



Social Listening Report :

# NOKIA - TET CAMPAIGN

Reported by: YouNet Digital  
Period: 31<sup>st</sup> Dec 2017 - 15<sup>th</sup> Jan 2018



# Objective

**Campaign:** Tet Campaign

**Brand:** Nokia

**Objectives:** Measure result of impact to the netizens in term of raised conversations of discussions around Tet campaign of Nokia

**Channels:** Vietnam's online news & social media (social networks, videos, forums, blogs, reviews sites, major e-retailers,...)

**Period:** 31 Dec 2017 - 15 Jan 2018

**Report focus:**

- ❖ Executive Summary & Recommendation
- ❖ Buzz & Engagement Overview
- ❖ Sentiment performance & User feedback
- ❖ Performance of Tactic/Channel



# Executive Summary

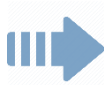
# Recommendation



## WHAT BRAND DID



BIG CAMPAIGN BUT  
SMALL VOICE



HOT KOLs BUT MODEST  
PERFORMANCE



HOT TRENDS ON  
SOCIAL MEDIA



## WHAT BRAND SHOULD DO

- Nokia's campaign was highly appreciated for the valuable and desirable prizes, and this is the key driver of attraction for the campaign. However, the results and winners in the first session were not popularized on social media. The announcement of winners should take the form of a music event with the appearance of Khởi My or Kelvin Khánh. Also, the event should be live-streamed with Nokia 8 using Bothie mode to chat with the artists in the backstage ⇒ For your reference: [link](#)
- KOLs' advertising activities should be prepared on their own for the purpose of customized and on-point content rather than re-share the exact original content from Nokia ⇒ For your reference: [link](#), [link](#)
- Using hot trends on social media in marketing content is a clever way to capture audience's attention. To trigger more audiences to talk about the campaign, hot trends might be a helpful thing to deliberate. However, the mode of communication should be creative and engaging such as parody or viral clip with the content focusing on the young generation from 18 - 30 years old.



# Buzz Overview

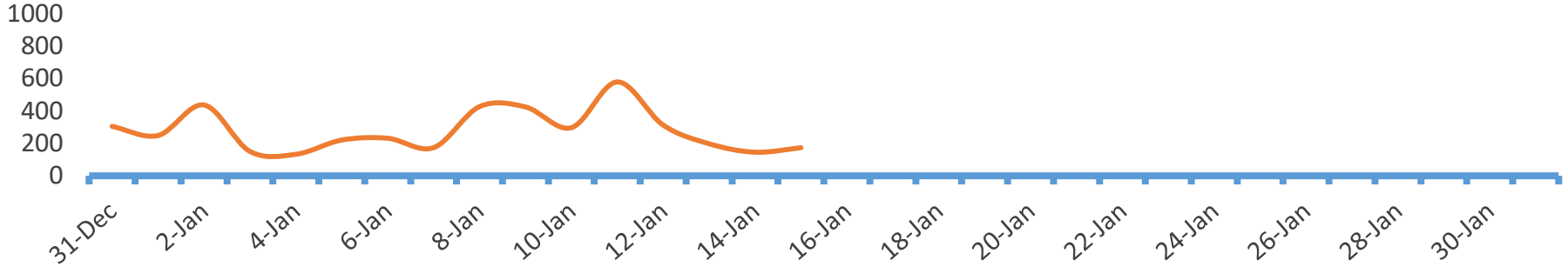
*This part includes*

- ❖ *Buzz trendline*
- ❖ *Total engagement by biweek*
- ❖ *Total buzz volume by biweek*
- ❖ *Highlighted activities*
- ❖ *Social media platform, Paid Owned Earned (POE) Media, Top source*
- ❖ *Overall user discussion*

# Overview campaign performance (from beginning to current)

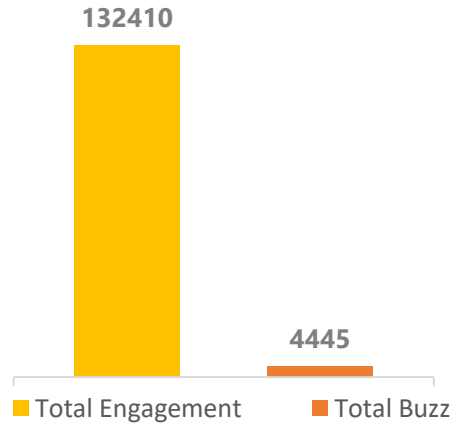
## 31 Dec - 31 Jan

### BUZZ TRENDLINE



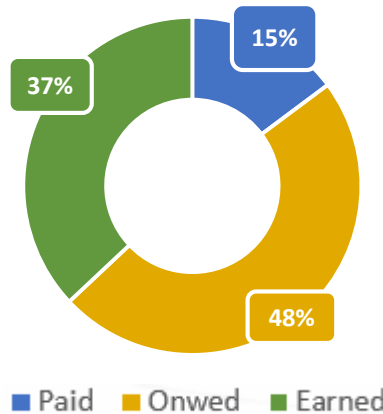
### TOTAL BUZZ & ENGAGEMENT

From beginning to current



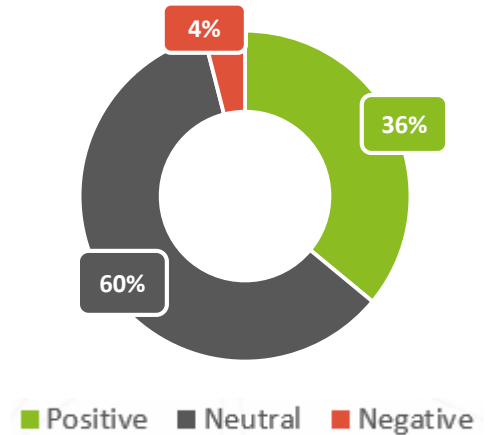
### PAID - OWNED - EARNED MEDIA

From beginning to current



### SENTIMENT PERFORMANCE

From beginning to current



# Nokia's campaign gained nearly 300 mentions on daily average. Owned fanpage and KOLs played the main role in generating buzz for the campaign

1

02 JAN



Advertising post for the campaign on owned fanpage ([link](#)).



Advertising post for the campaign on owned fanpage ([link](#)).

2

08 JAN



Advertising post for the campaign on owned fanpage ([link](#)).



PR posts for the campaign from hot social pages ([link](#), [link](#), [link](#)).

3

11 JAN

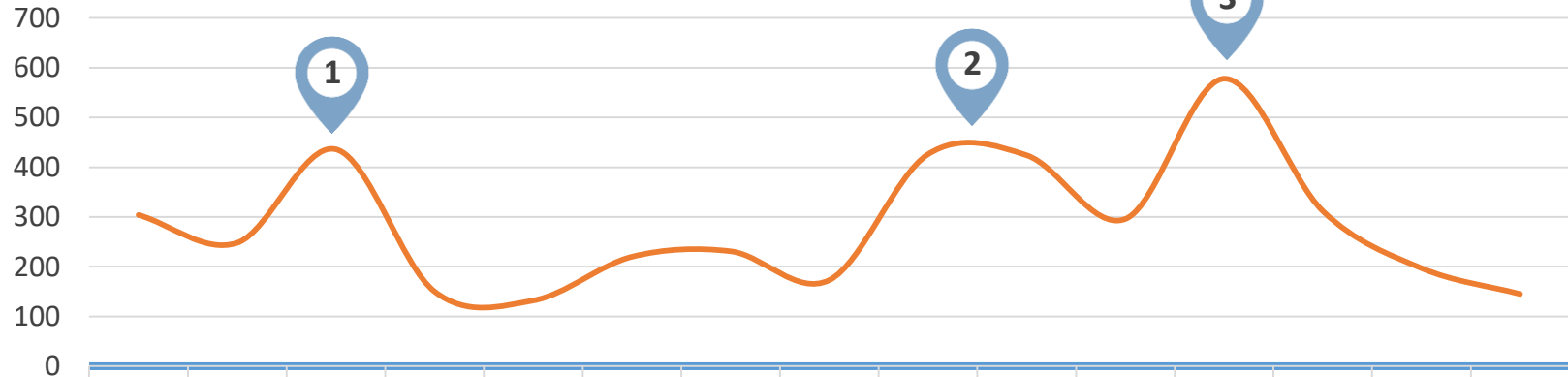


Advertising post for the campaign on owned fanpage ([link](#), [link](#), [link](#)).



PR posts for the campaign from [Khôi My](#) and [Kelvin Khánh](#).

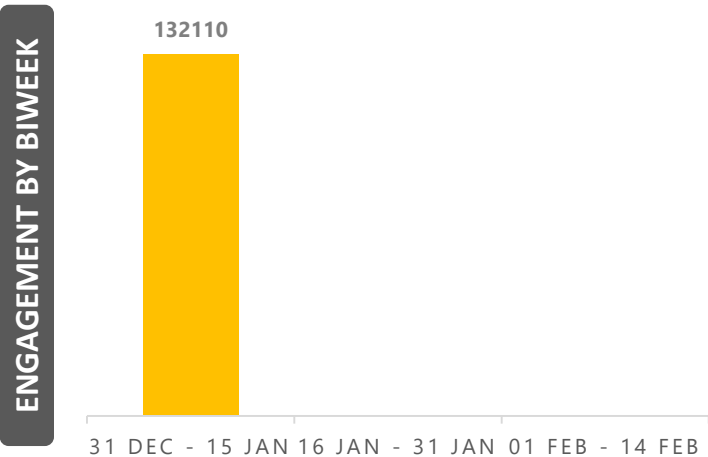
BUZZ TRENDLINE



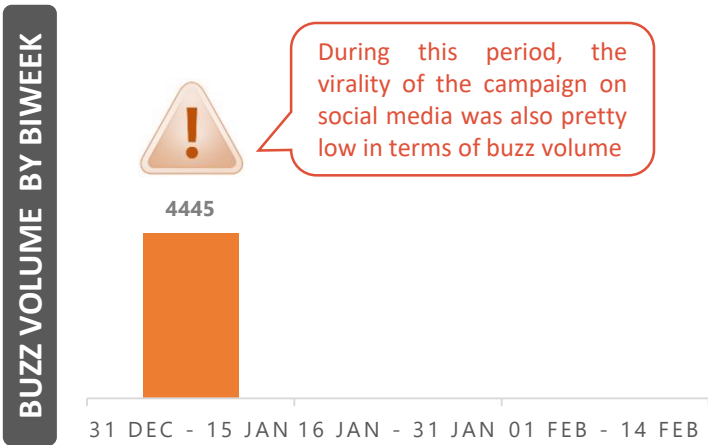
— Buzz volume

31-Dec	1-Jan	2-Jan	3-Jan	4-Jan	5-Jan	6-Jan	7-Jan	8-Jan	9-Jan	10-Jan	11-Jan	12-Jan	13-Jan	14-Jan
304	248	436	150	132	220	231	173	426	424	296	578	312	197	145

# Owned fanpage and KOLs were the main sources of user's engagement. Most of which was user's reaction rather than share or discussion



**Note:** Total engagement = Total Buzz + Total Like + Total Share

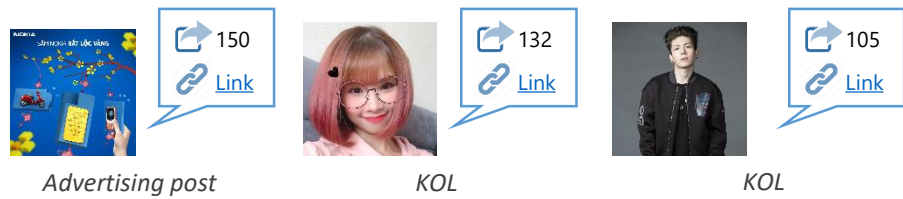


## HIGHLIGHTED ACTIVITIES

### Top activities in terms of reaction



### Top activities in terms of share



### Top activities in terms of discussion

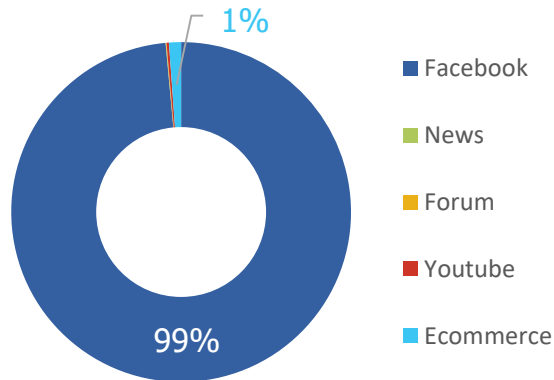




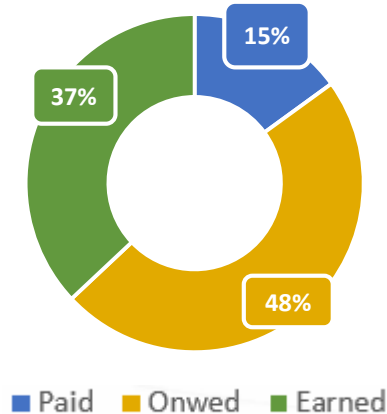
## Owned media dominated nearly 50% of social media discussions about Nokia campaign, while Paid Media was quite modest in terms of generating buzz

- In terms of social media platforms, **Facebook seems to be the one-and-only platform generating buzz for the campaign.** While that of others were insignificant. **More marketing content should be aired on Youtube** to leverage this source as its huge amount of audiences.
- Owned media, which is owned fanpage, was the main source of discussions. Meanwhile, the performance of **Paid media was quite depressed due to the lack of call-to-action.**
- Top 10 sources were dominated by Owned and Paid media activities as there was no source of Earned media appeared, which means the campaign might need **more marketing effort and communication to reach the stage of amplification.**

SOCIAL MEDIA PLATFORM



PAID - OWNED - EARNED MEDIA

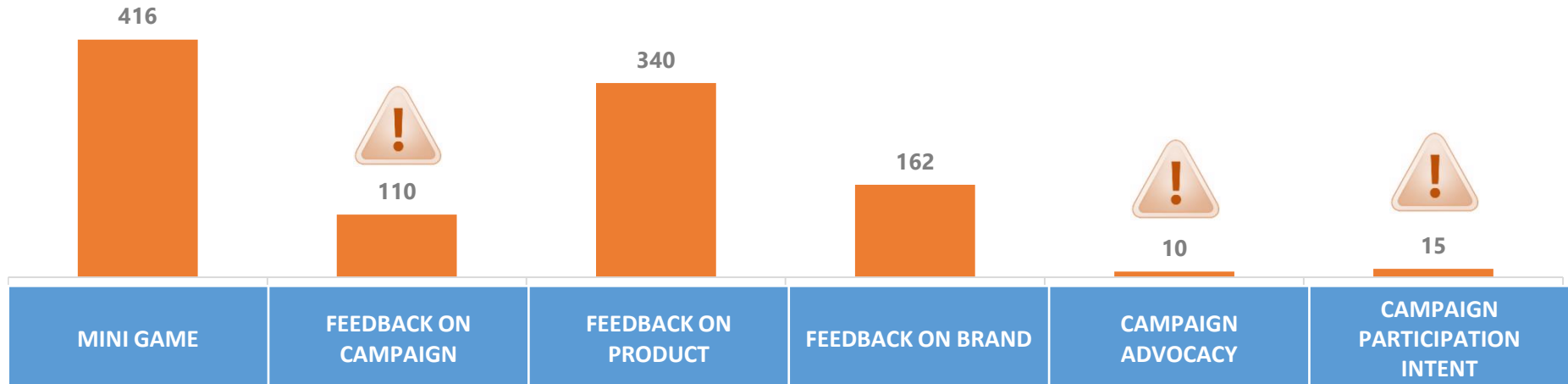


TOP SOURCES BY BUZZ



## During the campaign, minigame and product/brand feedback were the most dominant theme of discussions.

- Within the confines of the campaign, **minigame and product/brand feedback** appeared to be the most discussed topics while the number of **conversations talking directly about the campaign were really insignificant.**
- Besides, the campaign **did not gain much of user's participation intent or advocacy** so now, this might need **more activity to move from awareness to the next level, which is the stage of engagement.**





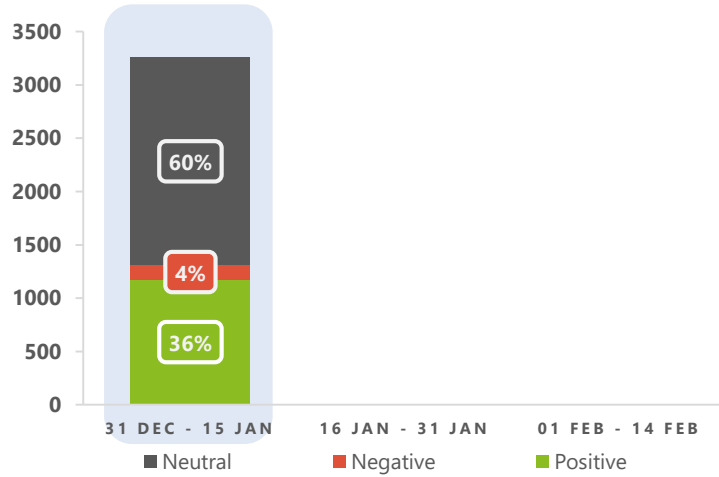
# Campaign Health

*This part includes*

- ❖ *Overall sentiment performance*
- ❖ *Deep dive into user feedbacks*
  - *Campaign*
  - *Product*
  - *Brand*

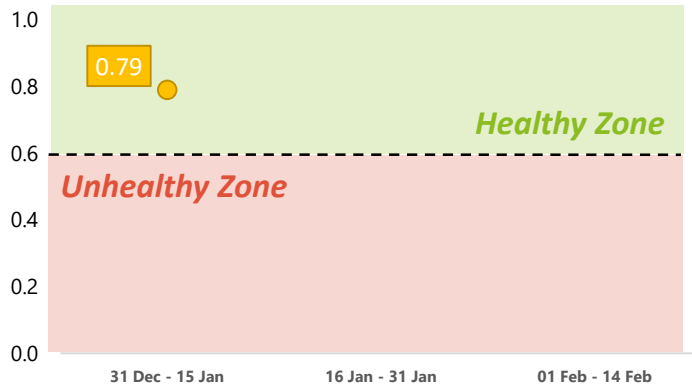
# Overall sentiment performance

SENTIMENT RATIO BY BIWEEK



Note: Sentiment ratio base on number of mentions which exclude unrated mentions

SENTIMENT RATIO BY BIWEEK



Note: Sentiment index = (positive index – negative index)/(positive index + negative index)



## SENTIMENT PERFORMANCE

Despite the modest level of virality, the campaign **managed to attain a healthy sentiment performance** with 0.79 point of sentiment index. The neutral figure was high and mainly made from user's mentions, which related to Nokia brand/product but no personal feeling was expressed.



## POSITIVE DRIVERS

- ✓ User's share from advertising posts for Nokia's campaign
- ✓ Overall good appraisals of Nokia brand and Nokia 6
- ✓ Purchase intention for Nokia smartphones
- ✓ High appreciation for the valuable and desirable prizes

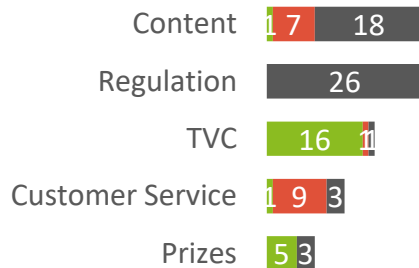


## NEGATIVE DRIVERS

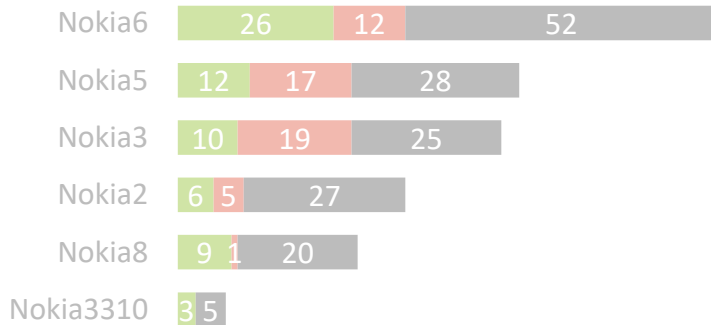
- ✗ User's overall dissatisfaction at today's Nokia
- ✗ User's complaints about Nokia products, most for Nokia 3 and Nokia 5
- ✗ Some mentions stated that the promotion program "Bắt lộc thả ga" of Nokia was just an inferior cheat

# User Feedbacks on Campaign

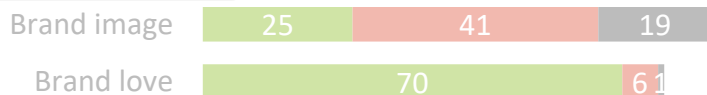
## CAMPAIGN



## PRODUCT



## BRAND



## FOCUS ON POSITIVE DISCUSSED ATTRIBUTES

- [TVC]** User's interest in the TVC.

**Verbatim:** *Nhạc quảng cáo vui tại thế. Cho mình xin đoạn nhạc được không?*  
Nokia Mobile - [Link](#)

**Verbatim:** *Clip hay quá* - [Link](#)

- [Prizes]** Users was impressed by the valuable prizes from Nokia.

**Verbatim:** *Giải thưởng làm e ham quá chị ơi* - [Link](#)

**Verbatim:** *Quà tết của nokia lớn quá* - [Link](#)

## FOCUS ON NEGATIVE DISCUSSED ATTRIBUTES

- [Content]** Overall bad feedbacks about advertising content.

**Verbatim:** *Nội dung quảng cáo quá tệ. Ko thu hút* - [Link](#)

**Verbatim:** *Đừng nổi lòng tham ko có giải thưởng gì đâu. Đây là chiêu trò bán hàng đánh vào lòng tham của ng mua thôi. Phí tiền* - [Link](#)

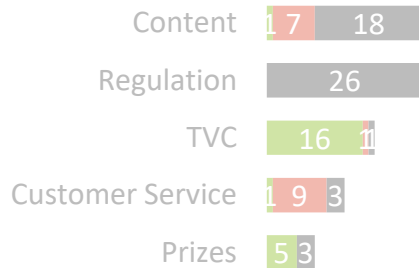
- [Customer service]** Long delay in giving the prizes for lucky person.

**Verbatim:** *Trúng mà tới giờ chưa thấy trao quà* - [Link](#)

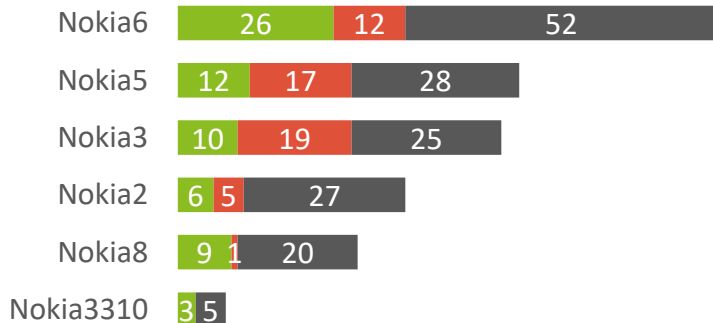
**Verbatim:** *Tôi cũng vậy đợi lâu lắm chả thấy đâu* - [Link](#)

# User Feedbacks on Product

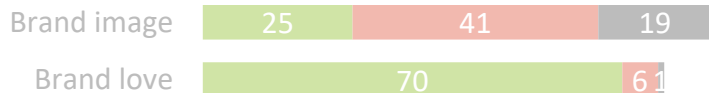
## CAMPAIGN



## PRODUCT



## BRAND



## FOCUS ON POSITIVE DISCUSSED ATTRIBUTES

- [Product] Overall high appreciation for Nokia products.

Verbatim: Mình cũng dùng **Nokia 6** thấy rất ok - [Link](#)

Verbatim: **Nokia5** sài ổn định lắm... Mình đang sài... - [Link](#)

Verbatim: Đang sử dụng **No3** ok lắm ad - [Link](#)

Verbatim: Mình đã mua **Nokia 2** và dùng rất thích, pin rất khỏe ... - [Link](#)

Verbatim: Đang comment bằng **Nokia 8**, dùng rất tốt :D - [Link](#)

Verbatim: **Nokia 3310** mình xài tốt lắm ak bạn, nghe gọi pin trâu lắm - [Link](#)

## FOCUS ON NEGATIVE DISCUSSED ATTRIBUTES

- [Product] Overall user's complaints for Nokia products.

Verbatim: Tớ mới mua cơ **nokia6** mà sao **mìc nói chap chèn** quá vậy - [Link](#)

Verbatim: **Nokia,n5**, **Bluetooth** quá yếu, kết nối bị **dập tắt, dập tắt** - [Link](#)

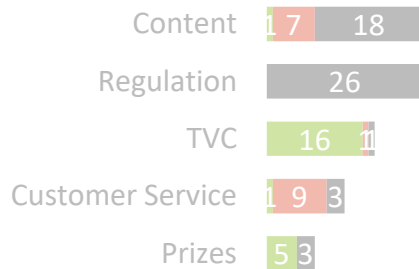
Verbatim: Mình đang dùng **N3** .nhưng **cham lam.cam ung qua kem** - [Link](#)

Verbatim: Hôm qua mới mua lên mạng tý ma **máy no nóng** **nokia 2** - [Link](#)

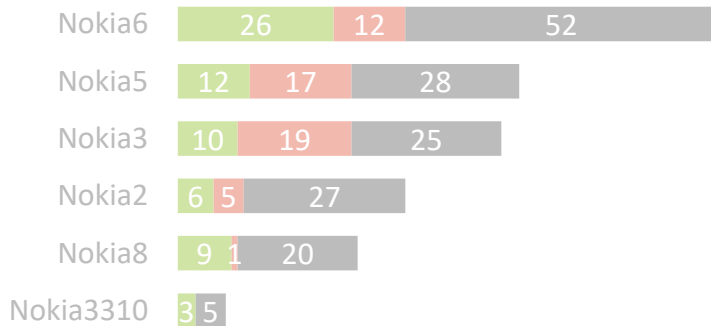
Verbatim: Mình đã **vấp phải con N8** giờ mà bảo mình quay lại dùng **Nokia** thì e là ko đủ dũng cảm - [Link](#)

# User Feedbacks on Nokia Brand

## CAMPAIGN



## PRODUCT



## BRAND



## FOCUS ON POSITIVE DISCUSSED ATTRIBUTES

- **[Brand Image]** User's good evaluation of Nokia brand, especially, of its durability.

Verbatim: *Nokia xài bền lắmm chị haaa* - [Link](#)

Verbatim: *Sai nokia thì tốt roi* - [Link](#)

- **[Brand Love]** Nokia recalled user's beautiful memories.

Verbatim: *Nokia trở lại, lợi hại hơn xưa, i love Nokia* - [Link](#)

Verbatim: *Nokia logo hai bàn tay nắm lấy và chuông điện thoại khó quên* - [Link](#)

## FOCUS ON NEGATIVE DISCUSSED ATTRIBUTES

- **[Brand Image]** User's report for worse quality of today's Nokia products in comparison with its before.

Verbatim: *Tàu lao, neu chọn nokia thì phai suy nghĩ ky. Rát te* - [Link](#)

Verbatim: *nokia bây giờ gần như ko còn chỗ đứng trên thị trường nữa rồi .phần mềm hay bị lỗi* - [Link](#)

- **[Brand Love]** Customers lost their trust in Nokia.

Verbatim: *Mất niềm tin khi lúc trước mua lumia 730* - [Link](#)

Verbatim: *...nói thật chứ tao mất niềm tin vào nokia rồi đi mua táo đây* - [Link](#)



# Media Performance

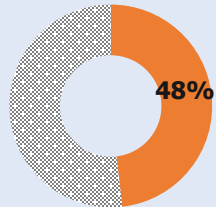
*This part includes*

- ❖ *Performance of official fanpage*
- ❖ *Performance of KOLs*
- ❖ *Performance of PR posts from paid media*
- ❖ *Performance of Commercial posts from dealers*



# Performance of Official Fanpage

CONTRIBUTION  
TO TOTAL BUZZ



BUZZ VOLUME  
BY BIWEEK

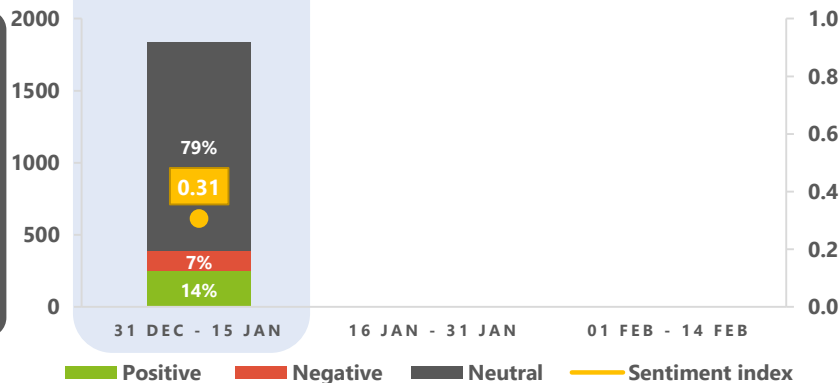
2142

31 DEC - 15 JAN

16 JAN - 31 JAN

01 FEB - 14 FEB

SENTIMENT RATIO  
BY BIWEEK



## FOCUS ON OFFICIAL FANPAGE - OWNED MEDIA

### BUZZ CONTRIBUTORS

Official fanpage contributed 48% of total discussions to the buzz volume. Most of which mainly came from:

- Advertising posts for campaign ([link](#), [link](#), [link](#), [link](#), [link](#))
- Minigame ([link](#))

### SENTIMENT PERFORMANCE

The sentiment performance on owned media was very unhealthy with the sentiment index was lower than the 0.6 baseline.

### POSITIVE DRIVERS

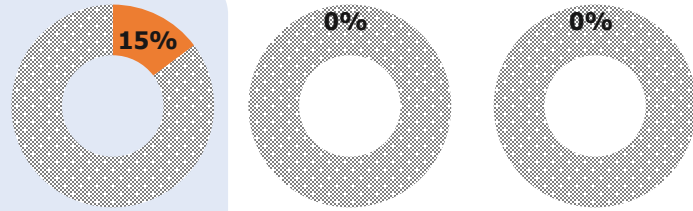
- Overall compliments on Nokia brand as a trustworthy brand with beautiful nostalgia
- Good feedbacks on Nokia smartphones
- Purchase intention

### NEGATIVE DRIVERS

- User's overall dissatisfaction at today's Nokia
- User's complaints about Nokia products, most for Nokia 3 and Nokia 5

# Performance of KOLs & PR Articles

CONTRIBUTION  
TO TOTAL BUZZ

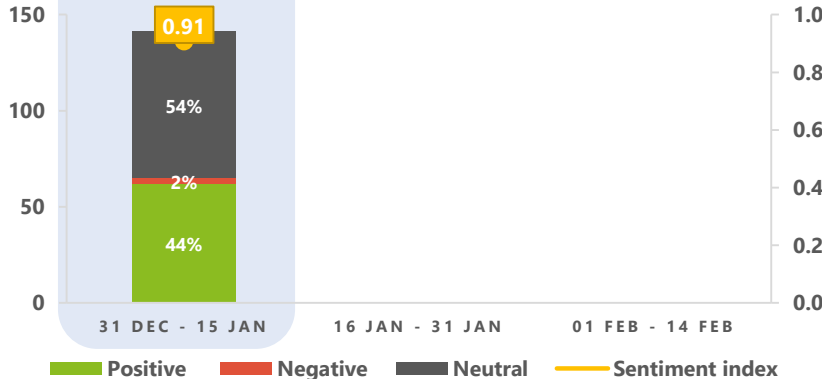


BUZZ VOLUME  
BY BIWEEK

658

31 DEC - 15 JAN 16 JAN - 31 JAN 01 FEB - 14 FEB

SENTIMENT RATIO  
BY BIWEEK



## FOCUS ON KOLs - PAID MEDIA

### BUZZ CONTRIBUTORS

KOLs contributed 15% of total discussions to the buzz volume. Most of which mainly came from:

- PR articles from KOLs ([link](#), [link](#), [link](#), [link](#), [link](#))
- PR articles from hot social pages ([link](#), [link](#), [link](#), [link](#), [link](#))

### SENTIMENT PERFORMANCE

The sentiment performance on earned media was outstandingly healthy with the significantly high level of positive ratio. The negative mentions were insignificant, and nothing of big concern

### POSITIVE DRIVERS

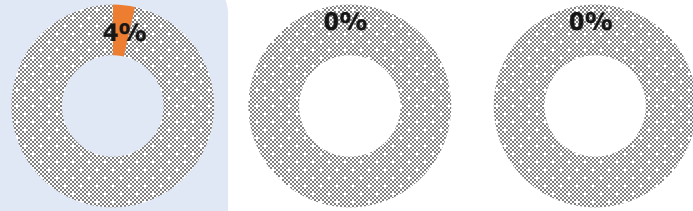
- Good feedbacks on the campaign with valuable prizes
- Good feedbacks on Nokia brand as well as its smartphones
- Purchase intention

### NEGATIVE DRIVERS

- User's overall dissatisfaction at today's Nokia with the thought that it would be very hard for Nokia to get back to its heyday

# Performance of Commercial Activities of Dealers

CONTRIBUTION  
TO TOTAL BUZZ

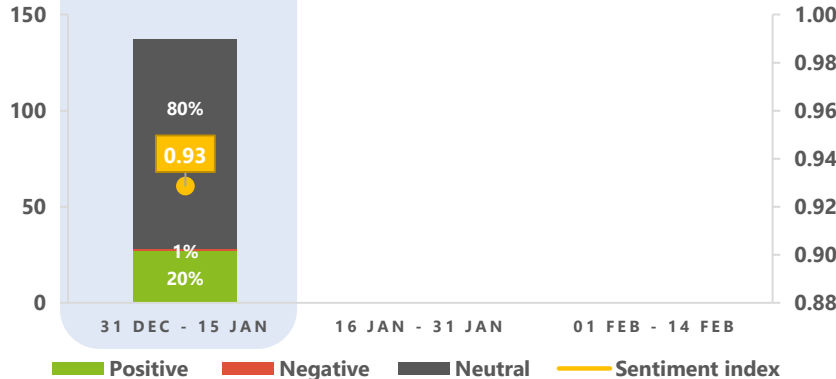


BUZZ VOLUME  
BY BIWEEK

158

31 DEC - 15 JAN 16 JAN - 31 JAN 01 FEB - 14 FEB

SENTIMENT RATIO  
BY BIWEEK



## FOCUS ON COMMERCIAL ACTIVITIES OF DEALERS

### BUZZ CONTRIBUTORS

Commercial activities from dealers contributed 4% of total discussions to the buzz volume. Most of which mainly came from:

- Commercial posts for Nokia smartphones and campaign from [TGDĐ](#), [FPTShop](#)...

### SENTIMENT PERFORMANCE

The sentiment performance gained from dealers was extremely good

### POSITIVE DRIVERS

- Commercial posts for Nokia smartphones and campaign
- Purchase intention

### NEGATIVE DRIVERS

- No significant discussion

