



21-04-2008 |

1 in 10 Internet users puts brand movies online

Consumers talk about brands at home, at work or in the supermarket ('Word of Mouth') or via the Internet ('Word of Mouse'). They watch movies online, collect information on forums, blogs and chat sessions, spread messages themselves via these channels and thus create their own brand messages. For companies it is important to know what effect this has on their brands. InSites Consulting carried out a study into so-called 'Buzz Activation' in 6 European countries and developed a new research model for 9 product categories.

'Word of Mouth', 'Word of Mouse' and 'Buzz Activation'

Advertisers are increasingly faced with 'waste' in their advertisement and communication plans and try to use 'consumer buzz' and 'conversations' in their marketing plans through viral campaigns. Consumers receive, spread and create their own messages about brands both offline (Word of Mouth) and online (Word of Mouse). Traditional ways to measure the effect of Word of Mouth (offline) or Word of Mouse (online), such as click through rates, number of page views, etc. do not provide a complete picture of the impact of viral campaigns. InSites Consulting's new research model maps the different phases of 'buzz activation': the receiving, the spreading and creating of messages. InSites Consulting studied the phenomenon of 'buzz activation' in Belgium, the Netherlands, France, the UK, Germany and Spain. The following sectors were discussed: non-alcoholic beverages, alcoholic beverages, medication, food, cars, care products and personal hygiene, technologies, music and financial services.

8% of surfers make their own online movies

Using online communication channels for their brands is not just a hype among marketers. The results of InSites Consulting's study show that 4 in 10 respondents watch a brand movie at least once a month. Consumers gather information about brands via online forums (38%), company websites (36%), comments on blogs (32%) and in chat sessions (30%). 1 in 5 will send comments about brands by e-mail. 1 in 10 posts online movies on specialised websites such as youtube.com. 8% says they make a movie every month. This shows that consumers actively receive, spread and create brand messages.

Buzz mainly at home, via the Internet, at work and in the supermarket

InSites Consulting's study also investigated where people had heard or spread brand information over the past week. Respondents mostly communicate at home (59%) about brands. The Internet is also very popular (53%), as is the workplace (52%), the supermarket (42%), the pub (37%) or restaurant (34%), public transport (24%) and school (22%). In other words, brands are discussed in many different places. Companies that want to measure the 'buzz' effect need to take into consideration both offline and online communication. With regard to online communication about brands, 1 in 3 says they remember an online movie about a brand and 46% that they communicated about brands via the Internet. What brands are very popular then? Global brands such as Coca-Cola, Dove, Sony, BMW, Nike, Acer are mentioned in all countries. Every country also has its own strong local brands. In Belgium this included Proximus, Telenet, and Het Nieuwsblad, in the Netherlands Amstel beer, De Telegraaf and Postbank.

Belgians talk more about cars, the Dutch more about music.

More than in any other country the Spanish pass on information about brands, both offline and online, about non-alcoholic beverages, food, cars, financial services and music. According to InSites Consulting's study the Netherlands score lower in terms of spreading 'buzz' than Belgium. Belgians talk more about cars offline than the Dutch, but then the Dutch generate more buzz about music than Belgians

Persbericht - 21-04-2008

This research data is the result of the 'A new approach of measuring BUZZ' study, carried out last year by market research company InSites Consulting and presented at the ESOMAR congress (Berlin). In terms of method, a traditional online questionnaire was used, supplemented by the 'critical incident' method. The aim of the study is to obtain an overall picture of the impact of viral campaigns. This study was carried out in 6 European countries: Belgium, the Netherlands, France, Germany, the UK and Spain. In all 3,419 respondents took part in this study. The figures are representative for the online population of every country in terms of gender and age (15-65). The studied countries were Belgium, the Netherlands, France, the UK, Germany and Spain.



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InSites Consulting is a leading market research company in the field of online market research with a strong international position. It was established as a spin-off of the Vlerick Leuven Gent Management School. Via an online panel comprising more than 2,000,000 panel members spread over 25 European countries, both quantitative and qualitative online marketing research is carried out. The head office in Ghent has 70 highly-skilled and experienced employees. InSites Consulting stands for: expertise and consulting, driven by innovation, excellent customer service and quality-oriented. More information on www.insites.eu.