

**49<sup>TH</sup> FIBEP** WORLD MEDIA INTELLIGENCE CONGRESS  
BERLIN 4-6 October 2017  
at The Sheraton Hotel

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**ornico**  
KNOW HOW TO GROW

**SOCIAL CEOs**

**SOCIAL DATA**

**AFRICA BRAND INDEX**

**ABI Leaders**

**GOLDEN SOCIAL AGE**



# THE NEW CEO



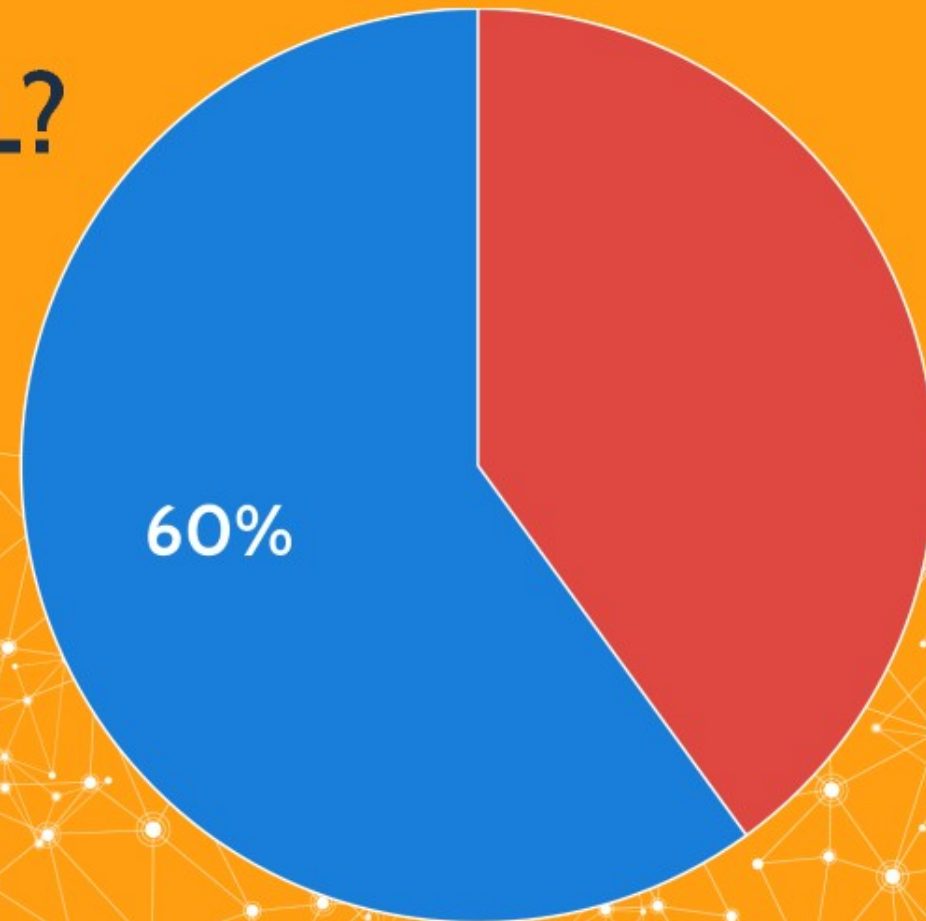




# SOCIAL CEOs

- 89% better at empowering others
- 52% stronger at communication
  - 46% more influential
- 36% better at cultivating networks
  - 19% more passionate for results
  - 16% better at making decisions

# HOW SOCIAL?



● SOCIAL CEOS ● UNSOCIAL CEOS

## SOCIAL SA



- WhatsApp – 10M MAUs
- Youtube – 7,2M MAUs
- Instagram – 3,8M MAUs
- LinkedIn – 6,1M MAUs
- Twitter – 8M MAUs
- Facebook – 16M [14M mobile]

## AFRICA



2017 = 1,250 billion  
2050 = 2,674 billion



## CEOs SAY



"If you do build a great experience, customers tell each other about that. Word of mouth is very powerful." Jeff Bezos

RICHARD  
BRANSON -  
VIRGIN

PETE  
CASHMORE -  
MASHABLE



# RICHARD BRANSON - VIRGIN



“Even if you have all the money in the world to spend, the best way to get eyes on your business and get eyes on your product is to establish a social media presence.”

# PETE CASHMORE - MASHABLE



“We’re living at a time when attention is the new currency. Those who insert themselves into as many channels as possible look set to capture the most value.”

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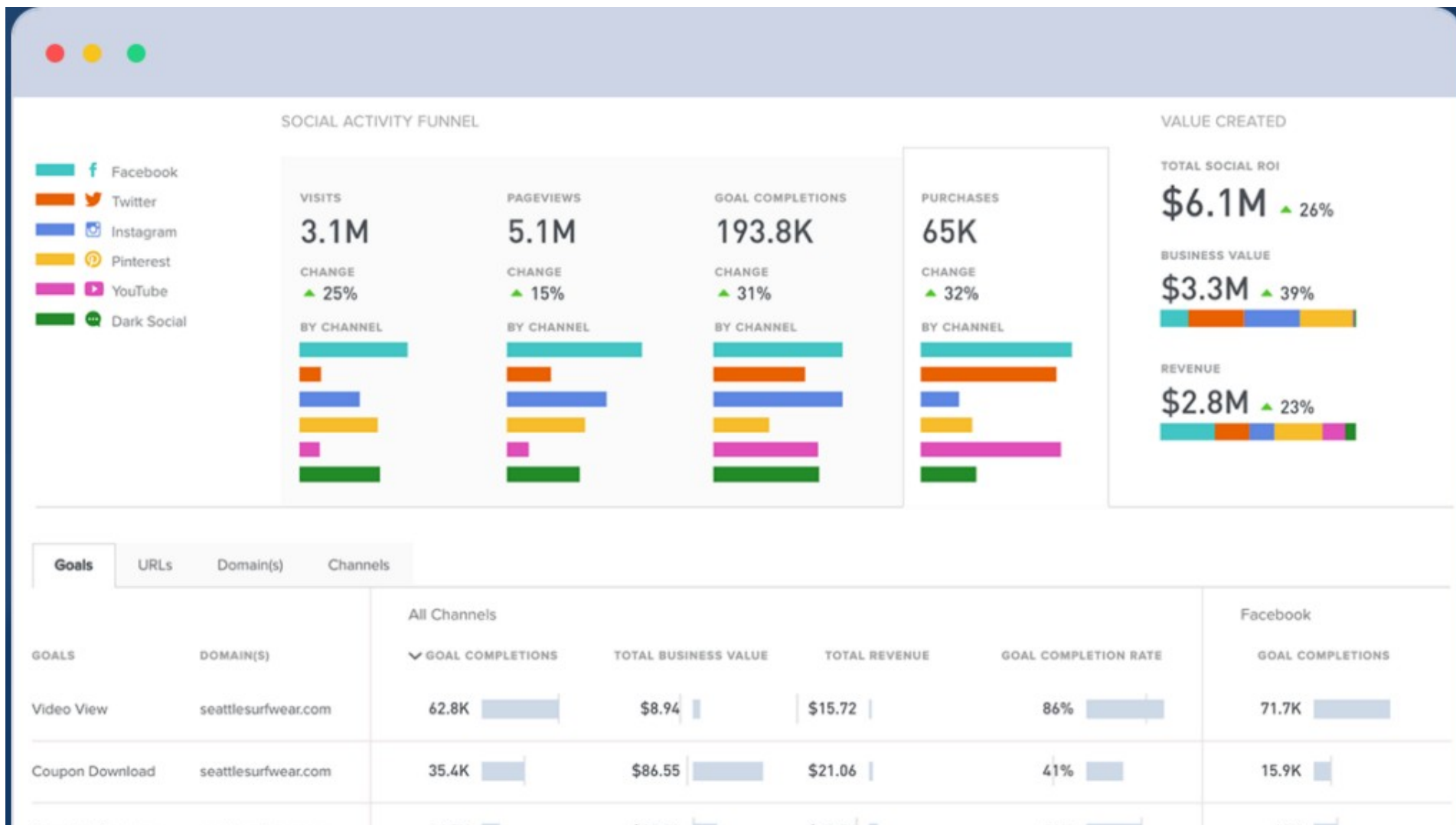
**GOLDEN SOCIAL AGE**



# SOCIAL DATA

CEOs are being overwhelmed with social media data. What they want is a simple benchmark.





# AFRICA BRAND INDEX



# THE BENCHMARK

CEO: "Don't show me reams, and reams, of data. Show me how my brand stacks up against my competitor's brand!"





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# #1 GROWTH

- Adoption of brand's social service
- Also referred to as reach
- Popularity = performance
- Stasis is a lack of performance

# #2 ENGAGEMENT

- Social accounts are like hives
- Not about how big, but how busy
- How engaged are people with content
- The more engaged, the more likely to share

# #3 RESPONSE

- Solving problems
- Answering customers
- Good relations = brand loyalty



## #4 SENTIMENT

How well brands are liked  
Favourable mentions



## SOUTH AFRICA

- One brand scored over 90%
- 10 brands got over 80%
- Most brands scored below 50%

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# ABI Leaders

Segment by:  
Geography or Industry

Jan '17 to July '17

## SA

1 = SuperSport

2 = Espresso

3 = Woolworths

## AFRICA

1 = SuperSport

2 = GT Bank

3 = Espresso

4 = Idols

## SA RETAIL

1 = Woolworths

2 = Pick n Pay

3 = Spar









# SA's TOP RETAIL BRANDS

RETAIL BRAND	ABI SCORE	SA SATISFACTION INDEX*
Woolworths	87.39	82.1
Pick n Pay	55.77	76.5
Spar	46.49	75.2
Checkers	34.03	77.2
* South African Customer Satisfaction Index for Supermarkets via Consulta [April 2017]		



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# GOLDEN SOCIAL AGE



- Digital technology impacts in-store sales
- Accelerated digital influences behaviour
- Retailers underestimate digital onslaught
- Approaching 100% connected shopper
- 80% shoppers go digital before entering store

# GOLDEN SOCIAL AGE

A black and white photograph of a middle-aged man with glasses and a dark suit, standing in a long, brightly lit hallway. The hallway has high ceilings, large windows on the left, and framed pictures on the right. Overlaid on the image is a complex network diagram consisting of numerous white dots connected by thin white lines, forming a web-like structure that spans across the man and the hallway.

- Relationship between networks & well-being
- Formation of networks
- Influence thoughts, feelings & behaviours
- Understand how society works




# WHAT METRICS MATTER MOST?



**BENCHMARK**



A black and white portrait of Jeff Bezos, CEO of Amazon, looking slightly to the right. Overlaid on the image is a complex network of white dots connected by thin white lines, resembling a social or data network. The dots are concentrated around his head and shoulders, and spread out across the lower half of the image.

Your brand is what other people say  
about you when you're not in the room."  
- Jeff Bezos, CEO, Amazon



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**Life is too short,**  
to wake up in the morning  
with regrets. *Save the people*  
*who treat you right,*  
forgive those who don't  
do every thing  
right.





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