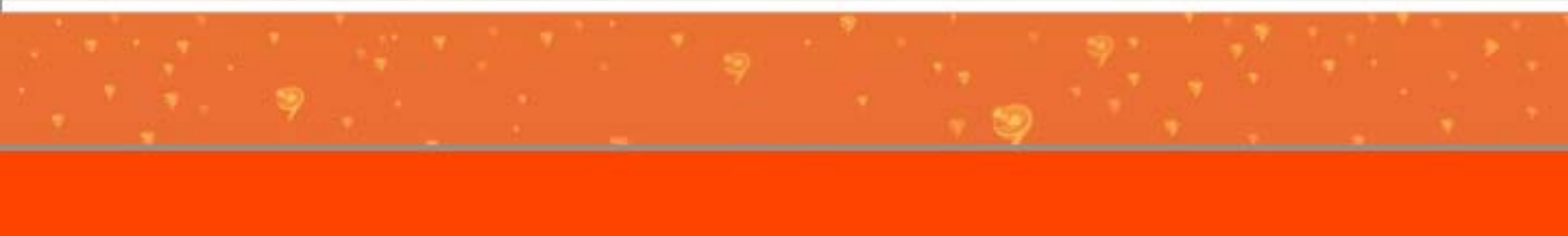




WORD OF MOUTH
**MARKETING
AT ITS BEST.**



KIN Global 2010







**“It’s not technology,
but it’s proper
application that
leads to victory.”**

SAILING FROM ANTWERP ABOARD ZANESVILLE WEDNESDAY AM WILL

CALL FROM NY LOVE=

JOHN.

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

A. N. WILLIAMS
PRESIDENT

1201

SYMBOLS

DL - Day Letter

NL - Night Letter

LC - Deferred Cable

NLT - Cable Night Letter

Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

QF21

1946 MAR 18 PM 7

Q•CDU751 INTL=CD ANTWERP VIA WUCABLES 19 13

VLT MRS HUNTER=

305 MEADERD DECATUR (GA)=

SAILING FROM ANTWERP ABOARD ZANESVILLE WEDNESDAY AM WILL

CALL FROM NY LOVE=

JOHN•

De 3478

*WC left 1030/
Pm 80/p*

add
ma

305



**WHY
WORD OF MOUTH
MARKETING?**

People Don't Trust Advertising . . .

76%

don't believe that companies tell the truth in advertisements

Yankelovich, 2008

...People Trust Others

68%

trust other people "like themselves". Up from **22%** in 2003.

Source: Edelman Trust Barometer

"Person Like Yourself" Since 2003

TOP 4 BOX (6-9)	2003	2004	2005	2006
	%	%	%	%
US	22	51	56	68
Europe	33	51	53	56
Canada	NA	NA	55	59

* Europe = UK, France, Germany

That Trust Extends to Product Advice

92%

cite WOM as best source for product ideas.
Up from **67%** in '77.

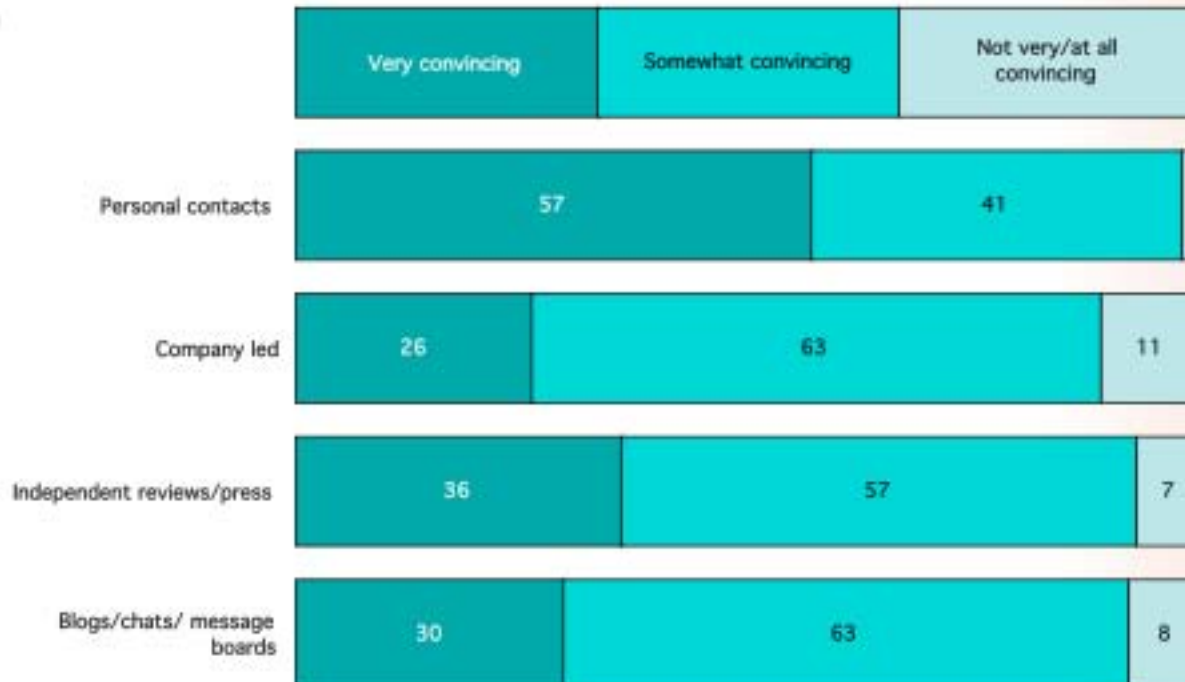
Source: GfK NOP/Roper

Personal Contacts Are Most Convincing . . .

2x

difference when comparing stated impact of contacts versus company led info

Source: Millward Brown, WOM Influence Study, 2009

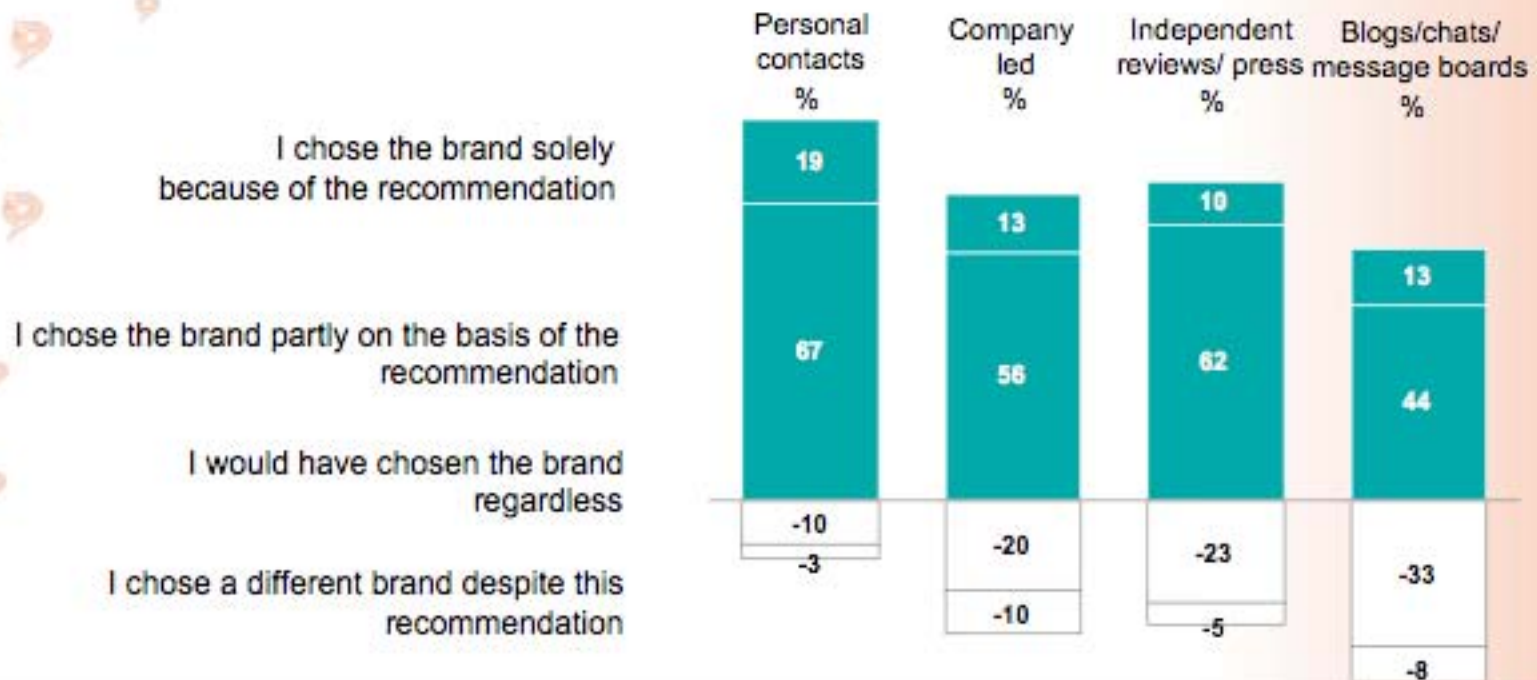


Their Recommendations Impact CHOICE . . .

19%

choose brand solely due to recommendation

Source: Millward Brown, WOM Influence Study, 2009



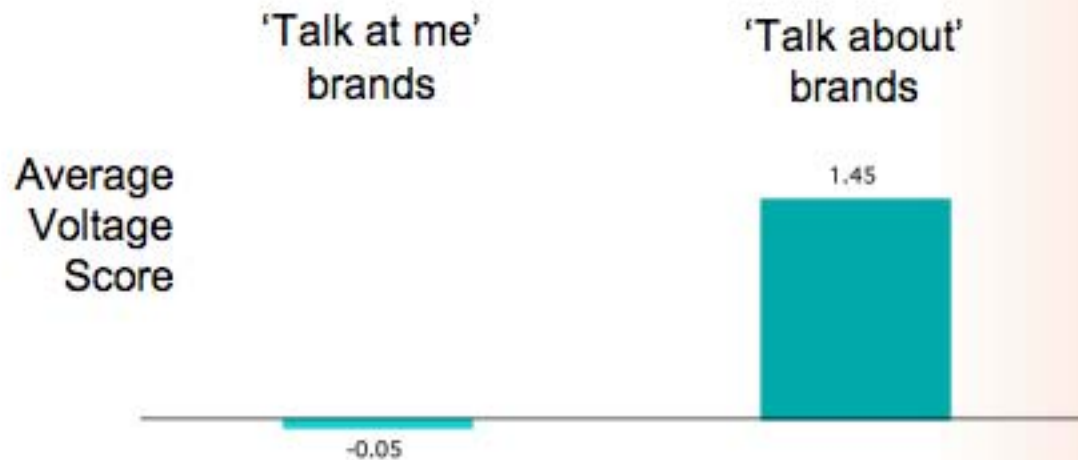
Their Talking About The Brand Impacts BRAND STRENGTH . . .

1.5x

more likely to grow if brands are talked about

Source:

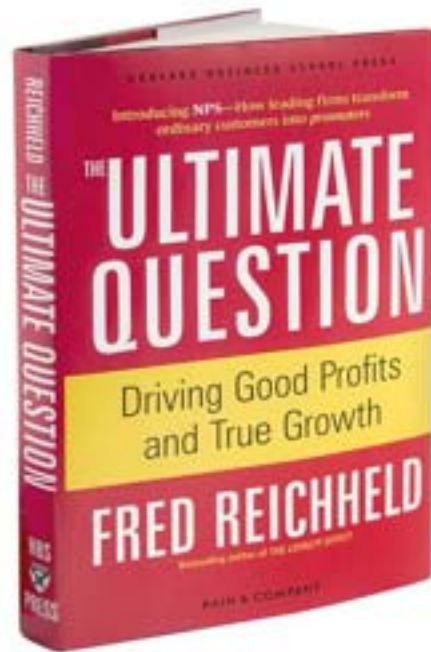
BRANDZ™
THE WPP BRAND EQUITY STUDY



... as well as COMPANY GROWTH ...

2x

increase in company rate of growth from a
12 point increase in advocacy





WHO

Just About Everyone Is Talking . . .

76%

of all Americans talk about at least 1 brand a day (and average 10)

Source: TalkTrack™, Keller Fay Group, 2009

15%

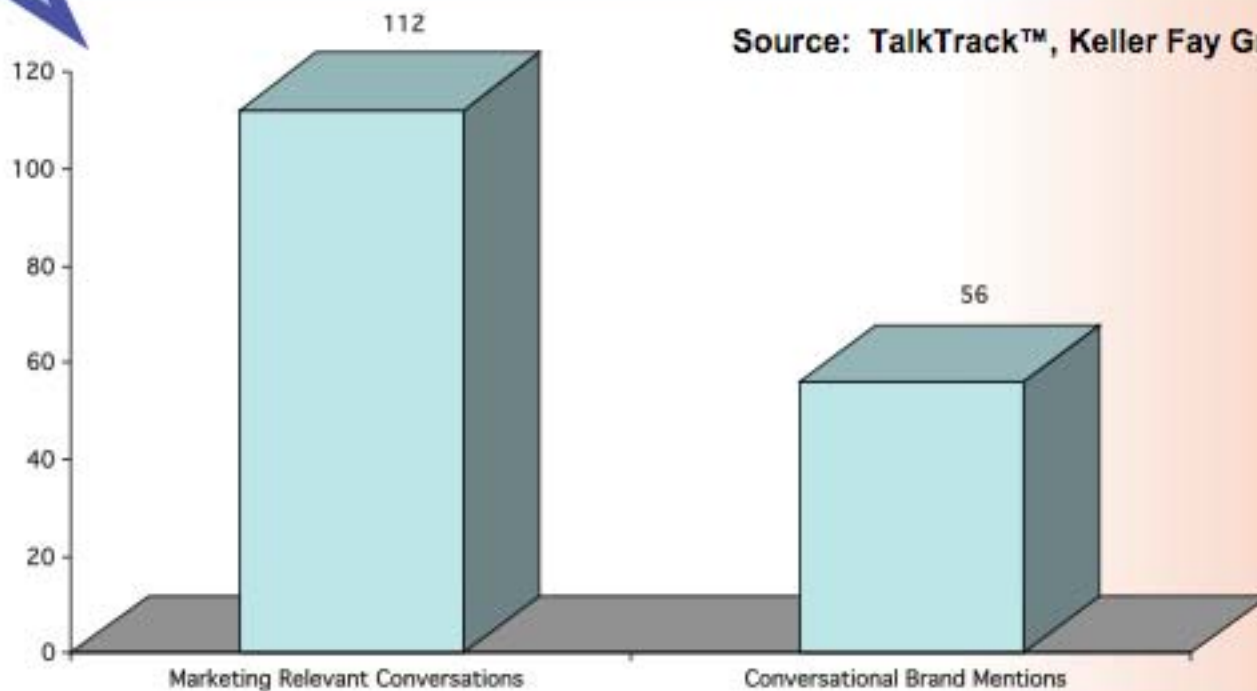
of every conversation in America includes something about a product or service

Source: Northeastern University

And They're Talking Frequently

112

marketing relevant conversations per week
per person

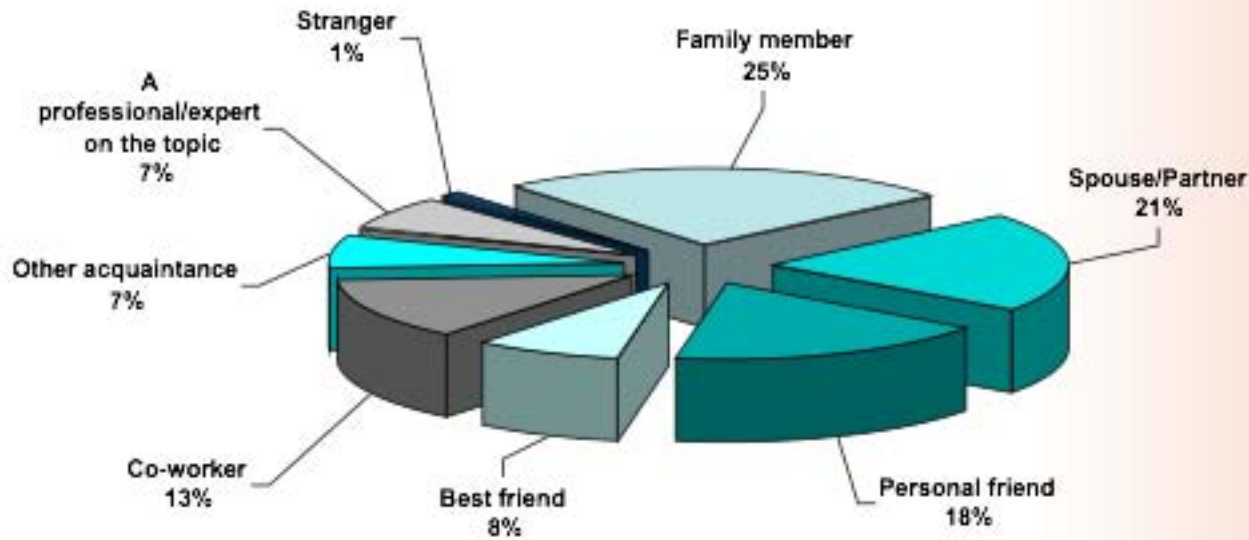


... Primarily With Friends, Family ...

46%

of brand conversations take place between spouses or other family members

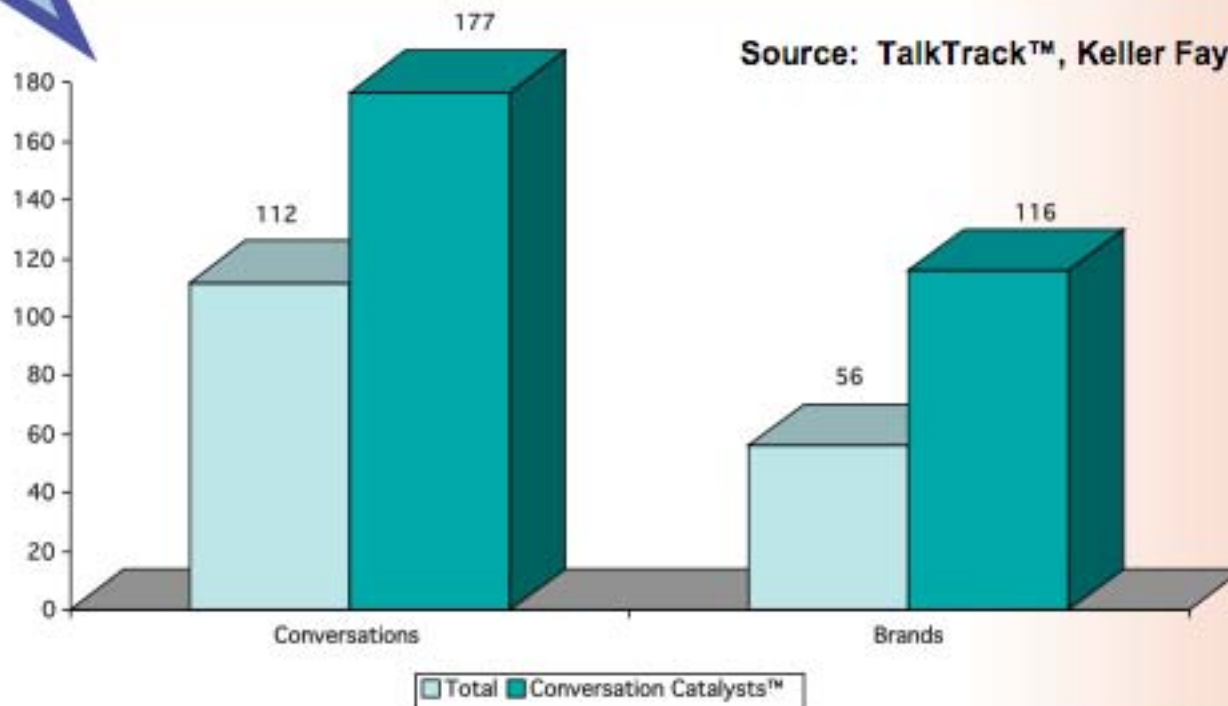
Source: TalkTrack™, Keller Fay Group, 2009



But Some People Talk More Than Others . . .

2

times as many brand conversations per week come from Conversation Catalysts™





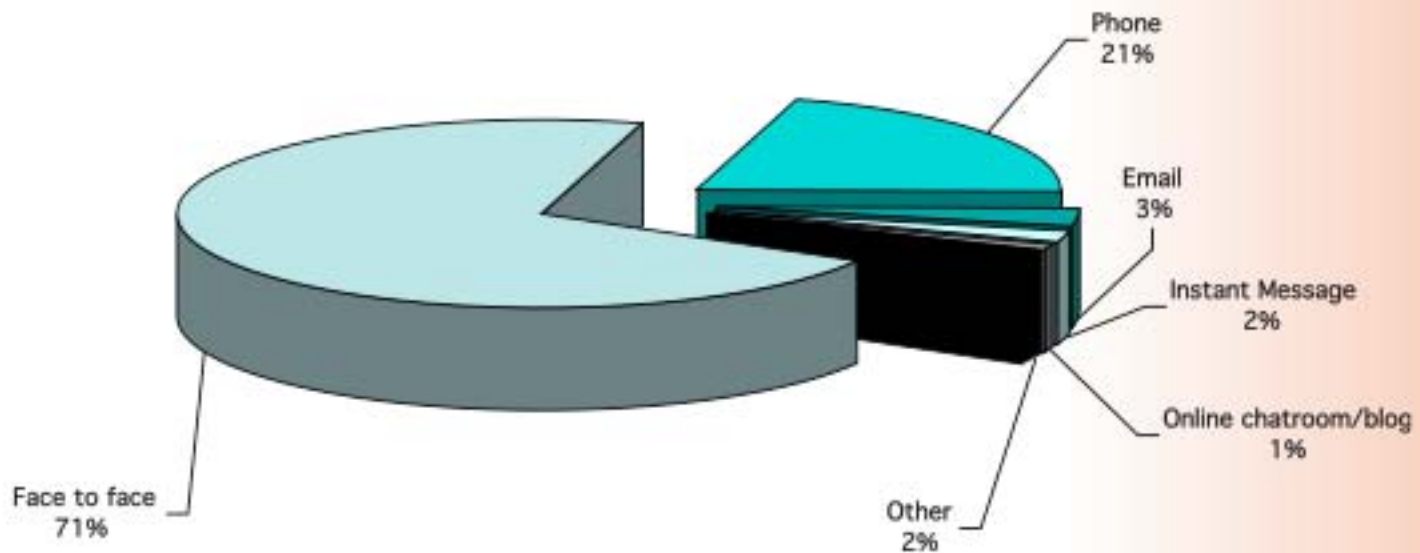
WHERE

The Majority Of WOM Conversations Are Occurring Offline . . .

71%

of WOM conversations are face-to-face

Source: TalkTrack™, Keller Fay Group, 2009

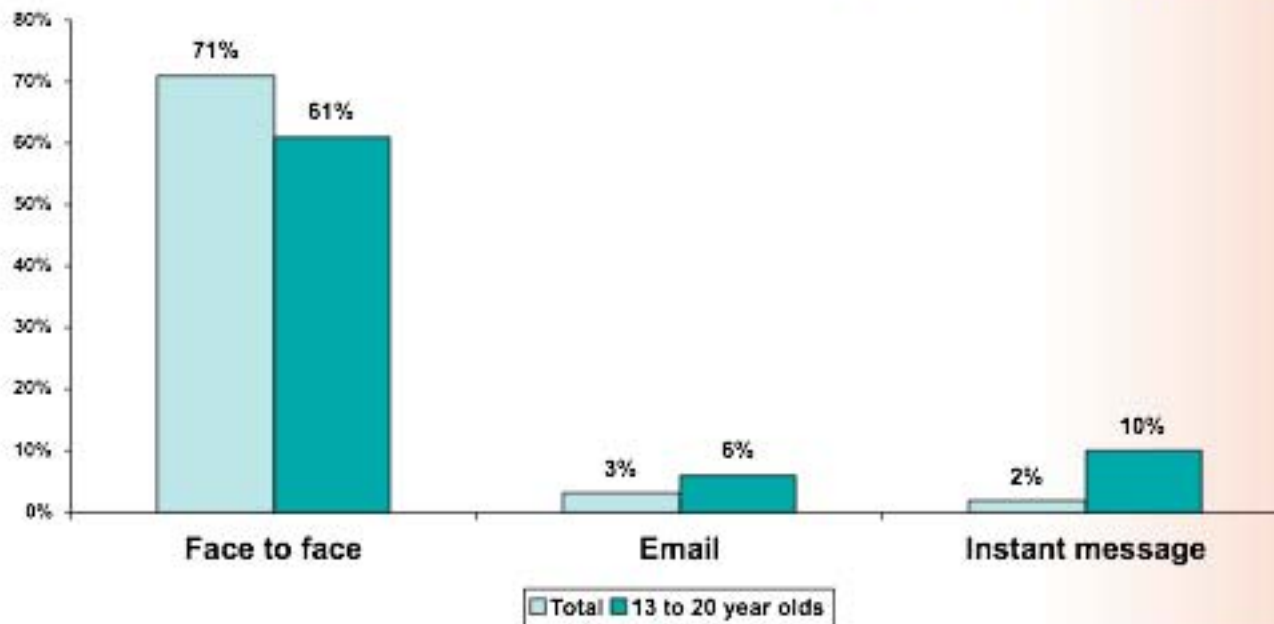


... But Youth Is More “Digital”

3x

greater share of youth conversations are digital

Source: TalkTrack™, Keller Fay Group, 2009





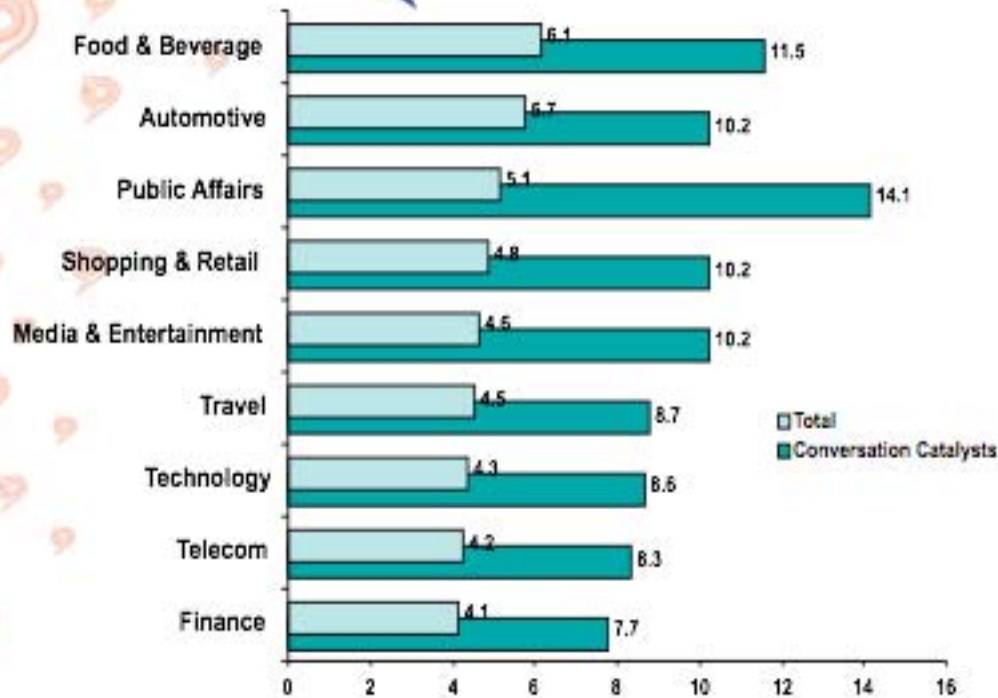
WHAT



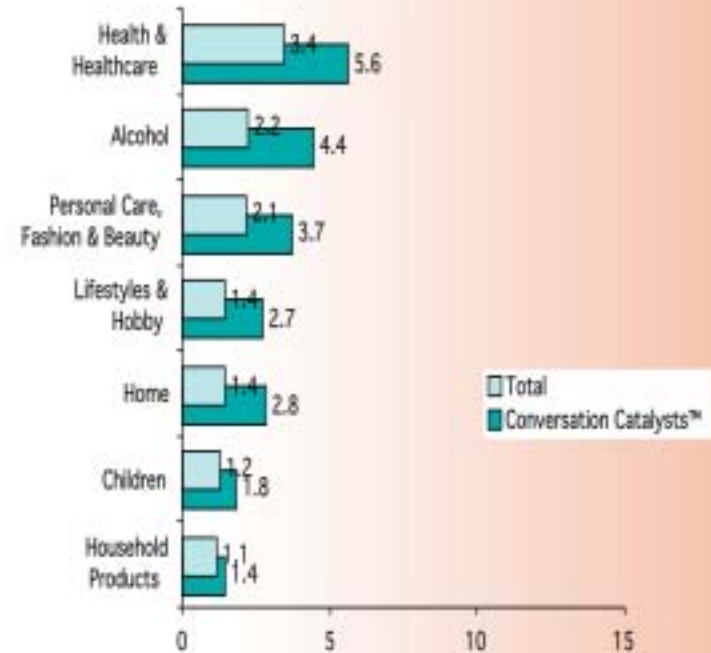
There's More WOM in Certain Categories

2/3_s

of brand mentions occur in the top 7 industry categories



Source: TalkTrack™, Keller Fay Group, 2009

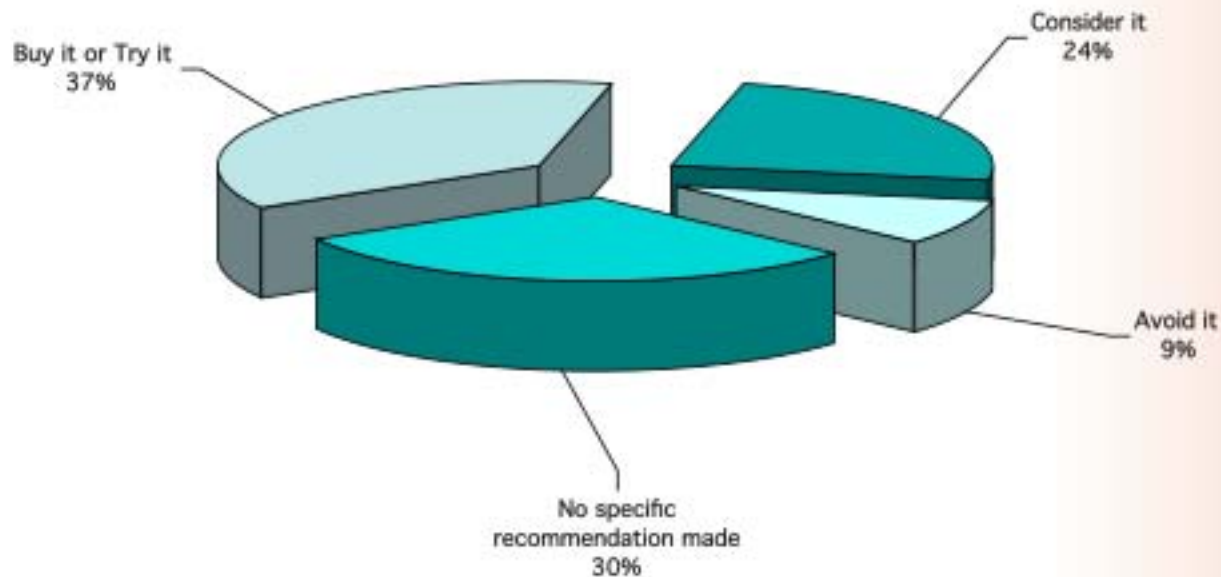


WOM Impacts Purchasing

61%

of conversations have an impact on the likelihood to buy a brand

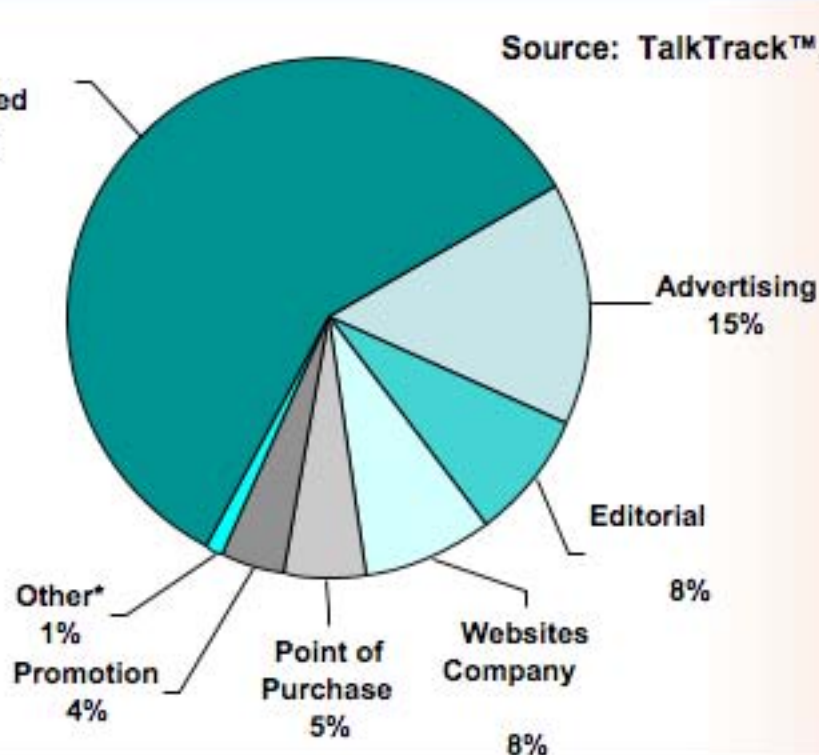
Source: TalkTrack™, Keller Fay Group, 2009



... And Can Be Stimulated By A Brand's Own Marketing And Media

40%

of brand conversations refer to brand marketing or media





HOW

Recipe For WOMM **Success**



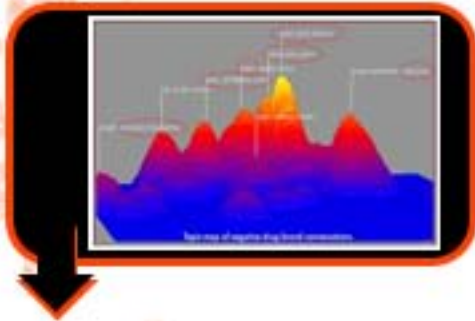
- Identify a “Leadership” group
- Find the talkers
- Give them something to **talk** about
- Create the tools to get the movement started
- Allow people to join the movement
- Measure results

Fizz's "Great Truths of WOMM"



- Great products sample, average products advertise so "sample, sample, sample"
- Invite people to sample. Never interrupt or intercept.
- PR is important. It validates WOMM and adds velocity.
- Work with the Influencers you have identified early. Teach them your brand story and they will share.
- Stories are shared if they are:
 - Interesting
 - Relevant
 - Authentic

Measurement



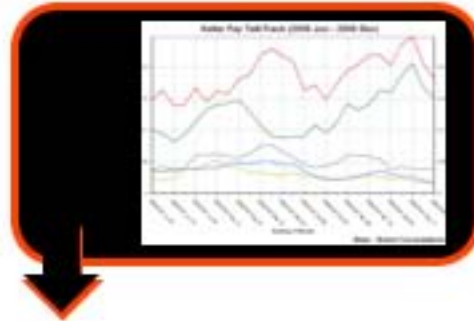
E-conversation

Can:

- Grasp huge amounts of input
- Assemble information very quickly

Great for:

- Understanding motivations
- Developing metrics
- Creating actionable insights



Face to face

Can:

- Capture the vast majority of WOMM conversation
- Compare your WOMM share to your competitors.

Great for:

- Tracking face to face conversation in close proximity to real time



“Epidemiological”

Can:

- Show exact path of message spread
- Identify relative value of specific influencers

Great for:

- Developing models for success
- Finding “buzz hubs”

Our preferred measurement for WOMM success: Increased Sales



Thank You

Ted Wright
ted@fizzcorp.com
404.638.1066