement, either using the music with other visual material or the full original ad.

Top Forums by Frequency	
Demi	(69%)
Iltalehti	(8%)
Kaksplus	(6%)
Vauva	(4%)
Suomi24	(4%)
Others: Hevostalli, Plaza, Kauppalehti, Pakkotoisto, Helsingin Sanomat etc.	



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- There were over **8,700 product mentions** of which most were related to **confectionery** brands.
- Kina** made it to the top 10 following the discussion of the product package in Sweden. The comments expressed surprise over the scope of the incident, while only a few disliked the package. Lontoo Rae was the third most mentioned product, benefitting from Demi polls, which featured the product in a series of questions.
- Oululainen **Pullava** made a huge appearance in Bakeries, generally in relation to the TV advertisement. The different Puikula breads also gained a large number of mentions. Ruispuikulat (132) is the most discussed member of the entire family.
- For Food Services, the discussion often revolves around unspecified Amica school and personnel restaurants. Fazer cafés often receive compliments for serving good brunch.

Top Confectionery mentions	
Fazerin Sininen	874
Kina	484
Lontoo Rae	377
Pätkis	338
Tyrkisk Peber	316
Geisha	306
Dumle	282
Marianne	252
Kismet	181
Wiener Nougat	161

Top Bakeries mentions	
Oululainen Pullava	781
Puikulat	201
Dallaspulla	84
Jälkiuunileipä	59
Reissumies	50
Real	40
Alku	14
Taikayö	14
Mustikkapiirakka	7
Dallaspitko	5

Top Food Services mentions	
Amica	94
Fazer cafés	56
F8	28
Karl Fazer Café	24
Amica Alppica	17
Amica Viherlatva	15
Fazer restaurants	4
Amica Minerva	1
Amica Monttu	1
Amica Siltavouti	1