



CURIOSITY
WORKS

Knowledge Bank Content and Insights

May 2012





Knowledge Bank is our vision of sharing insights, connecting with like-minded individuals, and providing the rallying point for our global experiences told through the collective voices of the 3,600 plus members of the UM team



What are those findings that made you pause?

Flex those writing muscles and document the story.

How is an insight built?

User-contributed insights are edited for grammar and spelling, tone, and word flow.



What stories do these insights tell? *Highlight and surface thematically-tied insights in a curated story*



Insights can vary from pre-launch campaign strategy to campaign performance. A headline lies at the beginning and heart of an insight, and sets the stage for the rest of the insight. They can include insights on ...

Performance

- “Over 90% of Conversions from Investors are Post-Impression”
- “Multi-Channel Exposure Drives Brand Metrics Among Tweens”



What do we know? Bloomberg Radio 15 Second Spots are not Cost Efficient Relative to TV Spots

In-Market Innovation

- “AdVoice Uses Blogs to Connect Brands with Forbes Readership”
- “Social Monitoring: Can Shared Content Drive Targeted Placements?”



Who are we talking to? Seeking Truth and Justice in a Social Economy Motivate Today's Global Youth

Research

- “Smartphone Owners Are More Likely to Engage With Social Media”
- “Word-of-Mouth Marketing is the Primary Factor Behind 20 - 50 Percent of All Purchasing Decisions”



What do we know? More Than Half of Major Consumer Banks Increase Ad Spending in Q1

While insights can fall under multiple categories (and always do), each will have a predominant category associated that is most relevant to each insight



Market

How do behaviors and perceptions differ across geographic markets?

“China Mobile Market Crosses ‘One Billion Users’ Mark”

“Japan's Green Government Cloud Drives Cloud Market Growth”

Audience

Who are we speaking to and what influences them?

“Seeking Truth and Justice in a Social Economy Motivate Today’s Global Youth”

“Smartphone Owners Are More Likely to Engage With Social Media”

Industry

What’s happening in different business sectors and companies?

“More Than Half of Major Consumer Banks Increased Ad Spending in Q1”

“Martha Stewart “One Note” TV Integration Increased Template Downloads by 76%”

Channel

How do we communicate with audiences and how are media channels evolving?

“TV Performance Can be Highly Dependent on Creative Concept Messaging”

“Word-of-Mouth Marketing is the Primary Factor Behind 20 – 50 Percent of All Purchasing Decisions”

Write an Insight

First time writing? Check out [The Guide!](#)

* required

[Expand Guide](#)

Give your insight a headline * 1

Ideally, 100 characters

Contributor * 2

Should be you, unless you're ghostwriting.

Qi, Wendy (SFO-UMW);

Date *

Usually, today's date, unless you're backdating.

11/16/2011

Supporting role

Does anyone else deserve credit?

Office *

UM San Francisco

Discipline *

Portfolio Manageme

3

[Expand Guide](#)

Body of Insight *

Remember: EIA. Evidence, Insight, Action. Approximately 300 words.

Notes

- 1 **Lead with the thesis of the insight.** A headline should convey that ultimate gem of wisdom, whether it's a data point or the key finding from a study. Keep it short and sweet (ideally, under 100 characters).
- 2 **Contributor:** This should be you, unless you're ghostwriting
Supporting Role: Where is this information from? Were there any external sources reference?
- 3 **Office and Discipline:** What office and discipline does this insight align with?
- 4 **Objective Storytelling:** Use the facts themselves to convey the significance/share-worthy aspects of an insight.

Outline the "what", "why", and "how" of an insight. What makes it insightful? What can be done next?

[Expand Guide](#)

KB Identifiers *

[Select Terms](#) None chosen **5**

Primary Category * **6**

Primary Objective *

Sensitivity *

[Expand Guide](#)

Original and supporting files

What are the original documents that support your insight?

[Choose File](#) No file chosen **7** ✕

[Add another file](#) **+**

Image

250px X 150px (2.6" width x 1.56" height)

Notes

- 5 Classify your insight.** Choose from a list of selected Knowledge Bank identifiers to classify an insight. What markets, audiences, industries and channels does this insight apply to? This will help surface and identify insights.
- 6 Align your insight.** What type of insight is it and what does it aim to accomplish? Who can view this?
- 7 Upload supporting documents.** What was the original source of this insight? What related documents might others find useful?

Add a visual to help complete the story!

Social Gamers Spend an Average of 13 Hours Per Week on Social Networks 1

By Qi, Wendy (SFO-UMW) on October 15, 2011

Research, UM San Francisco 2

A 2011 study conducted by market research firm Interpret LLC on social gamers showed that they spend an average of 13 hours a week on social networks, and an average of 9.5 hours each week dedicated to social games. In general, these gamers are more socially connected via social networks than non-gamers. On average, social gamers have 218 social network connections, compared to the average Facebook user's 130 friends. 3

They often play social games with real-life friends, and also report making new friends through social gaming. On average, they play these games with 16.5 real-life friends, and have made 20 new friends through social gaming.

In a gaming environment often governed by virtual currency, 55% of players responded that they would rather earn virtual currency through mechanisms like in-game advertising than purchase it with real money. Nearly half - 45% - said they would be open to viewing in-game ads in exchange for virtual currency, and 24% of surveyed players said they have clicked on an ad in a social game that led to an online purchase. 4



This study surveyed a range of more than 2,000 social gamers in the US aged 18 and older. 60% were female and 40% were male, who played social games at least once a week. This study was conducted by market research firm Interpret LLC and commissioned by social gaming developer RockYou. 5

Sensitivity: Public Knowledge

Primary Objective: Awareness

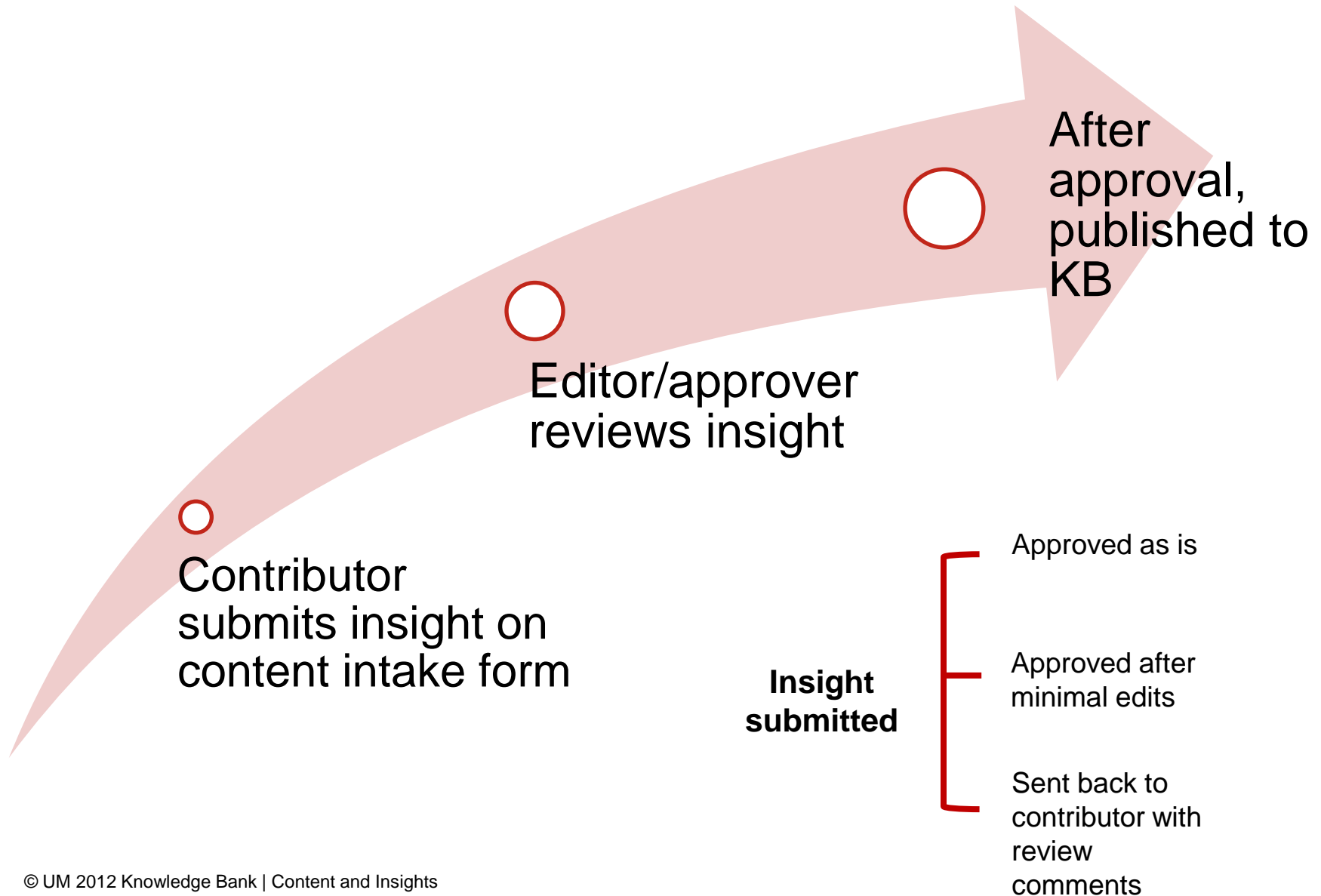
TAGS

mobile coupons social gaming social gaming psychographics social networks virtual currency

6 [add tag](#)

Notes

- 1 A headline can be a compelling fact about an audience or campaign
- 2 Align the discipline and office with the insight, not the author of the insight
- 3 Insight begins by restating the fact first introduced in the headline, attributing the fact to the study it came from. It goes on to expand on other related insights.
- 4 After some basic background, the insight describes the implications for marketers and offers insights into certain behaviors of this audience.
- 5 The closing paragraph describes the details of the study these insights are based from, including number of consumers surveyed and the demographics of respondents.
- 6 Anyone can add tags to an insight, classifying content with descriptors they associate with the body of the insight.



The Editorial Process: Style, Grammar & Spelling, Voice, Flow

pre

Bing Contextual has been a strong performer for Visual Studio since the inception of the VS 2010 campaign. Bing contextual saw an increase of 50% CAR and 200% more end actions when including technical developer keywords and keywords surrounding coding conventions.

Developer's psychographics on search behavior is tailored towards searching more coding/software language type terms which is a possible explanation on why these words are ranking higher than generic keywords and making it in the top 5 list in most markets.

Bing Contextual also experienced significant improvement due to expanding their reach around technical developer keywords and including keywords surrounding coding conventions to increase our reach on developer forums.

For all future search tactic targeting developer audience, UM/Reprise should consider including a list of technical/coding keywords that are relevant to the product to ensure maximum reach and response.

Flow and Voice: *Lead sentence changed to reflect main thesis of insight*

Flow: *Changed wording to improve flow ("saw an increase ..." to "experienced an increase ...")*

Style: *Style changes made ("coding/software" → "coding and software"; "5" → "five")*

Flow: *Changed wording to group similar ideas*

Flow: *Edited wording for a recommendation based on campaign insight*

post

Developers have a higher propensity to search for coding and technical content using programming languages, regardless of geography or linguistic background. In the 2010 Visual Studio campaign, Bing Contextual experienced a 50% increase in conversion rates and more than double the number of end actions when technical developer and coding-related keywords were included.

Regardless of developers' psychographics or geographic location, search behavior was geared towards search terms related more to coding and software languages, which may explain why these words ranked higher than generic keywords and consistently ranked among the top five in most markets. Performance on Bing Contextual also improved when expanding technical developer keywords to include terms surrounding coding conventions to increase reach on developer forums.

As a result, future campaigns involving search tactics meant to target developer audiences should consider including a list of product-related technical and coding keywords to maximize reach and exposure.

The Editorial Process: Style, Grammar & Spelling, Voice, Flow

pre

This paper brings to attention the importance of share of voice (SOV) for brands looking to increase market share. According to marketing consultant Peter Field (2009), account planners are failing to recognize that SOV can be just as essential to growing a brand as an effective campaign.

In 2008 Nielsen conducted a study on 123 brands across 30 FMCG categories, looking at market share growth in conjunction with excess share of voice (ESOV). Excess share of voice is essentially a comparison between a brand's share of voice in communications and their market share within a category. The study found that on average, 10% points of ESOV produced 0.5% points of growth in market share over a year. This framework basis is useful to marketers and clients when setting budgets and targets, as well as when determining campaign effectiveness.

Although the Nielsen study provides a great basis for marketers to work with it is important to also consider the real success of a brand. For example the bigger the brand the greater the market share, regardless of ESOV. Brand leaders can on average achieve 1.4% points of market share growth per 10% points of ESOV, compared with challenger brands which can only achieve 0.4% points of market share growth per 10% points of ESOV. It is evident therefore, that challenger brands must adopt a combination of category leading campaigns, to ensure brand cut-through in the market, and significant investment into ESOV to drive growth.

Wording: *Lead sentence changed to reflect main thesis of insight, focusing more on the insight than the paper*

Edit: *Defined acronyms like FMCG*

Flow: *Changed wording to introduce idea, example, and future action plan*

Flow: *Edited wording for to conclude with a recommendation based on findings from the study*

post

Share of voice (SOV) should be a primary consideration for brands looking to increase market share. According to a 2009 study conducted by marketing consultant Peter Field, account planners often fail to recognize that SOV can be just as essential to grow a brand as an effective campaign.

In 2008, Nielsen conducted a study on 123 brands across 30 fast moving consumer goods (FMCG) categories which looked at market share growth in conjunction with excess SOV (ESOV). ESOV is a comparison between a brand's share of voice and market share within a category. The study found that on average, ten points of ESOV produced 0.5 points of growth in market share over a year. Thus, a brand with a market share of 20.5% and ESOV of 10% points would expect to grow 0.5% to 21% market share over a year. This framework is useful to marketers and clients when setting budgets and targets, as well as for determining campaign effectiveness.

Although the Nielsen study provides a basis for marketers to work with, it is also important consider the real success of a brand. For example the bigger the brand the larger its market share will be, regardless of ESOV. On average, brand leaders can achieve 1.4% points of market share growth per 10% points of ESOV, compared with challenger brands which can only achieve 0.4% points of market share growth per 10% points of ESOV. Therefore, challenger brands must adopt a combination of category-leading campaigns and significant investment in ESOV to drive growth.



In addition to the “Market, Audience, Industry, Channel” filters, insights are surfaced via **tag clouds**, **search tools**, and **popularity rankings**

Explore via tag cloud

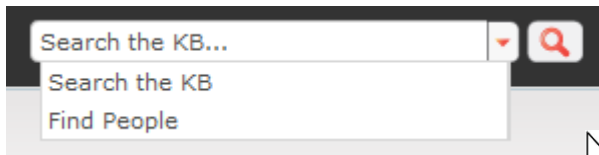
CTR Cloud Creative Facebook Financial
 Services Mobile Schwab Twitter acquisitions
 social XBOX acquisitions banking behavior behavior targeting
 bloomberg branded media conditional targeting
 microsoft purchase consideration radio
 smartphones social social communities social
 media tv twitter website experience

MOST POPULAR MOST RECENT

47% of 'Active Internet Universe' Belonged to a Brand Community in 2010

Smartphone Owners are More Likely to Engage with Social Media

Surface Based on Popularity



Search for insights

- *i.e. (id est)* means “that is ...” and signifies clarification
 - *e.g. (exempli gratia)* means “for example ...” and is meant for use in giving an example
 - Do not abbreviate state names in running text (e.g., I moved from Colorado to Montana last year)
 - Spell out numbers one through nine; use numerical forms for numbers 10 and greater
 - Within the text of an insight, italicize names of publications, research studies, and websites (e.g., “According to the most recent *Yahoo!* study ...”)
 - In insight headlines, all words should be capitalized, except articles (the, a, an), conjunctions (and, or, for, nor) and short prepositions of less than four letters (of, in, on)
 - website, not Web site
 - Avoid the passive voice
- e.g., Instead of writing “this is the media plan we executed ...” say “we executed this media plan ...” Avoid conjugations of the verb “to be” where possible.*

This list is a representation of the type of the final style guide and is not fully comprehensive. Download the PDF of these style and editorial guidelines here.

A red pushpin is stuck into a map, pointing to a specific location. The map shows a street grid with labels like 'CITY', 'Aldgate', 'COMMERCIAL', and 'WHITE CHAPEL'. The background is blurred.

<http://kbank.umww.com>