Macquarie Business School

Session 1 - 2024

ASSESSMENT THREE

Social Media Analysis Report

Emirates BeThere Campaign

Gino Sunny, 47814403

MKTG8033: Social Media Marketing

# 1. Introduction and Background

1.1 Brand Overview

Emirates Airlines, the national flag carrier of the United Arab Emirates, began operations in 1985. Headquartered in Dubai, Emirates has grown to become one of the world's most modern and rapidly expanding airlines. Emirates now operates flights to over 142 destinations across 80 countries. Boasting a fleet of more than 220 state-of-the-art aircraft, the airline plays a crucial role in Dubai's strategic plan for tourism revenue.

Source: (About us | Emirates Australia, no date)

Emirates Airlines strategically utilises different social media platforms to enhance its brand presence. On Facebook, with 11M followers, Emirates combines visual and textual content to encourage travel. With 7.3M followers on Instagram, it focuses on visually appealing content to strengthen its brand image. Twitter, followed by 1.7M users, is used primarily for broadcasting important operational updates and driving traffic to Emirates' website. YouTube, with 981K subscribers, features mainly short informational videos and advertisements. Each platform is tailored to leverage its unique strengths for brand promotion and customer engagement (StudyCorgi.com, n.d.).
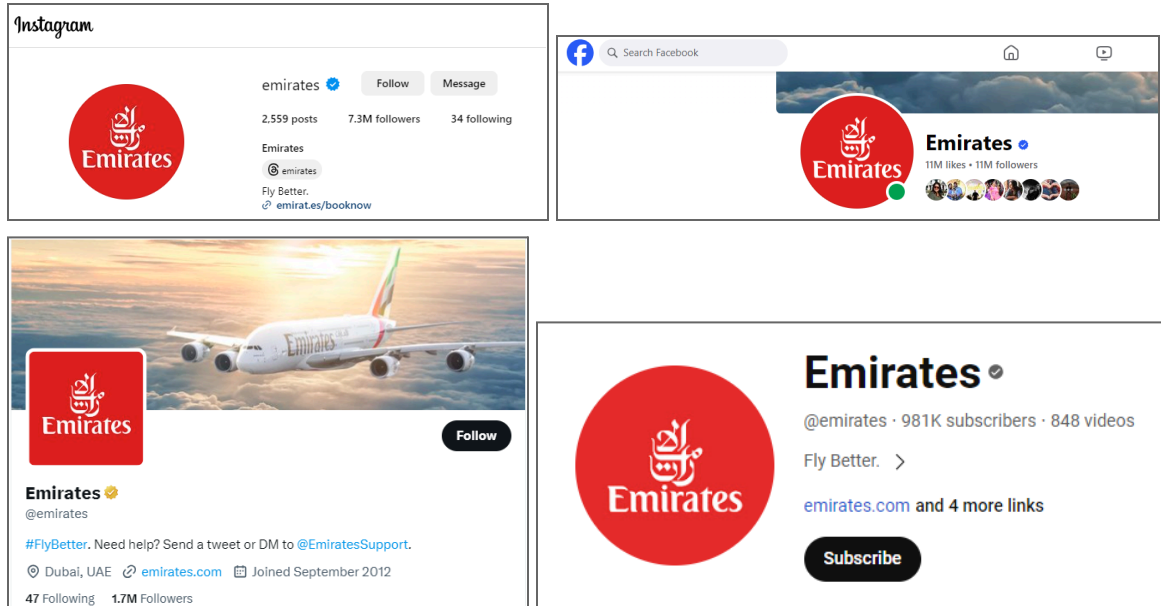
Source: Figures from Emirates' SM profiles.

1.2 Campaign Background

Emirates' "Be There" campaign was designed as a global initiative to celebrate and inspire travel and exploration. The campaign strategically showcased the real-life travel experiences of its employees, referred to as "Globalistas." These employees were selected via a talent show-style competition, representing over 130 nationalities and incorporating the spirit of adventure that Emirates seeks to cultivate among its customers. Over six months, seven selected "Globalistas" travelled to various destinations across six continents, capturing and sharing their unique experiences through personal storytelling (Emirates, 2019).

Source: (Emirates Be There campaign - The Shorty Awards, no date)

The motivations behind the campaign were driven by various factors:

- **Inspire Travel**

  Emirates aimed to inspire its audience to explore the world, promoting that personal experiences and adventures are within easy reach when flying with Emirates.

- **Brand Reinforcement**

  By showcasing its employees as brand ambassadors who embody the airline's values, Emirates could reinforce its image as a connector of destinations and people.

- **Enhance Engagement**

  The campaign sought to increase customer engagement by sharing relatable, inspiring content that resonated with the audience's desire for adventure and travel.

2. Strategy Development Analysis

2.1 Goals & Objectives

The goals and objectives of the campaign were diverse and carefully crafted to boost brand engagement and visibility. The campaign had four primary objectives, firstly, to educate audiences about Emirates' extensive range of destinations. Second, to inspire "Globalistas" and influence potential customers during the initial dreaming phase of their travel planning. Third, to showcase the human aspect of the brand by emphasising its cosmopolitan nature and commitment to global travel. Lastly, to engage with audiences on social media channels, thus building a community and enhancing interactions with the brand (Emirates Be There campaign - The Shorty Awards, no date).

How did it go?

The campaign largely adhered to the SMART framework, with well-defined, relevant, and achievable goals within a specific timeframe i.e. 6 months. The campaign successfully achieved its objectives of enhancing brand engagement and visibility, reaching 120M people on Facebook and achieving over 60M video views across Facebook and YouTube, as detailed in Appendix 1. Given Emirates' substantial resources and established global presence, the goals of enhancing brand engagement and visibility, educating about destinations, and engaging with social media audiences were certainly achievable. The main area for improvement would be enhancing the measurability related to direct business impacts, such as booking conversions, to assess the

campaign's success. Some reactions on social media suggest scepticism about the reported reach and views, while others confirm positive impacts on sales.
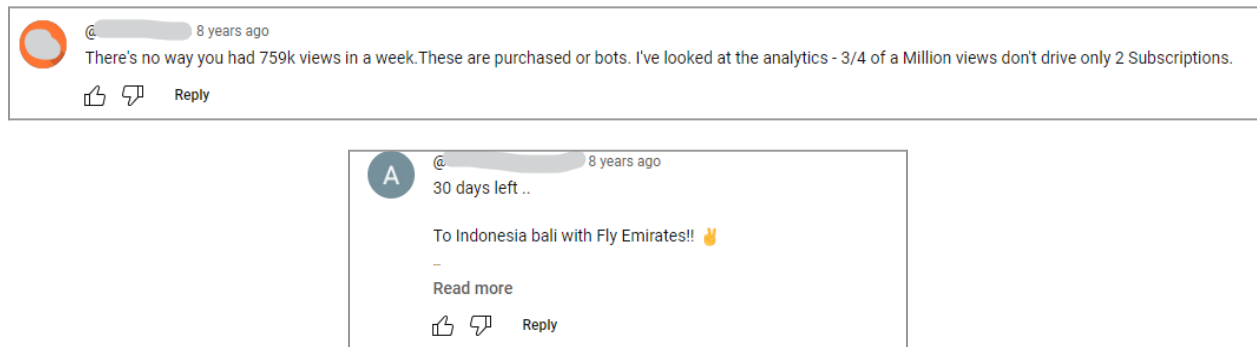
Source: Comments from Emirates Bethere campaign YouTube playlist.

2.2 Segmentation and Target Audience

In developing the campaign, Emirates identified and targeted specific audience segments based on their interests and lifestyles. The campaign strategically focused on experience-seeking travelers, specifically targeting individuals who prefer experiences over material goods. Additionally, the content was tailored to appeal to passion-driven segments, such as individuals interested in photography, food, music, and extreme sports. Essentially, it targeted anyone whose passions could be enhanced through travel. This targeted approach ensured that the campaign resonated with those most likely to be inspired by the unique travel experiences Emirates offers.

How did it go?

The campaign's reach to 31 destinations (Appendix 1) around the globe indicates effective targeting of a diverse audience. It primarily focused on lifestyle or psychographic segmentation, which targeted specific interests and behaviours of travelers. The campaign was specifically designed to attract a particular cohort of the travel market.

2.3 Audience Engagement Strategies

Emirates implemented numerous strategic initiatives for audience engagement. The campaign featured an interactive content platform that showcased films and social media content, not only on the aggregation platform but also through in-flight entertainment, keeping audiences engaged

both online and during flights. Regular weekly updates introduced new content, sustaining audience interest and interaction throughout the campaign. Additionally, the campaign highlighted special travel fares (NZ Herald, 2020) to featured destinations directly on the content platform encouraging viewers to direct CTA and to transform their inspiration into tangible travel plans (TwineSocial, 2024). Emirates further enriched the campaign by leveraging Employee-Generated Content (EGC) (Yan et al., 2021), using their staff's personal travel stories to boost brand awareness and affirm its position as a global airline. By partnering with TINT to display these experiences, Emirates enhanced the brand authenticity on social media and spurred consumer engagement and content creation, leading to increased interaction and visibility (TINT - Community Powered Marketing Platform, 2024).

The campaign also implemented an Active SMM strategy. Key elements included engaging the audience through interactive content, such as competitions that required viewers to watch videos and answer related questions to win prizes, and the use of hashtags like #BeingThere. Additionally, the campaign capitalised on UGC by encouraging followers to share personal travel tips and photos. Another example is where the brand uses interactive content (like the tweet below requesting destination tips or photos using hashtags) and incentives (chance to win an Emirates aircraft model) as strategies to boost engagement.

Source: Emirates Twitter page.

How did it go?

With 800,000 interactions across Emirates' social channels and a 97% positive sentiment rate (Appendix 1), the engagement strategies seem to have been highly effective. While interaction numbers and sentiment are strong indicators of success, understanding the nature of these interactions (comments, shares, likes) and the context of the sentiments could provide deeper insights. Research (Rodríguez-Ibánez et al., 2023) shows that sentiment analysis tools could be used to categorise and analyse the nature of audience feedback more thoroughly. A few reactions to YouTube content made by "Globalistas", show how it resonated with the audience.

@_____ 7 years ago
I ADORE YOU ASHLEY because you are making me to believe that our wishes come true 😍😍😍😍

@_____ 8 years ago
My favorite Japanese city! Thank you, EMIRATES!!

@_____ 8 years ago
Been there too, a month after this video was shot.
Very nice place with friendly people :-)
Hoping to be there again this year.
P.S. @ 0:11-0:13 was St.Julian, not Valetta ;-)

@_____ 8 years ago
Emirates <3
👍 👎 Reply
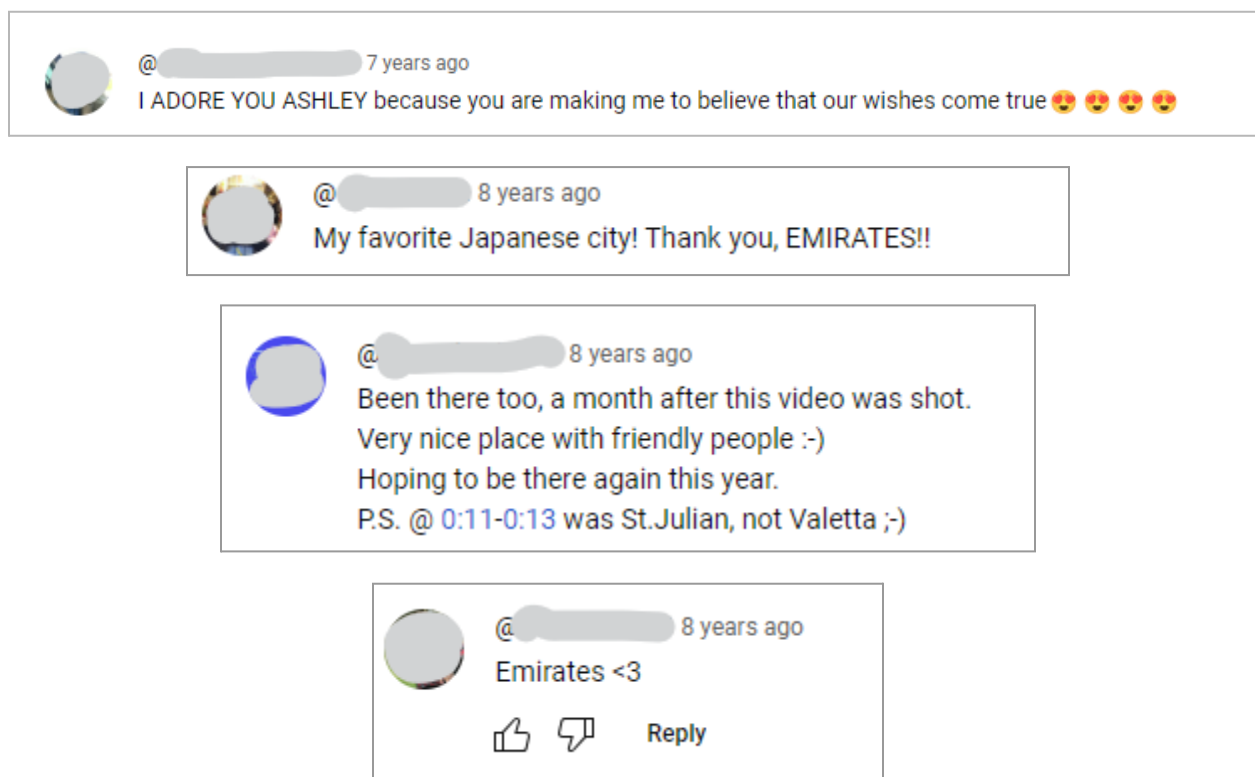
Source: Emirates Bethere campaign YouTube playlist.

2.4 Content Development Strategies

The social media strategies and activities employed by Emirates for the campaign included a comprehensive approach to content creation, aggregation, and strategic partnerships. The campaign utilised Emirates' staff, known as "Globalistas" who were selected for their passion for travel and ability with social media, to create inspiring travel content. Additionally, a dedicated

content aggregation platform was developed at www.emirates.com/bethere, which showcased travel videos, and social media feeds, and utilised the hashtag #beingthere to unify the content across platforms. Furthermore, the brand partnered with National Geographic, expanding the campaign's reach through professional profile films and mini-documentaries that detailed each Globalista's journey.

How did it go?

The number of video views (Appendix 1) and interactions suggest that the content was well-received and that the strategies used were effective in capturing audience interest. The use of diverse content formats, including 130 videos and tens of thousands of images (Appendix 1), alongside a significant amount of footage, shows a strong commitment to creating compelling, high-quality content. However, due to a lack of specific data, it's hard to provide a deeper understanding and insights into the engagement metrics for different content types or platforms. UGCs on Facebook revealed that many people were inspired to revisit the destinations featured in the campaign.
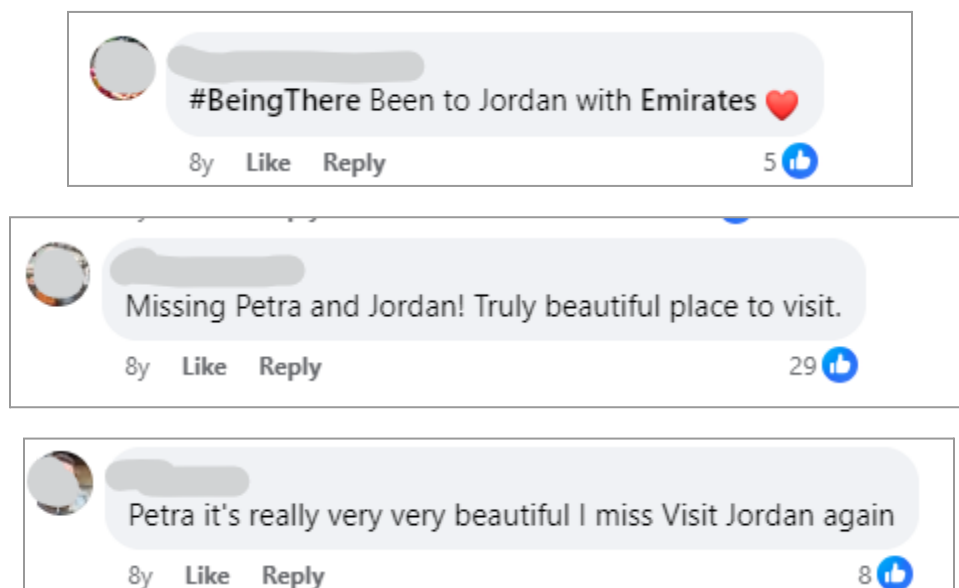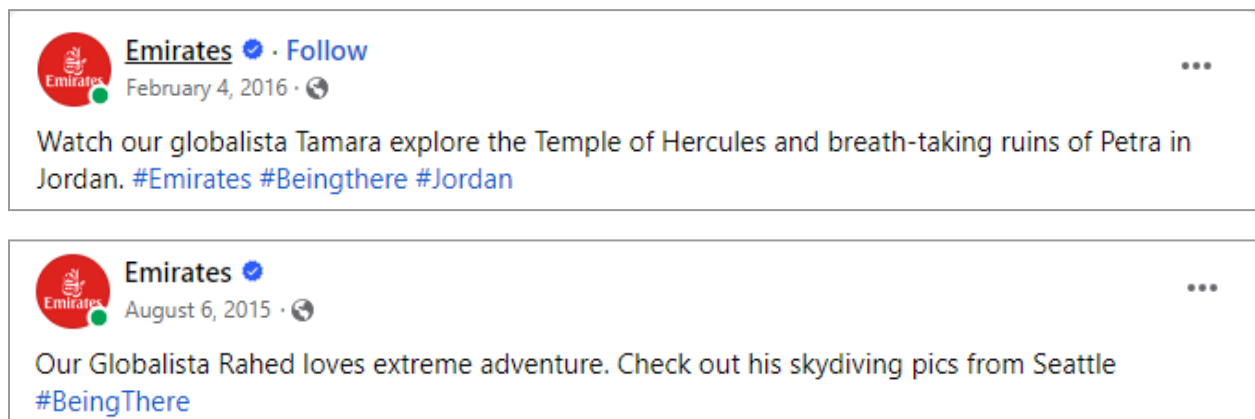

Source: Emirates Facebook page.
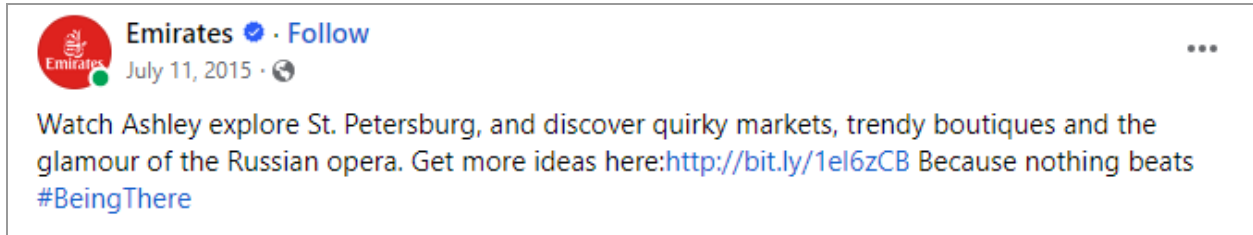
3. Implementation & Monitoring Analysis

Emirates effectively used different content strategies tailored to each social media platform. For instance, visual content on Instagram and YouTube emphasized high-quality travel videos, while

Twitter focused on updates and direct interactions. Through shared stories and video content, Facebook was utilised for broad reach and engagement. More than specific tools, the campaign partnered with National Geographic to help produce high-quality documentary-style content that was likely managed through professional media production tools. However, while platform diversification was well-executed, the differentiation between content types could be have been more strategically aligned with specific user engagement metrics to increase conversion rates, not just viewership.

3.1 Tracking Approach, Measuring, and Evaluation

The campaign effectively utilised quantitative metrics to measure its reach and engagement, evidenced by impressive statistics such as 120 million people reached on Facebook, over 60 million video views on Facebook and YouTube, and 50 million Twitter impressions. This demonstrates the campaign's ability to attract significant attention across major social media platforms. Additionally, the production of substantial content, including 2,800 GB of footage and over 130 videos, underscores the campaign's scale and activity focused on engaging the audience. The campaign's global reach, travelling 402,000 KM (Appendix 2) and covering 31 destinations, aligns with Emirates' brand identity as a Global airline and illustrates the extensive geographical spread of its marketing efforts. The hashtag #BeingThere was tagged along with all the posts on Facebook to track the reach. A few examples are below.

Emirates ✔ · Follow
February 4, 2016 · 🌐
···

Watch our globalista Tamara explore the Temple of Hercules and breath-taking ruins of Petra in Jordan. #Emirates #Beingthere #Jordan

Emirates ✔
August 6, 2015 · 🌐
···

Our Globalista Rahed loves extreme adventure. Check out his skydiving pics from Seattle #BeingThere

Source: #BeingThere from Emirates Facebook page

To enhance future campaigns, it is crucial to include a more detailed analysis of user interactions, such as shares, comments, and the specific nature of interactions, to understand what drives the engagement. Additionally, a more transparent methodology that describes the tools and processes used to gather and interpret social data would strengthen the credibility and reliability of the metrics. Moreover, linking social media metrics directly to specific business objectives, such as increased bookings or enhanced brand loyalty/advocacy, is essential to demonstrate ROI and justify marketing spend (Lal et al., 2019). Including conversion metrics like click-through rates to bookings or purchases would provide a comprehensive view of the campaign's effectiveness, helping to understand how well social media engagement translates into actual business gains (Pour, Hosseinzadeh and Mahdiraji, 2021).

4. Future Recommendation

The Emirates #BeThere campaign demonstrated notable success across multiple dimensions. It achieved extensive reach across social media platforms and garnered significant engagement, indicating strong audience interaction with the content. The high positive sentiment rate, across social channels, suggested that the campaign was well-received. Additionally, the campaign gained wide media coverage and global exposure, enhancing its visibility on an international scale. In content creation, the campaign produced a large volume of high-quality, engaging content. Emirates effectively reinforced its brand identity as a global connector through employee brand advocacy. Despite these successes, there are areas where the campaign could see improvements, particularly in conversion tracking and demographic targeting, that would further enhance its effectiveness and overall impact. A few potential improvements are discussed below and could be instrumental in the effectiveness and overall impact of future campaigns.

4.1 Conversion Metrics and Business Impact

Although the campaign achieved significant reach and engagement, as demonstrated by the metrics in Appendix 1 and 2, detailed conversion tracking was absent to support the success of campaign objectives. Future campaigns should incorporate specific conversion metrics, such as booking rates. This could involve tracking unique promotional codes used in campaign-specific offers or implementing advanced monitoring tools that link social media interactions to sales conversions. Research (Saboo, Kumar and Ramani, 2016) shows that social media engagement activities like commenting & following directly influence sales for the brand. Therefore, it is recommended that future campaigns integrate detailed conversion tracking to directly link social media engagements to sales to gauge the success of objectives.

4.2 Demographic Data for Segmentation Strategy

The campaign effectively targeted experience-seeking travelers and passion-driven segments i.e. primarily on lifestyle or psychographic segmentation. However, future campaigns could benefit even more from granular segmentation such as geographic, demographic and behavioural. Using social media analytics to create detailed user personas can help tailor content more precisely to individual preferences and behaviours (An et al., 2018). Research (Zachlod et al., 2022) in this area depicts that, social media analytics will enable the creation of more targeted and effective campaigns, specifically tailored to meet the diverse needs and preferences of different traveller segments. Additionally, integrating visual segmentation techniques could further improve this strategy. As the study (Vilnai-Yavetz and Tifferet, 2015) shows, the visual segmentation method examines visual elements in users' social media profiles, such as Facebook profile photos. Analysing these visual cues can yield deeper insights into user behaviours and preferences, thus enhancing SM segmentation and significantly boosting the precision and impact of SMM efforts.

4.3 Strengthen Content Development Strategies

The partnership with National Geographic was a key strength of the campaign. However, the campaign could explore additional partnerships with SMIs that resonate with target segments. Collaborating with influencers in specific travel niches like adventure or luxury travel can amplify the campaign's reach and relevance (Booth and Matic, 2011). Research (Syed,

Mehmood and Qaiser, 2023) show the benefits of fostering strong interdependencies with these niche influencers by aligning resources and activities. This could include co-created content, shared access to tools and insights, or joint promotional events that mutually benefit both the brand and the influencers, thereby strengthening the collaboration and enhancing campaign effectiveness (Pradhan, Kishore and Gokhale, 2023).

"I acknowledge that I have only used GAITs (e.g., ChatGPT) in drafting and proofreading this assignment, which is permitted in the assignment instructions".
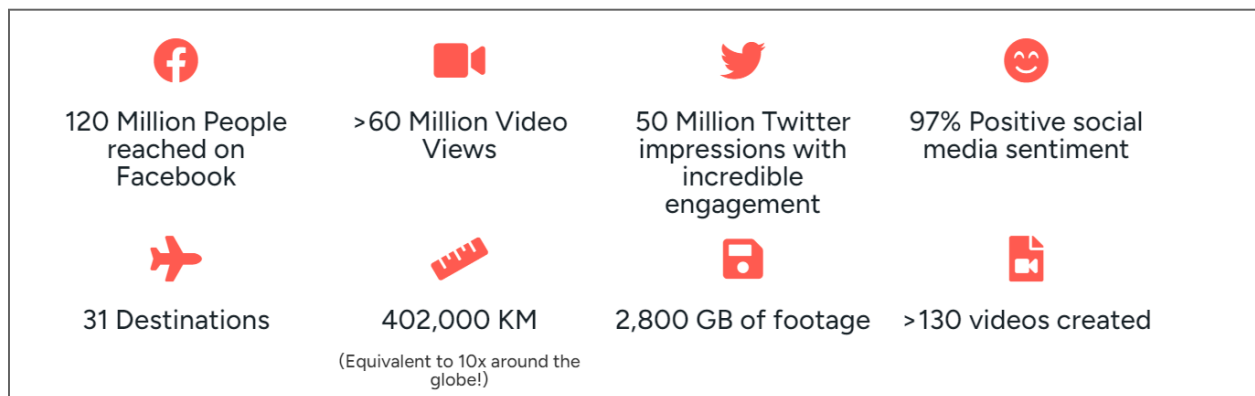
5. Appendices

RESULTS

* 120 Million people reached on Facebook

* Over 60 Million Video views on Facebook and YouTube

* Over 50 Million impressions on Twitter

* 800,000 interactions on Emirates Social channels

* 97 Positive sentiments across all social channels

* 31 Destinations around the globe

* 2.800 Gigabytes of footage shot

* Tens of thousands images shot and shared

* 130 videos created

* Global Media coverage in Lifestyle, travel and trade press and blogs

Appendix 1: Major results from the campaign

Source: (Emirates Be There campaign - The Shorty Awards, no date)

120 Million People reached on Facebook

>60 Million Video Views

50 Million Twitter impressions with incredible engagement

97% Positive social media sentiment

31 Destinations

402,000 KM
(Equivalent to 10x around the globe!)

2,800 GB of footage

>130 videos created

Appendix 2: Major results from the campaign

Source: (TINT - Community Powered Marketing Platform, 2024)

6. References

An, J. et al. (2018) 'Customer segmentation using online platforms: isolating behavioral and demographic segments for persona creation via aggregated user data', Social Network Analysis and Mining, 8(1), pp. 1–19. Available at: https://doi.org/10.1007/s13278-018-0531-0.

Booth, N. and Matic, J.A. (2011) 'Mapping and leveraging influencers in social media to shape corporate brand perceptions', Corporate Communications: An International Journal. Edited by M. B. Goodman, 16(3), pp. 184–191. Available at: https://doi.org/10.1108/13563281111156853.

Emirates (2019) Emirates inspires you to 'Be there.' https://www.emirates.com/media-centre/emirates-inspires-you-to-be-there/. (Accessed: 20 April 2024).

Emirates Be There campaign - The Shorty Awards (no date). http://shortyawards.com/8th/emirates-be-there-campaign. (Accessed: 20 April 2024).

Lal, B., Ismagilova, E., Dwivedi, Y.K., Kwayu, S. (2020). Return on Investment in Social Media Marketing: Literature Review and Suggestions for Future Research. In: Rana, N.P., et al. Digital and Social Media Marketing. Advances in Theory and Practice of Emerging Markets. Springer, Cham. https://doi.org/10.1007/978-3-030-24374-6_1.

NZ Herald (2020) 'Win a trip for two to Dubai with Emirates,' 14 September. https://www.nzherald.co.nz/travel/win-a-trip-for-two-to-dubai-with-emirates/HHLDU2R YBS4HDAFHXFBCA2QOL4/.

Pour, M.J., Hosseinzadeh, M. and Mahdiraji, H.A. (2021) 'Exploring and evaluating success factors of social media marketing strategy: a multi-dimensional-multi-criteria framework,' Foresight, 23(6), pp. 655–678. https://doi.org/10.1108/fs-01-2021-0005.

Pradhan, B., Kishore, K. and Gokhale, N. (2023) 'Social media influencers and consumer engagement: A review and future research agenda,' International Journal of Consumer Studies, 47(6), pp. 2106–2130. https://doi.org/10.1111/ijcs.12901.

Rodríguez-Ibánez, M. et al. (2023) 'A review on sentiment analysis from social media platforms', Expert Systems with Applications, 223, p. 119862. Available at: https://doi.org/10.1016/j.eswa.2023.119862.

Saboo, A.R., Kumar, V. and Ramani, G. (2016) 'Evaluating the impact of social media activities on human brand sales', International Journal of Research in Marketing, 33(3), pp. 524–541. Available at: https://doi.org/10.1016/j.ijresmar.2015.02.007.

StudyCorgi.com. (n.d.). Social Media Strategy of Emirates Airlines | Free Essay Example. [online] Available at: https://studycorgi.com/social-media-strategy-of-emirates-airlines/. (Accessed: 18 April 2024).

Syed, T.A., Mehmood, F. and Qaiser, T. (2023) 'Brand–SMI collaboration in influencer marketing campaigns: A transaction cost economics perspective', Technological Forecasting and Social Change, 192, p. 122580. Available at: https://doi.org/10.1016/j.techfore.2023.122580.

TINT - Community Powered Marketing Platform (2024) Emirates Airlines Social Campaign Engages Millions with EGC - TINT. https://www.tintup.com/case-studies/emirates-egc-social-campaign-engages-millions/ (Accessed: 20 April 2024).

TwineSocial (2024) 'How social media humanized air travel,' 3 May. https://twinesocial.com/blog/how-social-media-humanized-air-travel/. (Accessed: 2 May 2024).

Vilnai-Yavetz, I. and Tifferet, S. (2015) 'A Picture Is Worth a Thousand Words: Segmenting Consumers by Facebook Profile Images', Journal of Interactive Marketing, 32, pp. 53–69. Available at: https://doi.org/10.1016/j.intmar.2015.05.002.

Yan, J. et al. (2021) 'Examining interdependence between product users and employees in online user communities: The role of employee-generated content,' Journal of Strategic Information Systems, 30(1), p. 101657. https://doi.org/10.1016/j.jsis.2021.101657.

Zachlod, C. et al. (2022) 'Analytics of social media data – State of characteristics and application,' Journal of Business Research, 144, pp. 1064–1076. https://doi.org/10.1016/j.jbusres.2022.02.016.