

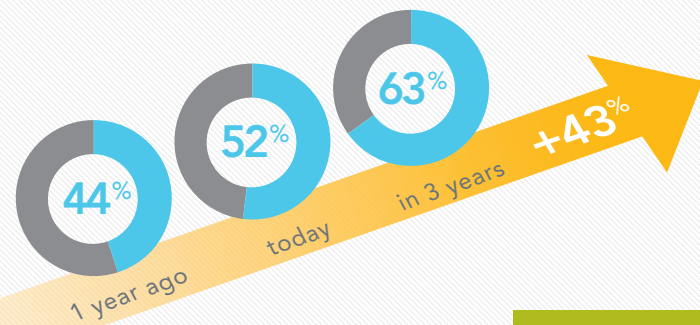
# SOCIALISING YOUR BRAND: AN EMEA BRAND'S GUIDE TO SOCIABILITY

Being social online is fast becoming critical to being a world class brand. Technology alone does not make a brand social. The reality is that internal strategy, planning, cohesiveness and comfort in the digital space must come first if brand sociability is to come at all. Weber Shandwick

partnered with Forbes Insights to survey nearly 800 senior marketing/communications executives with digital responsibility in more than two dozen European, Middle Eastern and African countries to identify what makes brands social — and how.

## Why does brand sociability matter?

EMEA brand executives attribute 52% of their brand's reputation to how social it is today. They project it to be 63% in three years.



EMEA brand executives think the rewards of social media outweigh the risks by more than a 3-to-1 margin.



More than one-quarter say quality of online presence or engagement is a prime driver of corporate reputation.

29%

**BUT... 88%**

A large majority of EMEA executives believe their brand's sociability is not yet "world class."

## 9 Drivers of World Class Brand Sociability



### 1. It's not the medium — and it's more than the message

World class EMEA brands are much more likely than the average EMEA brand to create original content. 44% of them create content specifically for social media purposes, compared to 23% of all EMEA companies. World class brands depend upon much more than just the medium to make themselves social.

### 2. Put your brands in motion

World class EMEA companies do more than experiment with social media tools. They apply their tools in more social ways than the average EMEA company. For example, they are 88% more likely to participate in check-in apps, 73% more likely to use SMS/text for two-way conversations and 72% more likely to produce videos that spread virally.

### 3. Integrate or die

EMEA world class organisations are much better integrators of brand personality — they are more than twice as likely as other EMEA organisations to have a consistent brand personality across all social and traditional media channels and to include a social media element in their traditional print or broadcast messaging.

### 4. Make social central

60% of EMEA world class organisations coordinate social media from one department, vs. 40% of all EMEA firms. "The most important thing we can do is to centrally plan social media activities across all channels to amplify key messages." — Survey respondent

### 5. Listen more than you talk

EMEA world class companies fine-tune their messages to customers and integrate what is on their fans' minds into their brand stories. More than twice as many EMEA world class brands have changed a product or service based on fan recommendations compared to the average EMEA brand.

### 6. Count what matters — meaningful engagement

EMEA world class brands place more weight than other EMEA brands on metrics that impact the bottom-line when measuring social media effectiveness: conversion rates, reduced call volume and revenue driven by social media are more likely to be key metrics of EMEA world class brands.

### 7. Think global

Executives managing EMEA world class brands consider global reach the most important driver of corporate reputation while the average EMEA executive ranks global reach last. "Our social branding goals involve a very firm commitment to increase the recognition of the company's globalisation." — Survey respondent

### 8. Go outside to get inside

EMEA world class companies are more than twice as likely as average EMEA companies to engage outside support to evaluate their brand's social performance.

### 9. Be vigilant

To protect their social brand integrity, EMEA world class brands are always on high alert. Compared to the average EMEA company, they are 124% more vigilant since Wikileaks has been in the news and are 70% more likely to be concerned about privacy violations.