



Leveraging the Potential for 'Word of Mouth' and 'Word of Mouse'

Making Re-Transmission work for your Brand

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Ipsos ASI
The Advertising Research Specialists

**"Be interesting,
or be invisible"**

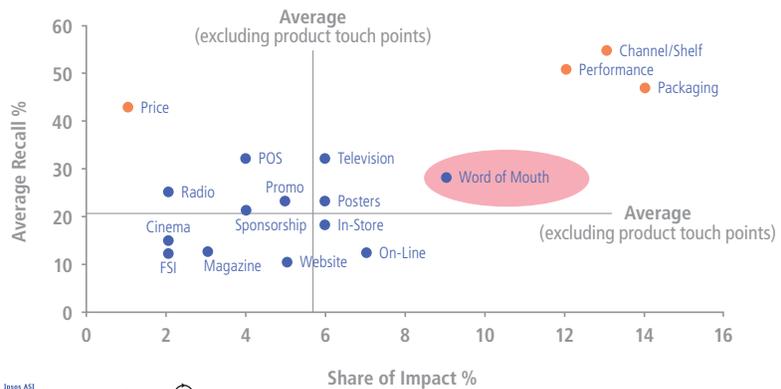
– Andy Sernovitz

I find all conversations about advertising fascinating – how and when people talk about the different ads that they saw, what they interpreted the message to be, how it made them feel. So it is not surprising that I find the impact of ‘Word of Mouth’ to be fascinating.

I have found it fascinating for many years because, no matter how we cut the data, of all potential touchpoints a consumer can come in contact with, we see that (when present) Word of Mouth has one of the strongest in-market effects. And when that Word of Mouth is positive, the implied or explicit endorsement of an ad (or a brand) by consumers is something any and every Brand Manager would want to benefit from.

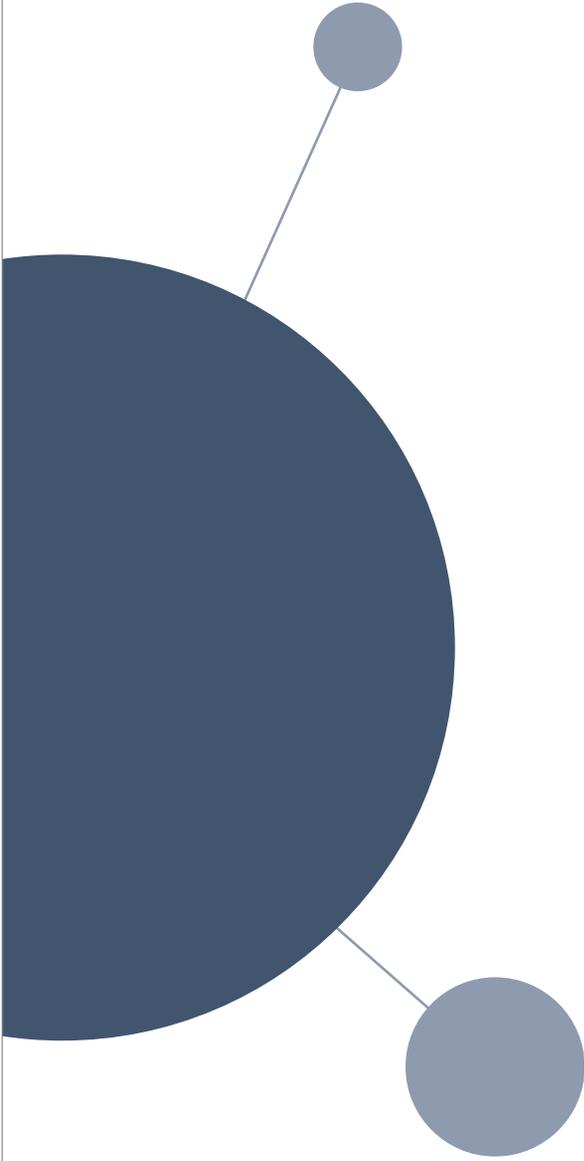
Brand*Graph 360 Summary Audit

Source: Average Results from 20+ observations (when present), across multiple industries + studies



Ipsos ASI **brandgraph*360**

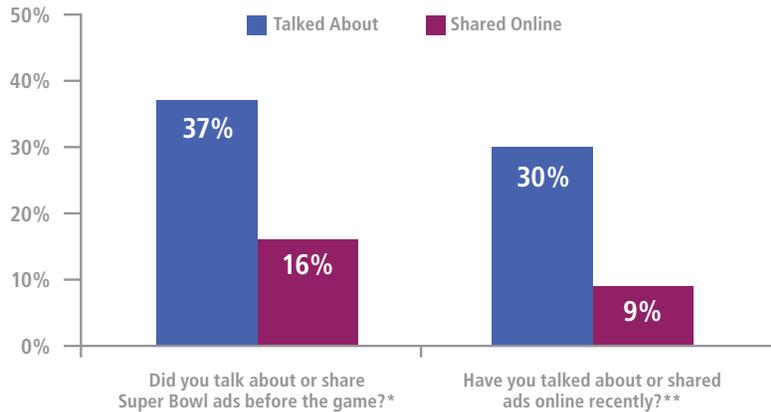
Source: Ipsos ASI BrandGraph*360 Database



But more interestingly conversations about ‘Word of Mouth’, or in today’s reality, ‘Word of Mouse’, especially as it relates to great communications, can often become conversations about virality. The great thing is, is that Word of Mouth is so much broader a behavior than just virality. We see that great advertising demonstrates huge potential for a sharing effect, because of its social or story-telling value, or what Ipsos ASI terms ‘re-transmission.’ This is a powerful influencer: the sharing of the ad’s content from a trusted source becomes an endorsement of that product or message. The result? A multiplier effect on both ad reception and response.

Now while I would love to see all of my favorite ads go viral, and to be the source of that thread, I know that it is often beyond my control. The factors that can influence virality are not necessarily direct properties of the creative. U.S. Super Bowl ads can receive some of the highest viral views in a year because of the associated buzz – many watch the game just for the ads. In addition, the context in which the content is seeded – like what is happening in the news, sports, entertainment, etc. – can play a big role in whether the content gains traction.

Going back to my love of conversations about ads, the interesting fact is that many of them still occur offline...



*Source: Ipsos ASI 2012 Super Bowl study

**Source: Ipsos Omnibus 2011

But coming back to re-transmission: re-transmission drives Earned Media – the social value that comes along with ‘shares’, suggestions to friends, ‘likes’, comments and photo/video uploads by others. What this can translate into is increased advocacy for an ad and for a brand, because:

1. People value social proof – response increases when consumers think others have been motivated already.
2. Also, sharing feeds itself – the more people talk about something, the more likely that ‘talk’ will grow exponentially.

When thinking of Earned Media, we need to remember that the balance of control has shifted toward the consumer. The key is to generate the right conditions to nudge the conversation toward positive brand advocacy. To do this, it is important that brands generate the conditions necessary for consumers to be receptive to the brand, and to the ad.

An entire article could be spent outlining how to ensure consumers are receptive to your brand. But why do people talk about ads or other content in the first place?

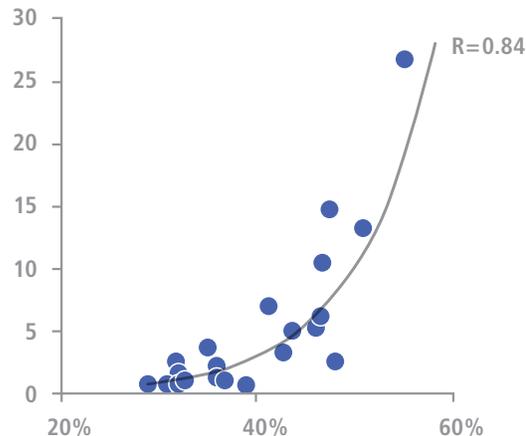
1. It has **perceived personal relevance** for the consumer, or someone close to them – it connects to something meaningful
2. And that **connection** is **emotional** – whether positive or negative
3. There is an element of **surprise** or **humor** – something worth talking about

All of which you could **personally** experience yourself or you could expect others to experience.

So, there are broader benefits from re-transmission beyond viral views. Furthermore, all types of ads can be successful, and can be re-transmitted. This reflects the engagement an ad impression can deliver for consumers. And how consumers express that engagement can occur in many different ways, across many different behaviours. Multiple conversations can amplify the impact of the initial view as consumers recall and react to the content as a group rather than individually.

There are indicators that can be measured to determine the likelihood of re-transmission. We see with Ipsos ASI's new Re-Transmission Potential Score, that the stronger the result, the greater the potential is for an ad to be viewed online.

Online Views* (Millions) Ipsos ASI Re-transmission Potential Score



*Visible Measures True Reach™ online views for the week following the Super Bowl broadcast.

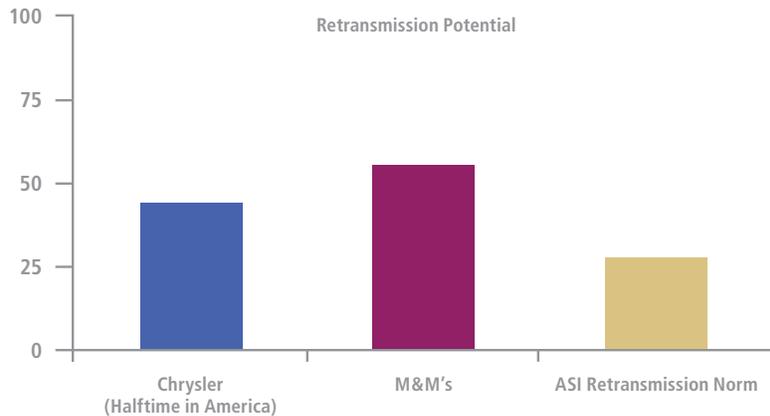
When in market, understanding re-transmission is a matter of understanding all of the behaviors that contribute to your brands' earned media; it is simply an additional touchpoint to measure in your holistic measurement.

A Tale of Two Ads

As you can imagine, I love to watch the Super Bowl for the advertising. Two of my favorites from the 2012 Super Bowl were M&M's' "Just my Shell", and Chrysler's "Halftime in America". Both illustrate how different types of ads can achieve re-transmission.

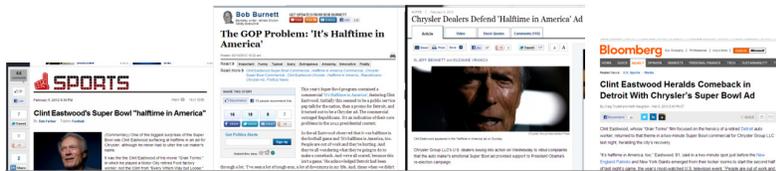


Each ad demonstrates similar Re-Transmission Potential:

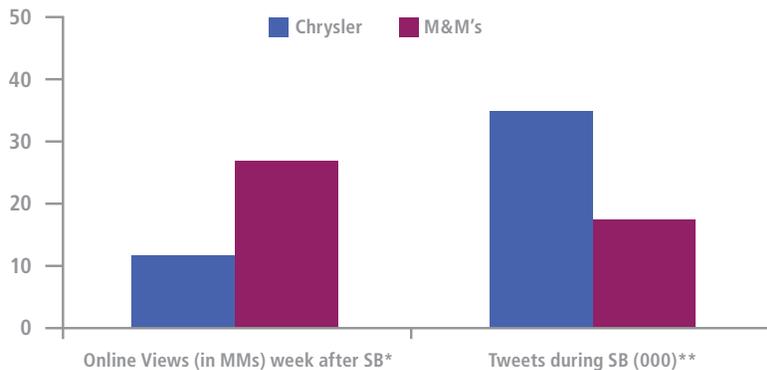


M&M's is a viral sensation, generating more viral views than any other Super Bowl ads that Ipsos ASI tested. It leverages a highly popular song and is funny, entertaining, and perhaps a bit risqué.

Chrysler's "Half Time in America" also generated many online views (after all it did air during half time). More than anything, it got the country talking. It stirred up political controversy and parody. Importantly for the brand, it stirred admiration and interest in Chrysler's line-up. Stories appeared across the spectrum of news media, including CBS News, Fox News, the New York Times, Wall Street Journal, Bloomberg and the Huffington Post, just to name a few.



And those differences are clearly demonstrated below.



*Source: Visible Measures, 2012 Super Bowl ads

**Source: radian⁶ Brand Bowl 2012

The Chrysler ad is strong in the areas of emotional connection and relevance, resulting in conversation social value, while the humorous unique and buzz-worthy M&M's ad resulted in viral social value.

So, while creating a viral ad may be an aspirational goal for many brand managers, creating an ad with re-transmission is achievable, and measurable. And given that positive re-transmission only works to enhance the reception of and response to an ad, it should be an objective for all brand managers as they create great advertising.

About Ipsos ASI

Ipsos ASI is the advertising and communications market research company you can consistently count on for the best quantitative and qualitative results that point the way to the most profitable actions. Ipsos ASI is part of the Ipsos organization. Founded in Paris, France, in 1975, Ipsos is the only independent, publicly-listed research company that is controlled and managed by research professionals. Ipsos is a leading global research company focusing on six core specializations: Advertising, Marketing, Media, Opinion and Customer Relationship Management research, and Data Collection and Delivery. With offices in 66 countries, Ipsos conducts research in more than 100 countries.

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