

facebook IQ | October 3, 2018

Discover Once-a-Day Moments that Can Grow Your Brand

Explore how everyday actions offer daily moments of social connection—and new opportunities for marketers looking beyond traditional campaign calendars.

Topics

People Insights

Moments

Automotive

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From the [moment they wake](#), people are sharing and sharing in each other's lives. With technology, social connections can come together around even the most routine daily activities. And brands can join in and help people celebrate the extraordinary in the ordinary. For marketers looking to build campaigns in addition to the traditional calendars of peak holidays and events, once-a-day moments can offer new category entry points.

As the second part in our series "[Moments that Bring People Closer Together](#)," we take a deeper look into once-a-day moments. These familiar points in the day can be just as impactful as national or global events because they are a core part of everyday lives. With tools such as video, live streaming, stories and messaging, people now connect in new ways across the Facebook family of apps, where the everyday takes place.

Brands associated with once-a-day moments can be easier for people to recall and improve their [Mental Availability](#), which can help them move more easily from consideration to conversion.

Finding daily inflection points

Around the world, most people's day starts with a cup of coffee. And when people have a coffee in one hand, they likely have their phone in the other. For example, [#coffee](#)¹ remains a popular hashtag on Instagram, and conversations about coffee take place throughout the year. For brands looking to connect about coffee or over coffee, they are a once-a-day opportunity to tap into.

January

In January, coffee-related conversations jumped on the [first day back to work](#) in the UK.

March

Instagram posts by women about coffee lifted around [International Women's day](#) in March in the UK.

June

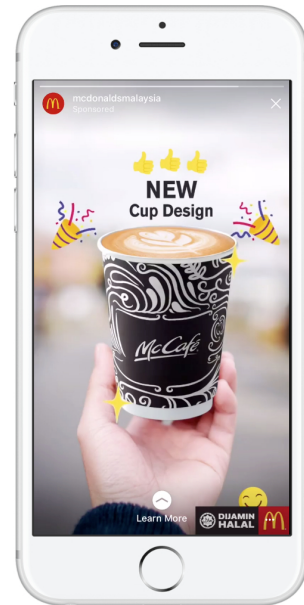
Coffee appeared as an associated [topic](#) with other beverages in the month of June for the US.

August

In August and [throughout the fall](#), coffee conversations were also on the rise in the US.

A Facebook IQ study revealed that from 6:00 am to 6:30 am, the [mobile phone screen is the main screen](#) for most people in the UK, surpassing all other device interactions. Whether they are going on a morning run or getting the kids to school on time, people keep to time-sensitive schedules, and brands can find new and delightful ways to connect with them on the go.

For example, tapping into the daily rush, [McDonald's in Malaysia included a timing bar in their Instagram Stories campaign](#) looking to reach Millennials. The campaign tripled in-store sales of McCafe drinks.



Making everyday decisions easier

Traditional meal times of breakfast, lunch and dinner take on new dimensions as people post pictures of #food,² and families and friends use messaging apps to make decisions about where and what to eat. More than half of frequent diners, surveyed across 13 markets, agree that they chat with their families on Messenger about where they will go to eat.

Messaging is already the preferred way of communication with friends and family,³ so it's no surprise that people talk about food there, too.

52%

of frequent
diners



27%

of occasional
diners

agree that they talk to their family on Facebook Messenger about where they will go to eat

Messaging restaurants directly might be an emerging opportunity⁴

48%

of frequent
diners



21%

of occasional
diners

agree that they would use Facebook Messenger to place an order at a fast-food restaurant

Convenience can drive people's food choices and motivate them to buy or [snack](#) in new ways. Keeping convenience top of mind, brands can integrate purchasing and planning into new experiences that provide faster solutions, whether at meal times or other traditional daily activities.

Connecting with your community

In most urban areas and their suburbs, commuting is a daily necessity. With peak hours and commuter congestion, the daily journey to work can sometimes feel endless. The editors at Upsala Nya Tidning (UNT), a Swedish newspaper, heard that the new, heralded train system that carried commuters back and forth to Stockholm each day, had become too crowded and was falling behind schedule.

The [Facebook](#) [community](#) [page](#) [for](#) [the](#) [train](#) [system](#) [in](#) [Stockholm](#) [has](#) [helped](#) [to](#) [solve](#) [the](#) [problem](#).

The [UN1 team created a Facebook group](#) to learn more about the daily challenges directly from the community. More than 1,000 members joined and shared real-time updates on train delays, which allowed the paper to have direct contact with sources as well.

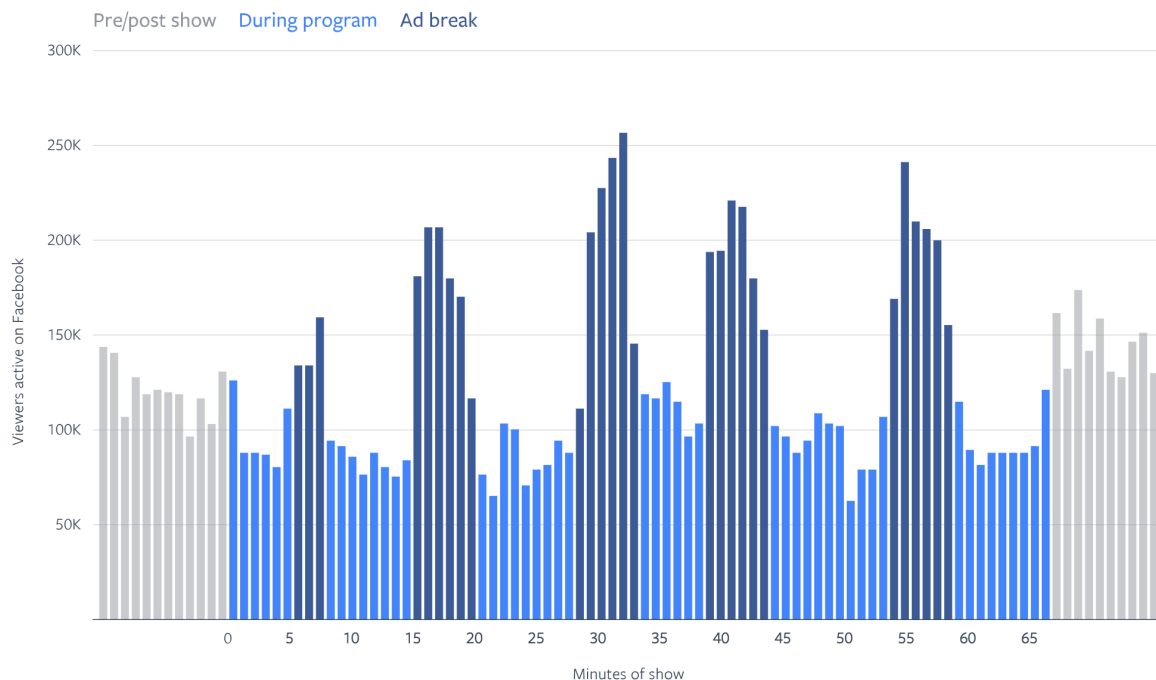
The creation of the group led to a new online community and many news articles—and also real action. The government-run company that owns the train line decided to relocate train wagons from other routes and increase the number of seats during peak commuting hours.

Making primetime, anytime

With more people using more devices at the same time than ever before, brands are no longer bound by specific time slots of success. Facebook IQ commissioned an in-home study that revealed that [94% of participants keep a smartphone](#) with them when watching TV in the US. Another study from the US that compared TV attention and mobile attention found that when a TV was on, the TV got the most attention, but when ads were playing, [people turned more to their mobile phones](#).

People turn to Facebook during TV ad breaks⁵

Facebook activity of 1 million people in the US who indicated they were watching the season premiere of a popular cable TV show



When people share what they are viewing in real time, marketers and media planners can reach people more efficiently, especially outside of the traditional primetime TV hours. These multichannel findings empower marketers and agencies to build brands with confidence—at any time.

Moving beyond always on

Connecting in once-a-day moments doesn't necessarily mean adopting an always-on approach or increasing frequency. Everyday moments offer a chance to push strategic planning, connect with light users of more traditional media platforms and create content and experiences that are more relatable alongside more traditional, calendar-based plans.

What it means for marketers



Embrace the familiar.

Once-a-day moments are regular and predictable—and what

everyone can relate to. Knowing everyday signals allows marketers to reach people at their category entry points, when association switches to usage, throughout the day. By combining moments-based insights with knowledge of the [customer journey](#), a brand can step in as a resource, with a bespoke offer, before people decide.




Think community first.

Brands have the opportunity to [bring people closer together](#). Consider whether you have a chance to add value by becoming a community ally or champion to a cause that serves your the community. [Facebook Groups](#) help foster stronger [businesses and communities](#) both on and off of the platform.



Be where your audience is.

Weekday or weekend, our mobile phones buzz with notifications. To connect with people effectively during their daily routines, [optimize your campaigns across platforms](#). This can lead to [better business results](#)  based on campaign objectives than when delivering to a single platform. Meet your intended audience where they are, any day of the week.

Topics

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[The #Nofilter Lives of Instagrammers in Japan](#)
[Understanding the Shopping Journey of the Connected Consumer](#)
[Mobile+TV: Between the Screens](#)

Resources:

[Check out "Topics to Watch" for AU, CA, UK and US to inform your once-a-day moments campaign](#)
[Discover more moments with Insights to Go](#)
[UNT Commuting Case Study \[Groups\]](#)
[McDonald's Malaysia Case Study \[Stories\]](#)

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