

WEBINAR

BUZZSPEAK SUMMER 2024

where **DATA** meets **CREATIVE**



HOST

**NGÔ TỐ NGỌC
THANH THẢO**

Client Partnership
Supervisor



SPEAKER

**LÊ HUỖNH
TRƯỜNG GIANG**

Consumer
Insight Lead



SPEAKER

T&A OGILVY

Representatives

Online via Zoom
2PM - 31/05/2024

- Overview of Summer 2024 on social media
- Consumer Concerns & Brand Opportunities
- Tips for Effective Integration & Conversion
- Successful Strategy Planning for Successful Summer Campaign



Content Index



01

Summer
Overview

02

Hot
Weather

03

Hot
Traveling

04

Summer
Healing

05

Summer
Experience

06

Hot
Events

07

Euro 2024



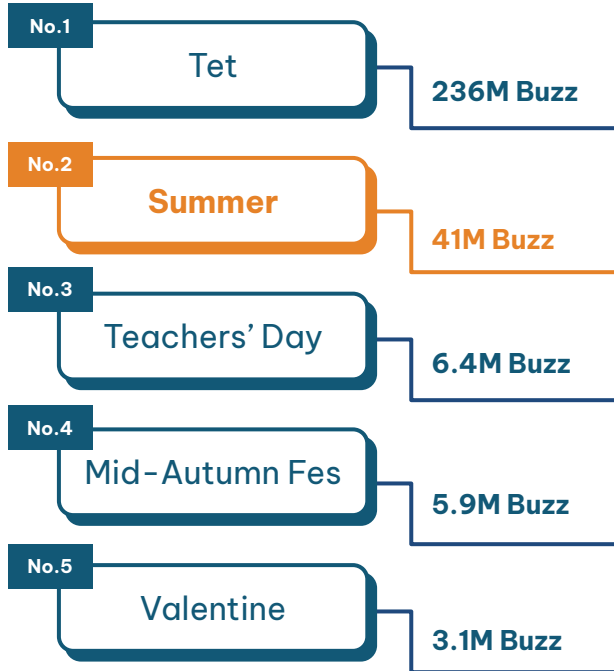


SUMMER THROUGH THE LENS OF SOCIAL LISTENING

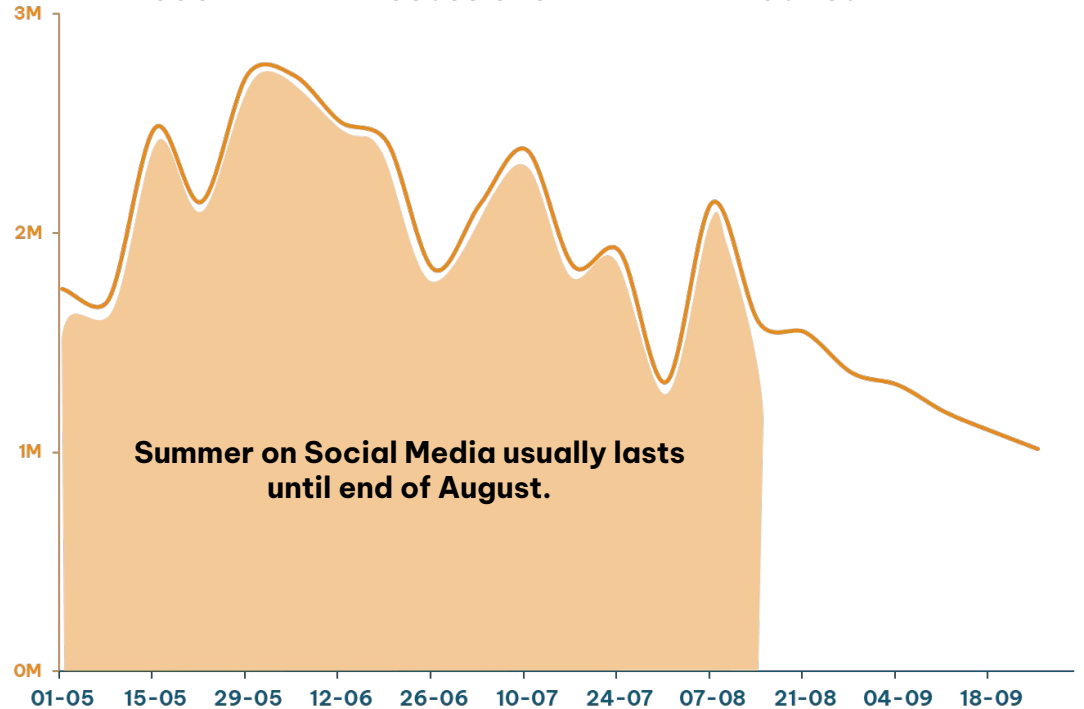


Summer is one of the biggest special occasions on social media – an occasion that brands shouldn't miss.

BIGGEST SPECIAL OCCASIONS OF 2023

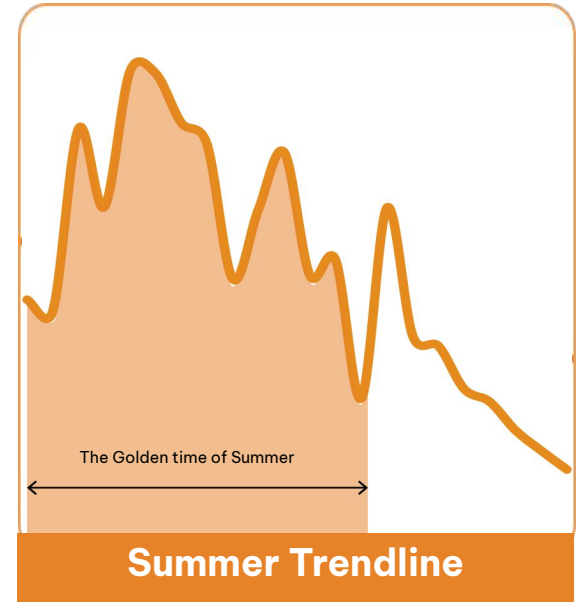
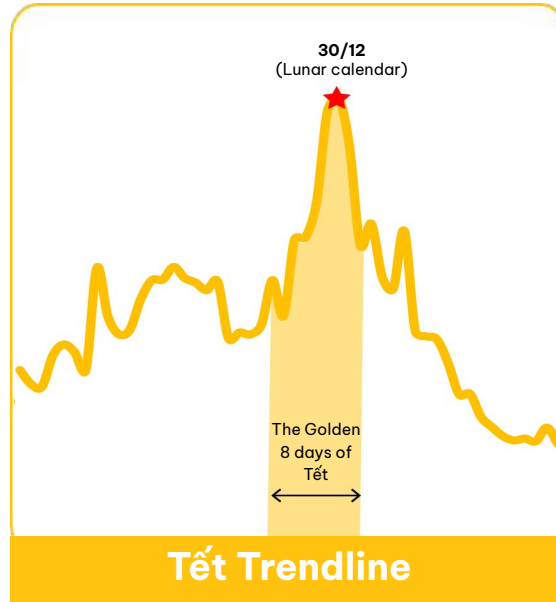
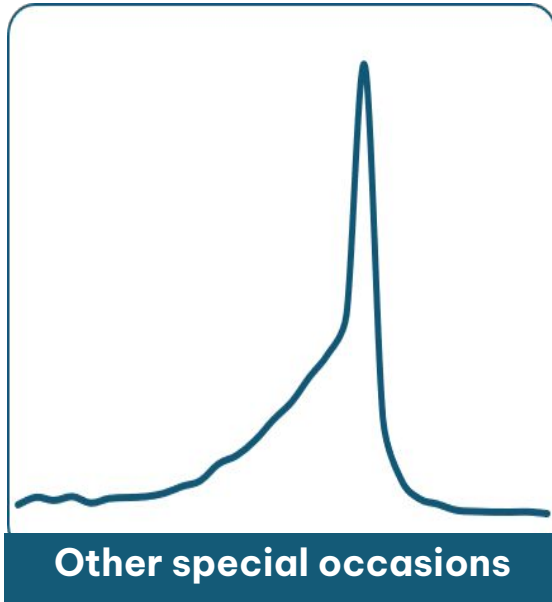


SOCIAL MEDIA DISCUSSIONS TRENDLINE ABOUT SUMMER



Compared to other special occasions, summer has no specific key dates. In other words, summer is the only occasion having been consistently discussed throughout its duration.

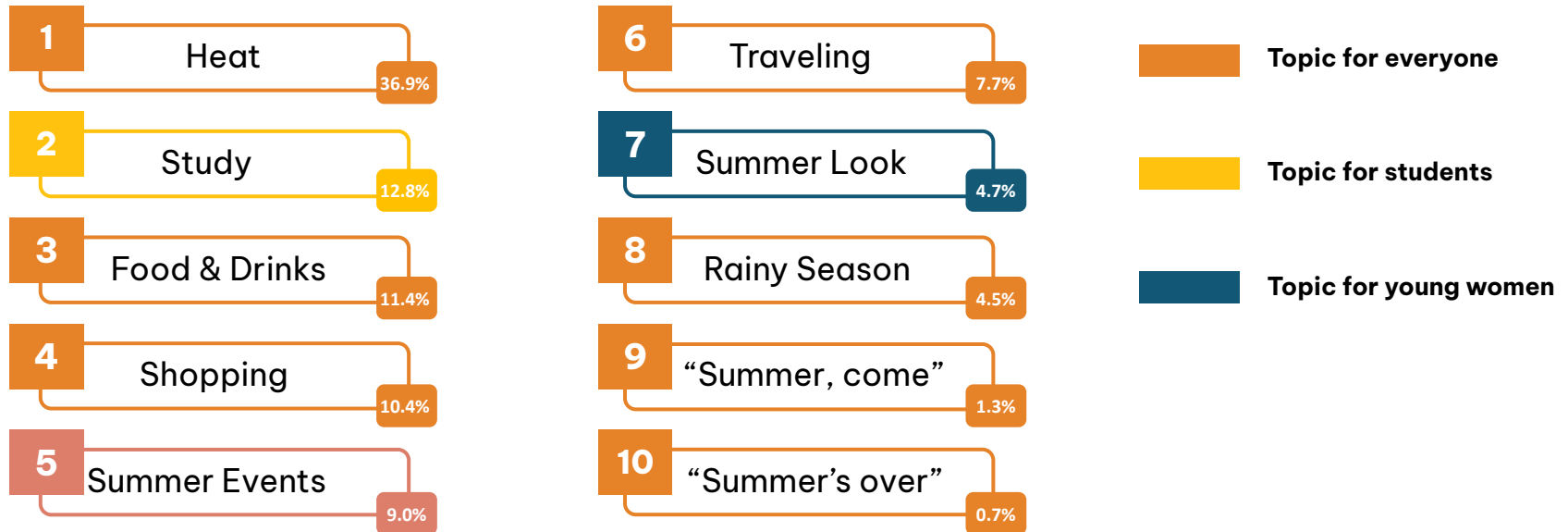
MODELS OF OCCASIONS





Summer has various topics, most of which are the main concerns of everyone. As such, brands can choose any topic that fits their image.

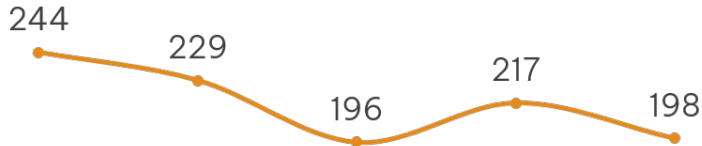
TOP 10 MOST DISCUSSED TOPICS DURING SUMMER



N = 3,844,649
 *Time range: 01/05 - 30/09/2023
 Based on SocialHeat Data

As previously mentioned, there is no key period in summer, and this is also reflected in the number of campaigns by month.

NUMBER OF SOCIAL MEDIA CAMPAIGNS BY MONTH (SUMMER ONLY)



Note

In 2023, there was a total of **1k+** social media campaigns during April and August. **The number of campaigns was evenly spread**, reflecting the flexibility of summer.

April May June July August

NOTABLE CAMPAIGN THEMES	WHAT TO LOOK OUT FOR?
COMBATING HEAT	This is the most popular theme, being discussed by both brands and consumers. The alcoholic drink industry is the most active one.
OFFLINE EVENTS	Many offline events are sponsored by brands as a part of their campaigns. The most common ones are music shows and sports tournaments.
TREAT YOURSELF BETTER	The theme is to solve the consumer needs for personal care. Haircare industry often explores the theme to connect with consumers.

*Time range: 01/04 - 30/09/2023
Based on Top10 BSI Live Dashboard

What's good about summer is that any brand from any industry can join and talk about it. Some industries are good at this while others are not.

TOP 10 MOST DISCUSSED CATEGORIES
(CONSUMER VOICE)

- 1 Travel
- 2 Personal Care
- 3 Fashion
- 4 Moms & Baby
- 5 Electronics
- 6 Alcoholic Drinks
- 7 Handhelds
- 8 Non-Alcoholic Drinks
- 9 Cosmetics
- 10 Motorcycles

TOP 10 MOST ACTIVE INDUSTRIES
(BRAND VOICE)

- 1 Handhelds
- 2 Alcoholic Drinks
- 3 Moms & Baby
- 4 Games
- 5 Non-Alcoholic Drinks
- 6 Personal Care
- 7 Retailers/ E-commerce
- 8 Banking
- 9 Insurance
- 10 Liquid Milk

*Time range: 01/05 - 30/09/2023
Based on SocialHeat Data & Top10 BSI Live Dashboard

Based on our observations, most crises take place at the start and end of summer, involving different industries.

VULNERABLE INDUSTRIES DURING SUMMER



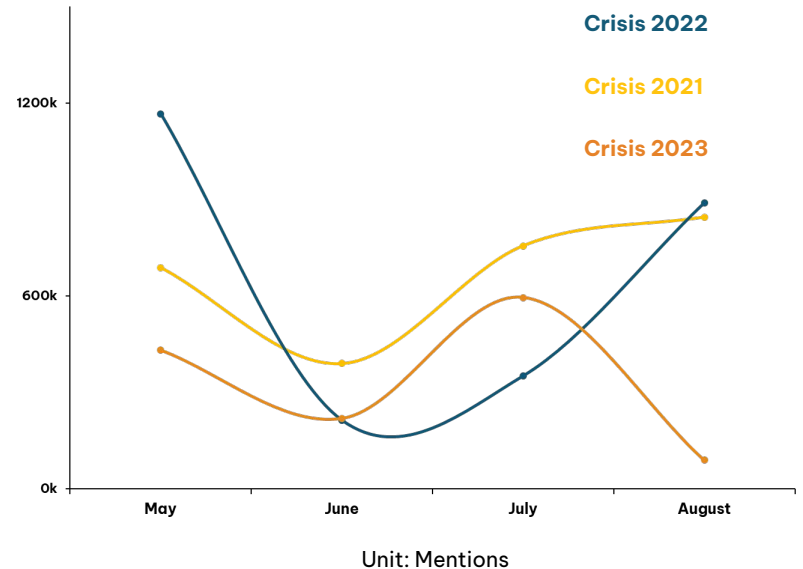
>500k mentions

50k - 100k mentions

100k - 500k mentions

<50k mentions

CRISIS TRENDLINE



*Time range: 01/05 - 31/08/2023
Based on Buzzmetrics Social Media Crisis Overview

Summary

A long-lasting special occasion 

any Industry 

any Topic

anyone

Mismatch between Consumer needs and Brand involvement 



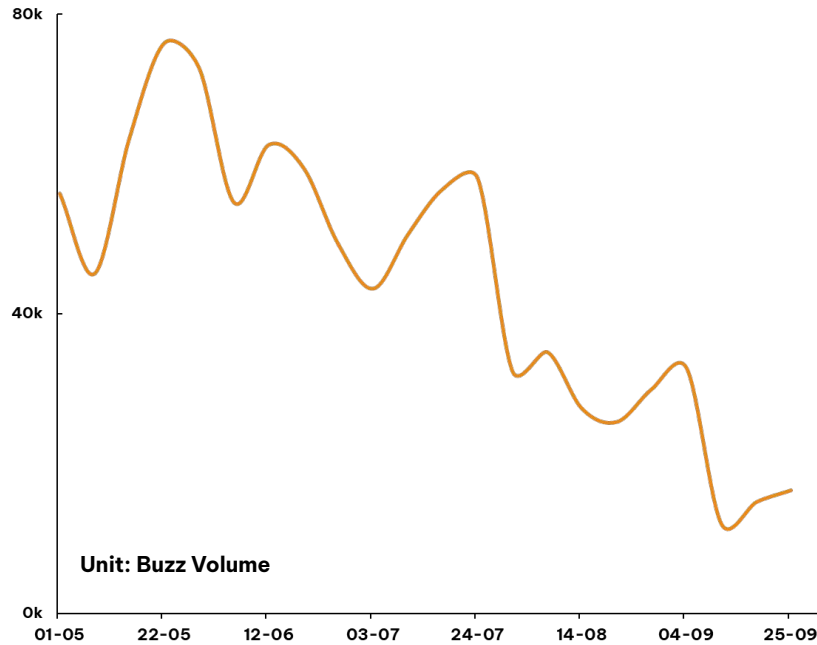


HEAT

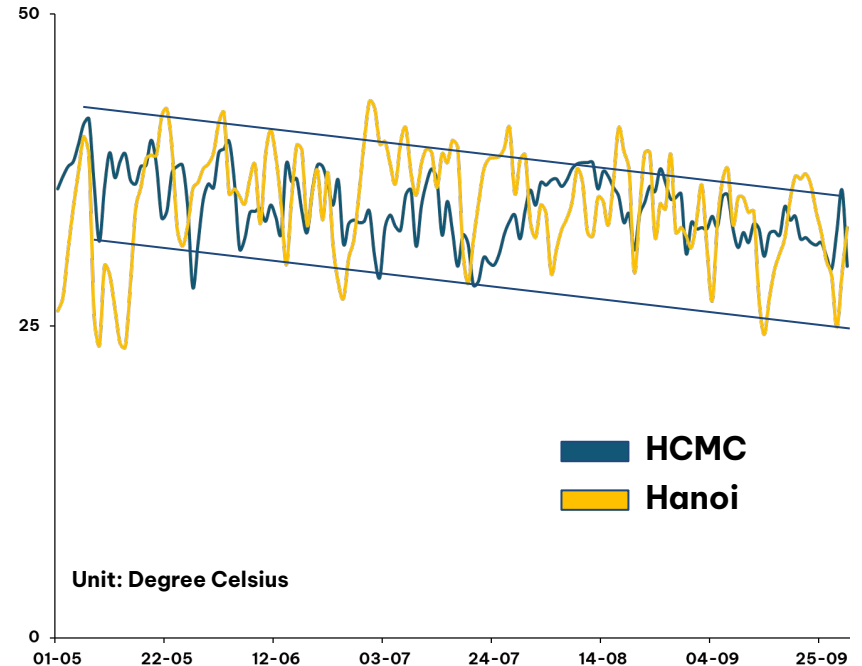


Towards the end of summer, social media heat dies down. Meanwhile, It is harder to spot the change in temperature.

TRENDLINE ABOUT HEAT ON SOCIAL MEDIA

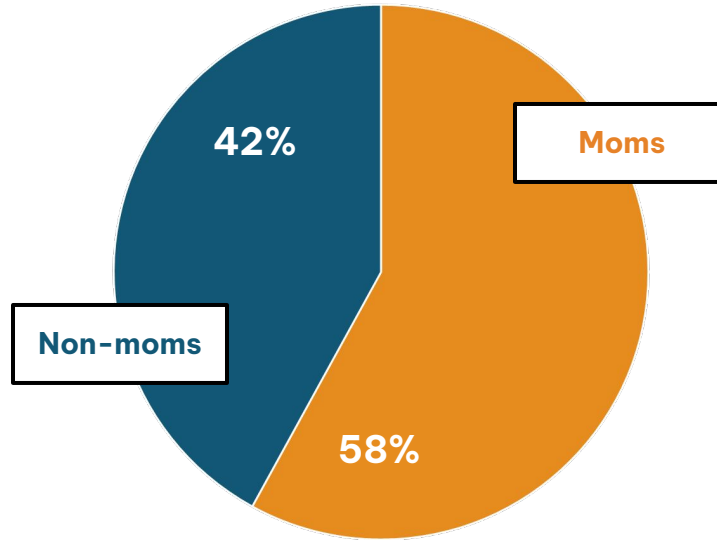


TEMPERATURE IN HANOI AND HCMC



The biggest audience of heat topic is mothers, as they give their concerns over child health.

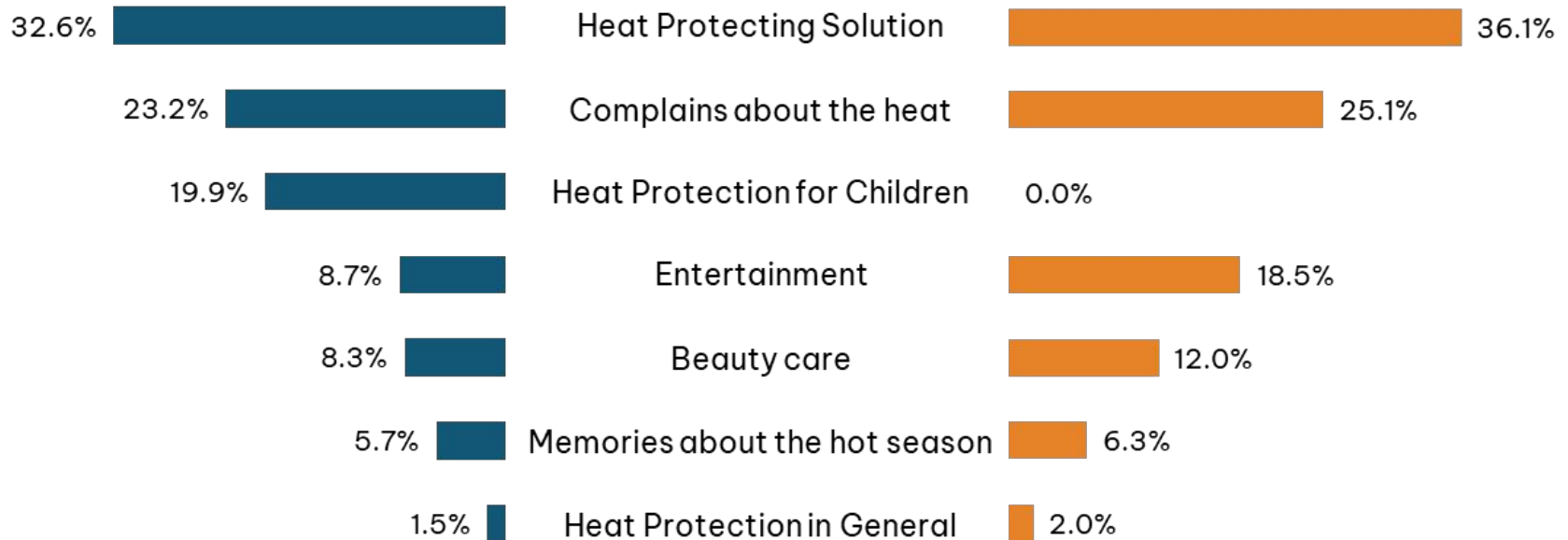
AUDIENCE BREAKDOWN BY PARENTHOOD STATUS



N = 374,345
*Time range: 01/05 - 30/09/2023
Based on SocialHeat Data

Heat Protection for Children is the exclusive concern of moms. Besides, both moms and non-moms share the same concerns.

TOP CONCERNS ABOUT HOT WEATHER

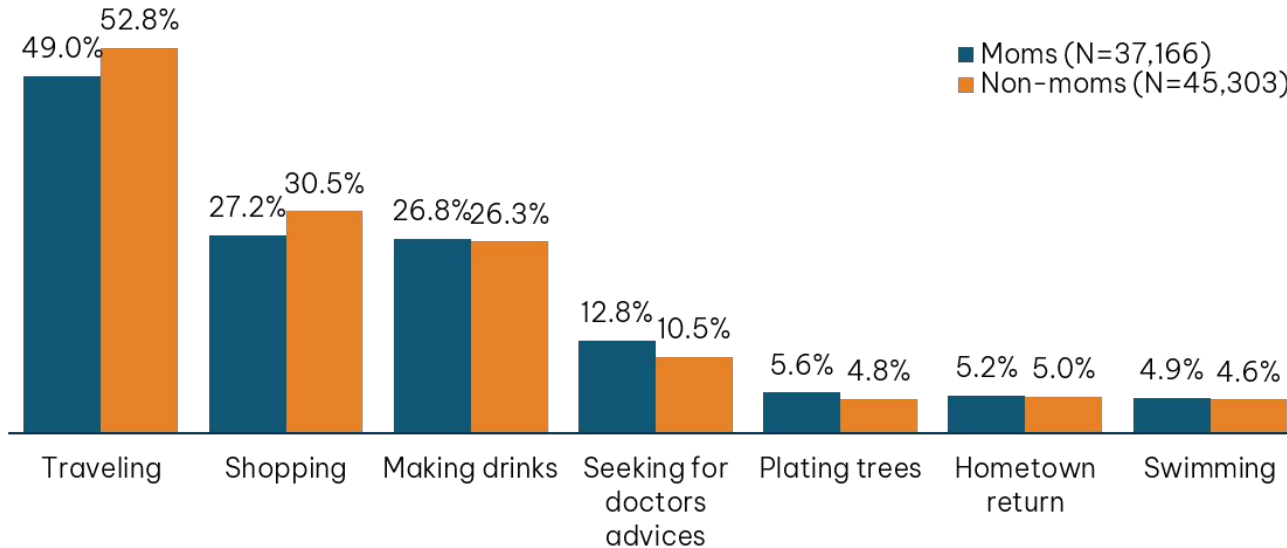


■ Moms (N=113,906)
 ■ Non-moms (N=125,579)

*Time range: 01/05 - 30/09/2023
 Based on Top10 BSI Live Dashboard

◆ Moms or Non- Moms, Travelling, Shopping & Hydrating Drinks remain the top 3 solutions to heat combating.

TOP SOLUTIONS TO HOT WEATHER



Time range: 01/05 - 30/09/2023
Based on SocialHeat Data

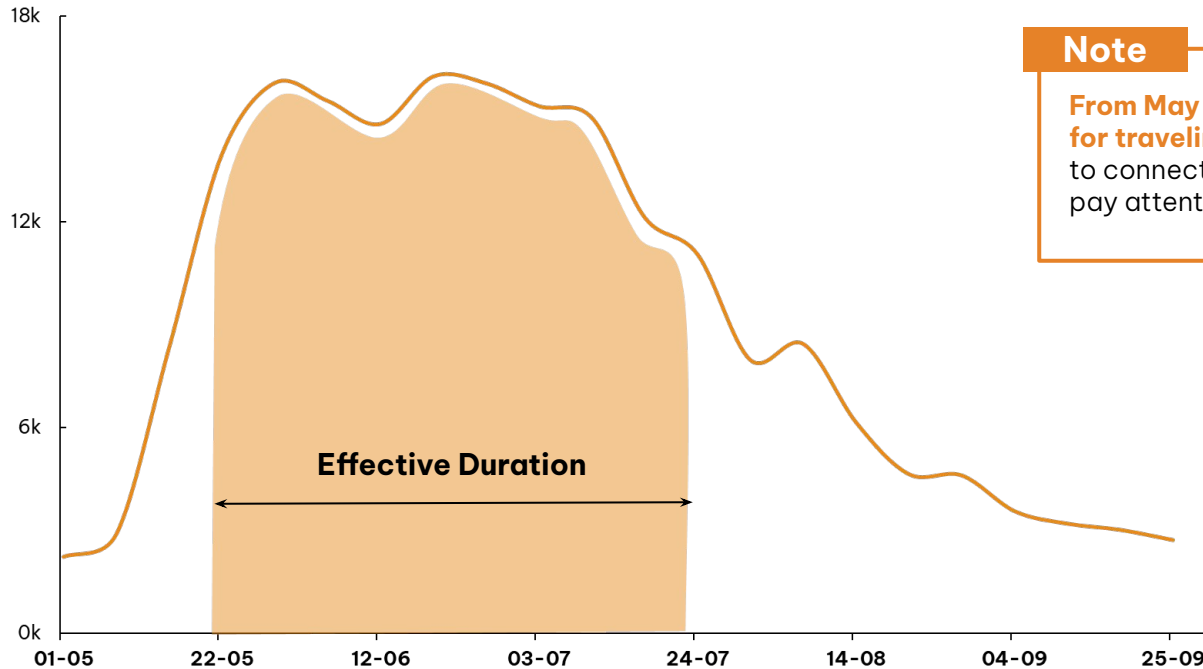


HOT TRAVELING



The discussion heat of traveling usually lasts for two months, starting from the end of May.

TRENDLINE FOR THE TOPIC OF SUMMER TRAVELING



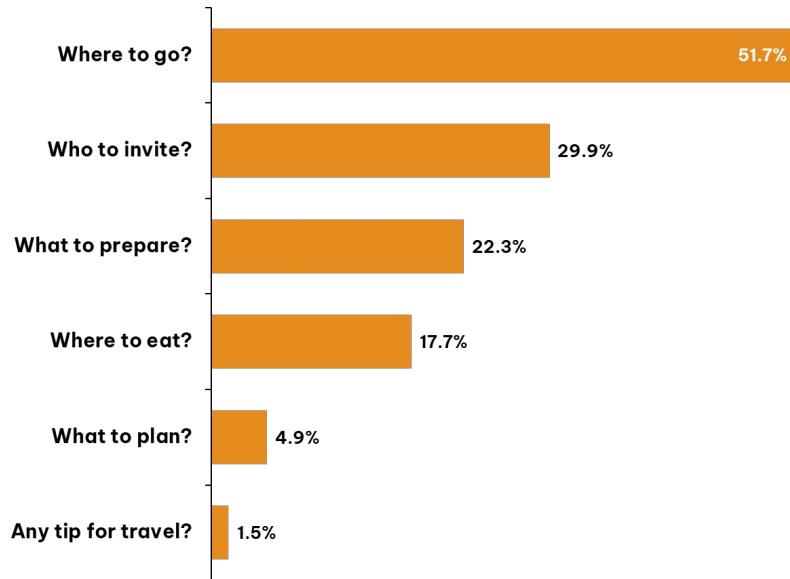
Note

From May to July is when **consumer need for traveling rises the most**. If brands want to connect with consumer through traveling, pay attention to this period.

Time range: 01/05 - 30/09/2023
Based on Buzzmetrics traveling trend report

Most topics often take place before users take the trip. Besides, people still prefer domestic places over international ones.

MOST DISCUSSED TOPICS ABOUT SUMMER TRAVELING



MOST POPULAR TRAVEL DESTINATIONS



Healing & Traveling share a pretty close relationship. It's tough to discussing traveling without healing and vice versa.

WHAT PEOPLE TRAVEL FOR

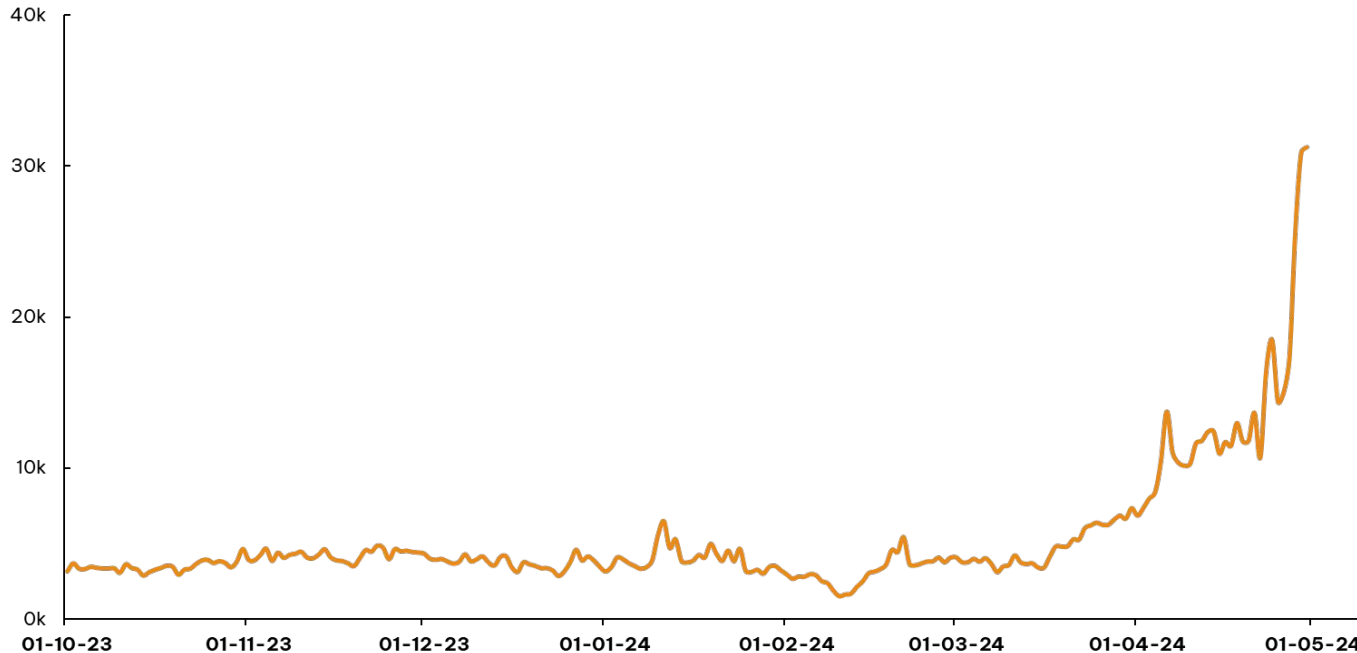
- 1 Travel for Experience
- 2 Travel for Healing
- 3 Travel for Rest
- 4 Travel for Selfies
- 5 Travel for Cool Weather

WHAT PEOPLE DO FOR HEALING

- 1 Travel for Healing
- 2 Hike for Healing
- 3 Camp for Healing
- 4 Run for Healing
- 5 Volunteer for Healing
- 6 Workshop for Healing
- 7 Meditation for Healing
- 8 Draw for Healing
- 9 Pottery for Healing

In 2024, healing has been among the central talks on social media. It's predicted to be the trend in the near future.

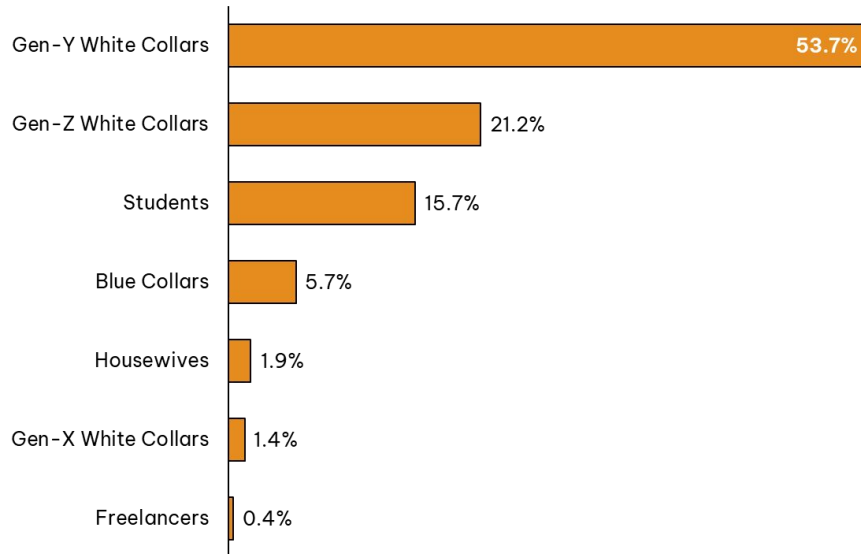
DISCUSSION TRENDLINE ABOUT "HEALING"



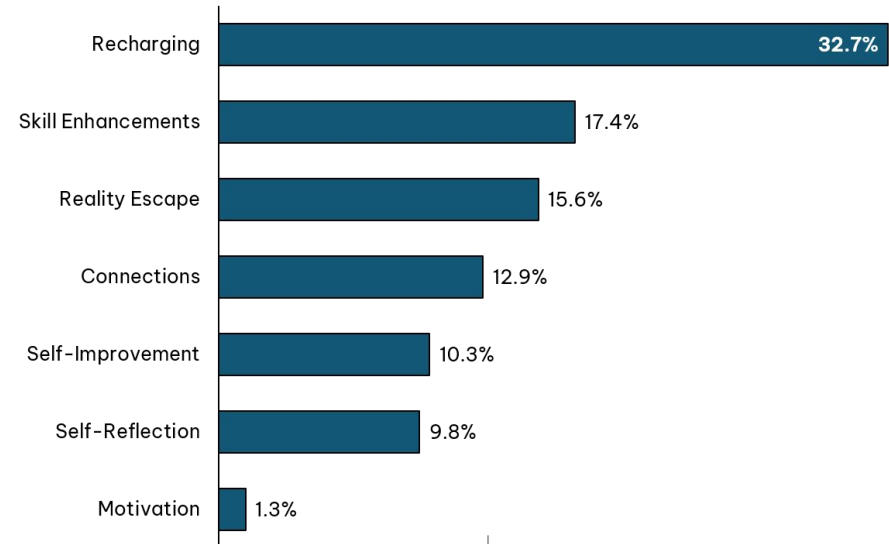
Time range: 01/10/23 - 30/04/2024
Based on Buzzmetrics report about
Healing trend

Gen-Y White Collars are those who discuss healing the most, since they want to deal with work pressure.

WHO DISCUSS HEALING?



WHAT TO EXPECT FROM HEALING?



Time range: 01/10/23 - 30/04/2024
Based on Buzzmetrics report about Healing trend

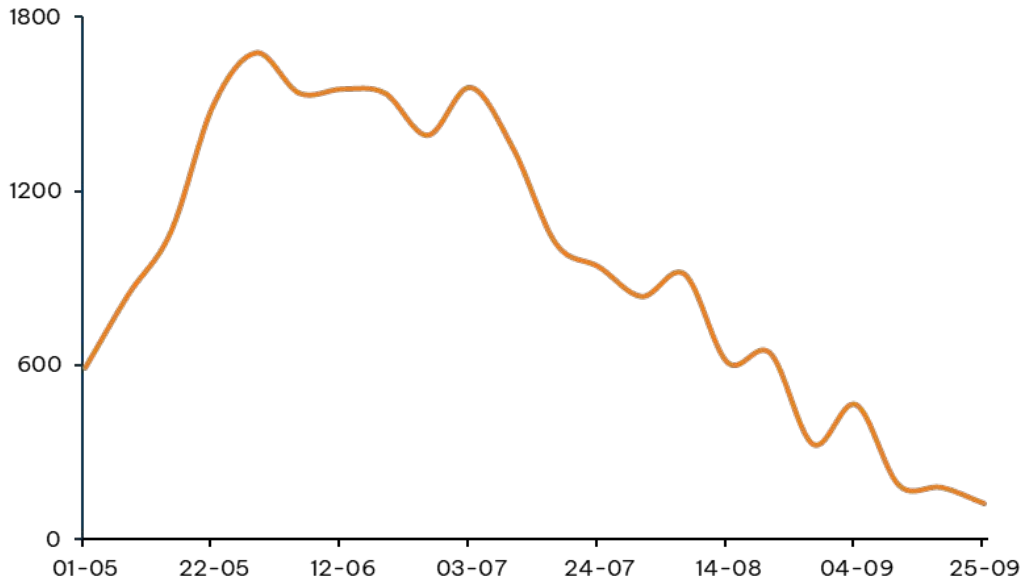


BONUS TOPIC SUMMER FOR EXPERIENCE

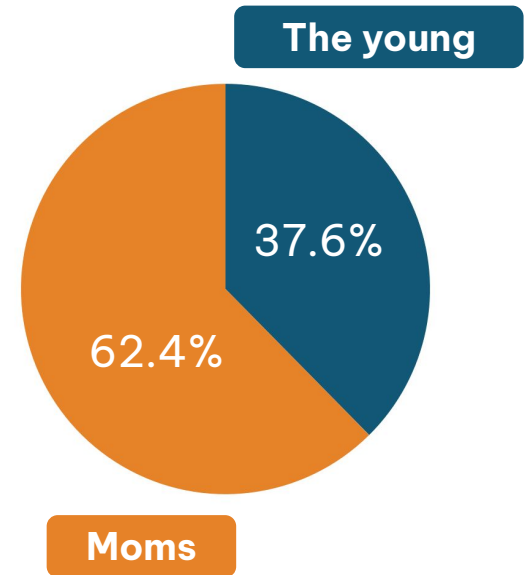


From May to July is the most ideal time for experience activities, as students take a break from school.

TRENDLINE FOR THE TOPIC OF SUMMER EXPERIENCE



AUDIENCE BREAKDOWN



To moms, they mainly discuss learning courses. To the young, their experience activities are more varied.

TOP EXPERIENCES FOR MOMS

Meditation Course

Back to Hometown

Semester in Army

Tutor Class

TOP EXPERIENCES FOR YOUTH

Camping

**Sports
Tournament**

Supporting Exam Season

Green Summer

Events

Traveling

Hiking

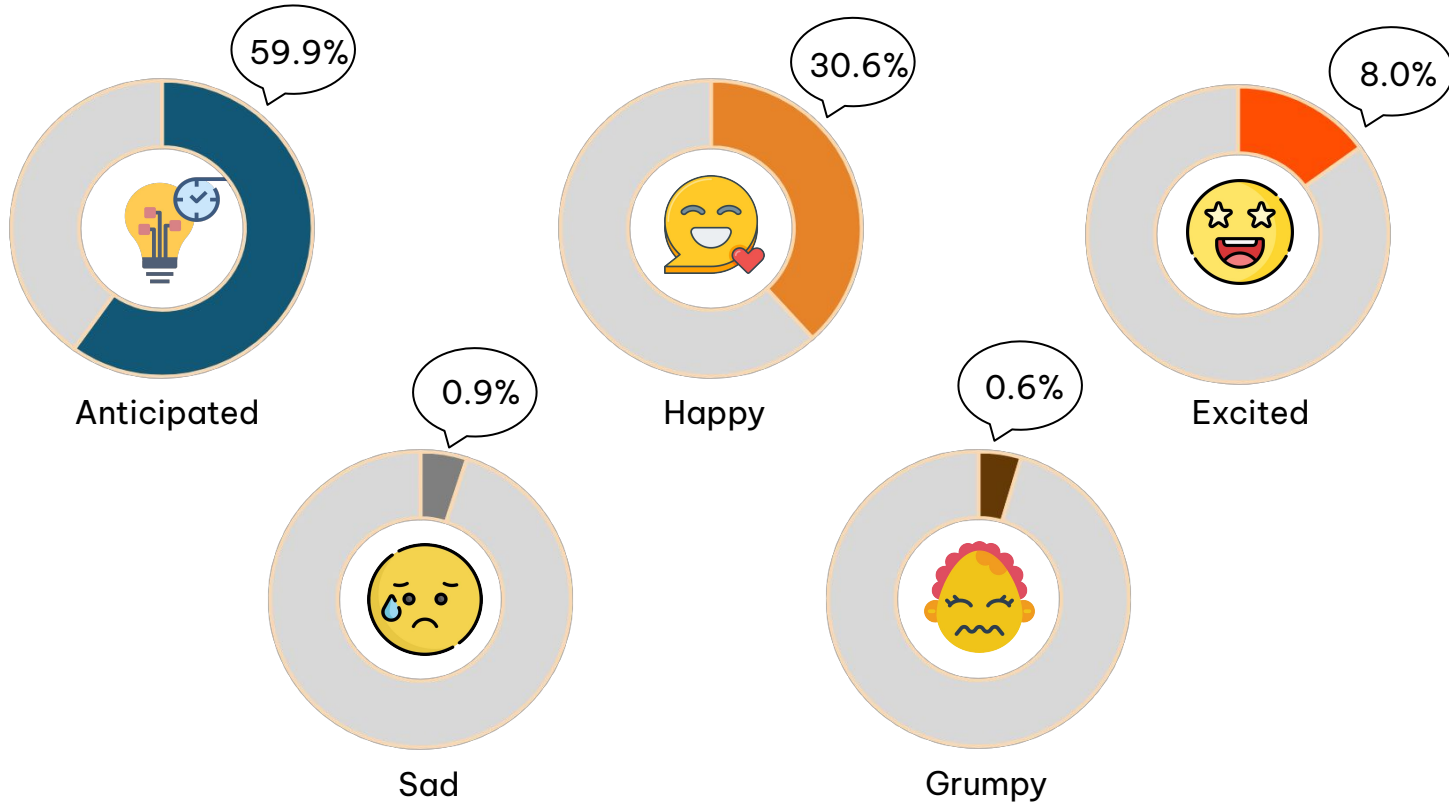


HOT EVENTS



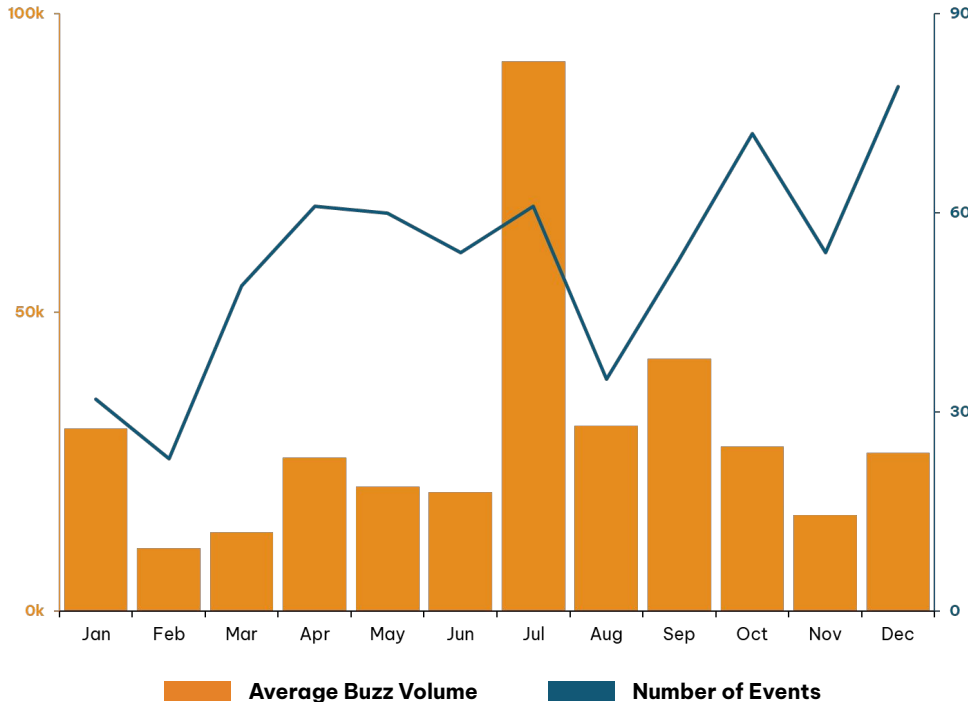
Summer events should be filled with joy and anticipation.

MOOD & TONE IN SUMMER EVENTS

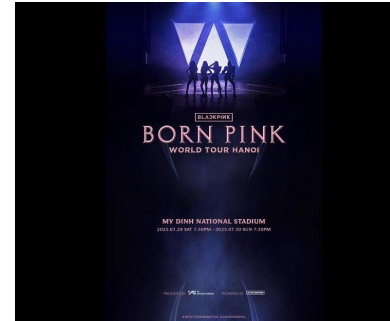


Starting from April, more and more events are held. Last year, with Born Pink World Tour and Tiger Crystal Rave, July became the peak month for events.

Social Media Events in 2023



Notable Events in Summer 2023



Born Pink World Tour
 Date: 07/2023
 BSI Score: 232,434
 (Best score for events in 2023)

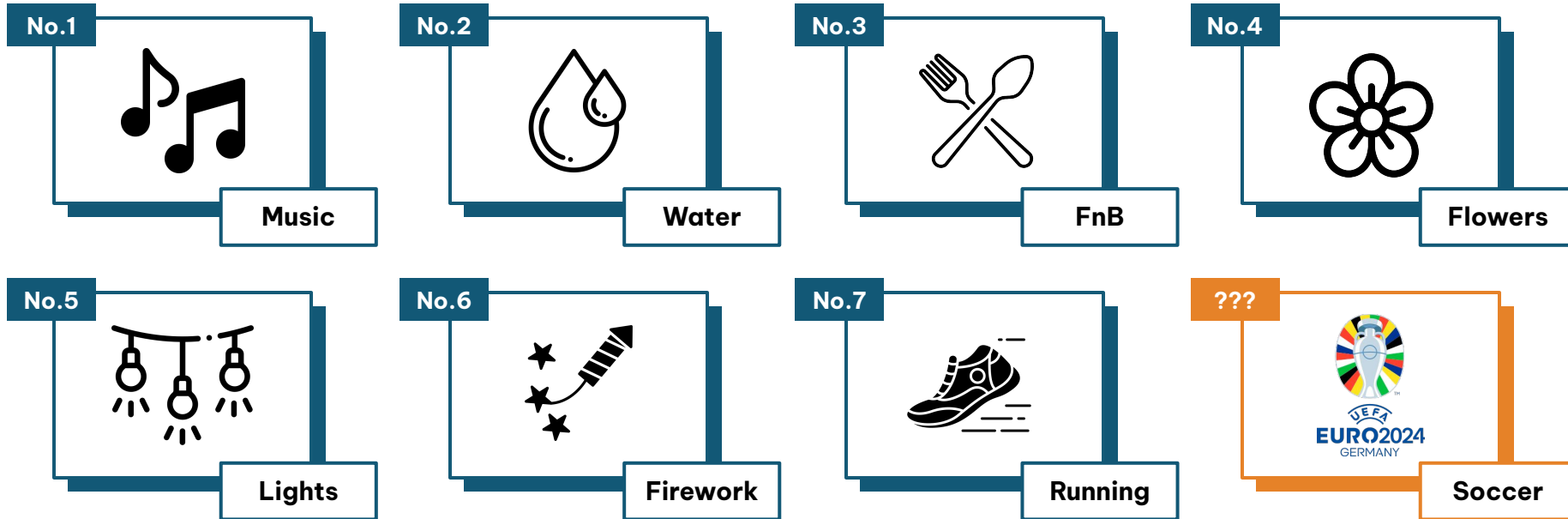


Tiger Crystal Rave
 Date: 07/2023
 BSI Score: 108,193
 (Best score for a brand event in 2023)

*Time range: 01/01 - 31/12/2023
 Based on Top10 BSI Live Dashboard & BSI Top10 Rankings

Music and water were the most discussed event themes in Summer 2023 but with the upcoming of Euro 2024, there will be a change in themes.

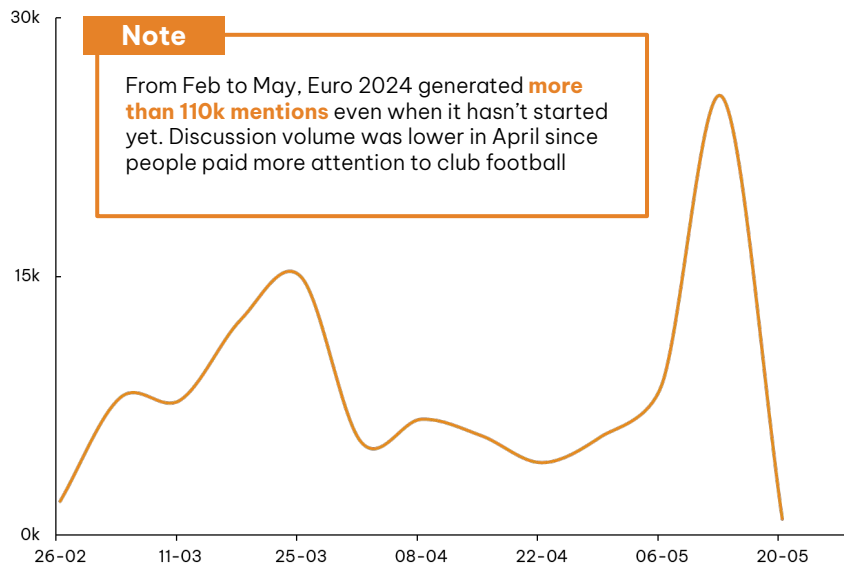
MOST DISCUSSED THEMES FOR SUMMER EVENTS



*Time range: 01/04 - 31/08/2023
Ranking based on Top10 BSI Live Dashboard

Usually, when a big soccer event is held, it instantly becomes a hot topic with more than millions of mentions. Based on our prediction, Euro 2024 will be no exception.

EURO 2024 TRENDLINE



Note

From Feb to May, Euro 2024 generated **more than 110k mentions** even when it hasn't started yet. Discussion volume was lower in April since people paid more attention to club football

NOTABLE INTERNATIONAL SOCCER EVENTS



2022 Fifa World Cup
Dates: 20/11 - 18/12/2022
Buzz Volume: 4,674,040
Hottest Sports Event on Social Media 2022

UEFA EURO 2020
Dates: 11/06 - 11/07/2021
Buzz Volume: 3,688,138
Hottest Sports Event on Social Media 2021



Even before a big soccer event takes place, social media discussions have already risen. It's good if brands can lead the conversation in the pre-stage of Euro 2024.

EURO 2024 - TOPICS TO THINK









Valid pre-Euro Valid during Euro Valid both pre and during Euro

*Prediction Wordcloud based on our observations of Euro 2020 & Euro 2024 (up to 20/05/2023)

Community Pages is a must for any campaign wishing to explore the theme of football

EURO 2024 - CHANNELS TO CONSIDER

Recommended

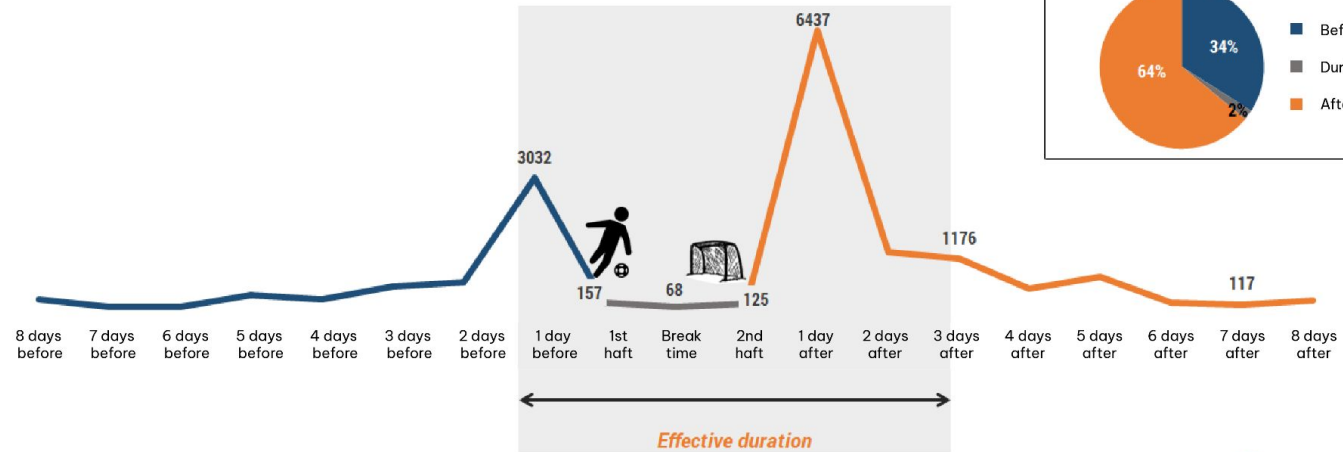
	Supporters' Group	Personal Blogs	For The Mass
Notable Traits	<ul style="list-style-type: none"> - Constant updates on players of their club - Only interested in matches where these players play 	<ul style="list-style-type: none"> - In-depth analysis of players, matches and outcomes - Informative but slow to update 	<ul style="list-style-type: none"> - Casual posts, enjoyable for everyone - Constant updates on everything
Target Audience	Die-hard fans of a club	Philomaths of soccer	Any soccer enthusiasts
Typical Pages	 	 	 

1 day before and 1 day after were the effective timing for tapping into the football matches on social media.

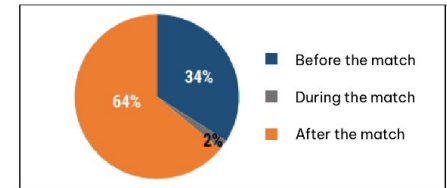
FOOTBALL - GOLDEN TIME IN A MATCH

FROM ONE DAY BEFORE THE MATCH AND THREE DAYS AFTER THE MATCH IS THE GOLDEN TIME TO FEATURE SPORT-RELATED TOPIC

AVERAGE BUZZ VOLUME OF A SPORT MATCH



PROPORTION OF DISCUSSION BEFORE, DURING, AND AFTER THE MATCH



ACCESS THE ARTICLE HERE

rb.gy/8pu



Time range: 11/2027 - 8/2018. Based on 30 matches of UEFA Champions League

Summary

Happy & Anticipated for Events

Music

Water

Football

Things to watch out for Euro 2024





T&A OGILVY

T&A OGILVY





How to leverage SL data in planning & optimizing?



STRATEGY



Consumer behavior



Brand audit



Reiterate measurable objectives

- Get actionable insights
- Advanced sentiment analysis
- Competitor analysis and benchmarking (Estimated KPIs)

SOCIAL LISTENING ROLE

CREATIVE



Data-centric content creation



Influencer identification

- Monitor real-time trending content, hot discussion contexts and the appropriate formats, channels for each content type
- Determine Influencer (follower demographics, performance metrics, and content style, etc)

PERFORMANCE



Performance monitoring & Analytics



Data for future phase/campaign

- Real-time monitoring & actions (Crisis management)
- Identify the top influencers/ content type/ formats discussion

PLANNING & CREATIVE ROLE

- Establish & segment customer persona
- Determine the social strategy, social channels
- Define clear KPIs and objectives

- Distribute contents strategically across various formats, channels, and platform
- Integrate branded content aligned trending contents and balance the influencer's unique voice, creative aesthetic, and perspectives.

- Adjust asset airing
- Actionable recommendations

STRATEGY



Consumer Behavior



Brand Audit



Reiterate measurable objectives

- Get actionable insights
- Advanced sentiment analysis
- Competitor analysis and benchmarking (Estimated KPIs)

SOCIAL LISTENING ROLE

- Establish & segment customer persona
- Determine the social strategy, social channels
- Define clear KPIs and objectives

PLANNING & CREATIVE ROLE

CREATIVE



Data-centric content creation



Influencer Identification

- Monitor real-time trending content, hot discussion contexts and the appropriate formats, channels for each content type
- Determine Influencer (follower demographics, performance metrics, and content style, etc)

- Distribute contents strategically across various formats, channels, and platform
- Integrate branded content aligned trending contents and balance the influencer's unique voice, creative aesthetic, and perspectives.

PERFORMANCE



Performance Monitoring & Analytics

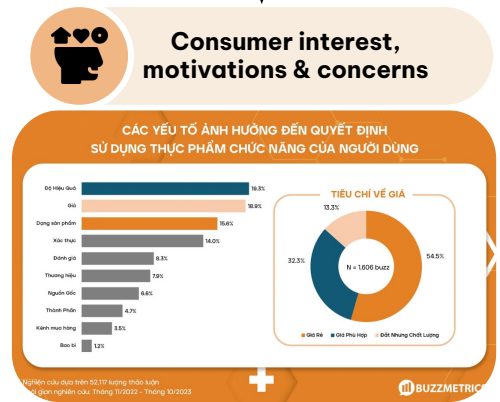
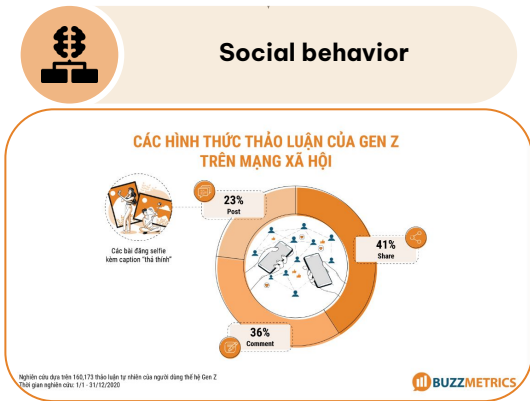
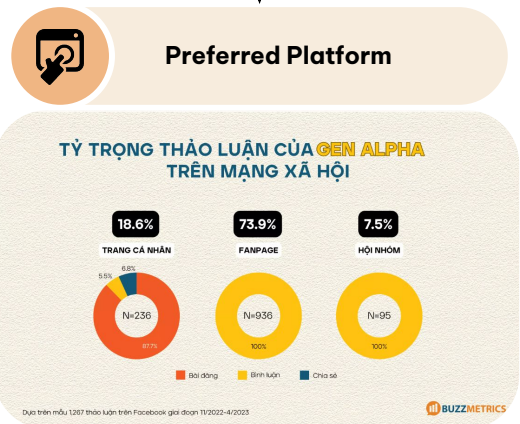


Data for future phase/campaign

- Real-time monitoring & actions (Crisis management)
- Identify the top influencers/ content type/ formats discussion

- Adjust asset airing
- Actionable recommendations

CONSUMER BEHAVIOR



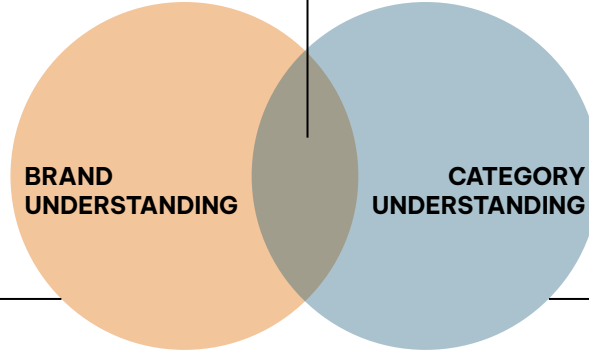
BRAND AUDIT



Reiterate measurable objectives
Define KPI metrics to track the effectiveness of each communication objective based on benchmarking

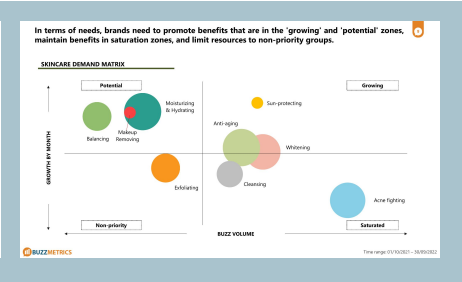
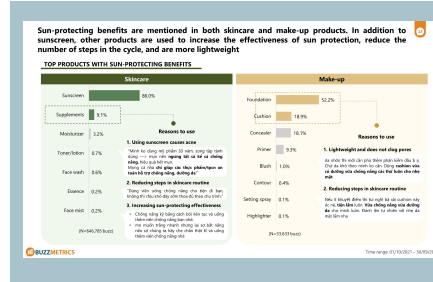
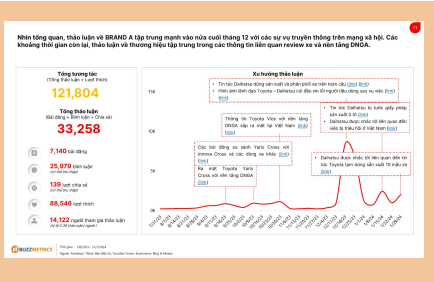
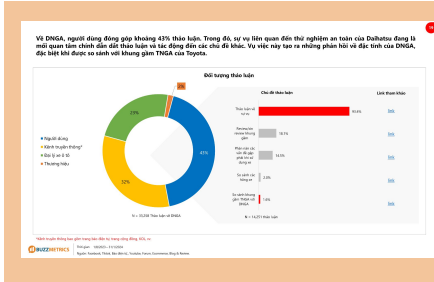
Compare brand health with competitors by:

- Share of voice & Social performance
- Brand's sentiment
- Discussion relevance
- Content/format evaluation
- Top activity measurement



Develop a comprehensive understanding of the industry's current landscape

- Substitute product/service group
- Emerging user demands / Untapped user requirements



STRATEGY



Target Audience Persona



Brand Audit



Reiterate measurable objectives

- Get actionable insights
- Advanced sentiment analysis
- Competitor analysis and benchmarking (Estimated KPIs)

- Establish & segment customer persona
- Determine the social strategy, social channels
- Define clear KPIs and objectives

CREATIVE



Data-centric content creation



Influencer Identification

- Monitor real-time trending content, hot discussion contexts and the appropriate formats, channels for each content type
- Determine Influencer (follower demographics, performance metrics, and content style, etc)

- Distribute contents strategically across various formats, channels, and platform
- Integrate branded content aligned trending contents and balance the influencer's unique voice, creative aesthetic, and perspectives.

PERFORMANCE



Performance Monitoring & Analytics



Data for future phase/campaign

- Real-time monitoring & actions (Crisis management)
- Identify the top influencers/ content type/ formats discussion

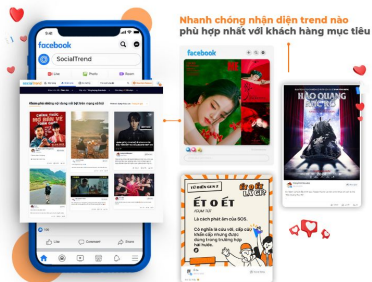
- Adjust asset airing
- Actionable recommendations

SOCIAL LISTENING ROLE

PLANNING & CREATIVE ROLE

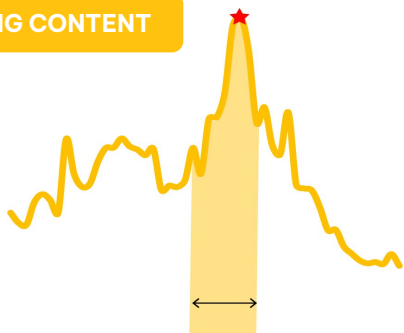


“SOCIAL FIRST” CONTENT CREATION



Nhanh chóng nhận diện trend nào phù hợp nhất với khách hàng mục tiêu

TRENDING CONTENT



CONTENT CREATION



CHANNEL



CREATIVE CONCEPT



CONTENT ANGLE



CONTENT TYPE



CAMPAIGN HASHTAG



CONTENT DISTRIBUTION

NUTRI BOOST



76 38

TÓC TIỀN
CLEAR HEAD



#TocTienClearHead #TocTienAI
#Nongquadi #ClearBacHa
#AllInfluencer

SCOUTING CRITERIA

1 CAMPAIGN OBJECTIVES

The brand and agency define campaign objectives, target audiences, and influencer tier to define influencer type/role.

2 CONTENT QUALITY

Content creator create relevant, well-produced content tailored for their audience, ensuring uniqueness in their creations

3 BRAND SAFETY

No engagement with competitors in the last 6 months, no recent controversies that affect brand reputation.

KOL List

Chosen Influencer



Cris Phan



Khiết Đan



Schannel



Thanh Thy



Melon



Gonpink

Macro



Entertainment

CRIS PHAN

He is a frequent TV personality on TV shows because of his down-to-earth, active, authentic and funny nature which attracts a lot of viewers. On social he shared a lot of his personal lives in a light undertone and humorous approach.

Content Characteristics

Colorful

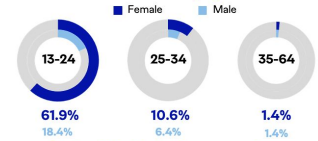
Playful

Joyful

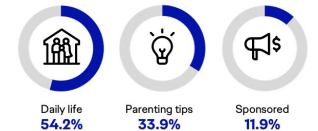
Friendly

Authenticity

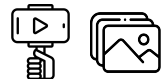
Audience Demographic



Content Angles by Engagement



Content Format



STRATEGY



Target Audience Persona



Brand Audit



Reiterate measurable objectives

- Get actionable insights
- Advanced sentiment analysis
- Competitor analysis and benchmarking (Estimated KPIs)

- Establish & segment customer persona
- Determine the social strategy, social channels
- Define clear KPIs and objectives

CREATIVE



Data-centric content creation



Influencer Identification

- Monitor real-time trending content, hot discussion contexts and the appropriate formats, channels for each content type
- Determine Influencer (follower demographics, performance metrics, and content style, etc)

- Distribute contents strategically across various formats, channels, and platform
- Integrate branded content aligned trending contents and balance the influencer's unique voice, creative aesthetic, and perspectives.

PERFORMANCE



Performance Monitoring & Analytics



Data for future phase/campaign

- Real-time monitoring & actions (Crisis management)
- Identify the top influencers/ content type/ formats discussion

- Adjust asset airing
- Actionable recommendations

SOCIAL LISTENING ROLE

PLANNING & CREATIVE ROLE

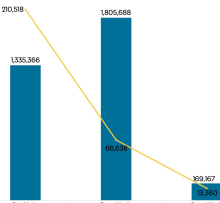
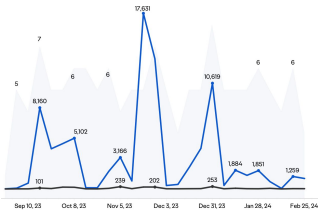
DATA FOR FUTURE PHASE/ CAMPAIGN

Leverage social data from the current phase/campaign to refine future phases/campaigns and enhance all social campaign aspects.

IN-DEPTH CAMPAIGN PERFORMANCE

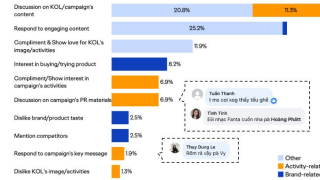
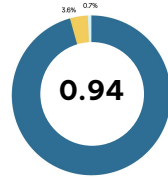
CAMPAIGN PERFORMANCE OVERVIEW

Perform an overarching campaign data analysis to obtain a panoramic view of campaign performance.



DISCUSSION ANALYSIS

Conduct conversation sentiment, relevance, and attribute analyses to delve into user discussions surrounding the campaign and brand.



LEARNING & RECOMMENDATION



INFLUENCER STRATEGY



ACTIVITY ANALYSIS



CONTENT DEVELOPMENT



CONVERSATION ATTRIBUTE

ACTIVITIES & CONTENT PERFORMANCE

Perform a deep dive analysis of individual campaign activities and assess the efficacy of campaign formats, content pillars, and angles.

CONTENT ANGLE	ENGAGEMENT 1,726,574	BUZZ VOLUME 169,172
Brand's mission	15	11,700
Establish campaign	65	
Promotions	45	
Charitable content with brand	1,051	
Promote campaigns create buzz	16,339	
Promote campaigns	2,858	
Transform your T&A more creative	4,653	
100% H&M	101,919	
Establish campaign	1,243	
COMMUNITY	16,602	
Promote campaigns	143	
100% H&M KOLs	1,374,726	24,607
100% H&M	1,158	
Participate in campaigns	7,078	31,624
Like generated content	1,044	389

	Đang đăng	Tương tác	Thảo luận
Khuyến khích tham gia các sự kiện và cộng đồng thương hiệu	18	28,024	4,180
Phong cách sống và xu hướng giới trẻ	34	38,314	2,717
Mừng dịp đặc biệt và lễ hội	25	12,852	2,972
Giải trí tăng tương tác	7	354	80
Giải thiệu chung về sản phẩm	32	70,027	7,664
Thiết kế sản phẩm	20	25,965	3,890
Giải thiệu dòng sản phẩm mới	25	70,646	3,558
Tình năng kỹ thuật và công nghệ của sản phẩm	10	24,602	2,405
Chuyến đi xanh	2	2,465	131
Cập nhật tin tức của doanh nghiệp	-68	18,857	1,881
Công tác thương hiệu cho mục đích tăng danh tiếng	5	777	104
Nội dung theo chủ đề	4	2,659	208
Thực địa bán hàng qua địa lý	65	40,256	3,649

KOL EVALUATION

Evaluate influencer impact through a multi-faceted approach like performance, sentiment, and campaign alignment.





CASE STUDY



CASE STUDY 1

SPRITE SUMMER “HEAT HAPPENS, STAY COOL”

OBJECTIVE

Activate the global platform in Vietnam “Heat Happens, Stay Cool” & Strengthen the connection with consumers in **relevant heat situations**

TARGET AUDIENCE

The campaign targets Gen Z, **aged 15 to 25**, who embrace **vibrant lifestyle** and **seek refreshments** in summer’s hot climate for optimal performance **anytime, anywhere.**



OUR STRATEGIC APPROACH

HIJACK HEATED MOMENTS

and present Sprite as an effective cooling solution



UNLOCK SOCIAL LISTENING DATA FOR CAMPAIGN PLANNING

1

**IDENTIFY
HEATED CONTEXT**

2

**SCOUT PLACES
THAT RESONATE WITH
TARGET AUDIENCE**

3

**IDENTIFY THEMES
THAT SPARK CONSUMER
INTEREST & ENGAGEMENT**

CAMPAIGN RESULTS



CASE STUDY 2

NUTRIBOOST COOKIE & CREAM


“HATE IT UNTIL YOU TASTE IT”

OBJECTIVE

Introduce Nutriboost's new flavour of Cookies & Cream to the market and **drive trials** among teens and young adults

TARGET AUDIENCE

The campaign targets Gen Z, **aged 15 to 25**, who love to **explore and try new flavour combination**. They use social media as a source of food inspo and experience sharing.



OUR SOCIAL APPROACH

Provoke love-hate debate on new flavour
to trigger curiosity and the fear of missing out (FOMO)



UNLOCK SOCIAL LISTENING DATA FOR CAMPAIGN MONITORING

1

Analyze sentiments & engagement of UGC



Navigate social discussion to manage the expected sentiment

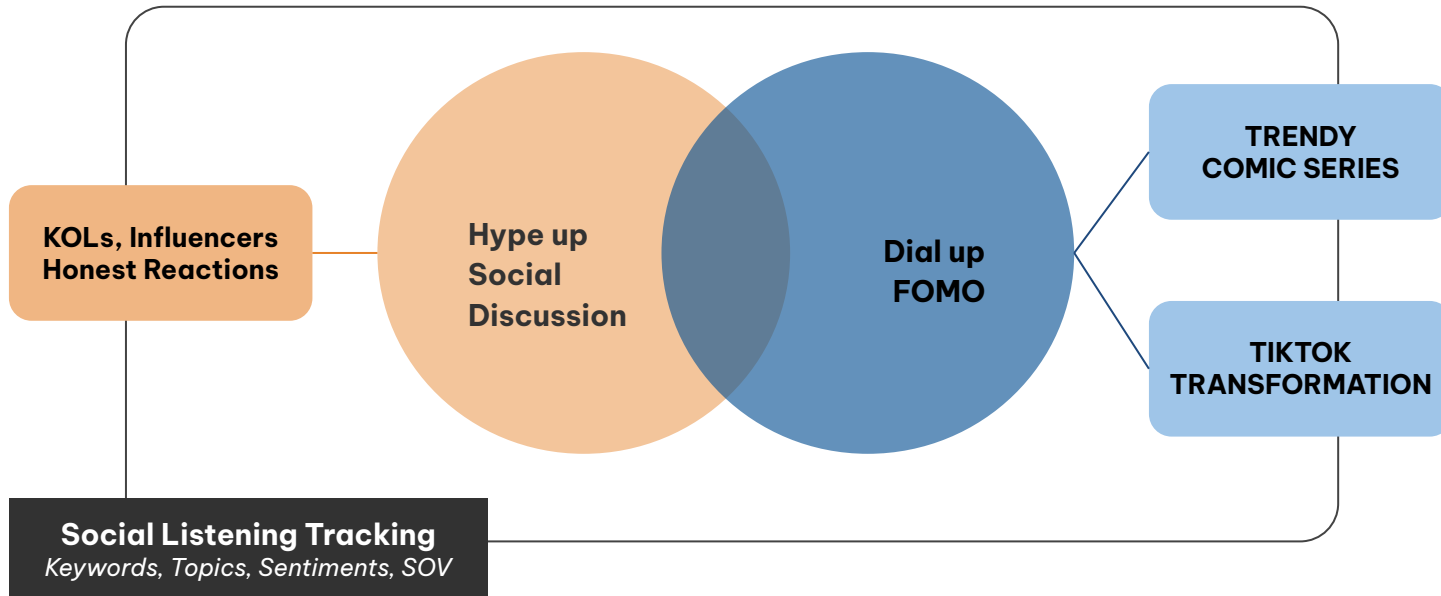
2

Track keywords, hashtag and topics relevant



Leverage hot keywords and topics to generate more buzz on social

How social listening monitor along phases



CAMPAIGN RESULTS

200M

Views within 6 weeks

Fastest growing & highest views across ASP platforms

+1.1 pp

Incremental SOV

CAMPAIGN IMPACT

BUSINESS IMPACT

+12%

Weekly sales

Summary

HOW TO LEVERAGE SOCIAL LISTENING DATA IN PLANNING & OPTIMIZING?

1

IDENTIFY HEATED CONTEXT

2

SCOUT PLACES THAT RESONATE WITH TARGET AUDIENCE

3

IDENTIFY THEMES THAT SPARK CONSUMER INTEREST & ENGAGEMENT

