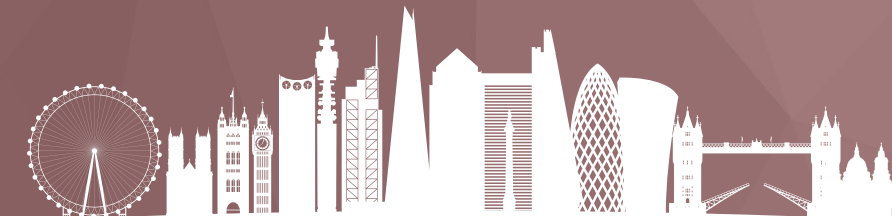


Keynote | [Consumer Intelligence] How to become a loved brand



JACK RICHARDS

Team Lead, Field Marketing
Talkwalker





2023
social media
trends





WIN A TECH BUNDLE

Enter Talkwalker's Social Media Trends Raffle

Download our latest report to enter the contest and win a pair of Bose Sport Earbuds, a wireless Anker power bank, a 10" Meta Portal and an Alexa 3rd Gen Echo Dot.

Scan to enter

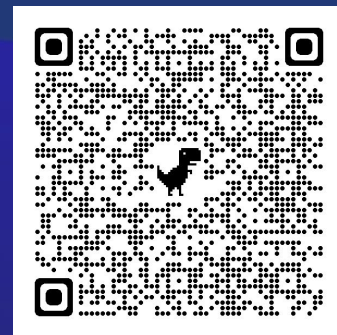


Social Media Trends 2023

Hot takes from the UK



24 November - 10AM GMT



Jack Richards

Team Lead,
Field Marketing



Matt Navarra

Social Media
Consultant

Industry expert



Rosie Khdir

Director,
Strategic Services





2022

**Love
Brands**

**The New Definition
of Brand Love**

How to become a loved brand

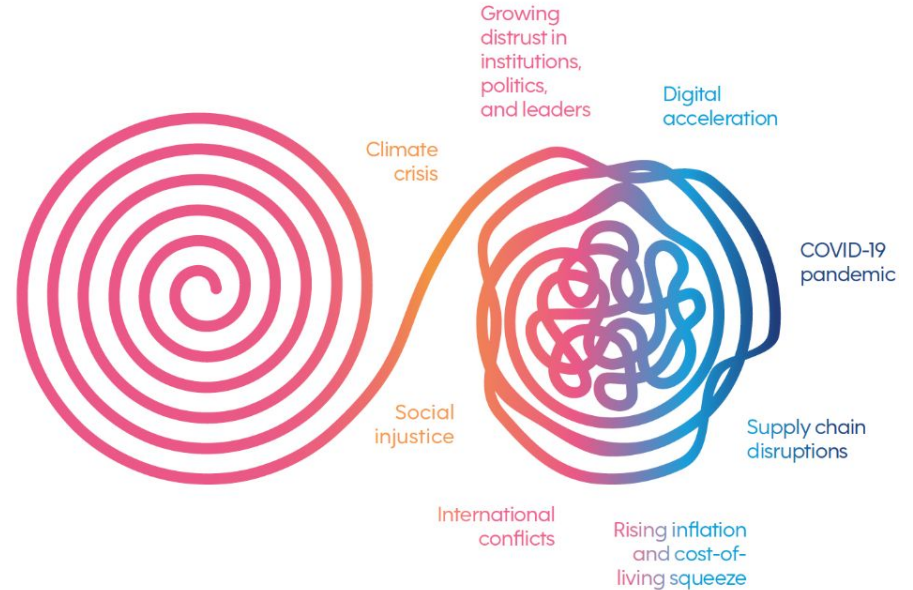
Your Consumer Intelligence Expert:



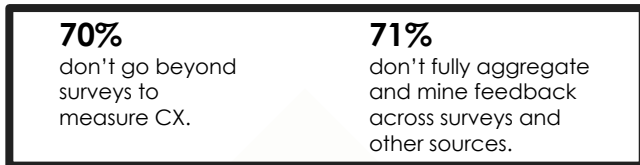
Jack Richards
Marketing Manager
Northern Europe
Talkwalker

Consumers are changing

Traditional marketing playbooks are being upended by historic shifts in buying behavior and rising uncertainty

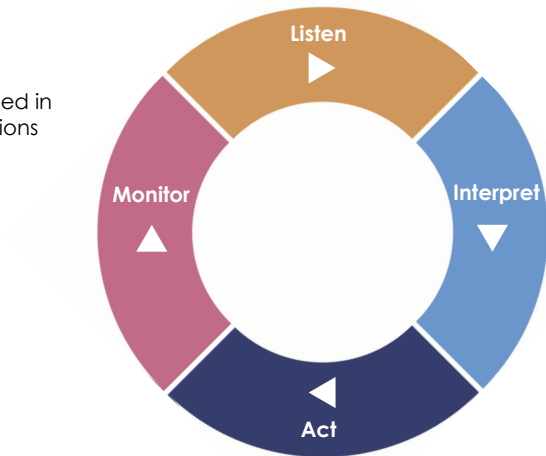


Many companies' voice-of-customer programs don't go beyond executing surveys



76%
don't get embedded in day-to-day operations of stakeholders.

79%
don't quantify the business impact of issues.



55%
don't create reports and dashboards that stakeholders find highly engaging.

63%
don't have a cadence of sharing in line with decision-making.

77%
don't have a framework to prioritise across the organisation.

61%
don't close the loop with customers who gave feedback.

Marketers are recognizing

the importance of building brand love

Loved brands, with the leading-edge in customer-centricity, grow nearly 3x faster than the industry average. (KPMG Forrester)

Brands need to find ways to get closer to their customers.



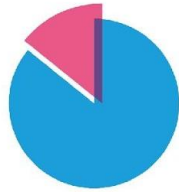
Loved
brands
grow

3x

faster

—
KPMG
Forrester

Brand love leads to:



Price premium

86% spend more on a brand they love.

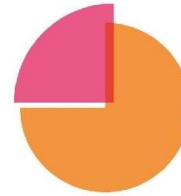
Khoros

3x

Advocacy

Brands that are able to create an emotional connection receive three times more word-of-mouth than those that don't.

Forbes



Loyalty

75% of consumers changed their buying habits during the pandemic - and are increasingly willing to change brands.

McKinsey

Customer Centricity is all around us...



Efficiency is Everything for Starbucks

- Understand audience
- Adapt operations
- Authentic, targeted MarComms



Patagonia Promotes Trust through Transparency

- Gets close to consumer wants and desires
- Responds and reflects response in marketing
- Builds trust through authenticity

A customer-centric approach

to understanding brand love. The Brand Love Index is built out of three equally weighted scores



Passion score

Measures extreme passion, either positive or negative, towards an entity.

(Uses keyword, image, and emoji analysis to define and weight results based on the level of passion portrayed.)

Trust score

Measures the level of trust between the consumer and the brand.

(Uses keyword, image, and emoji analysis to define and weight results based on the level of trust portrayed.)

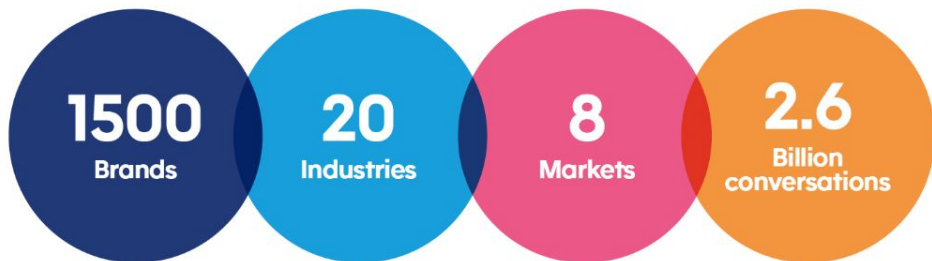
CSAT score

Measures the level of satisfaction among the consumer base across reviews and identified customers.

(Uses review databases and keyword introductions to identify brand customers, and then denotes results based solely on those individuals.)



Love Brands



The report was created using:

[Talkwalker's Consumer Intelligence Acceleration Platform™](#), which

measures sentiment and consumer engagement from comprehensive internal and external data, including social media and review sources.



United Kingdom

1. LEGO
2. L'Oréal
3. OLAY
4. Land Rover
5. Head & Shoulders
6. Nando's
7. Oral-B
8. Lacoste
9. LUSH
10. Hasbro

LEGO

Only the best is good enough...

Why LEGO is loved



Nando's

Fire it up...

Why we love a cheeky Nando's



NANDO'S - THEMES



L'Oreal

Because you're worth it...

Loving ourselves and our brands

The Drum @TheDrum · Follow

Helen Mirren makes L'Oreal's skin crawl with admission moisturiser 'probably does fuck all' fal.cn/t6HW



12:25 PM · Aug 3, 2017

26 · Reply · Copy link

[Explore what's happening on Twitter](#)

LOREAL - SENTIMENT KEY DRIVERS

15th Oct - 15th Dec, 2021



How to create love for your brand

- Tug at the right heartstrings: **Choose the best social channel for your objectives**
- Love is serious business: **Don't count B2B out**
- Love is built on trust: **Let go of your brand a bit and embrace UGC**
- Share the love: **Start thinking about social as more than a marketing tool.**
- **Focus on customer-centricity:** Find ways to get closer to your customers
- Keep monitoring your brand love: **Use conversational intelligence to monitor CSAT and negative sentiment**



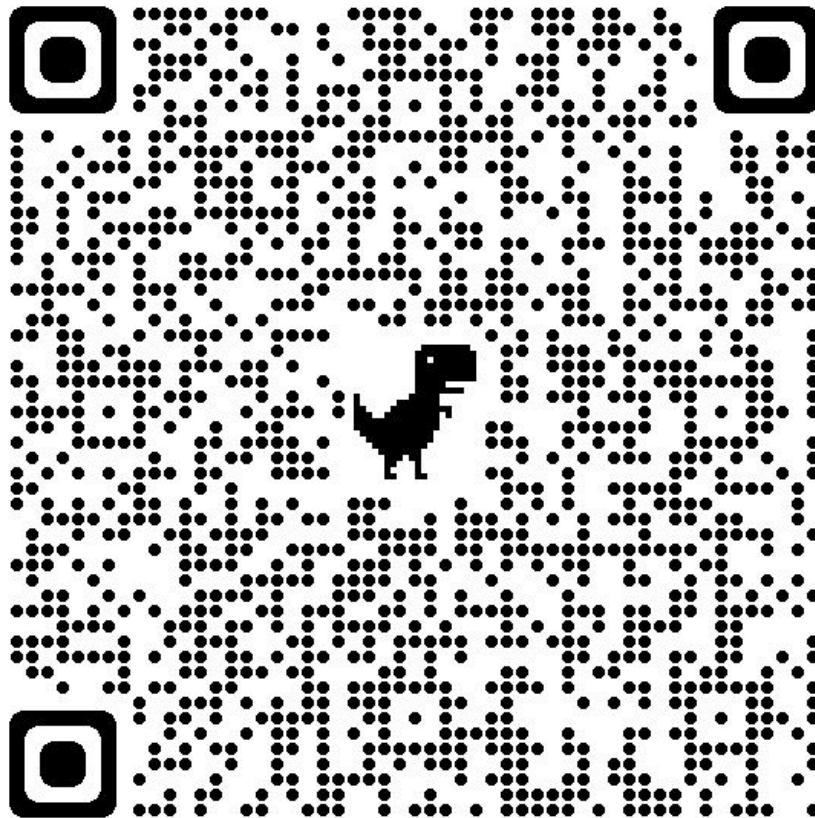
Love Brands 2022 Report

Get the full report:

Download our Brand Love Report 2022 report for deeper analysis and additional data.

[Download the report](#)

[Request a DEMO of our Brand Love Benchmarking solution](#)



Use the hashtags **#BrandLove** or **#BrandLove2022** to share any interesting insights from today, tagging **@Talkwalker**



Questions?



Thank you!