AMEC International Communication Effectiveness Awards 2017 Supporting Materials

Category: **Most innovative use of measurement in a digital campaign**
Entering Company Name: **Kantar Media CIC (China)**
Name of person entering: **Yixia Huang**
Email: **ivan.huang@cicdata.com**
Telephone:
Client: **Goodyear Tire (Germany)**
Campaign title: *Using a constructive guideline to optimize company digital performance for Goodyear Tire Company*

Execution/Implementation
1. **Project Setup**
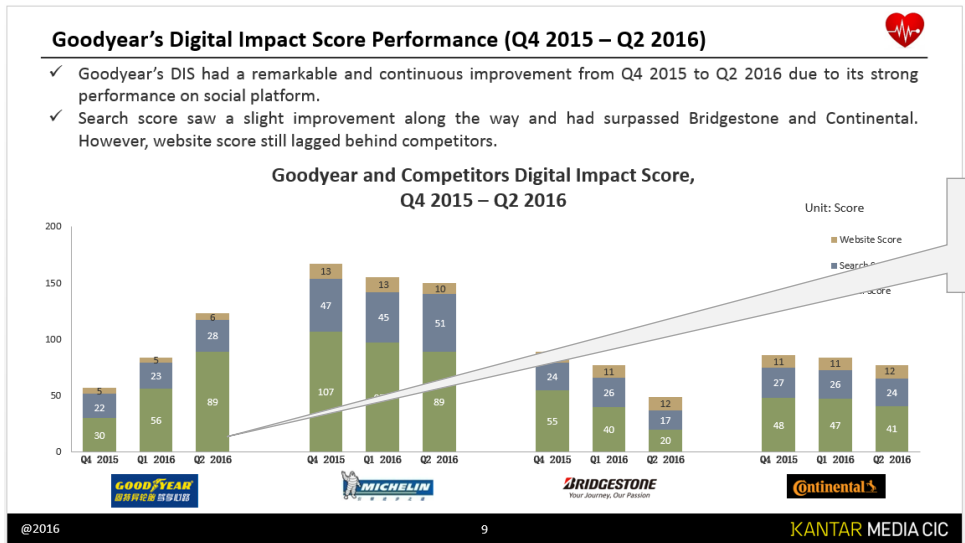
Table: Digital Impact Score

		Score		Formula	Weight
		Digital Impact Score Formula			
Social Score (60%)		Social Affinity Score	♥	Brand *Net Sentiment Rate/Average Net Sentiment Rate of the four brands	30%
		Social Engagement Score		Brand Engagement/Average Engagement of the four brands	20%
		Social Buzz Score		Brand Buzz/Average Buzz of the four brands	10%
Search Score (30%)		Search Score		Brand Baidu Index/Average Baidu Index of the four brands	30%
Website Score (10%)		Website Score		(1- bounce rate)*average time spent/Average for the four brands	10%

*Net Sentiment Rate (NSR) = (Positive posts – Negative posts /Positive posts + Negative posts)

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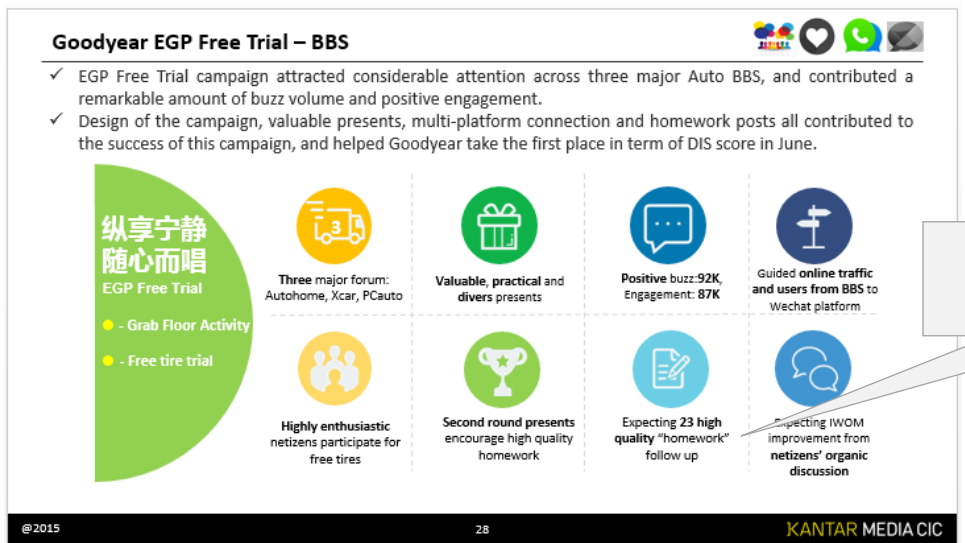
2. Reports

Regular tracking of Goodyear's performance and position

Goodyear's Digital Impact Score Performance (Q4 2015 – Q2 2016)

✓ Goodyear's DIS had a remarkable and continuous improvement from Q4 2015 to Q2 2016 due to its strong performance on social platform.
✓ Search score saw a slight improvement along the way and had surpassed Bridgestone and Continental. However, website score still lagged behind competitors.

Goodyear and Competitors Digital Impact Score, Q4 2015 – Q2 2016

Goodyear's Digital Performance improved significantly

Performance reviews for Goodyear Free Trail Campaign

Goodyear EGP Free Trial – BBS

✓ EGP Free Trial campaign attracted considerable attention across three major Auto BBS, and contributed a remarkable amount of buzz volume and positive engagement.
✓ Design of the campaign, valuable presents, multi-platform connection and homework posts all contributed to the success of this campaign, and helped Goodyear take the first place in term of DIS score in June.

纵享宁静
随心而唱
EGP Free Trial

● - Grab Floor Activity
● - Free tire trial

Three major forum: Autohome, Xcar, PCauto

Valuable, practical and divers presents

Positive buzz:92K, Engagement: 87K

Guided online traffic and users from BBS to Wechat platform

Highly enthusiastic netizens participate for free tires

Second round presents encourage high quality homework

Expecting 23 high quality "homework" follow up

Expecting IWOM improvement from netizens' organic discussion

Outstanding performance of Goodyear Campaign

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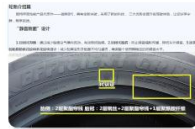Netizens provided not only detailed reviews of the tire, but also diversified methods to enrich content. Netizens' organic experience sharing resonated well with the audience. We suggested encouraging such activities to further improve the word of mouth of EGP among netizens.

Identify opportunities in the sports segment:

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Associating Goodyear with running events could help the brand reach out to customers under 40 and well educated consumers with higher income. Moreover, the brand could leverage the growing influence of Marathons to improve its brand awareness among the younger generation.

Tracking of Bridgestone crack crisis
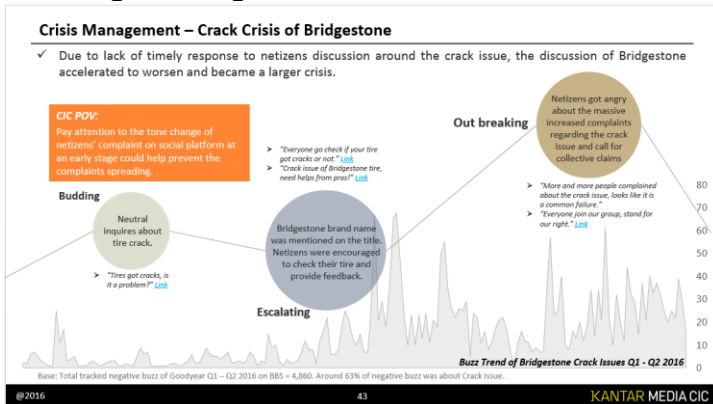
Identify action of Bridgestone dealing with boycott complaints online
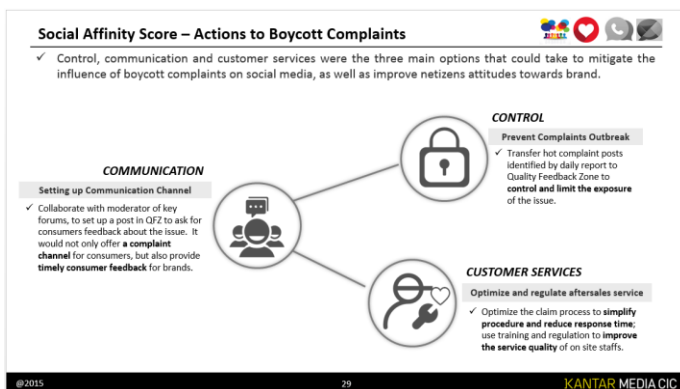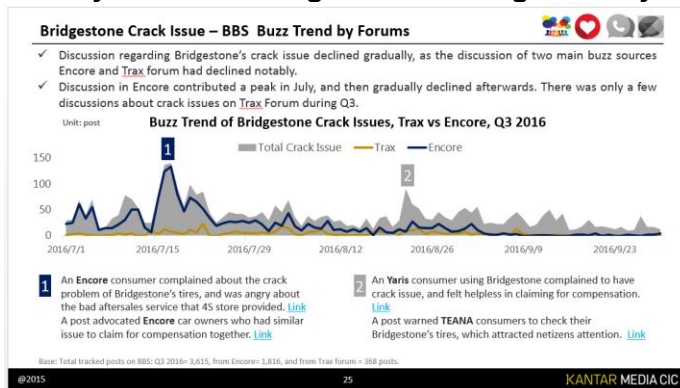
Control, communication and customer services are three areas that should be carefully considered when facing complaints and boycotts on social media. They also play a vital role in creating a better word-of-mouth effect.