#Hashtag engagement as a proxy for traditional advertising measurements

Caitlin Noonan
caitlin.noonan@tnsglobal.com
Kantar TNS
Global Brand Equity Centre
Social media has become increasingly relevant as a marketing channel in advertising.
What is brand engagement and how to measure it?
Brand engagement which has the biggest impact on purchasing behaviour has an emotional element.

Hollebeek, Glynn & Brodie, 2014; Passikoff, 2013
traditional
Advertising framework

- **Novelty**: The appearance of the ad being new, different or unusual.
- **Affective impact**: The assumption that the ad fits with the consumer’s emotions or values at that time.
- **Relevance**: The ad being relevant to the consumer’s immediate needs.
AMP% → Consumer’s memory
# socialmedia
On social media

Engagement is measured differently for each platform.

Interactions between the public and brands (positive or negative).

McGurk, 2014
A mention is considered engagement…

A hashtag is a form of mention.

McGurk, 2014
researchquestion
How strong is the relationship between the performance of an advert (in terms of equity and other traditional advert effectiveness metrics) and the level of interaction with a campaign’s hashtag?
UK Retailers’ Christmas campaigns

US Super Bowl campaigns
#method
Online surveys

UK respondents for the retailers’ campaigns aged 16-64 years old

US respondents for the Super Bowl campaigns aged 18-60+ years old.
Survey

**Novelty**: To what extent do you feel this ad is different or unusual?

**Affective impact**: How vividly, if at all, does the ad you’ve just seen remind you about things you personally care about?

**Relevance**: When you think about what is best for you, to what extent, if at all, did this ad contain information that is relevant to you?
Campaign mentions on Twitter

Social listening tools

Search queries
(e.g. John Lewis Christmas campaign, #BestBuds)
#engagement = \frac{\text{No. of campaign # mentions}}{\text{No. of campaign mentions}} \times 100
results
Relationship between AMP and hashtag engagement

R² = 0.0393
Relationship between AMP and hashtag engagement

Correlation of 0.2

Weak relationship

$R^2 = 0.0393$
Case study 1: John Lewis

\[ R^2 = 0.0393 \]
Case study 1: John Lewis

Hashtag engagement

- 2014 (#MontyThePenguin): 63 %
- 2015 (#ManOnTheMoon): 63 %
- 2016 (#BusterTheBoxer): 33 %
Case study 1: John Lewis

Finding:
Twitter alone does not equate to improved brand equity.
Case study 2: Budweiser

![Graph showing the relationship between hashtag engagement and AMP for Budweiser campaigns with R² = 0.0393.]

- 2015 (#BestBuds)
- 2016 (#ActLikeIt)
- 2016 (#GiveADamn)
Case study 2: Budweiser

Hashtag engagement

- **2015 (#BestBuds)**: 
  - Hashtag engagement: 85%
  - AMP: 13%

- **2016 (#ActLike It)**: 
  - Hashtag engagement: 5%
  - AMP: 3%

- **2016 (#GiveADamn)**: 
  - Hashtag engagement: 36%
  - AMP: 8%
Case study 2: Budweiser

Finding: Similar outcomes for AMP and engagement.
# similarengagement
Case study 3: Campaigns with similar hashtag engagement

R² = 0.0393

AMP

Hashtag engagement

Hyundai 2016
McDonald’s 2015
Coca-Cola 2015
Lidl 2015

%
Case study 3: Campaign’s with similar hashtag engagement

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Hashtag Engagement</th>
<th>AMP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lidl 2015</td>
<td>96</td>
<td>7</td>
</tr>
<tr>
<td>Coca-Cola 2015</td>
<td>96</td>
<td>19</td>
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<td>6</td>
</tr>
<tr>
<td>McDonald's 2015</td>
<td>6</td>
<td>24</td>
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Finding: Hashtag engagement is measuring something different.
findings
Weak relationship

Hashtag engagement not a suitable proxy

Hashtag engagement might be better suited at measuring virality of a campaign.
limitations
Twitter only

Internet trolls

Sample bias

Brand’s social presence

UK and US only

Event driven
Guide clients

Scope to explore other social media metrics

Investigate potential relationship with other campaigns from different markets.
conclusion
Hashtag engagement and traditional engagement are measuring different things

Social media has made marketers’ jobs harder

Aim to improve the tie between social media and traditional metrics as technology enhances.
thankyou