



# LIONS, TIGERS, TROLLS, AND MOVIE NIGHTS: HOW SOCIAL LISTENING INFORMS INFLUENCER CAMPAIGNS

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Jennifer at  
jenniferkipp

# TODAY'S SPEAKERS



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# CONSUMER SHOPPING BEHAVIOR CHANGED

83% of consumers polled in a recent study said their shopping behavior has changed in one or more ways, some noting permanently, since the coronavirus outbreak.



## 49% of Consumers

Are spending less time in the store, and are making quick “in & out trips”



## Consumers are Online

There was a 4,489% increase in social conversations surrounding grocery pickup & delivery from February vs. March.



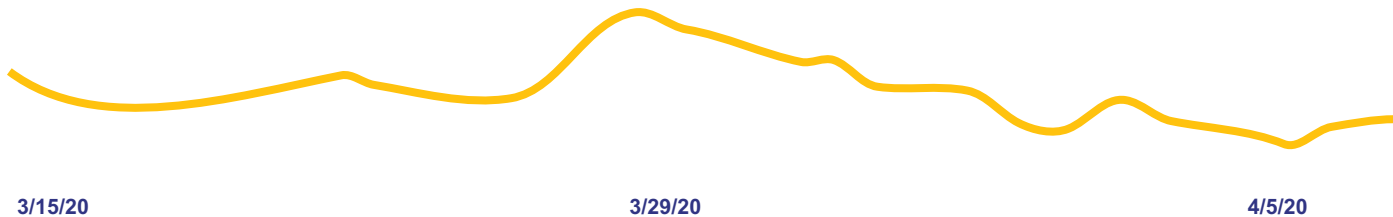
## 25% of Shoppers

Are making planned purchases and entering stores with a list & limiting impulse purchases.

# IN-STORE FOOT TRAFFIC DECLINED

As people were limiting exposure to large crowds and more states enforced shelter in place orders trips to retail locations declined across the country.

## 28% DECREASE IN GROCERY VISITS 3/15 - 4/5



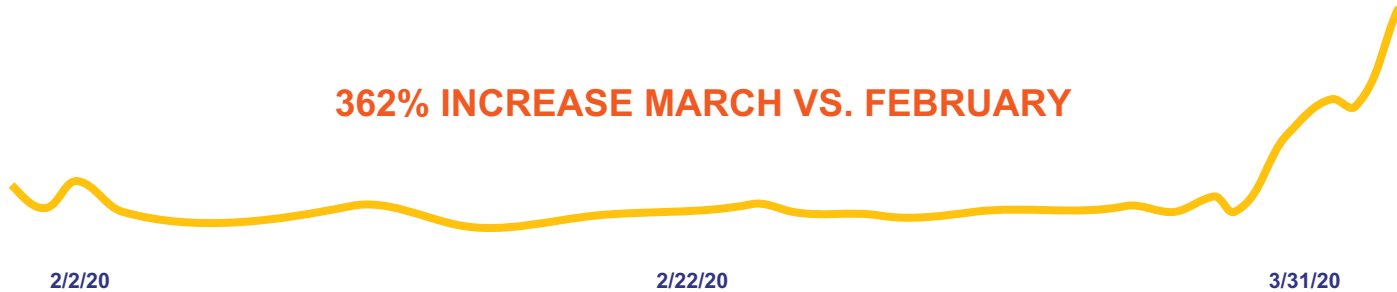
Source: PlaceIQ Store Visit Rate Study, 2020



# GROCERY DELIVERY AND PICKUP SURGED

People are limiting exposure to large crowds, which includes less frequent trips to the store. They are, however, discussing in high volumes the option of grocery pickup and delivery.

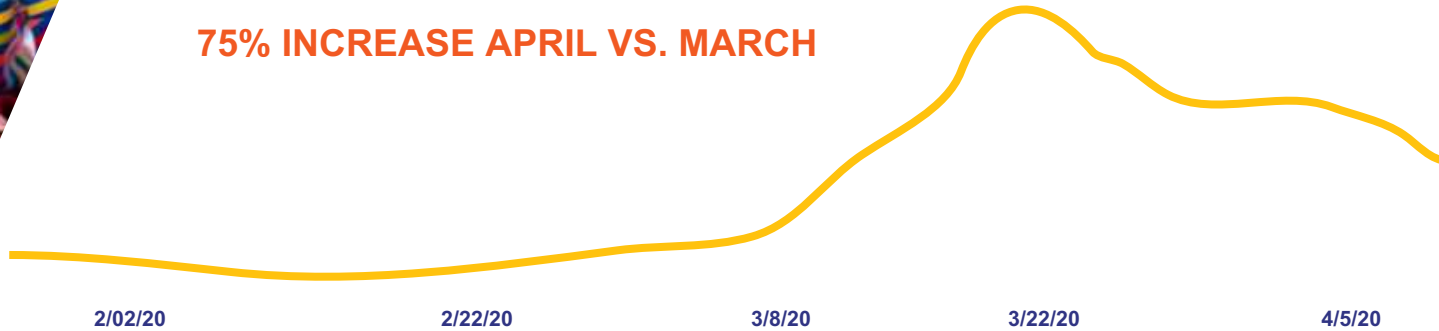
**362% INCREASE MARCH VS. FEBRUARY**



# ACTIVITIES & GAMES FOR CHILDREN

As schools and daycares closed, parents began active conversations and searches for activities to keep children occupied as they share space during parents' busy workdays.

**75% INCREASE APRIL VS. MARCH**



# WHY LEVERAGE INFLUENCERS

## DURING THE COVID-19 PANDEMIC?

### CHANGES IN BEHAVIOR

81%

of consumers found Influencer content useful during COVID-19

+32%

Increase in online shopping activities

+32%

Increase in browsing activity on Instagram

+53%

Increase in browsing activity on Facebook

### OPPORTUNITIES FOR BRANDS

Create relevant content for shoppers looking for contactless solutions to attain needed items

Delight consumers seeking retail therapy during times of isolation, through the voice of trusted peers

Place timely, meaningful content in user' feeds where they're spending more time than usual

Leverage content placement & ad targeting to reach people when and where they need you most



# TURNING INSIGHTS INTO A CAMPAIGN STRATEGY

The insights we gathered around consumer behavior during COVID informed all aspects of the campaign strategy from the content themes influencers talked about to the audience targeted with influencer content ensuring the content created would be the perfect fit.

1

Create a helpful, exciting content theme that resonates with consumers

2

Select the perfect influencers to talk about the product and share their story

3

Leverage the right technology to make shopping simple for consumers



# INFLUENCER STORYLINES:

Influencers are a delivery vehicle for powerful, personal messages of positivity. NBCUniversal tapped into the authentic connection influencers have with their followers to share ways families can still have fun - even in times of uncertainty.



## MOVIE STREAMING PARTIES

With scheduled movie releases going straight to streaming, influencers shared how they were planning to replicate the fun of going to the movies with a special screening night at home. Cue the blanket forts!



## WHAT I'M WATCHING

Families are spending more time together than ever before, but finding ways to connect can be difficult and time-consuming. Influencers highlighted simplified online shopping experiences and shared how that time savings makes enjoying special moments even sweeter.



## A GIFT FOR THEIR RESILIENCY

Let's not forget - adapting to the "new normal" was as tough on children as it was on their parents. Influencers shared how they used a movie night extravaganza as a way to 'thank' their kids for being so great.

# INFLUENCER SPOTLIGHT

For the Trolls World Tour & Dolittle campaigns we selected influencers who were in the exact same boat as their followers - at-home with their kids looking for something fun & entertaining the whole family would enjoy.



**Tiffany** • 343K Followers  
**@ttiffanyish**

*Tiffany is a work-from-home mother of two girls, living in Seattle*



**Christy** • 102K Followers  
**@kikioella**

*Christy is a busy, fashion-loving on-to-go mom, living in Florida*



**Loretta** • 16.5K Followers  
**@goodmorningloretta**

*Loretta is an out-door, DIY-loving mom to four boys living in Georgia*

# YOU DON'T HAVE TO SACRIFICE QUALITY IN FAVOR OF PERFORMANCE

AN OPTIMALLY BUILT CAMPAIGN CAN BIAS TOWARDS BOTH

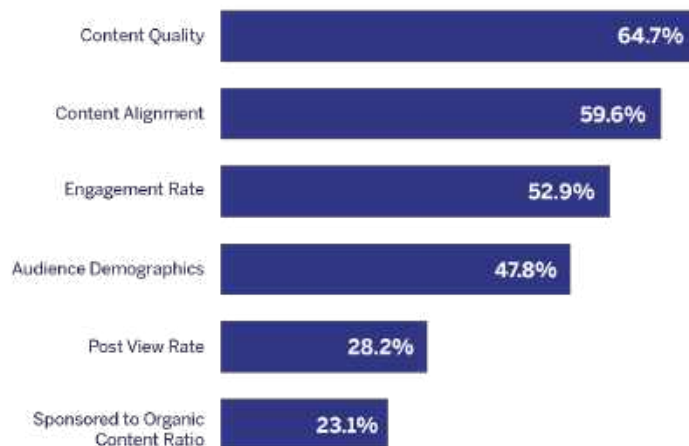


## TIP FROM OUR TEAM

Use a mix of human and artificial intelligence to find influencers that make amazing content, but also drive great results. Using either technology- or human-led selection alone can lead to blind spots in certain selection criteria

64.7% of marketers ranked “Content Quality” as very important when selecting influencers, over measurable factors like engagement rate or post view rate. Luckily, you don’t have to sacrifice quality content for performance; with the right selection and measurement tools these outcomes can work hand-in-hand.

### Percentage of Respondents Who Ranked Each Response Very Important



Source: Inmar Intelligence 2020 State of Influencer Marketing



# CONSUMERS WANT SIMPLER WAYS TO SHOP

**Demand for grocery pickup and delivery is at an all-time high.**

Walmart's US e-commerce sales shot up year-over-year, largely due to online grocery pickup and delivery. We tapped into this trend by having influencers focus on how they used services like **Walmart Grocery Pickup and Delivery** to help make family movie nights a little less stressful, and incorporated **direct add-to-cart technology** to make shopping a breeze.

With less time spent in stores shopping and less time worrying about social distancing restrictions, families can spend more time enjoying each other company.

# BLOCKBUSTER RESULTS



# DOLITTLE MOVIE NIGHT CAMPAIGN RESULTS

4.4X  
mROI

The total media value for this campaign was 4.4X, a 175% increase from internal benchmarks

+37%

This content resonated with consumers. Influencer's received 37% more engagements per post than internal benchmarks.

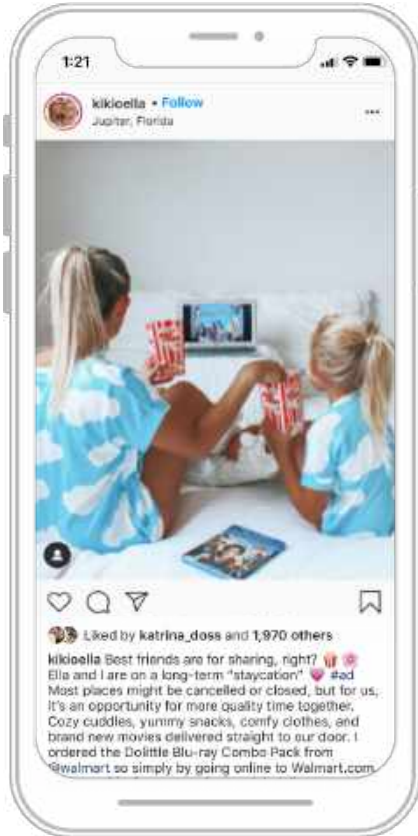
9X

Influencer's engagement rates for this content were 9X higher than industry average rates<sup>1</sup>



Stacy at  
[msstacyandersoon](#)

# INFLUENCER CONTENT HIGHLIGHTS



# TROLLS WORLD TOUR CAMPAIGN RESULTS

\$193K

Using direct Add-to-Cart links influencers drove \$193K in potential revenue from Trolls World Tour Merchandise with their content

11.8X

In this Instagram-only campaign engagement rates were 11.8X higher than the industry average.

+46%

The number of engagements each post received was 46% higher than our internal benchmarks for similar programs.



Aspen at  
acozyblessednest



# CONTENT HIGHLIGHTS



A person's hands are shown holding a smartphone, with a teal overlay covering the entire image. The text is overlaid on the left side of the image.

# APPLY SOCIAL LISTENING TO YOUR NEXT CAMPAIGN





# SOCIAL LISTENING USE CASES



01

Understand **which consumers are organically searching** and talking about your brand and product.

02

Look at related content to see where there might be **gaps in how you position your product**.

03

Learn **what type of content** your target consumer looking for. How can your brand meet a consumer need?

04

Identify the **sentiment around consumer conversations** - do people like your brand? What are their **pain points**?

05

Use social listening to not only identify your target consumer, but understand which **influencers are organically posting** about your brand.

# SOCIAL LISTENING IN ACTION: DETERMINE PROGRAM TIMING

## COOKING OIL SEARCH AND SOCIAL CONVERSATION SEASONALITY



### RELATED SEARCH QUERIES

How do I discard cooking oil?

What is the best cooking oil to use?

What can you do with cooking oil?

Source: Inmar Social Listening Insights

# SOCIAL LISTENING IN ACTION

## HOW ARE CONSUMERS TALKING ABOUT COOKING OIL

Over the prior 12 months there were nearly **three million** social conversations about cooking oil but branded discussions represented less than one percent of that volume. The majority of cooking oil conversations were taking place on Instagram where individuals were sharing recipes and showing off their yummy creations.

When people talk about cooking oil, it is often within the context of their health and wellness goals. Oils are being incorporated by these individuals as part of their healthy lifestyle and many are looking for plant-based and low-carb recipes.

### KEY HASHTAGS IN COOKING OIL CONVERSATIONS



#plantbased

#recipes

#healthy

#lowcarb

|                   |   | Cooking Oil |
|-------------------|---|-------------|
| Volume            | Total number of posts online              | 3M          |
| Instagram         | % of positive conversations               | 86%         |
| Positivity        | % of positive conversations               | 96%         |
| Quality           | % of posts talking about product quality  | 90%         |
| Promotion         | % of posts about advertisements/discounts | 26%         |
| Clean Ingredients | % of posts about product ingredients      | 10%         |
| Joy               | % of posts expressing great happiness     | 74%         |

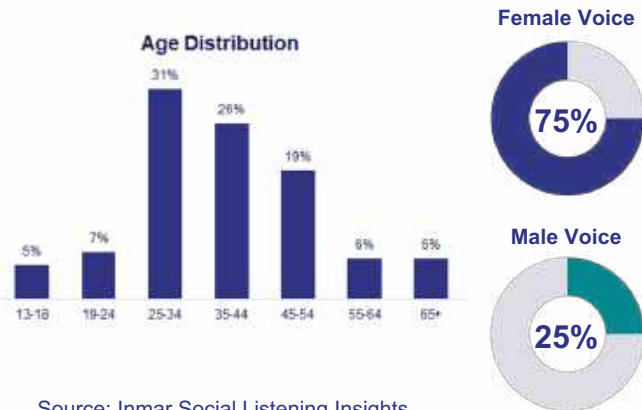
Source: Inmar Social Listening Insights

## SOCIAL LISTENING IN ACTION

# KEY AUDIENCE SEGMENTS FOR COOKING OIL

Millennials are among the largest age group engaging in social conversations about cooking oil. While these conversations skew female, one-quarter of the conversations are driven by males. Individuals who mention cooking oil in their social conversations have a higher likelihood of being interested in Desserts and Baking, Nutrition, and World Cuisine. These interest seem to align not only with their social conversations but the market basket data showing higher likelihood for buying Hispanic food products.

### Who is talking?



### What are their other interests?

Desserts and Baking

Nutrition

World Cuisine



Source: Inmar Social Listening Insights

# THANK YOU!

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