Social Analytics

Creating Relationships. Build Advocacy. Improving Loyalty.

IBM®

Once upon a time ...
far far away ...

In April 23rd 1985, The Coc[a-Cola]
Company introduc[ed] [New Coke]
Cola® [ ]

"marketing blunder of the century,"

NEW! Coke

GREAT NEW TASTE! NEW! Coke

THE BEST JUST GOT BETTER..!

"Calls flooded in to 800-GET-COKE phone line"

By June 1985, The Coca-Cola Company was getting
1,500 calls a day on its consumer hotline,
compared with **400 a day**

"return of "old" Coca-Cola was made in July 1985"

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The Coca-Cola Company

Search

Heritage

- The Chronicle of Coca-Cola
- ▸ **Coke Lore**
- Coca-Cola Stories
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- The World of Coca-Cola
- Recipes
- Test Your Coke IQ
- Heritage Timeline
- Email Alerts

Coke Lore

The Real Story of New Coke

To hear some tell it, April 23, 1985, was a day that will live in marketing infamy.

That's the day The Coca-Cola Company took arguably the biggest risk in consumer goods history, announcing that it was changing the formula for the world's most popular soft drink, and spawning consumer angst the likes of which no business has ever seen.

The Coca-Cola Company introduced reformulated Coca-Cola®, often referred to as "new Coke®," marking the first formula change in 99 years. The company didn't set out to create the firestorm of consumer protest that ensued; instead, The Coca-Cola Company intended to re-energize its Coca-Cola brand and the cola category in its largest market, the United States.
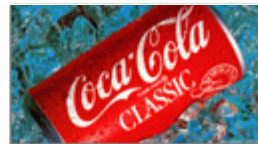
That firestorm ended with the return of the original formula, now called Coca-Cola classic®, a few months later. The return of original formula Coca-Cola on July 11, 1985, put the cap on 79 days that revolutionized the soft-drink industry, transformed The Coca-Cola Company and stands today as testimony to the power of taking intelligent risks, even when they don't quite work as intended.

"We set out to change the dynamics of sugar colas in the United States, and we did exactly that -- albeit not in the way we had planned," then chairman and chief executive officer Roberto Goizueta said in 1995 at a special employee event honoring the 10-year anniversary of "new Coke."

"But the most significant result of 'new Coke' -- by far," Mr. Goizueta said, "was that it sent an incredibly powerful signal ... a signal that we really were ready to do whatever was necessary to build value for the owners of our business."

The story of "new Coke" is widely recalled, but the context is often forgotten. In 1985, The Coca-Cola Company's share lead over its chief competitor, in its flagship market, with its flagship product, had been

HAVE WE GOT A TASTE FOR YOU..!   *Coke is it!*

Select a story from the archive by using the drop-down menu:

SELECT A STORY

GO

GREAT NEW TASTE!

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*www.the**coca-cola**company.com/heritage/**cokelore**.html*

Fast forward to 2009 …

Kraft ~~launches~~ Vegemite "iSnack 2.0"

"MESS with Vegemite at your peril"

"A Spectacular failure"

It took about **2 seconds** for the very market it was trying to tap into - information-savvy kids - to flood the blogosphere and the worlds of Twitter, Facebook and YouTube with a single message: **the name stank**

"It took 5 days from launch to withdrawal"

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SINGAPORE BRAND

Home › Singapore › Visit

Is it time to give the Singapore Girl a makeover?

She's cute, friendly and very very smiley, but after 40 years it could be time for Singaporean Airlines to modernize its mascot

By John Davidson and Charlene Fang   12 January, 2011

★★★★☆

EMAIL   TWITTER   FACEBOOK   🔲 SHARE

COURTESY SIA

The Singapore Girl: Still charming but in desperate need of an update.

Consumer Sentiments

USER COMMENTS AND REVIEWS

twinkle07
14 January, 2011
★★★★☆
No makeover! but would b nice to see more of her. SIA def best airline! isn't the ad exec from the TSLA ad agency behind the ulu pandan bear Philips hoax? heard Philips fired TSLA them haha coz they cause panic in SG. not sure they really know about brands

aweysham
12 January, 2011
★★★★☆
No makeover, she's perfect the way she is now and her service is superb. I've never seen any other airline cabin staff go out of their way like SIA. I love the hair, shoes, dress and their manner..

Airon1988
12 January, 2011
★★★★★
She definitely doesn't need a makeover. She's unique and presents class in a time where things tend to look the same. I'm a designer and have seen brands being revitalized frequently that have turned out for the worse. (ie. tropicanna, seattle's best, starbucks) Unless there is a financial reason to do so, I don't see a reason why they should abandon

Criticisms [edit]

The Singapore Girl marketing concept has been criticized as being sexist - apart from the inaccuracy of the term "Girl", the concept has been accused of being a stereotype of Asian women as being desirable[17] and subservient to white males.[18][19][20] However, the marketing concept is unlikely to be replaced altogether in any future marketing campaigns.[21][22]

"To remove the Singapore Girl icon from SIA is like removing Mickey Mouse from Disneyland..."
—Singapore's *The Straits Times*

On 16 April 2007, New York-based advertising agent TBWA Worldwide beat two other short-listed candidates, DDB Worldwide and Publicis, to become SIA's new principal advertising agency. The contract is worth S$50 million per year over the following five years, making it TBWA's largest win since it started operations in Asia in the late 1990s. The change does not affect SIA's buying media agency, which is presently MEC.[23]

Although the carrier's branding strategy is expected to adapt to the new times, SIA has promised to retain the Singapore Girl and her traditional uniform.[21][22]

SingaporeAirlines11 subscribed to
KristinaKeneally (2 weeks ago)

SingaporeAirlines11 commented on
Across the World with the S...
(4 weeks ago)

"Thanks for all the kind comments."

SingaporeAirlines11 uploaded a new video (1 month ago)

Across the World with the S...
Experience the romance of travel with the Singapore Girl in her latest j... more

SingaporeAirlines11 uploaded a new video (1 month ago)

Singapore Girl in San Franc...
Join us as we go behind the scenes to trace the romantic journey of the ... more

SingaporeAirlines11 uploaded a new video (1 month ago)

Singapore Girl in Paris - T...
Join us as we go behind the scenes to trace the romantic journey of the ... more

Subscriptions (1)

Channel Comments (27)

DomonBusiness (1 week ago)
I love Singapore very much especially service and seat
Comment
From Laos

BonVoyagePL (2 weeks ago)
Singapore Airlines is one of the best. Girl also :)
Greetings from Poland.

harisarshad28 (2 weeks ago)
I love flying Singapore Airline

am1966ath (2 weeks ago)
What a beautiful site you have..have been an SIA customer since 1986..great airline although some of the romance have vanished with the airline growing and became so large today. Great advertisment, have flown with SIA to San Francisco..great city...

valdisdunis (3 weeks ago)
A beautiful commercial - a new classic from SQ

stawelor (3 weeks ago)
hmm.. the commercial is not as good as i expected..

gardencitydave (3 weeks ago)
It is Fantastic to see Singapore Girl Return - it's been 2 long! Thanks SIA for my lovely travelling experiences over Xmas and New Year - Hi Soo!!

kereira (3 weeks ago)
My Only Girl Is Singapore Girl.. Thanks Singapore Airlines...

moyzie01 (3 weeks ago)
your commercials always stir a little emotion with me so well made nicely shot a beautiful icon too the singapore girl the only airline i fly

SINGAPORE INC

Singapore citizen engagement initiatives to leverage on social media

The Singapore government will roll out more initiatives in the next five years leveraging on social media to facilitate two-way communication with its citizens. A recent study by Nielsen found that more than half of the Singapore population participates in at least one social media website, with the most popular being Facebook, followed by YouTube.

Making the announcement on Wednesday, Minister for Communications, Information and the Arts, Lui Tuck Yew, said this growing popularity of social media cannot be ignored. He said government agencies may even experiment with new ways to tap on the collective wisdom and resources of netizens in the search for answers. These he said were some of the possible scenarios envisioned under the new e-Government Masterplan that will take place over the next five years.

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CITIZEN ENGAGEMENT, POLICY

HOW GOVTS ARE MAKING SENSE OF SOCIAL MEDIA

By Robin Hicks | 28 April 2010

Social media presents government with a headache-inducing glut of unstructured data from which it is difficult to make any sense. But as governments in Australia, Hong Kong and Europe reveal in interviews with FutureGov, analytics tools that trawl blogs and social networks are helping to test public sentiment and shape policy with increasing efficiency and effectiveness.

Social media analytics tools are usually a less expensive and often more reliable way of finding out what the public is thinking and doing than more popular forms of research, such as surveys and polls. Highly sophisticated algorithms specialised in semantics can help government "find something it doesn't know yet" from chatterings in the social space, said Matt Poelmans, Director, Citizenlink, Ministry of the Interior, in the Netherlands.

"One of the challenges of web 2.0 is the sheer volume of unstructured data that is published every minute. Even is 95 per cent isn't of interest, the five per cent that is amounts to a bulk of information that is almost

PHOTOS

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Social Media Influence

770

million people worldwide visited a social networking site.

Source: comScore, Social Networking Phenomenon

Stat Watch: 500 Billion

That's the number of impressions that consumers share with others online about products and services annually, say **Josh Bernoff** and **Ted Schadler**, Forrester Research analysts and the authors of *Empowered*. More than 60% of those impressions are shared on Facebook, and 16% of users generate 80% of messages and posts about products and services.

Big sale at Macy's today—20% off everything in the store!

DON'T EAT AT JOE'S

The Fighter is the best movie I've seen this year.

twitter

yelp

facebook

78%

of consumers trust peer recommendations

Source: August 25, 2009, "The Broad Reach Of Social Technologies" Forrester report

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Lotusphere and **Information**OnDemand Come to You

For CEOs – It's About Greater Customer Intimacy

88%

of CEOs will focus on getting closer to their customers in next 5 years

82%

of CEOs want to better understand customer needs

85%

of CEOs require more visibility into their businesses

Businesses are focused on understanding their customers to drive more/greater business value with their marketing spend

Source: 2010 IBM CEO Study

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Justifying and Measuring Digital Marketing

2010E U.S. "Direct & Digital" Advertising Spending
US$154.1BB

Insert Media: $0.8BB — 2.4%
Other: $2.6BB — 6.1%
DR Print: $15.0BB — -3.6%
Direct Mail: $43.7BB — 0.0%
DR Broadcast: $23.6BB — 3.8%
1.8%
Digital: $28.9BB — 8.3%
Teleservices: $39.5BB — 0.1%

Source: WG Analysis, 2010
Note: Arrows reflect percentage change in

2010E U.S. "Digital" Advertising Spending
US$28.9BB

E-mail: $1.4BB — 8.6%
Social Apps & Widgets, Listening Platforms: $0.3BB — New
Mobile: $2.2BB — 27.1%
Lead Gen & Affiliate Services: $0.2BB — 5.5%
Display: $9.3BB — 9.2%
8.3%
Search: $15.6BB — 6.4%

Source: WG Analysis, 2010
Note: Arrows reflect percentage change in
spend, by channel, from 2009 levels

Winterbury Group, October, 2010

30% + consumer media spending is through digital channels

Standardization of digital metrics is fueling wider adoption

Suppliers (agencies) continue embracing digital capabilities to get in front of their customers

IBM Cognos Consumer Insight

The most scalable and robust social media analytic application
available that enables organizations to:

Grow Your **Business**

Understand your customer needs to **target new offers and products** more cost-effectively through different **social media channels**

Enhance Your Reputation

Evaluate your corporate reputation and make **evidence-based messaging** decisions that **target the right stakeholders** at the right time

Improve your customer care

Respond more quickly with accurate, timely and relevant insight into **customer requests to** ensure a **consistent experience** across all channels

Creating Relationships. Building Advocacy. Improving Loyalty

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Comprehensive Analytics –

Analyze billions of blog posts and hundreds of thousands of forums and discussion groups on publicly available websites "on the fly" to measure the effectiveness of your social media campaigns and the sentiment of consumer opinions of your brand and company

- **Keyword Search**

- **Dimensional Navigation**

- **Drill Through to Content**

Highly Scalable, Easy to configure, Flexible search

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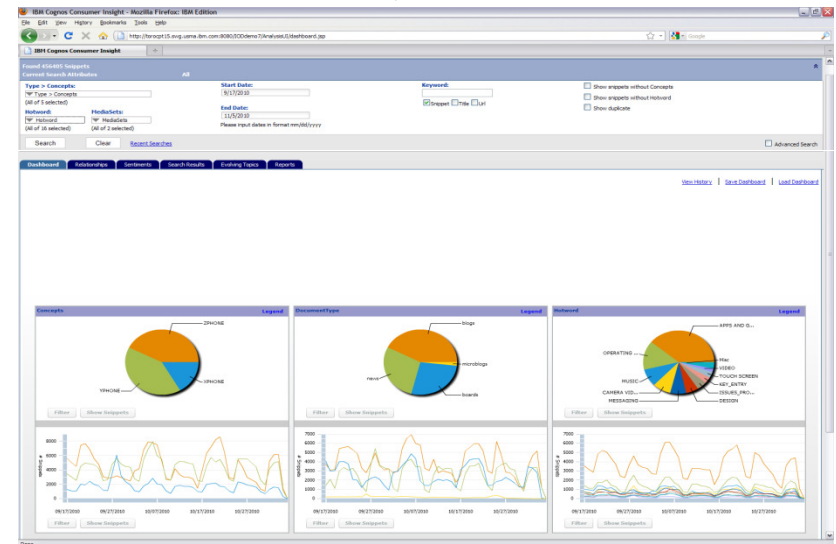
Affinity Relationships –

> *Understand the relationship between different areas of analysis and view the snippets that are associated with their intersection to gauge impact and identify future messages among key audiences*

- **Relationship Tables**

- **Relationship Matrix**

- **Relationship Graph**

Gain insight, Anticipate new
opportunities, Evaluate campaign
messaging

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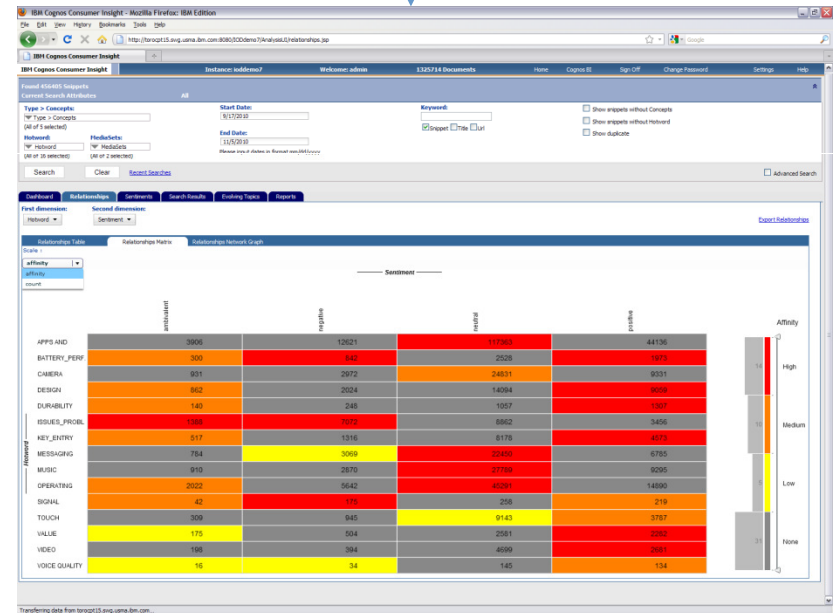
Sentiment –

Analyze sentiment and filter by concepts, hot words and media sets – among others.
Complete comparative analysis by comparing positive, negative,
neutral, or ambivalent sentiment

- **Dimensional Analysis**

- **Filtering**

Make evidence-based decisions, Identify and target new channels, Determine the campaign effectiveness

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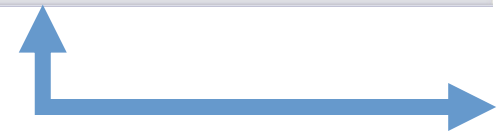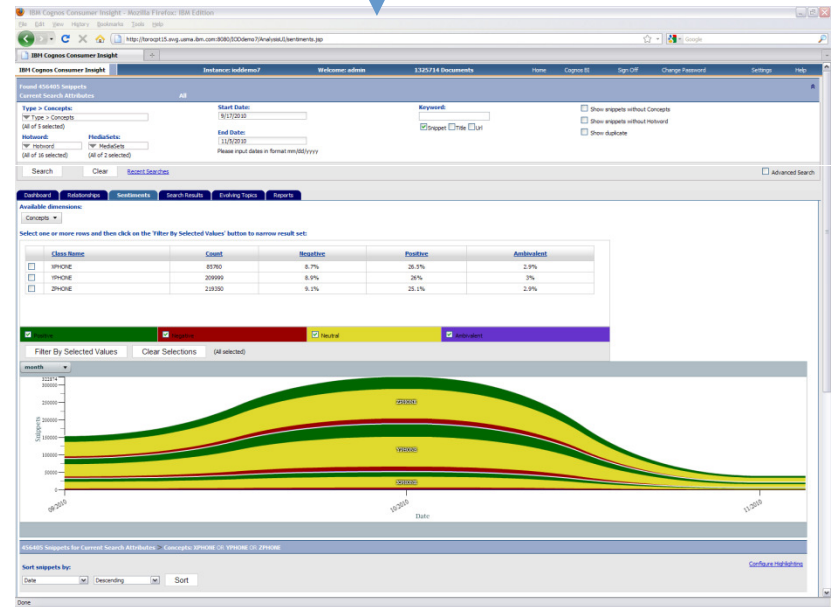
Case Study – Adidas 2010 World Cup

Is Lionel Messi associated with the F50?

How does the F50 stack up against the competition?

EVERY TEAM N **LIGHT ST** THE LIGHTEST. THE FASTEST. F50adize

Are these messages getting picked up?

- Track the launch of the adidas **F50adizero**, the lightest football boot ever
- Track the effectiveness of sponsored athletes for adidas
- Understand and react to emerging themes around the World Cup

Launch of the F50

Start of world cup
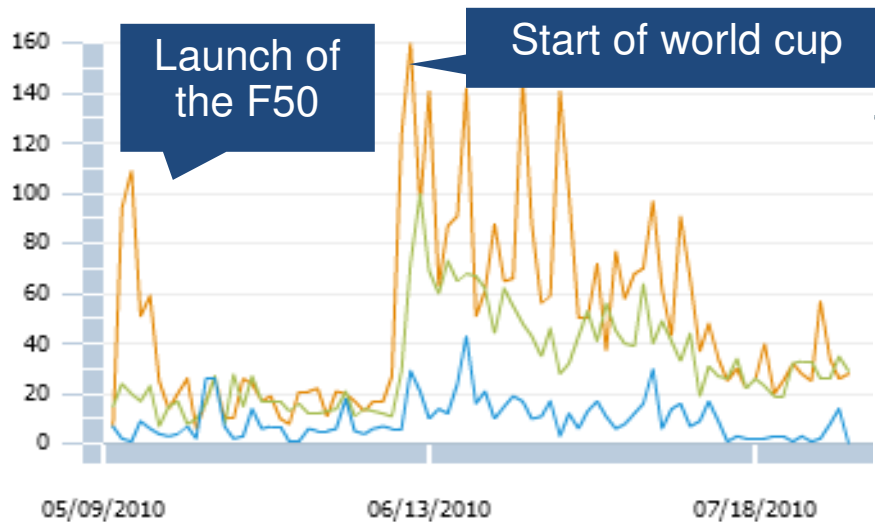
Class Name	Count	Negative	Positive
ELITE BOOT	711	2.8%	22.5%
F50	3534	1.5%	19.7%
MERCURIAL	2185	3.1%	12.7%

05/09/2010   06/13/2010   07/18/2010

17
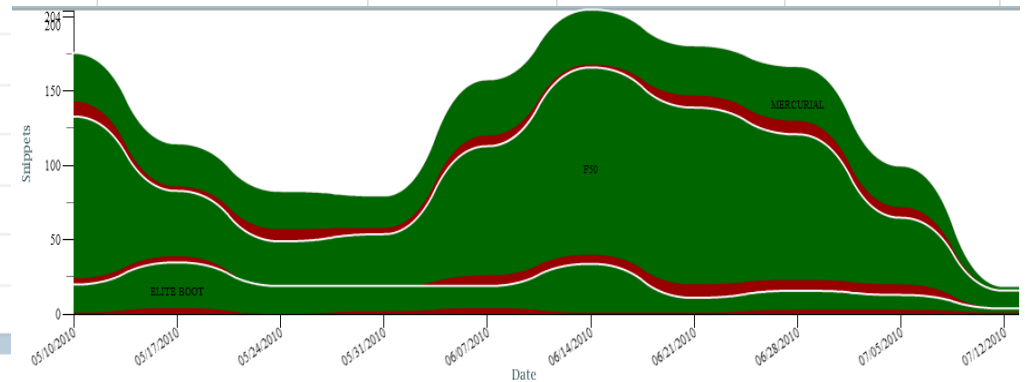
Communication reach: F50 leads the way...

...against the competition
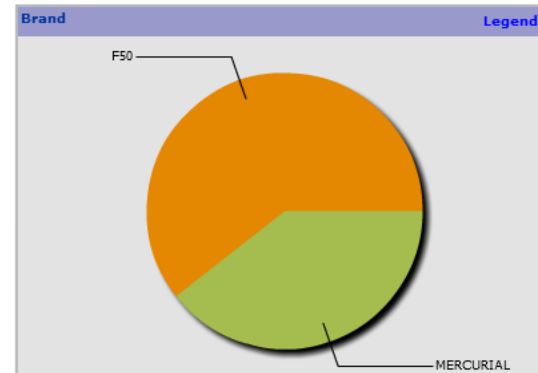
...against other adidas products
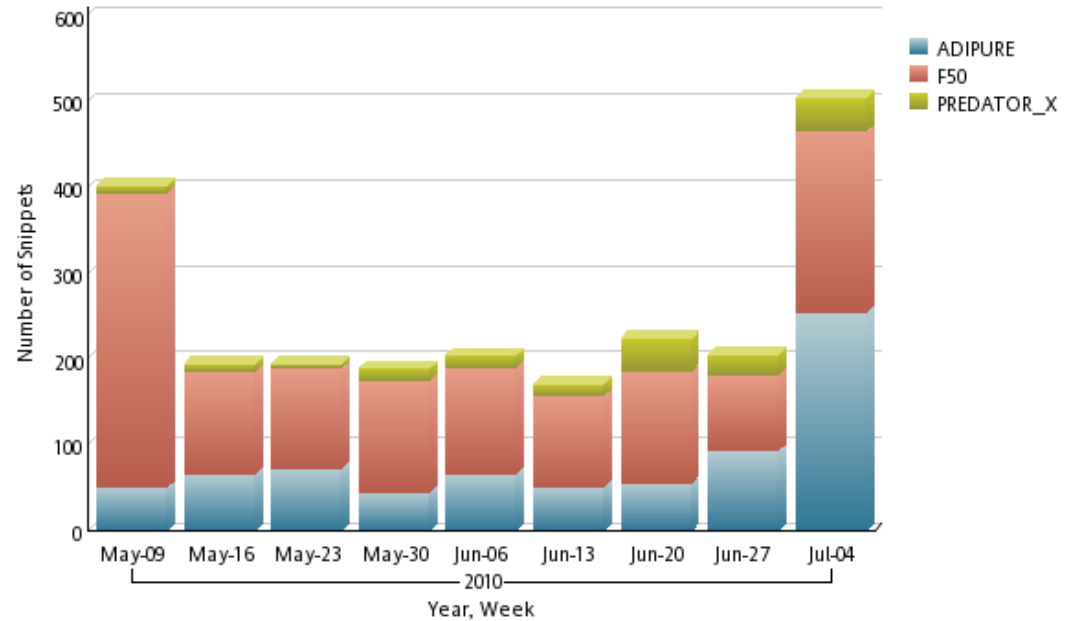
The message has been picked up...

Brand ▼

Hotword	ADIPURE	F50	MERCURIAL
LIGHTWEIGHT	9	338	74
WORLD'S LIGH...		116	
CHAMELEON		68	4
FAST		68	18
THE SPARK		21	
EVERY TEAM N...		21	
165G		24	2
LIGHT SPEED		10	
GRAPHIC		8	
THE		5	
THE BLAZE		5	
TOP SCORING ...	1	6	
DAYS OF FAST		2	
THE QUEST		1	
FAST FOOTBALL		1	
ON THE PITCH	3	9	3
IMPOSSIBLE I...		2	1

„Lightweight" 6 times more mentioned in the context of the F50, compared to the previosly lightest boot
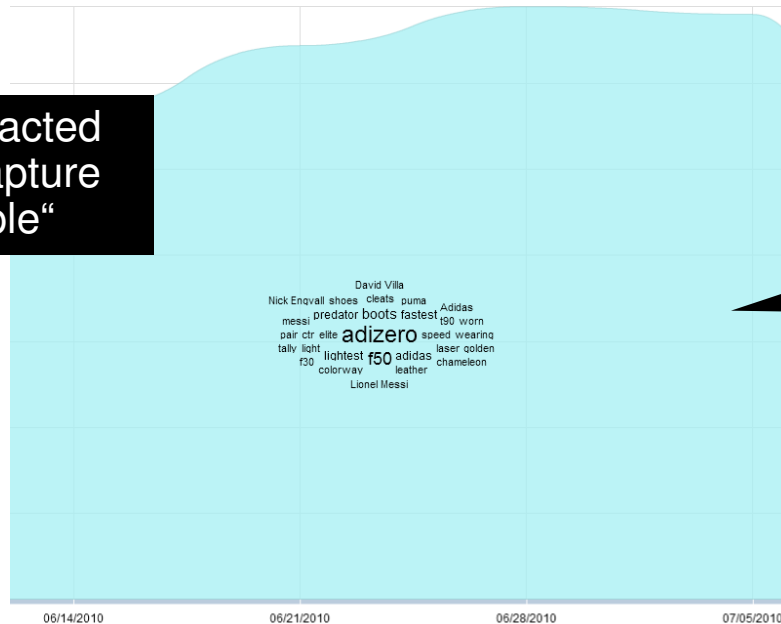
What if you combine
these insights with your
internal data …

Creating New Intelligence

Improve Customer Experience

Improve Product & Services

Increase Wallet Share

Customer's Sentiment + Customer's Profile ⟹ Predict Outcome

1-1 Targeted Marketing

Improve Marketing Campaign

Model Learn

Social Analytics

- Create Relationships

- Build Advocacy

- Improve Loyalty

Country X - Ministry of Defense

Social Analytics

New Source of Intelligence

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Thank You

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