

HOW TO USE SOCIAL MEDIA POLLS AS FIRST-PARTY DATA

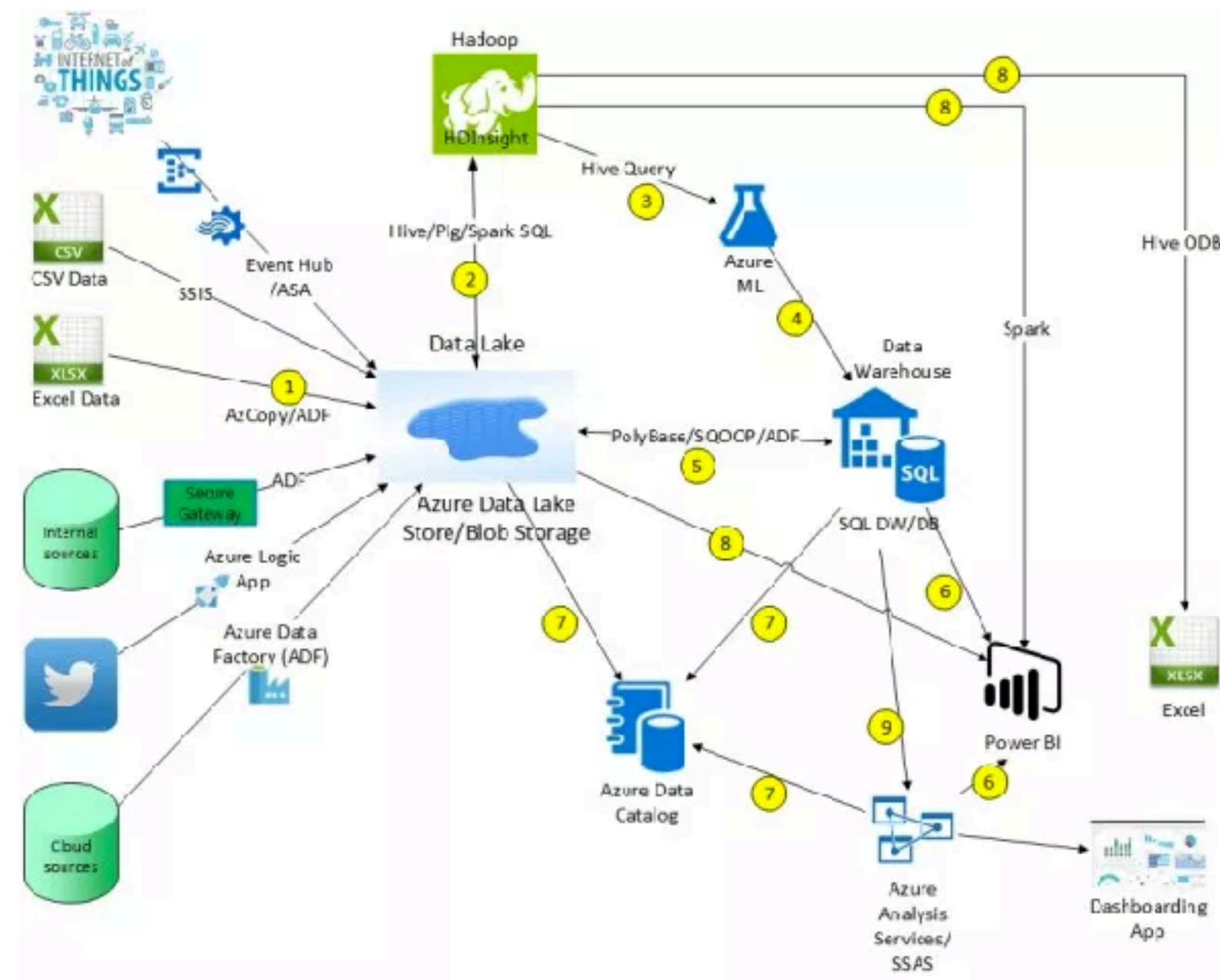
TBWA



The challenge: We have no access to 1st party DATA.

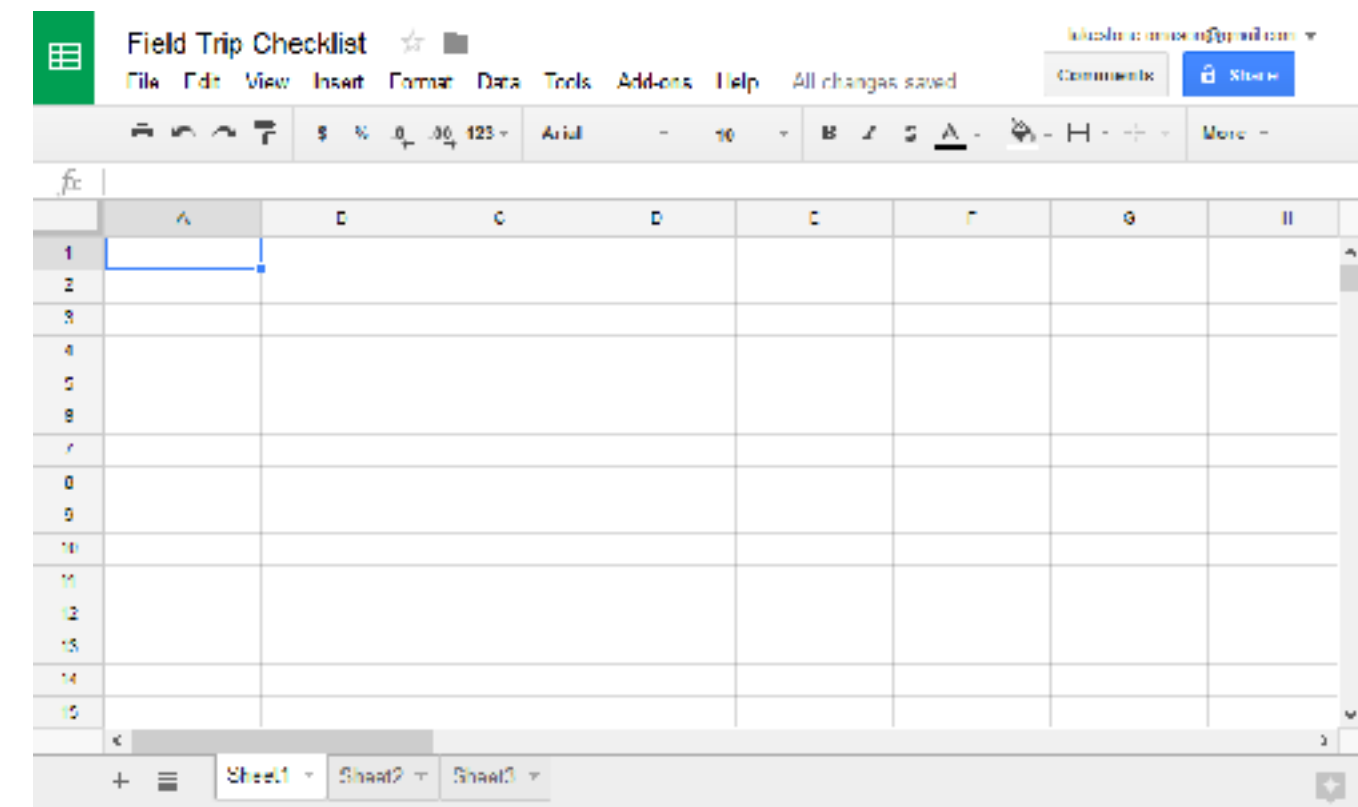
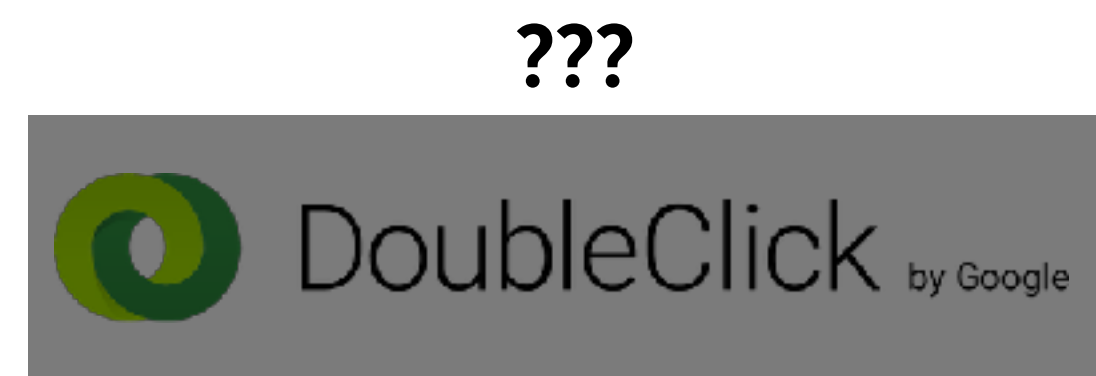
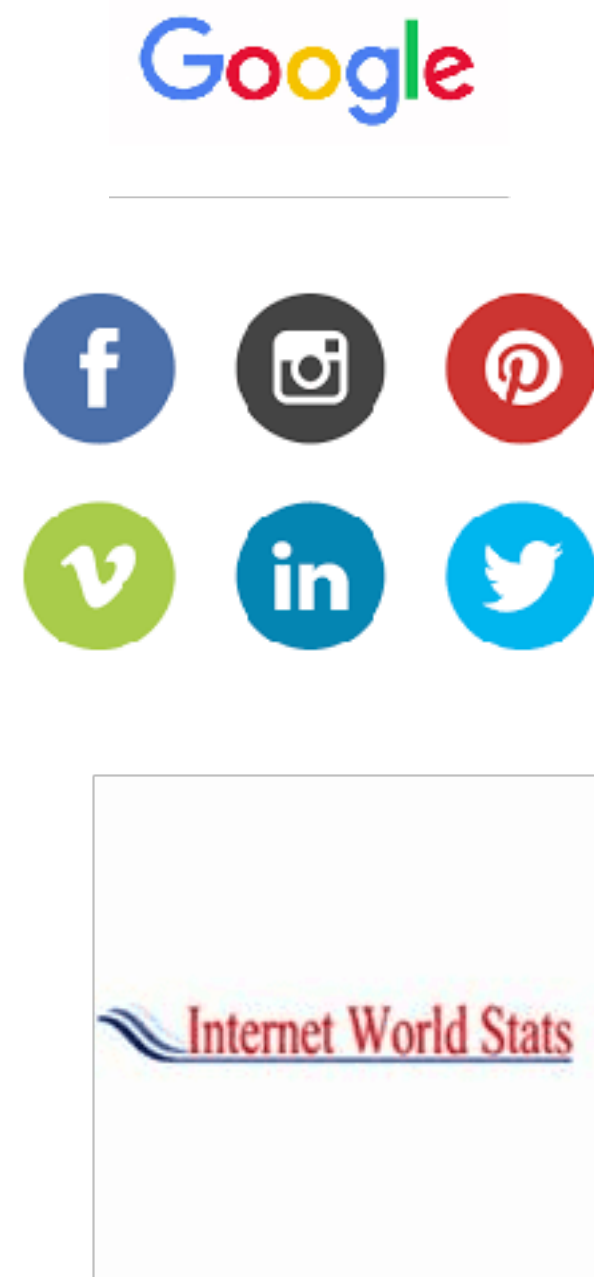
Our expectation was...

Tapping into our clients' data lakes and doing some machine intelligence



And the reality is

Google, public data, social and paid media*



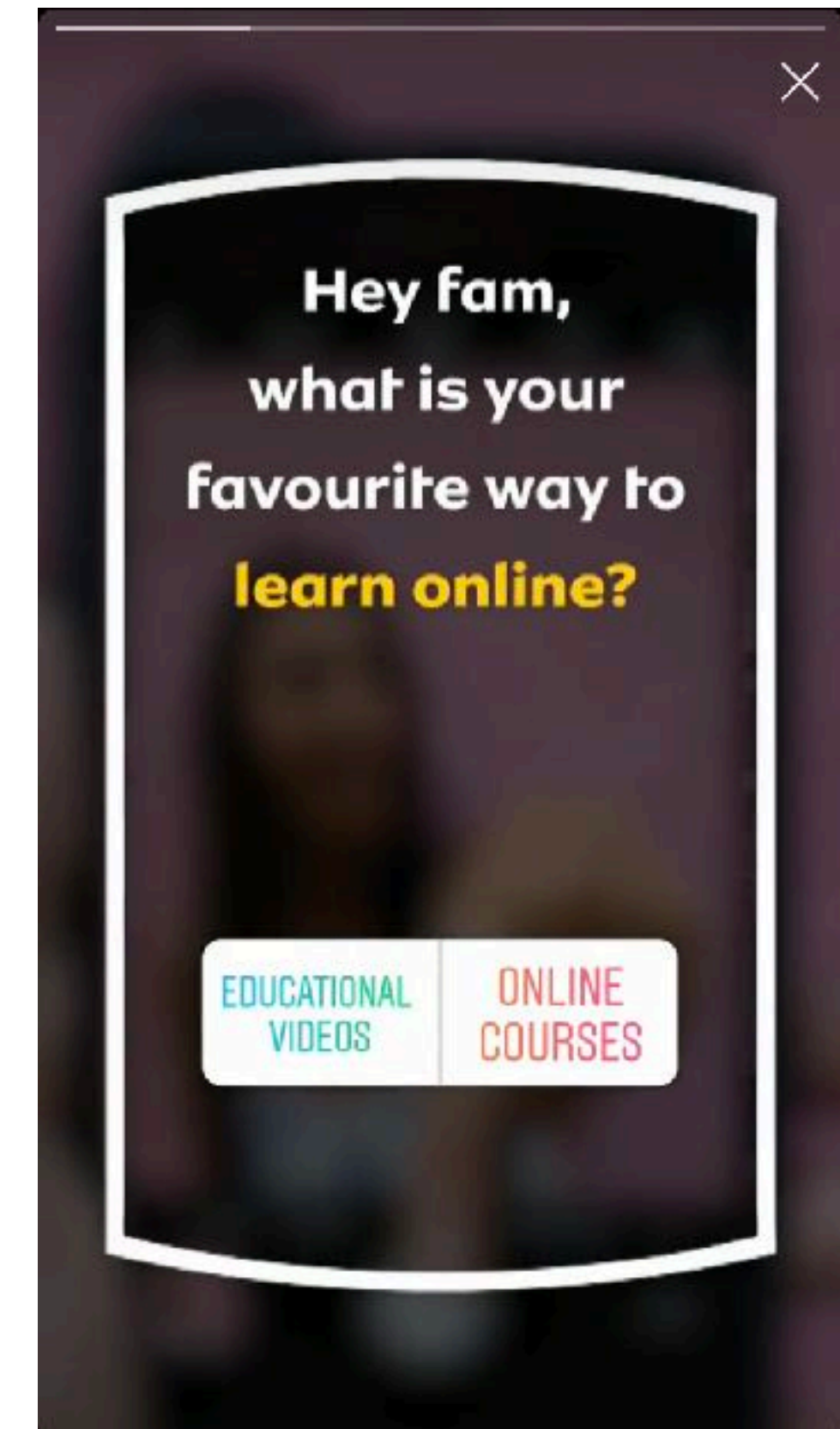
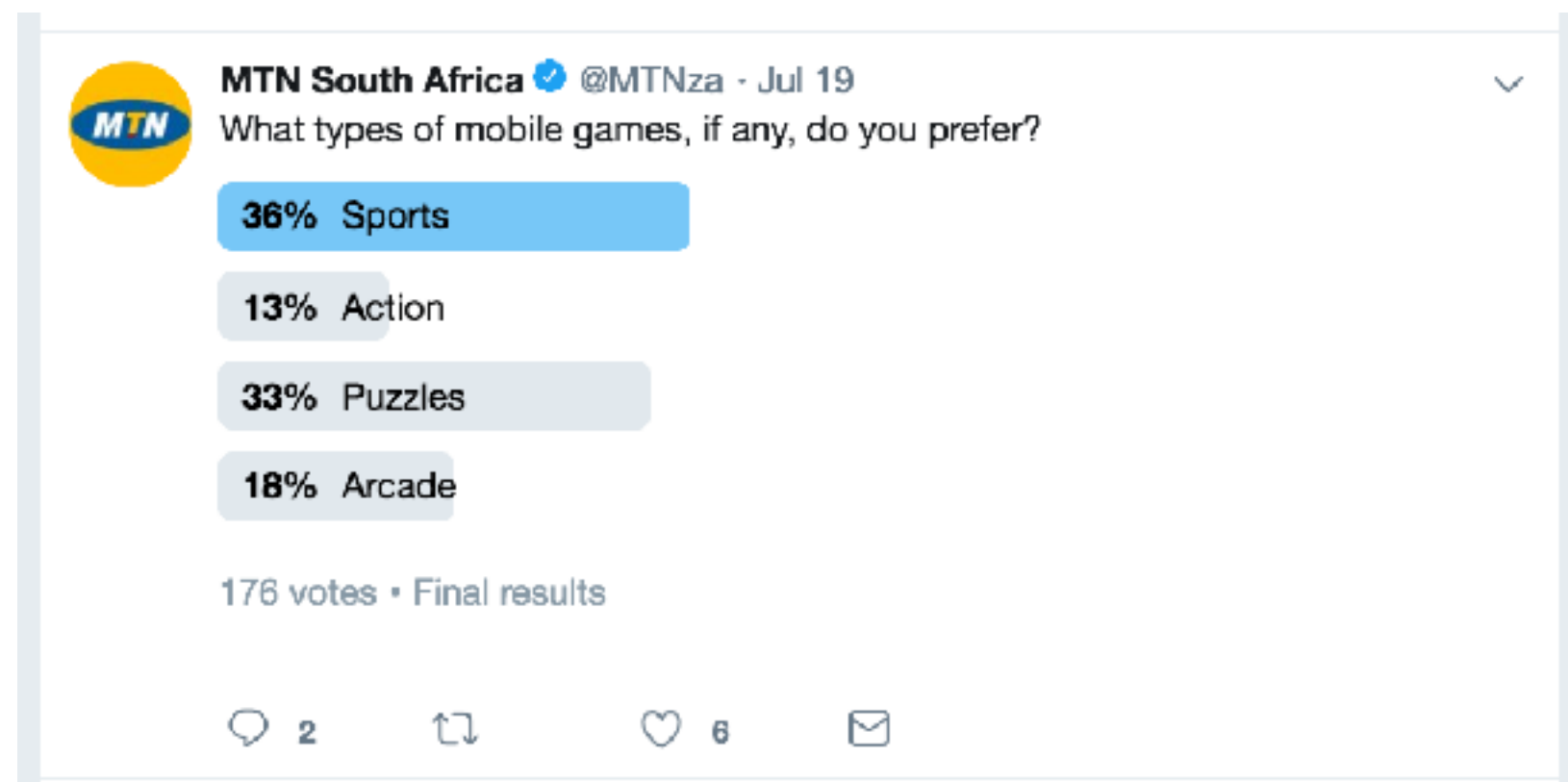
So we had to get creative

And started asking questions: For a year!

C/V	FREQUENCY	HASHTAGS, TAGGING, LINKS.	FORMAT
FACEBOOK	- 1-2 POSTS P/D + RESPONSES (ALL COMMENTS + DMS) - 10-15 BRAND STORIES. - 3 POLLS	TAGGING + LINKS.	60% IMAGE 40 % VIDEO (+BOOMERANGS AND GIF)
TWITTER	10-15 POSTS P/D = REPOSSES (ALL COMMENTS + DMS) - 3 POLLS	2 HASHTAGS + TAGGING + LINKS.	20% TEXT 40% IMAGES 40% VIDEO + GIF
INSTAGRAM	- 1-2 POSTS P/D + RESPONSES (DM+COMMENTS) - 10-15 STORIES. - 3 POLLS	11 HASHTAGS + TAGGING.	60% IMAGE 40 % VIDEO (+BOOMERANGS AND GIF)
YOUTUBE/BLOGS	- 3 POSTS P/W + RESPONSE (ALL COMMENTS + DMS)	LINKS ON DESCRIPTION TO MAIN CHANNELS.	- 70% IMAGE + TEXT - 30% VIDEO (ON BLOGS)

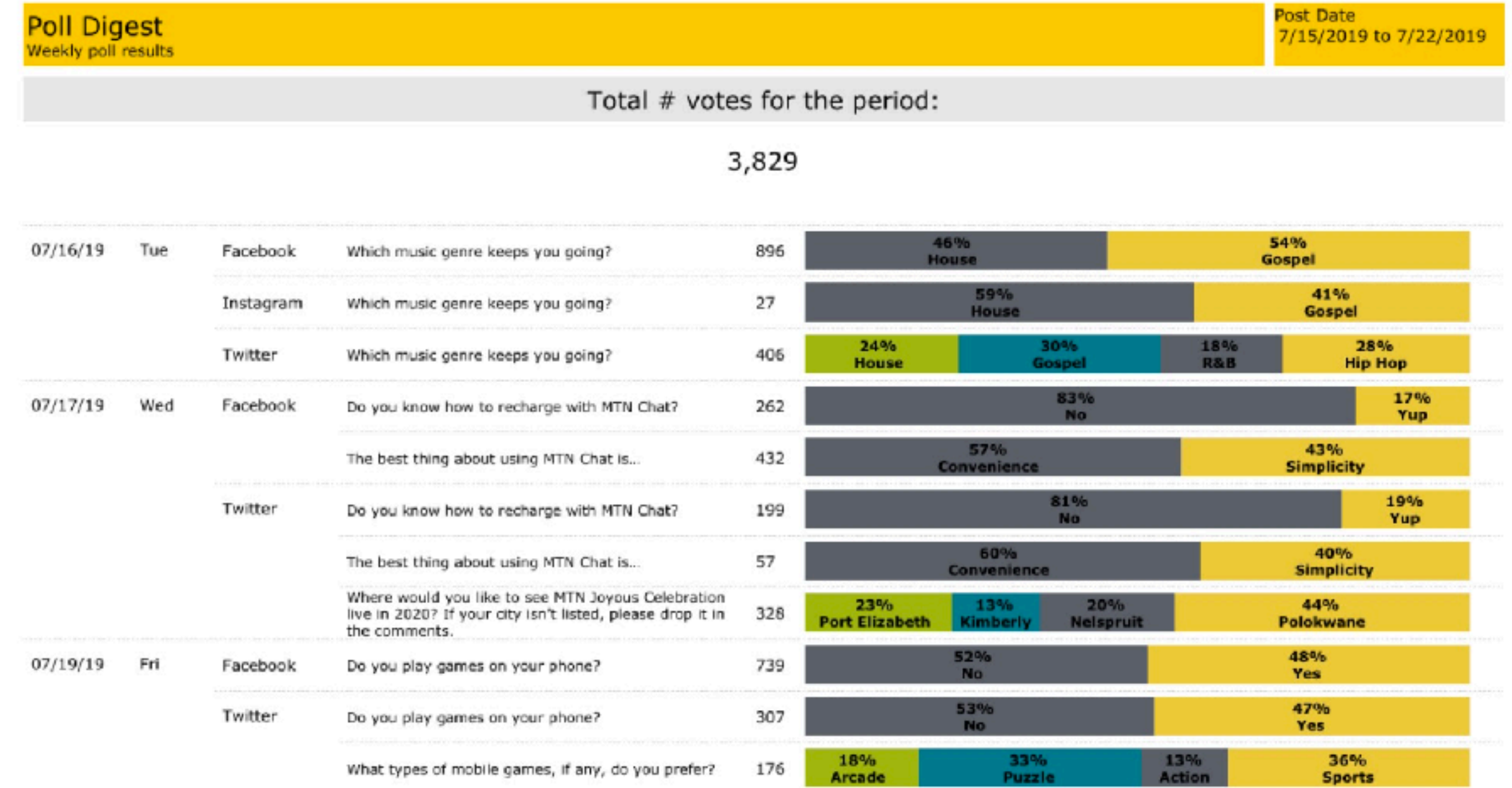
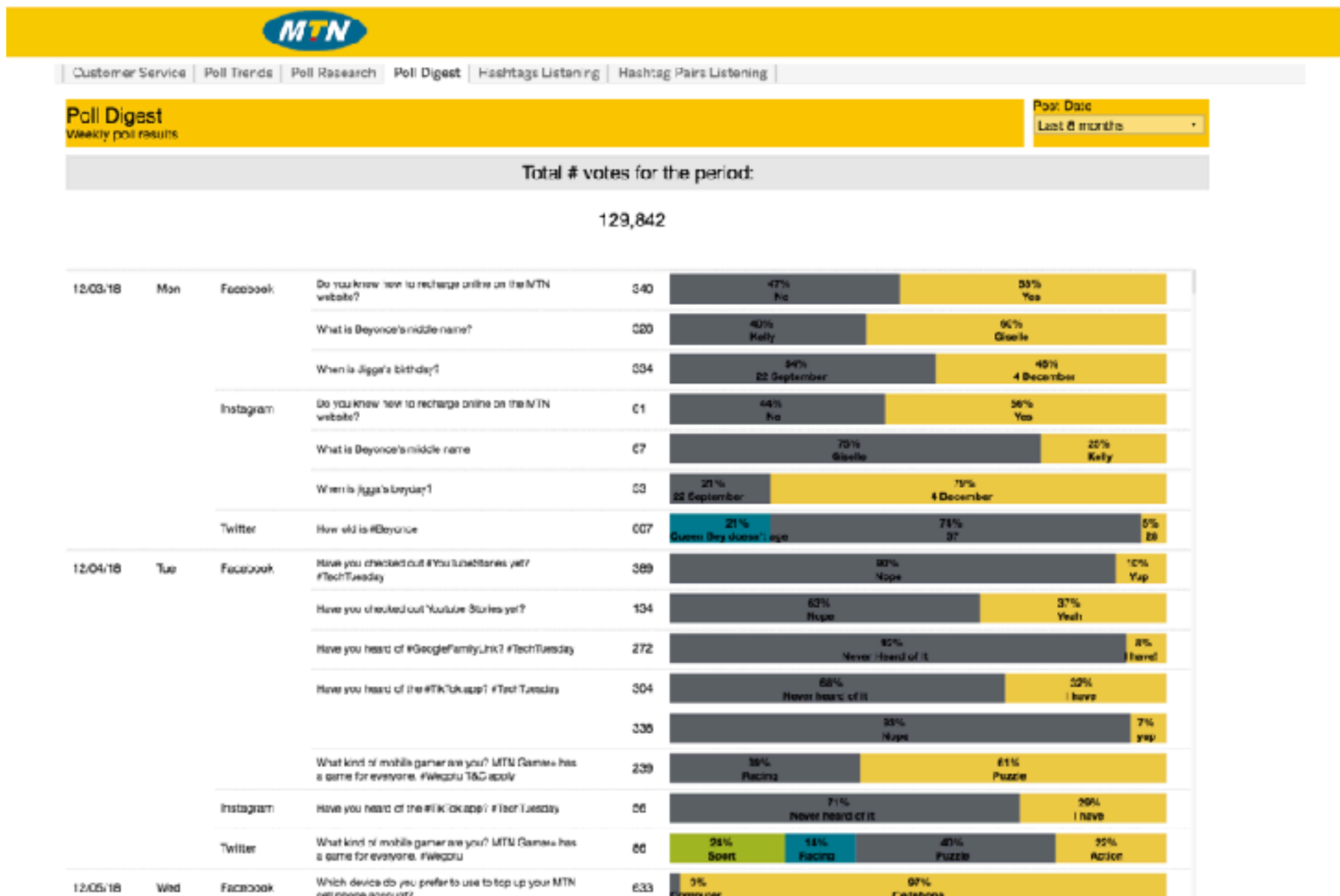
Using the stories on Social Media as a research tool

Audiences engage with polls and it's free DATA



And put all the answers on a Dashboard

And weekly summaries



A group of people are silhouetted against a dark background, jumping and celebrating on a grassy hill. Their arms are raised in the air, and they are in various dynamic poses, suggesting a moment of triumph or joy. The scene is captured in a high-contrast, black and white style.

**Without knowing we were sitting on a gold mine of
knowledge - Behavioral data**

But challenges came along



Faster than
we could look into it



Creatives weren't
using it



Planners
disengaged



Client lost
interest



Being Data-driven is not about having a ton of data to work with - It's a mindset.

How do we change the mindset then?

- 1 Simple:** Nobody wants dashboards, they want GOOGLE.
- 2 Accessible:** The only right time is all the time.
- 3 Relevant:** Filter information as much as possible.

So we built a "Google" for them

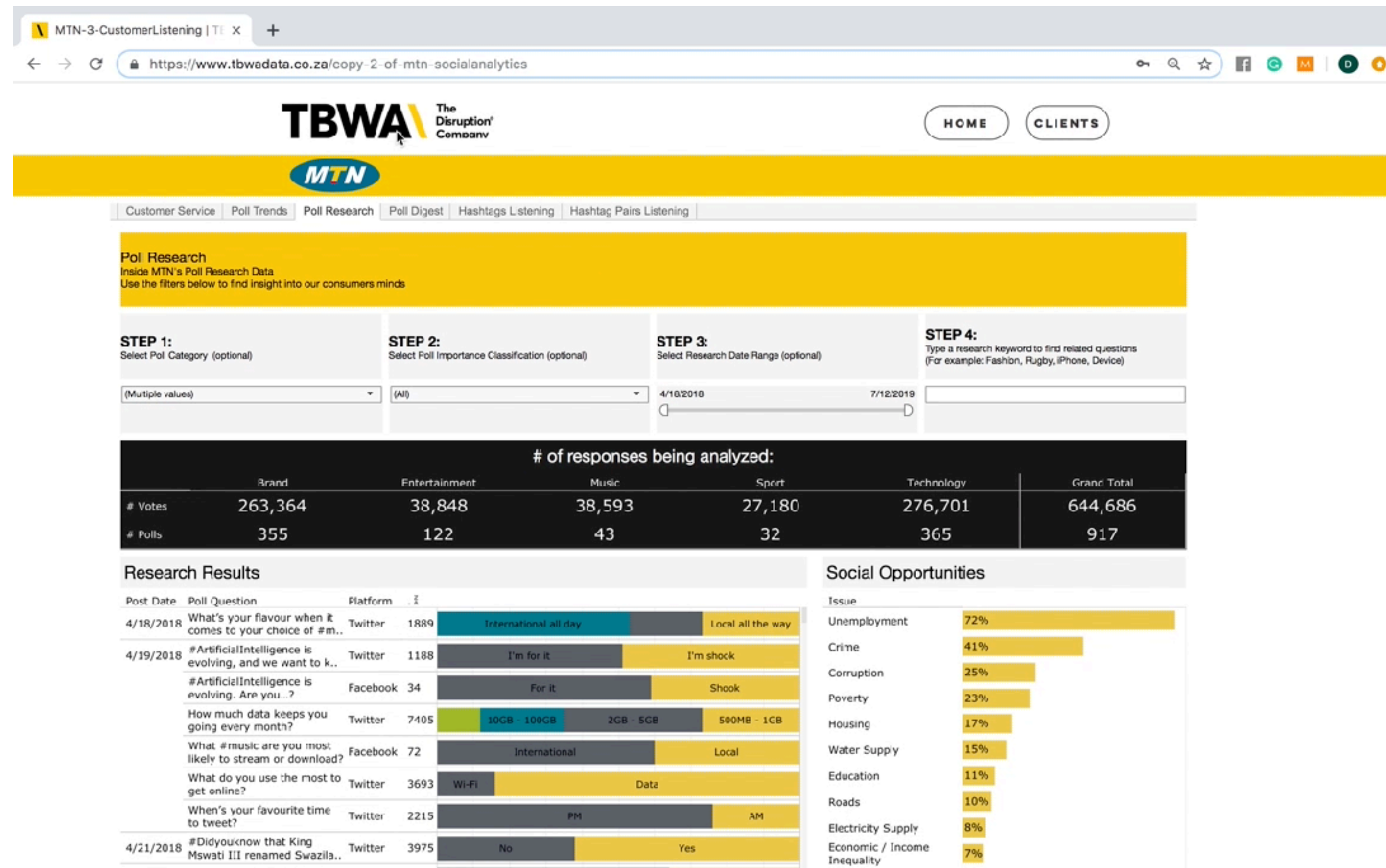
But before we show it to you, let us show you how we did it.

	Post Name	Post Date	Post Time	Post Link UR	Platform	Pillar	Type	Format	Pool Category	Importance	Story #	Organic Impr	Likes (Twitter)	Retweets (Tw)	Replies
69	LCD vs OLED	4/23/2018	4:30:00 PM		Instagram	Technology	Story	Poll	Technology	Medium	1				
70	LCD vs OLED	4/23/2018	4:30:00 PM		Instagram	Technology	Story	Text			2				
71	LCD vs OLED	4/23/2018	4:30:00 PM		Instagram	Technology	Story	Text			3				
72	LCD vs OLED	4/23/2018	4:30:00 PM		Instagram	Technology	Story	Video			1				
73	Audio book vs. e-book	4/23/2018	5:30:00 PM		Instagram	Music: Entertainment	Story	Static Image			3				
74	Spotify	4/23/2018	5:30:00 PM		Instagram	Technology	Story	Poll	Technology	Medium	1				
75	Google Mapped	4/23/2018	5:30:00 PM		Instagram	Technology	Story	Video			1				
76	Google Mapped	4/23/2018	6:30:00 PM		Instagram	Technology	Story	Video			2				
77	Google Mapped	4/23/2018	5:30:00 PM		Instagram	Technology	Story	Video			3				
78	Google Mapped	4/23/2018	5:30:00 PM		Instagram	Technology	Story	Poll	Technology	Medium	4				
79	WEDNESDAY	4/24/2018	3:00:00 PM		Instagram	Music: Entertainment	Story	Static Image			1				
80	WEDNESDAY	4/24/2018	3:00:00 PM		Instagram	Music: Entertainment	Story	Static Image			2				
81	WEDNESDAY	4/24/2018	3:00:00 PM		Instagram	Music: Entertainment	Story	Poll	Consumer Insights	Medium	3				
82	Moonwalk shoes	4/24/2018	3:30:00 PM		Instagram	Music: Entertainment	Story	Video			1				
83	Moonwalk shoes	4/24/2018	3:30:00 PM		Instagram	Music: Entertainment	Story	Video			2				
84	There's a new OS from Android co	4/24/2018	4:00:00 PM		Instagram	Technology	Story	Text			1				
85	There's a new OS from Android co	4/24/2018	4:00:00 PM		Instagram	Technology	Story	Static image			2				
86	There's a new OS from Android co	4/24/2018	4:00:00 PM		Instagram	Technology	Story	Static image			3				
87	There's a new OS from Android co	4/24/2018	4:00:00 PM		Instagram	Technology	Story	Static image			4				
88	There's a new OS from Android co	4/24/2018	4:00:00 PM		Instagram	Technology	Story	Static image			5				
89	There's a new OS from Android co	4/24/2018	4:00:00 PM		Instagram	Technology	Story	Text			6				
90	WOULD YOU RATHER?	4/25/2018	4:30:00 PM		Instagram	Music: Entertainment	Story	Poll	Consumer Insights	High	1				
91	Answering the Value of data	4/25/2018	5:30:00 PM		Instagram	Connectivity	Story	Text			1				
92	Answering the Value of data	4/25/2018	5:30:00 PM		Instagram	Connectivity	Story	Text			2				
93	Answering the Value of data	4/25/2018	5:30:00 PM		Instagram	Connectivity	Story	Text			3				
94	Answering the Value of data	4/25/2018	5:30:00 PM		Instagram	Connectivity	Story	Text			4				
95	Answering the Value of data	4/25/2018	5:30:00 PM		Instagram	Connectivity	Story	Text			5				
96	Are you up for Back to the City	4/25/2018	5:30:00 PM		Instagram	Music: Entertainment	Story	Poll	Entertainment	Low	1				
97	#WATCHTHISPACE	4/25/2018	6:00:00 PM		Instagram	Music: Entertainment	Story	Static image			1				
98	#WATCHTHISPACE	4/25/2018	6:00:00 PM		Instagram	Music: Entertainment	Story	Boomerang			2				
99	#DIZZYADITS	4/25/2018	5:00:00 PM		Instagram	Dolby	Story	Poll	Sport	Low	1				
100	Poem in your pocket?	4/26/2018	11:00:00 AM		Instagram	Music: Entertainment	Story	Static image			1				
101	Poem in your pocket?	4/26/2018	11:00:00 AM		Instagram	Music: Entertainment	Story	Static image			2				
102	Poem in your pocket?	4/26/2018	11:00:00 AM		Instagram	Music: Entertainment	Story	Static image			3				
103	Poem in your pocket?	4/26/2018	11:00:00 AM		Instagram	Music: Entertainment	Story	Static image			4				
104	Which do you use more?	4/26/2018	12:00:00 PM		Instagram	Music: Entertainment	Story	Poll	Technology	High	1				
105	Wi-Fi	4/26/2018	12:00:00 PM		Instagram	Connectivity	Story	Static image			1				
106	Wi-Fi	4/26/2018	12:00:00 PM		Instagram	Connectivity	Story	Static image			2				

- Organized the pools.
- Labelled them by platform, category and importance.
- Labelled keywords.
- Added a date filter.

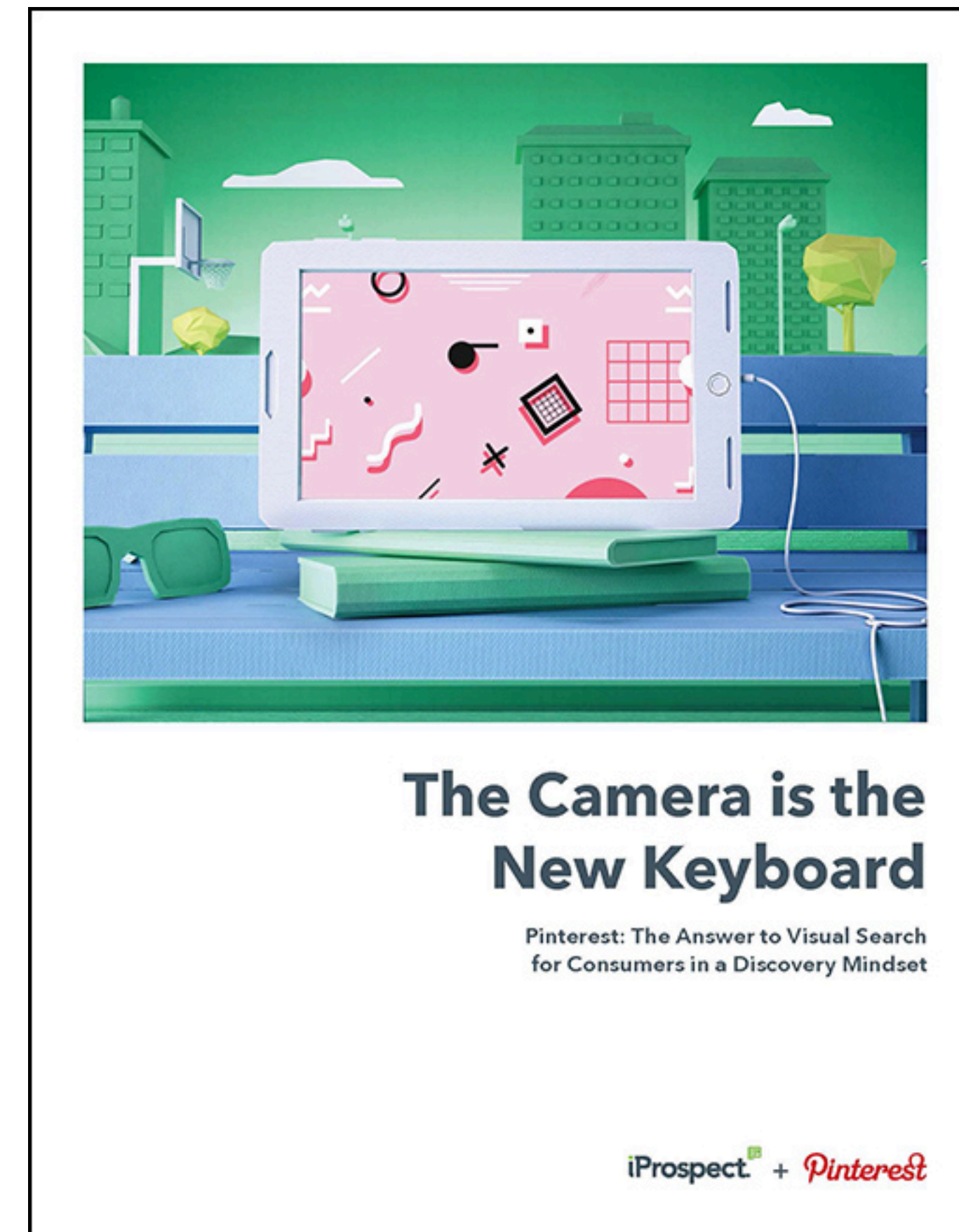
And this is what came out of it

Our first custom insights tool from our own DATA!



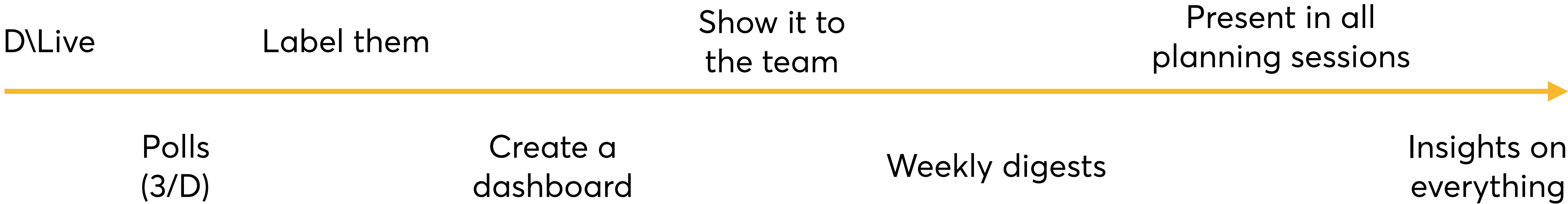
What can we do with a tool like this?

1. Reverse engineer ideas.
2. Substantiate ideas.
3. Develop better strategies.
4. Inform our client about their business.
5. Create white-papers/research resources*
6. Develop new products/solutions other than ads.



Do you want to get into this?

It's simple that it looks



THANKS!

TBWA

david.uribe@tbwa.co.za

Data has a better idea