

Category entered: **14 Best Use of Social Media**

Agency: **Wolfstar**

Title of work: **Global launch of Sony Ericsson Xperia X1**

Client: **Sony Ericsson**

Budget: **b. £11k to £50k**



## Background

Sony Ericsson wanted to integrate social media into its global corporate communications strategy and appointed Wolfstar after a competitive pitch against its international roster PR, digital and advertising agencies. Wolfstar's brief was to integrate social media into the existing traditional PR launch activity.

## Objective

1. Build online product knowledge and awareness of Xperia X1 smartphone and differentiate it from 100+ competitor Windows Mobile phones on the market.
2. Demonstrate Sony Ericsson is an industry and technology leader, in handsets and in integrating social media into its corporate communications strategy.
3. Ensure that campaign had global reach and wasn't just in the UK/North America and English-speaking countries.
4. Use as learning platform to develop a global corporate communications social media strategy.

## Strategy

- ★ Global social media audit to benchmark existing awareness and sentiment following trade launch at Mobile World Congress.
- ★ Integrate global social media programme into existing traditional PR campaign being led by Burson-Marsteller.
- ★ Use insight from audit to 'co-create' a blogger engagement strategy.
- ★ Create blogger resource centre to act as global hub for blogger engagement.

## Implementation

### One

- ★ Global social media audit to analyse existing online conversations about Xperia X1 including conversation volume, share of voice, conversations by region/language, brand message frequency and sentiment.
- ★ Identify key influencers and initiate relationship by participating in their communities, reading and commenting on their blogs and Twitter chat.
- ★ In what Wolfstar believes was a world first it tested the strategy with a blogger survey seeded with 21 key influencers, who disseminated it to their communities:
  - More than 200 responses within 24 hours, 338 in 48 hours.
  - 92% of bloggers thought that Sony Ericsson's blogger relations strategy was the right way to do it.
  - 73% of bloggers wanted to participate and receive specially tailored information from Sony Ericsson.
  - 111 bloggers left detailed comments about how we could enhance the initial ideas.

### Two

- ★ Targeted B-list bloggers who could disseminate information to A-list and C-list blogs, ensuring that content is available from multiple sources, not just official Sony Ericsson platforms.
- ★ Created Xperiancers.com blogger resource centre as platform for conversation and to collate and syndicate Xperia-related user-generated content:
  - Team blog co-written by Wolfstar (complete transparency of identities), Sony Ericsson's PR team and Xperia development team.
  - Fully conversational with comments and questions receiving replies and responses from the authors.
  - YouTube gallery of user-generated videos, Sony Ericsson marketing videos and specially generated 'user' videos created by Wolfstar.
  - Xperiancers Twitter account to provide an additional conversation channel.
- ★ Invited key bloggers to physically attend global webcast to interview Xperia product manager and have exclusive hands-on preview of X1 to record video for YouTube.
- ★ Invited influential bloggers to attend to attend launch party at TENT design exhibition.

### Three

- ★ Xperiancers blog used to maintain interest and awareness after launch by blogging on range of topics including:
  - Release of new panels (unique software to enable users to customise phones) including Facebook, Skype and CNN.
  - Generating positive word of mouth by publicising Xperia related posts and videos on third party user-generated blogs in order to provide bloggers with visitors from an official Sony Ericsson website.
- ★ Using the experience to plan and develop new Sony Ericsson campaigns.

## Creativity

- ★ Let bloggers 'co-create' the campaign, so wasn't marketing led.
- ★ Targeted influential non-technology blogs to get outside 'the bubble'.
- ★ Treated influential bloggers as being as important as key media e.g. *"I was invited to the new Sony Ericsson HQ in Lund, which was great recognition from SE that many people are using blog as their main source. This is the first time that invites had been sent to anyone but the mainstream journalists and analysts, rubbing shoulders with the likes of the New York Times was very enlightening."*

## Evaluation and measurement

Independent analysis tools - Google Analytics, YouTube statistics, Radian6:

Sept 08 to June 09	Visits	Page Views	Average Time on Site
<b>Xperiancers.com</b>	248,754	621,789	2 minutes 37 seconds
<b>Google benchmark</b>	75,938	220,914	2 minutes 7 seconds
<b>(compared with mobile phone sites of similar size)</b>	<b>228% better</b>	<b>181% better</b>	<b>23% better</b>

- ★ **742 comments** (a very high conversation ratio of **16 comments for every post**) and more than **209,000 related links**.
- ★ Global reach - **visitors from 192 countries** including: UK/USA 29%, **111 visitor languages** including English 57%.
- ★ **YouTube's 61<sup>st</sup> most viewed Science & Technology video of all time** is blogger exclusive preview video recorded at launch which has had 358,109 views, favourited 301 times, 466 comments, 4½ star video, embedded on five blogs.
- ★ Bloggers at launch included political blogger **Guido Fawkes, the UK's top ranked blog** whose link to Xperiancers.com resulted in over 1,500 visits in an hour and he mentioned X1 during interviews on BBC Radio 5 and Sky News.
- ★ First Xperiancers YouTube video made by Wolfstar had 83,149 views, favourited 67 times, 122 comments, 5 star video.

## Cost-effectiveness and final results against objectives

1. Xperia knowledge and awareness:
  - a. Over 1.4 million Xperia social media mentions (more than any other Windows Mobile phone).
  - b. Xperiancers 228% more visits than industry benchmark.
  - c. Xperiancers on first page of Google for 7 out of the top 10 target key phrases and the top result for 3.
2. Leader in corporate social media:
  - a. New social media strategy resulted in Sony Ericsson being recognised as a world leader in integrating social media into corporate communications. Case study at Somesso corporate social media conference was described as: **"a masterclass for companies to actually implement social media strategies. Great Stuff."**
3. Global reach:
  - a. 192 countries, 111 languages – 43% non-English language visitors, 71% visitors not from UK/North America.
4. Learning platform:
  - a. Wolfstar now Sony Ericsson's global social media Agency of Record.
  - b. Wolfstar and social media used as primary platform to announce new GreenHeart corporate strategy.
  - c. Six other product launches completed.
5. Cost effectiveness (generated **both** mentions and visits, but ROI measured separately):
  - a. Cost per online mention .03p per mention or .42p per thousand
  - b. .20p per visitor (£50 per thousand) or .08 per view (£50 per 1,000)