

Social networkers Are they the same the world over? ...and why should brand owners care?

Although a lot is known about this in the US, the home of social networking, how about the less developed but fast growing markets such as Brazil, Turkey, South Africa, India and China, where social media is taking on an ever increasing role in the lives of consumers?

Social media, and social networking within that, is a phenomenon and a form of communication which has become an essential part of any marketing communications mix; ideally encouraging and reinforcing brand association and affiliation. As such, social networkers appear to be a good target for any brand owner – surely?

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Each issue of **Dispatches** from Global TGI seeks to highlight some of the most noteworthy findings among our vast data resources. Covering more than 60 countries across six continents, Global TGI is a network of single-source market research surveys which provide comprehensive consumer insight and data across multiple product sectors.

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How engaged and influential are social networkers?



Social networkers

> > > How safe is the assumption that social networkers are pretty actively engaged individuals? It is clearly important for them to be connected to other people, but is it also important to them to feel connected to products/services?

Let's test this using Global TGI, Kantar Media's network of single source marketing and media studies covering 60+ countries around the world.

How influential are social networkers?

Word of Mouth is undoubtedly a very powerful communication tool and to identify influencers is key for any brand owner. In recognition of this, we have created Word of Mouth segments in TGI to help brand owners understand these consumers better - we can also test how influential various groups like social networkers are.

Time and again we find consistently high correlations between the Word of Mouth segments 'Connectors', 'Mavens' and 'Salesmen'* and social networkers. TGI shows this on a sector-by-sector basis - from household goods to mobile phones to food - the latter being shown in this example.

* Gladwell's:

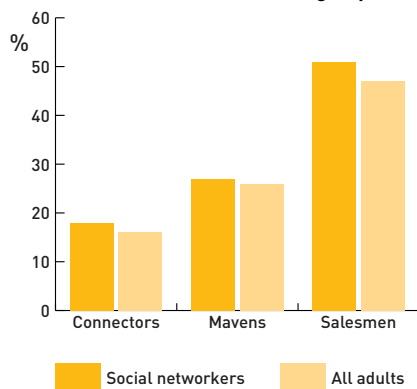
Connectors: Talked to many different people about given products in the last year

Mavens: Can give a large amount of information about them

Salesmen: Very or quite likely to convince other people about your opinions on them

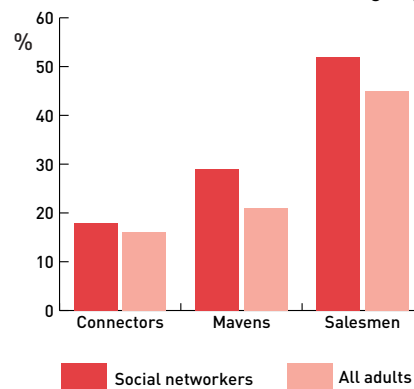
TGI Word of Mouth groups - food category

Brazil: % in the TGI Word of Mouth groups



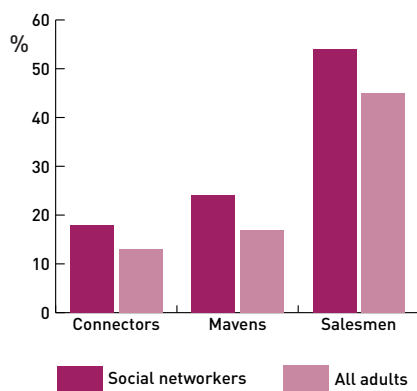
Source: Global TGI

South Africa: % in the TGI Word of Mouth groups



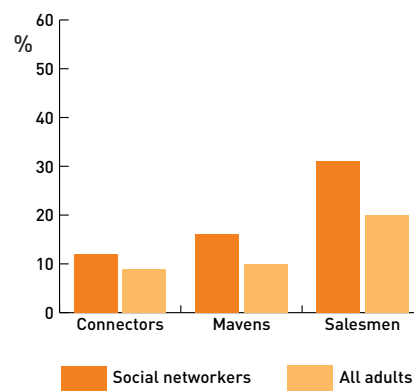
Source: Global TGI

India: % in the TGI Word of Mouth groups



Source: Global TGI

Turkey: % in the TGI Word of Mouth groups



Source: Global TGI

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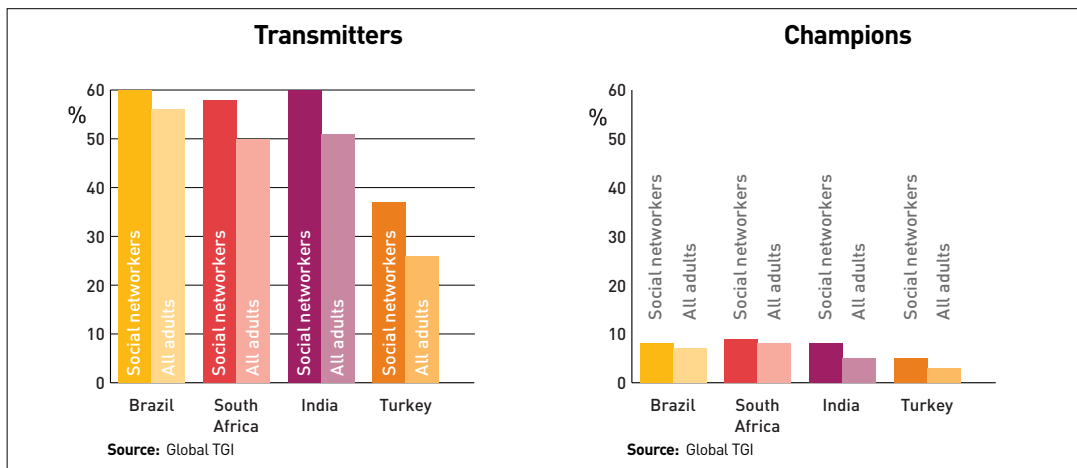
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Social networkers

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Transmitters: any consumer qualifying as a connector, maven or salesman in a given category

Champions: consumers classified on all three counts as being connectors, mavens and salesmen in a category.



So what messages are there here?

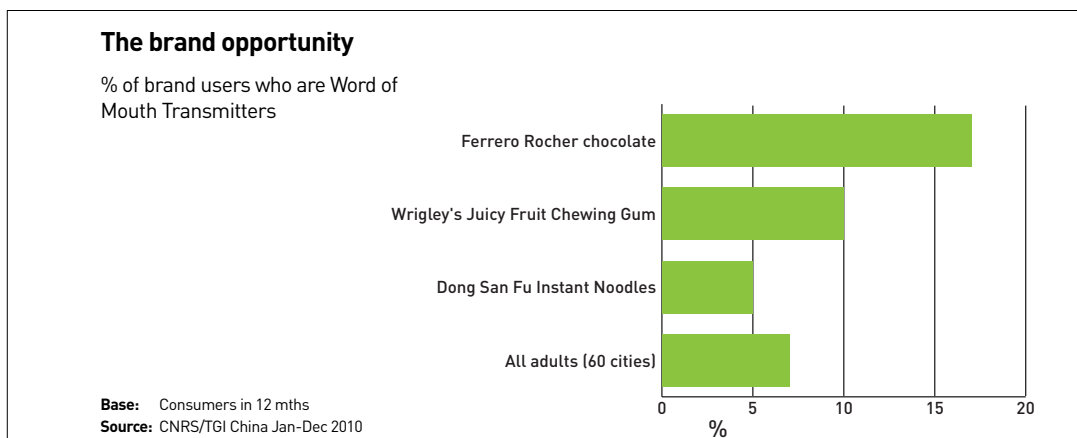
- Without exception, social networkers have more potential as Word of Mouth transmitters of all types than other consumers.
- Not all markets are the same – e.g. Turkey stands out as having a smaller % for all Word of Mouth segments in this sector than the other markets.

This all points however towards the potential influence social networkers can have for any brand in the sector.

Let's examine further the connection of Word of Mouth with the brand. The table below illustrates clearly that some brands start from a stronger position and others have a tougher task on their hands. Targeting social networkers could really help them with this task.

This example from China clearly shows that Ferrero Rocher chocolate is in a good position but Dong San Fu is not – achieving even a lower percentage than all adults.

It doesn't mean that marketing via social networks is a bad idea for the Dong San Fu noodle brand, but clearly it would have to work harder to connect.



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By engaging with social networkers brand owners have a real opportunity to get positive word of mouth reinforcement from their fans.

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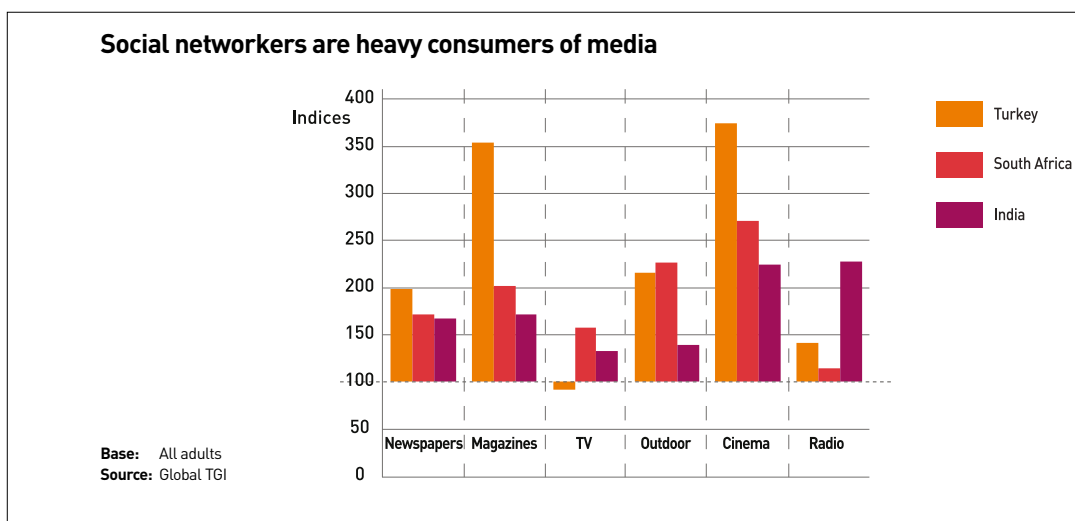
Social networkers

> > > How best to target social networkers?

It is an interesting question. The obvious answer is to advertise on their preferred sites, or the internet in general, as surely their heavy consumption of this particular media means they are consuming less of others. But is this necessarily the case? Or are they just generally more engaged and receptive individuals? And is it going to be the same in each country around the world?

Looking at the heaviest consumption of media (top 20%) below, in three key fast developing countries and the consistently high indices against all adults, we learn three important things about these markets:

- 1 Social networkers generally tend to be heavier consumers of most media. They have a real appetite for knowledge and information from any source.
- 2 Where they are not, it is significant (e.g. TV in Turkey)
- 3 Their media preferences will usually vary by country. Consequently any brand owner wishing to engage with them through traditional media will need to consider individual-market strategies.



Some pretty high indices there! It is logical of course that they will be heavy net users across the board, what is significant however is that across all media and markets shown here, they do tend to be much heavier consumers of other media than consumers in general. So the underlying assumption that time spent on social networking is to the detriment of other media is challenged here – it is simply not the case. Social networkers are obviously great consumers of messages.

These top line figures serve to give us a general idea of how best to target social networkers and is a good starting point, but using Global TGI you can mine even further - right down to a title, station, programme, even time slot (where appropriate). It is possible to look at social networkers by site (for advertising and branding), as well as by media (for planning) or as a group (for general insight), and identify them as a target within a specific brand's consumer profile, chosen from the many thousands of brands covered by any TGI the world over – such is the beauty of a global single-source study.

In short, social networkers do appear to show common attributes the world over in terms of their active engagement and influence, but this extends beyond the social media scene to heavy consumption of various other media also – this is where careful targeting for global brands must come into play.

Brand owners should definitely pay attention to social networkers, for as social media grows around the globe, so will their influence.

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