SOCIAL STICE BUILDING THE SOCIAL EXPERIENCE

vitaminwater - Market Assessment, Competitive Case Studies and Content Direction. November 29th 2012

MARKET ASSESSMENT

VITAMIN WATER CANADA



KEY TAKEAWAYS

A diversified online presence...

vitaminwater Canda is already present with dedicated accounts on Twitter, YouTube, Instagram, Pinterest and Tumblr and promoted through a strong social integration on the blog and across platforms.

... that would benefit from more precise roles and scopes...

The role of platforms as well as specific tones and voices need to be more precisely defined for a maximum impact and ROI of each social activation.

... to improve an already strong engagement level

vitaminwater is already well engaged with its fans through fun and dynamic conversations, while benefiting from and interesting amount of UCC submissions. However, there is room for improvements when it comes to community management guidelines.



VITAMIN WATER - CANADIAN SITE - 2.14 MEAN SCORE



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VITAMIN WATER - CANADIAN SITE

BRAND	DESIGN	TONE	MERCHANTAINMENT	SOCIAL INTEGRATION	AGGREGATED SOCIAL	FACEBOOK	TWITTER	YOUTUBE	INSTAGRAM	PINTEREST	TECHNOLOGY
1.50	2.25	2.25	2.25	2.50	1.90	2.50	1.25	2.50	1.75	1.50	1.50
Brand relies solely on logo. Fractured branding across the various social media properties.	Interesting use of a content grid to highlight social content, the product experience is slightly lost in the mix of everything.	Tone is engaging, but too varied. Not sure exactly what audience they are trying to reach	The editorial grid serves up a large variety of content, speaking to more of a lifestyle positioning.	Score the social integration high due to large amount of social platforms that the brand is using for the Canadian market.		Good mix of posts, get the impression there is a voice from the user base, probably due to the large amount of UGC photographs on the page. Fair amount of interesting content in the apps section which would be leveraged more. Total number of fans 3,700,000+. facebook.com/vitaminwater	Good mix of content, engages the consumer on a personal level. 3,386 followers. twitter.com/ vitaminwater_ca	More of a depth of content than the American Youtube channel. Good mix of interviews and events coverage. Total of 147 subscribers, 1,597,596 views. youtube.com/user/vitaminwater-canada	Instagram page. The content on the page when I visited is engaging but oddly subdued. Vitamin as a brand is more energetic, progressive. It would not be the first beverage I would turn to to relax. Effective in creating a mood. 935 following, 761 followers. instagram.com/vitaminwater canada	Variety of boards but no real depth once you get into the pins. pinterest.com/ vitaminwaterca	It works nothing breaks.

FACEBOOK

What's working

- Reposting UGC (images) from community members (most engagement)
- Questions to community members
- Posts with shorter informal text description without prompts for thumbs up or share
- Short humorous status updates (non-product-related)
- Geotargeting (while global content is available, users not distracted by cluttered Timeline)

What's not working

- Pop-up polls without using Question-posting feature with poll options
- Asking for "thumbs up" or to "share" without clear sense of reward
- Uncapped videos posts (using #hashtags, in general)
- Contest photo voting (albums shared without description or call to action)

Effective Communication Styles

- Short, quirky, and informal tone
- Diligent witty, playful, and informative responses to both positive and negative fan posts to timeline; sometimes offering gifts or samples for quality content contributions

- Outstanding engagement from Sponsored Post featuring partner video with short messaging vs. less engagement from organic longer messaging
- When questions are asked, no interaction by **vitamin**water in comments section (no likes, no comments).
- Older comments not moderated or governed for spam





TWITTER

What's working

- Asking witty questions
- RTs of community influencers
- Civeaways/Contests
- Live Event Coverage (ex. #HydrateTheParty Sept. 12, 2012)
- Creating positive brand-consumer experiences from 1-on-1 interaction when responds to @replies

What's not working

- -#Hashtags overused, too many in each tweet, not real spaces of conversation
- Following more users than users who follow you; should be establishing your brand as a leader, not a follower
- Some messaging/content inconsistent with tone/voice
- No descriptions (just #hashtags and links)
- Lack of identity because content and tone is too varied
- Very often RTs compliments and thank you tweets, but doesn't always respond

Effective Communication Styles

- Witty and concise
- Casual and informative

- Very little engagement (RTs, @mentions)
- Lack of diversity in content (too much text, not enough media links, pics, videos)
- Lack of identity because subject matter is too varied
- Some @replies messaging and tone feels forced (should be honest and casual)
- Some @replies made public when they shouldn't be (lack of context is just noise to followers)





INSTAGRAM

What's working ...

- Consistently posting new content
- Playful photos in celebration of well known holidays
- Aesthetically pleasing brand-related/product photos
- Brand engagement in comments (answers to questions, witty replies)

What's not working

- Some photos are blurry, composition isn't of the highest possible quality
- No description in some photos
- Sometimes no hashtags in photos
- Sometimes overuse of irrelevant #hashtags
- Following more users than users who follow you; should be establishing your brand as a leader, not a follower

Effective Communication Styles

- Quirky, witty descriptions
- Replying to comments (although some responses are repetitive)

- Nice balance of event, product, and holiday-related photos
- Descriptions don't encourage engagement (no calls to action)
- Very little use of popular/heavily trafficked #hashtags
- No moderation of spam comments
- Non-product related profile description
- "When you look at the world through rainbow coloured glasses, everything is beautiful."





PINTEREST

What's working

- Good variety of pinboard topics
- Visually appealing pins, quality composition

What's not working

- Some pinboards and pins have no description
- Overuse of irrelevant or generic #hashtags
- Uploading others watermarked content rather than pinning from source

Effective Communication Styles

- Responds to comments

Other Observations

- Very little engagement
- Inconsistent pinning schedule
- Likes others' pins, but doesn't proactively re-pin from users or comment





our heaven. #vitaminwater #fridge #heaven #restore #multiv #energy #resilientc #colourtheory #colortheory

3 likes 2 comments

instagr.am



Elisha I need one right now!



vitaminwater canada so do we! happy hydrating!

PINTEREST

What's working

- Content with positive purpose
- Reblogging from influencers' tumblr pages
- Non-brand-related "longer-form" gossip posts from Lainey
- Culture-related posts that provide value/entertainment to target audience (ex. Jessie J posters)
- Captivating images with quirky, playful tone/voice
- Proactive liking/reblogging of users posts

What's not working

- Posting about irrelevant holidays
- Lack of diversity in original content (too many #vitaminwater poster images)
- Some posts are completely inconsistent with overall tone/voice/content

Effective Communication Styles

- Posting only once (in both English and French)
- Casual, quirky, and playful tone/voice'

- Too much brand-related content; doesn't provide value to target audience (creative class)
- Overuse of #hashtags (they serve no purpose on Tumblr)
- Too many tags, some are irrelevant to content
- Often no text descriptions/call to action/question with original content (#vitaminwater posters) to spark engagement
- Individual posts are not social; cannot be shared to any other social network via share buttons
- Very few reblogs





VITAMIN WATER UK



KEY TAKEAWAYS

An online presence with important gaps...

The UK market is suffering without a dedicated website, nor a presence beyond Twitter and YouTube.

... that suffers from a lack of consistency in branding, merchantainment, social integration ...

Branding is not treated consistently across all platforms. Interesting marketing campaigns suffer from a lack of follow-up tactics and the various platforms are not properly integrated with one another.

... as well as in community management

Community management is sporadic, not very reactive to users' posts and with seldom use of hashtags and content.



VITAMIN WATER - U.K. SITE - 1.44 MEAN SCORE





VITAMIN WATER - U.K. SITE

BRAND	DESIGN	TONE	MERCHANTAINMENT	SOCIAL INTEGRATION	AGGREGATED SOCIAL	FACEBOOK	TWITTER	YOUTUBE	INSTAGRAM	PINTEREST	TECHNOLOGY
1.50	1.50	1.75	2.00	0.50	1.35	2.50	1.25	3.00	0.00	0.00	1.50
vitaminwater.co.uk defaults to the Facebook page it is readily apparent it is a vitaminwater property. There are schism in the Twitter experience, competing sites. Overall the branding is not treated consistently across the digital properties.		Taken holistically, better than mediocre, but same sentiment to Merchantainment. Initiatives are made but there is not follow through.	Overall impression of the UK market is that there have been some interesting initiatives in the past, but not a lot of follow up to keep the movement going forward. E.G. Jessie J campaign from last year, which is engaging but there was no follow-up to continue a dialog with the consumer base.	Interesting case, because the real reliance is on Facebook presence. There is not much cross pollination of content or ideas from platform to platform.		Good mix of posts, get the impression there is a voice from the user base, probably due to the large amount of UGC photographs on the page. Fair amount of interesting content in the apps section which would be leveraged more. Total number of fans 3,700,000+. facebook.com/vitaminwater	Content wise O.K. nothing outstanding. Score low because there is a legacy Twitter account from GlaceauLondon which competes with this account (primarily when coming from search results) . 8,000 followers. twitter.com/ vitaminwater_uk	Good content. Legacy web spots with Jessie J from last holiday season, high production value and they're engaging. Would score higher if content was more current. Seems like a good place to tie in a contest. 94 subscribers, 642,761 views. youtube.com/user/ vitaminwateruk	N/A	N/A	It works nothing breaks.

TWITTER

What's working

- Quirky, playful tweets
- Diligently responds to tweets
- Contests

What's not working 1

- Inconsistent tweeting schedule (sporadically/lately with 2-3 weeks between tweets)
- Slow brand response to @replies/mentions
- Lack of engaging content; pics, videos, links
- Seldom uses #hashtags

Effective Communication Styles

- Direct calls to action for contest entry
- Following up @replies with questions to keep conversations going
- Positive 1-on-1 interactions (often favorited, RT'd)

- Very little engagement (RTs, @mentions)
- Lack of diversity in content (too much text, not enough media links, pics, videos)
- Lack of identity because subject matter is too varied
- Some @replies messaging and tone feels forced (should be honest and casual)
- Some @replies made public when they shouldn't be (lack of context is just noise to followers)





VITAMIN WATER CHILE



KEY TAKEAWAYS

What vitaminwater Chile do, it does it well...

Tumblr, Twitter, sentiment

... and there is opportunity to expand to new platforms ...

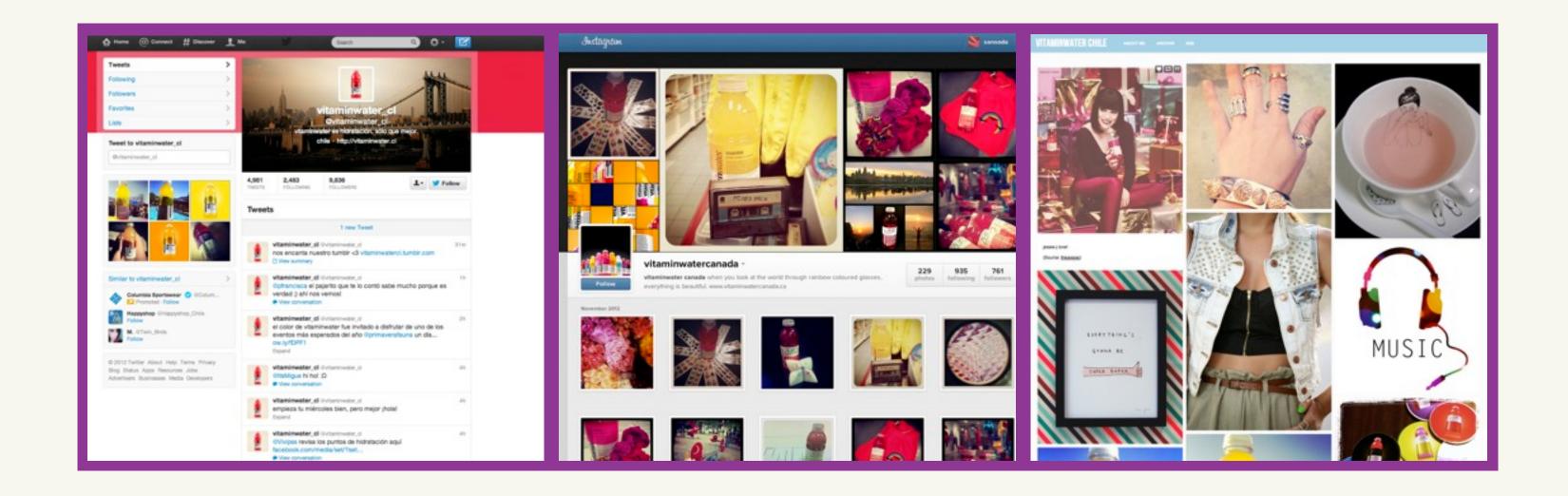
Branding is not treated consistently across all platforms. Interesting marketing campaigns suffer from a lack of follow-up tactics and the various platforms are not properly integrated with one another.

... as well as in community management

Community management is sporadic, not very reactive to users' posts and with seldom use of hashtags and content.



VITAMIN WATER - CHILEAN SITE - 1.82 MEAN SCORE





VITAMIN WATER - CHILEAN SITE

BRAND	DESIGN	TONE	MERCHANTAINMENT	SOCIAL INTEGRATION	ACCRECATED SOCIAL	FACEBOOK	TWITTER	YOUTUBE	INSTAGRAM	PINTEREST	TECHNOLOGY
1.50	3.25	3.00	1.50	0.75	1.55	2.50	2.25	1.50	1.50	0.00	1.50
Search results drive directly to the tumblr page, so the assumption is that this is a primary platform. Not readily apparent that this is a vitaminwater property. Twitter & Youtube are better but the tunblr is a weak link from a branding perspective.	Use of the tumblr design is done really well. Also consistent design on the Twitter and Youtube sites.	Tonality wise the Chilean market does a good job with tonality. Good choice of imagery & content, which speaks to the lifestyle aspect. Twitter	Between the tumblr & Twitter there is a nod to the lifestyle aspect + it does a good job at creating a mood. However more could be done to strengthen the message, make it more overt.5	Hard to judge the social integration. Search results from Google + Bing drive to the tumblr page. There is however a separate vitaminwater Chile web site. Some call outs to outlier social media proprties & integration cross platform, not so good.		Good mix of posts, get the impression there is a voice from the user base, probably due to the large amount of UGC photographs on the page. Fair amount of interesting content in the apps section which would be leveraged more. Total number of fans 3,700,000+.	Active Twitter account. Mix of content touches on product benefits, call-outs to online purchase & simple lifestyle tweets. 9,836 followers. twitter.com/ vitaminwater_cl	Only two videos, one of them an outdated Olympics piece. The video on the Chilean launch is interesting. 11 subscribers, 3,236 views. youtube.com/vitaminwatercl	Postings are uneven, good start. Too much of a reliance on legacy photos from the launch party (?). instagram.com/ vitaminwater_cl	N/A	It works nothing breaks.

TWITTER

What's working ...

- Strong follower engagement with non-branded tweets (observations/questions)
- Heavy participation with contests (#vitaminfauna ticket giveaway to Primavera Fauna music festival)
- Clever and fast responses from brand responding to @replies/mentions
- Strong follow-up @replies to keep conversations going

What's not working

- Auto-tweeting from Tumblr
- Image posts without compelling description or call to action

Effective Communication Styles

- Casual and informative
- Witty and playful

- Proactively reaching out to influencers
- Rarely uses popular/trending #hashtags
- Sometimes a lack of variation in daily tweets (all images from Tumblr)





INSTAGRAM

What's working

- Reblogging from influencers' tumblr pages

What's not working

- Event photos without description; no context
- Inconsistent posting schedule (sporadic, 2 photos in November)
- Not much variation in photo composition or filters used
- Not relevant to the "creative class"

Effective Communication Styles

- Asking questions in description

- Not using established/popular #hashtags
- Most photos lack effective captions





TUMBLR

What's working

- Reblogging from influencers' tumblr pages

What's not working

- Original content; very few likes or reblogs
- Some posts are completely inconsistent with tone/voice/content

Effective Communication Styles

- Liking and reblogging

- Very little original content, relies mostly on reblogging and UGC from Instagram
- No text descriptions with posts





COMPETITIVE CASE STUDIES

BRAND AUDIT SUMMARY



OVERVIEW OF THE CRITERIA

BRAND: are digital properties consistent in their use of logos, colors, fonts. Is a 'property' able to be identified as belonging to the brand

DESIGN: this criteria addresses visual and interaction design.

TONE: does the copy engage the user, is there any sense of personality

MERCHANTAINMENT: as a communication model, 'merchantainment' is the process of creating an immersive experience that merges the brand's offerings with the brand promise, integrating a textural and emotional narrative that aligns the brand with the consumer's aspirations. Or more simply put it is the combination of tone, graphic, branding and interaction design that makes for good 'merchandising' + 'entertainment'.

SOCIAL INTEGRATION: covers two main themes, on the web properties are there consistent call-outs to social properties. Within the social media properties is their cross integration of content (e.g. video assets leveraged on Pinterest)

SOCIAL AGGREGATED: this area is the synthesis of looking at Youtube, Facebook, use of Instagram, Pinterest and Twitter. The score for this section is the average of the five base platforms.

TECH: does the technology used help, enhance the experience. Does the brand use technology in an interesting way.



SCORING

Scoring is done from a rank from 0 to 5, 0 the lowest and 5 being the highest.

For a brand being reviewed to score a 5 it has to something astounding, original, etc. Think the first time that Nike took over signage in Times Square and you could create a shoe on the Reuters sign, that would be a 5. It needs to be something innovative and engaging.

When scoring on the individual criteria (brand, tonality, design, etc) a brand is doing well if it is scoring 3 and above.

A composite score of 2.25 and above indicates that a brand is doing well.



THE CLUTTER - COMPETITIVE COMMUNICATION AUDIT OVERVIEW

		BRAND	DESIGN	TONE	MERCHANTAINMENT	SOCIAL INTEGRATION	AGGREGATED SOCIAL	TECH
SoBe Life Water	2.75	3.00	3.50	3.25	2.50	2.00	1.65	3.25
Parker Warby	2.50	1.50	2.00	3.00	3.25	2.25	3.25	2.25
Axe	2.39	2.75	2.50	2.75	3.00	2.50	1.25	2.00
Gatorade	2.11	1.75	2.50	2.00	2.75	1.75	1.74	2.25
vitaminwater Canada market	2.02	1.50	2.25	2.25	2.25	2.50	1.90	1.50
vitaminwater Chile market	1.86	1.50	3.25	3.00	1.50	0.75	1.55	1.50
Samsung	1.73	2.00	2.00	1.50	0.00	3.50	1.60	1.50
Orangina	1.64	3.25	2.50	1.00	1.25	1.00	1.00	1.50
vitaminwater UK market	1.44	1.50	1.50	1.75	2.00	0.50	1.35	1.50
Powerade	1.36	1.00	1.25	1.75	2.00	1.50	0.50	1.50
Activate Water	1.09	1.25	2.00	1.25	0.25	1.25	0.60	1.00
Propel	0.47	0.25	0.25	0.50	0.25	1.00	0.30	0.75

The survey, to date, evaluates 3 **vitamin**water markets, along with 7 other beverage brands and 3 examples outside of the beverage industry. SoBe Life Water scores the highest primarily because of good interaction and visual design. Additionally there is attention to small detail that tightens the overall user experience. While **vitamin**water scores well the two markets are weak in interesting technology and could be making a stronger play on their existing social media platforms.



THE FINDINGS - THE BEST

BRAND: Orangnina for all the brands used does the most consistent job with branding. They have a set of iconic imagery to play with (orange twist and the bottle) which is put to good use.

DESIGN: SoBe takes the top spot for good use of color & the design supports the brand message very well

TONE: SoBe and Burberry Brit do an excellent job of carrying the tonality of the brand forward. SoBe around a younger, sex demographic. Burberry Brit works the aesthetic of British rock-n-roll to good effect.

MERCHANTAINMENT: Parker Warby scores the highest for a holistic merchandising & entertainment experience. On all social platforms there is conversation with the end consumer all couched in the aspirational lifestyle approach. Youtube & Pinterest are especially strong. Youtube for a variety of quirky, lifestyle videos & Pinterest for a well curated board of interesting pins.

SOCIAL INTEGRATION: Hands down Samsung. Their approach to social integration covers primarily two platforms, Customer Service and UCC reviews. Per customer service, call outs and references to repair, simple questions, contact number are used throughout Facebook, Twitter, Youtube, etc. The more interesting part is harnessing the consumer voice. Customer reviews + comments are elevated consistently throughout the site. Example best products of 2012 as judged by Samsung users.

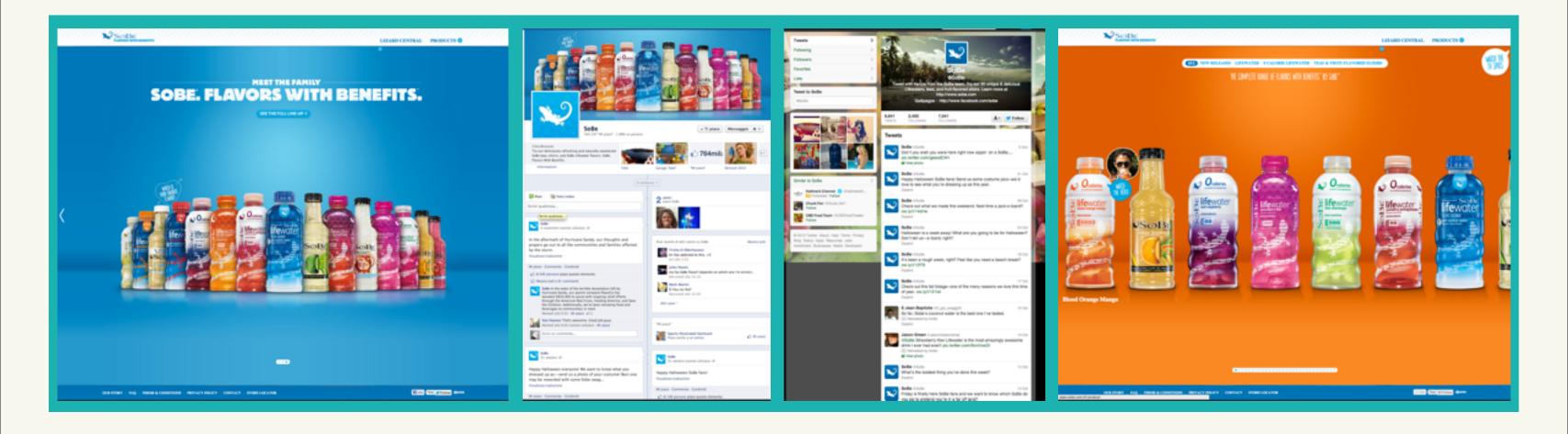
SOCIAL AGGREGATED: Parker Warby uses their social media properties to make their play in the lifestyle space, it what really makes them stand out in the market.

TECH: SoBe Life Water nails the technology part, very strong interaction design. Small attention to detail elevates the experience.

BRAND AUDIT



SOBE LIFE WATER - 2.74 MEAN SCORE





SOBE LIFE WATER

BRAND	DESIGN	TONE	MERCHANTAINMENT	SOCIAL INTEGRATION	AGGREGATED SOCIAL	FACEBOOK	TWITTER	YOUTUBE	INSTAGRAM	PINTEREST	TECHNOLOGY
3.00	3.50	3.25	2.50	2.00	1.65	2.75	2.75	1.75	0.00	1.00	3.25
The branding itself is omnipresent but subtle. The logo is consistently across all platforms; however, the iconic lizard image is used throughout as well. It's instantly recognizable after the second or third time you see it.	The design is fun, supports an overall experience of sporty, youthful, sexywhich is what the brand is about. Note for Twitter for producing a good design within Twitter's template.	Attention to small detail elevates the tone (e.g. a small sweat droplet rolling down the side of a can). Also manage to have a good split between web, which is primarily image and video driven, and FB + Twitter, which is text based, without losing the message and tone.	There is no real call-out to any celebrity, but they do have a lot of good content. Video is a big showcase on the website.	Seems like more could be done with call-outs to social media. On the website there are no apparent links to physically direct the user to the FB or Twitter site. There is a like and follow button, but it is an automatic system call-to-action. If the user clicks like, it will be posted on their FB wall, but not take them to the FB page.		SoBe's wall has a fair amount of activity with their fan base. The content is well developed for their market, quirky. Total number of fans 764,000+. facebook.com/sobe	Engaging, good mix of content. Even within the confines of Twitter's standard still makes for a nice design. 7,541 followers. twitter.com/SoBe	Content construct is build around the idea of SoBe World, which approaches random people on the street to talk about apsirations, clumsy tie-in to product. Stories are interesting to watch up to a point. Kind of a one trick pony.1,219 followers+3,405,991 view. twitter.com/sobeworld	N/A	Some good pins; however, there is uniformity to the images in size & content matter that makes it kind of flat. pinterest.com/sobe	Well executed website, the interaction design is well done. As mentioned before it is attention to small details that makes the experience engaging.



FACEBOOK

- 1 post per day; balance of brand and non-brand-related images and status updates (video used sparingly)
- Responds to/interjects in comments when appropriate
- Very repetitive when contesting

TWITTER

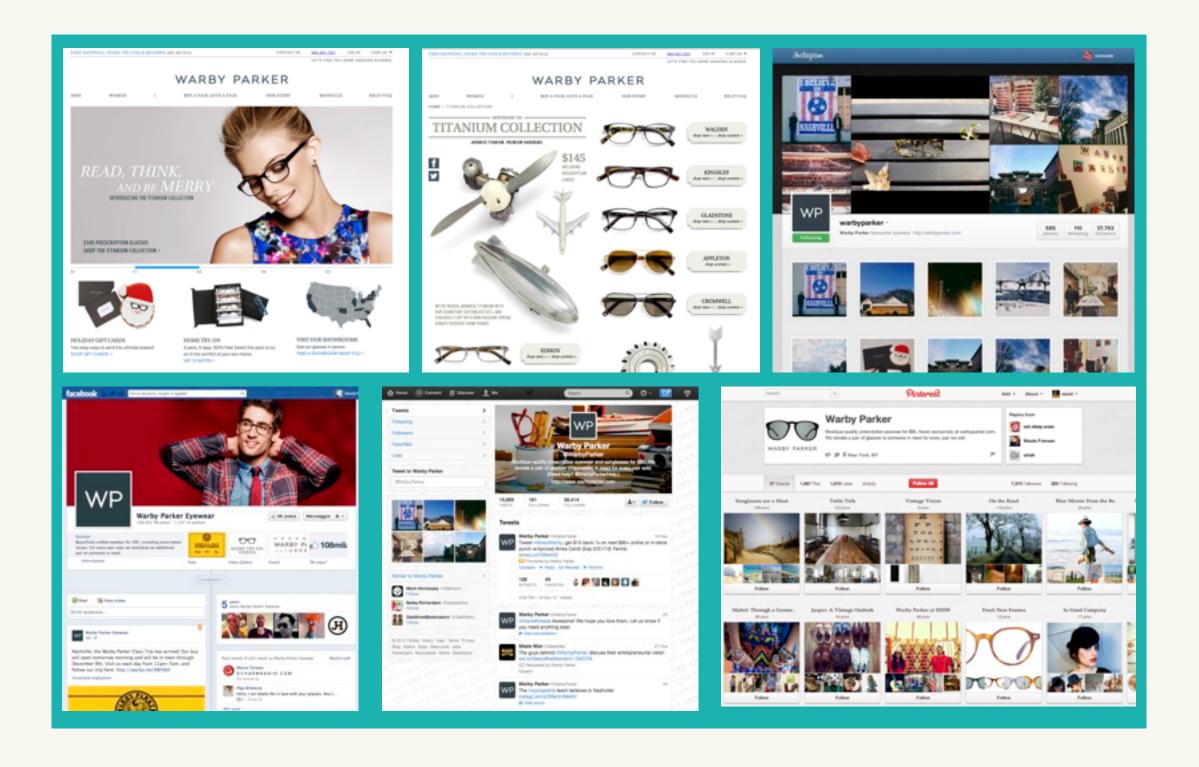
- "Kenzie from the SoBe team" makes 1 post per day
- Mix of questions and images (mostly product related)
- RTs compliments and @mentions







PARKER WARBY - 2.50 EAN SCORE



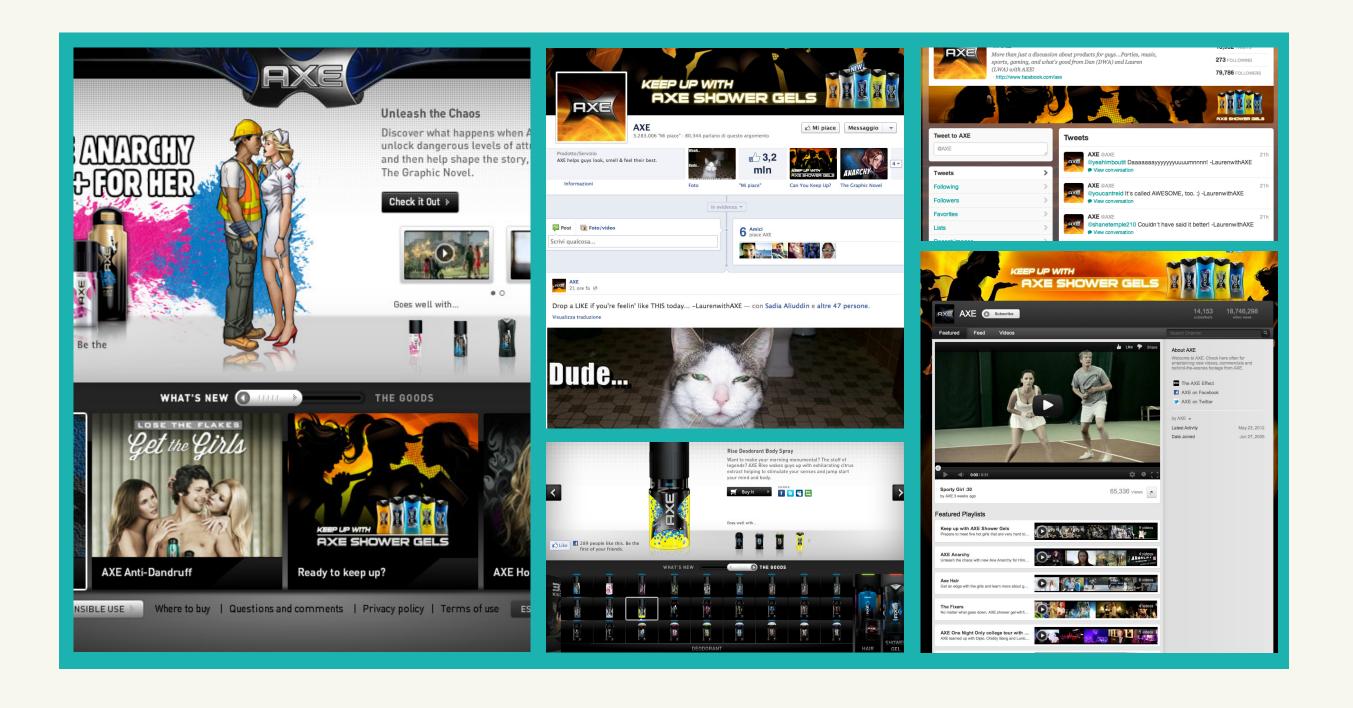


PARKER WARBY

BRAND	DESIGN	TONE	MERCHANTAINMENT	SOCIAL INTEGRATION	AGGREGATED SOCIAL	FACEBOOK	TWITTER	YOUTUBE	INSTAGRAM	PINTEREST	TECHNOLOGY
1.50	2.00	3.00	3.25	2.25	3.25	2.75	3.25	3.00	3.25	4.00	2.25
Branding not consistent across the different properties.	The content is simple, clean and unobtrusive. It doesn't do anything to enhance the experience or reinforce the brand.	Tone from a creative stand point is probably their strongest asset. It is consistent across all platforms. I would say that it comes across as being an "expert", but it engages the user as opposed to talking at them.	The mostly tightly integrated of everything reviewed. Well executed content from video, imagery and copy, all speak to the lifestyle sell of the brand.	Facebook & Twitter are discretely placed at product level. With excellent video content on Youtube use of it within the website and the Facebook page could be done.		Good interaction on the home page. Good range of posts that highlight product, but also lifestyle. Give aways to local events are posted, gives reason for followers to come back and check out the page. Program of having users make of video themselves trying glasses looks interesting. Total number of fans 108,000. facebook.com/warbyparker	Seems like they have a good dialogue with customer here. Prominent call outs to \$10 off if you have a synced Amex card for the offer. Cross linking to their Instagram and Youtube channels is done well. 30,414 followers. twitter.com/warbyparker	The video is very well done, clever. Even thought the clips are long, they are still engaging. Speaks well to intended audience which I would gues is urbane, chic, city dwellers Total of 14,153 subscribers. youtube.com/warbyparker	Like the fact that the dedicated Instagram board has lots of different postings, it's visually varied. From a content perspective they use the material well, support 'roadtrip' reporting on Twitter, UGC products shots. Get the sense it is well curated. instagram.com/ warbyparker	A lot of effort went into these pins. Fairly comprehensive collection of lifestyle pins ranging from Typography to Frames. pinterest.com/ warbyparker	Everything works. Score a little higher because everything from a tech perspective is very buttoned up no broken links, pages load quickly, take good advantage the social APIs available.



AXE - WOMEN + MEN - 2.48 MEAN SCORE



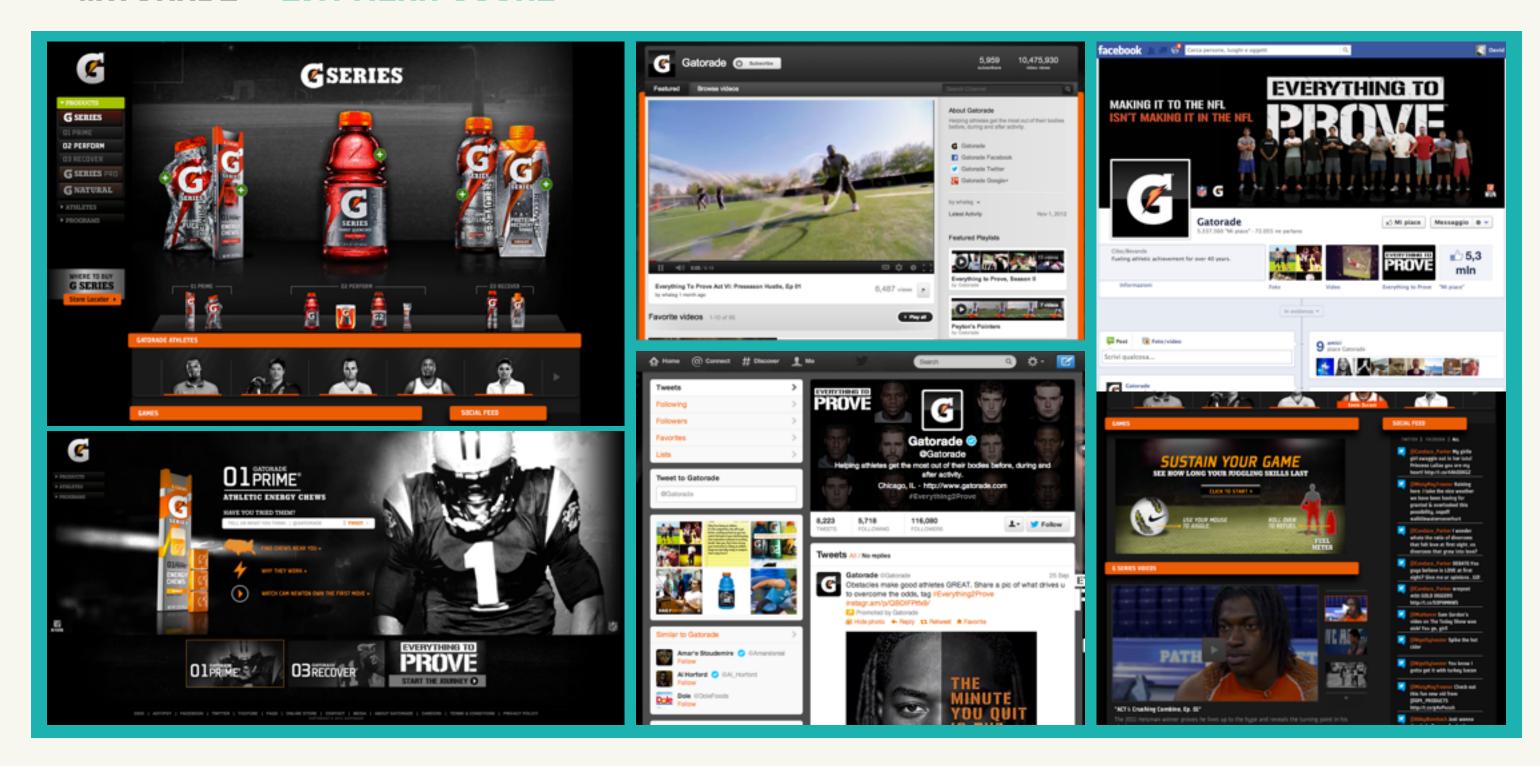


AXE - WOMEN + MEN

BRAND	DESIGN	TONE	MERCHANTAINMENT	SOCIAL INTEGRATION	AGGREGATED SOCIAL	FACEBOOK	TWITTER	YOUTUBE	INSTAGRAM	PINTEREST	TECHNOLOGY
2.75	2.50	2.75	3.00	2.50	1.25	2.00	1.25	2.75	0.00	0.25	2.00
Brand consistent across all platforms, not the best execution but strong none-the-less. Consistent use of illustration style, color palette and logos.	Straightforward slick, definitely geared towards the audience. More effort here put into interaction design at least with the web. Design aesthetic also carries into choice of supporting media.	Unique in that it speaks directly to male and female audience in most of their digital communications, except for Facebook. Tonality is geared towards young audience, tongue in cheek, humorous.	Overall digital experience is a story-telling arc with product placement throughout, cleverly done.	Best execution on a website, call outs to all major social platforms. Some integration cross social media platforms		Good mix of content humorous, some lifestyle stuff, product info, etc. Some supporting apps, e.g. quiz for Shower Girls. Would score higher if they spoke more to female audience. Total number of fans 3.2 million +. facebook.com/axe	Twitter seems to be their weak point. It reads like Frat-bro bravado. 79,786 followers. twitter.com/#!/axe	All sponsored content from what I can tell. Speaks to both male and female audiences, on-brand, humorous. Total of 14,153 subscribers. youtube.com/axe	Similar to Powerade, no real presence on Instagram or other streams (statigram, folowgram, etc). What content there is does not promote any brand message, product looks cheap.	A couple of interesting pins, not much content pinterest.com/ axenederland/axe-effect	Very slick website, e.g. the technology aspect helps carry the brand/tone similar to a gaming interface, good sound effects.



CATORADE - 2.11 MEAN SCORE

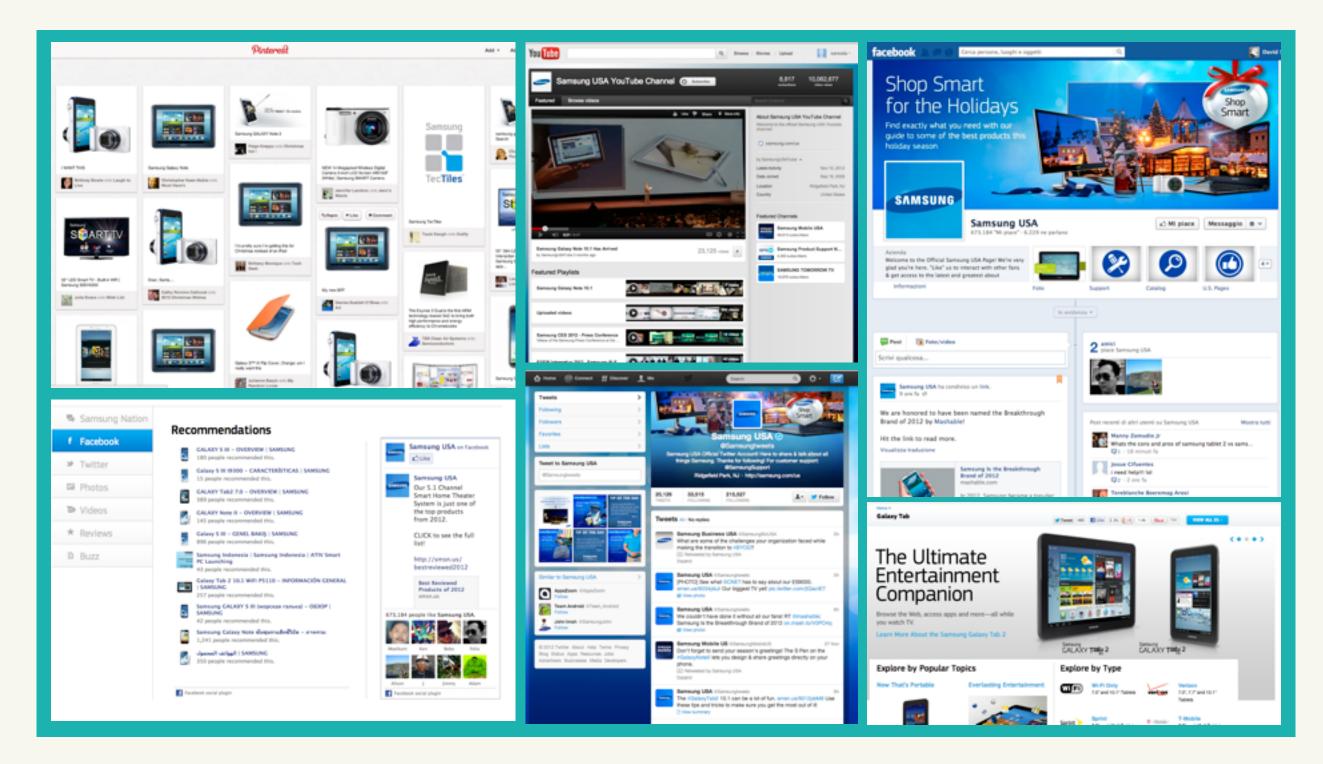


GATORADE

BRAND	DESIGN	TONE	MERCHANTAINMENT	SOCIAL INTEGRATION	AGGREGATED SOCIAL	FACEBOOK	TWITTER	YOUTUBE	INSTAGRAM	PINTEREST	TECHNOLOGY
1.75	2.50	2.00	2.75	1.75	1.74	1.25	1.75	2.75	2.25	1.00	2.25
Consistent across all platforms, rests primarily on logo and color palette to carry brand visually.	Specifically for the website helps set the tone and experience. Slick, athletic, modern.	Consistent, athletic speaks directly to the core audience. Only wonder if it might be slightly exclusionary. If you're not an athlete is there anything of interest for you	Good use of their athlete sponsorships & the Programs area which has video developed around themes. Cute games.	Social integration is spotty throughout the web experience. Certain sections have social feeds and many call-outs to share, others none.		Reliance on athlete imagery, looks like there is very little involvement of the fan base, e.g. zero posts from fans. Total number of fans 5,300,000+. facebook.com/gatorade	A greater variety of content but the gist is they are still talking at the user. There are some callouts to contests. 116,080 followers. twitter.com/gatorade	Great production value, again essentially a passive experience but at least the content is interesting. Total of 147 subscribers, 1,597,596 views. youtube.com/user/ whatsg	Instagram page. Cood mix of postings, not a reliance soley on product shots. The sponsored athletes are placed both in sports settings and with close-up portraits + graphic treatment of quotes. Makes for a visually interesting page.	Some good pins; however, there is uniformity to the images in size & content matter that makes it kind of flat. pinterest.com/ gatorade	Website has an engaging interaction design + high production quality overall.



SAMSUNG - 1.73 MEAN SCORE

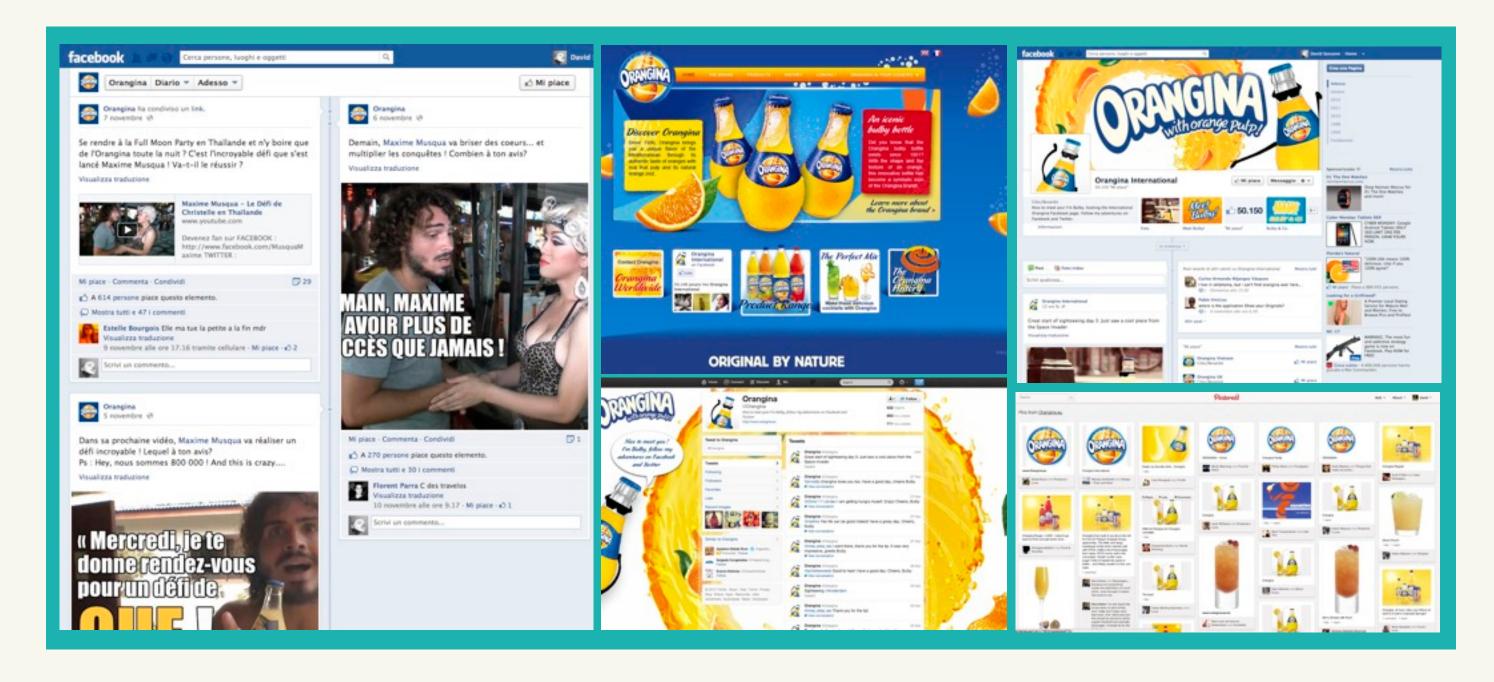


SAMSUNG

BRAND	DESIGN	TONE	MERCHANTAINMENT	SOCIAL INTEGRATION	ACCREGATED SOCIAL	FACEBOOK	TWITTER	YOUTUBE	INSTAGRAM	PINTEREST	TECHNOLOGY
2.00	2.00	1.50	0.00	3.50	1.60	2.00	1.75	2.50	0.00	1.75	1.50
Branding is consistent, primarily the logo placed throughout the properties & lots of blue.	It works but is bland, cheapens the experience almost.	Is OK, it doesn't hinder or enhance the experience. Heavy push towards customer service and troubleshooting.	N/A	Of everything reviewed, best social integration. Samsung does an excellent job at integrating all of their properties. Excellent use of user reviews on the site, direct elevation of the customer voice on the site. One of the current initiatives they had was		Decent, comes across as more of an extension of the web-site. Direct liks to support, catalog, etc. from within the Facebook header. Lots of product pushing. Total number of fans 673,184. facebook.com/ SamsungUSA	Regular posts. Some mention of contests, but for the most part it is pushing product. 215,527 followers. twitter.com/ Samsungtweets	Very product focused on initial impression. There is some interesting content (e.g. Second Screen Storytellers, Cooking tips, creative tips on how to use tablets, etc), but you have to search a bit. Total of 8,817 subscribers, 10,062,677 views. youtube.com/user/ SamsungUSATube	N/A	All product shots. It does show the variety of their product offering & some are paired with customer quotes. Overall kind of bland. pinterest.com/source/samsung.com	It works nothing breaks.



ORANGINA - 1.64 MEAN SCORE

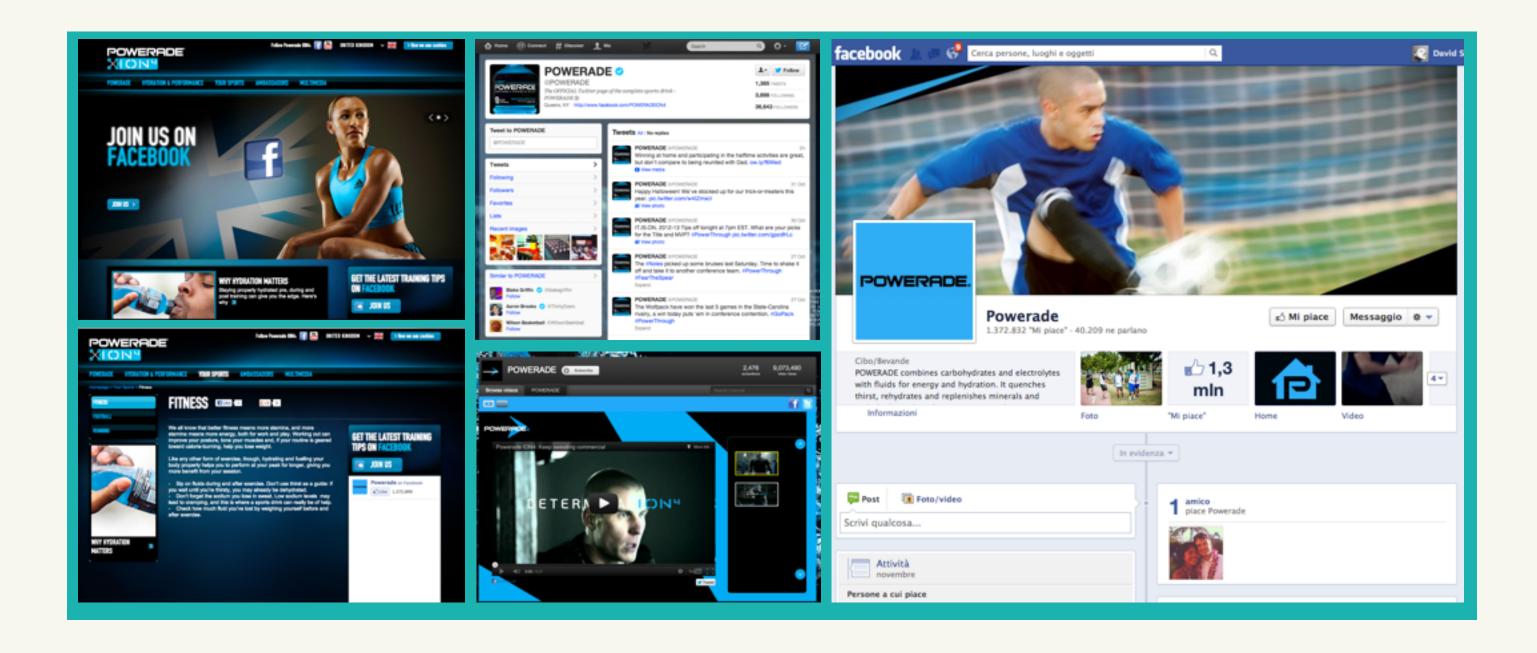


ORANGINA

BRAND	DESIGN	TONE	MERCHANTAINMENT	SOCIAL INTEGRATION	ACCREGATED SOCIAL	FACEBOOK	TWITTER	YOUTUBE	INSTAGRAM	PINTEREST	TECHNOLOGY
3.25	2.50	1.00	1.25	1.00	1.00	1.50	1.00	2.00	0.00	0.50	1.50
Orangina takes advantage of their iconic bottle shape and logo. On their international Facebook page they use photos with illustration to give it a personality. "Bulby" (the bottle's name) is the host of the Twitter account	Design is consistent across all platforms. Twitter design is especially nice.	Bulby has a voice in the Anglophone market but it's too cutesy, loses its appeal quickly. Francophone market has a series of small webisodes but they don't really hang together, story wise all over the place. The concept is "Video Stars"	Definite split between the Francophone and Anglophone audiences. For Anglophone market it is a lot of Bulby, the character. And, for the Francophone market they use a comedian from the "Video Stars" as the host.	Not consistent. Does not have a great presence on the web-site. Only place where there is some degree of integration is Francophone Youtube, where they use the videos from "Video Stars".		Again a complete split between the Anglophone: Bulby & Francophone: "Video Star". A takeaway is by placing some much emphasis on one platform if iit does not take, then you have no backups. Total number of fans 3.2 million +. facebook.com/ Orangina & facebook.com/ Oranginalnternatio nal	Twitter personality is done in the personality of Bulby, not engaging. Quickly becomes a one trick pony. 711 followers. twitter.com/ Orangina	There is a dedicated Youtube channel but all of the content is in French. Interface is well is eye catching, the video is high production, but the the different videos don't seem to have any thing to do with each other, not cohesive . Total of 206,448 subscribers, 20,596,914 views. youtube.com/user/ orangina	N/A	Primarily product shots. Also annoying it appears that there are drinks recipes; however, there are no recipes associated to the pins. pinterest.com/source/orangina.eu	It works nothing breaks.



POWERADE - 1.36 MEAN SCORE



POWERADE

BRAND	DESIGN	TONE	MERCHANTAINMENT	SOCIAL INTEGRATION	ACCREGATED SOCIAL	FACEBOOK	TWITTER	YOUTUBE	INSTAGRAM	PINTEREST	TECHNOLOGY
1.00	1.25	1.75	2.00	1.50	0.50	0.75	1.25	0.50	0.00	0.00	1.50
The branding does not stand out. Fractured experience across the site and the various social media platforms.	Bland, ok, does not enhance the experience in any way.	The voice online comes across as directive, almost like reading a medical site. It is informative but could have more character.	Can't say there is a merchantainment angle here, definitely good information on Hydration & Performance + a Your Sports section. More of a education + entertainment experience.	Constant placement of FB and Youtube links within the header & call outs to Google + and FB at a content level. Standard, nothing innovative.		Lots of photos of people in athletic gear, no real content beyond that to speak. US site defaults to a FB page dedicated to Powerade ION4, whic creates a split in audience. Total number of fans 1,300,000+. facebook.com/powerade	Very geared towards athletic events/content. Not much interaction with user base, more talking at the user. 36,643 followers. twitter.com/ powerade	Two videos, no set up, no context. Total of 2.476 subscribers, 9,073.490 views. youtube.com/user/powerade	Very low presence on Followgram & Statigram. No dedicated Instagram feed. The ranking is a zero because what little content there is does not show the product in a good manner.	7 product shots. Nothing more, nothing less. pinterest.com/ source/ us.powerade.com/	It works, nothing breaks.





FACEBOOK

- Engaging content (images and status updates with call to action, polls)
- Videos in native player; no YouTube links
- Images with links going to FB app with additional content (fans are not taken outside the platform)
- Heavy on visual content

TWITTER

- 2-5 tweets per day
- Balance of images, videos, links, and status
- Not much engagement or interactions from brand, but sometimes responds/favorites @mentions
- RTs influencer @mentions

OTHER OBSERVATIONS

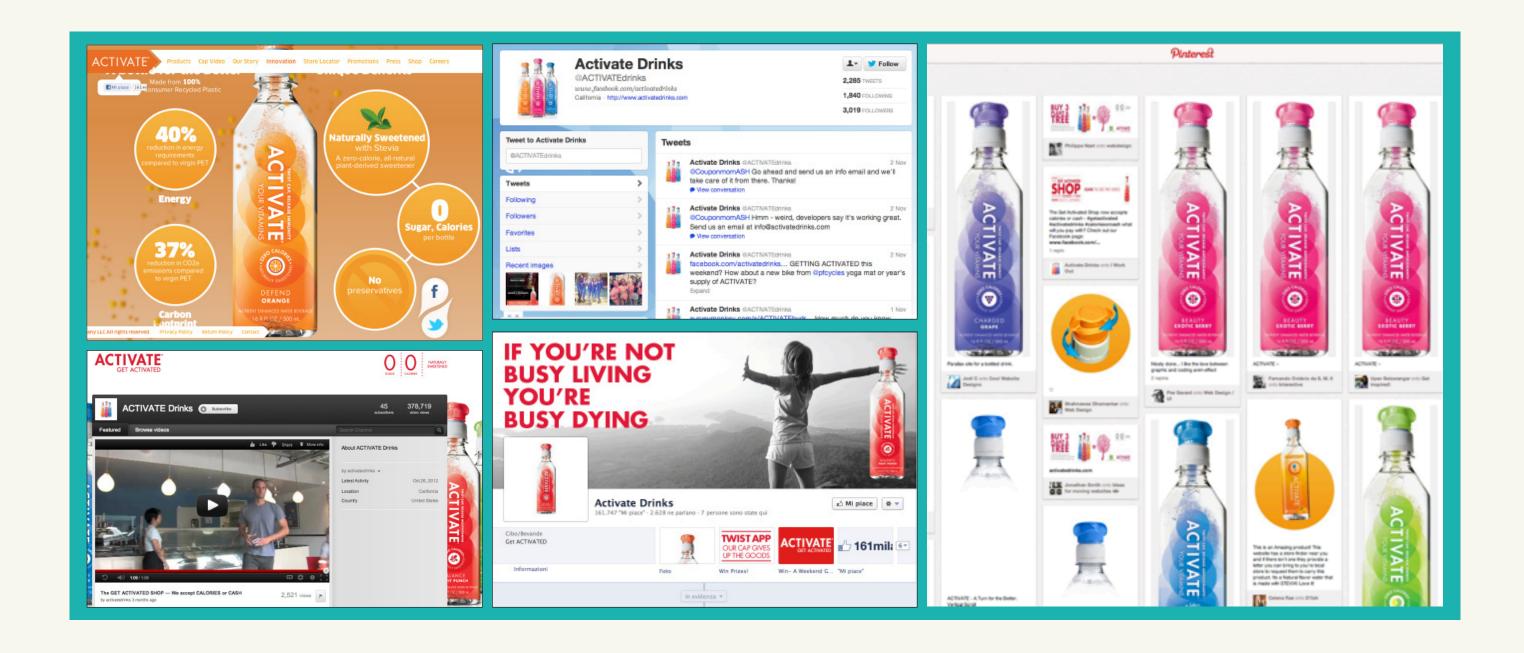
-All content is sports-focused







ACTIVATE WATER - 1.09 MEAN SCORE



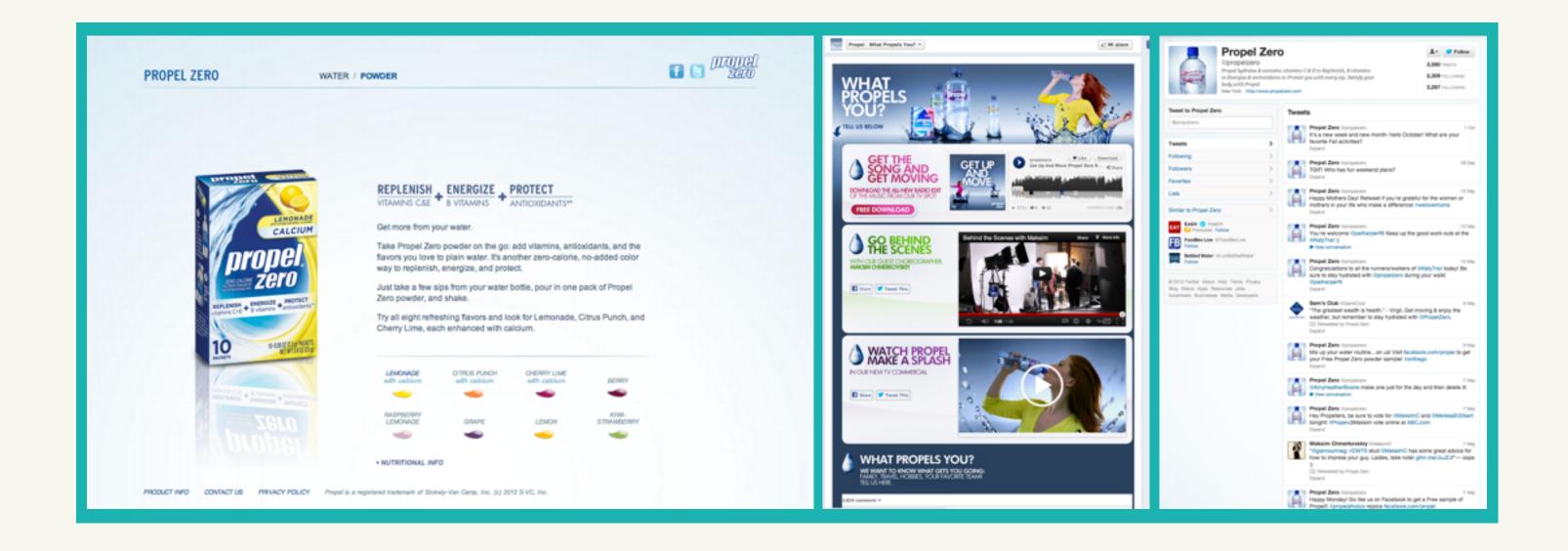


ACTIVATE WATER

BRAND	DESIGN	TONE	MERCHANTAINMENT	SOCIAL INTEGRATION	ACCRECATED SOCIAL	FACEBOOK	TWITTER	YOUTUBE	INSTAGRAM	PINTEREST	TECHNOLOGY
1.25	2.00	1.25	0.25	1.25	0.60	1.00	0.75	0.75	0.50	1.00	1.00
Branding is done solely with the logo which does not have a strong graphic presence.	Cute, not ground breaking. Uses infinite scrolling to have all of the content on one page. Odd that the e-commerce portion goes to an outside site.	Majority of the content comes across as marketing material, does not engage on a personal level to the user.	Two videos, one a broadcast video. The other to a promotion that is two months old.	Links for Facebook and Twitter called out on lower right hand of site. Small integration of Youtube videos.		Boring content, many complaints on wall of a feature game not working. Total number of fans 161,000+. facebook.com/ activatedrinks	Nothing engaging. 3,019 followers. twitter.com/#!/ ACTIVATEdrinks	Mostly commercials, not engaging . Total of 45 subscribers, 378,719 viewsd. youtube.com/user/ user/activatedrinks	Some presence on Statigram via mining of hashtag, but primarily non-interesting product shots.	Nice product shots. Some light ad copy, not much content. pinterest.com/source/activatedrinks.com	Social links do not work, scored lower because of this fact.



PROPEL WATER - 0.47 MEAN SCORE



PROPEL WATER

BRAND	DESIGN	TONE	MERCHANTAINMENT	SOCIAL INTEGRATION	AGGREGATED SOCIAL	FACEBOOK	TWITTER	YOUTUBE	INSTAGRAM	PINTEREST	TECHNOLOGY
0.25	0.25	0.50	0.25	1.00	0.30	0.75	0.75	0.00	0.00	0.00	0.75
The name appears only, no logo, nada. Could be anything.	Bland, bad. Does zero to elevate the experience. Did not give it a 0.00 ratings because at least it is color coordinated.	Website has very little copy, some copy with a little more character to be found in the Facebook postings, but overall veers between meager offerings and generic ad speak.	A behind the scenes video with a dancer from Dancing with the Stars & one downloadable song. Both bad.	Call outs to Facebook and Twitter. One of which doesn't work.		Defaults to multimedia tab which is a commerical and one downloadable song. Total number of fans 353,000+. facebook.com/ propel	Twitter drivel with some event call outs. 3,287 followers. twitter.com/propelzero	N/A	N/A	N/A	The site is very basic, broken link to Twitter profile.

NEXT WEEK

- Bullet one
- Bullet two
- Bullet three

