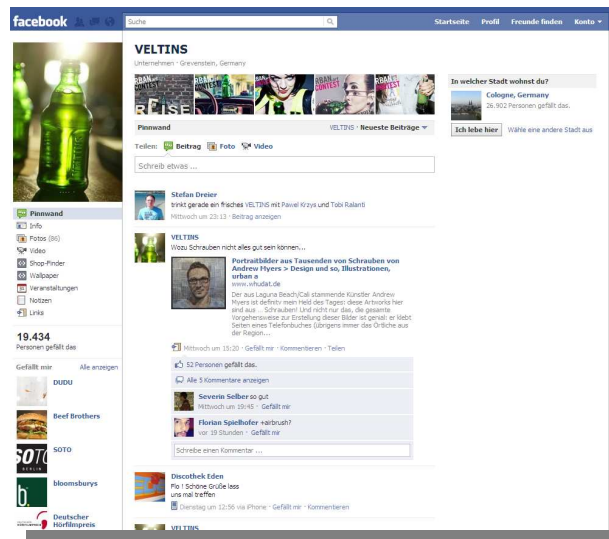


The Effects of facebook Communication on Brand Perception

Case Study: Facebook Account Veltins



15 March 2011

Matthias Busse, Associate Director, result gmbh, Cologne

The impact of facebook Communication on Brand Perception - Example Beer Brand

- Overall: How does this type of web-based communication affect the perception of a brand?
- Does a facebook account generate brand sympathy or brand affinity?
- Does it generate additional buying intention?
- Does it influence the perception of a brand's functional and emotional benefits?
- Does success (impact and influence) depend on the degree of affinity a customer already has?

Study Design

Before

Evaluation of 10 different beer brands incl. Veltins

General behaviour and habits concerning online

Contact with Stimulus

Here: Facebook Account „Veltins Design Bottle“

- Using „Like“ Button for a period of 3 weeks
- Receiving 22 Posts within 3 weeks



After

Evaluation of 10 different beer brands incl. Veltins

Evaluation of Veltins' Facebook Account

First step

Second step

Third step

- Recruiting: via Online Access Panel
- Fieldwork: 13.01. – 21.01. (Before)
04.02. – 22.02. (After)
- Sample Size: n=160 (Before)
n=100 (After)
- Length of questionnaire: 12 Minutes
- Target Group
100% Consumer of beer or beer-mix
100% No reactance regarding Veltins
100% Own Facebook Account
- Number of Posts 22 in 3 weeks

Test Stimulus: FB Account - Veltins (Design Bottle)



facebook [Startseite](#) [Profil](#) [Freunde finden](#) [Konto](#)

VELTINS

Unternehmen · Grevenstein, Germany




Pinnwand VELTINS · [Neueste Beiträge](#)

Teilen: [Beitrag](#) [Foto](#) [Video](#)

Stefan Dreier
trinkt gerade ein frisches VELTINS mit Pawel Krzys und Tobi Ralanti
Mittwoch um 23:13 · [Beitrag anzeigen](#)

VELTINS
Wozu Schrauben nicht alles gut sein können...



Portraitbilder aus Tausenden von Schrauben von Andrew Myers > Design und so, Illustrationen, urban a
www.whudat.de

Der aus Laguna Beach/Cal stammende Künstler Andrew Myers ist definitiv mein Held des Tages: diese Artworks hier sind aus ... Schrauben! Und nicht nur das, die gesamte Vorgehensweise zur Erstellung dieser Bilder ist genial: er klebt Seiten eines Telefonbuches (übrigens immer das Örtliche aus der Region...

Mittwoch um 15:20 · [Gefällt mir](#) · [Kommentieren](#) · [Teilen](#)

[52 Personen gefällt das.](#)

[Alle 5 Kommentare anzeigen](#)

Pinnwand

- Info
- Fotos (86)
- Video
- Shop-Finder
- Wallpaper
- Veranstaltungen
- Notizen
- Links

19.434
Personen gefällt das

Gefällt mir [Alle anzeigen](#)

DUDU

In welcher Stadt wohnst du?

Cologne, Germany
26.902 Personen gefällt das.

[Ich lebe hier](#) [Wähle eine andere Stadt aus](#)

Two examples for Veltins Posts During Our Test



Veltins does not talk too much about drinking beer...



VELTINS

WOW... Portraits von Jimi Hendrix, John Lennon & Co., gestaltet aus alten Kassettentändern (Cassette Tape Art)! We Like!



Ghost in the Machine - a set on Flickr

www.flickr.com

Flickr is almost certainly the best online photo management and sharing application in the world. Show off your favorite photos and videos to the world, securely and privately show content to your friends and family, or blog the photos and videos you take with a cameraphone.

16 February at 08:42 · Share

35 people like this.

View all 8 comments



Sebastian Libuda Ich kann viel...und nicht Alles ;)

16 February at 11:08

Veltins features:
„Cassette Tape Art“
on Flickr



VELTINS

Und als kleine Valentins-Überraschung dürfen unsere Berliner und Hamburger Fans ihre(n) Liebste(n) heute Abend mit einem bloomsburys Dinner im Wert von 50 Euro beglücken! Bestellt werden kann bei den besten Restaurants der Stadt, geliefert wird frei Haus! Also, wer möchte seinem Schatz was Gutes tun? Wir verlosen jeweils einen Gutschein im Wert von 50 Euro pro Stadt unter allen Kommentaren bis 19.00 Uhr ;)



bloomsburys - joy eating, joy living - Lieferservice in Berlin und Hamburg

www.bloomsburys.de

Lieferservice für die beliebtesten Restaurants in Berlin und Hamburg. Sie wählen aus Ihren Lieblingsrestaurants, wir liefern.

14 February at 17:25 · Share

Valentines-Surprise:
*Win a dinner with
your sweetheart*

Results Part I:

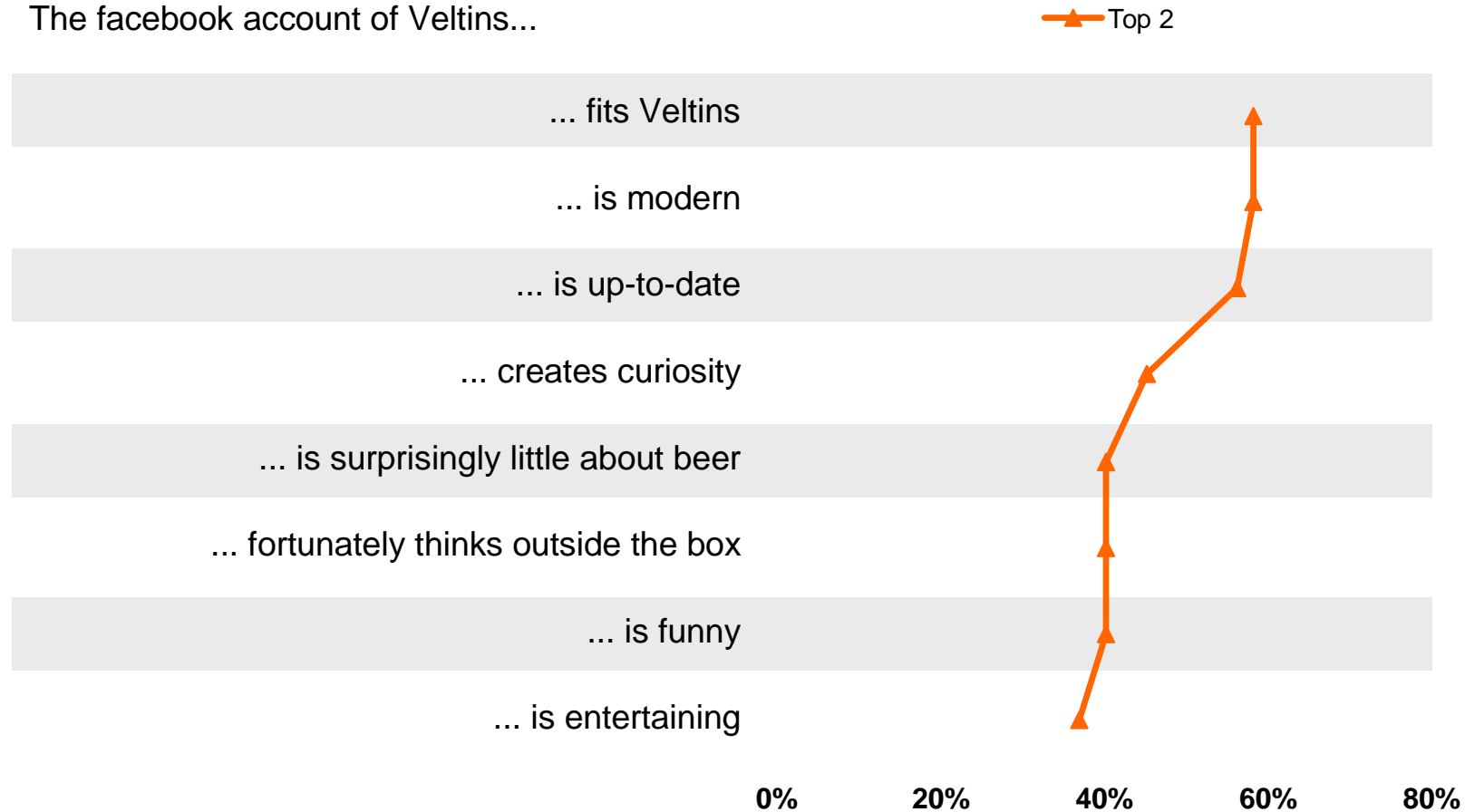
Evaluation of the facebook account

Functional profile of Veltins facebook account (1)

Account especially conveys up-to-dateness and fits to the brand Veltins



The facebook account of Veltins...



Question: Please think of the Veltins facebook account and tell us how much you agree with every statement.

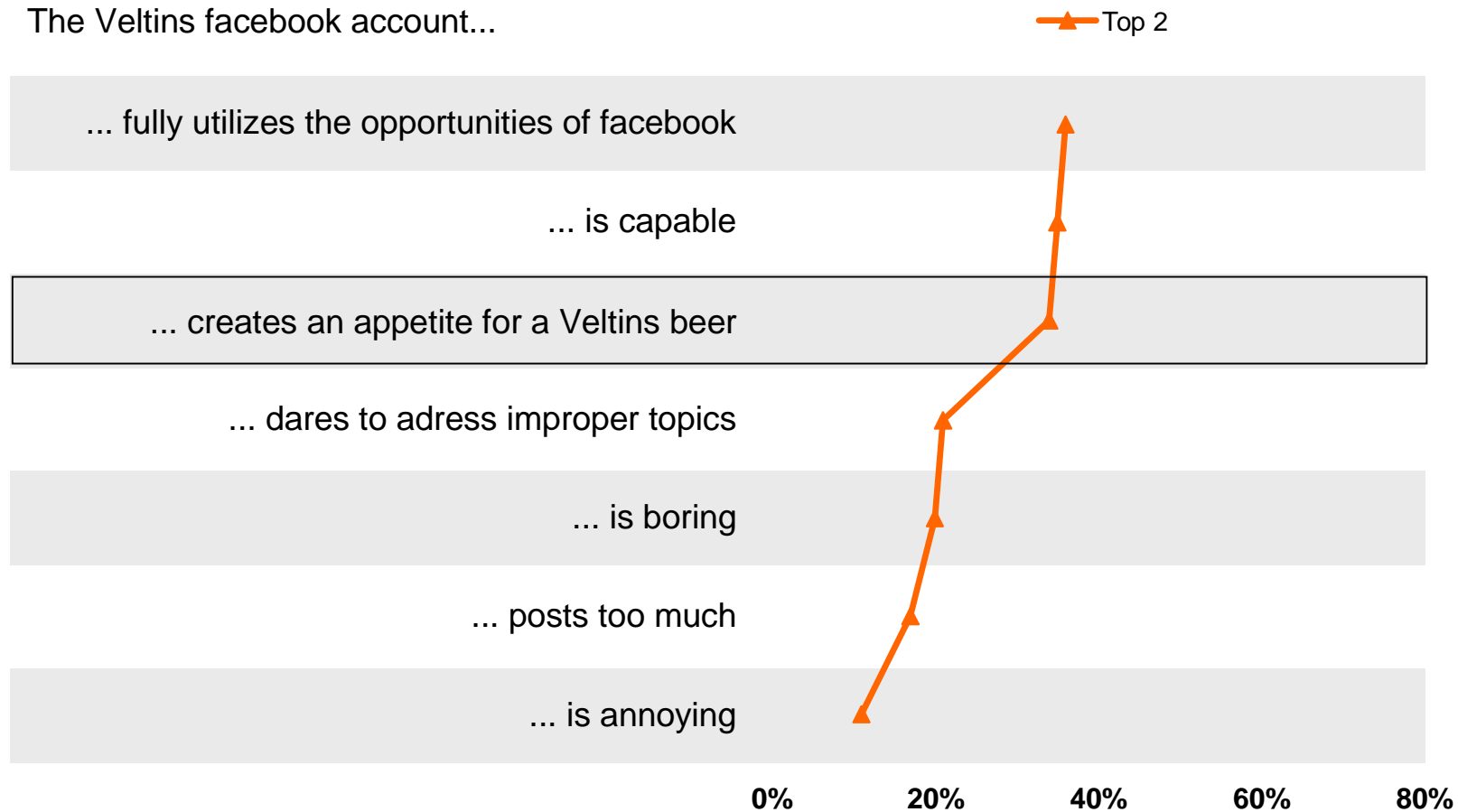
n=100

Functional profile of Veltins' facebook account (2)

Stimulating an appetite for the product itself is not top rated here...



The Veltins facebook account...

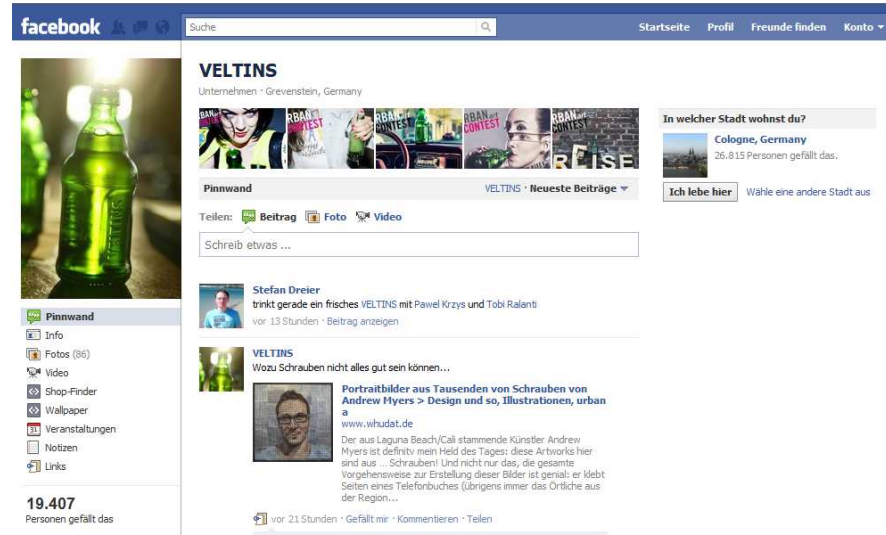
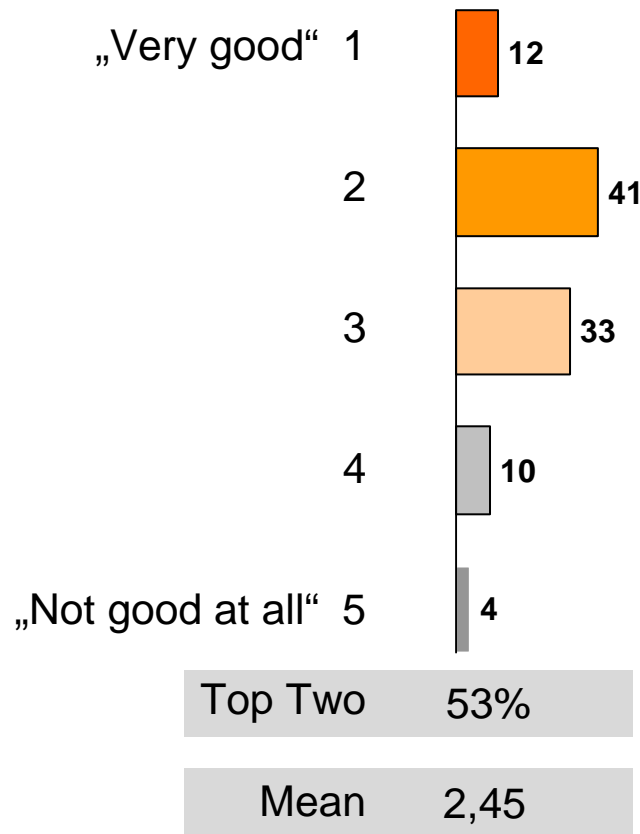


Question: Please think of the Veltins facebook account and tell us how much you agree with every statement.

n=100

Evaluation of the facebook Account

53 Percent top two box means „acceptance“. Respondents liked the account.

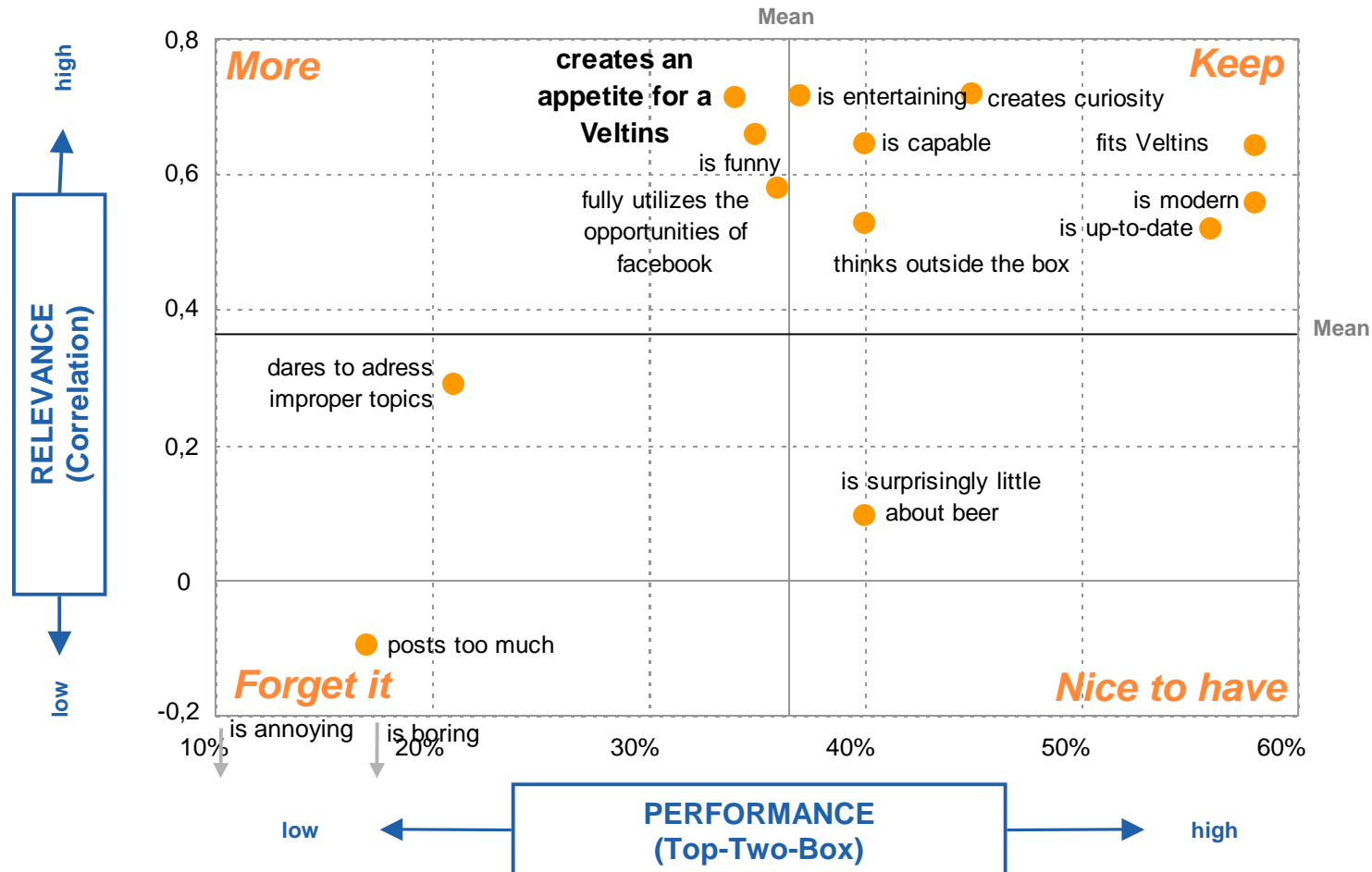


Question: Overall: How would you evaluate the facebook account as a whole?
n=100

Strategic Portfolio – Functional Competence



It becomes apparent that „creates an appetite“ is of highest importance



Questions: Please think of the facebook account of Veltins and tell us how much you approve every statement. X Which of the following beer-brands would you buy at your next 10 buying-opportunities?

n=100

Results Part II:

The effect on the brand Veltins

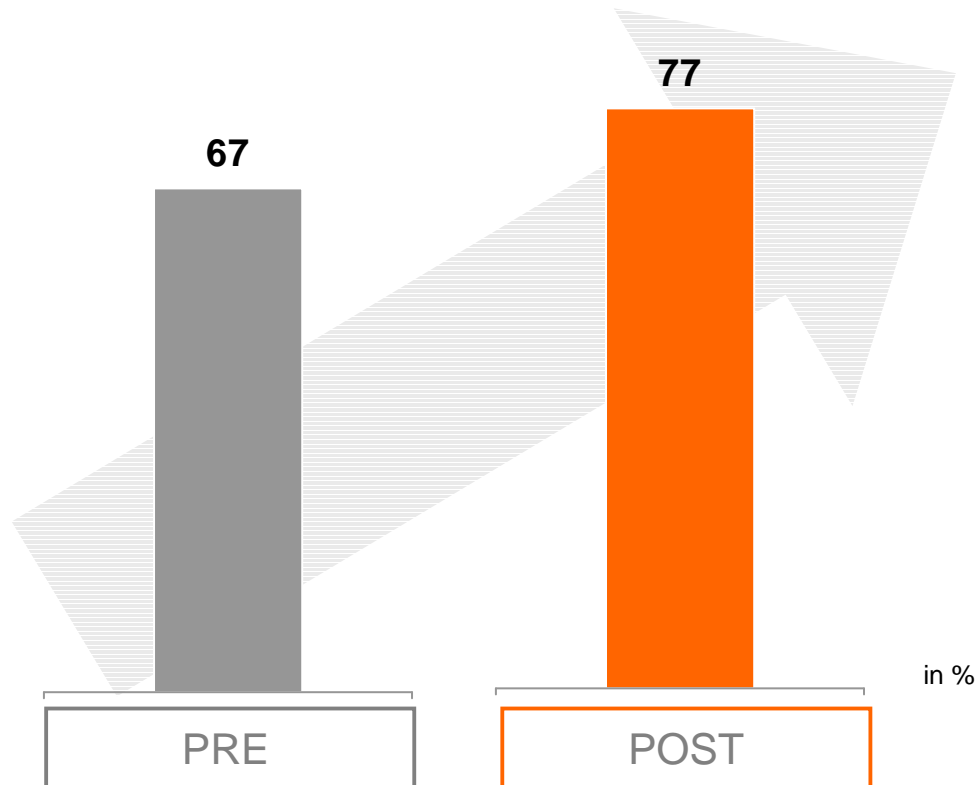
Effect on Sympathy - Total

Positive effect on Brand Sympathy



+10 PP Shift

-0,6 PP average shift
for 9 other brands



Question: Which of the following beer-brands *are likeable to you?*

PRE: n=100 / POST n=100

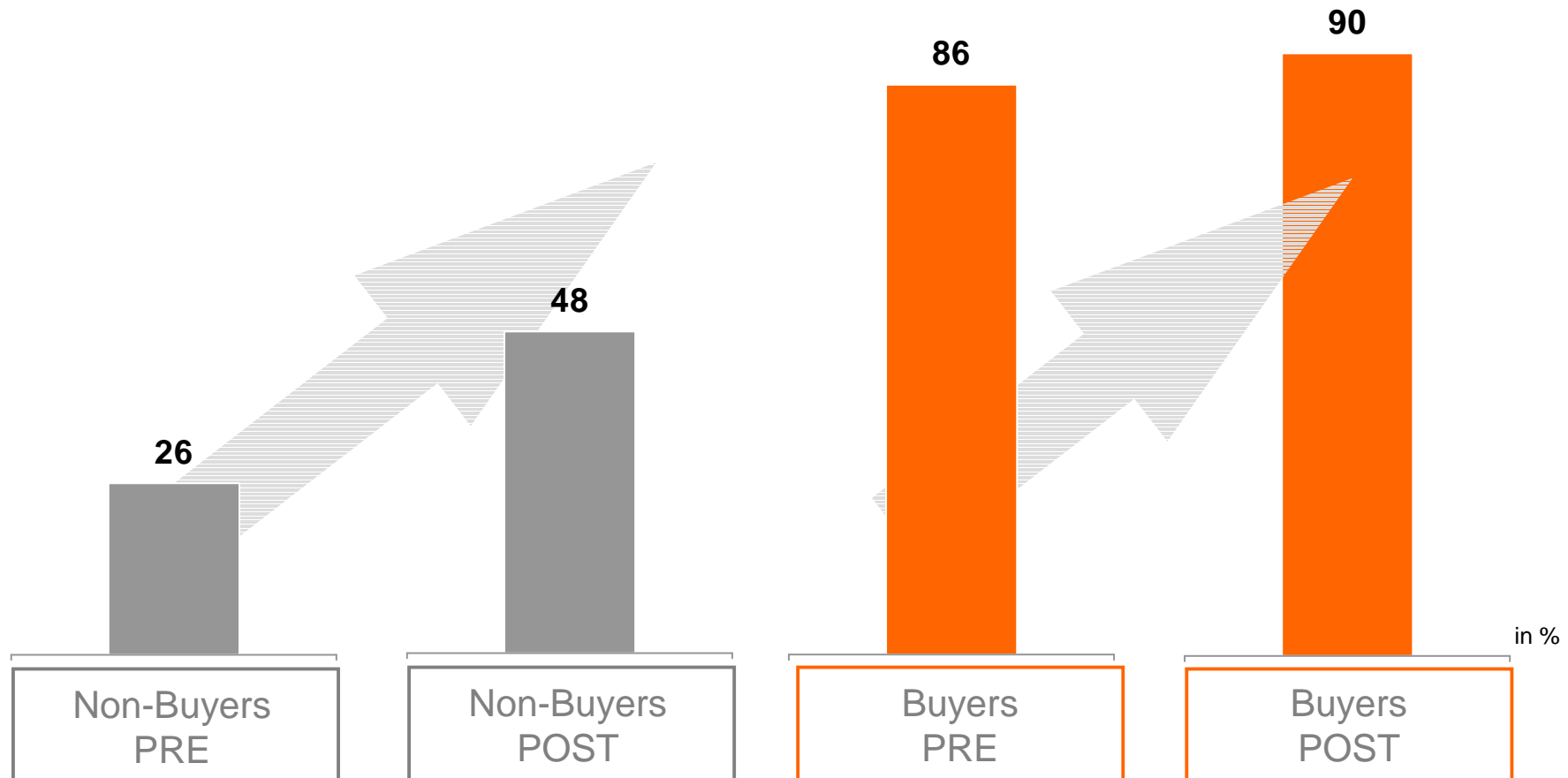
Effect on Brand Sympathy – Non Buyers vs. Buyers



There is a positive effect on Brand Sympathy. It increases in both groups equally.

Utilization of Potential: 30%

Utilization of Potential: 29%



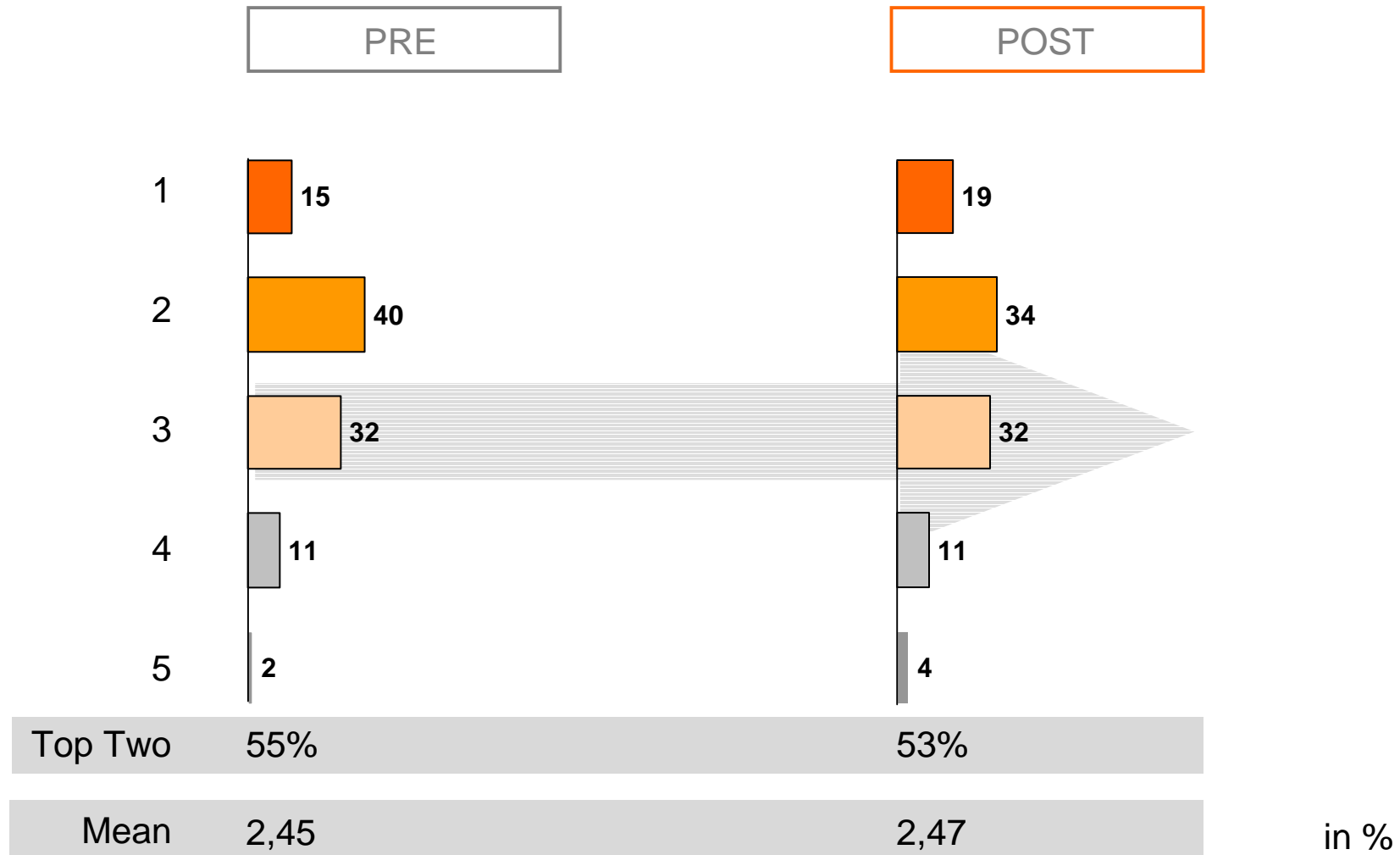
Question: Which of the following beer-brands *are likeable to you?*

Non-Buyers: n=31 / Buyers n=69

Effect on Brand Affinity - Total



No effect on Brand Affinity



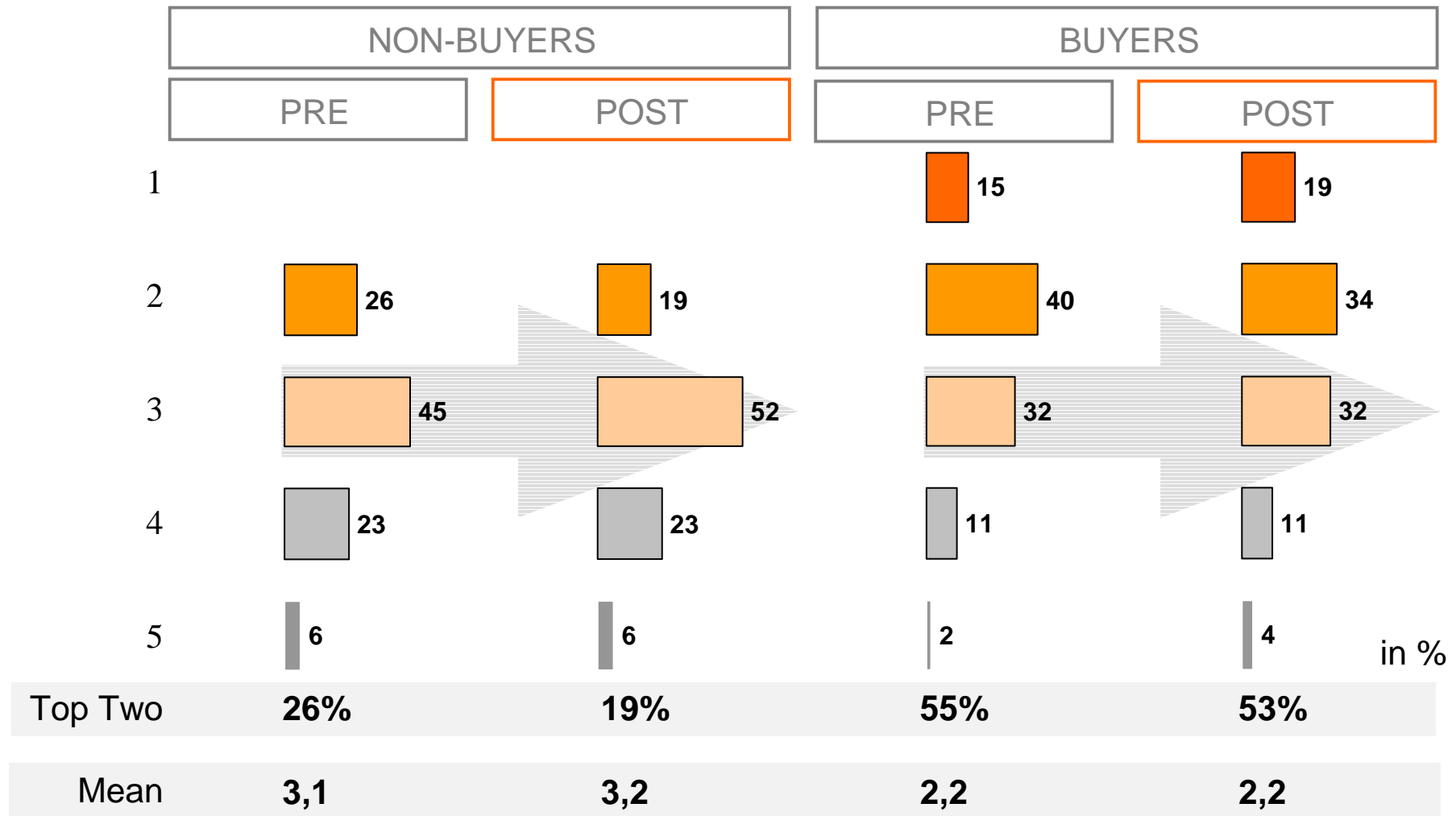
Question: Just like with people there are brands one feels personally close or distant towards. How close do you feel towards the following brands?
Please answer on a scale from 1="very close" to 5="very distant" grading your opinion with the numbers in between.

Before (Pre): n=100 / After (Post) n=100

Effect on Brand Affinity – Non-Buyers vs. Buyers



No shifts concerning Brand Affinity in both groups

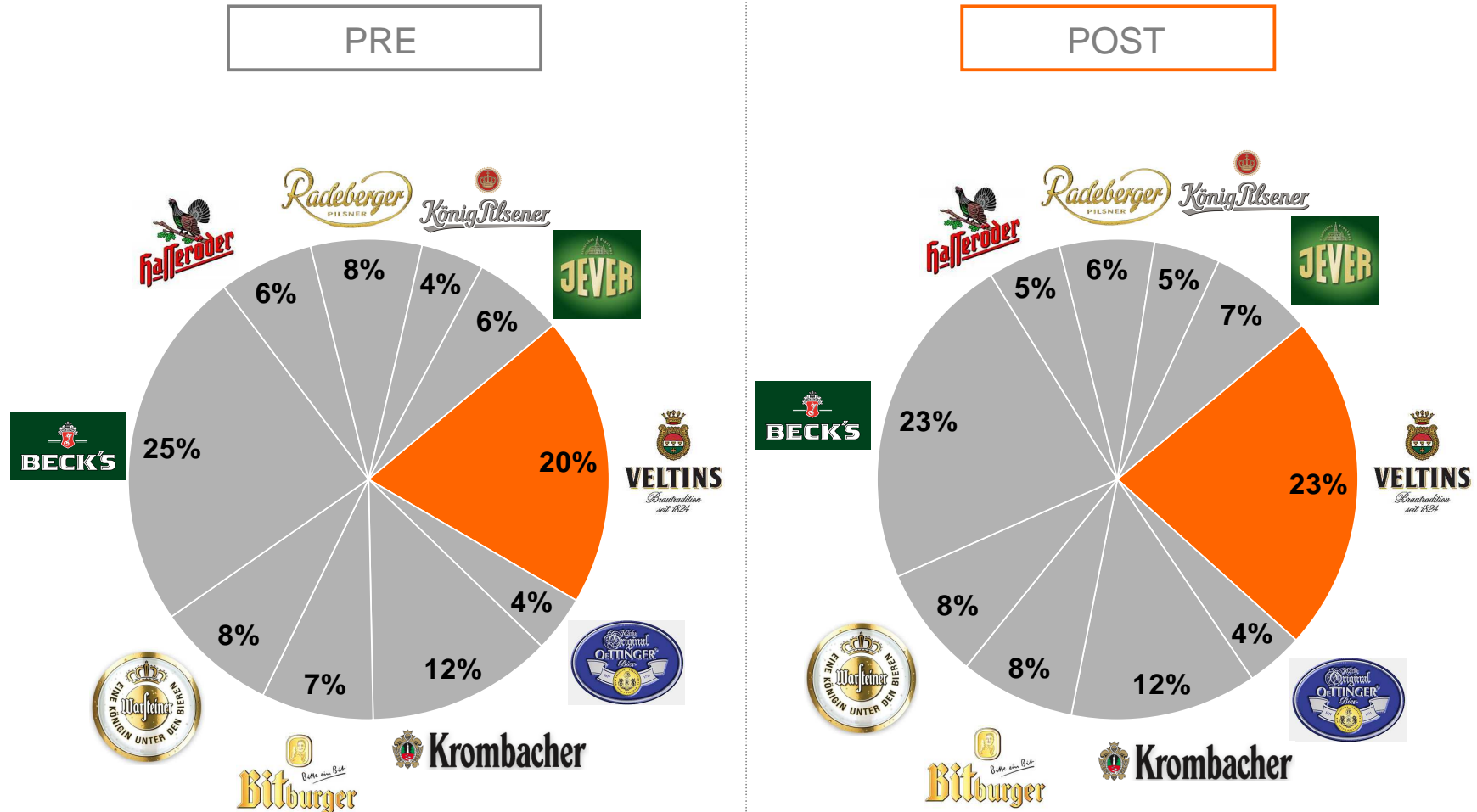


Question: Just like with people there are brands one feels personally close or distant towards. How close do you feel towards the following brands?
Please answer on a scale from 1="very close" to 5="very distant" grading your opinion with the numbers in between.

Before (Pre): n=100 / After (Post) n=100

Impact on Brand Preference („Choice of 10“)

20 percent share before contact with the account and 23 percent after

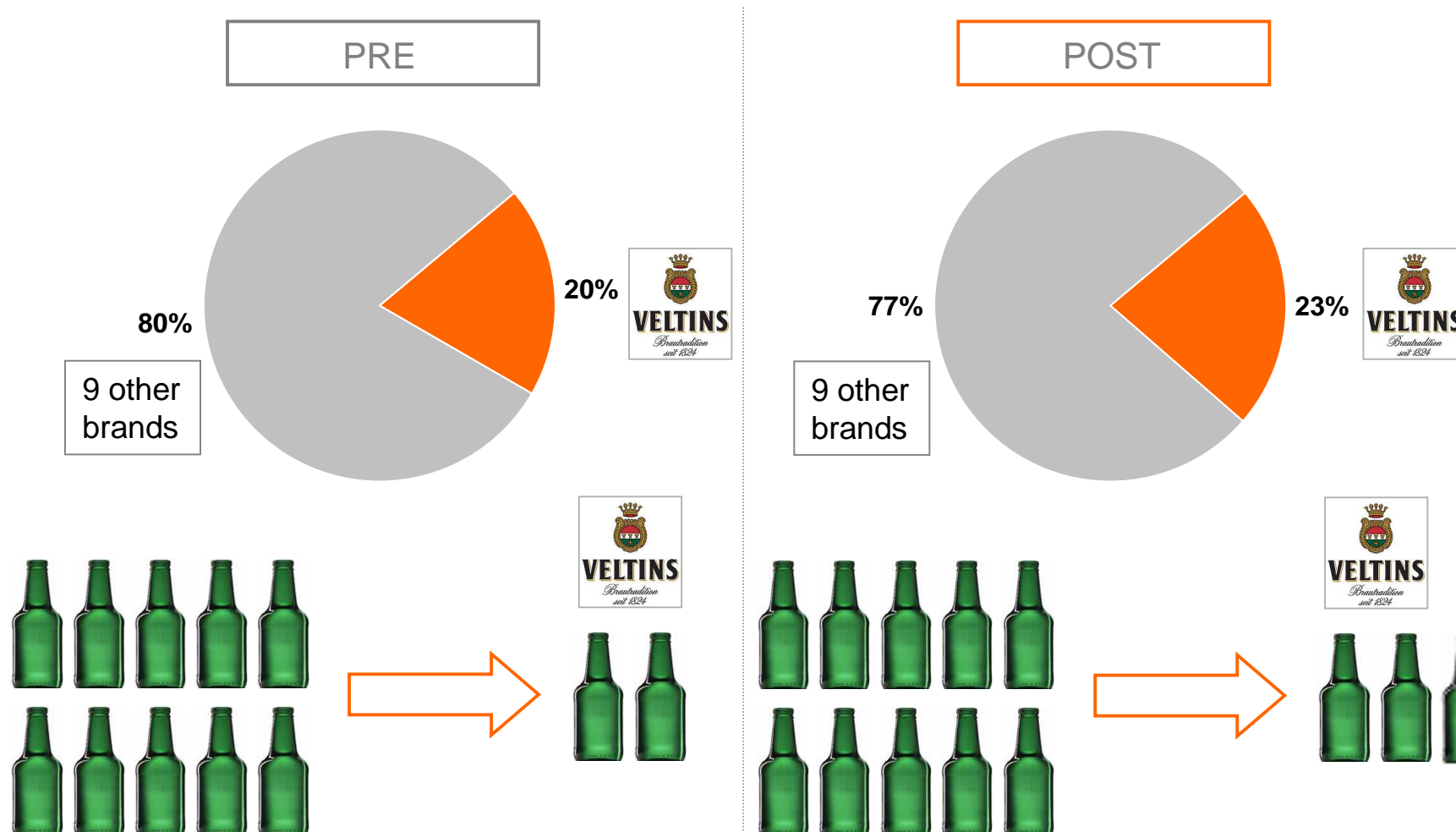


Question: Which of the following brands would you buy at your next 10 buying opportunities? You can choose the same brand any number of times or you can choose different brands.

PRE: n=100 / POST n=100

Impact on Brand Preference („Choice of 10“)

The Veltins account generates +3PP for Brand Preference. A small plus.

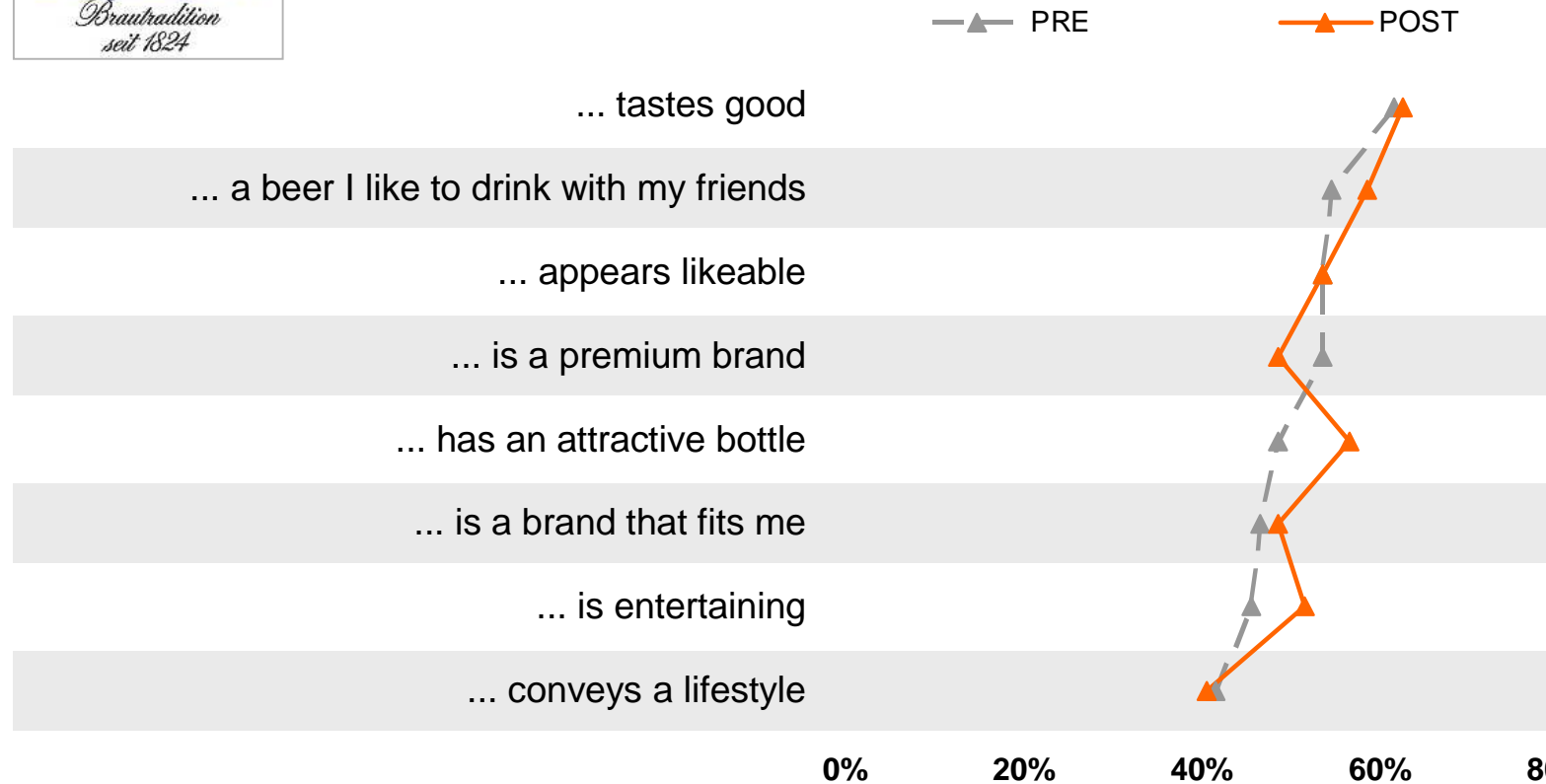


Question: Which of the following brands would you buy at your next 10 buying opportunities? You can choose the same brand any number of times or you can choose different brands.

PRE: n=100 / POST n=100

Impact on Functional Brand Benefits

„Attractive bottle“ and „is entertaining“ are being pushed, but no powerful shift for „taste“

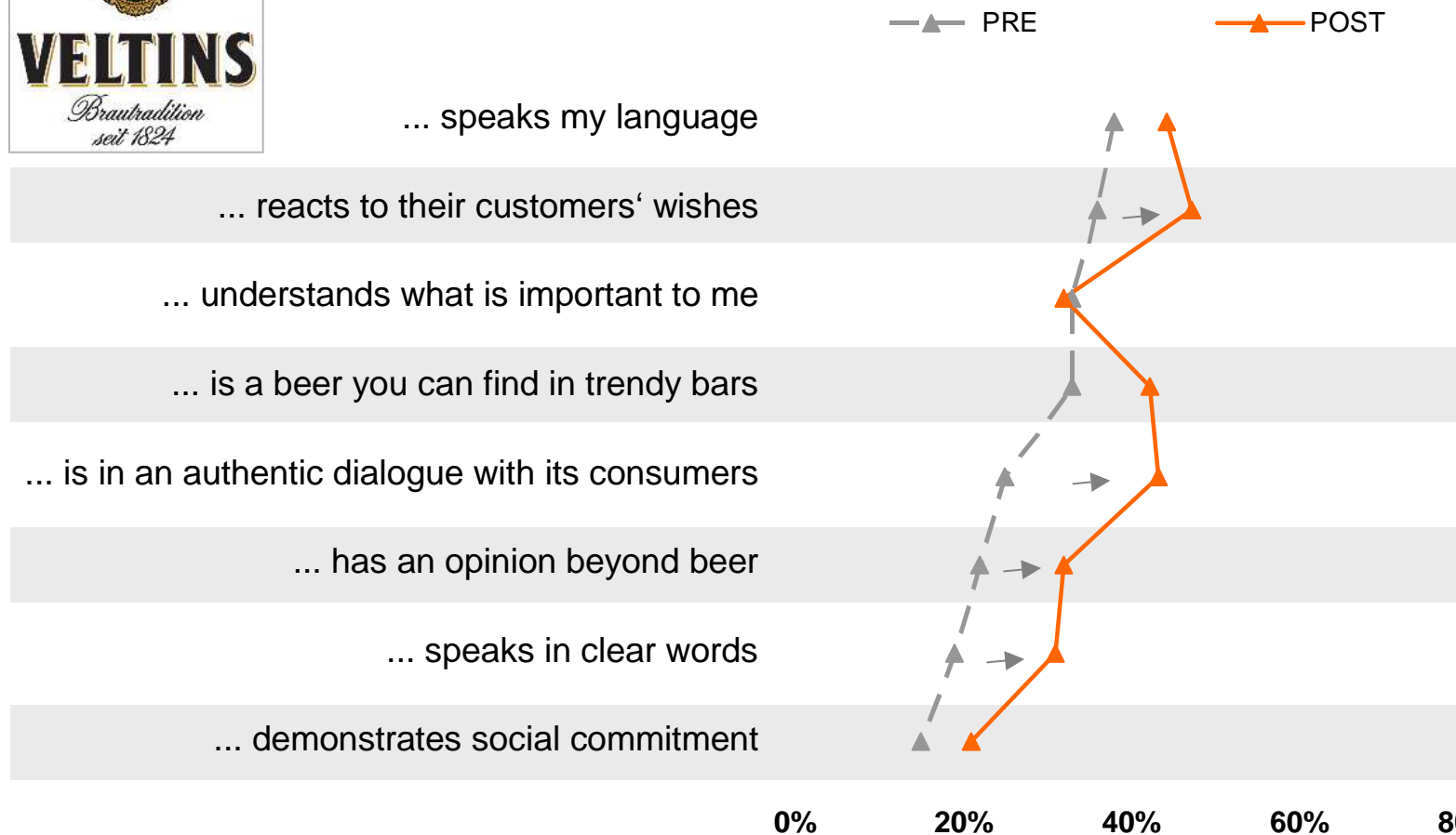


Question: Here are some statements about beer-brands listed below. Please choose the beer-brands which, at your opinion, apply to the respective statement. You can choose several brands, a single brand or no brand.

PRE: n=100 / POST n=100

Impact on Functional Brand Benefits

Big shift for „authentic dialogue with its consumers“

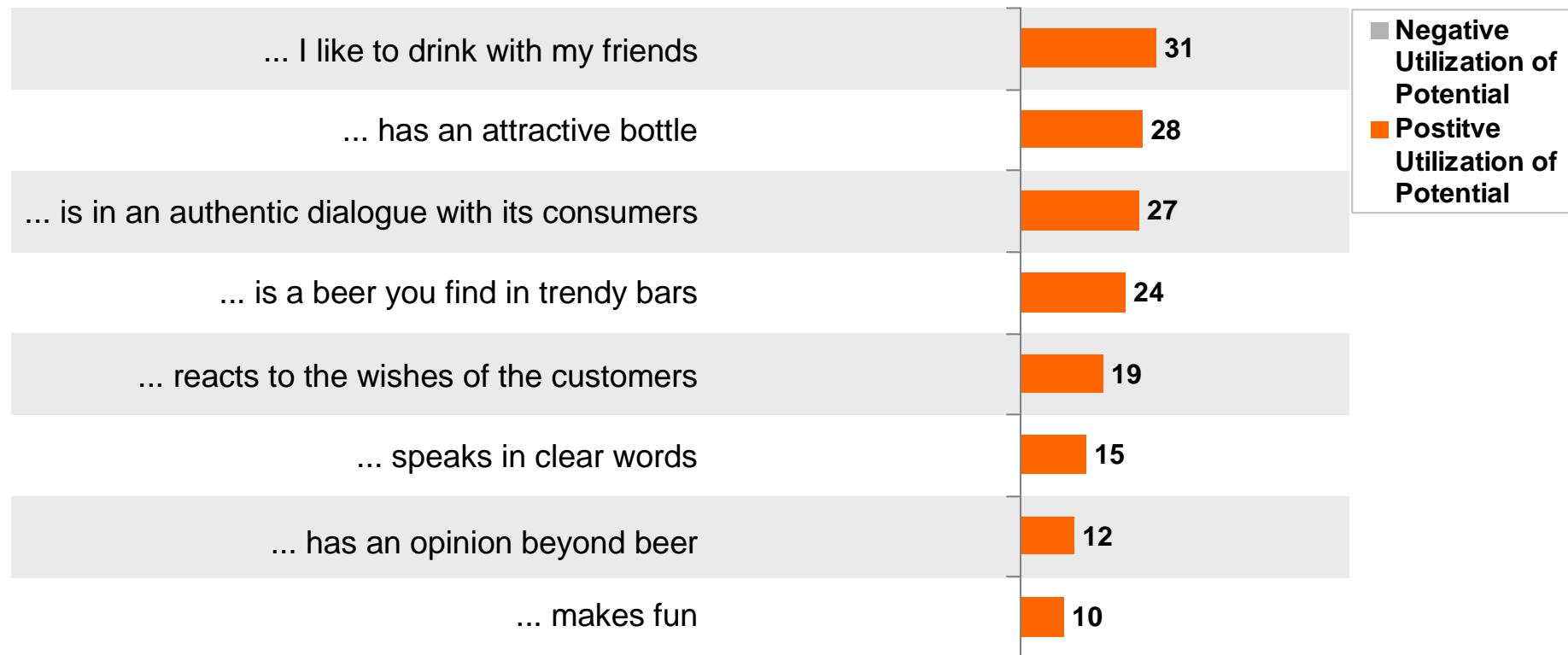


Question: Here are some statements about beer-brands listed below. Please choose the beer-brands which, at your opinion, apply to the respective statement. You can choose several brands, a single brand or no brand.

PRE: n=100 / POST n=100

Positive Utilization of Potential – Buyers

Many vital benefits have been improved!



Question: Here are some statements about beer-brands listed below. Please choose the beer-brands which, at your opinion, apply to the respective statement. You can choose several brands, a single brand or no brand.

PRE: n=100 / POST n=100

Utilization of Potential PRE/POST – Buyers



The most important benefit „tastes good“ remains unaltered

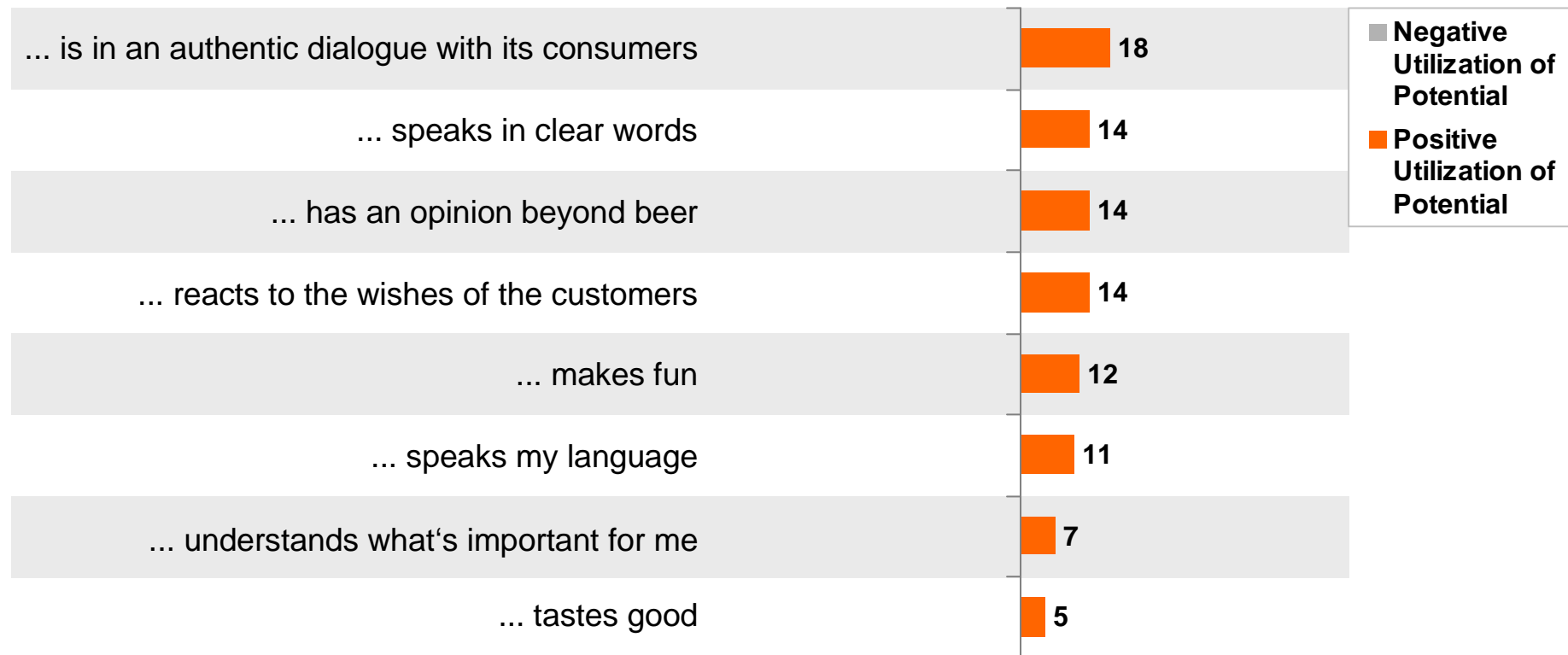


Question: Here are some statements about beer-brands listed below. Please choose the beer-brands which, at your opinion, apply to the respective statement. You can choose several brands, a single brand or no brand.

PRE: n=100 / POST n=100

Positive Utilization of Potential – Non-Buyers

The account gives the brand „interaction“ and an open tonality

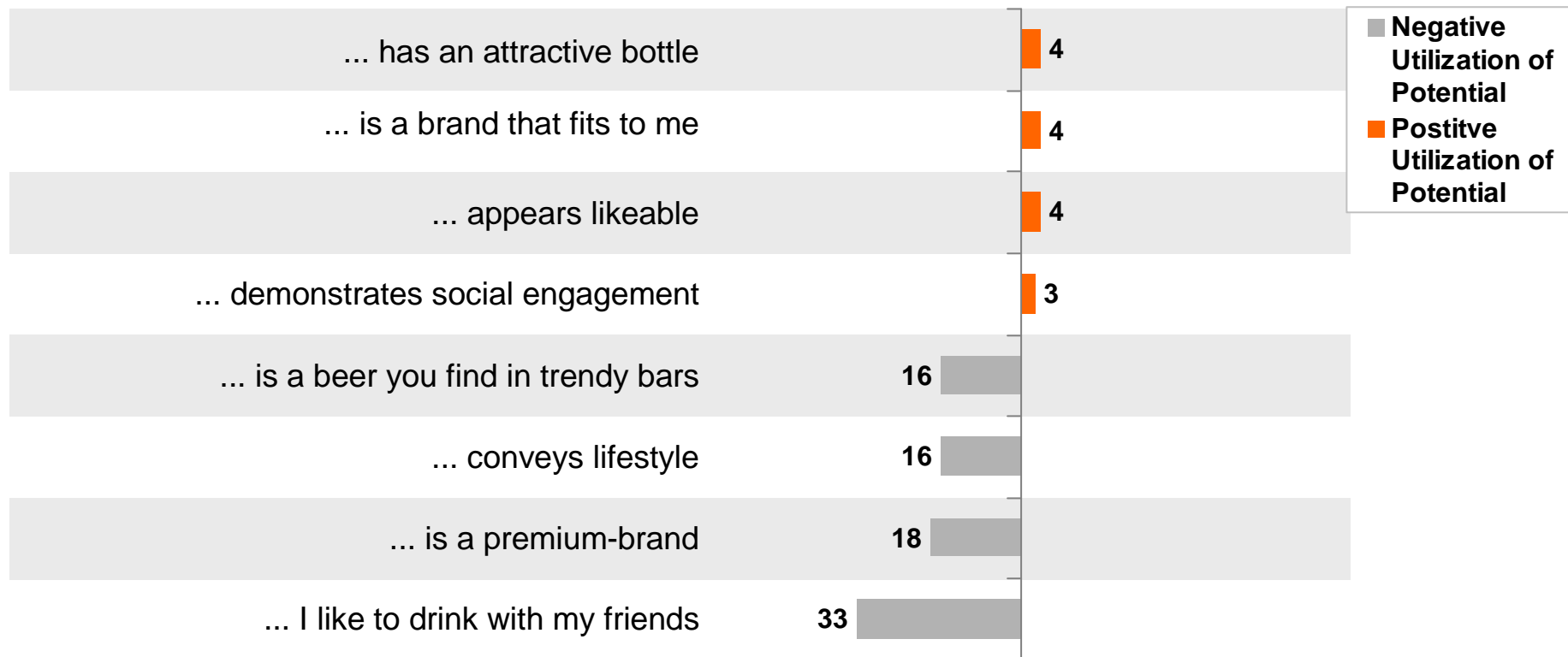


Question: Here are some statements about beer-brands listed below. Please choose the beer-brands which, at your opinion, apply to the respective statement. You can choose several brands, a single brand or no brand.

PRE: n=100 / POST n=100

Utilization of Potential PRE/POST – Non-Buyers

From the Non-Buyers perspective the Veltins Account fails to create a fascinating lifestyle



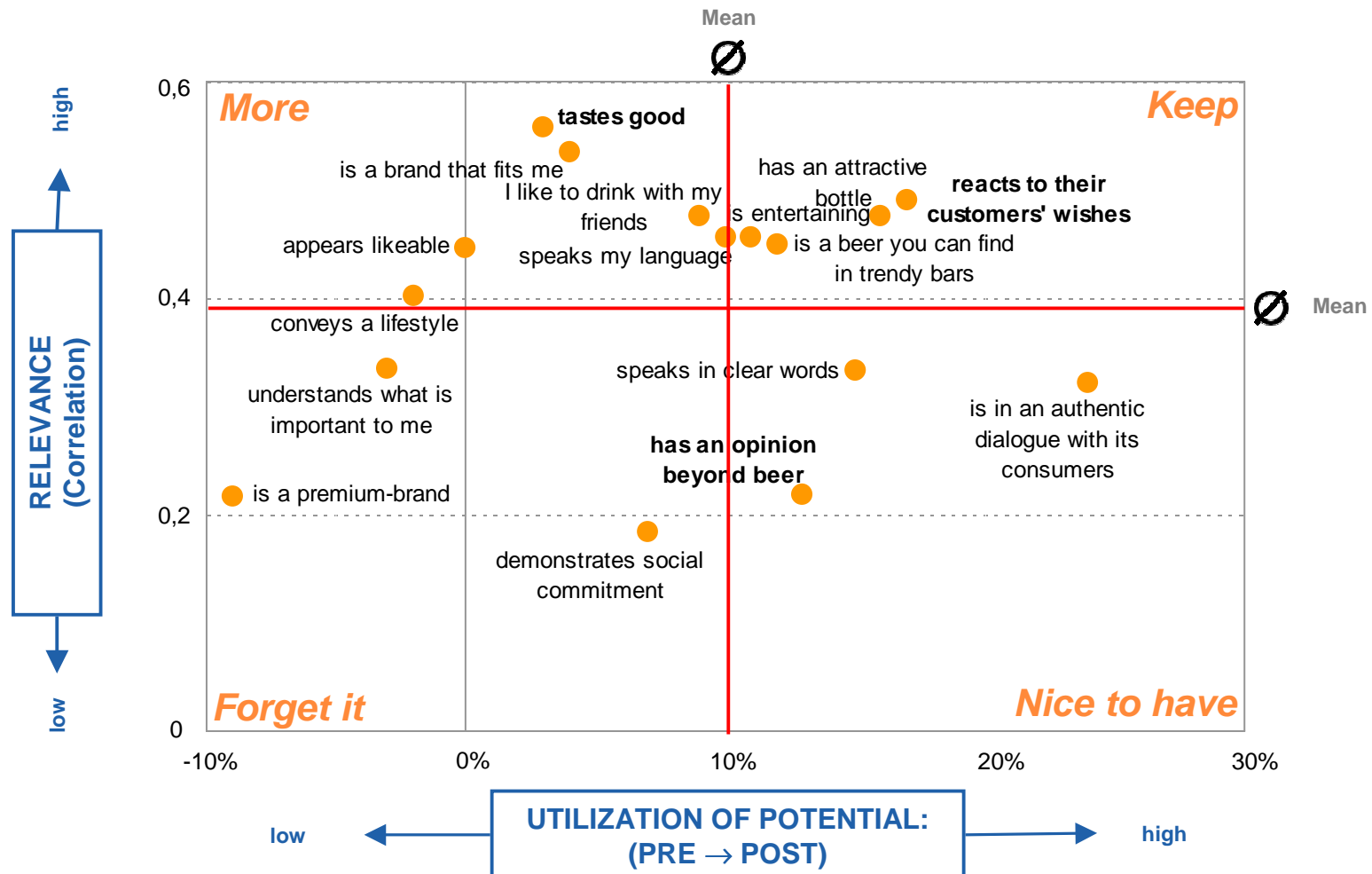
Question: Here are some statements about beer-brands listed below. Please choose the beer-brands which, at your opinion, apply to the respective statement. You can choose several brands, a single brand or no brand.

PRE: n=100 / POST n=100

Strategic Portfolio – Functional Brand Benefits



Important and successfully improved: „reacts to the wishes...“. Deficit regarding „tastes good“.

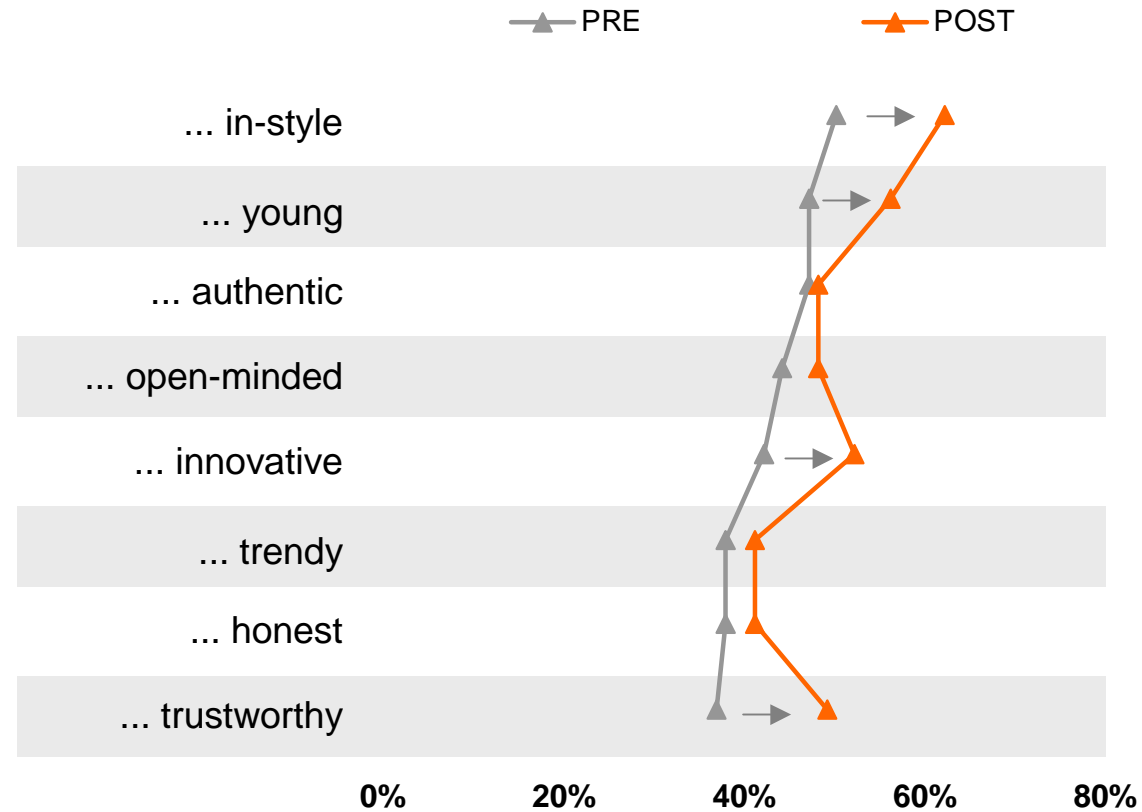


Question: Here are some statements about beer-brands listed below. Please choose the beer-brands which, at your opinion, apply to the respective statement. You can choose several brands, a single brand or no brand. X Question: Which of the following beer-brands would you buy at your next 10 buying-opportunities?

PRE: n=100 / POST n=100

Impact on Emotional Brand Benefits

The brand gets younger and more innovative

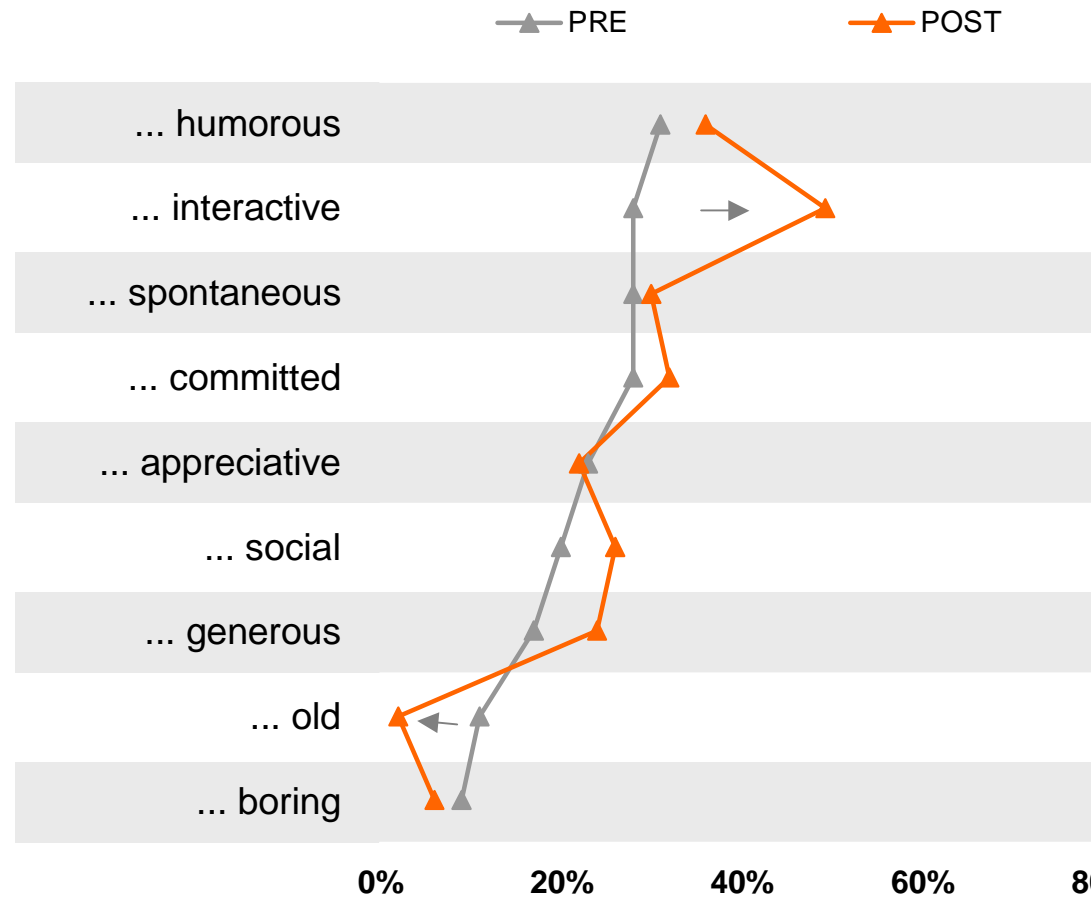


Question: Now we will talk about characteristics which to some extent apply to a beer-brand. Please select the brands, that in your opinion apply to the respective characteristics. You can choose several brands, a single brand or no brand.

Before: n=100 / After n=100

Impact on Emotional Brand Benefits

Most improved emotional benefit is „interactive“



Question: Now we will talk about characteristics which to some extent apply to a beer-brand. Please select the brands, that in your opinion apply to the respective characteristics. You can choose several brands, a single brand or no brand.

Before: n=100 / After n=100

Willingness to Continue Following Veltins

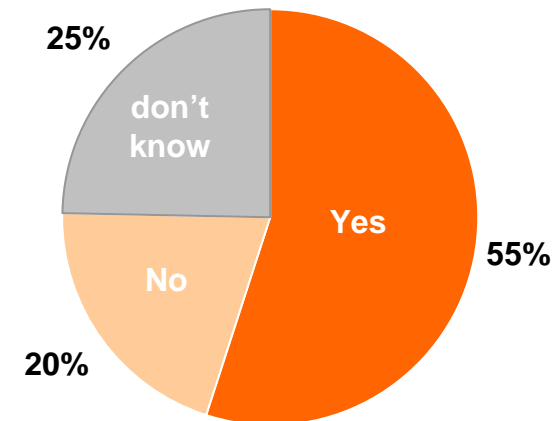
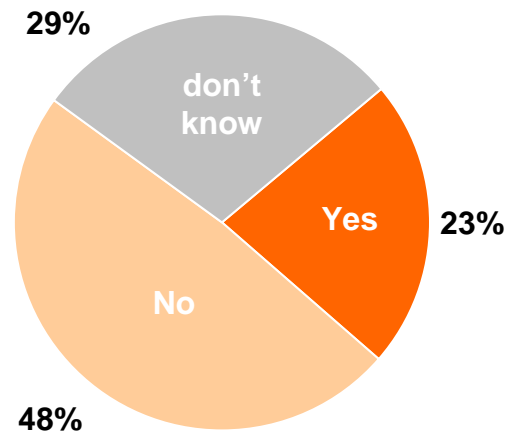


55% of Veltins buyers have been convinced to stay in touch with the Veltins FB account



NON-BUYERS

BUYERS



Question: Will you continue following the Facebook-account of Veltins?

Non-Buyers: n=31 / Buyers n=69

Summary

- The effect, the FB account has on Veltins' brand perception matches other means of advertising in as such as it has profound strengths as well as weaknesses.
- The account is perceived as suiting the brand and conveys a modern image of Veltins (Design Bottle).
- The FB account succeeds in making the brand sympathetic.
- There is no increase in affinity and only a slight increase in buying intention. But, whether FB accounts *in general* are actually suitable for improving these kind of KPI's has not been proved as yet.
- The FB account provides the brand with those attributes, the account itself as well as the medium from which it derives stand for: being modern, young and up to date.
- The account excels in conveying a general willingness for open dialogue with the "fan".
- According to our relevance analysis the willingness to "react to the consumers' wishes" is particularly important. The strong promotion of this functional benefit represents a brilliant feature of the account.

- The actual weakness of the account is its incapability to paint a fascinating picture of the *product's consumption*. The important statement “creates an appetite for Veltins” finds little consent.
- Obviously, a FB account cannot deliver the taste of a beer. However, it is apparent how important all consumption-oriented brand benefits are for the performance of a fast moving consumer good (like Veltins) on facebook.
- Presumably, consumption-oriented communication on facebook represents one of the greatest challenges for future FB accounts of many different FMCG brands.

World of FB Account

 **VELTINS**
WOW... Portraits von Jimi Hendrix, John Lennon & Co., gestaltet aus alten Kassettenbändern (Cassette Tape Art)! We Like!

 **Ghost in the Machine - a set on Flickr**
www.flickr.com
Flickr is almost certainly the best online photo management and sharing application in the world. Show off your favorite photos and videos to the world, securely and privately show content to your friends and family, or blog the photos and videos you take with a cameraphone.

 16 February at 08:42 · Share

 35 people like this.

 View all 8 comments

 **Sebastian Libuda** Ich kann viel...und nicht Alles ;) 16 February at 11:08

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Und als kleine Valentins-Überraschung dürfen unsere Berliner und Hamburger Fans ihre(n) Liebste(n) heute Abend mit einem bloomsburys Dinner im Wert von 50 Euro beglücken! Bestellt werden kann bei den besten Restaurants der Stadt, geliefert wird frei Haus! Also, wer möchte seinem Schatz was Gutes tun? Wir verlosen jeweils einen Gutschein im Wert von 50 Euro pro Stadt unter allen Kommentaren bis 19.00 Uhr :)

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Lieferservice für die beliebtesten Restaurants in Berlin und Hamburg. Sie wählen aus Ihren Lieblingsrestaurants, wir liefern.

 14 February at 17:25 · Share

World of stimulating sales



Thank You!



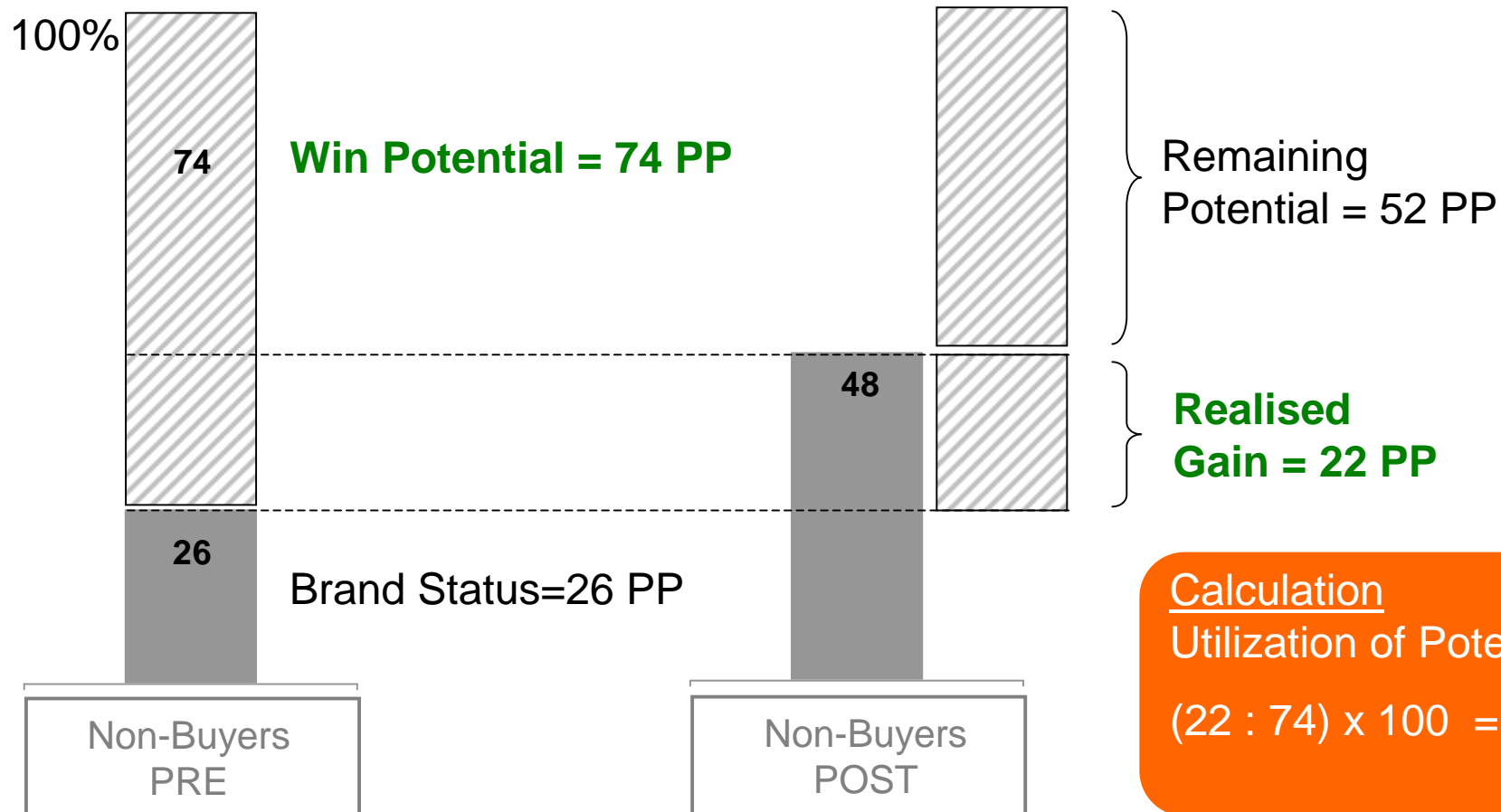
- Matthias Busse
Tel. 0221/952971-310
matthias-busse@result.de

- result gmbh
Subbelrather Straße 15
50823 Köln
Tel. 0221/952971-0
Fax 0221/952971-396
mail@result.de
www.result.de

Explanation

Utilization of potential means: „Realised Gain“ divided by „Win Potential“

Utilization of Potential: 30%



Question: Which of the following beer-brands are likeable to you?
Non-Buyers: n=31 / Buyers n=69