

In social media, the mission of brand is not to increase your own exposure or one-way message communication to audiences, but to **create your story** with targets to build your social connection with them.



Why we say so?

1. The nature, and the biggest differentiator, of social media lies in SOCIAL, instead of MEDIA. Therefore, the interaction with consumers is the key.
2. As in real life, the interaction should be authentic, sincere and engaging, instead of the mode of “TALK – LISTEN”, even though it takes place on a virtual platform.
3. Consumers get tired of preach from brands by passively receiving their message. They want to play a role in their brand communication. Social media makes it possible.




How to drive brand engagement on social media?

Case: Durex's Dudu

Durex calls itself as Dudu on Weibo (microblog) and uses this character to interact with its fans. The personalities of Dudu are fun, clever, adorable yet sensitive. With this nickname, Durex's images get much more vivid and approachable.



还有四十多分钟 2013年就要来了, 你有什么想对自己想对杜杜说的么? 不如一起畅所欲言迎接新的一年。

@杜蕾斯官方微博 : #虽然很多爱还没来得及做够, 但2012年很快过去了# 祝福各位在新的一年里, 充满激情, 出入平安, 健康幸福。杜杜会见证你们明年更多的爱。。。

2012-12-31 18:48 来自iPad客户端

转发(121) | 评论(135)

2012-12-31 23:12 来自iPhone客户端

转发(25) | 收藏 | 评论(188)

Case: 7-Eleven on facebook



The personality of 7-Eleven Hong Kong is more like a friend. Although they promote their sales and products on the fan page, they interact and communicate with Facebook users by initiating some hot topics of the day, as if the brand lives with consumers all the time. E.g. they will ask Facebook users to wear more clothes and take care when the weather is very cold.

2. Leave a role to the consumers in your social media campaign.

Consumers are not only the audiences to watch your performance. Instead, they can design/ affect the storyline and be a role there. Only in this way would they be willing to spread your campaign.

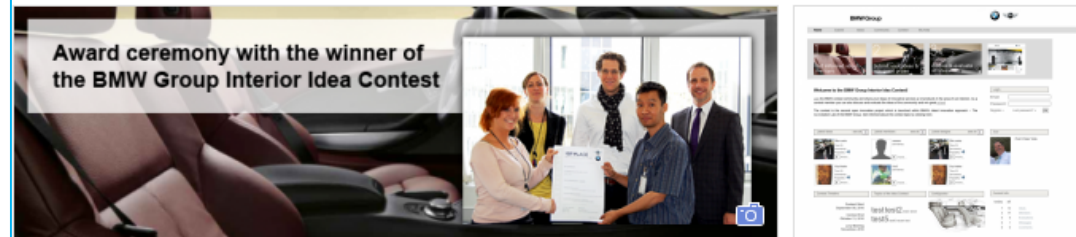


Case: BMW Co-creation Lab

BMW creates a minisite that allows people to contribute to its current projects. People can share their ideas and opinions on future's car on this website to inspire the car manufacturer.

Interior Idea Contest

Idea contest for individualization of the car interior.

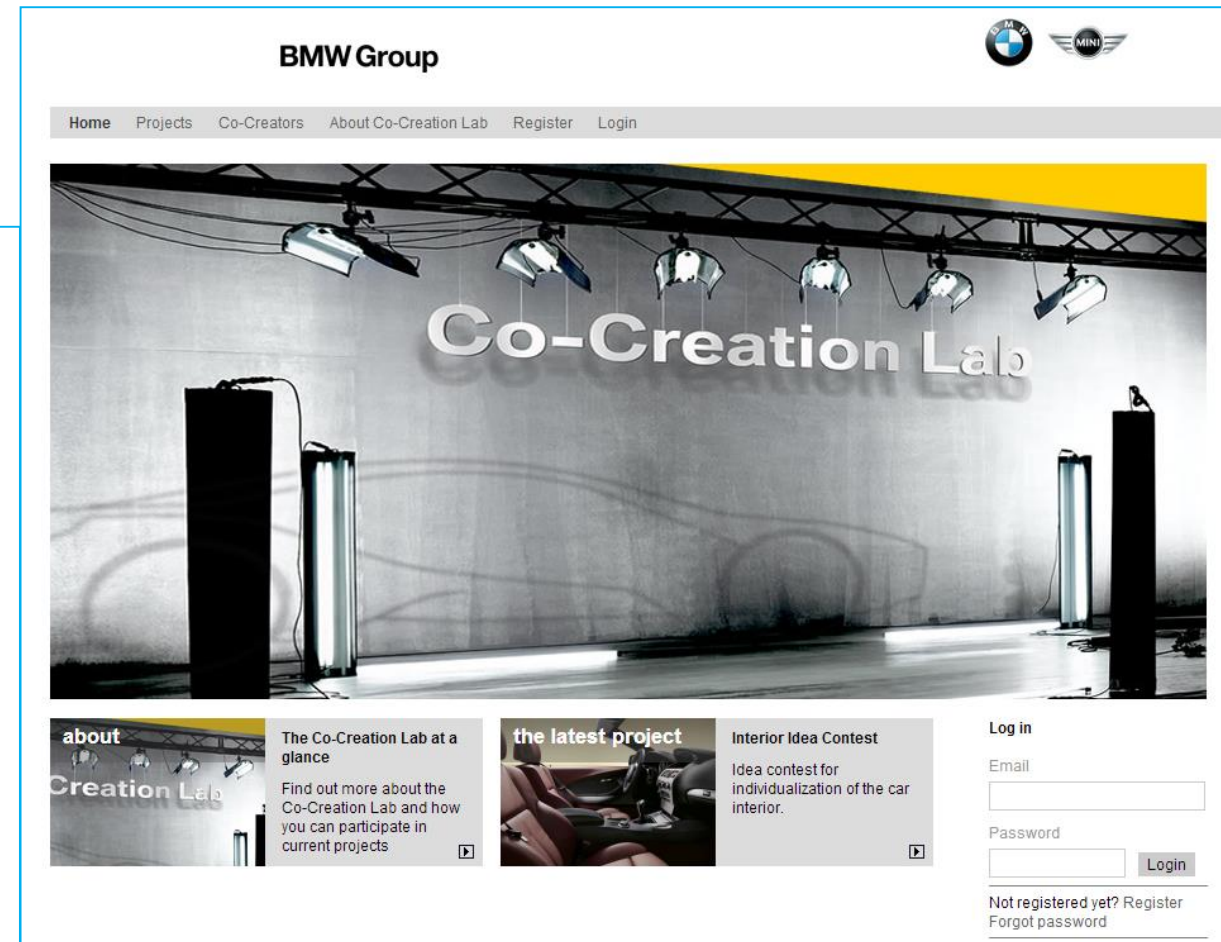


On January 31st 2011, David L., visited the BMW Group Headquarters in Munich, Germany. David's idea "Colour Matching Camera" was selected as winning submission of the Interior Idea Contest by a high-profile jury of representatives from the BMW Group and experts in the fields of automotive transportation. As part of his visit, David discussed his idea and ways of a possible realization with the developers of BMW's Research and Innovation Centre. David lives in the UK and has a technical engineering background.

The BMW Group Interior Idea Contest sought new and innovative ideas how to personalize the interior in vehicles and how this personalization can be realized. Both, physical products and immaterial services that make the car interior fit perfectly to individual needs were covered. Participants were able to submit their ideas in three categories: 1) function and convenience, 2) style and design, 3) experience.

In total, more than 1.100 members submitted 750 ideas within the contest period. They provided 28.000 evaluations, 13.500 comments and 8.000 messages. Also, more than 1.200 interior designs were made with a configuration tool. The most active participants submitted more than 100 ideas and made more than 3.000 evaluations.

Project status: **Completed**
[View project website](#)



<https://www.bmwgroup-cocreationlab.com/>

Case: Coca-cola CNY campaign

Coca Cola China launched an activity just before the Chinese New Year 2011 about sharing good wishes of the new year. What people did was to create customized “Coke Wish Bottles” on social network websites (Sina Weibo, Renren & Kaisin) and mobile platforms and then share their wishes with others. This campaign also went viral in Weibo with the promotion of celebrities and famous people.

This campaign results was impressive with nearly 7 million people participated in the activities and about 0.8 millions retweeting via Weibo.



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Case: Nike #makeitcount#

Nike rolled out its first social loyalty program to create stronger bonding with the youngsters in Hong Kong. Each participant can earn points by posting on the Facebook with the **#makeitcount** hashtag after completion of a number of “missions” ranging from sporting to other outdoor activities. The accumulated points can be used to redeem “rewards” for Nike products or joining sporting events.

This campaign will run till end of 2012. Since March, more than 20,000 users have signed up and over 70,000 missions have been completed.

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The screenshot shows the Nike #MAKEITCOUNT website. At the top, there is a navigation bar with links for HOME, INTRODUCTION, HOW TO PLAY, FAQ, MISSIONS, REWARDS, and REGISTER. The main header features the #MAKEITCOUNT logo and a button for ALL CATEGORIES. Below the header, there are several mission cards. One card titled 'GO GO GOAL' shows a person running at night. Another card titled 'MAKE IT COUNT 行動' has a red background and text about the campaign ending in December. A third card titled 'POSITION' shows a person in a red jersey with the number 100. There are also social media sharing buttons and a '隨時 #MAKEITCOUNT' section with a search bar and a '邀請朋友加入 #MAKEITCOUNT 行動, 即賞 20 分!' button.

A grid of mission cards from the Nike #MAKEITCOUNT campaign. Each card features an image, a title, a score, and a deadline. The cards include: 'FESTIVAL OF SPORT' with a score of 22,000 and a deadline of 9; '美國籃球之旅' with a score of 22,000 and a deadline of 20; '三藩市馬拉松之旅' with a score of 22,000 and a deadline of 14; 'MY TIME IS NOW' with a score of 22,000 and a deadline of 20; and 'MY TIME IS NOW IPHONE CASE' with a score of 22,000 and a deadline of 20. Each card also includes a brief description of the mission and a '得獎人數' (Number of winners) field.

Case: Cow&Gate Mother's Day campaign

Cow & Gate HK launched a Mother's Day campaign in 2012. Moms were invited to submit a photo with their babies and upload to the Facebook app for voting. The winners would be invited to participate the shooting of a new TVC of Cow & Gate.

Besides, the brand also initiate some topics to engage their Facebook users. For instance, they have asked moms to share the top 3 memorable things in 2012, what were the food that you were most addicted to when you were pregnant, where are "baby-friendly" places in HK etc. All these were relevant to moms and mom-to-be that attracted moms' attention to respond and interact on the fan page.

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3. The theme of story/ online campaign should talk about your target's real life, dreams and tensions.

It's not your brand or product story, although your product can play a hidden and supporting role there. Must differentiate your social media campaign from TV commercials or other offline promotions.

Case: Tide's "little happiness within reach"

P&G shoots a micro-movie for its washing liquid brand Tide. The eight-minute long movie expresses a key idea of "little happiness is within your reach". It receives strong echo from audiences who are experiencing a hectic lifestyle. In this movie, the brand Tide only appears in a subtle way.



http://v.youku.com/v_show/id_XNDcyNTE2MzQ4.html

Case: BUPA's "health tips" on facebook



BUPA's image on Facebook is more on promoting healthy lifestyle, instead of focusing on their products - medical insurance. On their fan page, there are many "health secrets or tips" from time to time to share to Facebook users, e.g. when is the best time of drinking water in a day, the history of Basil, etc.

Recently, BUPA launched a campaign that they invited two famous cooks in HK to design some herb recipes. The dishes were distributed freely in some occasions. Facebook users can vote their Favourite Healthy Recipe and have a chance to win an iPhone 5.

4. Be sensitive on the emerging hot topics on social media and capture the right moment to show your brand's participation.

By leveraging hot topics/ events, brand shows its sensitivity on latest marketing buzz and shares the same interest point as its audiences. It utilizes the event's impact whilst increasing bonding with its fans.



Case: BMW Doomsday print advert

BMW published a print advert on its official weibo site on “2012 Mayan doomsday” – *Doomsday? Don't fear, and Don't care.* It was one of the most forwarded and commented microblogs in its weibo site.



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Case: Durex viral weibo on Beijing raining day

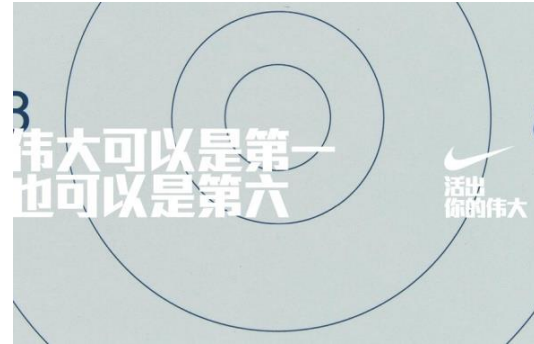


On a heavy raining day in Beijing this summer, a Weibo user posted a funny and quirky microblog with using Durex condoms to protect his shoes from the rain. Durex forwarded this weibo and, in 24 hours, it was “retweeted” more than 80000 times and more than 7000 of its followers replied.

Case: Nike's Olympic adverts

Nike rolled out the “Find Your Greatness” campaign around Olympics in China, adding localized twist to the communication messages in its Weibo page to support many of China's star Olympic athletes, no matter they won the gold medals or not.

Not only the Nike's authentic copies but also the mere featuring this “Greatness” idea were widely forwarded on social media.



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Summary: 4 tips to drive brand engagement on social media

1. Personal touch
2. Provide a stage to play
3. Empathy and care
4. Inspirations on daily life

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- Undoubtedly social media brings brands rich opportunities to engage itself with consumers. However, we see some of the brands are still adopting traditional (mostly offline) marketing approaches in social media. The game is changing!
- In this presentation, we emphasized the AUTHENTICITY of a brand to engage with its targets on social media, from brand images and roles to the daily interaction and campaign core ideas.
- NuanceTree believes in OPPORTUNITIES IN EXPRESSIONS. A brand should be sensitive to consumers' life expressions, immerse itself into broad cultural expression. Only in this way can a brand express itself truly and effectively to people.

For more information on NuanceTree, please
visit our website:

www.nuancetree.com



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