

Just the basics: What you need to know about Web 2.0

September 24, 2008

Web 2.0/New Media Panel 1

Special Thanks

- Rich Kelly, Interbike
- Maura Lansford, SOAR Communications
- Panelists

**There are 15,000,000 bicycling
enthusiasts online**

Nielsen @Plan, September 2008

**What is the New Media landscape
comprised of? What are the
components?**

The State of the Consumer Generated Media (CGM)

interbike 2008




Today's Presentation

- Personal Foundation
- Consumer-Generated Media
- Speakers & Seekers
- So What!?



About Bill

facebook
Home Profile Friends **Inbox 5** Bill Stephenson



[Edit My Profile](#)

Write something about yourself.

Basic Information ✎

Networks:
Orange County, CA
The Nielsen Company

Relationship Status:
Married

Birthday:
September 17, 1971

Current City:
Ladera Ranch, CA

Bill Stephenson is preparing a presentation for Interbike. | 6m ago clear

Wall
Info
Photos
Boxes
+
✕ Add an Application T

✕ The Publisher ▾

Update Status
 Share Link
 Add Photos
 Write Note

What are you doing right now?

✕ Wall Filters ▾

All Posts
Posts by Bill
Pos

Today

Bill is preparing a presentation for Interbike. 8:26pm - Con

Bill started listening to "Foo Fighters Radio" on Pandora. 5:04pm - Comment

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Sep 19

Michael Lamontagne wrote at 5:45am

Happy Belated Birthday Bill..... Hope you can still handle your girls :)

Wall-to-Wall - Write on Michael's Wall

Friends ✎

39 friends See All

Amy Hatton

Jonathan Carson

Chelsea Peters

Mia Novic

Dan Mechem

Frank Hufnagel

Photos ✎

2 of 4 albums See All

Pics of Stephenson Girls
Created June 10

Sun River 2006
Created June 1

USC Football Fans ✎

Home | Discuss | Photos | Trivia

Next Game

at Oregon St.
Thu, Sep 25,
2008 9:00 PM

Applications Menu ▾

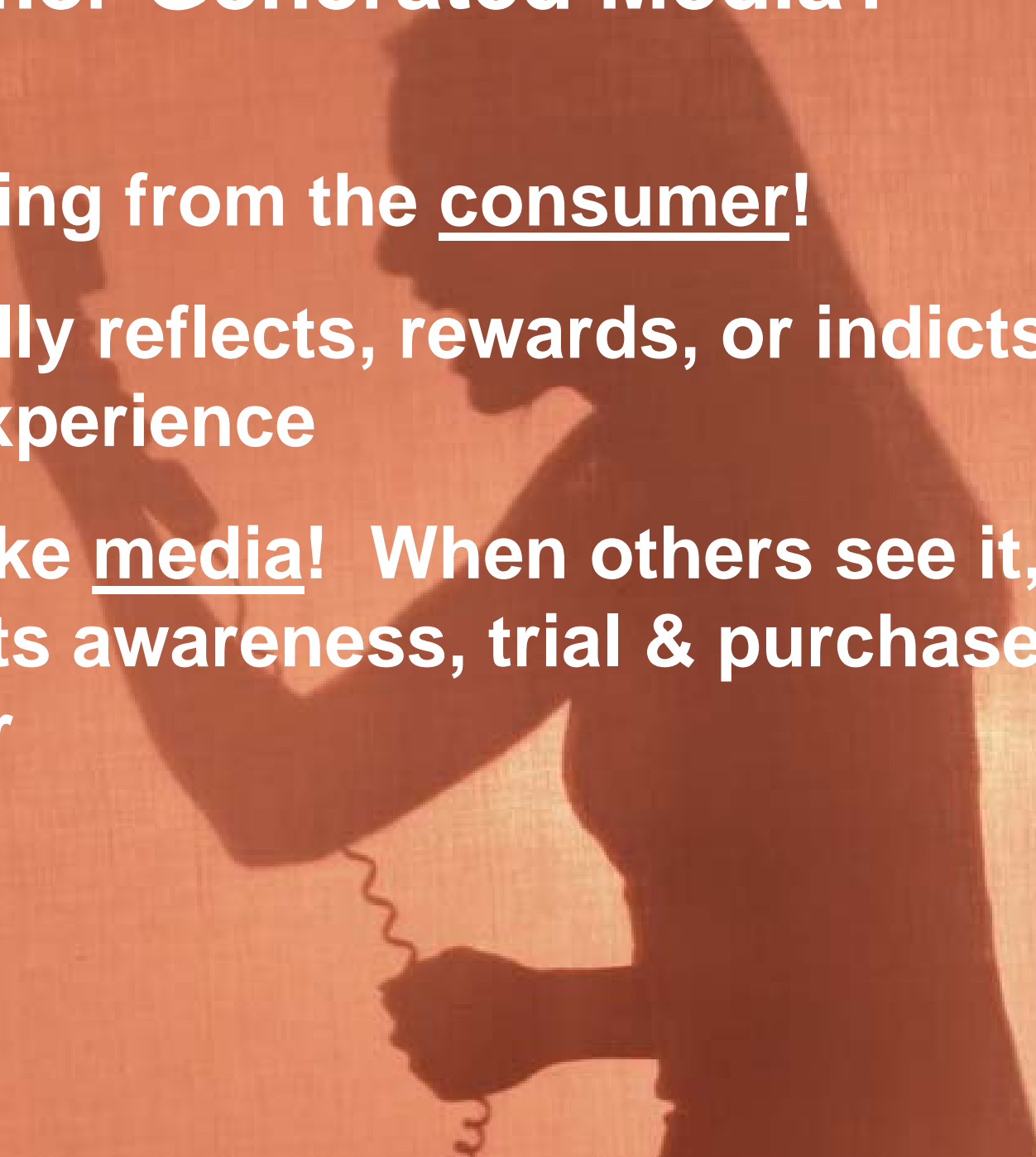
About Facebook

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- 1-2m people are on Facebook simultaneously **at any one time**

Source: Netratings.com, Alexa.com Trendcatching.com

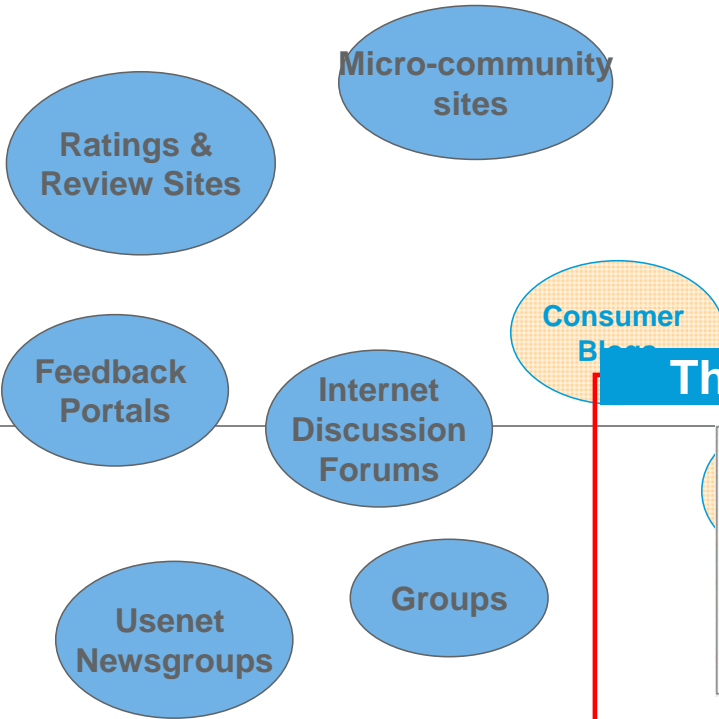
Consumer Generated Media?

- It's coming from the consumer!
- It typically reflects, rewards, or indicts brand experience
- It acts like media! When others see it, it impacts awareness, trial & purchase behavior



Consumer-Generated Media Marches On..

Early Stage Internet



Social Media/CGM2 Wave



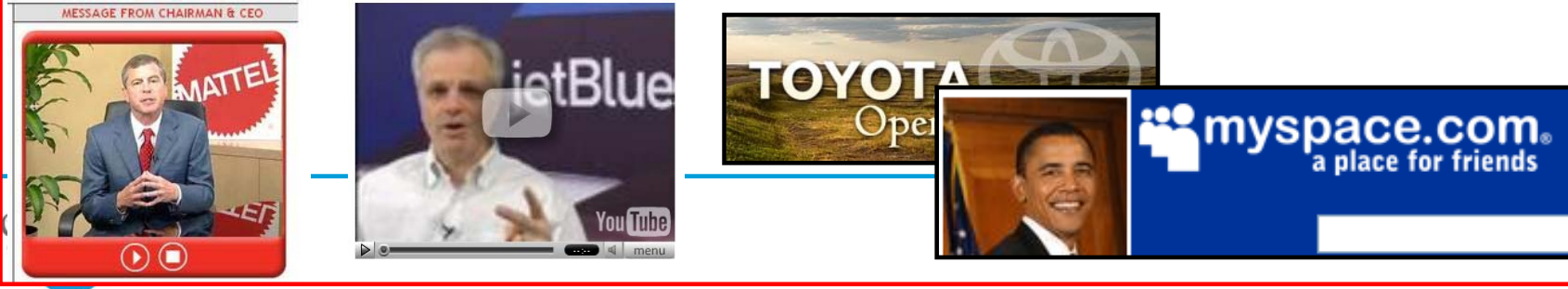
The Engagement / Co-Creation Wave



Recent Internet (Rich Media)

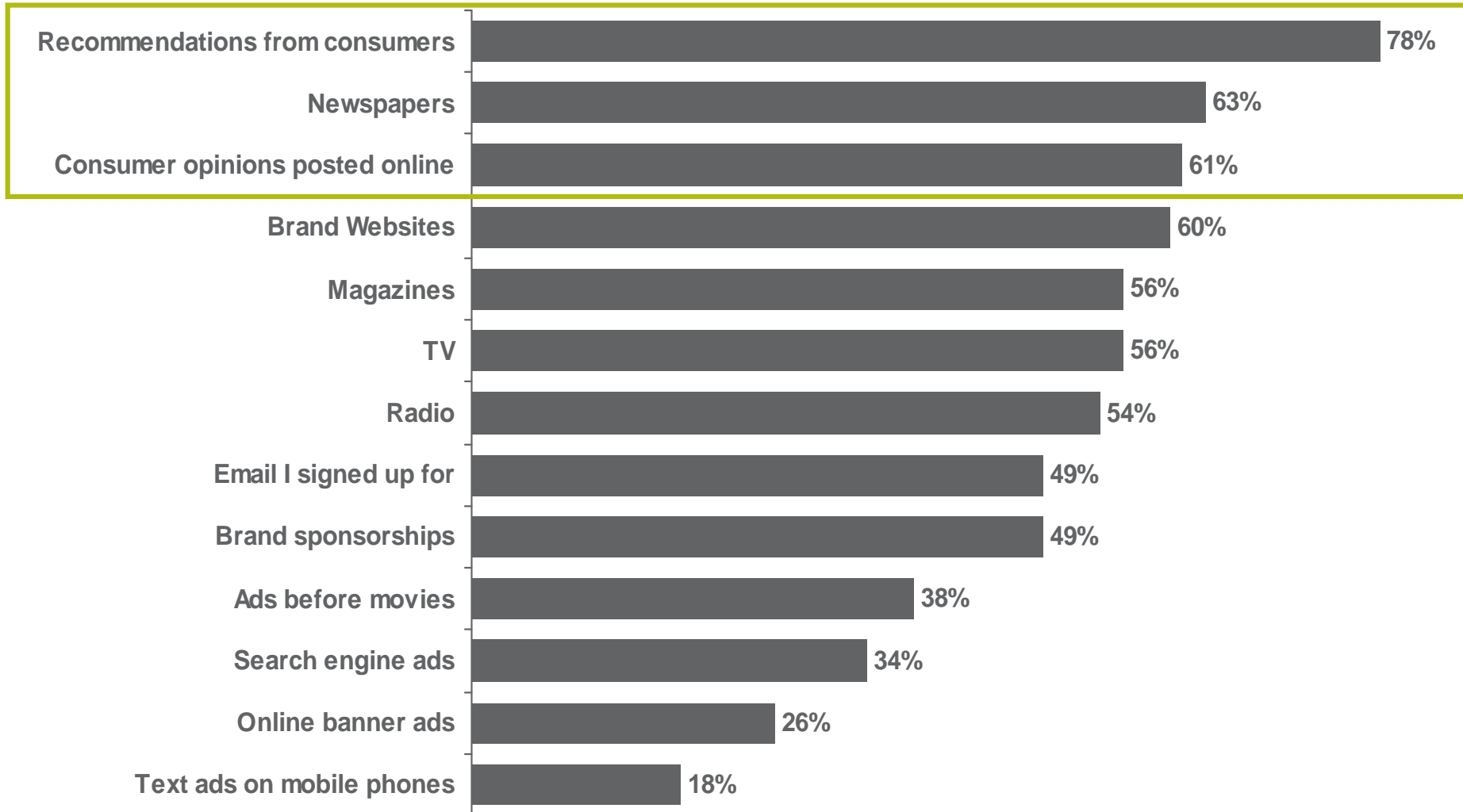
You could create Frito-Lay Bowl ad
 Updated 9/14/2006 1:16 PM ET E-mail | Save | Print | Reprints & Permissions | Subscribe to s

The Wave of Consumer Emulation



WOM & CGM Matters...Across the Globe

Types of Advertising Trusted by Internet Users Worldwide, April 2007



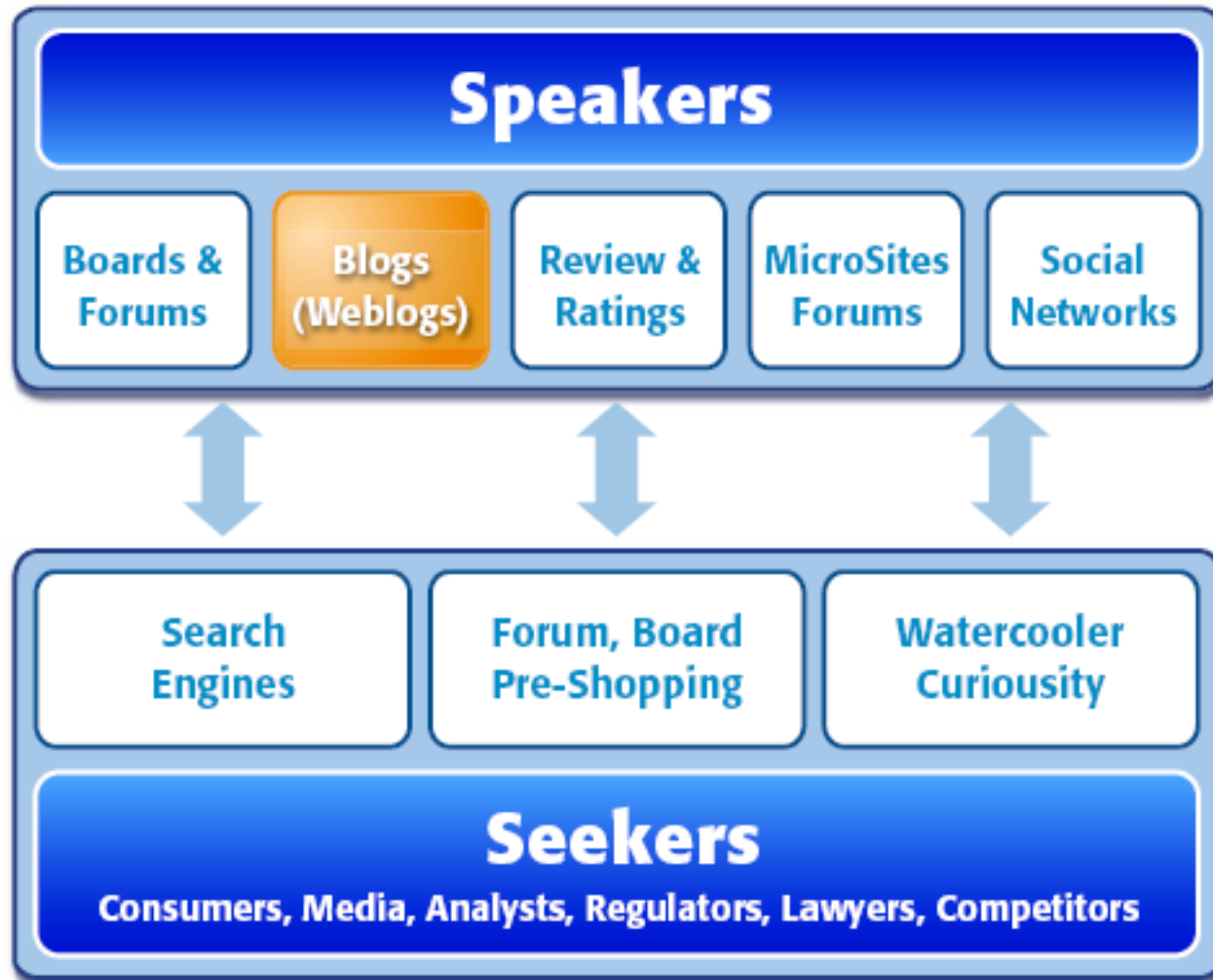
N = 26,486

Source: The Nielsen Company, "Online Global Consumer Study". October, 2007

Speakers & Seekers

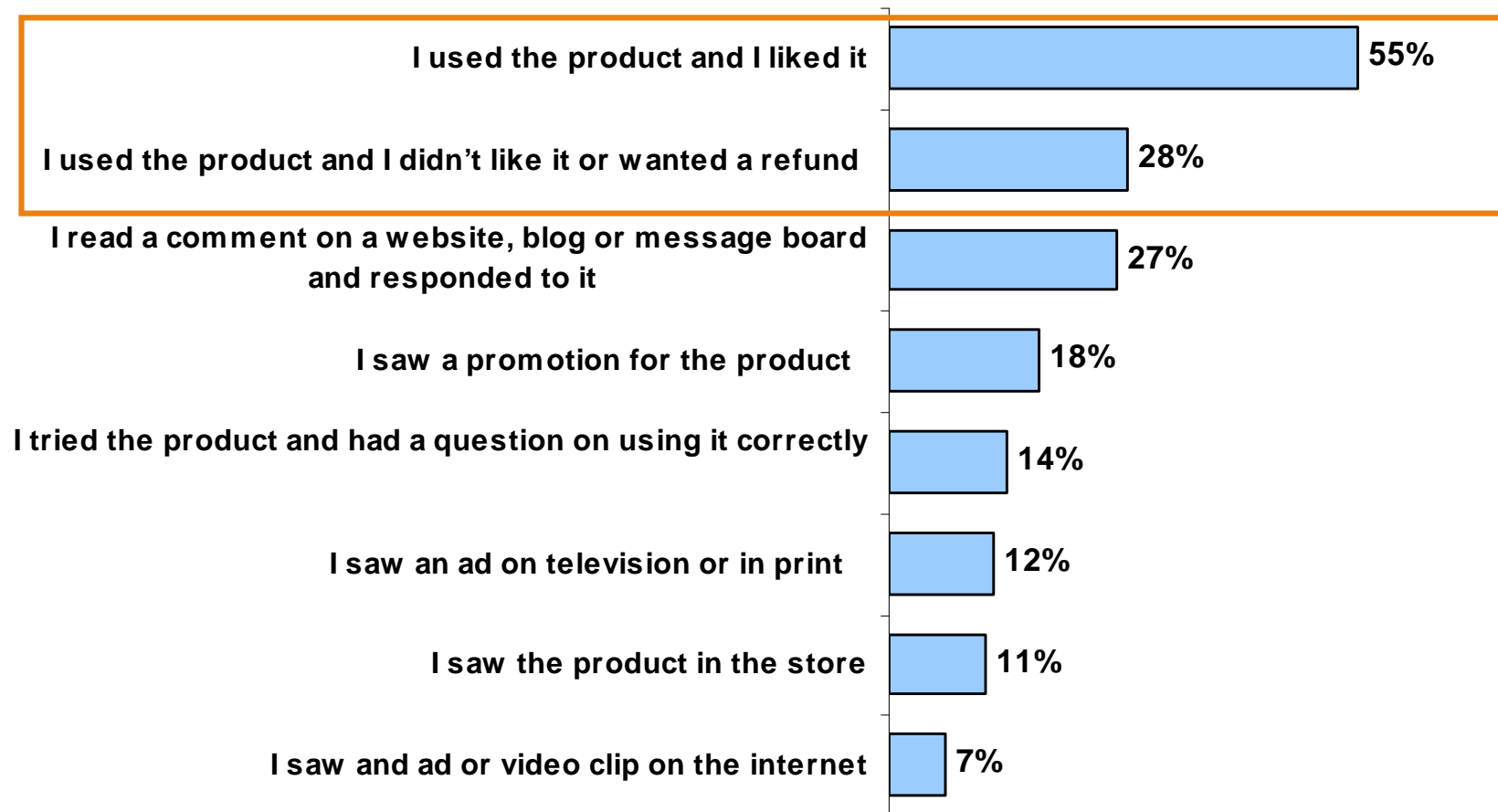


The Role of Speakers & Seekers in the Awareness, Trial, and Purchase Cycle



Product “Experience” Plays a Role in Motivating Speakers to “Speak”

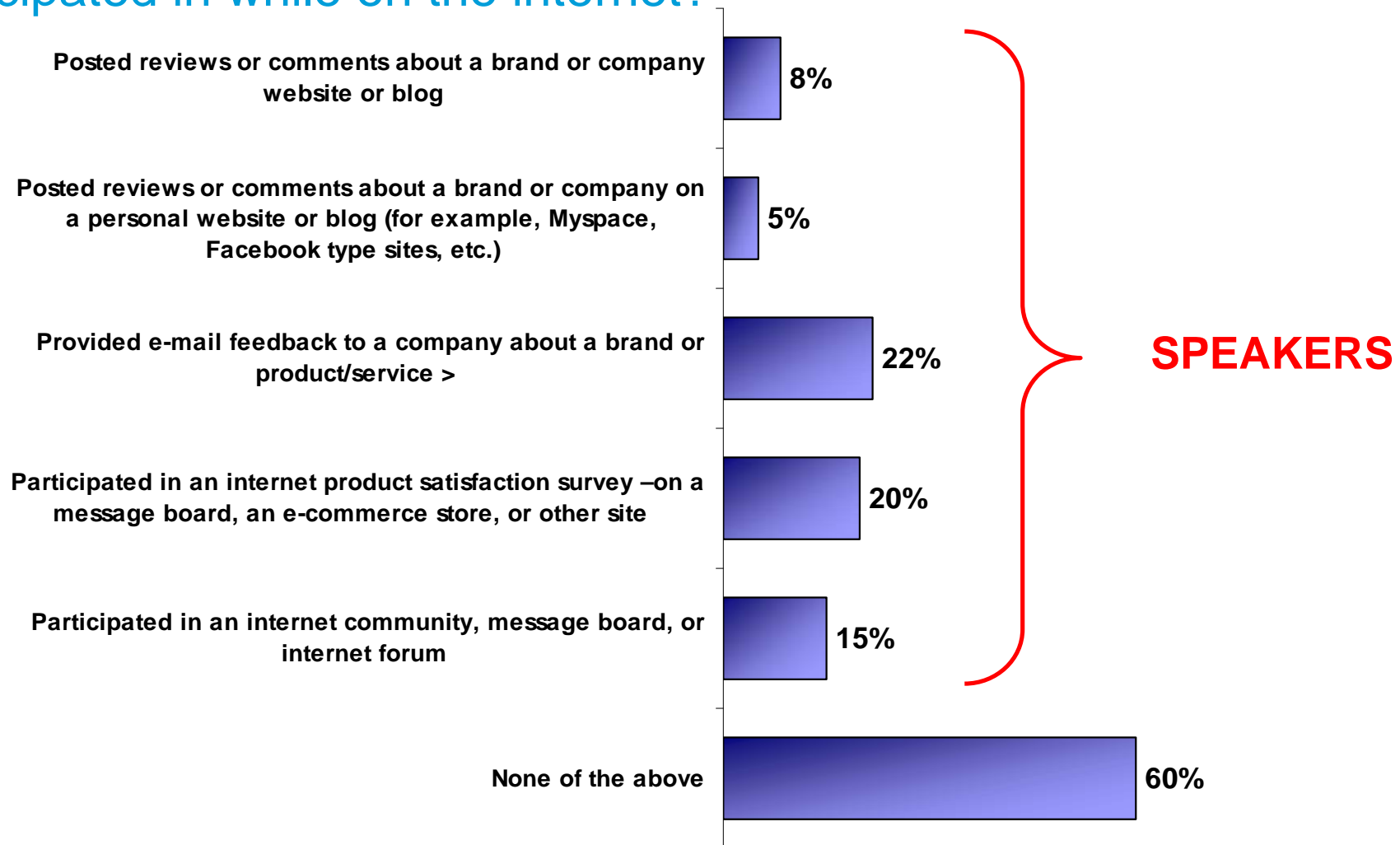
When posting content to a Web site, blog or message board, what are the reasons for doing this?



Source: 2007 Nielsen CGM/Homescan BuzzFacts

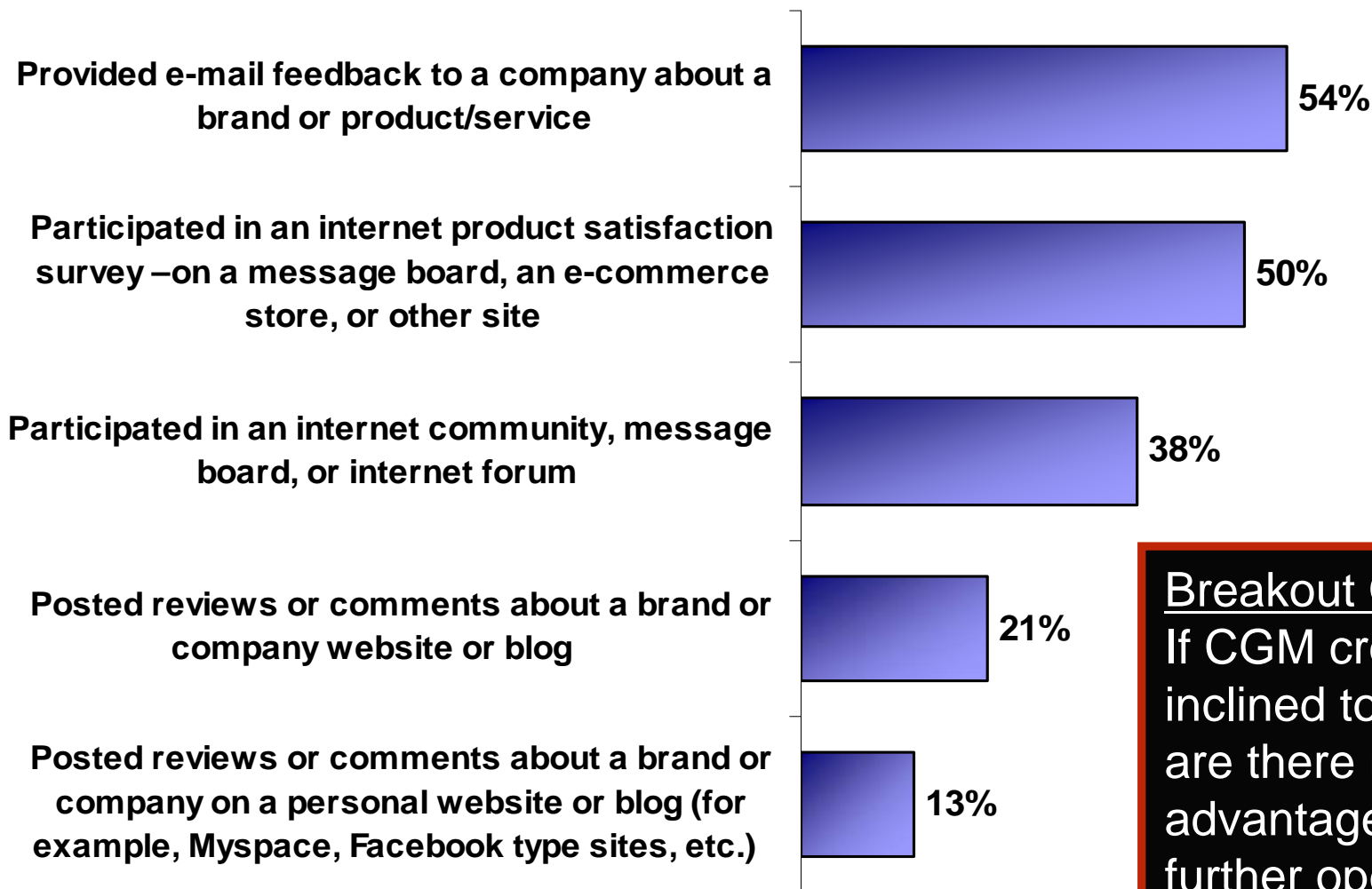
Speakers were classified based on actively participating in online activity

During the past 6 months, which of the following, if any, have you participated in while on the internet?



Speakers are brand responsive

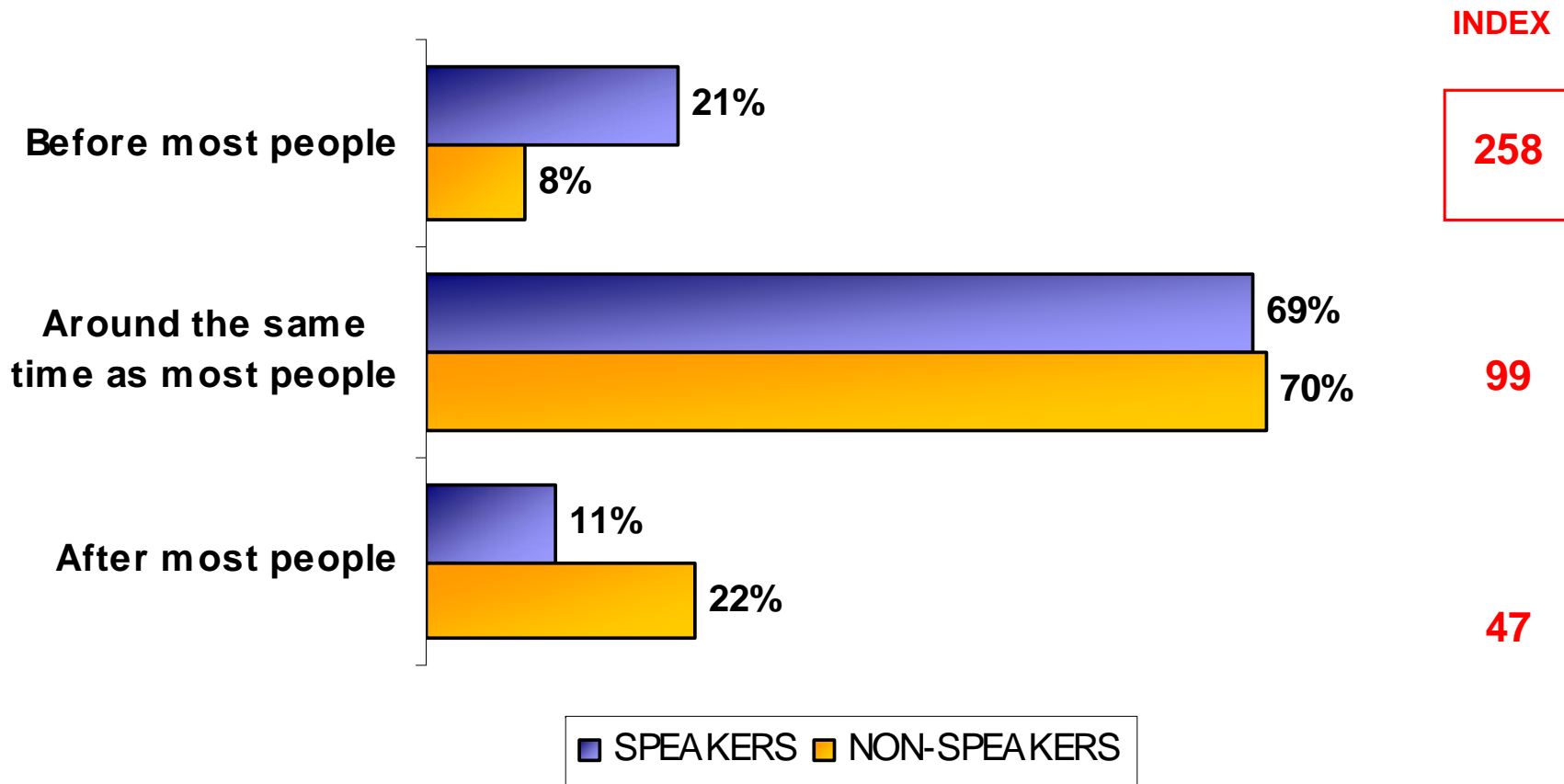
During the past 6 months, which of the following, if any, have you participated in while on the internet?



Breakout Question:
If CGM creators are inclined to talk to us, are there inherent advantages in further opening up the brand door?

Base = Speakers

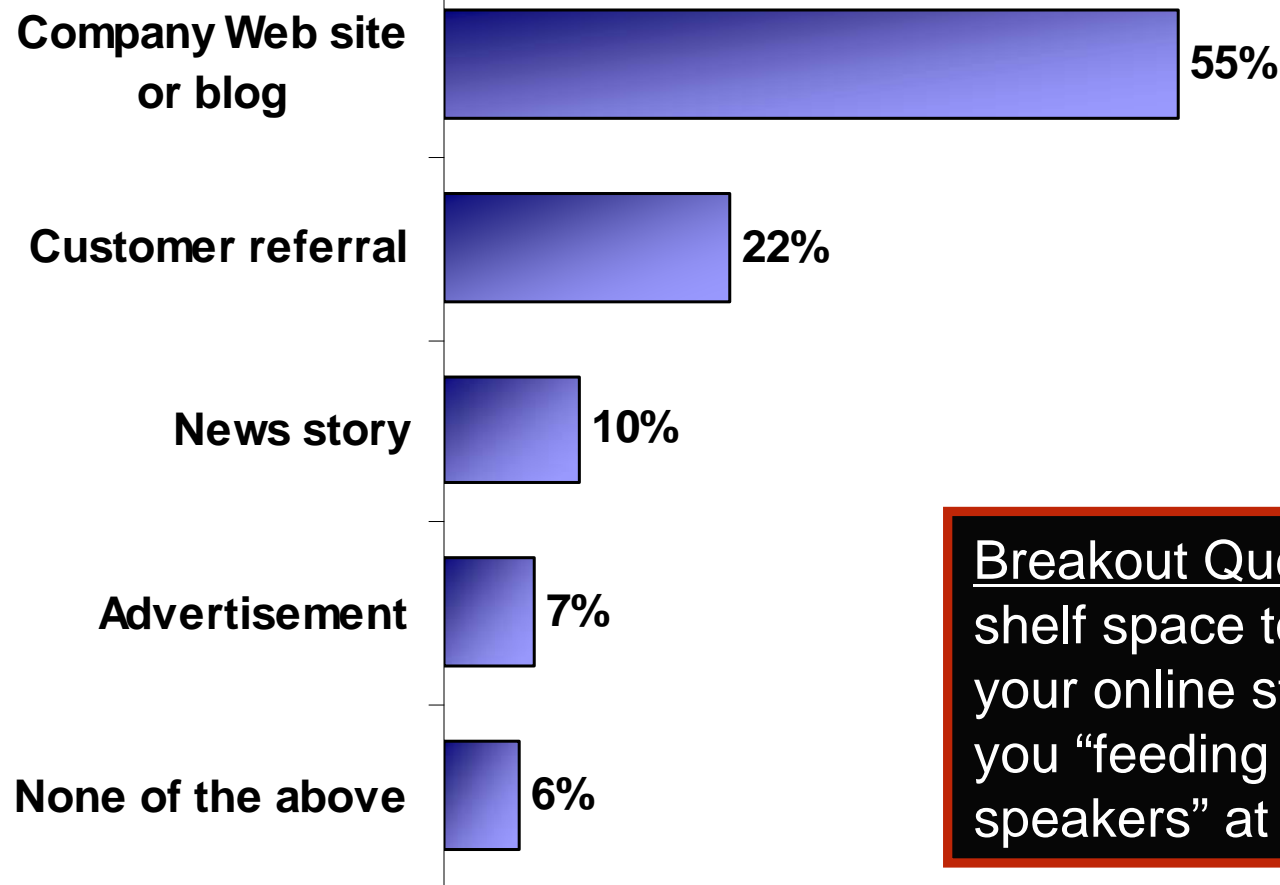
Speakers learn about new products before most people



Breakout Question: What is branded “social currency” for those who want to know first? Exclusivity? Sneak peek?

Company websites can be an initial point of contact to communicate with Speakers

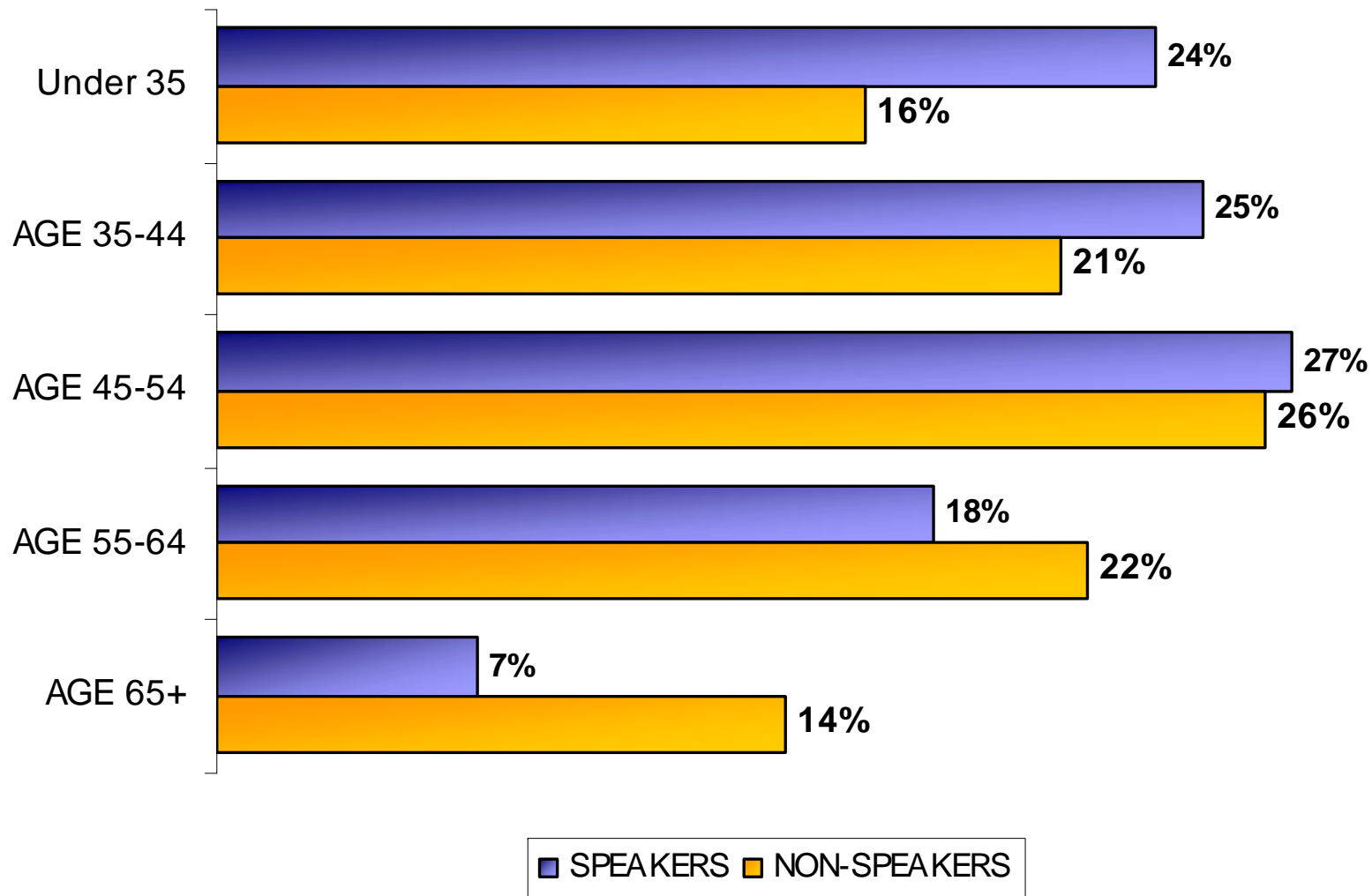
When searching for information on the internet about a specific product or brand for your household, which one of the following would you be most likely to click on first?

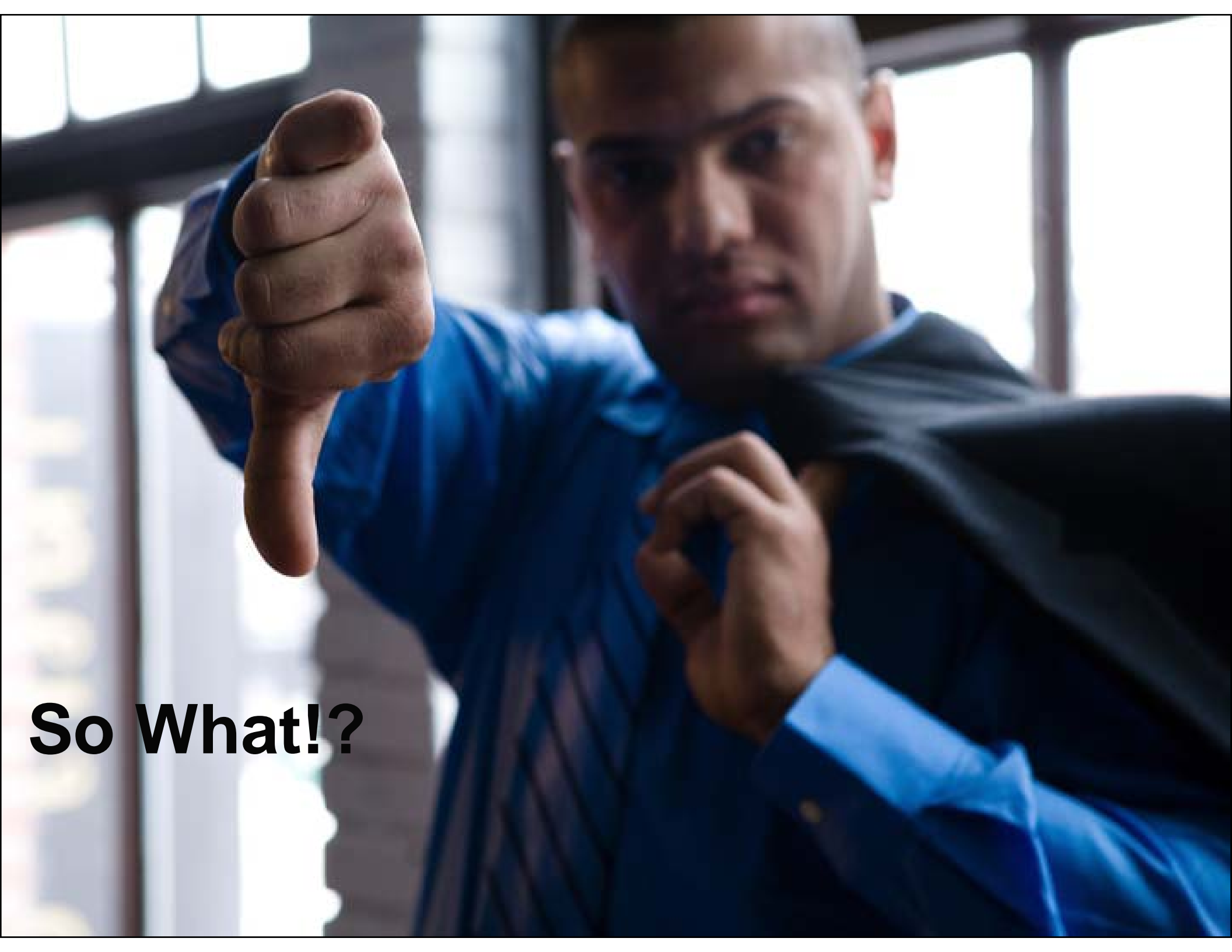


Breakout Question: Is shelf space top of mind in your online strategy? Are you “feeding the speakers” at search?

So, Who are these Speakers?

Distribution of Speakers and Non Speakers, by Age





So What!?

Six Drivers of Credibility Quadrant

Six Drivers of Brand Credibility		
Trust	Authenticity	Transparency
Confidence Consistency Integrity Authority	As Advertised Real & Sincere Real People Informal	Let the Sun Shine In Easy to Learn Easy to Discover No Secrets
Affirmation	Listening	Responsiveness
Playback Reinforcement Search Results Accountability	Empathy Welcome Mat Humility (we can learn) Absorbing Feedback	Follow-Up Invitational Marketing Solidifying the Solution Dignifying Feedback

Company does NOT...

produce a podcast – 94%

produce video – 80%

produce interactive content – 63%

produce forums – 74%

produce a blog – 73%

Interbike Audience Survey, Sept. 2008

How do make new media initiatives an official line item in the budget?

**98% of respondents use the
Internet to find cycling related
information**

Interbike Audience Survey, Sept. 2008

How do you create content [on a small budget] that people will love, and follow?

How do you use Web 2.0 to turn Passion into Pa\$\$ion?

**What are some of the indications
of change in media consumption
habits?**

Social networking usage:

Facebook	35.2%
MySpace	25.4%
LinkedIn	25.0%

Interbike Audience Survey, Sept. 2008

What tools can you use to start creating content on shoe string budget to foster growth?

**78% of respondents send 11+
hours/week online**

Interbike Audience Survey, Sept. 2008

How can you transition from Web 1.0 to a Web 2.0?

**There are 15,000,000 bicycling
enthusiasts online talking about
your brands. Join them!**

Nielsen @Plan, September 2008

?’s

- ▶ Please join us tomorrow...
 - ▶ File posting at www.InterbikeTimes.com
 - ▶ Drop a card for a follow-up e-packet of information and tools
- or –
- email: tkelly@sportgenic.com



Get involved in the conversation: How to use the web to build affinity for your brand

September 25, 2008

Web 2.0/New Media Panel 2

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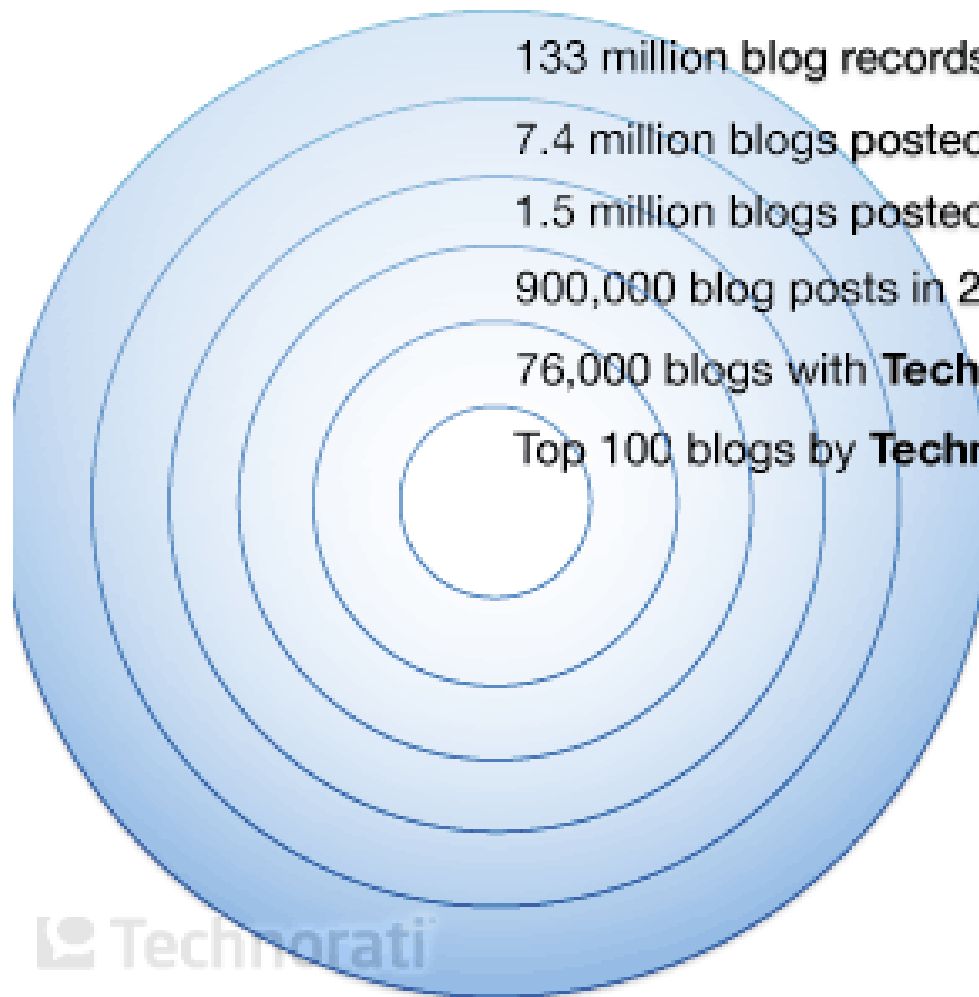
SOC. MEDIA ENFORCEMENT AGENCY

BY GUHMSHOO



WWW.BITSTRIPS.COM





Top 100 blogs by **Technorati Authority**

Technorati Authority is the number of blogs linking to a website in the last six months. The higher the number, the more Authority the blog has.

 Technorati

State of the Blogosphere 2008 report

**What do you need to know to
start joining the conversation?**

The State of the Consumer Generated Media (CGM)

interbike 2008




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- Consumer-Generated Media
- Buzz Measurement
- Case Studies



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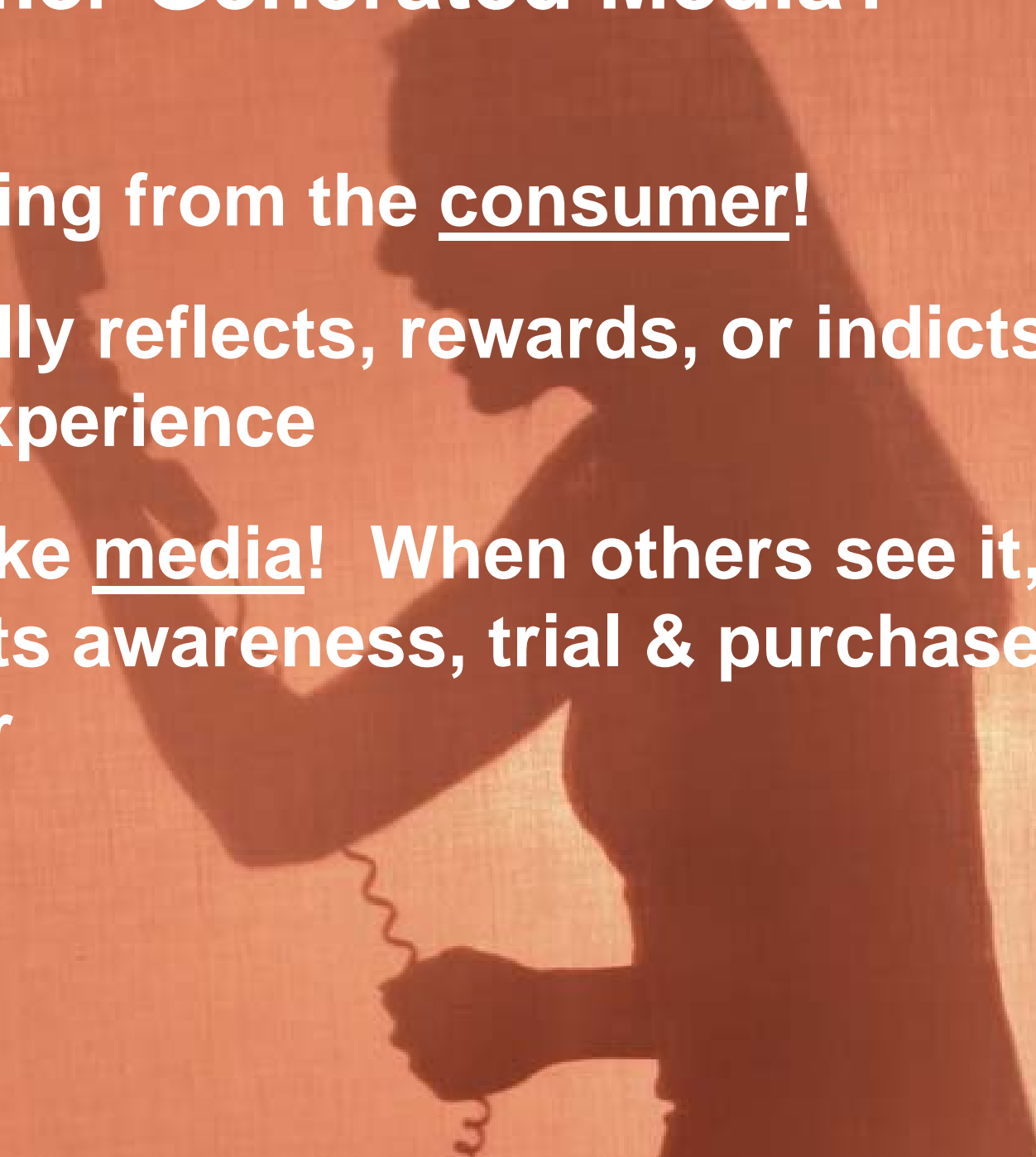
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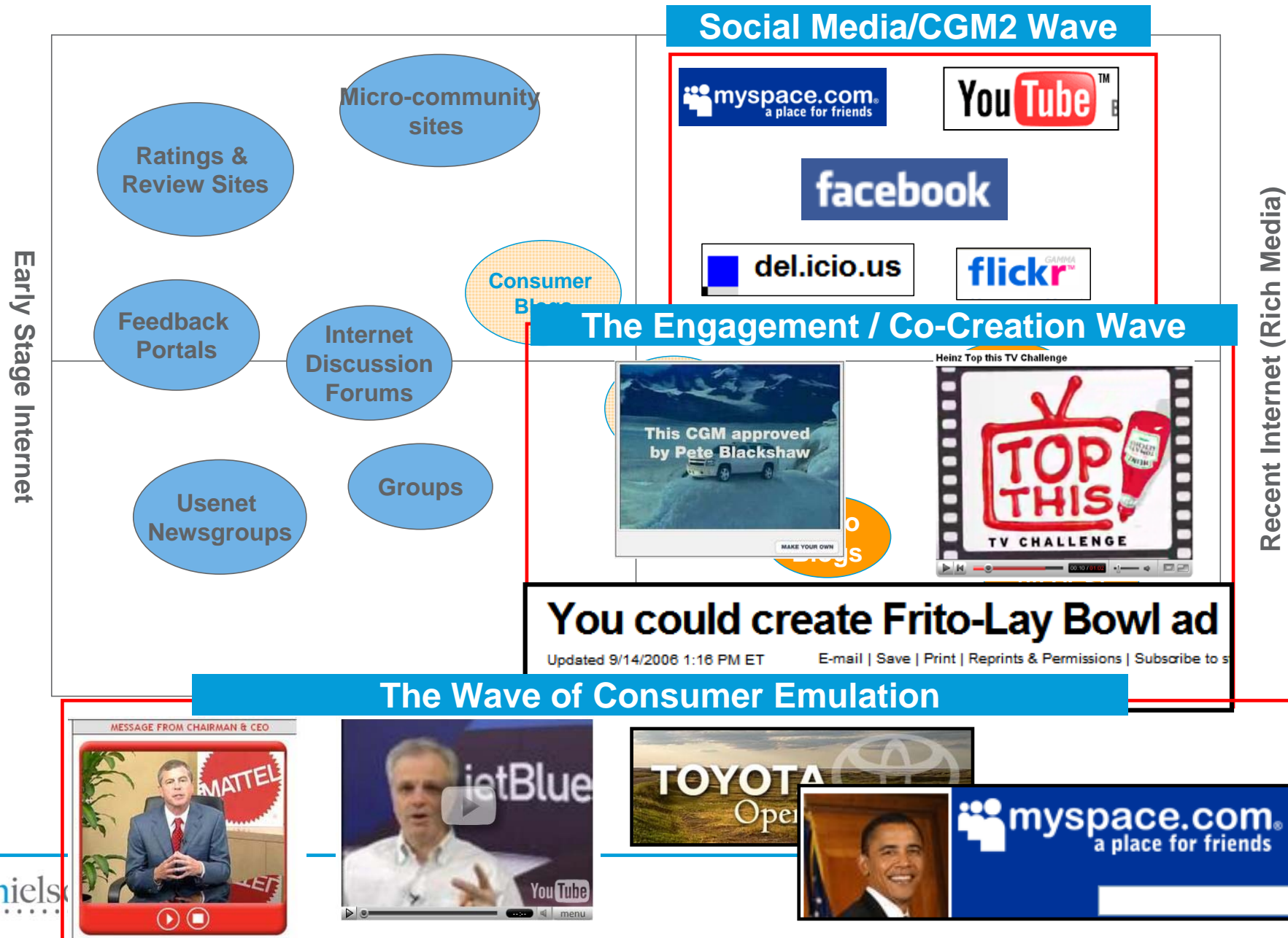
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Consumer-Generated Media Marches On..



Search Engines Serve-up CGM

Web [Images](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▾

 [Advanced Search](#)
[Preferences](#)

Mountain bike [product reviews forums classifieds trails](#)
Product reviews, ratings and classifieds for **mountain bikes**, **mountain bike** trails, cycling, bicycle, **bike**, **mountain bike** trail, **mountain** biking, cycling, ...
[www.mtbr.com/](#) - 54k - [Cached](#) - [Similar pages](#) - [Note this](#)

Mountain Bike Magazine: Bikes, Gear, Training, Reviews, Maintenance
Everything for the **mountain bike** enthusiast, from the best **mountain bike** and equipment reviews to a trail database with the recommended MTB trails in the ...
[www.mountainbike.com/](#) - 41k - [Cached](#) - [Similar pages](#) - [Note this](#)

Mongoose Mountain Bikes - BMX Bicycles
Mongoose **bike** company manufactures super efficient, premium BMX **bikes** and **mountain bikes**. We have widespread years of experience in best bicycles ...
[www.mongoose.com/](#) - 10k - [Cached](#) - [Similar pages](#) - [Note this](#)

Gary Fisher Mountain Bikes
The Gary Fisher Website is the next best thing to riding. It's home to high performance **bikes** for the **mountain**, for the city, for the family.
[www.fisherbikes.com/](#) - 20k - [Cached](#) - [Similar pages](#) - [Note this](#)


Mountain bike - Wikipedia, the free encyclopedia
A **mountain bike** or **mountain** bicycle (abbreviated MTB or ATB (all terrain bicycle)) is a bicycle designed for **mountain** biking, either on dirt trails or other ...
[en.wikipedia.org/wiki/Mountain_bike](#) - 71k - [Cached](#) - [Similar pages](#) - [Note this](#)

Bike Buzz Robust




Forum	Topics	Posts
Buying Forum If you gotta break that credit card's back, you might as well be well-informed. Ask your fellow riders what's good and what bites.	3730	26514



Mtbr.com Forums Statistics	
 Threads: 442,408, Posts: 4,847,046, Members: 159,676, Active Members: 30,159 Welcome to our newest member, fernanis	



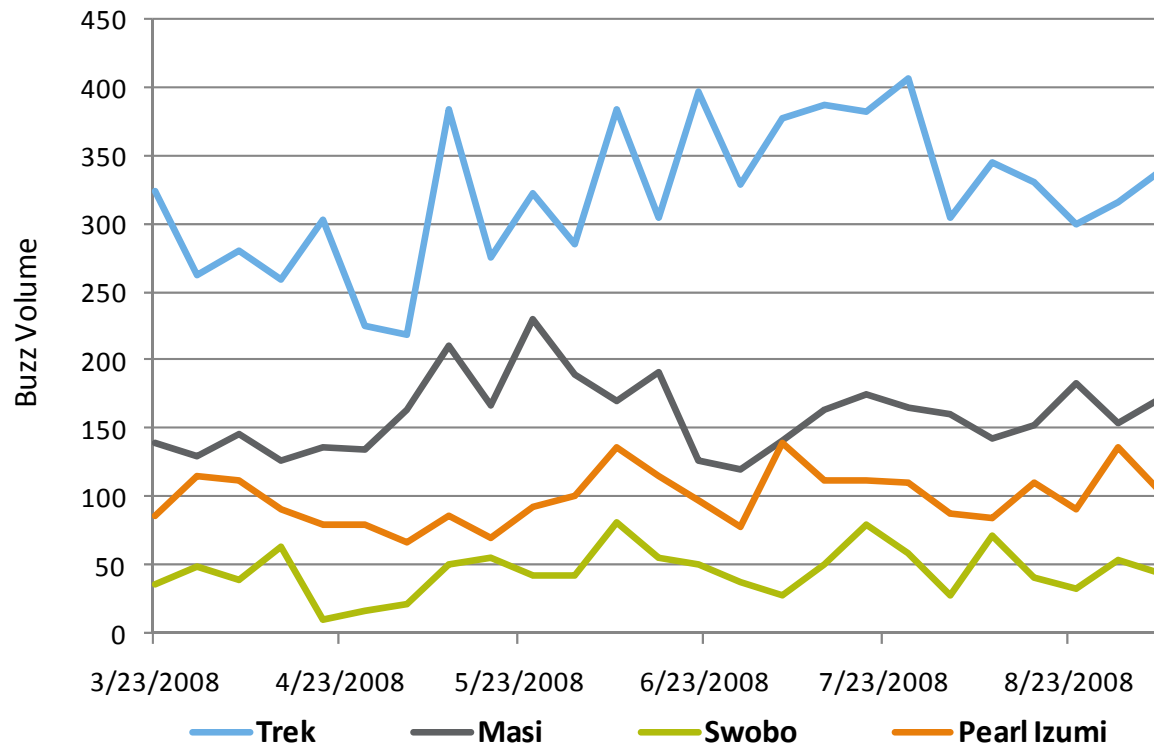
Bike Forums Statistics	
 Threads: 422,684, Posts: 7,000,005, Members: 129,223, Active Members: 19,385 Welcome to our newest member, santaspuppet	



RoadBikeReview Forums Statistics	
 Threads: 141,807, Posts: 1,740,934, Members: 92,651 Welcome to our newest member, 13selpilleptite	

Buzz by Brand

Overall Buzz Trend (Data covers past 180 days from September 19, 2008)



"I've been trying to love several FS bikes that I've owned (so far 4 of them) and I've invested tons of money and time trying to get myself to like them and it just does not happen. Yes, for DH/FR or over high speed rocky/rooting trails they are great but a large part of my riding isn't that. The trails around here are extremely rocky and rough but usually they are tight enough that I can't get to the speed that I feel a FS will become a huge benefit. ... Having said all that, I've had a chance to demo a Specialized FSR Expert on my local trail. With the brain turned up I was completely impressed and ready to buy. That is until I saw that 3700\$ price tag. Also I had the chance to ride a Trek Fuel EX7. As a second bike, I may consider it for next year. I will not be replacing my hardtail with it though"

Buzz by Site

Top Boards for Trek

Boards	%
Bikeforums.net	50.0%
Roadbikereview.com	7.9%
Mtbr.com	4.1%
Bikeradar.com	3.5%
Bicycling.com	2.7%

Top Boards for Pearl Izumi

Boards	%
Bikeforums.net	32.4%
Runnersworld.com	11.0%
Slowtwitch.com	8.4%
Alpinezone.com	7.4%
TeamEstrogen.com	6.5%

"I have seriously looked at Hybrid bikes as well (Cannondale's Adventure series, Trek's 7000 series, and Giant's Cypress as well as the Specialized Crossroads series. I like the idea of the Hybrids because they are a closer design to what I have but for me the bottom line is comfort. I need to ride a few more (hope to do so today) and then I'll decide."

Case Study: Toyota Camry



2007 Toyota Camry



- America's #1 Selling Car for 7 of the past 8 years
- New 6th-generation design
- High-Quality heritage contributes to positive brand image

2007 Toyota Camry Transmission

- Discovery of vexing “snap ring” transmission issue on new 6-speed vehicles, post-delivery to consumers 🙄
- Small number of vehicles involved; affected owners begin “complaining “ about Camry via Internet
- Toyota initiates proactive online forum communication to reach out to customers and consumers; create a transparent and extraordinary CR response
- Nontraditional communication is authentic, immediate, humble . . . and spreads rapidly through blogosphere

Toyota Joins the Discussion

Toyota's Response by tmsusa Apr 25, 2006 (2:32 pm)

“Hello again from Toyota Motor Sales USA. We’ve been getting considerable feedback from our 2007 Camry customers and have recently heard from a few of our XLE owners about this transmission irregularity that they’ve experienced. Since some of our customers have been seeking information via the internet, we wanted to take advantage of this forum to get the facts out quickly.

- We've found that some of the earliest built 07 Camry V6 transmissions do have the potential to operate improperly—specifically with the 2nd and 6th gears. It has to do with something called the snap ring and the way it is seated as the automatic transmission moves through its gears.
- When it decides to not “seat” properly, those two gears just don’t work right—but the car operates and is safe to drive.
- No question—When it happens, it’s awfully disconcerting. Some of our customers are angry.

We want to know about any occurrences of this condition immediately, and ask that affected customers contact their Toyota dealership or talk to us directly at 800-331-4331—or here via this forum if that’s more convenient. Toyota and our dealers will work with every customer that experiences this problem to achieve total satisfaction and

Consumers Respond

Toyota USA's Response by lawguy661 Apr 25, 2006

“I am impressed by Toyota USA's response to this problem, and specifically to this forum. I have ordered a Camry Hybrid . .

. . . However, seeing the comments from Toyota on this forum gives me confidence in the manufacturer, knowing that support will be there if and when necessary. Kudos to Toyota.”

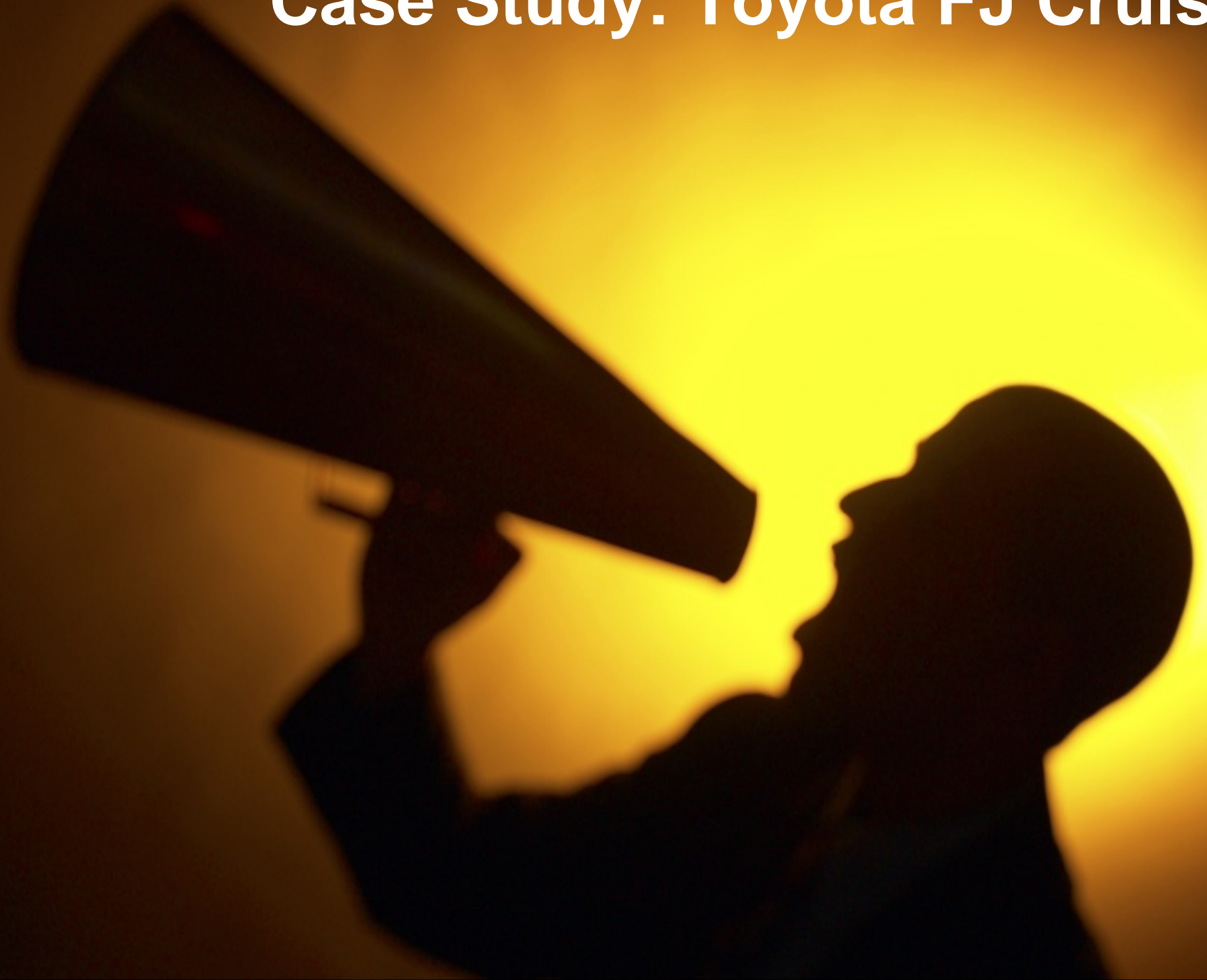
Consumers Appreciate the Response

Problem Camry by faldoc Apr 25, 2006

“TMS in California called me today and will see this through. They are offering me a loaner like what I have. They will pay my car payment if it takes time to fix. They will extend the warrantee with the Platinum 7 yr 100000 mile warrantee. They will (I think) deliver the loaner to me tomorrow (I live 40 mins away from the dealer and it is a hassle for me to pick the car up: wife needs to take me). . .


. . . Thanks TMS for the great response. I will keep you guys informed.”

Case Study: Toyota FJ Cruiser




2007 Toyota FJ Cruiser

Proactive online engagement around a “negative” event



06-27-2006, 02:28 PM #1

TMS USA
Toyota Motor Sales USA


Join Date: Jun 2006
Location: Torrance, CA
Posts: 23

Toyota's Special Service Campaign (SSC)--60D For 2007 FJ Cruiser

Hello from Toyota Motor Sales USA. Yesterday, we informed the NHTSA of our intent to conduct a Special Service Campaign for our 2007 FJ Cruiser—approximately 9,000 early production vehicles—to inspect the tires.

Because of the importance of this exciting new vehicle to the Toyota line-up and the incredible passion that has been ignited by FJ owners online in discussion groups like FJCruiserForums, we're going to try to be a bit more proactive and provide the right information to consumers and customers via consumer-generated internet discussions.

The service campaign is a voluntary action by Toyota to ensure the highest levels of customer satisfaction for FJ owners and to make sure that the vehicle continues to perform as expected by our owners. This is not a tire manufacturer recall, but a special servicing campaign by Toyota.

During the unique tire-to-wheel assembly process for the FJ Cruiser equipped with either the Bridgestone Dueler or Dunlop Grandtrek tires, there is a possibility that the inner bead of the tire may have experienced some damage. If that happened, a bulge could develop at some point on the sidewall and air could leak out. There have been no reported incidents of this actually happening—but we want to take the precaution of finding these tire/wheel assemblies and replacing the tires with new ones.



We are able to isolate the vehicles affected and have VIN lists that will be available to our dealers. Affected FJ Cruiser customers will receive a letter from us starting in early July. The letter will ask FJ Cruiser customers to take their vehicle to a Toyota dealer for inspection, confirmation that they are within the affected tire-to-wheel assembly range and replace all involved tires at no charge to the customer. We think this will take about two hours.

While we certainly would prefer not to have to concern our enthusiastic FJ Cruiser owners, we and our dealers will work very hard to communicate well and make the campaign service as painless as possible. We regret the inconvenience.

Hope this information is helpful.

*FJCruiserForums participants and others may call our Customer Experience Center for more information on this SSC at **888-270-9371**.*

Last edited by TMS USA : 06-29-2006 at 01:13 PM. Reason: Updated phone number

ONLINE  + EDIT + QUOTE 

Consumers Respond

“Way to be pro active. We appreciate the heads up.”

“Toyota seems to be making an enormous effort to back up its products,

This is why I decided to buy a Toyota.”

Not Without Risks

Autoblog

Is Toyota trying to sneak in a recall under the radar?

Posted Jun 29th 2006 11:43AM by [Eric Bryant](#)

Filed under: [Marketing/Advertising](#), [Recalls/TSBs](#), [Safety](#)

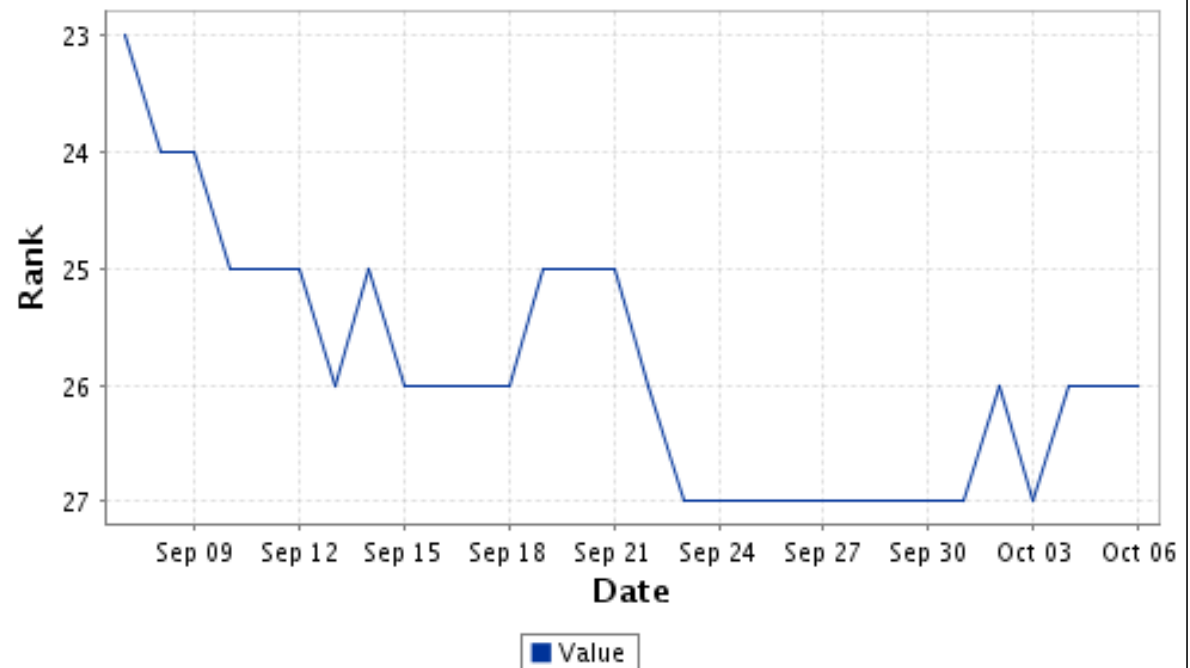
Toyota is issuing a recall Special Service Campaign for 9 so that the company can inspect vehicles equipped with Bridgestone tires. There is concern that the inner bead may be damaged due to a supposedly unique mounting process. This is not particularly unusual, but what is a bit strange is how Toyota announced the recall campaign - with a post on an enthusiast board. The message was posted on the FJ Cruiser Forum under the name "TMS USA", and the spokesperson says that Toyota has not contacted the mainstream media regarding "this service action", but is trying "to be a bit more proactive and provide the right information to consumers and customers via consumer internet discussions". Now, by law, automakers have to disclose regarding recalls, but no specifics are put into place regarding media that is to be used. The FJ Cruisers Forum...

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Rank Trend

A blog's rank is determined by the number of times it's cited by other bloggers over time. Rank is a moving average over 30 days.

Generated by BlogPulse Copyright 2005 Intelliseek, Inc.



The Bottom Line

- **Remember that this kind of approach is not about advertising/selling**
- **This approach IS about listening to, respecting, clarifying and deepening the conversation with customers/consumers**
- **When communicating, be transparent**
- **When communicating, stay on subject with relevance**

Client Quote

“We’ve saved customers, we’ve improved products and we’ve strengthened loyalty because of this effort.”

Bruce Ertmann, Corporate Manager, Toyota Motor Sales, USA, Inc.

Key Takeaways

- **CGM marches on...in many forms...through many devices**
- **Brand experience is king in shaping CGM**
- **The consumers creating the CGM – the speakers – leave a digital trail that other consumers – the seekers – then see or experience via search.**
- **On obvious opportunity for companies: connect with Speakers**
 - **Speaker HHs can be targeted. This offers manufacturers and retailers an opportunity to synchronize consumer understanding with well-placed, relevant brand messages resulting in higher ROI**
 - **Speakers sit in high-purchase demographic segments. Higher consumer investment (involvement) yield opportunity to build loyal communities and brand advocates**
 - **Speakers want to “know it first, tell it first” (big implications for trial, sneak peak, or power of complaints). If you get to the speakers, you can help control your message, or better defend yourself in other opportunities.**

Thank You

Bill Stephenson

Nielsen Online

Bill.Stephenson@Nielsen.com



92% of adults use email

Only 16% of teens do

**57% of teens have created
content for the web**

Pew Internet & American Life Project Study, 2007

What are the opportunities and challenges with new media?

**91% of respondents have viewed
a video on YouTube or another
online video site**

**80% of companies are not
producing video for online
distribution**

Interbike Audience Survey, Sept. 2008

**What are the benefits of using
other mediums online?
Challenges?**

For every \$1 online users spent online in 2007, they spent roughly \$6 on off-line purchases that were influenced by online research.

**“Exploiting Online Influence on SMBs'
Off-line Purchasing”**

Jupiter Research, June 2008

**How do you leverage new media
to influence offline communities?**

**How do you keep it all in
perspective?**

**51.5% of respondents buy cycling
related products online**

Interbike Audience Survey, Sept. 2008

**How do you use new media to
build brand affinity?**

**How do you use new media to
communicate with your
audience?**

**How do you use new media to
sell products?**

**72% of respondents use Online
(professional reviews) to obtain
bicycle info**

**68% of respondents use Online
(user reviews) to obtain bicycle info**

Interbike Audience Survey, Sept. 2008

?’s

- ▶ Please join us tonight – Mobile Social
 - ▶ File posting at www.InterbikeTimes.com
 - ▶ Drop a card for a follow-up e-packet of information and tools
- or –
- email: tkelly@sportgenic.com

Online Resources

- ▶ **Groundswell** - <http://www.forrester.com/Groundswell/book.html>
- ▶ **Jupiter Research Report:**
<http://www.jupiterresearch.com/bin/item.pl/research:concept/1209/id=100385/>
- ▶ **ReadWriteWeb.com:**
http://www.readwriteweb.com/archives/five_ways_to_use_social_media.php
- ▶ **Social Media Insider Blog:**
http://www.mediapost.com/blogs/social_media_insider/
- ▶ **eMarketer**
http://www.emarketer.com/Newsletter_htm/emarketer_daily.html
- ▶ **How Bike Hugger blogs**
http://bikehugger.com/2008/09/how_we_blog.htm