

THE NEW POWER OF TELEVISION

HOW SOCIAL IS REVITALIZING THE FUTURE OF TV

initiative



Methodology

This project was part of Initiative's Consumer Connections global research program which now spans in excess of 50 countries. Our study's sample was designed to identify those actively engaged in social media. As part of this study we conducted over 8,000 online interviews with consumers aged 16-54. Interlocking age/gender and regional quotas were set to reflect the national population in each country. The only significant exception is China, where the focus was on Tier 1, Tier 2 and Tier 3 cities.

TV, POWERED BY SOCIAL, WILL BECOME MORE IMPORTANT TO MARKETERS

Television in many ways has always been a social phenomenon. It has been the fixture that anchors family life; a cultural phenomenon whose impact is felt across generations and across geographies. It has inspired much conversation and debate, whether face-to-face or online.

In the past decade, many marketers have declared the death of TV due to the widespread adoption of digital media, social media and mobile. This challenge becomes apparent with the disparity between the average time spent watching TV daily - roughly three hours a day - and the average daily time spent online, 4hrs 36mins. And with smartphone usage continuing to make gains, the access to the web and social networks continues to climb.

It is precisely at this moment, with digitally-enabled social influence becoming a more global phenomenon - and in some markets social media entering a new age of maturity - that we believe the dynamics between social and television offer marketers unprecedented opportunities.

We undertook a robust online multi-market study of 8,014 TV and web users aged 16-54 across eight countries: Argentina, Australia, Canada, China, Germany, the Netherlands, the US and the UK. We examined how and why they used TV and digital, looking closely at understanding what drives their behaviors. What we found:

- 1. Social and TV provide a powerful synergistic media pairing in ways we did not expect.**
- 2. A specific group of highly-engaged TV viewers are leading the way in their ability to activate TV through social – and their influence extends to advertising and purchases.**
- 3. Getting the most from the pairing of TV and social means managing complexity – but the rewards for marketers are significant.**



INTRODUCING THE TV TALKER

Highly engaged consumers are leading

Social TV is an established industry buzzword. We most often think of Social TV as TV amplified through social. Invest in a big mainstream television event, whether it's a World Cup soccer match, or the Oscars, or a long-awaited series finale, and then connect the TV event to fan pages, promotions and hashtags to drive sentiment and participation. Well executed, this approach can deliver strong business outcomes, such as search, enquiries, even sales.

Our study revealed how TV and social work in combination. Television programming has major talk value: 85% of all TV viewers in our survey say they talk about TV shows, and over half of those surveyed, 54%, are talking about those shows online. TV directly produces online sentiment.

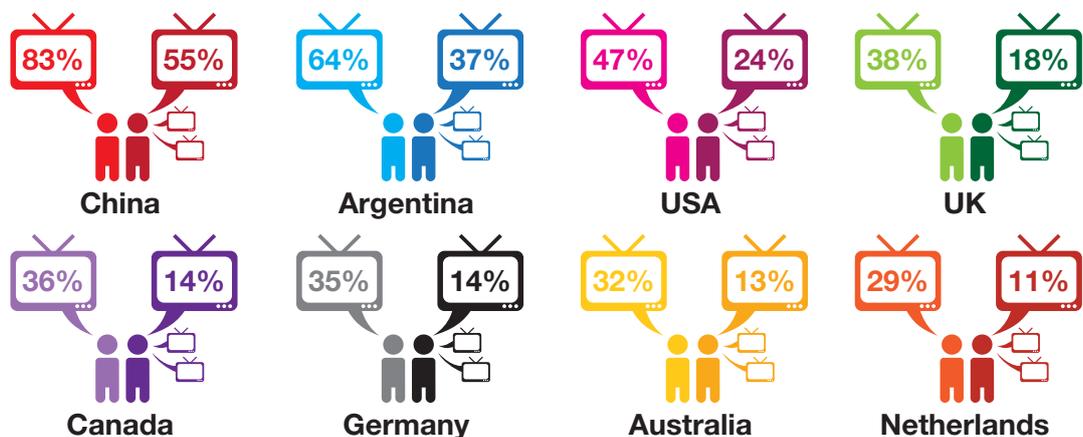
But exactly how engaged are those who are talking about TV? Our research identified a group of consumers who we call TV Talkers: highly engaged in pop culture and particularly in TV, they post, blog, or tweet about their favorite shows online a minimum of once a week. TV Talkers are not a niche group: they comprise, across the markets surveyed, a full 22% of the total group.

TV Talkers Around the World

And, not only is the group large enough in terms of size, they also generate significant content. Of this group more than half are posting a minimum of once a day. That's a lot of TV Talk.

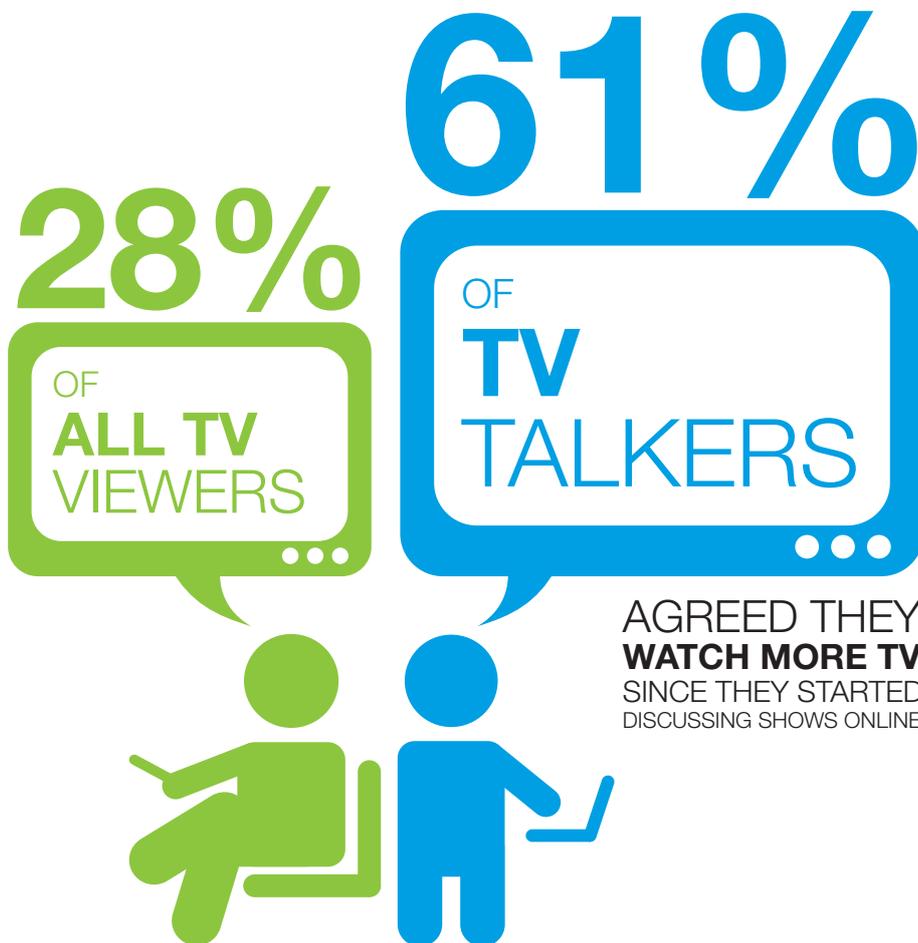
% of all viewers that talk about TV shows online (left)

vs. % of TV Talkers (talk about TV 1+x/week online) (right)

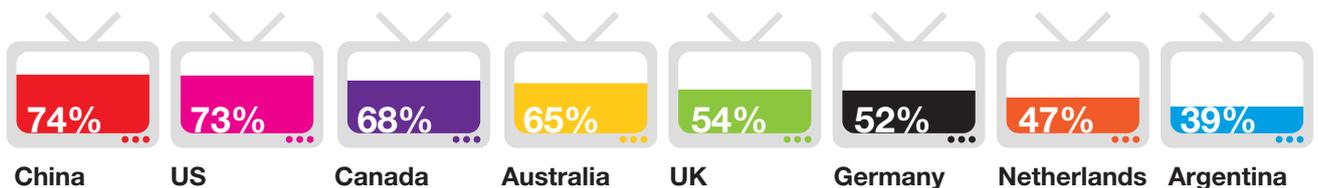


Social is driving people back to TV

What did surprise us, however, is that the need for online conversation, as social media matures, is actually attracting highly engaged viewers back to TV. That's exactly what we found when we looked across the entire surveyed population.



% of TV Talkers who watch more TV to fuel conversation



TV is driving social conversation and actions, and the need for online conversation is driving people to watch more TV. This synergistic behavior is even more pronounced among TV Talkers – this is especially important for marketers.

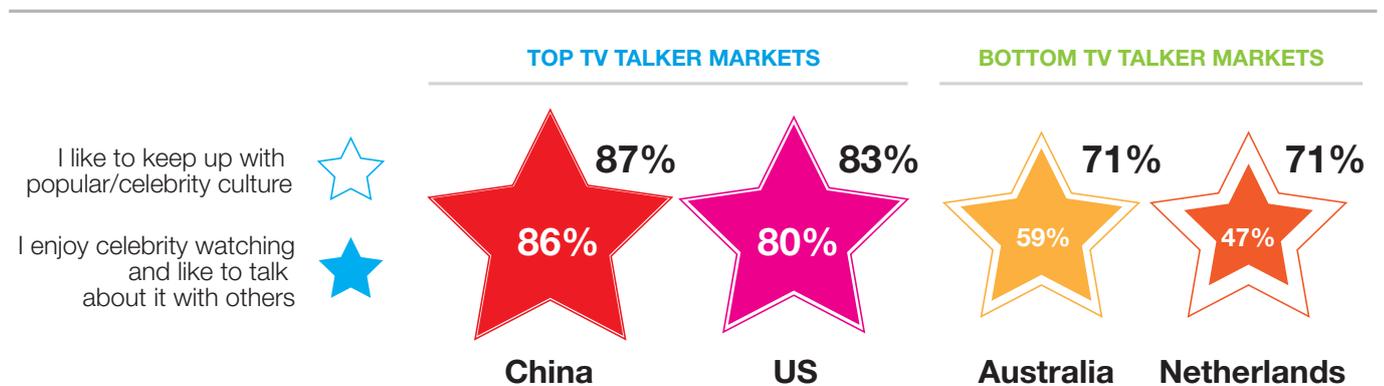


TV TALKERS: KEY INFLUENCERS, TELLING YOUR BRAND STORY

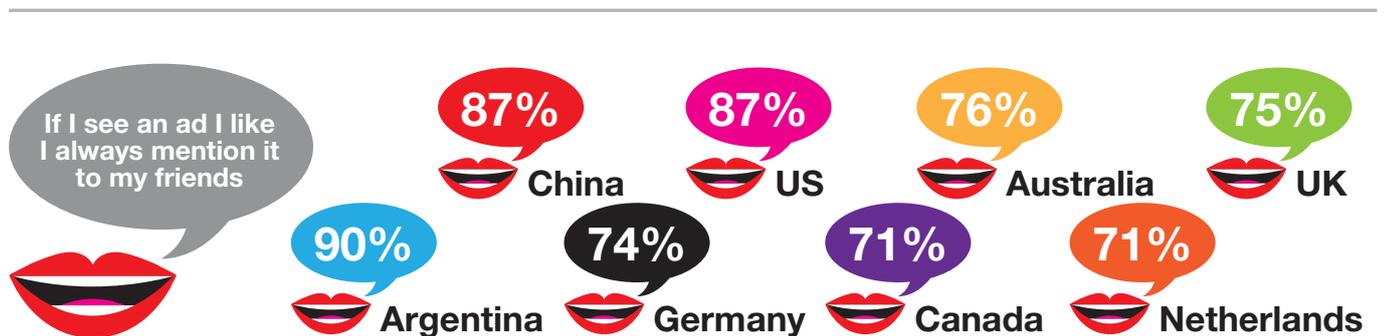
Celebrity is key to Social TV

When we looked closely at what drives this behavior, it's clear that TV Talkers are passionate about celebrity and pop culture. This is particularly evident when we dig into motivations by market.

If we compare top markets for TV Talk to the markets that are not as strong for this behavior, celebrity culture stands out as the most significant driver.

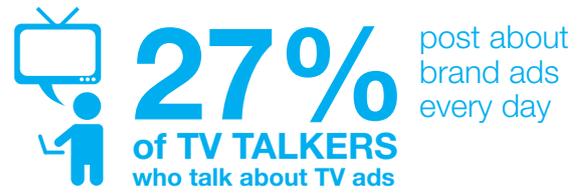


This passion for pop culture is pivotal for marketers because the TV Talker treats advertising like an element of pop culture – they will actively share brand advertising they love with their social network.



Base: TV Talkers in each market

TV Talkers are also Ad Talkers – they actively share advertising with their friends and turn it into web content.



TV Talkers are willingly, enthusiastically talking about advertising. What makes this a critical opportunity for marketers is how this works across the TV Talkers social network.

Telling your brand story for you

TV Talkers are very sociable people – they are far more likely to be the organizer of social occasions, and would prefer to spend their spare time with their friends over family. Social media supplies the fuel to keep in constant touch with their friends - 82% say they talk about TV shows to show their friends that they are watching. And, with social media, their ability to share conversation beyond their immediate circle gets magnified.



FRIENDS WITH WHOM I ONLY HAVE REGULAR FACE-TO-FACE CONTACT



FRIENDS WITH WHOM I ONLY HAVE REGULAR CONTACT FACE-TO-FACE AND ONLINE



FRIENDS WITH WHOM I ONLY HAVE REGULAR FACE-TO-FACE CONTACT PLUS FRIENDS THAT I ONLY KNOW ONLINE

Simply put, TV Talkers have a much larger social network than the viewing population. They have a large “inner circle” group with whom they meet both face-to-face, and post regularly online. Most interestingly, however, is that they have 35 people with whom they have regular online contact whom they have never met.

And, because they are extremely sociable people, they also consult and dispense advice regularly about product purchases and brand recommendations, far more than the average TV viewer.



The TV Talker is a critical influence group for marketers – they willingly talk about ads, they expect to play a key role in purchase decisions, and they are willing to tell your brand story across a very large social network.

In order to engage with this key influence group, we must fully understand how the two touchpoints of TV and Social work together.

Key points for marketers

- **TV and Social drive each other:** The two touchpoints work together – marketers must have strategies to manage synergies.
- **TV Talkers are the key influencer group** whose impact is felt all the way to the cash register – consider them as a target that can work hard for your brand.
- **TV Talkers will tell your brand story:** The era of “talkable” ads has transformed into “shareable” ads – as TV Talkers will share ads they like and post frequently to their larger social network – more people, telling your story, more frequently.

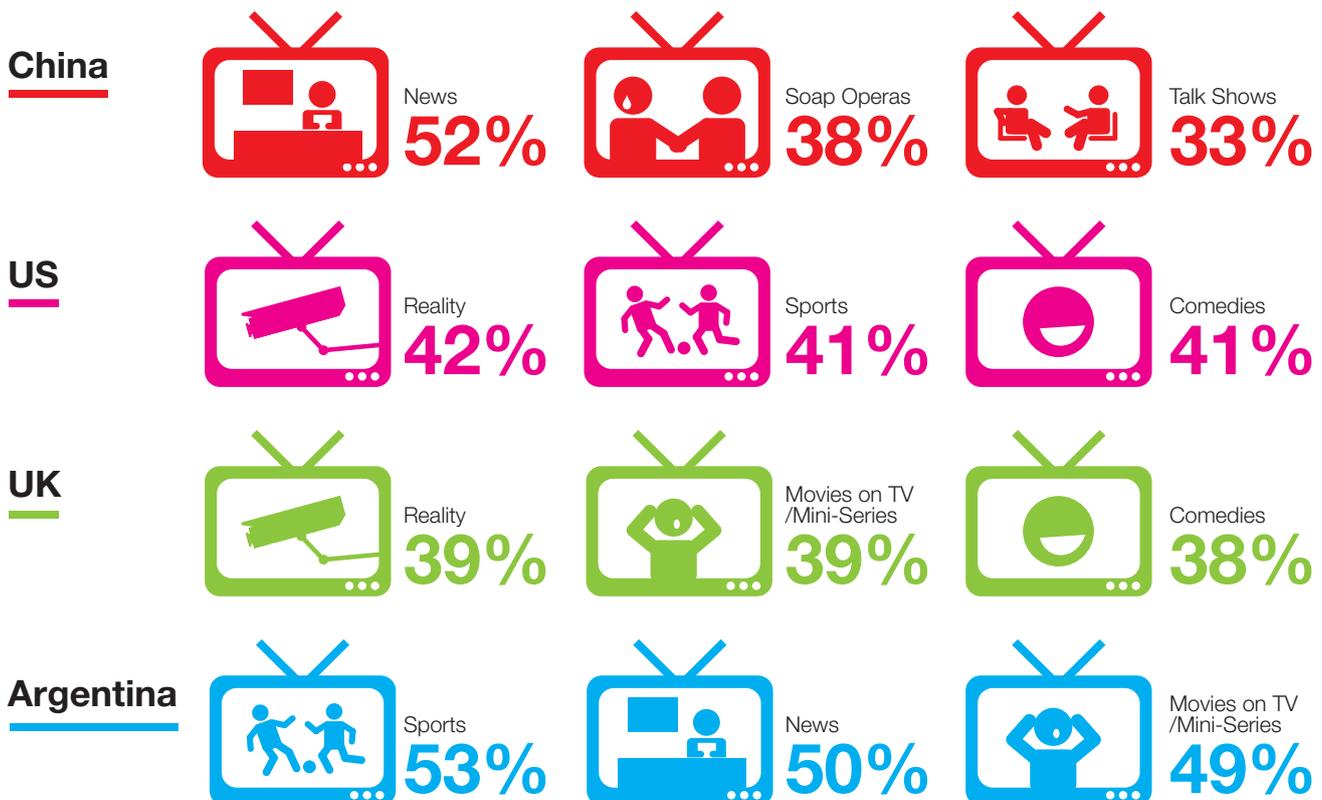
UNLOCKING THE POWER OF SOCIAL TV

We looked extensively into how people use TV and social together to understand exactly how to adapt to the TV Talk behaviour. We found that it is a significantly complex experience that involves multi-tasking and mapping out technologies and genres to engage with TV Talkers.

Not all genres are created equal: culture drives talkability

Not unexpectedly, news and sports are the most talked-about genres across cultures, followed by reality. However, the real story is that when we focus on TV Talkers and their genre preferences, the cultural differences across markets become very clear – not all genres are created equal in their ability to drive TV Talk.

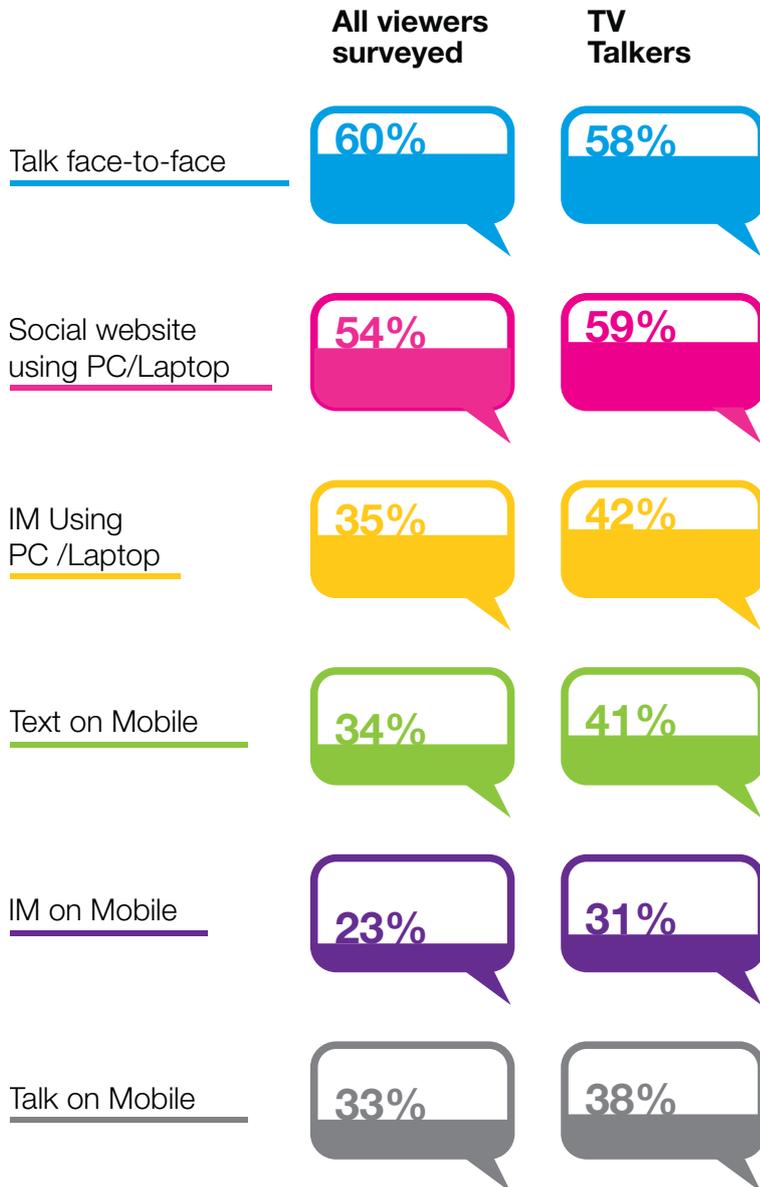
However, starting with the type of show is only the beginning – understanding how technology works with TV is the next step.



Base: All TV Talker conversations

TV Talkers use a variety of devices

Although traditional face-to-face conversations are still important, Social TV conversations happen across a wide variety of devices. This is now true across the entire viewing population. Where it gets interesting, however, is how much TV Talkers are starting to prefer technology over face-to-face contact.



Base: TV viewers who talk about TV shows and TV ads

We looked very closely at mobile use, keeping in mind that smartphone penetration would have an impact on how mobile is being used. However, we found that texting was by far the most popular use of mobile across markets irrespective of smartphone penetration, with the UK and Argentina being on a par, despite the fact that smartphone penetration in Argentina is half that of the UK.



Case study: Veet

When launching Reckitt Benckiser's "Veet EasyWax" in Germany, Austria and Switzerland, we had to find a way to address young women and change their hair removal habits from shaving to waxing. We needed a testimonial that clearly differentiated EasyWax from the competitors and which women could trust. We chose the massively popular show, "Germany's next Topmodel", and hilarious catwalk coach Jorge Gonzalez to be the centre of our multi-channel campaign. We scheduled live placements in the show to introduce "EasyWax" and Jorge as our "live" demonstration. Shareable How-to videos with Jorge were seeded online to educate the target group and, of course, linked to Facebook, Twitter and other social media activities to encourage pass-along and sales. Jorge's testimonials drove an explosion in conversation and sales. Google search inquiries rose by 457% and the client saw an average ROI of 4.73 - up to 7.9 in one week.

When multitasking is a good thing

There is also a high degree of multitasking, with 58% of those surveyed using more than one device at a time, combining face-to-face conversations with mobile texting, or using texting, microblogging and online forums simultaneously.

Viewers using more than one device when discussing a TV show/ad with other people



We have for so long considered partial attention the enemy of the persuasive advertising model that it seems difficult to accept that this phenomenon could actually benefit marketers. But in fact, partial attention and multi-tasking are exactly what enables TV Talkers to do what they love to do – connecting with as many people as possible around TV, pop culture and advertising. When asked why they multi-task, TV Talkers revealed:

44% It's a good way of talking to more than one person at a time

Some methods of conversation are more instant than others

35%

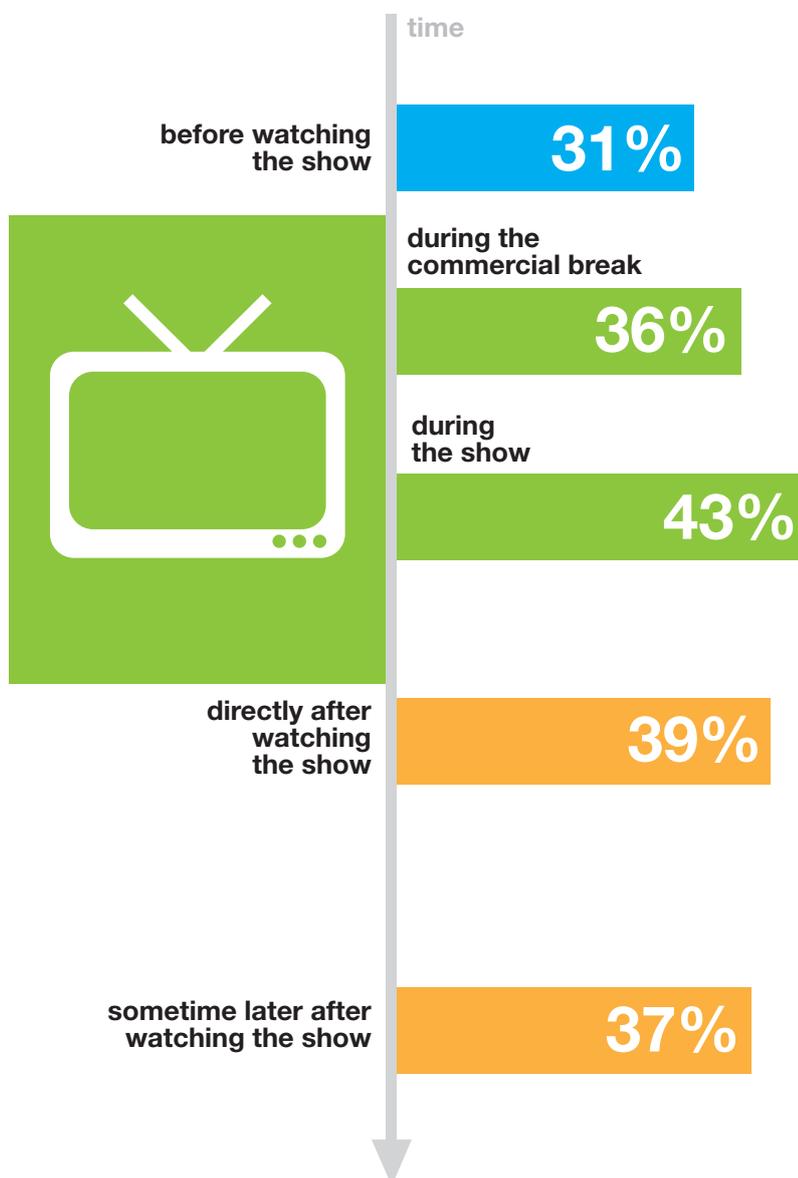
35% It enables me to share different kinds of content as well as discussion

TV Talking is an experience over time, with “live TV” as the main event

TV Talkers post before the program to anticipate and to engage with their social circle, and they post after the program to debate and discuss. But the good news is that this phenomenon is not only driving a return to TV – it is driving a return to watching TV live, with 43% watching the show and another 36% continuing to watch during commercial breaks.

That’s when the multi-tasking across different devices peaks, as TV Talkers seek to create a live and interactive experience across their social circle.

Social TV: When TV Talk Happens



Case study: Kia Optima

As official car of the NBA, Kia Optima was also the official vehicle of the NBA All Star Game, and we secured a highly “tweetable” opportunity - NBA superstar Blake Griffin would leap over a Kia Optima in the televised All-Star Slam Dunk Contest. We knew there would be massive potential for live social coverage – but we challenged ourselves to make the event bigger and last longer. We made the conversation bigger through partnerships with athletes and celebrities who tweeted using the #OptimaJam tag. We then magnified the real time effect of the event through search and social working in tandem, creating overlays on YouTube with a call-to-action driving traffic directly to the Optima Explore page. The combination of these elements resulted in a 24% increase in Kia sales, over 1,000 tweets using the #OptimaJam hash tag, making it a Trending Topic, with over 5MM impressions. Kia saw 12% more social media buzz from this event than the most watched event of the year, the Super Bowl. There was a 79% increase in traffic around Optima terms and 25% increase in traffic around the whole campaign.

WHAT CAN MARKETERS DO TO HARNESS THE NEW POWER OF THE TV TALKER?

Social TV is a powerful synergistic combination for marketers – putting it to work for a brand requires a clear focus on managing both the relationship with consumers and internally within a brand's organization.

TV Talkers are clearly a key influence group and treating them as a distinct target is the first step in crafting experiences targeted at them, led by two clear strategies. The first is to create synergistic Social TV experiences over time, taking full advantage of the before, during and after life-cycle of live broadcasts. The second is to fully realize the potential of multi-screen brand communications. Every campaign should have easy, fast, shareable elements to accelerate conversation, then elements that allow TV Talkers to access a deeper engagement with your brand.

Managing Social TV initiatives within your organization is also crucial. Social governance is critical in listening and responding to the TV Talkers once conversation starts. It is also extremely helpful to invest in tracking the relationship between social actions and brand equity – to prove the positive impact of Social TV to fund further initiatives. And, as brand metrics prove out, your brand can become a leader in this space, and become a 'first-mover' in newer technologies, to test and learn for the future advantage of your brand.

TV, powered by social, has become more important to marketers – a trend we fully expect to continue as social media matures around the world. Marketers who identify and align their strategies to take advantage of this phenomenon, and specifically target the emerging power group - the TV Talker - will give their brands a compelling competitive advantage.

FIVE KEY TAKE-OUTS FOR MARKETERS

- ① Create fully-orchestrated TV Talking experiences over time – before, after and, critically, during broadcast.
- ② Create a multi-screen and multiple element experience to make your brand easy to share and easy to explore.
- ③ Implement social governance strategies to maintain your relationship with the valuable TV Talkers.
- ④ Invest in analytics to prove the value of TV Talk on brand equity.
- ⑤ Test and learn new technologies to give your brand “first-mover” advantage.

ABOUT INITIATIVE

Initiative is a performance-led media communications company.

Initiative believes that all marketing should be performance-driven. Data, analytics, insight and innovation are central to all our services, and we hold ourselves fully accountable to client business goals. This commitment to performance is at the heart of Initiative's unique process and culture.

Owned by the Interpublic Group, Initiative is part of media management group Mediabrands and a partner of Magna, IPG's centralized media negotiation entity. Initiative employs more than 2500 talented professionals, working in 89 offices across 71 markets, worldwide.

Initiative's comprehensive range of performance-led communications services include: research and insight, media planning and buying, digital communications solutions, content creation, and evaluation and accountability services.

CONSUMER CONNECTIONS

Through our Consumer Connections program of research, we are connected to 230,000+ consumers across more than 50 markets. We interact with these consumers to understand purchase patterns and media behaviors across continents to bring fresh insight into their lives and the role of the brands they use. The powerful single source data we gather as part of this program also informs planning decisions delivering enhanced ROI for our clients.