

WORKSHOP

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# *e-Potato*

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# Overview: Technology, Tools, Hard- & Software

*The internet, apps, QR Codes and social media are just some of the new technologies and tools in the market. What is at your fingertips?*

## Websites

- Blogs
- Online shops

## Social Media

- Twitter
- LinkedIn
- Facebook
- Pinterest
- Instagram
- Youtube

## Search & Ads

- SEO
- SEA
- SMA

## Devices

- Mobile
- QR
- Tablets
- Apps

# How can these technologies help you make an impact on a local or global market?

*1. Reach : Your clients are already there. Social Media and Networks allow you to reach and target a wide audience locally or internationally ...*



- \* 901 million monthly active users
- \* 80% users outside us
- \* 488 million monthly mobile users
- \* 125 billion friend connections
- \* 300 million photos uploaded/day
- \* 3.2 billion likes/day
- \* 20% of all pageviews online



- \* 161 million users
- \* 5.3 billion searches in 2012
- \* 2 million company pages
- \* 1 million linkedin groups
- \* 22% mobile usage
- \* 31st most visited site worldwide



- \* 465 million users
- \* 175 million tweets/day
- \* 1.6 billion searches/day
- \* Top 10 most visited sites worldwide
- \* Lady Gaga: 20 million followers
- \* 16% mobile usage

# How can these technologies help you make an impact on a local or global market?

*2. Communication: The way a business “should” communicate with their clients has dramatically changed. Consumers demand more than the traditional one way push. Technology and tools can help you communicate in a new way.*



## **Stop shouting, start talking ...**

- Conversations about your brand are already going on on the web with or without you. Being a part of them gives you the opportunity to steer and shape the conversation and thereby the perception of your brand for your clients.
- How we connect will define our ability to make brands more valuable to people, and people more valuable to our brands.

# How can these technologies help you make an impact on a local or global market?

*3. Word of mouth: What's more valuable for choosing a restaurant, dentist, gym, or new Smartphone - an online review, or a suggestion a close friend makes to you?*

*Consumers have always had a voice but through Social Media and Networks they now have reach.*



## **Find your advocates and get them talking ...**

- Be interesting: nobody talks about boring products or companies.
- Make it easy: create a simple message and help people share it.
- Make people happy: Happy customers are your best advertisers
- Earn trust and respect

*Andy Sernovitz, How smart companies get people talking.*

# How can these technologies help you make an impact on a local or global market?

*4. In touch: New devices like smartphones, tablet PCs and iPads allow you to be in touch with consumers anytime, anywhere ...*



## **Mobile & Smartphones ...**

- 80% of the world population has a mobile phone.
- 1 Billion Smartphones worldwide
- Age group: 25-34 / 62% penetration
- 47% Android / 29% iPhone
- Usage: 84% browsing / 76% email / 64% games / 69% Apps / 59% Social networks / 48% Multimedia

# Building Social Media presence

*Make sure you have a strategy ! Your Social Media strategy should be based on an audit of your existing marketing and communication strategy and your current presence in Social Media and Social Networks. This strategy should be your guideline for interaction, Conversation and content creation. Keep in mind that strategies can be adapted when required ...*



## **Strategy ...**

Part of the big picture ...

## **Components could be ...**

Content Flow

Reaction/Support Flow

Evaluation Flow / KPI's

Social Media Policy

One year content plan

Planned activation moments for:

Awareness, Interaction, Advocacy

# Building Social Media presence

*Getting started. To be successful, you need to combine four things.*

## **1. Listen**

Don't start with immediate action. First listen to clients and consumers, make sure you understand what they are saying.

## **2. Bring real value**

Find out what connects people: needs, interests, questions. Think about how you can bring a real value to them. Then give to get ...

## **3. Conversation**

Make sure you completely understand how the conversation works before you get involved. What, who, when, how, with whom

## **4. Amplify**

Encourage people to discover and talk about your content...



# Building Social Media presence

*Measure the results of your actions. Monitoring the success and results of your actions is crucial to be able to adapt when required.*

**Decide on what KPIs are important to your organisation. E.G:**

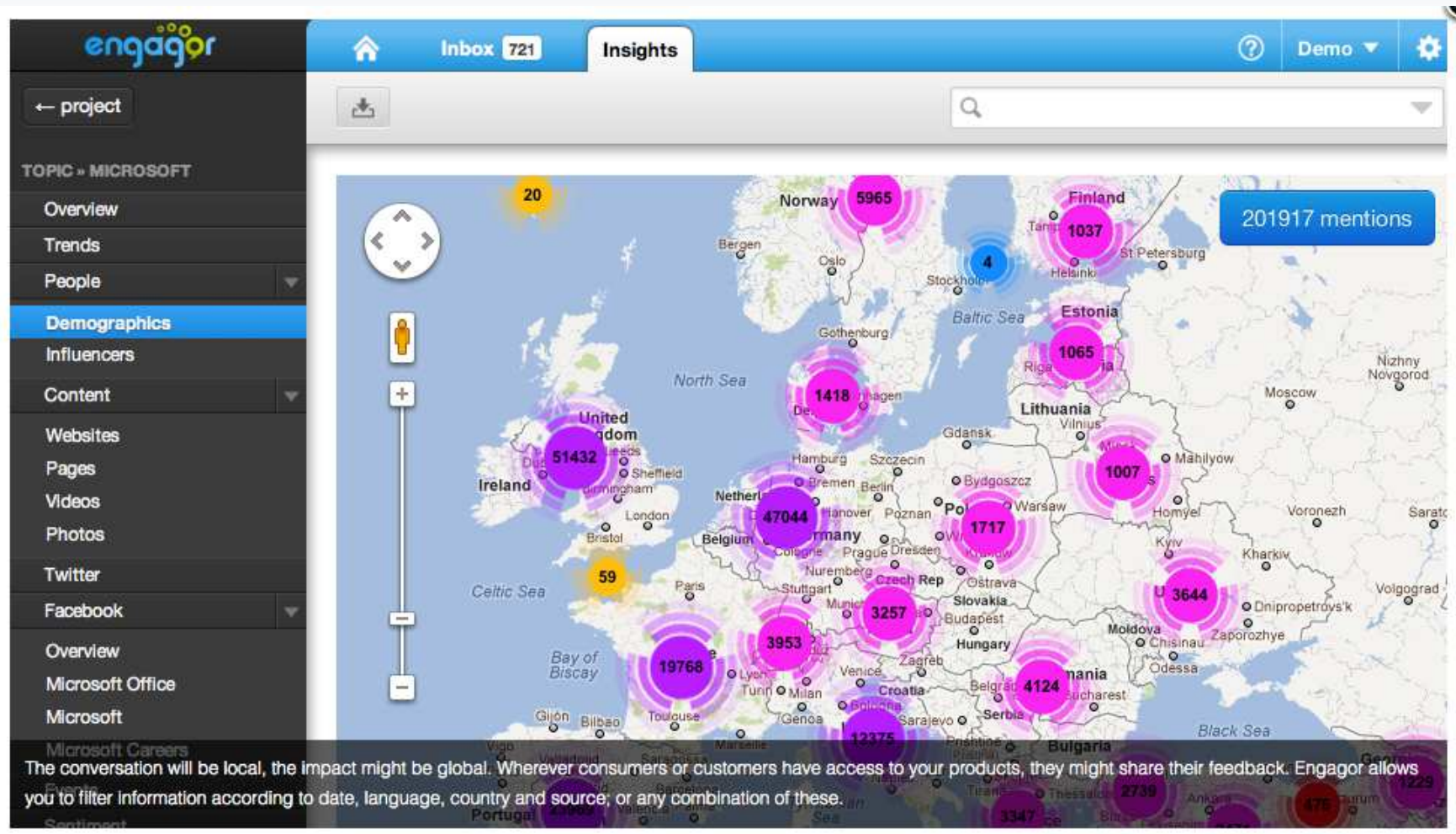
- \* Mentions
- \* Followers & friends
- \* Sentiment
- \* Share of voice
- \* Finding advocates & KOL
- \* Sales
- \* Reach

**Some interesting tools**

- \* SocialMention
- \* Social Media Check
- \* Twitalyzer
- \* KloutScore
- \* UberVu
- \* Radian6
- \* Engagor

Specialised tools can help you monitor your activity and adapt your actions when required ....

# Building Social Media presence



# Building Social Media presence



## Example: QR Code usage

*Quick Response codes can be used to link to information online.*



QR codes on your product packaging could provide consumers with extra information or added value. Coupons, information, functionality, brand experience ...

## Example: QR Code usage

*Quick Response codes can even be used for online shopping.*



Tesco Virtual QR Subway Store : brings the store to where the people are



# Example: QR Code usage

*Let's try it ...*



## Info

Codes are easy to create.  
<http://qrcode.kaywa.com/>

# Example: Facebook App

*Mc Cain: Lucky Spuds competition*



The launch of McCain's on-pack promotion is supported through an online gaming experience. **Rachael Smith**, senior brand communications manager at McCain Foods: "We are confident that 'Lucky Spuds' will deliver cut-through in the freezer aisle and drive incremental sales.



# Example: Facebook Page

*Potato Council: The Potato Girls fanpage*

The screenshot shows the Facebook page for 'The Potato Girls'. The cover photo features the word 'POTATOES' in large, white, stylized letters on a dark brown background, with a potato in the letter 'O'. Below it, the text 'NATURALLY TASTY.' is written in a smaller, white font. The profile picture shows three women standing next to a blue tractor in a field. The page name 'The Potato Girls' is displayed with 1,141 likes and 27 posts. The page is categorized as a 'Bedrijf' (Business) and its description reads: 'All the latest gossip and news from the Potato Council including events, competitions, recipe inspiration and top hints and cheats!'. The page layout includes a search bar at the top, a navigation menu, and a main feed of posts. The right sidebar contains a 'Een pagina aanmaken' (Create a page) button, a 'Nu' (Now) section with a calendar for April 2012, and several sponsored posts including 'Apple Fan?', 'Namur!', 'BPO Cycling Tour', and 'James Bond - Skyfall'.

## Page Info

- \* Founded October 2006
- \* 1141 Fans

## April 2012

- \* 2596 people talked about this
- \* 373428 Estimated reach
- \* 168 Page engaged users
- \* 31258 impressions
- \* 16369 post impressions

<https://www.facebook.com/thepotatogirls>

# Example: Website competition

*Mora: Tell Cora competition*



## Campaign Info

- Online for one month
- 25987 visits
- 51151 page views
- 5214 Participants
- 1573 Facebook shares
- Avg: 204 friends
- Max. Reach: 320.892 people

This Mora competition is part of a launch campaign for a new product called “Spicy Viandelle”. On the website people could view an interactive video of “Cora” and tell her how spicy they found the new viandelle ....

# Example: iPhone App

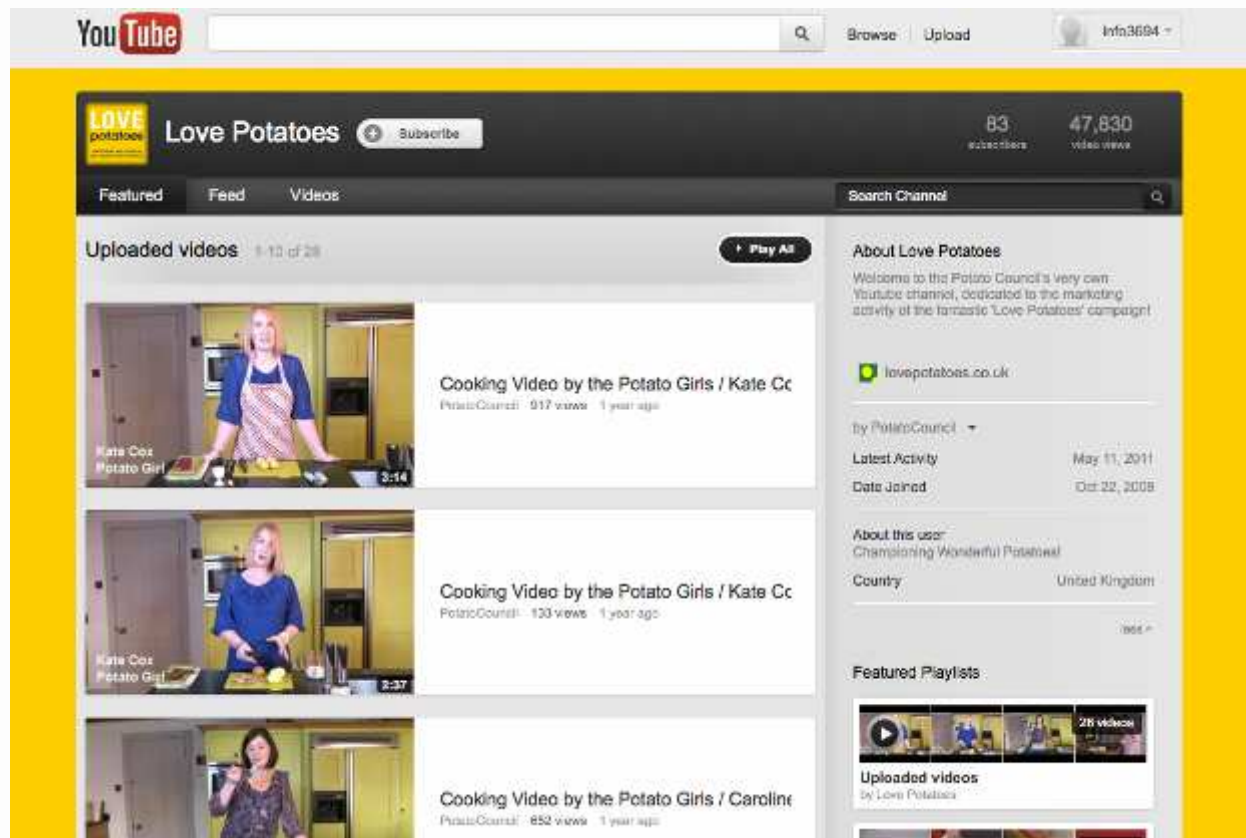
*Many Faces of Potatoes: Quick and Tasty iPhone App*



The Quick & Tasty iPhone App brings a fun brand experience to potato fans and uses mobile technology to be close to consumers at all times.

# Example: Youtube Channel used informative

*Love Potatoes: Youtube Channel - <http://www.youtube.com/user/PotatoCouncil>*



Love Potato Youtube videos show recipes prepared by “real people”. Videos are fun to watch and easy to share on all Social Media platforms. In total videos have been watched 47,830 times

# Example: Manyfacesofpotatoes.co.uk

*User platform stimulates community feeling and allows easy interaction and referral.*

The screenshot displays the Manyfacesofpotatoes.co.uk website interface. At the top, there are navigation links for different regions (België, Belgique, France, United Kingdom) and social media sharing options (Like, 70, Send). The main navigation bar includes links for Recipes, The Potato, Varieties, Nutrition, Cooking Potatoes, News, Competitions, and Phone app. The featured recipe is "Potato & Chorizo Pie", which is highlighted as the "RECIPE OF THE WEEK". The recipe page includes a large image of the dish, a "Find a recipe" search bar with filters for Text, Type, Time, Serves, and a vegetarian checkbox, and a "Popular recipes" section. The comment section on the right shows 11 comments from users like George, Biscuittin, christineharris, margaretalice, norwich\_girl, wilcoxtww, JennieG, and food friend, each with a "Log in to Reply" link.

many faces of potatoes

België | Belgique | France | United Kingdom

Like 70 Send

Login Register

Recipes The Potato Varieties Nutrition Cooking Potatoes News Competitions Phone app

RECIPE OF THE WEEK

Back

Add to favorites

Print recipes

Find a recipe

Text

Type

Time

Serves

vegetarian

Search

Popular recipes

8b5040a8: cornbeef ash...  
By

Chicken and Potatoes in a White Wine and Tarragon ...  
By admin

Souffle potatoes...  
By FionaS

View all

Potato & Chorizo Pie

821 views  
Posted by annmay

Info

Rating  
★★★★★

Serves  
5

Type  
Main dish

Preparation  
15 minutes

Cooking time  
15 minutes

Add your comment 11 comments

You must be [logged in](#) to post a comment.

Posted by George  
Delicious recipe. We made it in advance and warmed it up when guests arrived. It went down a treat!  
[Log in to Reply](#)

Posted by Biscuittin  
I made this tonight, absolutely delicious, almost like a posh sausage and mash, and you can't go wrong with that combination!  
[Log in to Reply](#)

Posted by christineharris  
I made this last night and it was delicious – very moist  
[Log in to Reply](#)

Posted by margaretalice  
Delicious recipe. I had everything in to cook it apart from the parmesan and used breadcrumbs. A worthy recipe of the week.  
[Log in to Reply](#)

Posted by norwich\_girl  
Great recipe, sure it will become a regular mid-week staple.  
[Log in to Reply](#)

Posted by wilcoxtww  
fantastic recipe, easy to follow and quick to make, will certainly be trying it again!  
[Log in to Reply](#)

Posted by JennieG  
Great dish, enjoyed by all the family, will certainly make this again.  
[Log in to Reply](#)

Posted by food friend  
Delicious, easy instructions and love a recipe that tastes this good with store cupboard ingredients, makes a great mid week dinner – already a favourite  
[Log in to Reply](#)

# Example: Youtube Viral Video

*Old Spice: Viral Youtube Video - <http://www.youtube.com/user/OldSpice>*

The screenshot shows the YouTube channel page for Old Spice. At the top, there's a banner with the text "Old Spice BELIEVE IN YOUR SMELL" and images of Old Spice products. Below the banner, the channel name "Old Spice" is displayed with a "Subscribe" button, 309,567 subscribers, and 285,483,562 video views. A video player is visible, showing a scene from the "I Can Do Anything" video. To the right of the video player, there's an "About Old Spice" section with the following information:

- Website: oldspice.com
- Social media links: Facebook, Twitter
- By: Old Spice
- Latest Activity: Apr 23, 2012
- Date Joined: Jan 1, 2006
- Age: 37
- Country: United States



The famous Old Spice Campaign is probably the first ever real Viral video campaign. Aimed to be funny, an experience and likeable it maximizes its potential for sharing. The video has been viewed 41 million times worldwide and won numerous awards worldwide. The Old Spice video channel has a total of 309,568 subscribers and 285,483,562 video views ...

