LION & LION

NESCAFÉ
Dolce
Gusto

CASE STUDY

HOW SOCIAL LISTENING HELPS NESCAFÉ DOLCE GUSTO BREW UP BRAND LOVE IN MALAYSIA

talkwalker
Social Data Intelligence

BACKGROUND

There's no denying it: today we are living in an age of "deja brew," a time in which we are bombarded with more content then ever before, and facing content overload – simply too much of the same, and a latte to be desired. To break through the daily grind, brand's must identify passion points and brew a social media blend that truly resonates with their fans.

BECOMING TRULY CUSTOMER CENTRIC

With this in mind, Nescafé Dolce Gusto partnered with Lion & Lion to create a social content strategy that would drive engagement and follower growth for the brand locally. To do so, we (Lion & Lion) worked with Talkwalker, a leading social data intelligence company, to derive data and insights to better inform our content calendar, and thereby craft a brew that would truly build brand love in Malaysia.

Within three months, Nescafé Dolce Gusto had great success, with beautiful content that truly expresses the brand. The crema of the cup? Since deploying their new content strategy, Nescafé Dolce Gusto has quadrupled the previous quarter's Instagram engagements, increased Instagram fans by 5x, and increased brand mentions by 8x.

Here's how we used Talkwalker's social listening to help Nescafé Dolce Gusto reimagine their social media strategy in Malaysia.

THE SOLUTION: CREATING A FAN CENTRIC BRAND ON SOCIAL

1. Identify consumer passion points

Understanding what #CoffeeLovers share online was an integral component in developing the Nescafé Dolce Gusto social strategy. Using Talkwalker's social media analytics, we were able to deduce what hashtags and keywords were most used in association with coffee-related keywords in Malaysia.

With this data we are able to better understand coffee lovers and our fans in Malaysia: who they are, what they are saying, when they talk about coffee and the brand, where they talk, and why.

Top themes linked to coffee lovers on social gave Nescafé Dolce Gusto new ideas for their content strategy

Reach v Engagement across major online channels over the last 6 months

2. Locate local tastemakers

With social listening, we were able to identify an active Instagram community of tastemakers in Malaysia whose #cafehop flatlays garnered the highest share of engagement for coffee-related content on social media.

This allowed us to benchmark the brand not only with it's closest competitors, but also to gain aspirational insights: what was the highest engaging content within the coffee category, and what similarities and differences could we compare with our current strategy? These insights better informed us of the imagery that resonates with fans: coffee flat lays, café settings, and hipster aesthetics. This research would serve as a foundation for building the brand's visual strategy on social media in Malaysia.


Example of a coffee flatlay on Instagram that provided part of the inspiration for Nescafé's strategy

3. Use insights to create #InstaLove

With the help of Talkwalker's social listening data, it became clear: coffee is many things to coffee lovers. It can be calming, fun, exploratory, surprising, indulgent, and even inspirational. This gave us a major insight – coffee is so much more than a beverage. It can be the centerpiece to a beautiful Sunday morning breakfast, comfort and warmth in hand during good conversation, an exploratory surprise when experimenting with new flavors.

With this in mind, we were better able to craft the social imagery of Nescafé Dolce Gusto, and thereby align the brand as fully representing (almost literally) the modern art of coffee through inspirational, insta-worthy visuals.
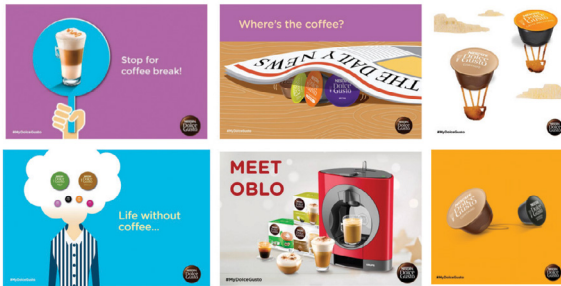
Nescafé' Dolce Gusto's social content strategy before they incorporated insights from social listening

Nescafé Dolce Gusto's social strategy transformed when social data became the driving force

4. Leverage user-generated content

According to the latest Nielsen Global Trust in Advertising report, 92% of consumers trust online content from friends and family above all other forms of brand messages, 50% of consumers find user-generated content more memorable than brand-produced content, and 53% of millennials say that user-generated content (UGC) has influenced their purchase decisions.

Through social listening, we learned that the sharing of coffee photos was not limited to #cafehop enthusiasts; the love of sharing coffee photos online was also a trend amongst a growing Nescafé Dolce Gusto fan community in Malaysia. With these insights in mind, the brand decided to incorporate UGC as a central part of their content strategy, thus giving recognition and voice to their fans, while strengthening their earned media presence online.

Curated user-generated content helped Nescafé Dolce Gusto give their fans a voice.

5. Personalize with data

Through social listening, we were able to deduce fans were, in many ways, attempting to re-create the café experience at home. Data showed that Nescafé Dolce Gusto lovers were exploratory in the kitchen, often taking advantage of owning home brewing equipment to craft their own coffee creations, results that they were actively and happily sharing on social media.

We thus aligned our content strategy to include tips and inspiration to assist the at-home barista, transporting Nescafé Dolce Gusto lovers to their favorite coffee shop right from their kitchen, through the help of social media.

Social listening helped to ensure content strategy was aligned with topics coffee lovers cared about.

THE RESULT: FROM HARD-SELL TO FAN-CENTRIC

Overall, the insights derived from social listening contributed to a more informed, fan-centric content strategy. Nescafé Dolce Gusto's social presence transformed and built brand love with fans online, whether through inspiring visuals, creative content, or activities to encourage user-generated content.

Since re-vamping their social strategy, Nescafé Dolce Gusto has increased Instagram fans by 5x, increased brand mentions by 8x, increased branded search on Google, and quadrupled their Facebook engagement rate. With Talkwalker, the brand has also gained insights on their content performance, which has helped develop brand strategy. For example, through social listening, the brand discovered curated user-generated content performs best with +5% higher engagement than branded content, an insight that has been particularly insightful in driving more fan activations and influencer strategies for the brand.

To say we are pleased is an understatement.

The insights from social listening have allowed for a more thorough understanding of our customer - who they are, what they're passionate about, and where key conversations are taking place - all of which have been integral in informing our social media strategy.

Cyndi Chin, Senior Brand Manager of Nescafé

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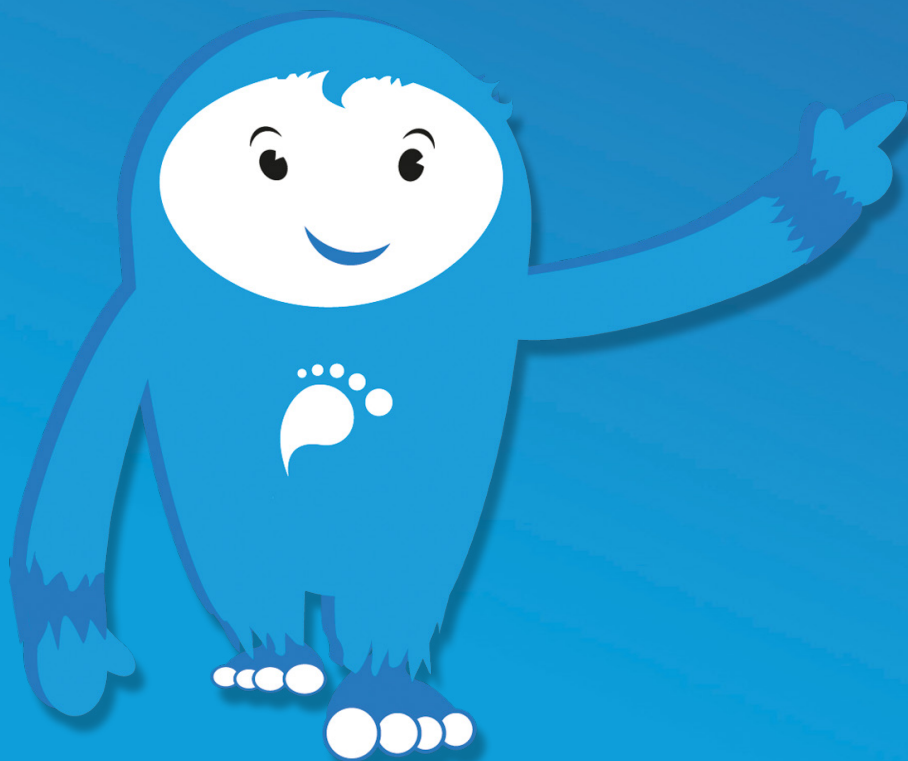**150 M** Websites
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