



## Leveraging Measurement and Insight to Drive Brand Building ROI

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Source: Andy Sernovitz, Hugh MacLeod

# Message quality matters most in driving ROI



# Missing the Point?

## Does Advertising on Twitter Really Work?

May 2, 2012 By Tracy Sestili 5 Comments



Twitter has joined the advertising world of Google, Facebook, and LinkedIn. Earlier this month I mentioned how you could take advantage of **American Express's \$100 promotion for small businesses** on Twitter. But does it work? Yes. I signed up so that I could test it out and report back to you and also show you what it will look like once they roll it out to the masses. If you are interested, you

PRESS RELEASE

May 16, 2012, 9:57 a.m. EDT

## Does Facebook Advertising Work?

New Research From WordStream on Facebook Advertising Performance Offers Clues as to Why General Motors Stopped Advertising on Facebook



BOSTON, MA, May 16, 2012 (MARKETWIRE via COMTEX) -- On the eve of Facebook's initial public offering (IPO), the markets are contemplating why auto manufacturer General Motors decided abruptly yesterday to terminate advertising on Facebook. WordStream Inc., a provider of search engine

CMO NETWORK | 5/17/2012 @ 2:02PM | 90,766 views

## Why I Lost My Faith In Facebook Advertising

55 comments, 13 called-out

+ Comment now



Share your idea

## Does Twitter advertising work? A look at the new Coachella campaign

Twitter April 16, 2011 5 Comments

Follow @laurenfisher

## Does Social Media Marketing Really Work? [INFOGRAPHIC]



May 23, 2012 by Sam Laird

16

From Twitter to Facebook, to Google+, to YouTube, to Foursquare and more, social media use is the hottest thing in marketing. But does it really work?



Platforms do  
not 'work'  
(or not)



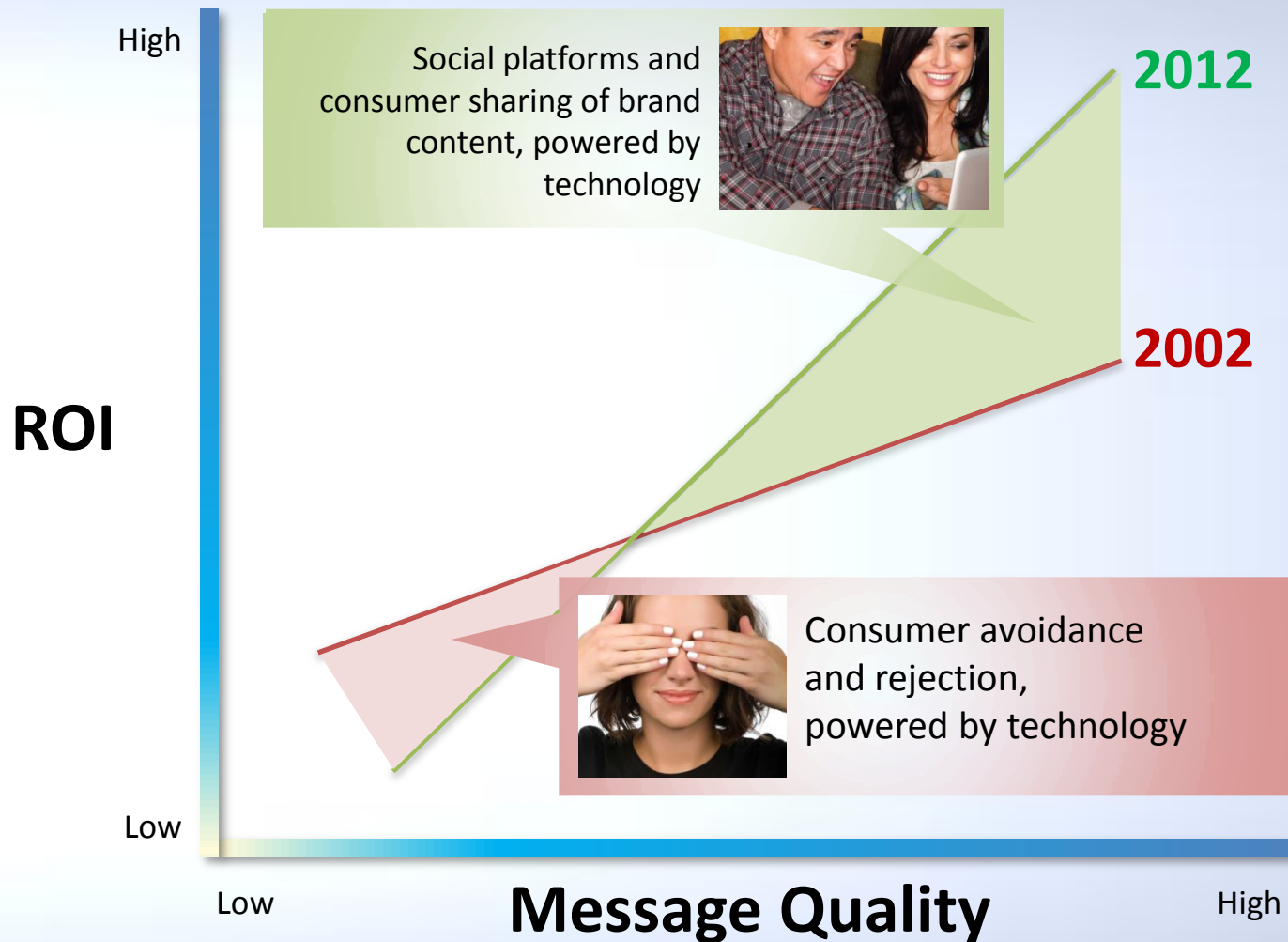
Brand  
campaigns  
and  
messages do



ROI is not to  
be 'proven'  
but rather  
understood



# Message quality matters now more than ever



# The Nestlé Way



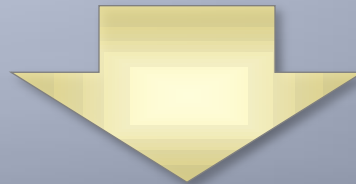
- Minimize avoidance and rejection



- Maximize impact, sociability and sharing



- Do it consistently, at scale



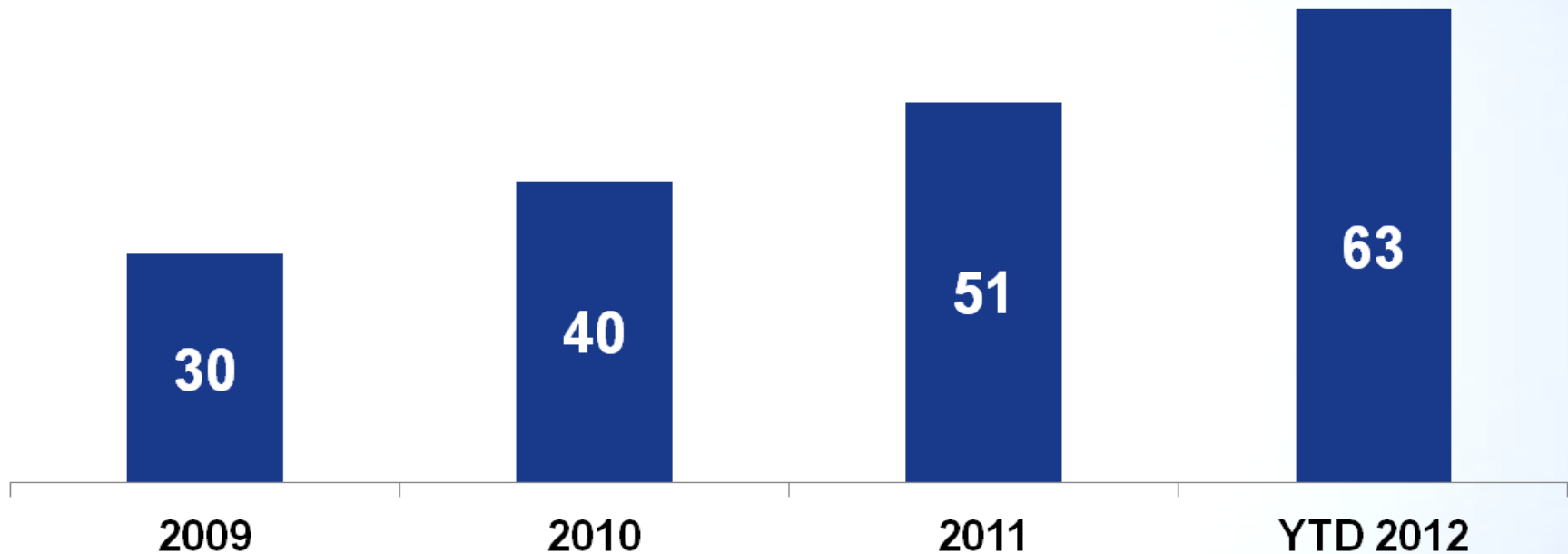
All powered by measurement and insight

# ...even at creative idea phase





## Upper quartile scores



Base: All Nestlé aired ads 2009 (141 ads), 2010 (227), 2011 (151) and YTD June 2012 (59).  
Numbers shown are percentage of ads scoring in the top quartile of Ipsos/Millward Brown database of all tested ads.

# Maximizing sociability

facebook



Search for people, places and things



## NEW Shake-Stirs SHAKES APP!



Drop it  
like it's, um,  
COLD!

### Skinny Cow

606,561 likes · 2,576 talking about

#### Company

I say, 'All you need is love-and a box of my Skinny Cow White Mint Truffle Bars or Dreamy Clusters.'

About

Photos



#### The Skinny Cow

I've decided to start taking Body Boot Camp classes. The only problem is that they start at 6am (YAWN)! Anyone else work out in the morning? How do you make it through?

Monday at 7:26pm · Like · Comment



117 people like this.



View previous comments

50 of 163



**Cynthia L. Goldinger Bearer** I wish I could exercise first thing in the morning. Unfortunately, I have to be at work for 7am and it's a 35 minute commute which means I get up at 5am, so if I wanted to exercise I've have to get up at 3:30am - no thank you!

Monday at 9:07pm · Like · 1 person



**Roberta L D Dikeman** I work out at 3:30 am. Sometimes I sleep in workout clothes. Listen tio fast music or watch action movie or tv show

Monday at 9:07pm · Like



**Carolyn Bahling Spencer** Up at 4:22am M/W/F to be at Boot Camp by 5am. Wake up with Advocare Spark and motivated by having lost 30# and dropped from size 14 to size 6/8 since last Nov. LOVE IT!

Monday at 9:10pm · Like · 4 people



**Aleathea McAtee Perry** wont even try it. too early 9am is my best

Monday at 9:19pm · Like · 2 people



**Lynda Lee-Vigil** No way, I like swing shifts.

Monday at 9:28pm · Like

# Scaling sociability



## Do's

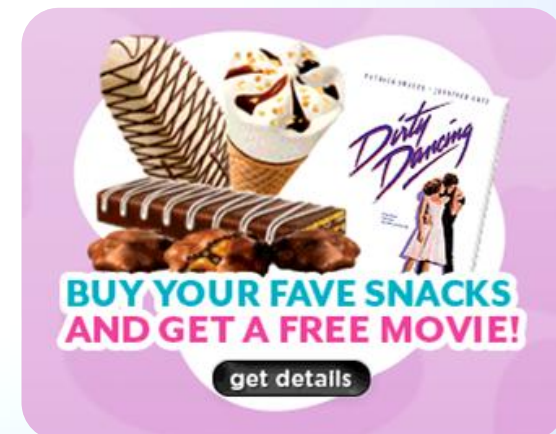
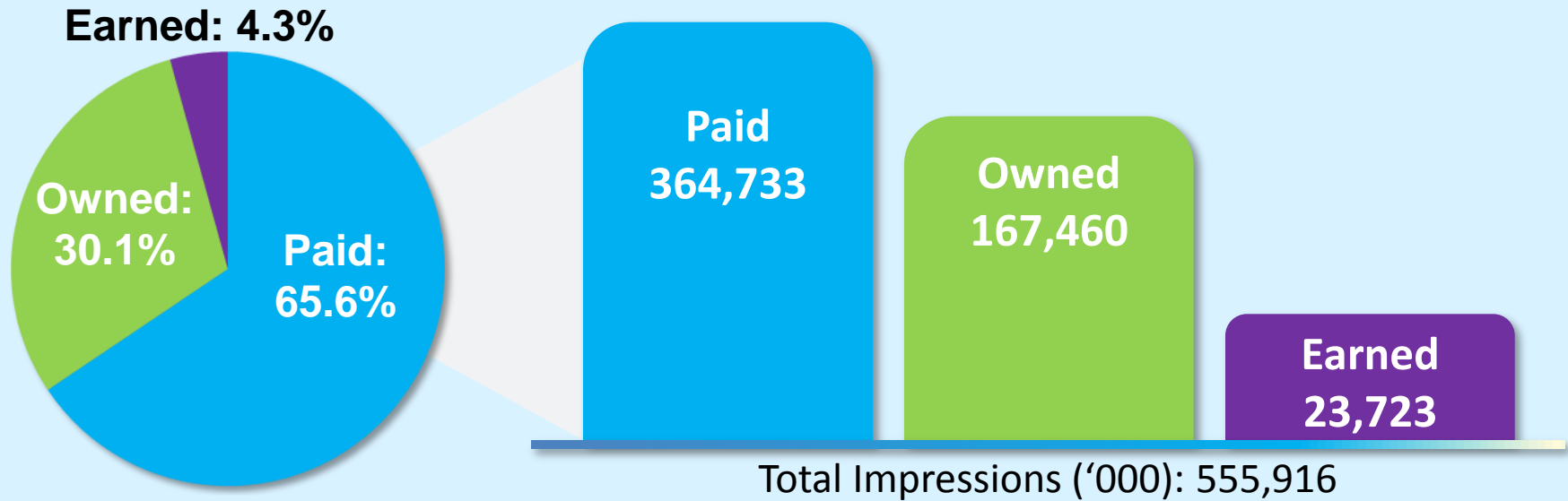
- ✓ **Thank** Mavens for wonderful, positive posts
- ✓ **Acknowledge Mavens by their first name** when responding
- ✓ Sign off using my signature:  
"xoxo~**Skippy**."



## Don'ts

- ✗ **Overuse cow puns** – a few "get moovin" references are ok, but stay away from referring to my Mavens as a 'herd' or any other cow stuff. (Use these sparingly – less than 5% of the time)
- ✗ **Give specifics around where I live or my family.** Sometimes Mavens will want to know what pasture I live in or what my family is like. I just respond vaguely with something like – "I couldn't love my digs more" or "I <3 my family, thanks for asking."
- ✗ **Initiate or participate in any conversation involving religion, politics or sexual subjects.** Everyone has their own beliefs and I like to stay neutral.
- ✗ **Publicly promise a Maven anything.** Other Mavens will feel left out and ask for whatever you're giving out and it could spiral out of control. If you want to give a coupon or anything else to a Maven, do it privately and directly.
- ✗ **Insult anyone, even jokingly.** Avoid using any vulgar or offensive slang talking.
- ✗ **Coach or tell my Mavens what to do.**

# The benefits of sociability



Note: contact points include TV, Facebook, and search. Data are for H1 2012



# Sociability in action



Bars, sandwiches, cones or cups – how do you like your ice cream? I prefer...well, all of them!



Like · Comment · Share

3,518 348 82

- Paid media support
- Reach 286,636
  - Paid 222,821
  - Organic 89,614
  - Earned 20,137
- Engaged users 7,863
- PTAT 3,827
- Success drivers: effective use of paid media to increase reach and engagement. Great image and copy; simple and to the point.

# We are learning rapidly with Facebook

BRAND	FACEBOOK RESULTS	OTHER METRICS
Gerber USA	ROI \$3.91 for every \$1 spent	3.1M Fans
Kit Kat UK	ROI £1.31 for every £1 spent	11% of media-driven sales
Nescafé Philippines	10% Rise in Sales	1.25M New Fans
Kit Kat Philippines	No. 1 Local Brand Page	
Butterfinger USA	+6 pt inc brand favorability	90% Fans Reached
Kit Kat Brazil	+24-point increase in ad recall	80,600 Fans in 3 days
Baci Perugina	100K New Fans	1.5M Impressions
Nescafé India	~2M Fans in 2 years	
Nestlé chocolate Turkey	55K Fans	+15 incr in brand aware.
Infant Nutrition Greece	7,000 Fans in 3 wks	40% engagement rates
Nescafe Shake it Up	35K new Fans	7.7M Impressions

Note: ROI = sales return on investment

