



LUNCH & LEARN

ONE  MS

Facebook Infatuation : Opportunity or Threat?

What did we do?

What?



4 x 1½ hour groups

4 x 4 day deprivation
exercise

Who?



Males & Female
18 - 35 years
Daily Facebookers

When?



14th March 2011

Where?



Birmingham

The diaires

We asked respondents to monitor all Facebook activity over 4 days...

- Time they logged on?
- How they logged on (PC vs. Mobile)?
- What they did while logged on?

20 people x 4 days

=

331 Facebook visits



The earliest Facebook visit?



6.15 AM

GIRLS 7.00 AM

The latest Facebook visit?



1.35 AM

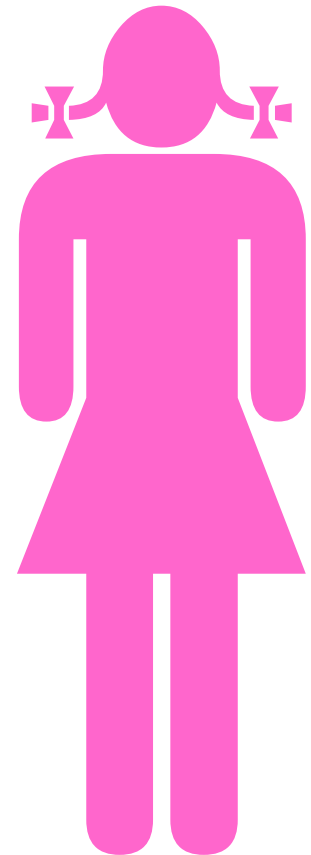
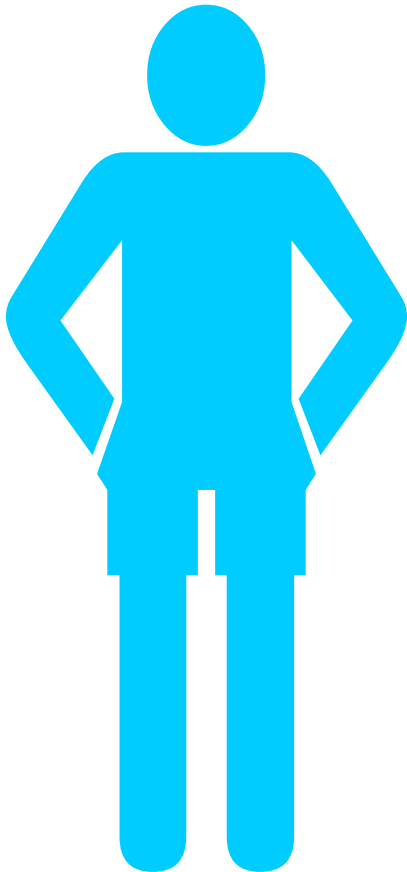
GIRLS 12.10 AM

Average visits per day?



5


3*



**Girls win on most
number of visits on a
given day.....11!*

PC vs. Mobile?



A silver and black HP laptop is shown from a front-facing perspective. The screen is black and displays the text "56%" in large white font. The keyboard and trackpad are visible below the screen.

56%

A silver iPhone is shown from a front-facing perspective. The screen is black and displays the text "44%" in large white font. At the bottom of the screen, there is a dock with four app icons: Phone, Mail, Safari, and iPod. The home button is visible at the very bottom.

44%

The headlines...

**Facebook rules
social networking!
MySpace, Bebo,
MSN, Hotmail are
fading stars...**

"It's top dog!" (F)

**Facebook is
firmly
entrenched into
daily routines :
even at the most
unconscious
level!**

**Facebook is
not a fad :
definitely here
to stay!**



Facebook's promise...

Helps you connect and share with the people
in your life



Of course!

But it has become so much more.....



Facebook : a primary communication tool



Too formal
Too corporate
Too cumbersome



Too slow
Typically one-to-one



Too intrusive
£!



Facebook communication is...

One-to-many :
instant group
communication

Informal &
casual

Instant &
immediate

Only requires
a name



Free

...a social hub that can be and is accessed frequently
throughout the day on PC & mobiles

*“...like having all my friends in the same room, without them
actually being in the same room” (F, 18-24 yrs)*



Facebook is a showcase of me..

- A forum for self-publicity, allowing the user to...
 - Project an 'image' of themselves
 - Tell my life story
- In short, it tells people everything about me and who I am
 - Even if this is received as 'showing off' or 'attention seeking'!

I rule how I portray myself, what type of person do I want to be within this 'people's forum!'



Facebook : all about me

*The person you are on Facebook is not the person you are in real life, you select what you want people to see...like the good photos
(Male 25-34)*

*You can project the person you WANT to be on Facebook
(Male 25-34)*

*You only show the happy side of life on Facebook
(Female 25-34)*



Facebook : what's going on?



- ...Updating my status
- ...Reading statuses
- ...Sharing photos
- ...Reviewing photos
- ...Commenting on photos
- ...Organising social events & holidays
- ...Reading friend's profiles
- ...Checking in
- ...Sharing links, news, content

Allowing users to share new information that previously wouldn't normally be shared



Which they believe drives a greater intimacy between friends : knowing what your friends are up to 24/7

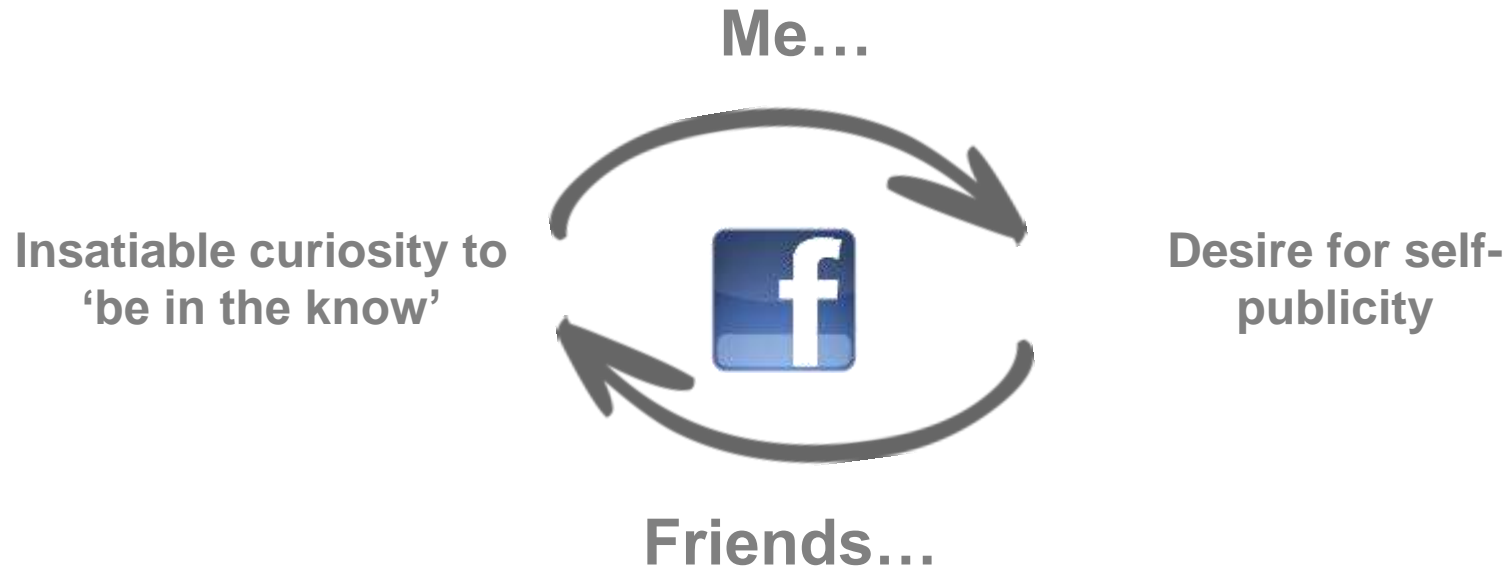


It's the daily 'intel gathering & monitoring' that is driving the infatuation!



Facebook's stickiness

The potent combination of....



**This perpetuating cycle keeps relationships fresh and
Facebookers entertained!**



But, its not all good...

Scratching beneath the shiny surface and concerns start to emerge...

Bullying

Security

Stalking

Raping

Lost jobs

Big brother

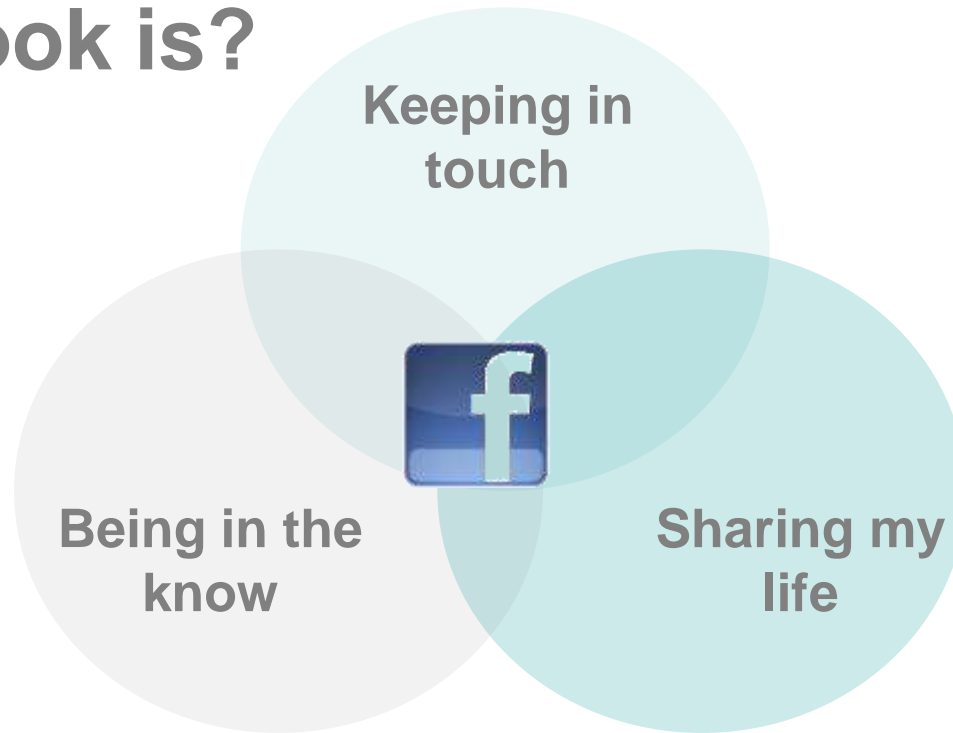
**Lack of control over friend's
content**

**Although many understand the dangers of Facebook...
(and may have even experienced them!)**

...FOMO (Fear Of Missing Out) and being isolated is worse!



Facebook is?



The essence of Facebook is built on the power of human relationships, connections & emotions

So, the question is : how can brands integrate themselves within this community?



Brands & Facebook

**Acknowledgement
of growing
ubiquity of
Facebook within
brand comms**

**No resistance to
brands being in
this space, but
Facebookers
don't actively
seek out brands**

**Emerging
parameters
around how
brands can
engage**



How have brands become friends?

Sponsored ads (RHS) are largely redundant!

- Overlooked
- Element of intrusiveness....link to Google searches
- Not supported by mobile technology

Where Facebookers have befriended brands, this has been done via....



Friend recommendation /
endorsement



Promotions (£)



Competitions



Active self-motivated
interest in the brand

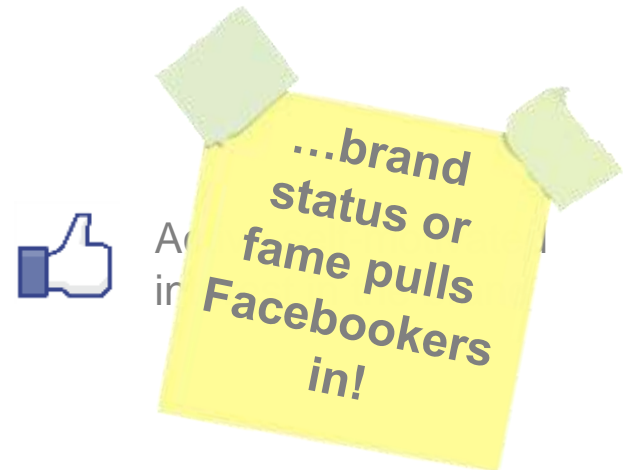


How have brands become friends?

Sponsored ads (RHS) are largely redundant!

- Overlooked
- Element of intrusiveness....link to Google searches
- Not supported by mobile technology

Where Facebookers have befriended brands, this has been done via....



Who are my brand friends?



ONE MS



So what does this tell us?

Lifestyle, cult or aspirational brands have greater relevance within this community



These brands act as enforcers of how I want to portray myself



Expressing who I am through positive brand affiliation



But, do all brands have a relevant place in this community?



Yes, but careful consideration is needed!

Numerous benefits & opportunities...

- ✓ Free advertising
- ✓ Covers a broad audience
- ✓ Captive & engaging medium
- ✓ Plays an integral role in daily routines

But challenges include...

- How to pull Facebookers in to your brand?
- What have you got to say?
- How will you engage them?
- Can you maintain the dialogue to keep it fresh & relevant?

Facebook is a 'people' site and brands need to respect this. The opportunity lies in activity which can harness people power but also adhering to values of Facebook



Opinion of Brands on Facebook

*At the end of the day you're in control and as long as it's **subtly done**, it doesn't feel intrusive
(Female 25-34)*

*I feel included....I like that they're going to tell me things...
it's **exclusive**
(Female 25-34)*

*It's not enough to just have a Facebook page...it depends on what's on the site and what they're talking about
(Male 25-34)*

*They **relate to the type of person you are**...show how quirky and fun you are
(Male 25-34)*

*It's a good way of **receiving news and updates** on a brand you're interested in
(Male 25-34)*

A Facebook page isn't enough!

Brands have to work hard at attracting attention and pulling Facebookers to their page

- Competitions
- Promotions
- Incentive or Reward schemes
- Providing access to unusual experiences
- Exclusive brand content / knowledge

In 'their' space the question is : 'what's in it for me?'

I'd definitely do that. You're getting something out of it...a fair exchange!
(Female 25-34)



Freebies are a positive thing, it gets my attention and it's good fun
(Male 25-34)



Act within the medium

Facebook is a sharing, socialising, relationship building and self-promotional space

How can brand activity capitalise and mimic these behaviours?

Positive me



There's an interactive element, they're trying to get you to relate to them and you're automatically including people which fits
(Female 25-34)

Involve me



[Coke] I like that, they're including you in the process...this is what Facebook is all about
(Male 25-34)

A step too far?

Aside from the obvious convenience benefit, questions raised over the relevance of brands 'transacting' through Facebook : contrary to the spirit of the space

ASOS
THE ONLINE FASHION STORE

fcuk®

MAX FACTOR

That's dangerous! Plus Facebook is about talking to someone, not this
(Female 25-34)

The logo for Malaysia Airlines, featuring a stylized red and blue bird icon followed by the text "malaysia AIRLINES" in blue and red.

Personally I wouldn't feel safe booking a flight through Facebook, it doesn't make sense to me, it's where you socialise with your friends
(Female 25-34)

Facebook Infatuation : opportunity or threat?

Are there any indications of Facebook wearout?

Currently, no. Its role as their social hub outweighs any cynicism towards this medium. However, Facebook (like any other brand) must stay true to it's values. It is essentially a people space...not a forum to showcase brands

Is Facebook a medium that works better for some brands than others?

Not necessarily : any brand can make it on Facebook, but brands need to give Facebookers relevant reasons to be friends

Opportunity for my brand?

It can keep your brand fresh and relevant. But, unlike traditional media, Facebook is constantly changing & evolving. The balance of making content interesting and communicating a brand message is key





LUNCH & LEARN

ONE  MS

Appendix Brand Case Studies



Online sales through Facebook

These brands have/are launching a fully transactional Facebook shop, allowing people to buy its entire range from within the social network

The application allows people to buy directly from a brand without leaving Facebook



Viral campaign

Dove has launched a Facebook application, 'Pay Beauty Forward'

The app acts as a consumer-generated viral that encourages esteem-building compliments

Pay Beauty Forward allows users to send Facebook friends e-flowers with messages like 'You're beautiful, pass it on' designed to create a chain reaction



New Crowd Source song from Maroon 5

A Global campaign which invites fans of the Coca-Cola Facebook page to engage with the band Maroon 5 as they compose an original song from in just 24 hours

Fans will be given a virtual all-access pass to the recording studio where they will be able to interact with the band and lend their creative inspiration for the new song

Gap Jeans giveaway



Gap gave away 10,000 pairs of jeans in a one-day event (in the US) centred around Facebook's location feature

The first customers who 'checked in' to a Gap store received a free pair of its basic five-pocket jeans

People who did 'check in' at Gap but missed the cutoff received a voucher for 40 percent off their purchase



Heinz selling first 300 bottle of new product through facebook

Customers were able to buy the limited edition run of Heinz Tomato Ketchup with Balsamic Vinegar through facebook before official launch

Customers will have to "like" the page to buy a bottle, with the option to share the news of their purchase with their friends



Kellogg's

Product launch through Facebook competition

Kellogg's is using Facebook as the launch platform for a new *chocolate* Krave cereal to Krave's fan base of 80,000 followers

A competition portal allows users to bid for prizes (including festival tickets, iTunes vouchers and drum kits) using chocolate chunks

Chocolate chunks are acquired by uploading photographs of Krave, or changing their status to be about Krave



Check in through Facebook

Malaysia Airlines was the first airline to let customers change their seats and check in through Facebook

You can also find out if any of your friends are on the same flight as you or at your destination at the time

If your friends used the same application to book the same flight, you can see where they are seated...it also allows you to change seats to either sit next to them (or move further away!)

Odeon 'ultimate free cinema accompaniment'



Odeon announced (February 2011) that it has become the first cinema chain in the UK to offer up deals through Facebook 'Places Deals'

Customers are rewarded with a voucher for a free small popcorn when they 'check-in' to an Odeon cinema



‘Whodunnit?’ facebook competition

Following an advertising campaign which helped created mystery about a Peugeot 207 ENVY being driven into a swimming pool...

Users can visit the ‘Whodunnit?’ Peugeot Facebook page to access video interviews and evidence for four suspects and examine the crime scene for clues

Those who correctly identify the culprit are entered into a prize draw to win a Peugeot 207 ENVY special edition



The 'Tango Head Masher 3000'

Tango created 'The Tango Head Masher 3000' which allows Facebook users to combine their own, as well as their friends', profile pictures with random objects

Users are able to make fun of their friends by taking their photo, cropping the head and replacing it with a range of random comical objects, for example, a cabbage or a horses head





Movie rental service through Facebook



Warner Bros has announced it will stream some of its movies on Facebook (US trial initially)

It works by charging people 30 Facebook credits, the equivalent of \$3 (£1.85), to rent the film.

Relaunch of Wispa through Facebook



Cadbury's responded to an online petition called 'bring back Cadbury's Wispa' on Facebook...

They invited the Facebook users who had created the group to its Bournville plant to push the button to launch production of the product

It also used fans of the Wispa Facebook fan page to star in the TV advertisement for the launch of the product, and invited them to add their own messages to advertising billboards all over the country