

JULY 2018

# blender



CONSUMER PRODUCTS SOCIAL MEDIA LISTENING

bellomy



**The Bellomy blenders** are industry-specific social media reports designed to inform you about hot topics in your industry that are being discussed on social media. The blender is produced every three months for Retail, Healthcare, Energy, Consumer Products, and Financial Services. View or download them from our website every three months, or use the contact form to request automatic delivery.

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# product promotion events

## BELLOMY'S LISTENING:



**Company product promotion events** have proved to be an effective way recently of both spreading awareness of companies' newest product releases, as well as bringing large groups of people together to create excitement around a new release.

At the June 2018 E3 event—an annual conference centered around upcoming news and product releases in the world of video games—Nintendo announced the release of the next edition of Super Smash Brothers called Super Smash Brothers Ultimate. This announcement has Nintendo fans buzzing on social media about the

game and around the E3 event itself. Not only has this new edition of Super Smash Brothers created positive attention for Nintendo this year, but the release of the Nintendo Switch itself earlier this year shattered initial sales expectations. Nintendo initially set out to sell 10 million units of Switch in the first three months of the year through March, and instead sold 15 million—beating the goal by a whopping 50%. So far, the games that have been the most successful with the console have been Super Mario Odyssey and Mario Kart 8 Deluxe. Super Mario Odyssey sold 10 million copies by April 2018, while Mario Kart sold 9 million copies.



**In other news** with event product promotion, Apple announced a new OS called watchOS 5 for their Apple Watch at the June WWDC 2018 developers conference. While their newest Apple Watch 4 model has yet to be released (most speculate it will be later in 2018), the new OS will offer a host of new features, such as a walkie-talkie function and benefits for runners. One of the new features for runners allows for “activity competitions” to be created with friends by completing goals during a given week. Several different colored rings, each associated with a different user, will show which person is closest to completing the week long competition by how complete their specific ring is. After the week is over, the winner receives stickers for beating their friends or family members.





BELLOMY'S LISTENING:

# online sweepstakes launch new LG smartphones

**Another new way in which companies are reaching consumers with their products are through calls to action on social media.** This has proved to be effective across different industries and brands by creating awareness for a product, creating conversation around it, and getting users to further promote the product themselves.

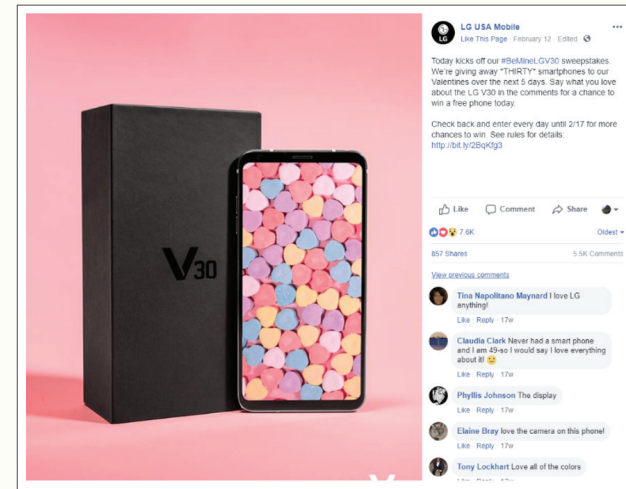


One example has been the LG promotion of the release of their new smartphones. Back in February, LG launched a #BeMineLGV30 Sweepstakes where they announced they would be giving away 30 of their new LG V30 smartphones over the course of five days. In order to have a chance at winning, participants were required to respond to the sweepstakes post in the comment section about something they loved about the LG V30 phone. Not only did this create conversation around the phone, but it also made consumers consider what they "loved" about it in order to be eligible.

In June, LG launched another campaign on social media using Twitter that took advantage of the popularity of the South Korean boy band, Bangtan Boys (BTS). This was another sweepstakes similar to the earlier one but this time promoting the new LG G7 ThinQ smartphone. Twitter users needed to retweet the LG Mobile sweepstakes post to be eligible to win a prize package that included the LG G7 ThinQ. Five winners were eligible daily through June 18th. By retweeting the post, users further promoted the sweepstakes campaign and spread awareness of the new phone. People retweeting and reacting to the post expressed gratitude for the chance to enter, positivity for the LG brand, and hopefulness around winning the prize.

Through a different type of interaction, but with a similar product, Sony Mobile launched a poll on Facebook in June asking users what their preferences were between two different designs of their new Xperia XZ2 Premium Android smartphone. The poll asked people to vote between the designs and then showed the total votes in percentages under the respective images of the phones. This was an effective interaction with social media consumers, garnering 6,300 votes, ~1,200 likes, and spreading awareness of the new phone. Sony Mobile also promoted the new edition of the Xperia XZ2 through Facebook video postings that also successfully gathered thousands of views and likes.

**The smartphone industry** isn't the only one getting a jump on interacting with consumers on social media through interactive posts. Avon also recently took to Facebook with a video post about their new Matte collection of lipsticks. The post had a call to action, asking viewers to share the video and to also express which Avon True Perfectly Matte lipstick was their favorite. Since June 24th, the post has grabbed over 215,000 views, 3,700 likes, and almost 500 shares.

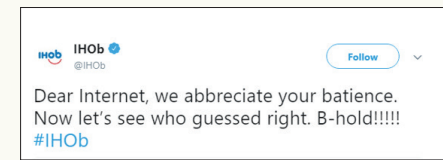
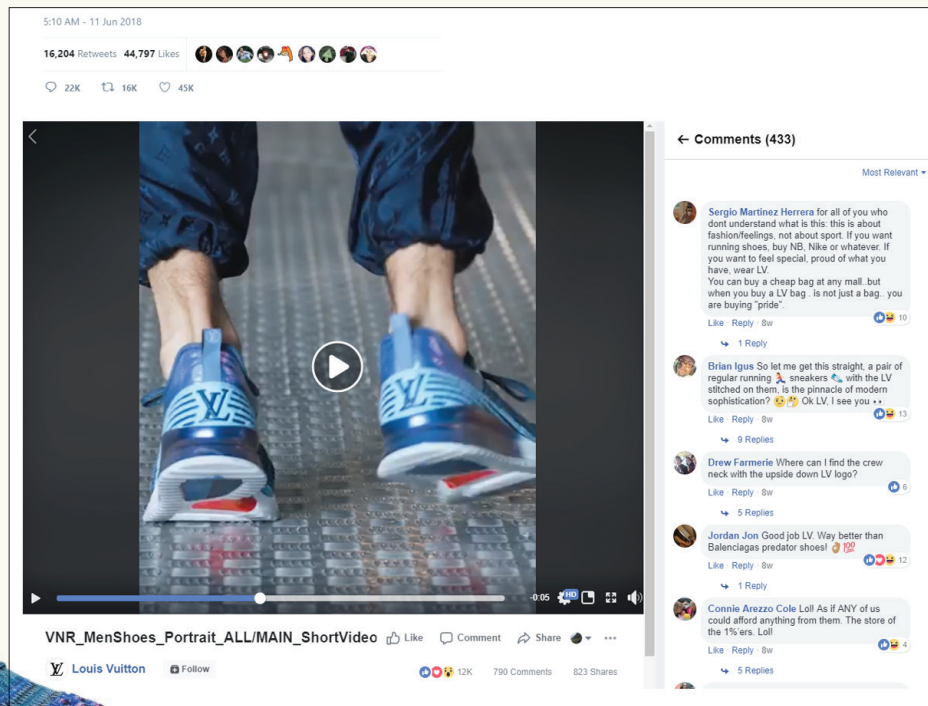


creating buzz

BELLOMY'S LISTENING:

# novel product strategies

**Louis Vuitton's entry into the running shoe market has been both surprising and confusing to many.** The French fashion house and luxury retail company recently launched a new line of running shoes called the V.N.R (Vuitton New Runner) collection with a price tag of \$1,170, sparking a lot of conversation on social media. The new shoes brought mostly positive comments on the Louis Vuitton Facebook post, but most were skeptical about how expensive they are for running shoes.



**IHOP surprised consumers in June by announcing a temporary name change to IHOB.** When the announcement to change the "P" in the name to a "b" initially came out, there was a lot of speculation on social media around what the "b" was representing. (International House of Breakfast, maybe?)

A Twitter posting on June 11th later revealed that the "b" stood for burgers, and that the name change isn't permanent. It's all part of a temporary promotion to draw more attention and interest in lunch and dinner options at the restaurant, particularly the seven new burgers IHOP is adding to its menu for this promotion. The company has not been as popular with the lunch and dinner crowds, even though it's open 24/7. The company wants customers to come to their restaurants at times other than their popular peak hours in the

morning before 11am. Lunch represents 33% of total food service industry traffic, according to the NPD Group, but lunch sales have been declining in recent years as more workers bring a lunch and stay at work. This has left restaurants fighting to find new and novel ways to appeal to lunch crowd customers.

Recently, IHOP President Darren Rebelez claimed the restaurant chain sees the controversial PR stunt as a success. "Literally everyone on the planet" knows it sells burgers now.

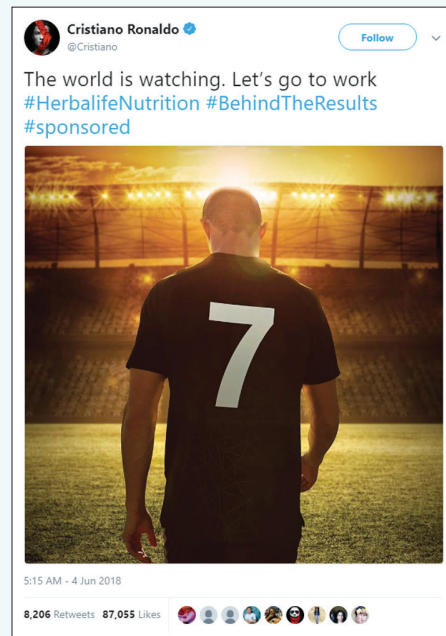


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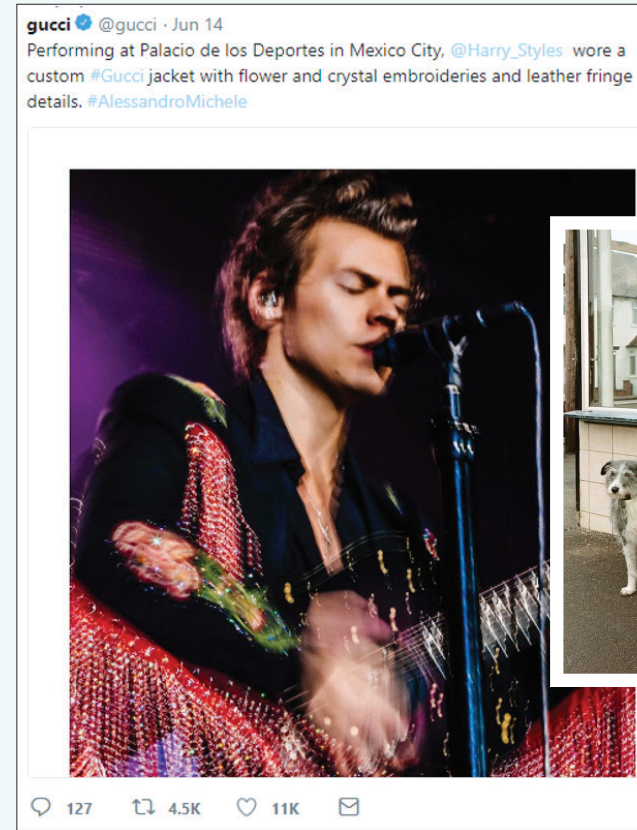
# social media-savvy celebrities cash in creating brand buzz

Using social media for celebrity product promotion isn't new, but brands and celebrities are developing more innovative approaches in the use of social media to create buzz. What's especially interesting is that celebrities are using their own social media vehicles and professional platforms vs. just the brand's promotional vehicles. Every day, celebrities tweet or post about new products that they're promoting through endorsement deals.

Recently, Cristiano Ronaldo posted about going to work and linked the hashtag #HerbalifeNutrition to his post, drawing attention on Twitter that was retweeted over 8,000 times. Not only does Ronaldo promote Herbalife Nutrition products through his social media, but he also uses their products before, during, and after games. Herbalife Nutrition recently renewed their business relationship with Ronaldo in an agreement that goes through 2021. The announcement of this partnership on Facebook has received over 140,000 likes and 1.6 million views.



Real Madrid's Gareth Bale is another star soccer player who's promoting a sponsored brand through his social media platform and his professional relationship with the Real Madrid soccer club. His Facebook post mentioning a new Adidas boot/shoe as part of the reason for his success in a recent match drew over 39,000 likes, 1,000 shares, and 500 comments. The effectiveness of each campaign and celebrity endorsement varies by the number of followers the celebrity has and the overall outreach of the celebrity in a given industry. In Cristiano Ronaldo's case, it was reported last year that he was making around \$400,000 per sponsored Instagram posting and was the highest paid athlete of 2017, with a \$93 million salary combined with endorsement income.



Harry Styles, a solo recording artist who rose to fame with the boy band One Direction, is the star of Gucci's new Tailoring Campaign. He's brought attention to new styles of clothing by wearing them onstage and then posting mentions on social media. In June, Harry performed in Mexico City at Palacio de los Deportes wearing a custom Gucci jacket that drew a lot of attention on social media. He has since done the same in other performances, with Instagram posts being used as teasers leading up to the campaign. Gucci has successfully used this social media campaign to create conversation for their brand and individual products.

# GUCCI



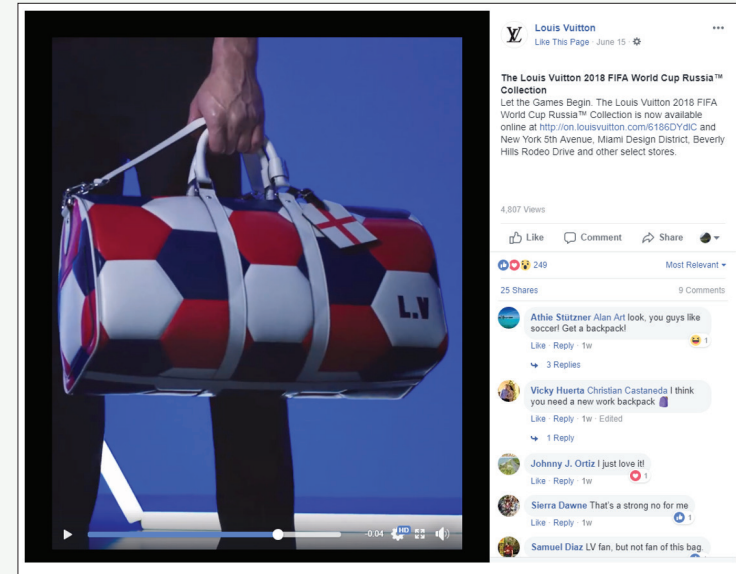
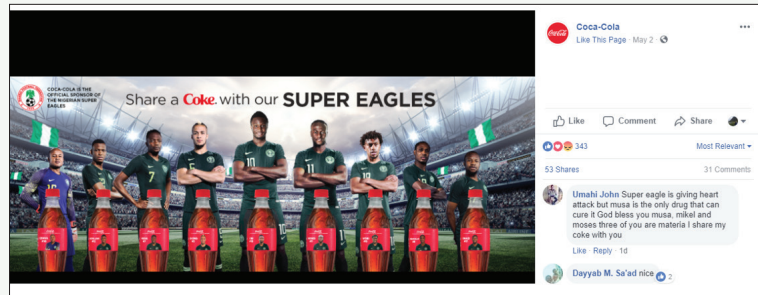
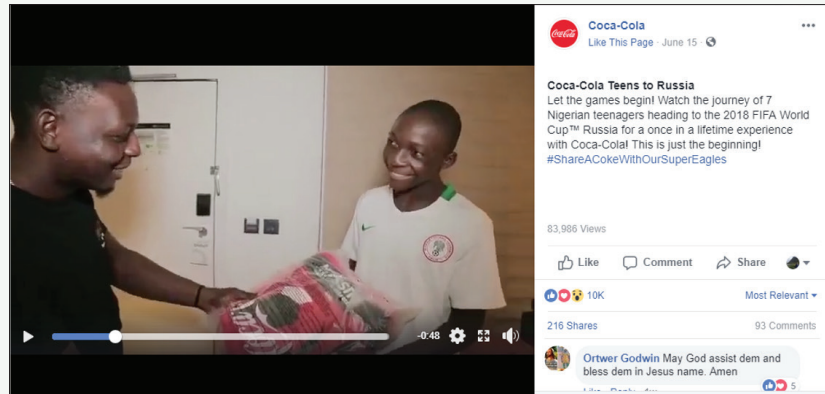
BELLOMY'S LISTENING:

# world cup soccer draws international brand attention

Millions of excited fans the world over—and millions of eyeballs glued to matches—brings brands running.



Coca-Cola took advantage of World Cup excitement with strategic social media campaigns. A Facebook post by the company promoted the story of seven Nigerian teens given the chance to travel to Russia and attend the event. A video of their trip, with the teens sporting Coca-Cola-branded products during the journey, was viewed over 80,000 times and had over 10,000 likes. The post was one of many using the campaign #ShareACokeWithOurSuperEagles in support of the Nigerian soccer team. The company also released exclusive versions of Super Eagle Coca-Cola bottles with images of the players attached. The detachable photos could be kept by fans as souvenirs.



In June, Louis Vuitton released the Louis Vuitton 2018 FIFA World Cup Russia collection online and in select locations. The collection consisted of a travel bag offered in three different colors, along with a backpack, name tag, wallet, and organizer that are available now for purchase. The Keepall Bandoulière 55 travel bags are exclusively priced at a whopping \$4,300; you can get the Apollo Backpack for \$3,750. A recent Instagram post showing the collection grabbed over 700,000 likes. The 2014 World Cup drew 35.6 million tweets during the final match between Germany and Brazil. The match was at the time the most talked-about sporting event in Facebook history, with 88 million people sharing they're point of view about the play on the pitch.

Overall stats aren't available yet on the volume of world cup-related social media chatter generated this year, but international events like the 2018 FIFA World Cup are amazing opportunities to create worldwide buzz with campaigns cleverly linked to the excitement.



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