



# Always On. Social Media As The New Currency

The Global Wine, Beer & Spirits EPPS

**Brad Nix, Partner**  
**Brand Chorus**

A TippingGardner Company

# Let's Go On An Journey

- Let's see what is going on across the world wide web:
  - What is working?
  - Who is "getting it"?
- How social media can help you – *really help you!*
- Why customer engagement is the new currency



8 Key Take-aways

# New Pope: Then and Now



# Returning Voice to People

## Crowdsourcing Iceland's Constitution

By HARVEY MORRIS

Iceland  
succeeded in  
crowdsourced  
lawmaking...




Harvey Morris

Reykjavik port on Tuesday.

 FACEBOOK


 TWITTER

 GOOGLE+

 SAVE

 E-MAIL

 SHARE

 PRINT

REYKJAVIK — Icelanders like to do it their way. Where else do you get to dine on minke whale and puffin and routinely address the prime minister by her first name?

True to their tradition of doing things differently, Europe's most sparsely populated state has just held a referendum on what is said to be the world's first "crowdsourced" constitution, drawing on suggestions from Facebook and Twitter about how to run the country.

Enthusiasts of open government say the initiative could be a model for people power in other parts of the world where politicians monopolize policy decisions in the face of mounting crises.

# Social Media Changing The World



*A free, world-class education  
for anyone, anywhere*

Peer-to-peer teaching, self-paced learning enabled by social media

# Connecting Like-minded People

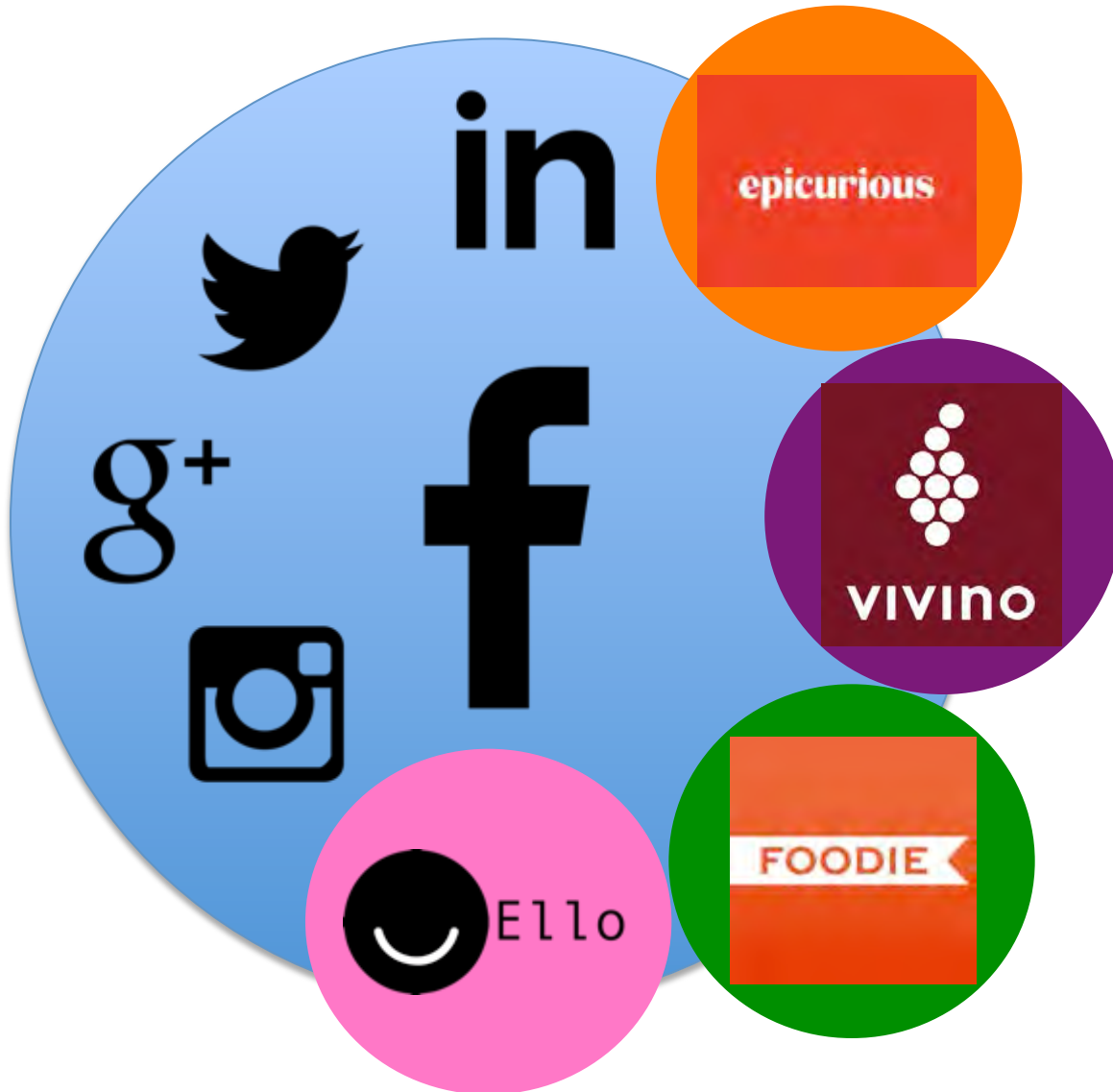


**Australian Cattle Ranchers**  
sharing information for healthier livestock



**Bayer HealthCare**  
Animal Health

# Virtual Communities



Virtual networks are emerging that link existing online communities

***This is a significant emerging trend!***

# Next Generation Social Media

*Social media communities where alumni connect and take part in the enjoyment and fun that is a seminal part of the college experience*



**SOCIAL MEDIA**  
C O M M U N I T Y

## Are You Ready for Some Tailgating?

### How Virtual Tailgating Can Turn into Real Profit for Your Business



The tailgating party is an American tradition. Fire up the grill. Pass the palmetto cheese. Get ready to cheer your favorite team -- and part with a good bit of pocket change. In fact, the U.S. tailgate annual spend is estimated at some \$20 billion, according to the Tailgating Industry Association.

Most of us envision tailgating in parking lots at stadiums or arenas before or after sporting events or concerts. The open tailgate of a vehicle makes a nice table, but many people have graduated to folding tables with comfy chairs and even candelabras. Given its popularity, tailgating can occur at a wedding, barbecue, the backyard, inside the family room in front of a wide-screen TV or... online. That's the relatively new phenomenon of virtual tailgating.

This trend is of growing interest to retailers, manufacturers and marketers. Virtual tailgating may be the ultimate community social, according to the Hearth, Patio & Barbecue Association's (HPBA) independent research survey. HPBA reports some 13 percent of Americans tailgated at least once in the past year.



# Perfect Timing

## Why Now? What's Up?

- Digital and wireless technology have achieved critical mass
- People are demanding more engaging online experiences
- Genuine interactions are what is required



***Mobile + Digital = Social Ubiquity***

# Social Media

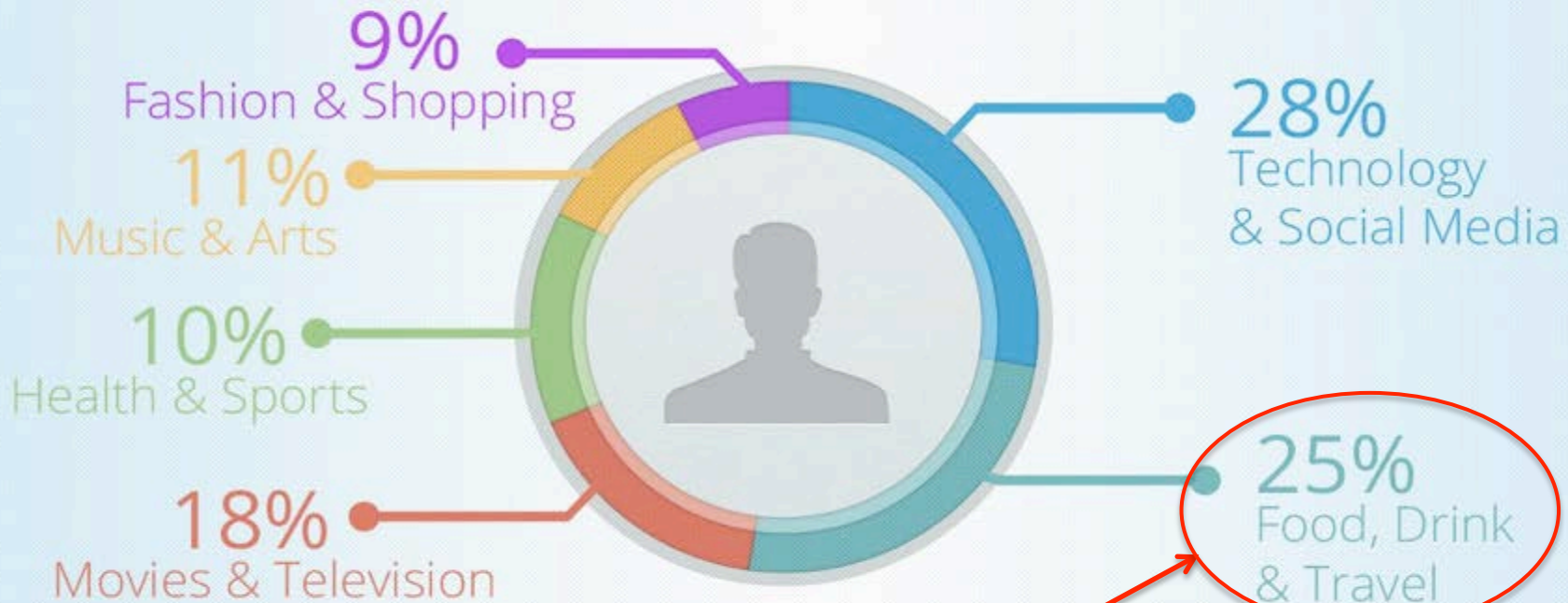
*Smartphones and social media have created a new consumer relationship with brands*



- 72% of adults are social networking users
- 128 million Americans log onto web versions of Facebook every day
- 71% of adult use their mobile device to access social media

# Social Media Landscape

The top passions shared on social media networks



Important

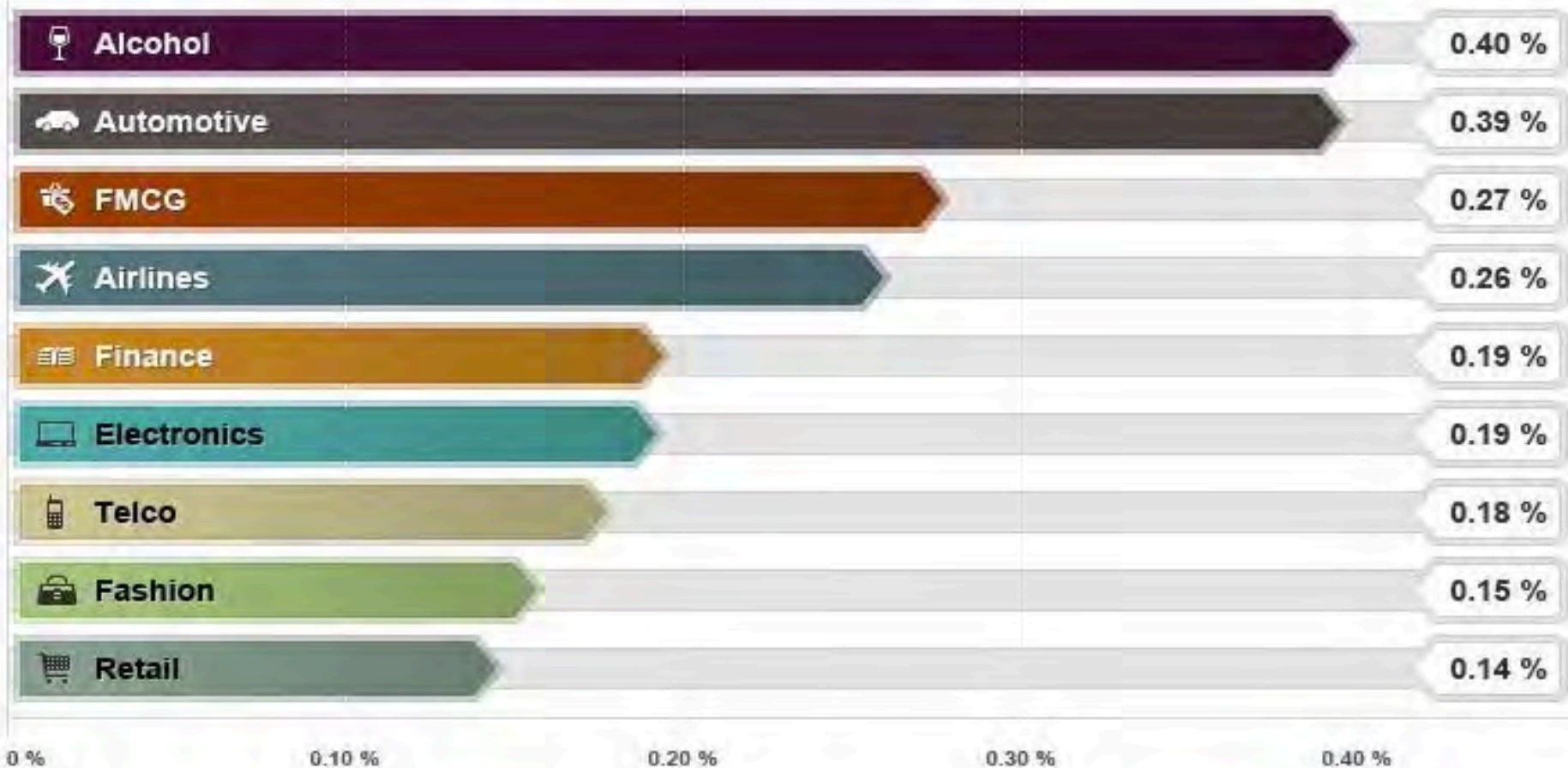
# Social Media And The Alcohol Industry

- Alcohol is a pervasive theme in young people's social media interactions
- A top index of "user engagement"
- Social media blurs the boundary between marketing and socializing



# Highly Engaged Category

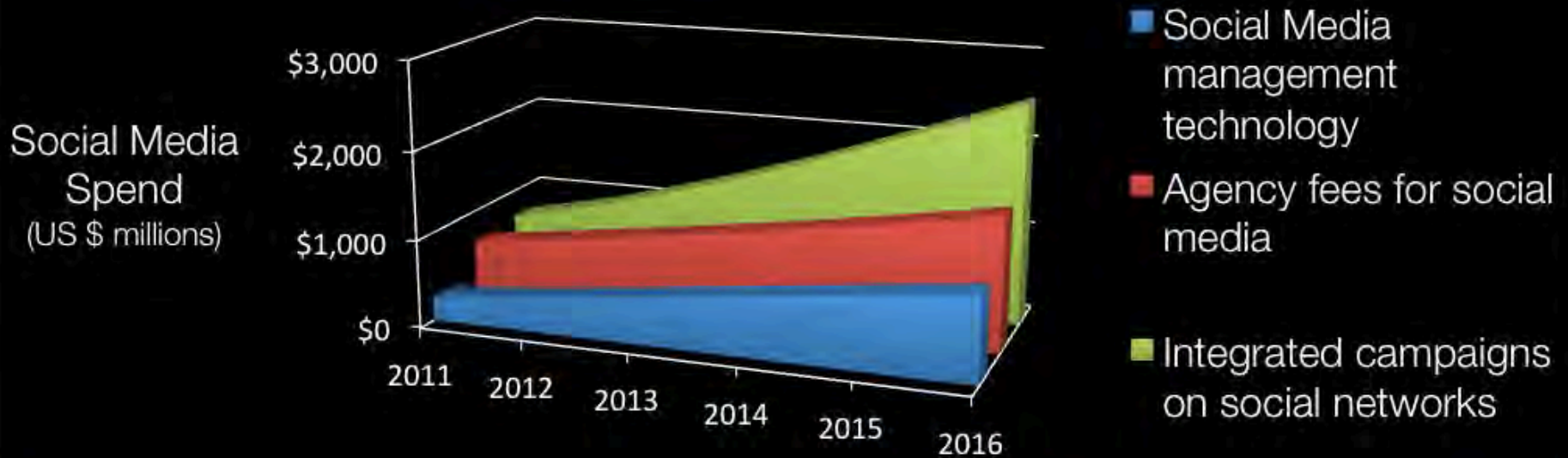
## Average Post Engagement Rate of Industries



# Ad Spend Migrating to Social Media

Social media communities that can attract and engage audiences will win the lion's share of the spend

Forecast: U.S. Social Media Spend



	2011	2012	2013	2014	2015	2016
Social Media Management Technology	\$272	389	530	678	828	970
Agency Fees for Social Media	635	786	952	1124	1314	1523
Integrated Campaigns on Social Networks	684	945	1278	1652	2076	2503
<b>Total</b>	<b>\$1,590</b>	<b>\$2,119</b>	<b>\$2,760</b>	<b>\$3,453</b>	<b>\$4,217</b>	<b>\$4,995</b>

Source: Forrester Research Social Media Forecast, 2011 to 2016 (US)

*“People increasingly learn about drinks based on the experiences of people like me, rather than from brands”*

- 48% interact online to let friends know they like the brand
- 34% wanted to let others know what they thought of the brand
- 26% wanted to let the brand know that they like it



# Key Indicators

- 92% interested in having an ongoing conversation with a brand
- 80% said they purchased an alcoholic beverage they saw on social media

*85% are more likely to purchase from a brand that invites them to collaborate*





# Social Media & Wine

- 700,000 people view wine-related videos every month
- Over 7,000 wine tweets per day
- 300+ iPhone apps for wine
- Wineries are the 3rd most popular subject on Pinterest



# Online Wine Clubs



- Member sales increase 39% year over year
- Member retention holds at 99%
- Vivino has over 7 million online wine lovers in their community
  - Wine dinners at partnering restaurants sell out

# Social Media & Beer

- Beer drinkers are significantly more likely to use social media
  - 81% versus 70% of non-drinkers
- Apple app store: 3,298 apps with keyword “beer”
- Beer forums, beer meet-ups and even beer dating sites



*16% take pictures of themselves drinking at bars and restaurants*

# Emerging Beer Communities



# UNTAPPD

DRINK SOCIALLY

DISCOVER & SHARE  
YOUR FAVORITE BEERS

Sign Up



Connect with  
Facebook

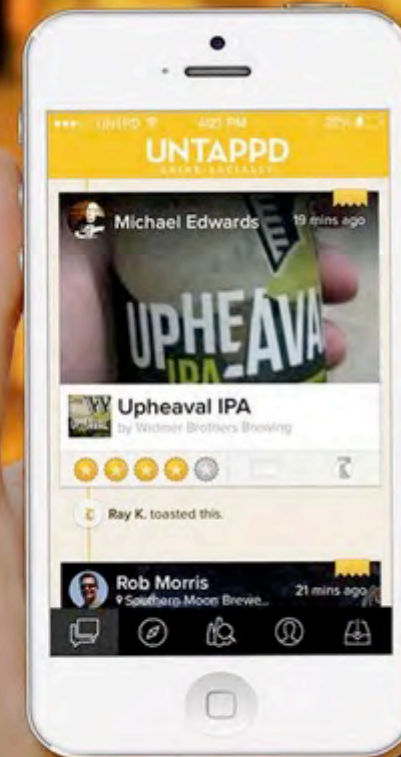
Already a member? [Sign in!](#)

Download on the  
App Store

GET IT ON  
Google play

Download from  
Windows Phone Store

Also available on [BlackBerry 10](#)



- Digital platform of choice in a \$19.6 billion craft beer industry
- 2+ million users
- Catalogued more than 500,000 beers



# Bud v. Craft Beer

## Social Media As The Great Equalizer

 **Budweiser** with Yvonne Marie Roga and 13 others  
February 2 at 12:50pm · Edited · 🌟

Thanks for choosing our #BestBuds as America's favorite once again!  
They couldn't do it without you.

Watch it again: [http://youtu.be/xAsjRRMMg\\_Q](http://youtu.be/xAsjRRMMg_Q)



**THANK YOU**



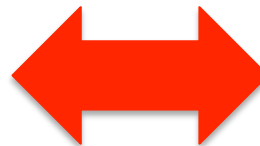
Like · Comment · Share · 🍷 45,290 🗨️ 1,140 ➦ 3,390



A thousand little cuts

### Talking to Consumers

Twitter: 119k followers, 493 interactions/post  
FB: 12,562,850 likes, 15,875.8 interactions/post



*Multiple MILLIONS  
of ongoing conversations daily!*



# Bloggers Increasingly Influence



Wine blogs draw an average of 5,380 unique visitors monthly

Finalists for 2015  
blog awards- spirits,  
cocktails:

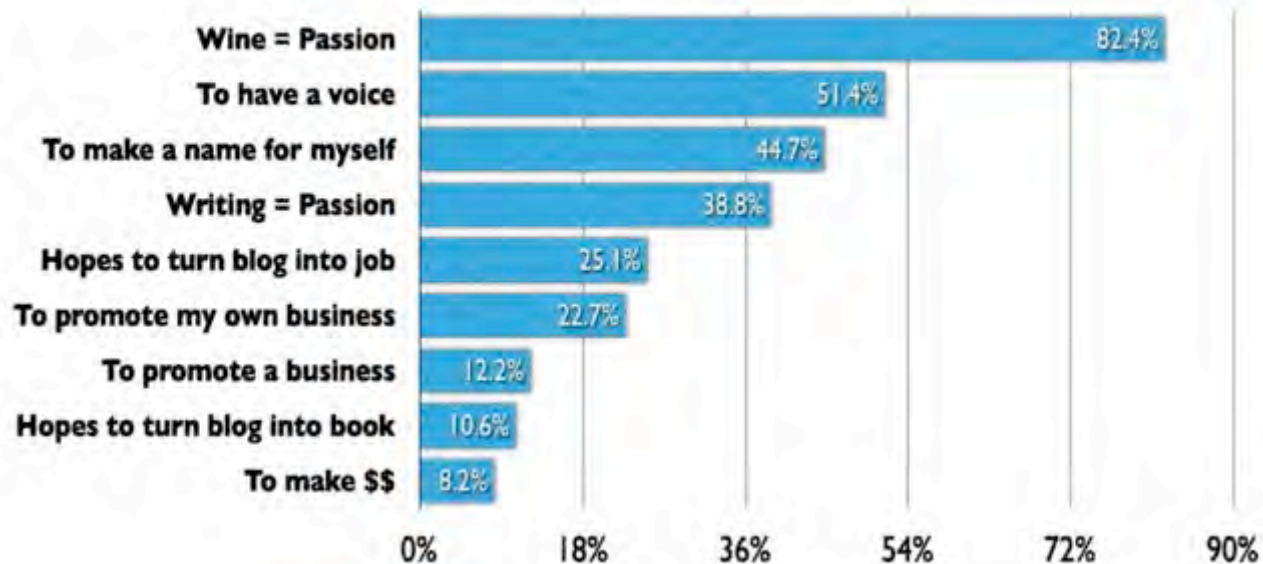
- Tuxedo No. 2
- Two for the Bar
- The Drink Blog
- Melbourne  
Cocktails
- Gastronomista
- Stir and Strain



# Wine Bloggers

- 62% Female, 38% Male
- 30% are between 35-44
- 58% employed full-time
- 26.3% self-employed
- 69% married
- 63% Have either a wine or writing background
- 77% have been blogging 2+ years

## Motivation To Blog



# To Understand Behavior

*Understand The Habitat*



- A world thoroughly and completely connected
- Rightfully questioning authority- brands no longer in charge
- Demand for more engaging experiences
- Community-minded as never before

# Six Truths

— *of* —

Active Social Media Users

# Truth #6 We Are All Digital Natives

- Seamlessly, constantly engaged to the point of distraction
- 18 hours media use per day<sup>1</sup>
- More than one form of technology is within arm's reach



***“56 percent of young adults won’t accept a job where social media access is prohibited at work!”***

*50 percent of young adults would give up their sense of smell before they'd give up access to technology*



# Truth# 5 Brands Matter

- Concept of brand loyalty is conditional
- To matter you must be relevant
- If your brand isn't on the mark all the time, people will go elsewhere-- in a second!



# Truth# 5 Brands Matter

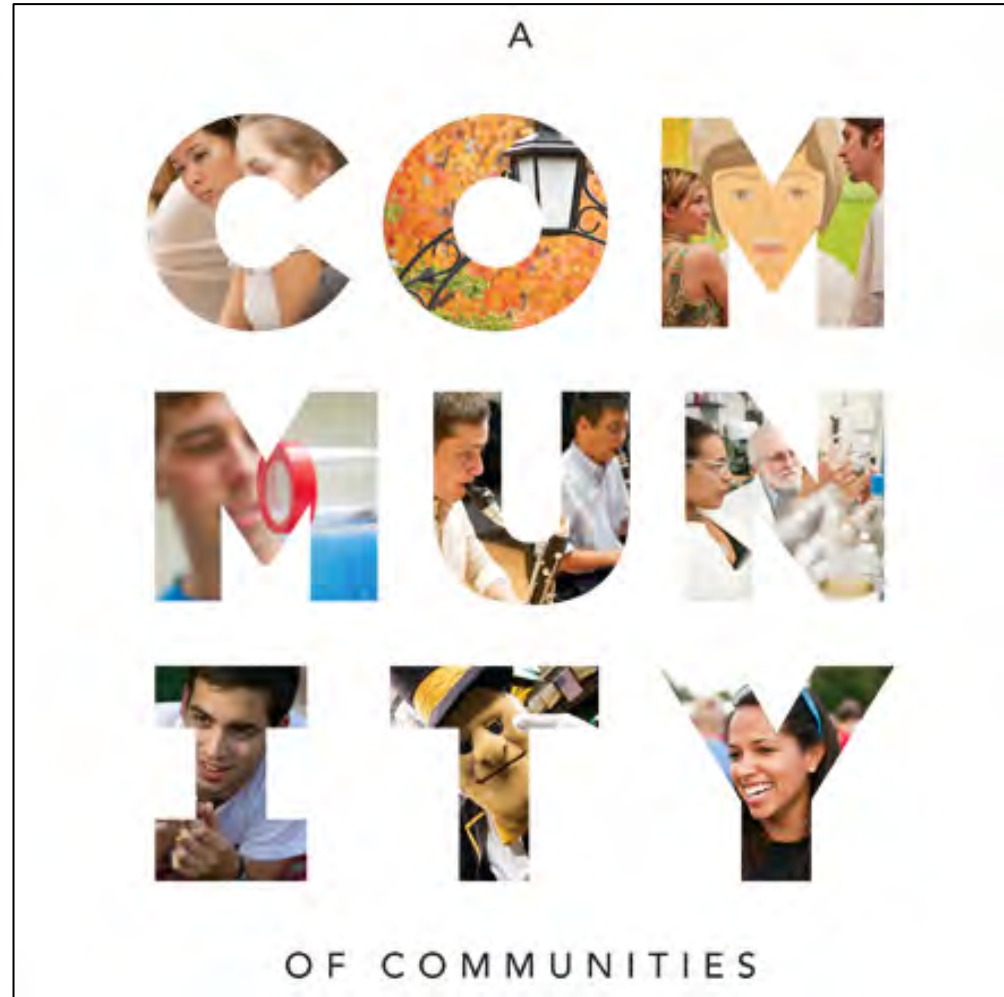
- Change behaviors
- Broaden usage
- Try new things



# Truth #4 Belonging

- Actively seek community
- Make decisions we believe friends will think important
- Believe we influence or inspire the purchases of our peers

*“Do You Like Me?”*



Empowered by the very medium – the Internet – that connects us



# Truth #3 Fusing Work & Play

- Social media users believe they're entitled to play (or shop) during work
- 70% believe they should have "me" time at work

***"If the work gets done, why should it matter?"***



# Truth #2 It's About The Experience

- 80% want brands to be involved, co-create and interact
- Campaigns to create meaningful experiences

*Argento Winemaker Silvia Corti on a journey from vineyard to table against the stunning backdrop of Mendoza, Argentina.*





# Creating Experiences



NIGHTS

BY

**ABSOLUT.**<sup>®</sup>



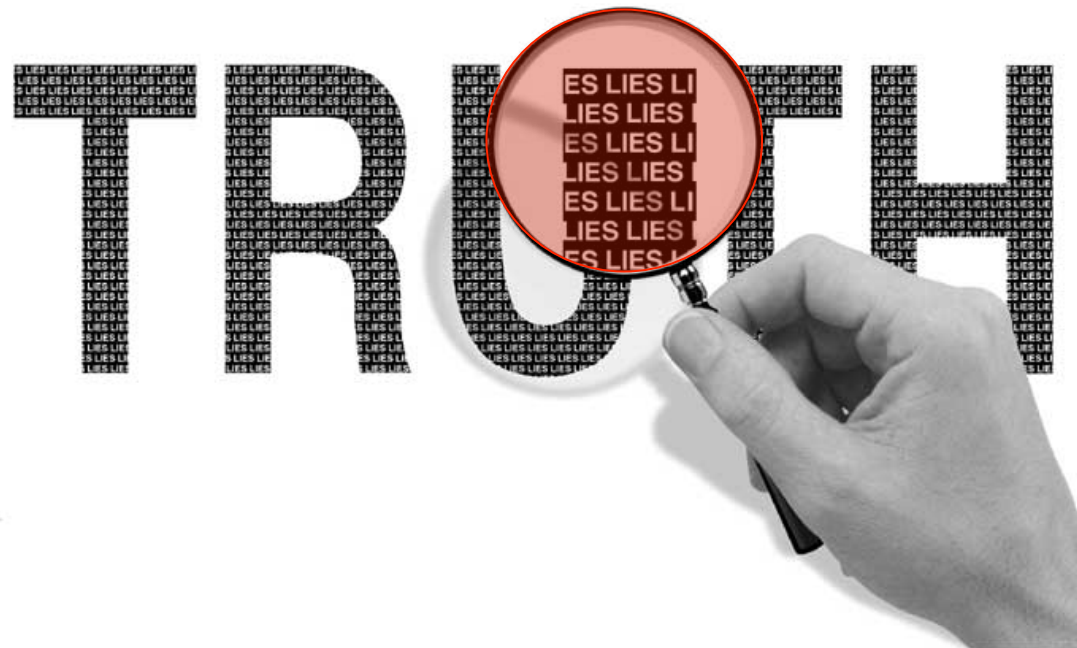
# Absolut-ly Not Selling Vodka...



Absolut is connecting the dots between the brand's reason for being and the customers' reason for caring

# Truth #1 We Seek Truth

- Information is abundant, but truth rare
- Deceive social media users, and they will not do business with you again
- And will their “friends”
- **ALL OF THEM!**



**Authenticity Is Key!**

# Truth #1 Truth & Trust

- Active social media users investigate companies *and then develop trust*
- Instead of peer pressure, we buy based on peer trust
- Truth is defined by the communities they're in



*User-generated content influences more than 80 percent of purchases*

# Impact To You

*Have a deliberate social media strategy*

- Your social media plan should not be treated as an after school project
- A plan is not a handful of twenty-three-year olds in cubicles tweeting



***Brands that are benefiting from social media are building engaged communities***



# Social + Media

## Genuine interactions

- Clear understanding of social
- Strategic value of media
- Leveraging both to tell stories



## **Be Storytellers**

Effective social media is about telling your story in compelling ways

It is also about having a strategy, a plan and the tools to gain traction in this busy space

# Social Media Landscape

- For the majority of brands today, Likes, Shares, and Retweets are seen as the primary measure of social media performance



*Quality,  
Not Quantity*

These scores cannot show you how to connect your brand's message more strongly with audiences

# Social Media Intelligence Delivered As A Dashboard




**Does not measure the value of outbound brand content**

# Social Narrative: What Can The Avengers Teach Us About Social Media?







Story  
Score™

# The **BEER** StoryScore Report

February 2015

# Summary of StoryScores

Here is a summary of the StoryScore and ranking for each of the twelve brands in the study.



The median StoryScore for brands in this study is 69.





# StoryScore Match-ups: Sierra Nevada vs. Samuel Adams


**STORYSCORE**





**RATING**      **TOP THEMES**

**#3**

- 1 Brewing process/brewery
- 2 Product promotion
- 3 Event



**TOTAL POSTS 92**

 <b>22%</b>	 <b>66%</b>
 <b>1%</b>	 <b>11%</b>

**AVERAGE POSTS PER DAY 3.0**

- NOTES**
- Both Sierra Nevada and Sam Adams are among the top three brands in terms of volume of posts, and number of themes covered.
  - Sierra Nevada reinforces its craft beer credentials with almost 1 in 3 posts focusing on the brewery or brewing process. Sierra Nevada alone accounts for 50% of all posts in the study on this theme.


**STORYSCORE**








**RATING**      **TOP THEMES**

**#6**

- 1 Product promotion
- 2 Event
- 3 Football



**TOTAL POSTS 119**

 <b>27%</b>	 <b>59%</b>
 <b>0%</b>	 <b>14%</b>

**AVERAGE POSTS PER DAY 3.8**

- Both brands post extensively about events and tours at their respective breweries

# What You Can Do

A close-up photograph of a brown dog's face, looking towards the camera with a slightly curious expression. To the right of the dog's face is a large, clear glass filled with golden beer, topped with a thick, white head of foam. The background is a plain, light blue color.

- Create community engagement by reflecting customers' values and culture
- ***It's not just about cute images***

# Connect With Your Community



- Understand and clarify your brand's values
- Get to know and understand your brand communities
- Go online and listen!
- Figure out what your audience reacts to
- Create content that strikes that cord

# Key Social Media Insights

## Insight



## What You Can Do

- Your customers are online, engaged and driving brands
- *Stories* as sharing are a trend that is here to stay
- Quality content drives engagement

- Brands with relevant social media plans will gain loyalty and win
- Create online environments that encourage sharing
- Be authentic, inform and always add value



It is about  
community,  
sharing

...and telling  
compelling  
stories

# Use These Insights

1. You have something interesting to say
2. Leverage your uniqueness
3. Create a social media plan with a detailed editorial calendar
4. Be *highly* visual



**You**Tube



***Engaging, ongoing  
brand narrative***

# 5. Choose Platforms Wisely

*Know the age affirmation guidelines*



# Leverage Your Credibility



6. Team up!!

Social partnering  
adds value

7. Take advantage  
of social  
intelligence  
tools

8. Create content  
that reflects your  
values and  
meets the needs  
of your  
customers

*Always Be Building Brand!*



# Thank You!

*There will be no test...*



[www.brandchorus.com](http://www.brandchorus.com)

[www.storyscore.com](http://www.storyscore.com)