wave.5

The Socialisation of Brands

Social media tracker - 2010

UM

Contents

Executive Summary

Social media is an incredibly dynamic environment. Terms like “friend” and “influencer” are no longer adequate to describe the array of social activity and interaction that is occurring amongst the vast communities now being built online.

A deeper understanding of consumer needs and motivations is the key to unlocking a real understanding of social media and its users.

Social networks are becoming powerful hubs of interconnected communities but it’s not just people that are connecting in the social media space. There is huge demand for a more social and interactive relationships with brands.

Almost half of the Active Internet Universe has already joined a brand community. These communities are also clearly having a huge benefit to the brands involved, driving brand loyalty, endorsement and sales.

However, understanding the nature of social demand for each consumer, category and market is the key to creating a successful social media experience.

This report barely scratches the surface of the rich insight and detail available. **Wave 5 – The Socialisation Of Brands** contains information for 20 categories in more than 54 countries. You will find contact details if you require further information at the end of this report.

Introduction

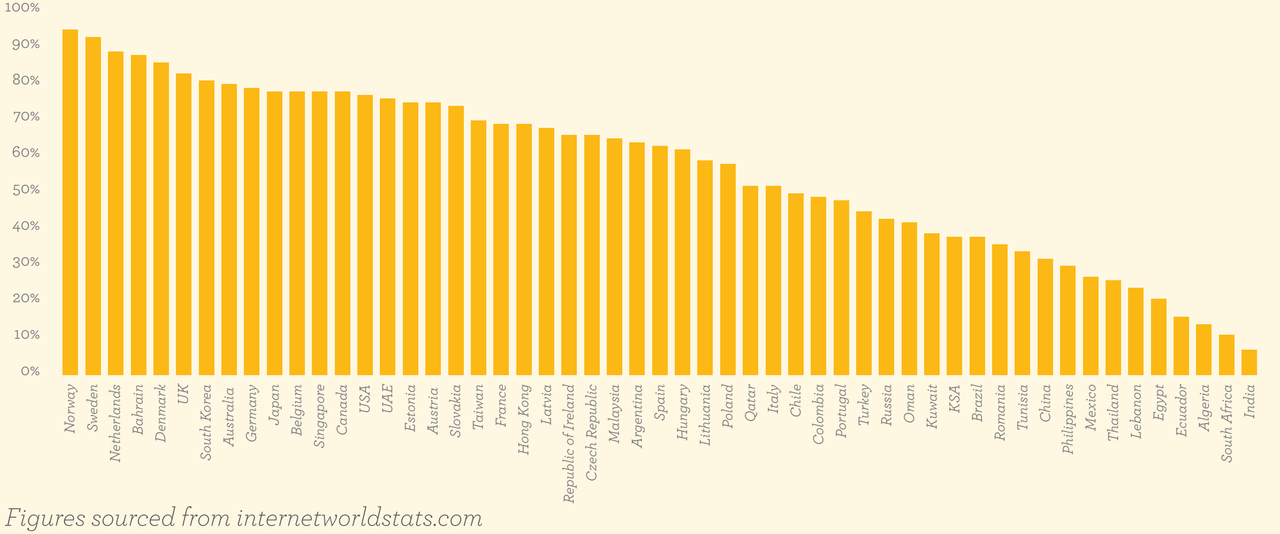

10% growth in the number of social network managers
1.5 billion visits to social networks per day
47% joining brand communities
30% accessing social media via mobile

Hello

Welcome to Wave:
The largest and longest running dedicated social media study in the world.

When Wave started as a project in 2006 we were aware that there was much debate but few facts behind the social media phenomenon. Therefore we initiated Wave with the aim of measuring the scale and impact of social media across the globe. In this time, we have researched more than 95,300 internet users in 59 countries and, if Wave has taught us anything, it is that social media stands up to the hype. Growth has been unprecedented and our tracker has demonstrated how new platforms have sprung up and reached critical mass with blinding speed across vast geographies.

Figure 1: *Internet penetration by market*



Figures sourced from internetworldstats.com

The continuing Wave story

Five years is a lifetime in the world of social media and over the course of our five Waves of research we have come to a deep understanding of the complex and dynamic nature of social media behaviour.

Our first two Waves demonstrated that social media was enabling a large and active community to create content and share this content with others. In the process the medium moved from being a primarily text-based medium to a fully audio visual one. Our third Wave charted the democratisation of influence, how social media was driving ever greater means and opportunity for consumers to influence their peers. Influence that was becoming an integral part of many consumers decision making processes. In Wave 4 we examined the reasons behind the huge growth in social media by understanding the motivations behind the use of different social media platforms. This clearly demonstrated that you cannot treat all social media the same, consumers engage with a platform because it meet's specific consumer needs and all platforms meet these needs differently.

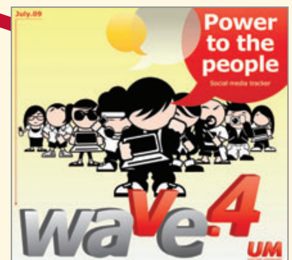
What the Wave project has shown us is that far from being hype, social media is a an explosively dynamic phenomenon that is changing the way we interact and that this is having a fundamental effect on our thoughts, feelings, attitudes and behaviour. However, with a few exceptions, brands and companies are still not social. They are struggling to find a way to intelligently, sensitively and effectively engage with consumers in this space.

Therefore, with our fifth instalment of Wave, **Wave 5 – The Socialisation Of Brands**, we have brought together all our understanding of usage, behaviour , influence and motivation, done this across more than 50 countries and added the missing piece of the puzzle. The data, insight and analysis that will help brands create successful social media programmes.

15 markets
7,500 respondents

21 markets
10,000 respondents

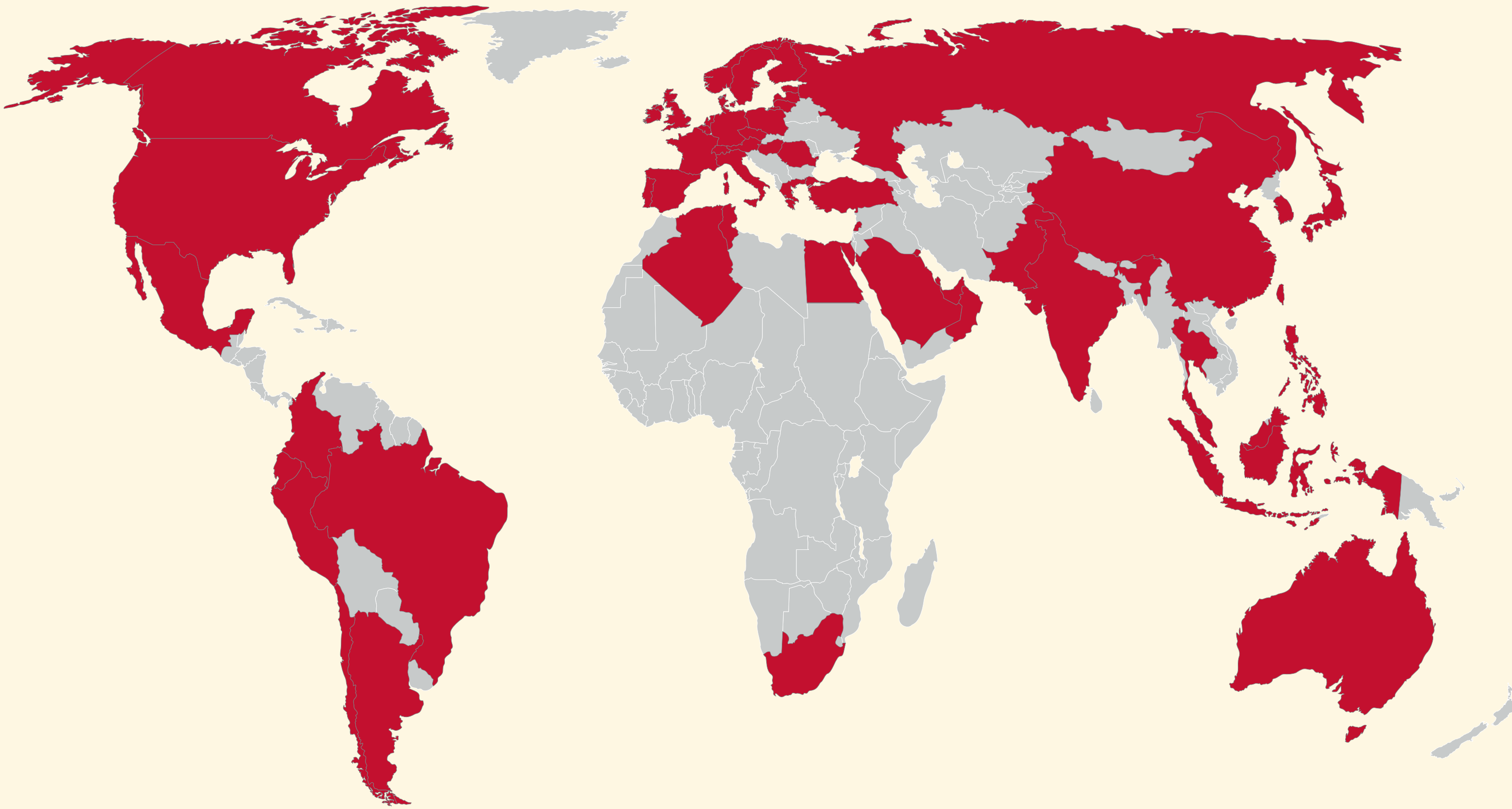
29 markets
17,000 respondents



38 markets
23,200 respondents

53 markets
37,600 respondents

The expanding Wave universe



Wave 1

Australia
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Korea
Philippines
Russia
Spain
UK
US

Wave 2

Australia
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Greece
India
Italy
Japan
Korea
Malaysia
Mexico
Pakistan
Philippines
Russia
Singapore
Spain
Taiwan
Thailand
UK
US

Wave 3

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Hungary
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Japan
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Mexico
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Pakistan
Philippines
Poland
Romania
Russia
Spain
Switzerland
Taiwan
Turkey
UK
US

Wave 4

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Singapore
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Wave 5

Algeria
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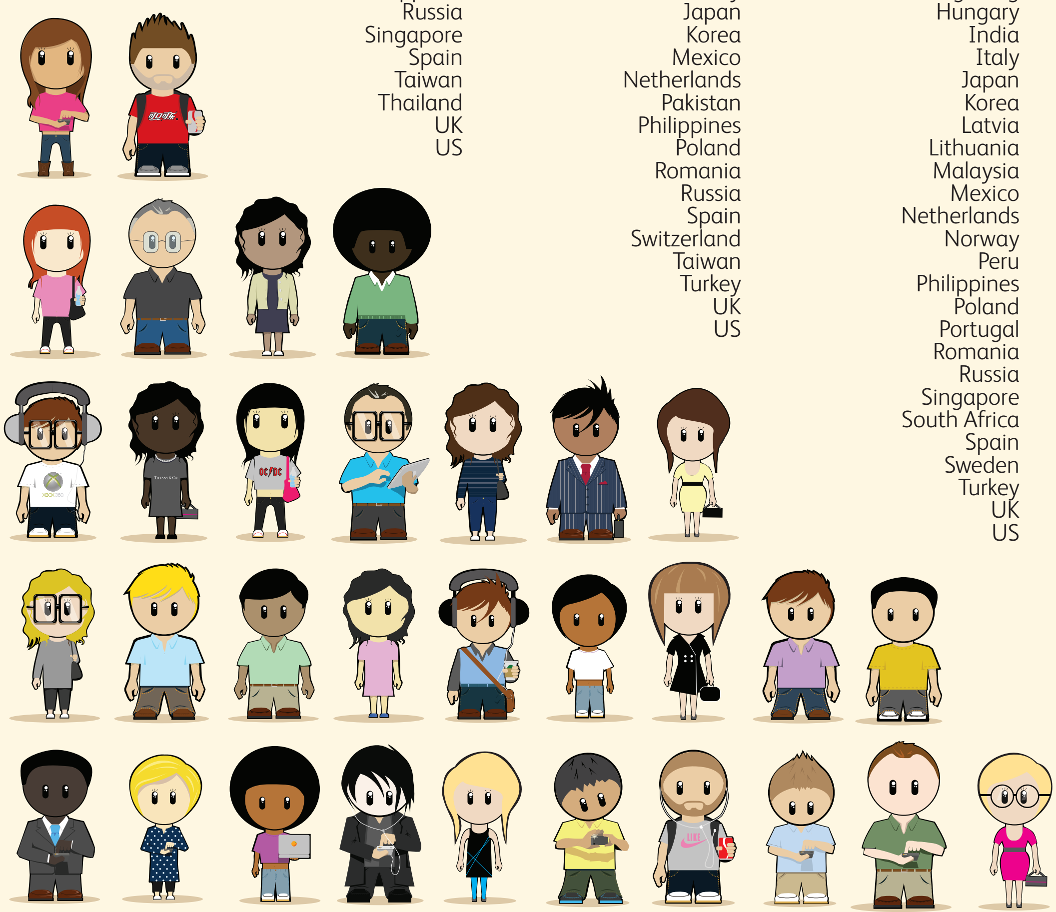


Methodology

Methodology

The Social Media Tracker has retained the same methodology from Wave 1 through Wave 5, enabling comparison between data sets. All surveys have been scripted and hosted on UM's in-house online research system, Intuition.

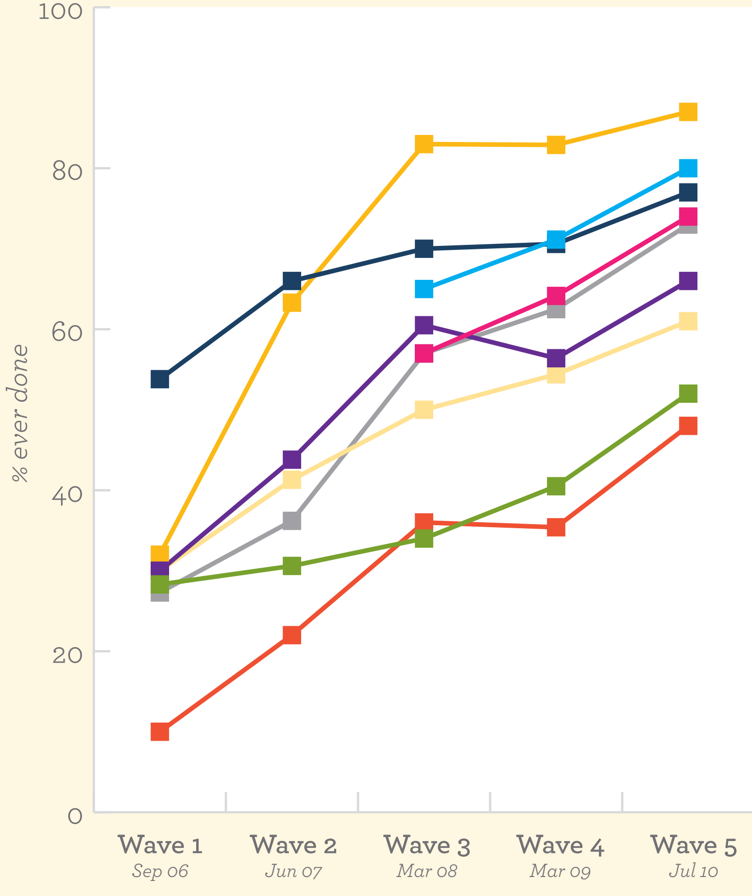
All surveys are self-completed and the data collected is entirely quantitative. Every market is representative of the 16-54 Active Internet Universe. For Wave 5, 37,600 internet users in 54 countries were surveyed with many new markets joining, including the Middle East

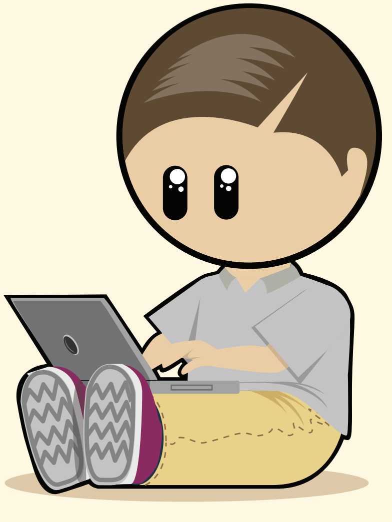
Who are the active internet universe and why do they matter?

- Active internet users are those people who use the internet every day or every other day
- Social media is driven by active internet users, if you don't use the internet regularly you are unlikely to sign up for tools such as blogging or set up a social network profile.
- Active internet users drive adoption of platforms and tools and they will determine which tools and platforms become dominant in the social media space.
- They are the best proxy for the future, over time all internet users will increase their usage. Eventually everyone will become an active internet user, just as consumers made the transition from occasional to regular TV watching in the 1950s and 1960s.

An increasingly active universe

Figure 2 : *"Thinking about the internet, which of the following have you ever done?"*





The social challenge for brands

The web is changing. It's no longer just a place for information seeking and shopping but a platform where connections are made, friendships formed and information and opinion exchanged.

The new social web makes different demands on both consumers and advertisers. Consumers are not merely finding, they are contributing; writing, uploading pictures, videos, creating regular status updates and livestreaming their every day happenings.

Social networks have become more embedded in our everyday lives, whether it's Facebook, Orkut or LinkedIn, we now contact more people in our personal life through our social networks (our research shows that on average we stay in contact socially with 52 people via these networks) than we do through any other means including face to face contact, email and phone.

It's essential for brands to understand why and where different groups of consumers participate in this new world. It's not merely a question of identifying the best places to target – the classic media planning/buying approach – but truly knowing what motivates them to be part of it.

Understand that and brands can create campaigns, messages and communities that consumers want to be part of, spreading the message far and wide much more effectively than simply buying banners and buttons in these spaces.

When we started tracking the growth of social media with our Wave study in 2006, these platforms were merely a seed of what they have since become.

Fast forward to 2010 and Facebook is no longer the new, new thing but a legitimate rival to Google for ownership and domination of the digital space.

What we have discovered in every iteration of our research is that social media participation among active internet continues to vary widely, in some countries blogging is or was top of the tree, in others it is or was uploading video, for example. In all markets the use of social networks has been rising steadily – and in some cases very rapidly indeed.

Similarly this latest research project finds that the motivations for blogging, joining a social network, uploading a video or a photo are not only very different at a global level but that individual countries and regions also have a different take on the value, appeal and utility of each platform.

Wave 5 – The Socialisation Of Brands – and the detailed data that lies behind it – will help brands understand what they need to do to connect with consumers on the social web.

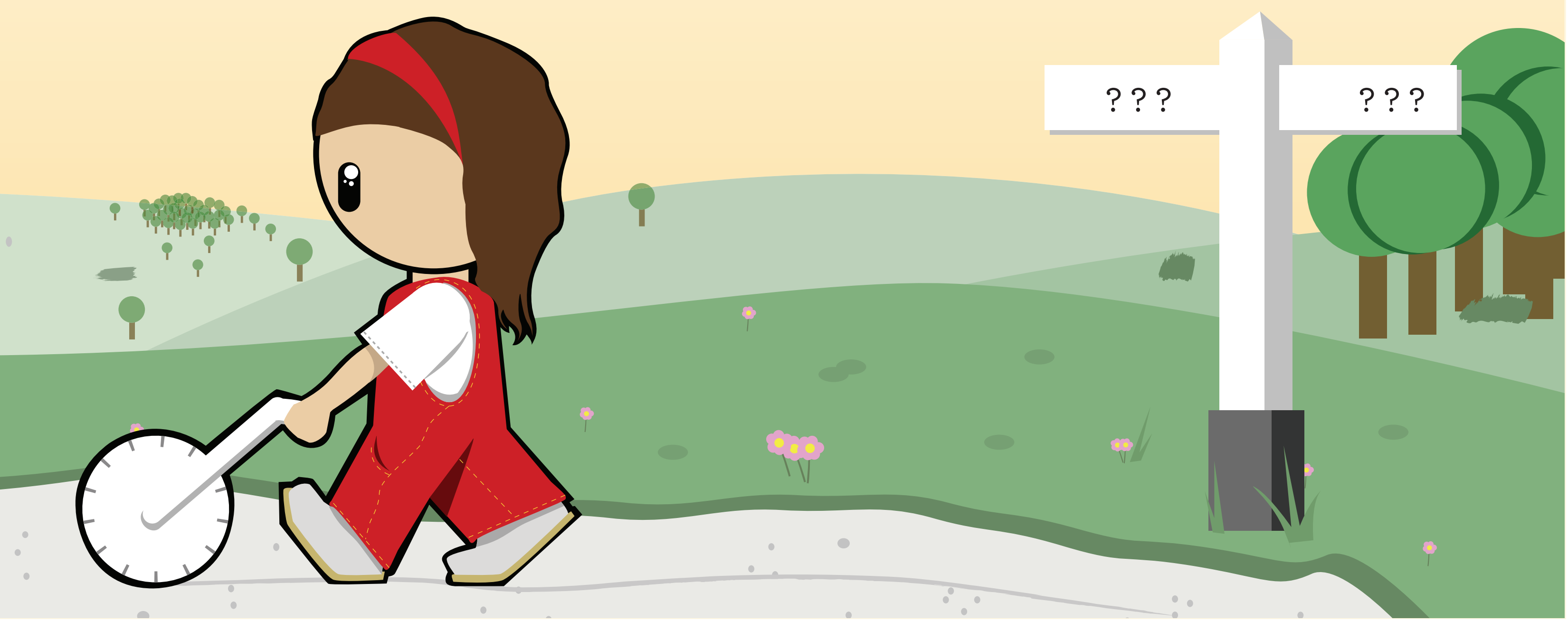
The Socialisation of Brands

With Wave 5 we have created a **roadmap** that will help brands create the right social media experience. We know that people are more than willing to join social communities online and are doing so in their millions, but do they want to interact with brands in these spaces? The results from **Wave 5 – The Socialisation Of Brands** answer that question with an emphatic yes and this is true across a broad range of categories.

The challenge then is to identify the kind of social relationship consumers want and we do this by following four steps.

1. **Understand** how and, more importantly, **why people use social media**
2. **Map the social landscape** of the category you are operating in and where your consumer fits in that landscape
3. **Identify the social needs** of the consumer
4. **Identify the platforms** that best meet those needs

The combination of social demand and platform understanding will give us the clear insight to create successful social media programmes.



The new social landscape

Means and motives

Means and motives

It is our belief at UM that brands should first concern themselves with **why** people engage in social media, and **their motivations**, before we try to understand **the platforms** themselves.

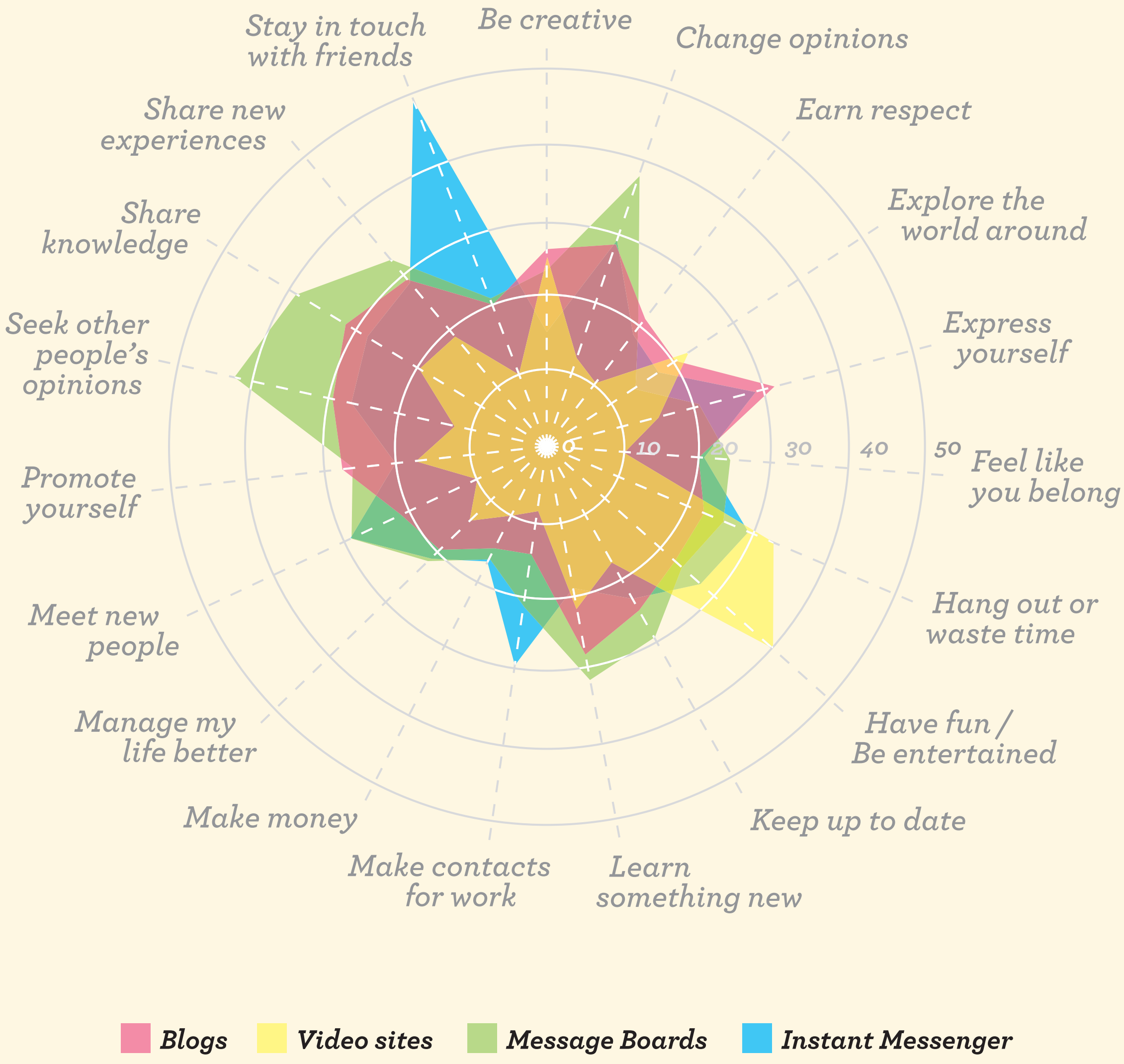
When consumers engage socially online they do so to meet certain needs. It could be to promote themselves, to share new experiences with others or just to have fun and waste time. It is a community peopled by a broad range of users, everything from career builders and money makers to community creators and story tellers. So social media definitions such as "friend", "fan" or "follower" cannot really describe the complex interactions and relationships that exist in this environment.

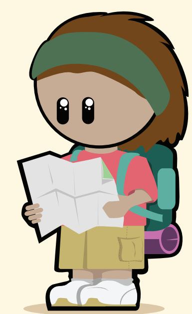
Social media are often lumped together too. Sometimes the term is used synonymously with social networks but Facebook and its brethren are merely major players in a diverse eco-system. In fact the social media universe includes a wide range of different platforms ranging from IM, blogging to photo and video sharing sites. Social networks are trying to offer many of these functions in one place but the reasons why consumers use them, whether they are on a social network site or a separate platform vary widely.

Therefore looking at why people engage in social media and how effectively each social media platform is able to meet these needs becomes of paramount importance. We can see that blogs, message boards and video sites (see Figure 3) deliver specific needs. Video sites are great for having fun and being entertained, message boards are great for seeking alternative opinions and changing those of other others and blogs are powerful platforms for self expression and self promotion.

This is the challenge of understanding the complex eco-system of social media.

Figure 3: *“Which of the following do a good job when you want to...”*





Means and motives

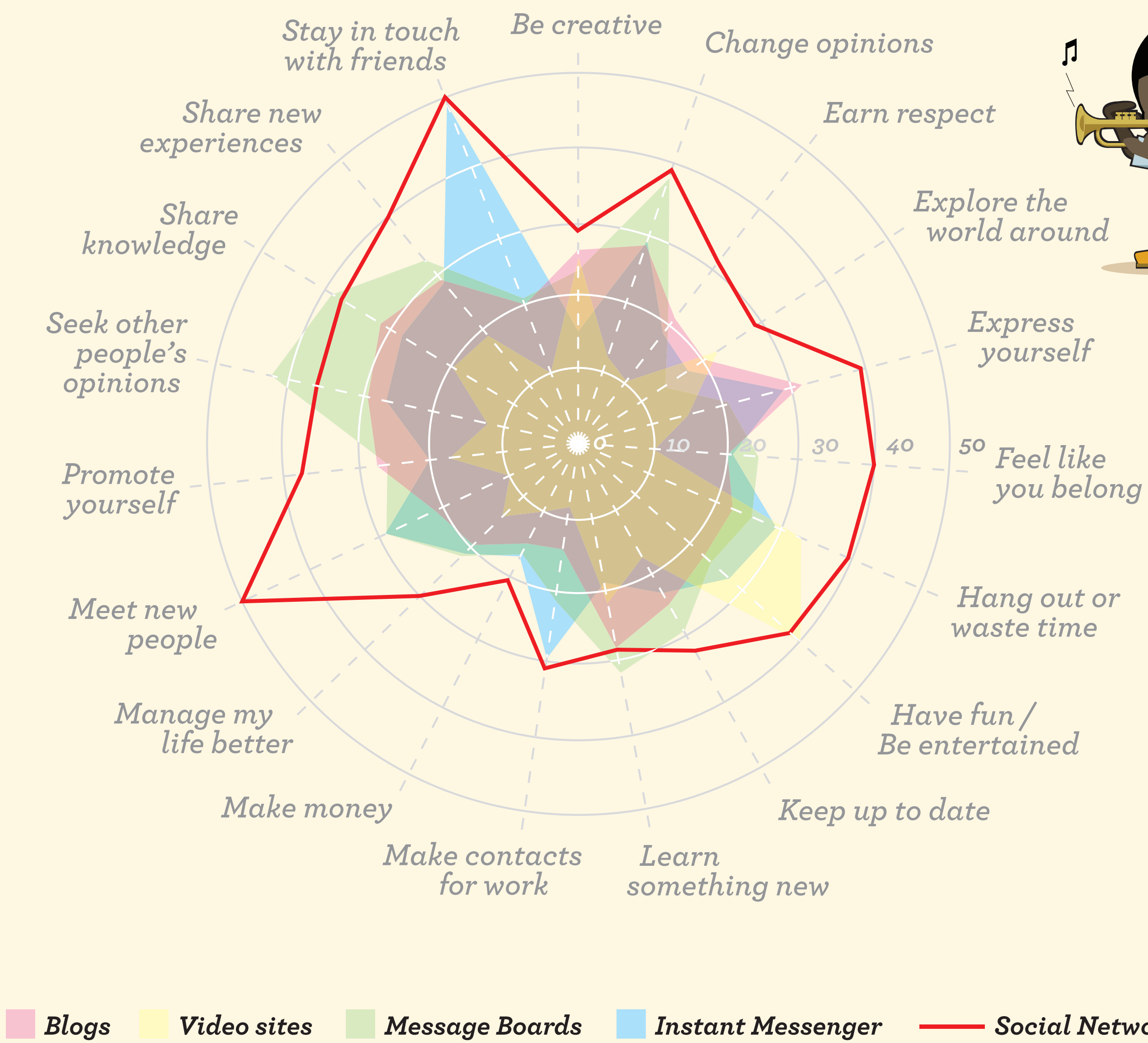
Social networks enable us to create a network of digital friends that may or may not correlate with our “real world” friends.

So it’s no surprise that meeting people, staying in touch and sharing experiences are key motivations for signing up to these platforms; acquiring a sense of belonging is another reason to be part of it.

What is more surprising is how effective social networks are at meeting so many other need states, ones traditionally better serviced by more specialised platforms, like blogging. They are also great for changing opinions, promoting yourself, keeping up to date and earning respect.

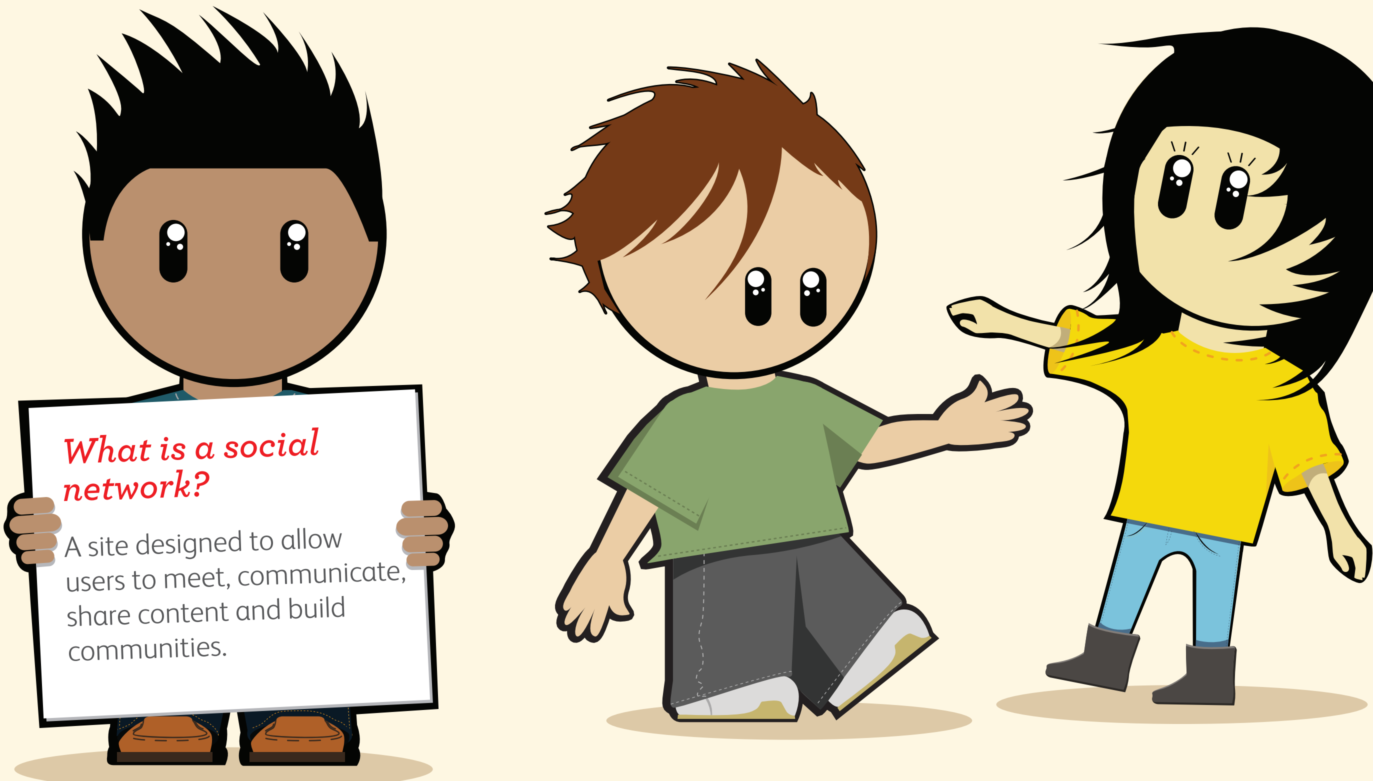
Split the motivations by country, and once again there is a dramatic split. In China members of Renren, 51.com and Kaizen001.com are looking for fun, in France consumers are hoping to advance their careers while in Germany the search is for a community that participants can be part of. The US and the UK also stand out, driven by the need to self-promote and influence others.

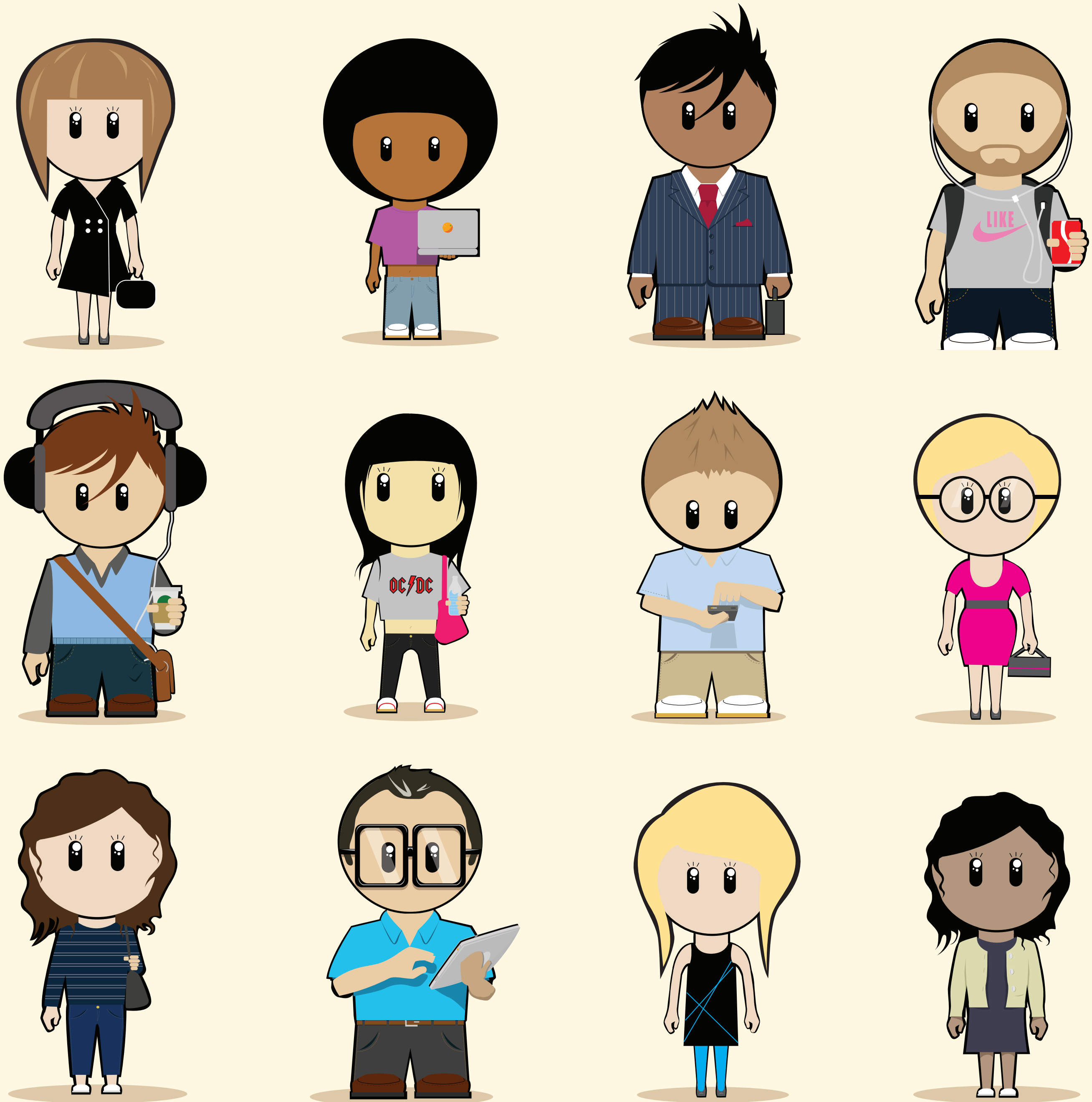
Figure 4: *"Which of the following do a good job when you want to..."*



The gravitational pull of social networks

It is, perhaps then, unsurprising that social networking is causing the most fundamental shift in social behaviour seen since the invention of email. They have moved from being places to meet friends and stay in contact to multi-faceted platforms capable of delivering a wide variety of social needs.




LIKE
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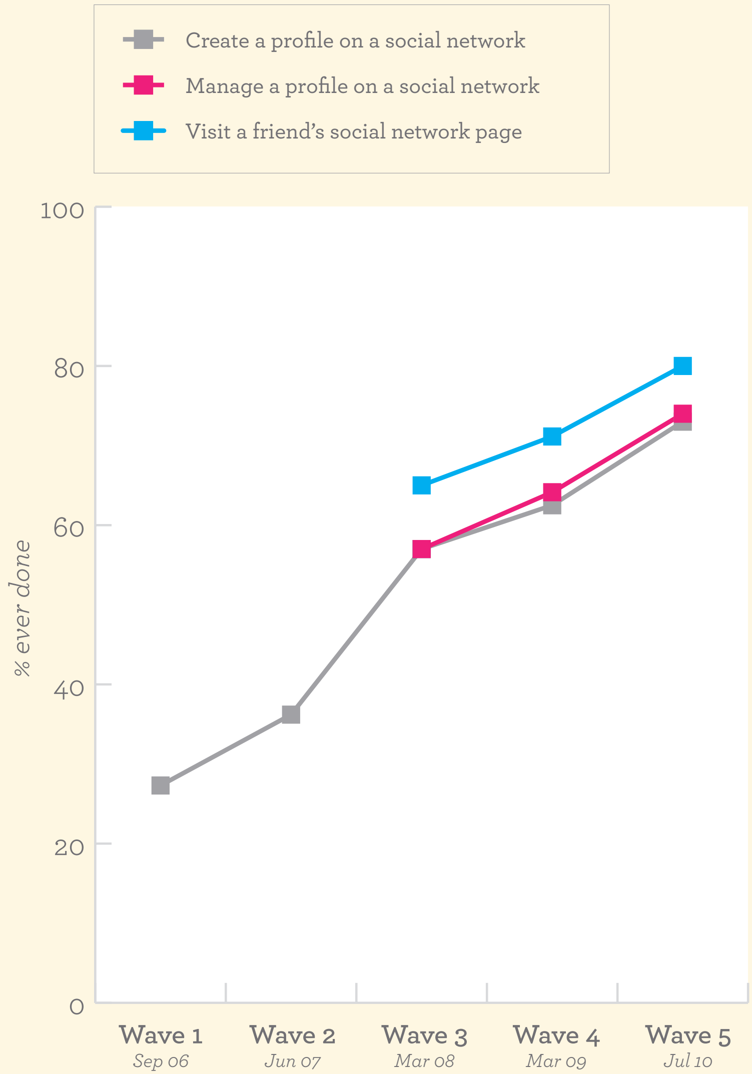
As a result we see them fast becoming a ubiquitous tool for social interaction and you'd wrong to think that this is only an activity for the young.

Although penetration amongst 16-24 year olds remains highest it is in the 25-34 year old bracket that we have seen the greatest increase in usage, from 52% to nearly 70% in the last 3 years.

However, in all age brackets, we are seeing a similarly spectacular rise. Currently, nearly 3 quarters of the active internet universe claim to have ever managed a profile on a social network. If the current trends continues, a social networking profile will become as fundamental part of our daily lives as our telephone number.

Figure 5: *"Thinking about the internet, which of the following have you ever done?"*



A truly global movement

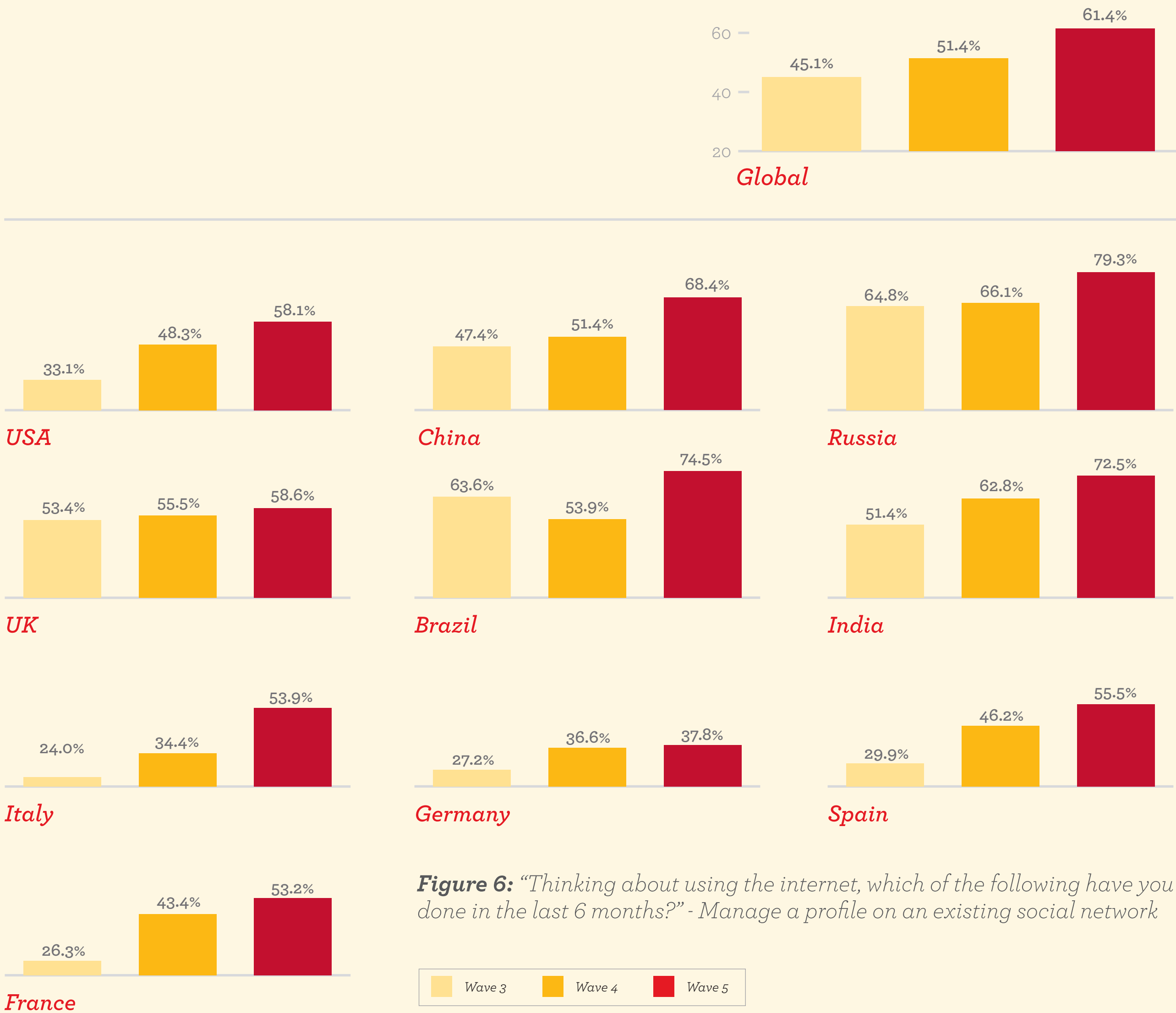


Figure 6: *"Thinking about using the internet, which of the following have you done in the last 6 months?" - Manage a profile on an existing social network*

A pull of people and activity

We aren't just seeing a large rise in the number of people joining social networks. They are also using them for a broader range of activities. A ready made, audience combined with increased site functionality means that they are, for example, sharing videos, organising groups and events, sharing photos and dating (see Figure 7). In fact, in 2009 they were using them for 6.4 activities. In 2010 this has now risen to 8. Again, this trend is decidedly upwards.

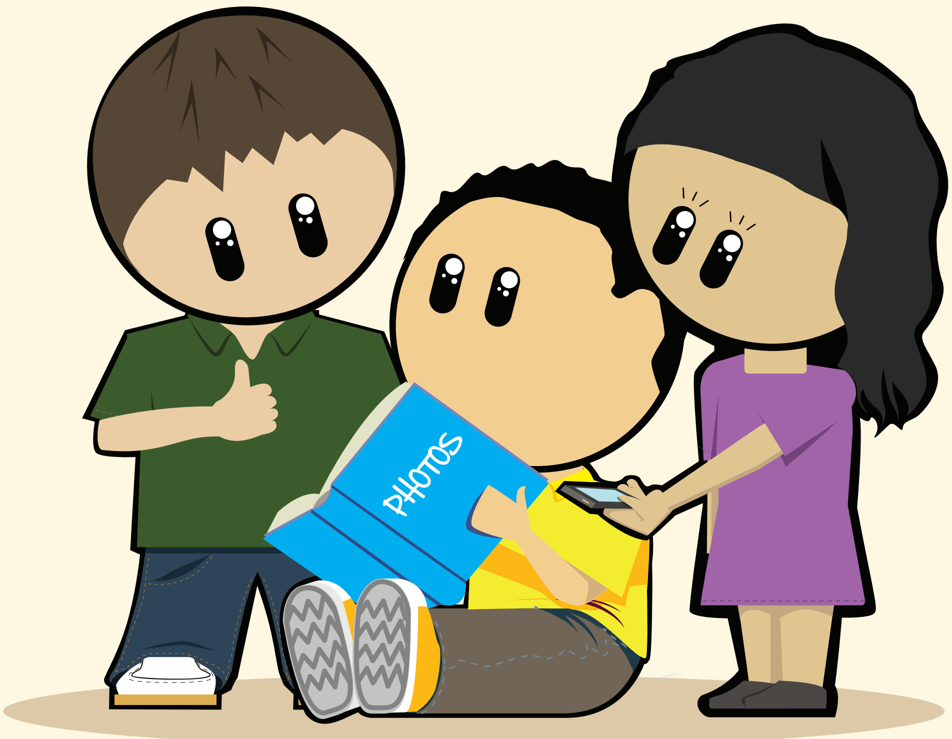
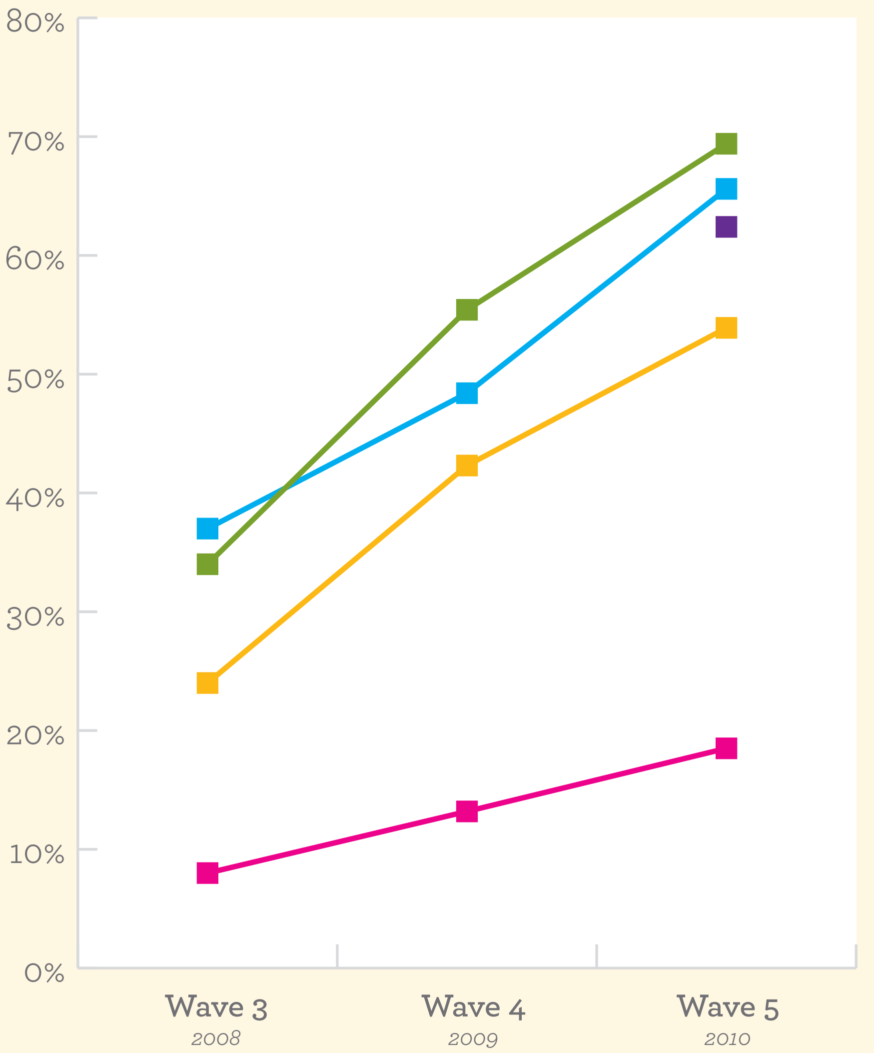
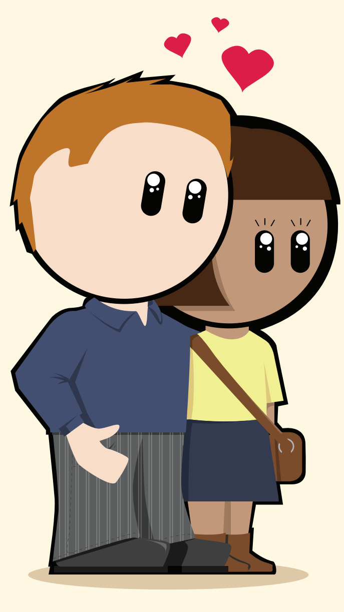


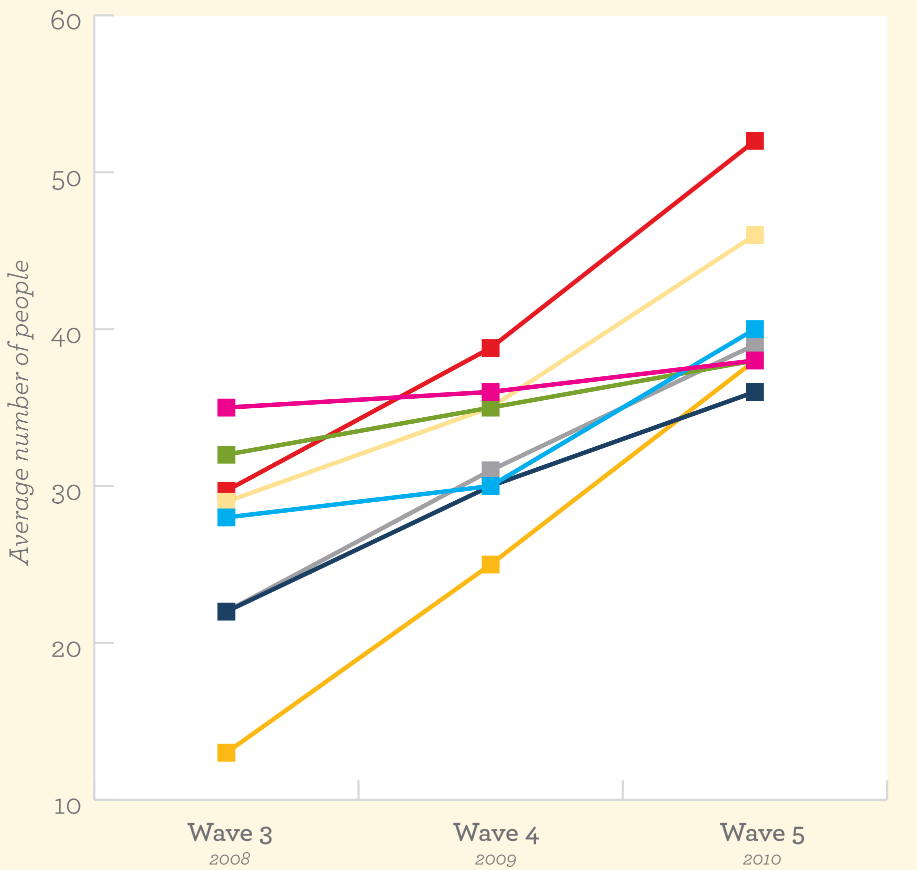
Figure 7: *"Which of the following have you done with your social networking profile?"*
- Amongst those who have used a social network in the last 6 months





We are seeing a large rise in social connections via all digital means but leading the way are the social networks. They have become the largest source of social interaction, finally outstripping face to face contact in 2009. As finding friends old and new still remain the most highly participated activities it's a trend clearly set to continue. This is community growth on an phenomenal scale (See Figure 9).

Figure 8 : *"Approximately how many people do you stay in contact with in your personal life through the following means?"*



Growth on a phenomenal scale

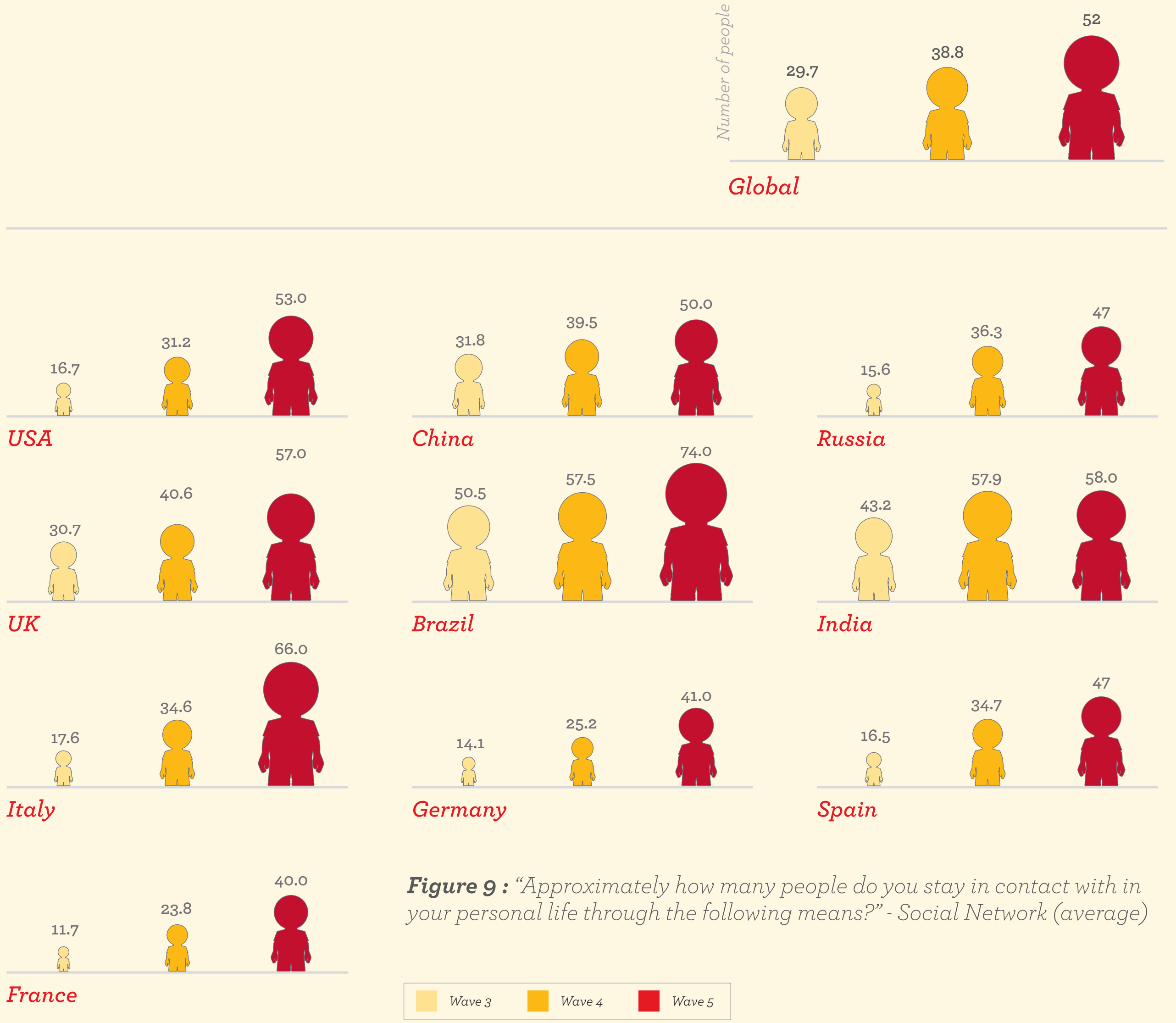
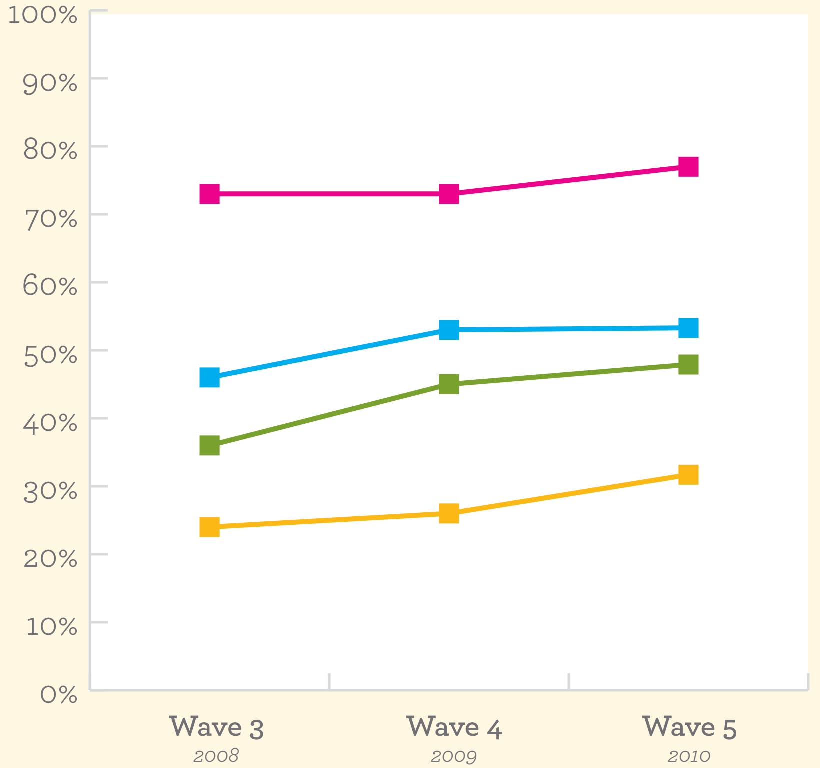


Figure 9 : *"Approximately how many people do you stay in contact with in your personal life through the following means?" - Social Network (average)*

Content sharing starts to migrate

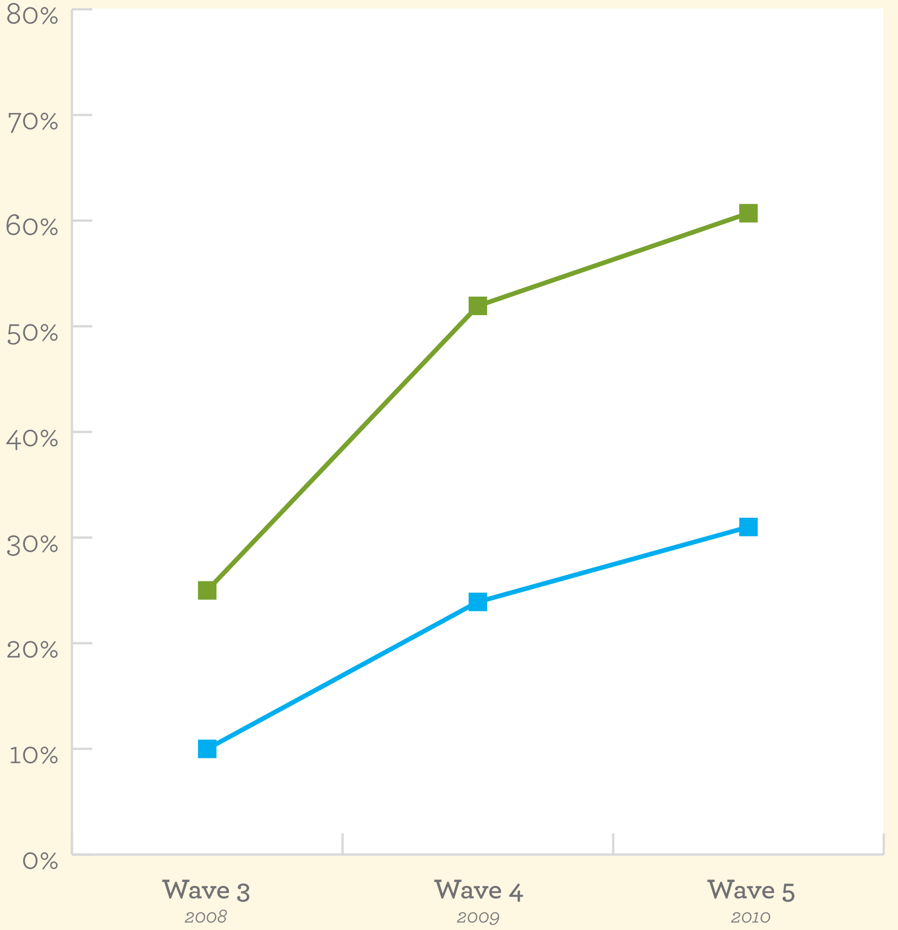
How is the growing power of social networks affecting other social media platforms? We are certainly seeing content creation and sharing via photo sharing and video sites continuing to grow. However, we are seeing growth occur at a much slower pace than we have seen in past Wave studies (see Figure 10).

Figure 10 : *"Thinking about using the internet, which of the following have you done in the last 6 months?"*



But the ease with which social networking platforms have incorporated content sharing functionality into their sites, particularly in the mobile space, means that users are clearly adopting these platforms for sharing at a much faster pace than dedicated photo and video sharing sites.

Figure 11: *"Which of the following have you done with your social networking profile?"*
- Amongst those who have used a social network in the last 6 months



Specialisation of blogs & forums

As social networks keep growing we also see them begin to dominate discussion about personal topics. People are moving away from reading and discussing personal topics on both blogs and forums. At the same time we see a corresponding rise in social networks as the key platform for personal blogs (See Figure 12).

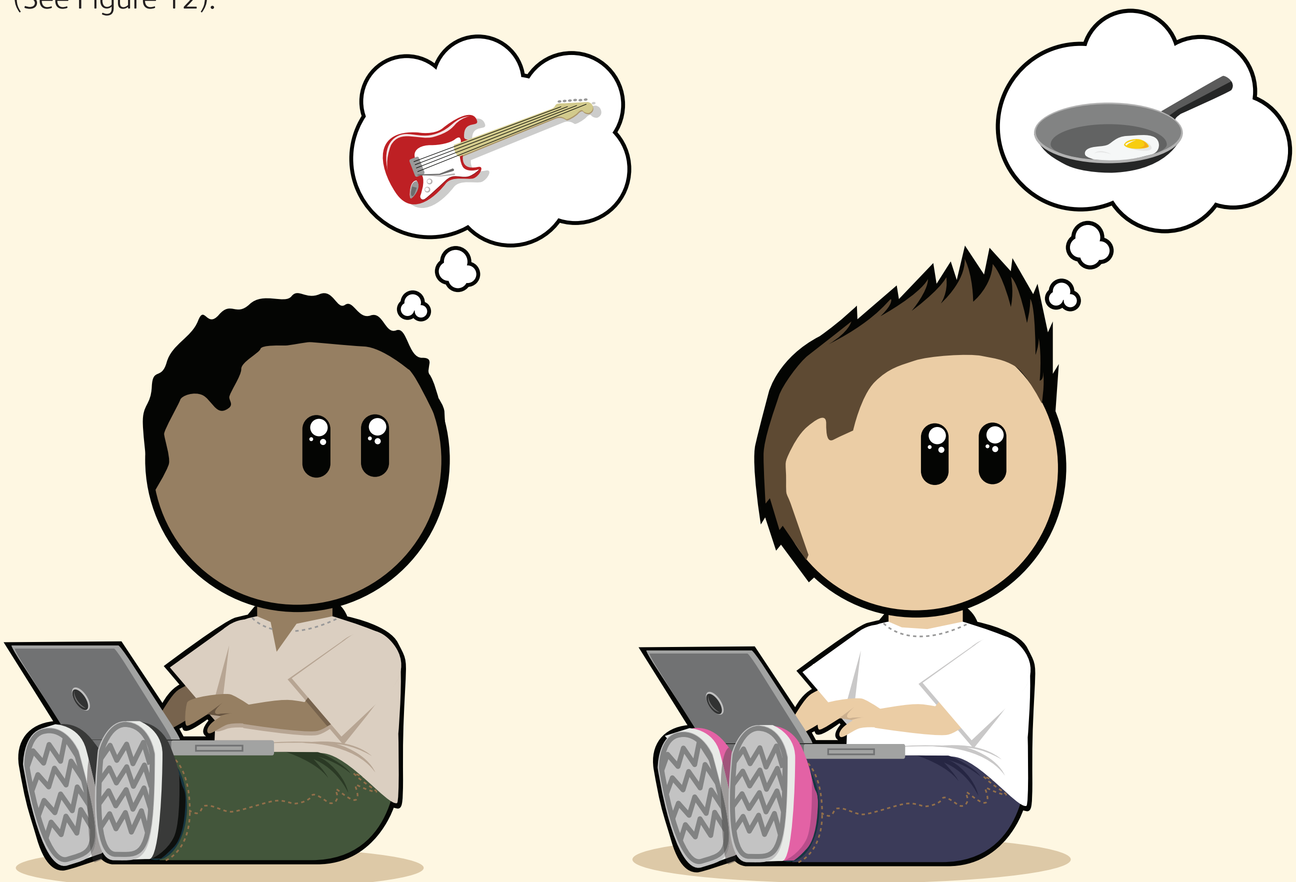
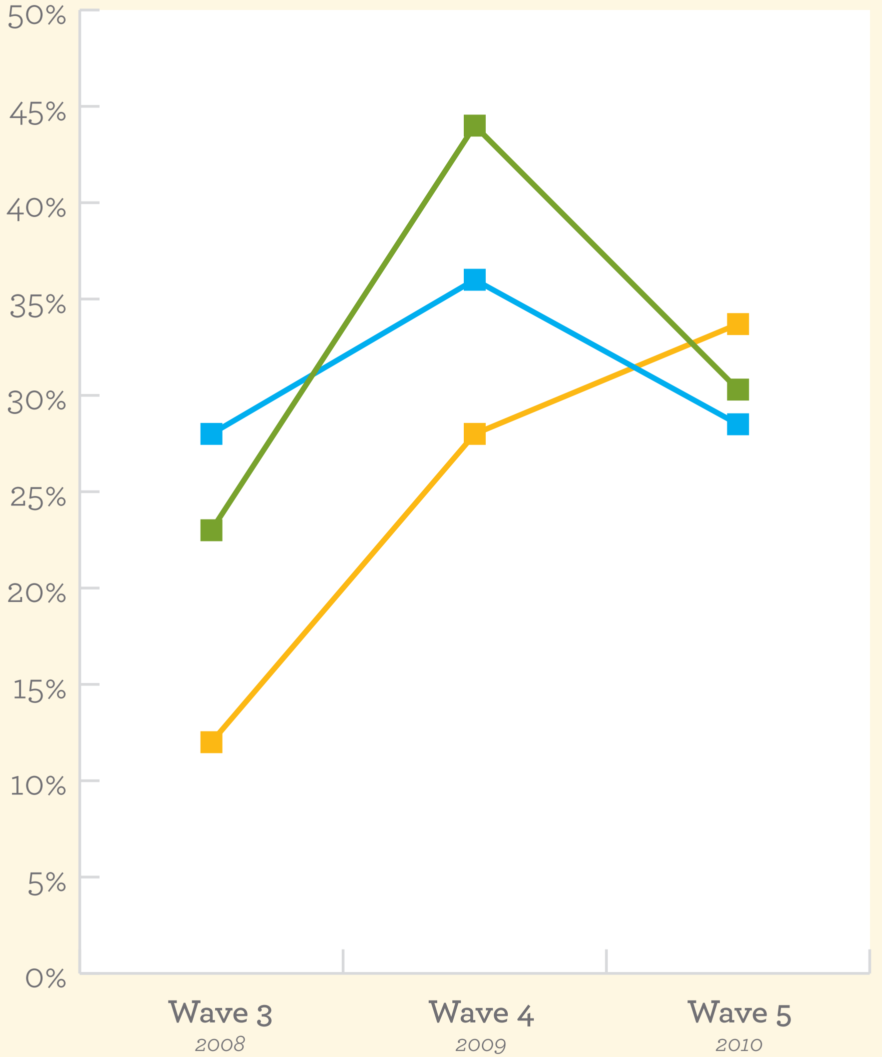
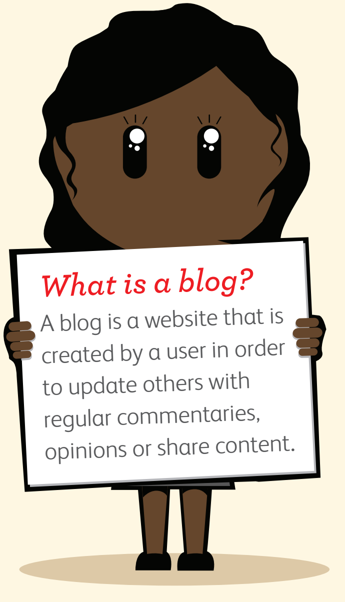


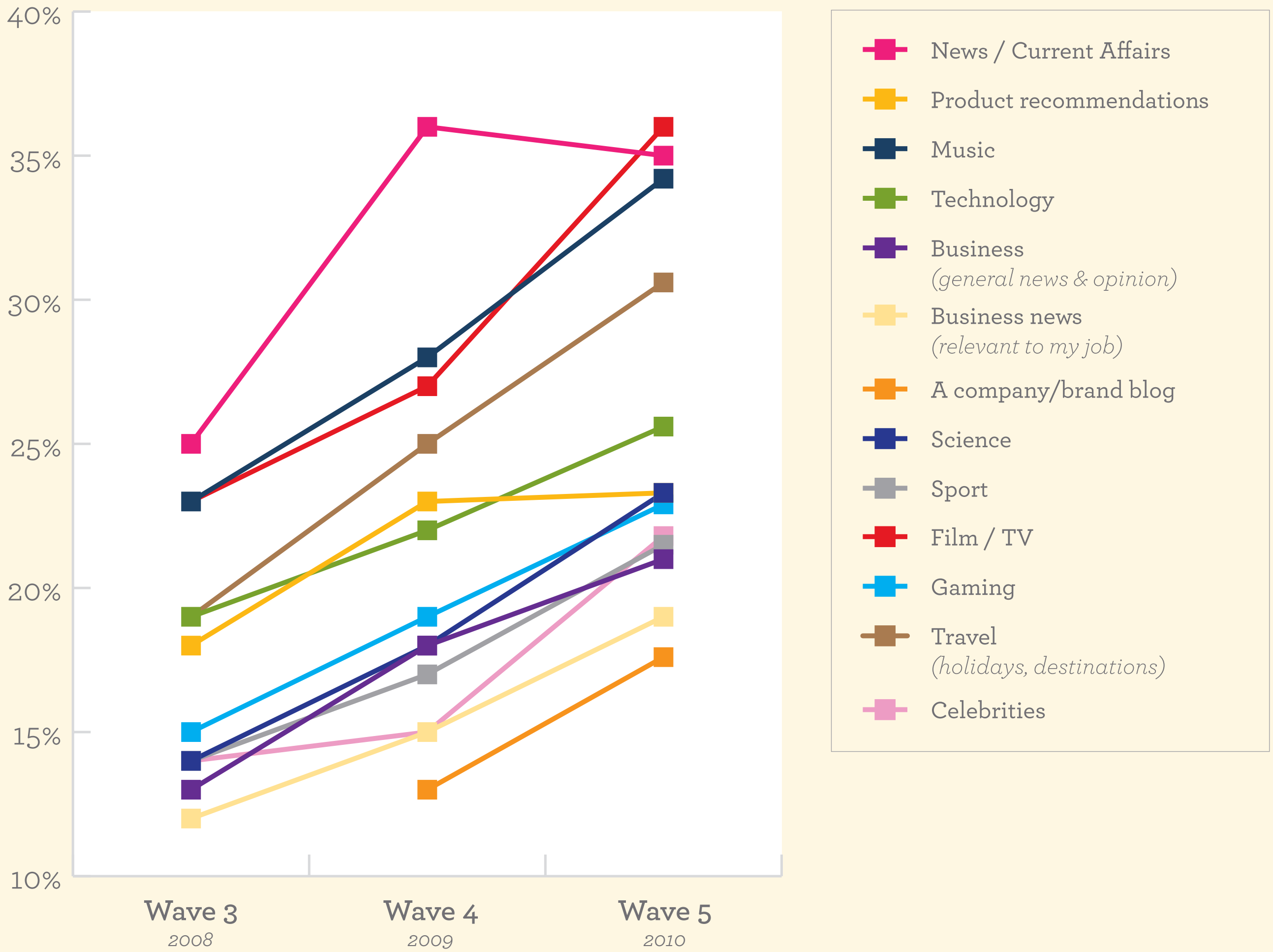
Figure 12 : *"When you read blogs, which of the following types of blogs do you read most often?"- Amongst those who have read a blog in the last 6 months, "Which of the following have you done with your social networking profile?" - Amongst those who have used a social network in the last 6 months*





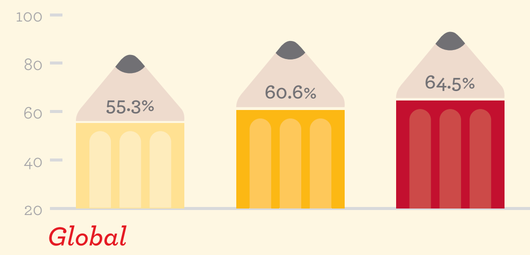
As a result, we are seeing them become more orientated towards specialised topics. They may no longer be the platform of choice for personal expression but they are clearly seeing some success in their battle to become legitimate rivals to the traditional media outlets by building specialist credibility.

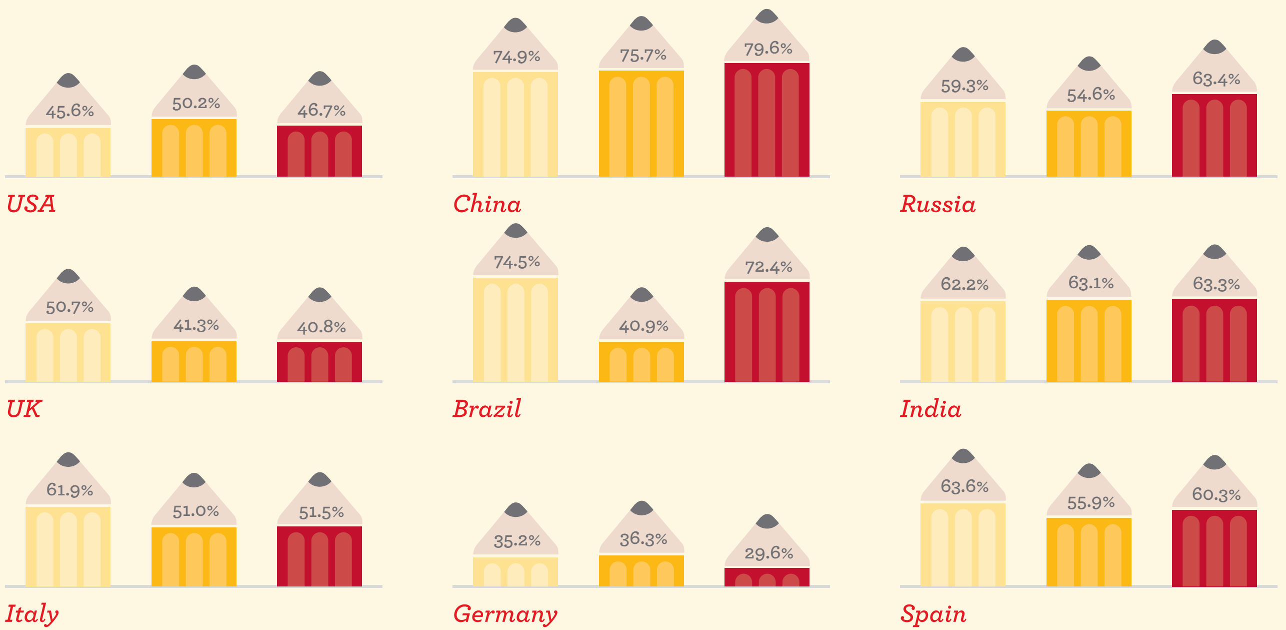
Figure 13 : *"When you read blogs, which of the following types of blogs do you read most often?"*
- Amongst those who have read a blog in the last 6 months



Blogging

Declining or stabilising in Western countries, but growing in others.





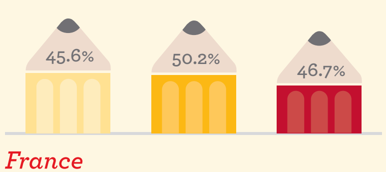
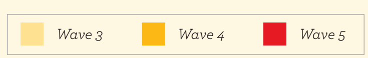


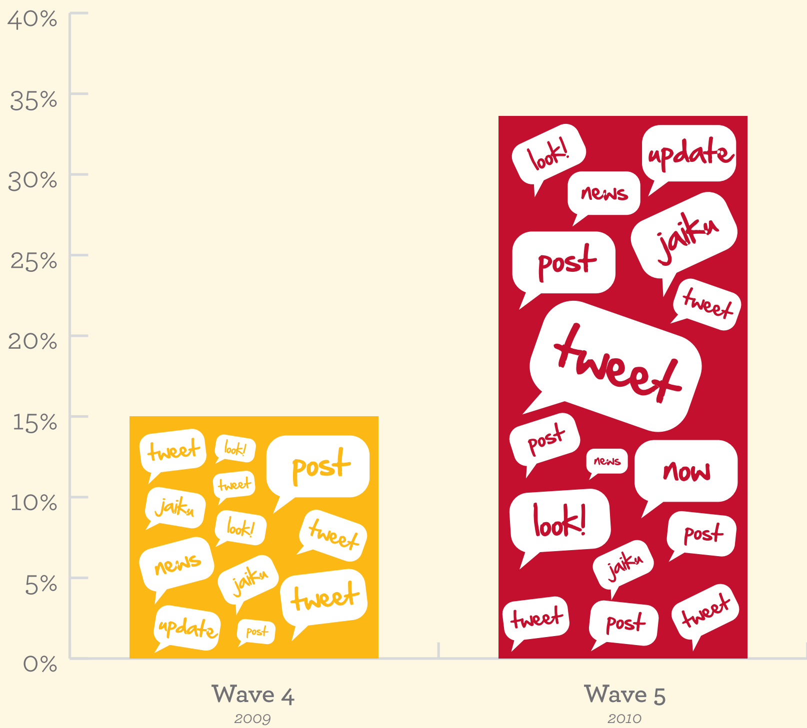
Figure 14: *"Thinking about using the internet, which of the following have you used in the last 6 months?" - Read blogs / weblogs*



The rise of microblogging

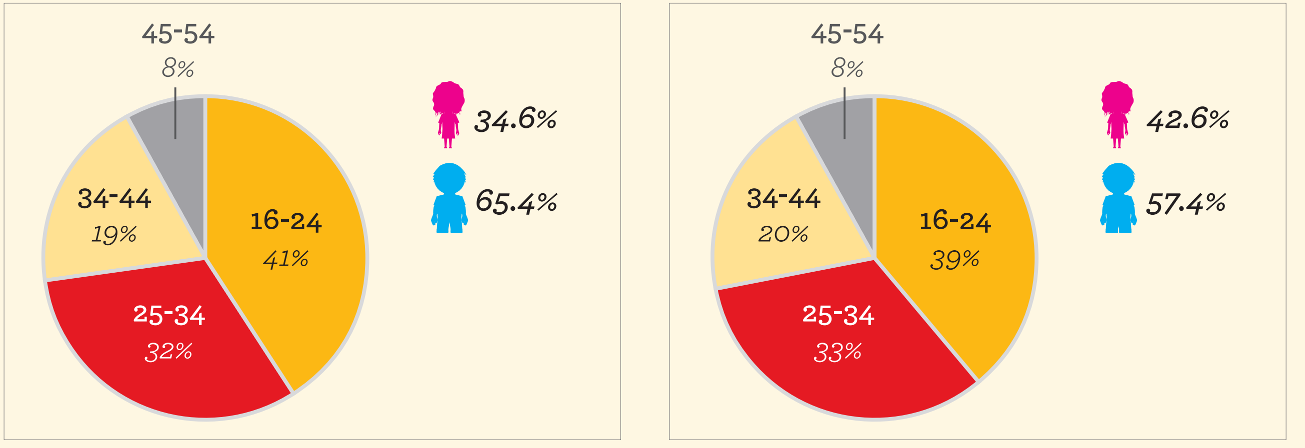
Microblogging is a great example of a new form of social media that has, within an incredibly short space of time, become a mass market activity.

Figure 15 : *"Thinking about using the internet have you used a microblogging service like Twitter or Jaiku in the last 6 months?"*



It's certainly the fastest growing social media platform that we track within our study (see figure 15) and as it has grown we have seen a significant move towards a more female profile amongst the community (see Figure 16).

Figure 16 *: Age and gender profile of people who have used a microblogging service in the last 6 months*



Wave 4
2009

Wave 5
2010

Clearly, the fact that it doesn't require an enormous amount time spent creating content, but still allows you to maintain a constant stream of news, updates and opinion has much appeal. But it is also its position as an undiluted way to communicate with audiences, without the need to engage with a sometimes difficult or prohibitive mass media, that gives it real potency. This has been clear during recent news events when people sent regular updates on, for example, the Iran protests or the Mumbai bombings that added a more personal and visceral dimension to the ensuing events. For the same reason it has been adopted wholesale by the marketing fraternity, in particular many high profile celebrities.

There is still much debate about how many people are actually tweeting vs following, however, with its integration into a number of simple mobile applications its growth will continue.

The future face of social media

The mobile engine of social media

The most significant shift in social media over the last few years has been the ability of users to engage in social media via mobile. The availability of powerful handsets and tablets with flexible operating systems, such as Google's Android and Apple's O.S. combined with flat rate data charges has created a fertile environment for the growth of mobile social media. Alongside these has been the development of a range of easy to use first and third party applications that allow users to engage with their social media platform of choice, such as Facebook or Twitter, using a simple to use interface. As a result our Wave 5 data shows clear correlation between smartphone ownership, mobile internet access and engagement in social media (See Figures 18 and 19). Not only are smartphone users more likely to engage in a wider variety of platforms (see Figure 19) they do more often too. They visit their social network profile on average 3.5 times a day, 18 % more often than the average social network user.

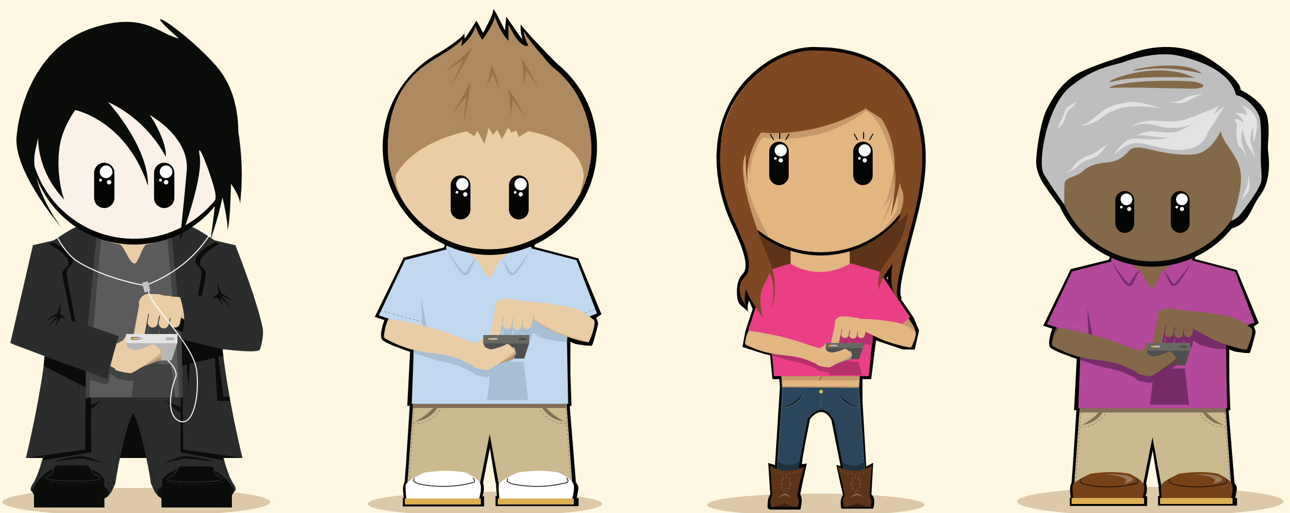


Figure 18 : *Percentage of people who access the internet via a mobile device and the % of people who access the internet via a mobile device and have a smartphone*

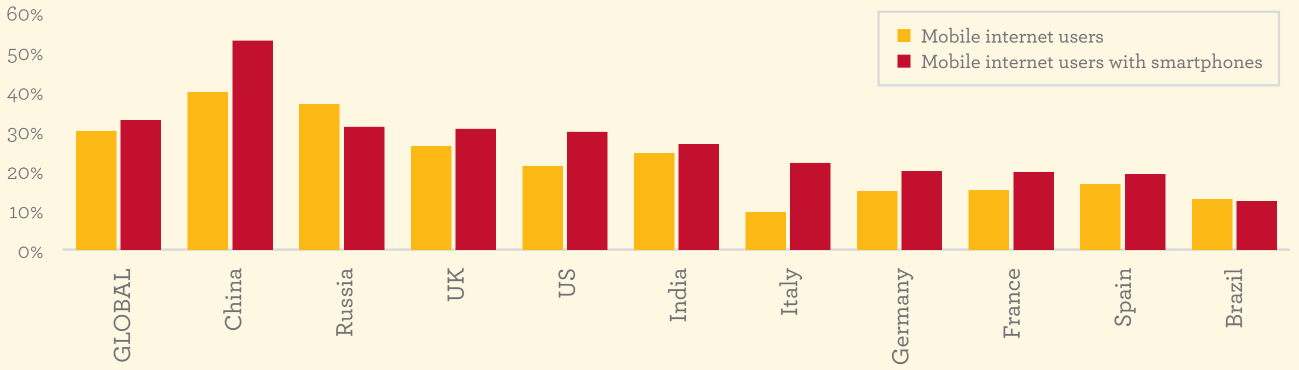
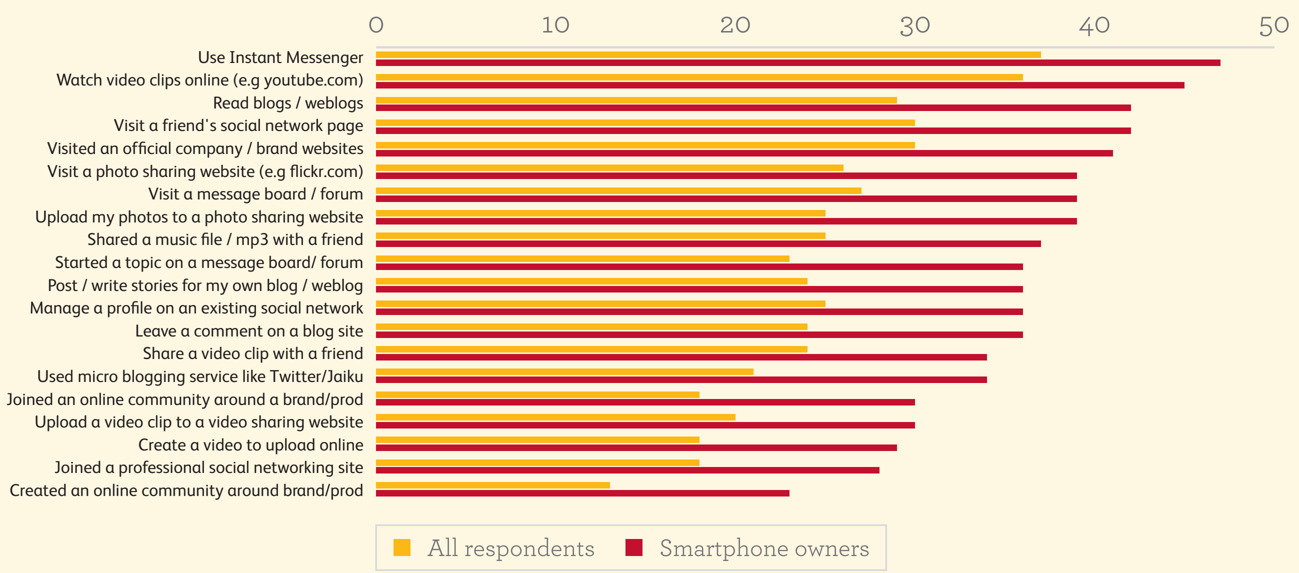


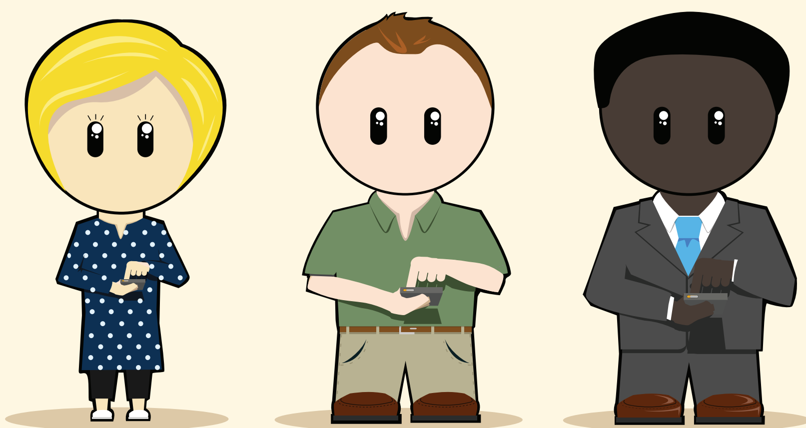
Figure 19 : *"Thinking about using the internet on your mobile device, which of the following have you done in the last 6 months?" - Amongst all who have accessed the internet via a mobile device and smartphone owners*



The connected generation

One of the most interesting things about the mobile social media user is not just the range and frequency of their activity but who they are. You might be forgiven for thinking that the people at the forefront are just the youngest adopters but, in fact, our research shows the higher cost of smart phone ownership and usage means that this audience is certainly at the higher end of the socio-economic scale. They have a broader age range, more like to be aged 25-34. They are more likely to be male (63%), married (53%), have a medium to high income (62%), have a high level of education (65% have a degree or post graduate qualification). Not only are they a wealthy consumer they are also highly influential. They are more likely work in senior decision making positions within companies(25%) and are more likely to try products first (index 172) and influence others in regard to their purchases (index 157)

It is clearly a significant audience and one which not only represents the future face of social media usage but a very interesting and influential audience today.



Understanding means and motive is everything

- *Social media is an incredibly dynamic environment*
- *A deeper knowledge of consumer needs and motivations is the key to unlocking our understanding of social media*
- *Understanding these motivations explains much of what is happening*
- *Why people engage in social media is an important starting point but there is still a missing piece of the puzzle*
- *What kind of social experience are people looking for with brands?*

The Socialisation of Brands

Is there a social demand for brands?

There is much debate about the role that brands can or should play in social media. The big question is do people actually want a social relationship with them at all?

We have found over the last three Waves of research a decline in the number of people saying that they have visited an official company website (See Figure 20). Does this mean that there is less appetite to engage with brands in their “official spaces”? Does the increasing power of peer to peer recommendation and the huge number of spaces that facilitate this recommendation, the burgeoning influence economy, mean that people no longer feel the need to engage directly with brands to find the information they want? Well, we can certainly see a trend towards consumers engaging with brands in social media. When we look at the numbers of people who are becoming fans with brands on their social networking platform we see a huge rise in the last year (See figure 21). Clearly, just by being present in a space socially relevant to the consumer means that they are more than willing to engage.

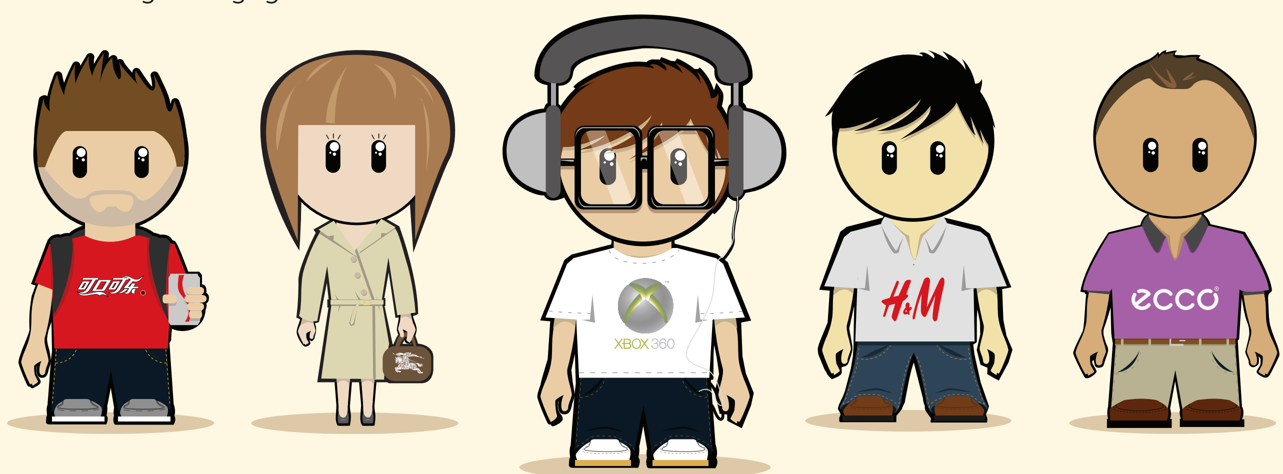


Figure 20 : *"Thinking about using the internet, have you visited an official brand/company website in the last 6 months?"*

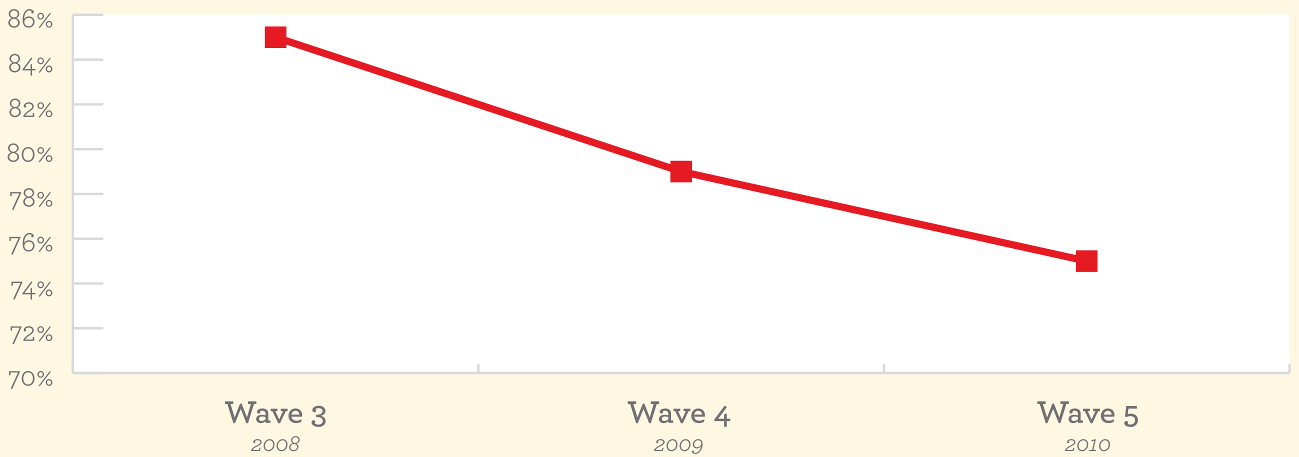
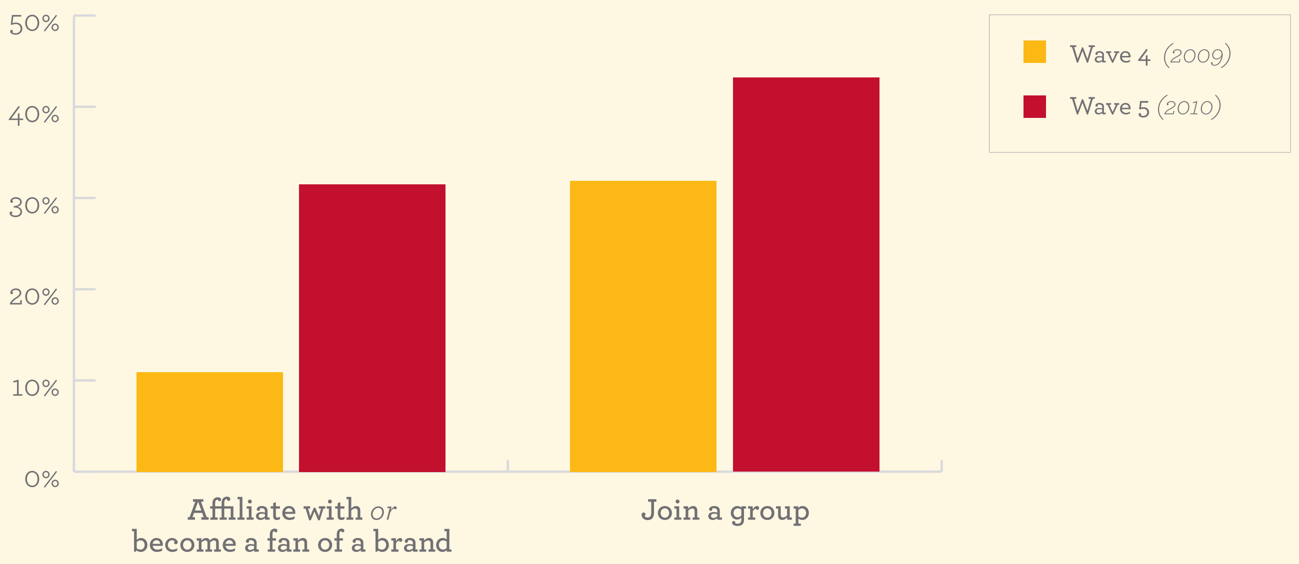


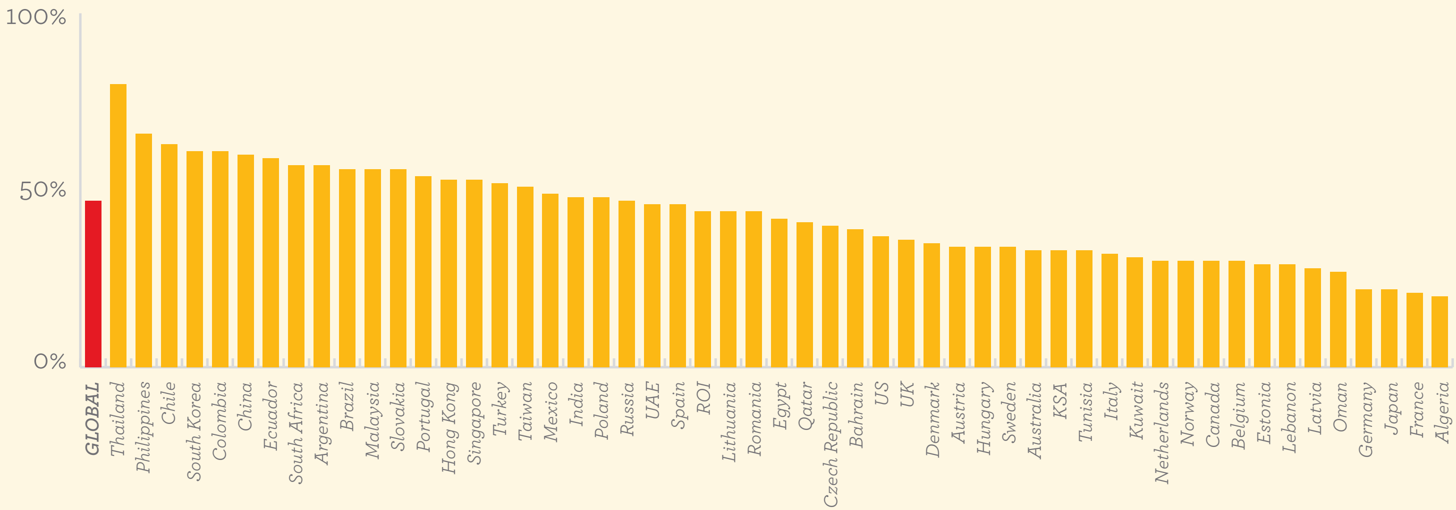
Figure 21 : *"Which of the following have you done with your social networking profile?" -Amongst those who have used a social network in the last 6 months"*



The answer is a resounding "Yes"

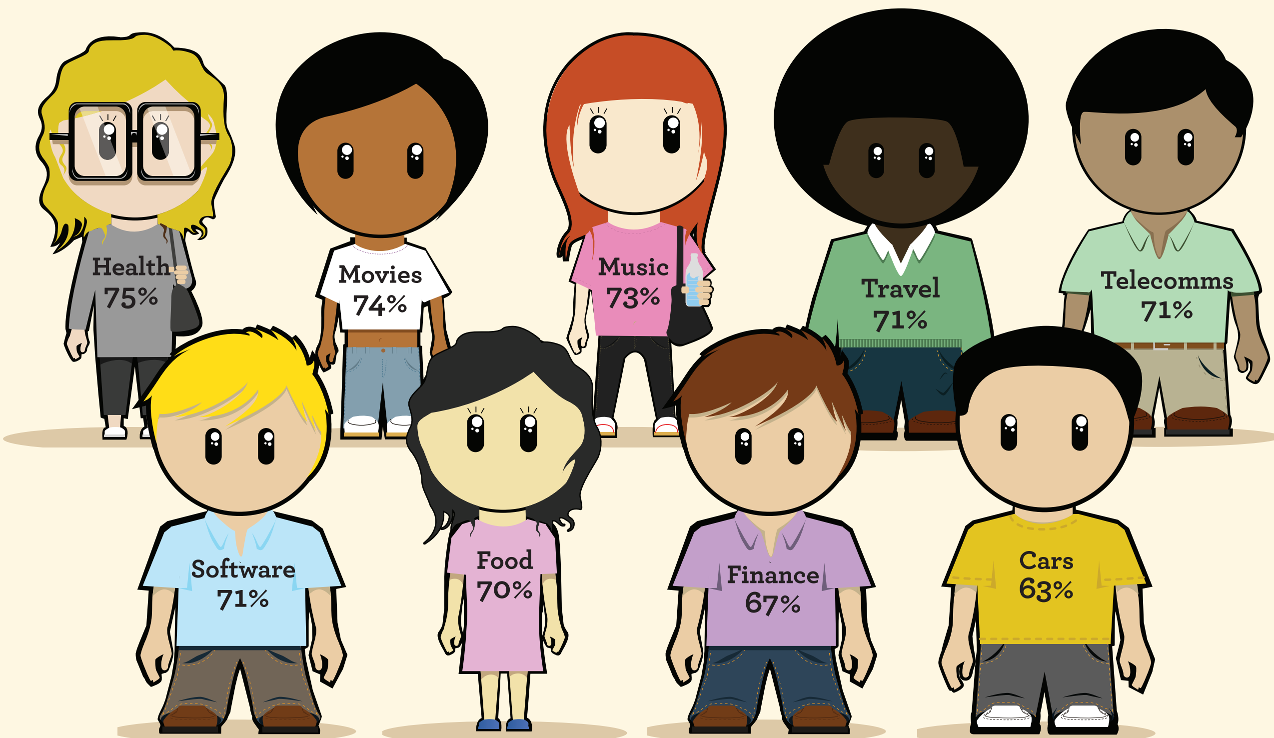
But it's not just on their social networking profile that people are affiliating themselves with brands. Our Wave 5 research shows that, globally, nearly half of the active internet universe claims to have joined a brand community at some point (see figure 22). This clearly identifies a demand for brands in the social space.

Figure 22 : *"Have you ever joined a brand community online?"*



Is social demand true for all categories? Well, we asked people if they wanted an interaction with brands beyond a simple transaction across a number of categories (see figure 23). These included a range of interactions from getting access to advance news of products to being able to access decision makers and influence product development. It's clear from the results that, even though the level of social demand differs by category, there are significant numbers of people who do want to engage with brands in all categories (even if this engagement was more superficial, like just having access to breaking news).

Figure 23 : *Amongst those who show an interest in an category, how many want an interaction with companies in that category (i.e. At least one or more interaction). These included a range of interactions from getting access to advance news of products to being able to access decision makers and influence product development*



Brand communities

So why are people joining brand communities?

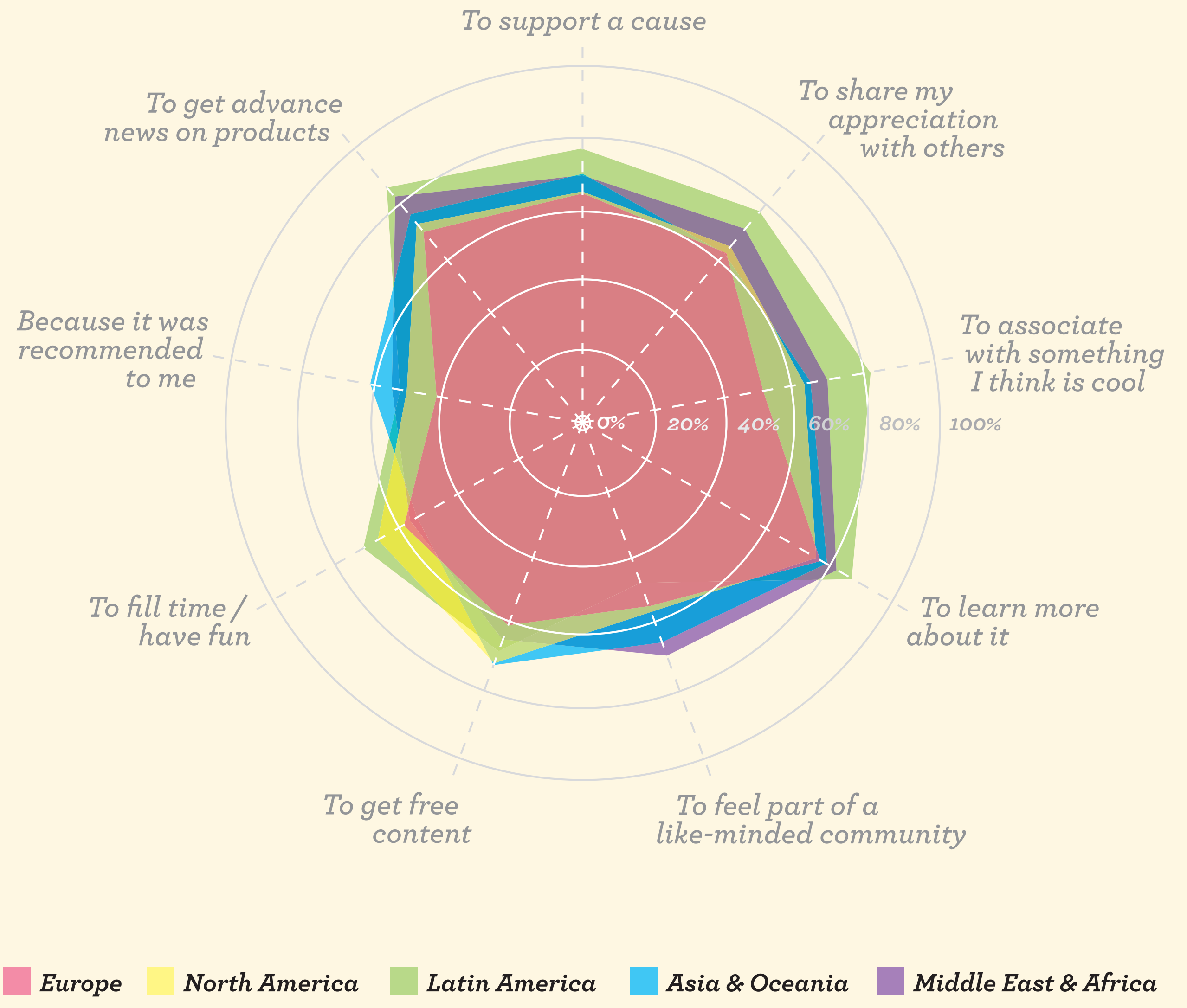
Although many are saying that they have joined a brand community online to gain access to free content (69.6 %), the highest motivations are to learn (78.6 %) and get access to advance news of products (76.1 %).

In the influence economy, information is clearly a very valuable commodity.

These motivations are prevalent across all markets but when we look regionally we can see that there are nuances (See figure 24).

In Latin America brand communities are more likely to be driven by the desire to associate themselves with something (to support a cause or even something they think is cool). In Asia they are more likely to join if it was recommended to them by their peers and in the Middle East it is about feeling part of a like-minded community.

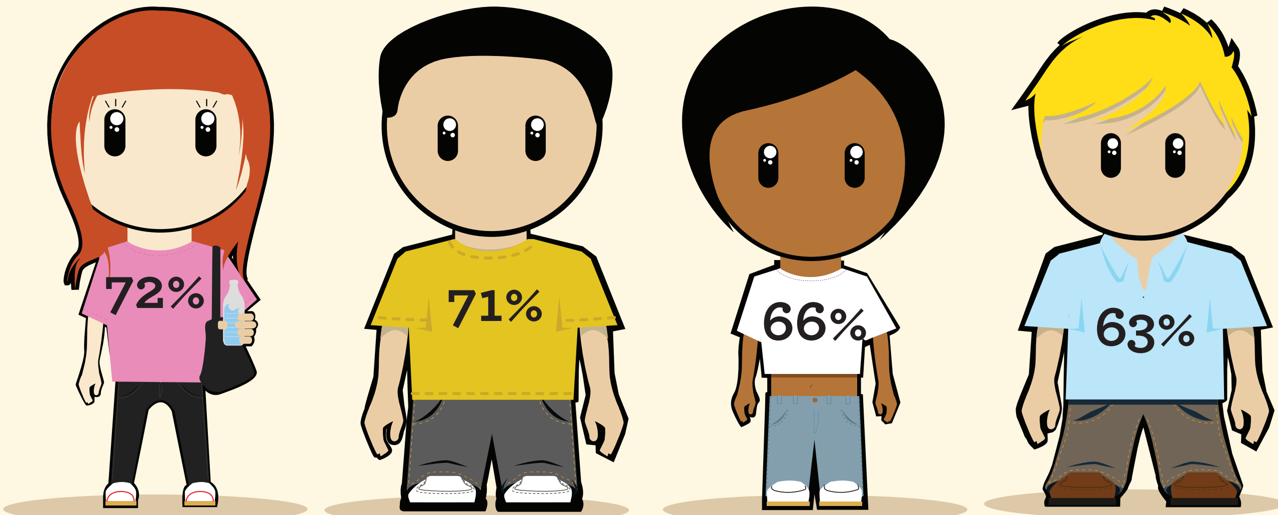
Figure 24 : *Agreement with the descriptions of why they joined a brand community amongst those have ever joined a brand community online by region.*



What's the benefit to brands?

The other big debate in social media is identifying the value of brand community engagement and interaction. Of those people who joined a brand community, 72 % said they thought more positively of the brand as a result, 71 % said they are more likely to buy the brand, 66 % said they felt more loyal to the brand and 63 % said they recommended others to join. So clearly there is an opportunity to build brand equity, drive sales, increase loyalty and create brand endorsement all of which sounds a lot like the holy grail of marketing communications. Of course, things are not so simple or easy. In order to create a social media experience that will benefit the brand in these ways we must first understand what kind of social media experience consumers want.

Figure 25 : *"As a result of joining a brand community, please indicate how much you agree with the following statements?"*



"I thought more positively of the brand"

"I am more likely to buy the brand"

"I felt more loyal towards the brand"

"I recommended others to join"

Mapping the right social media experience

There are four steps to identifying the right social media experience for brands:

- *Understand the* **social landscape** *of the category*
- *Identify where the* **consumer** *fits in this landscape*
- *Identify the* **social needs** *of the consumer in the category*
- *Map them to social media* **platforms** *that can best deliver them*

The social landscape of categories

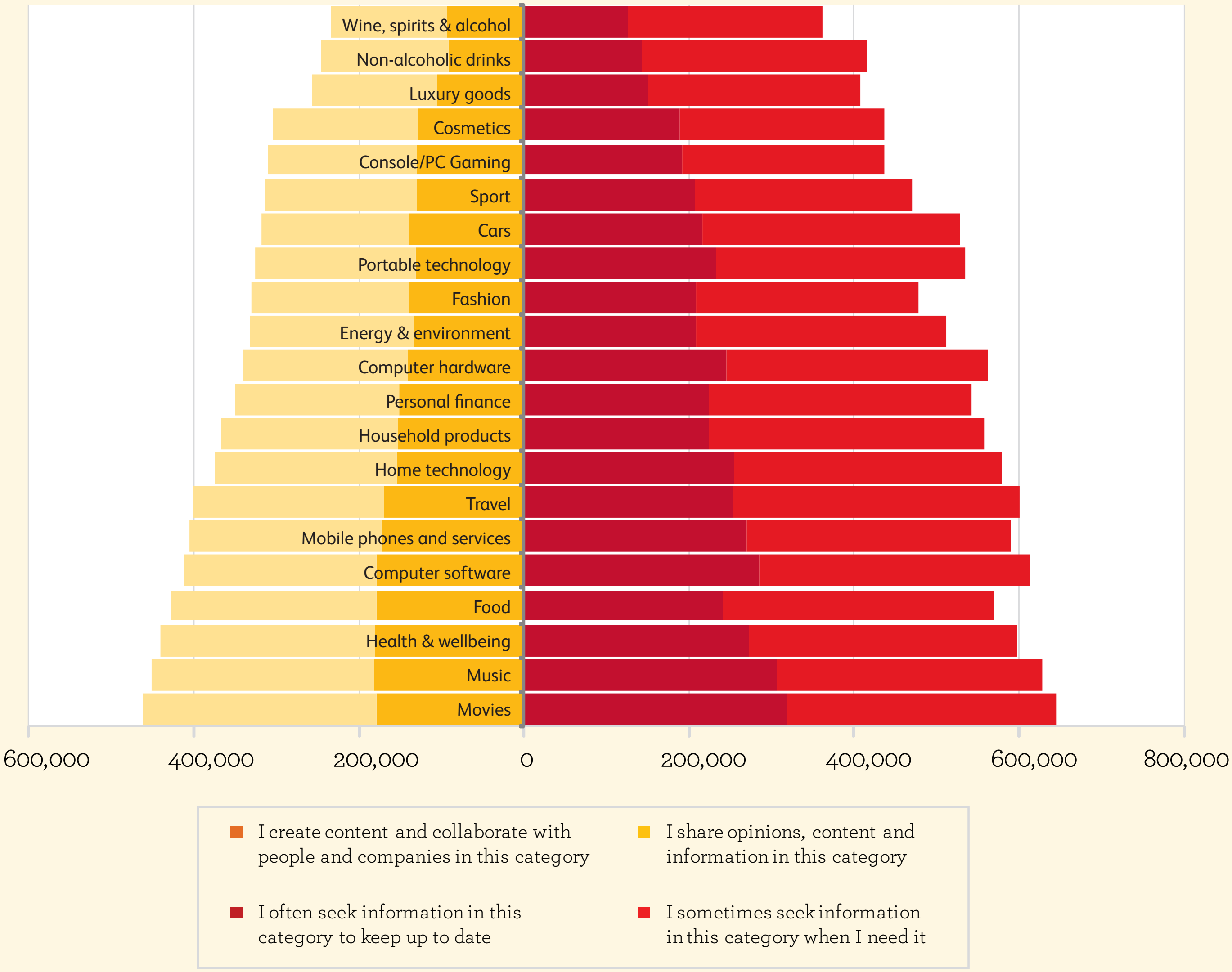
The first thing we need to understand is the level of social activity in each category. We do this by mapping involvement across a spectrum of social engagement. From those actively creating content and collaborating with others to those simply seeking information.

What we see is that certain categories with very broad appeal, like music and movies, have large numbers of people engaged in collaboration, creation, sharing and seeking.

Conversely, categories like sport or fashion have a much smaller number of people engaged in the category but a higher proportion of those are actively collaborating.

However, in all categories there are significant numbers of people already actively engaging with brands and companies. The reason why it is important to understand the consumers current level of engagement with the category is because it has a fundamental effect on the depth of social interaction they want.

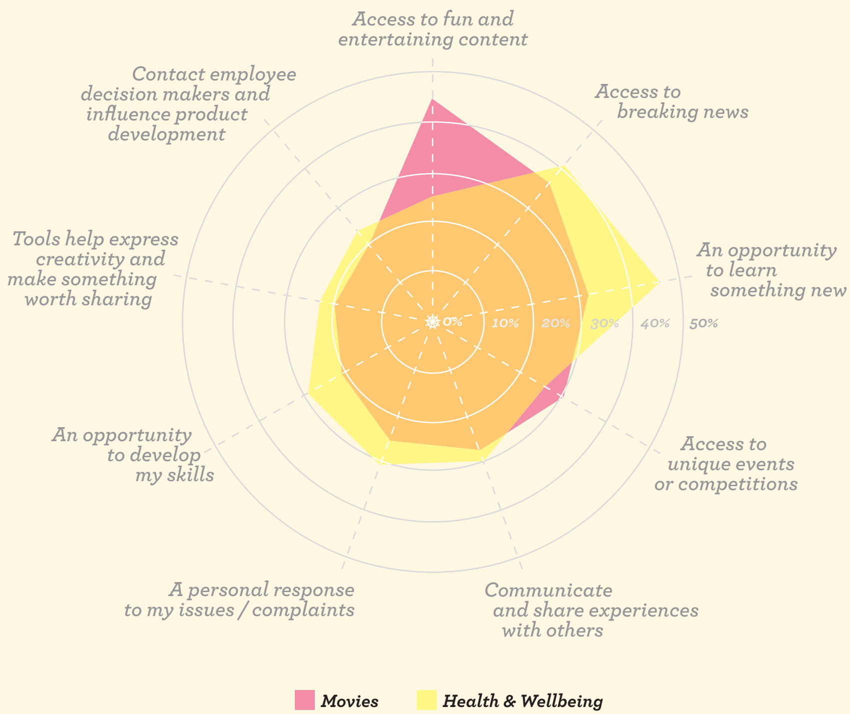
Figure 26 : "Thinking about how you seek and share information regarding different products and services, which of the following statements best describe how you seek and share information in each of the following categories?" Numbers of consumers (in 000's). Note: consumers can be active in more than one segment within a category.



Different categories, different audiences, different needs

We can see that different categories have different social media needs. Analysis of the movie and health categories, for example, show that access to fun content is key for the movie category (unsurprisingly in a very visual and content rich medium) whereas learning is the dominant need in the health category (see Figure 27).

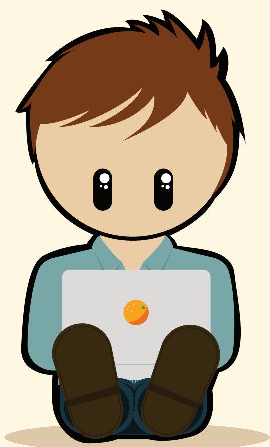
Figure 27 : *"Thinking about companies in the following categories, which of following statements describes the kind of interaction you would like to have with these companies?" amongst those who show an interest in the category*

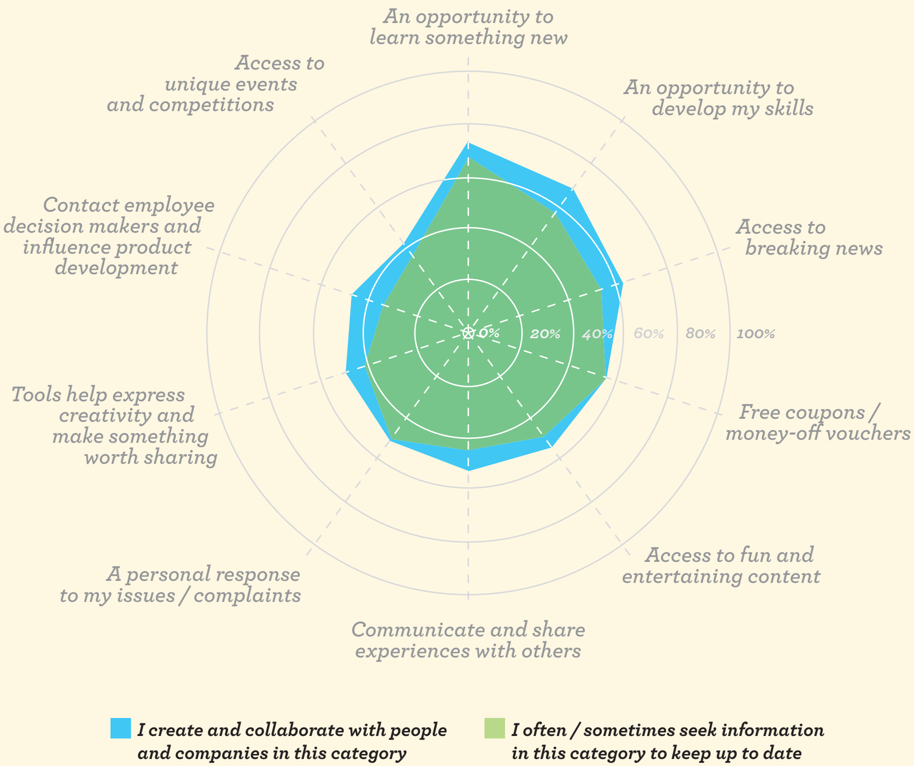


And it's not just the category differences that we have to take into account. We also need to consider current category behaviour as this has a significant impact on their social needs and expectations.

When we look at people actively engaged in the Computer Software category, for example, we can see that the demand for customer service (a personal response to issues and complaints) is equally important to both content creators/collaborators and seekers of information (see Figure 28). However, in all other regards creators/collaborators want a much deeper and more diverse social relationship but in particular we see that learning and skills development are the key social needs.

Figure 28 : *"Thinking about companies in the computer software category, which of following statements describes the kind of interaction you would like to have with these companies?" amongst those who create content or seek information in the category.*





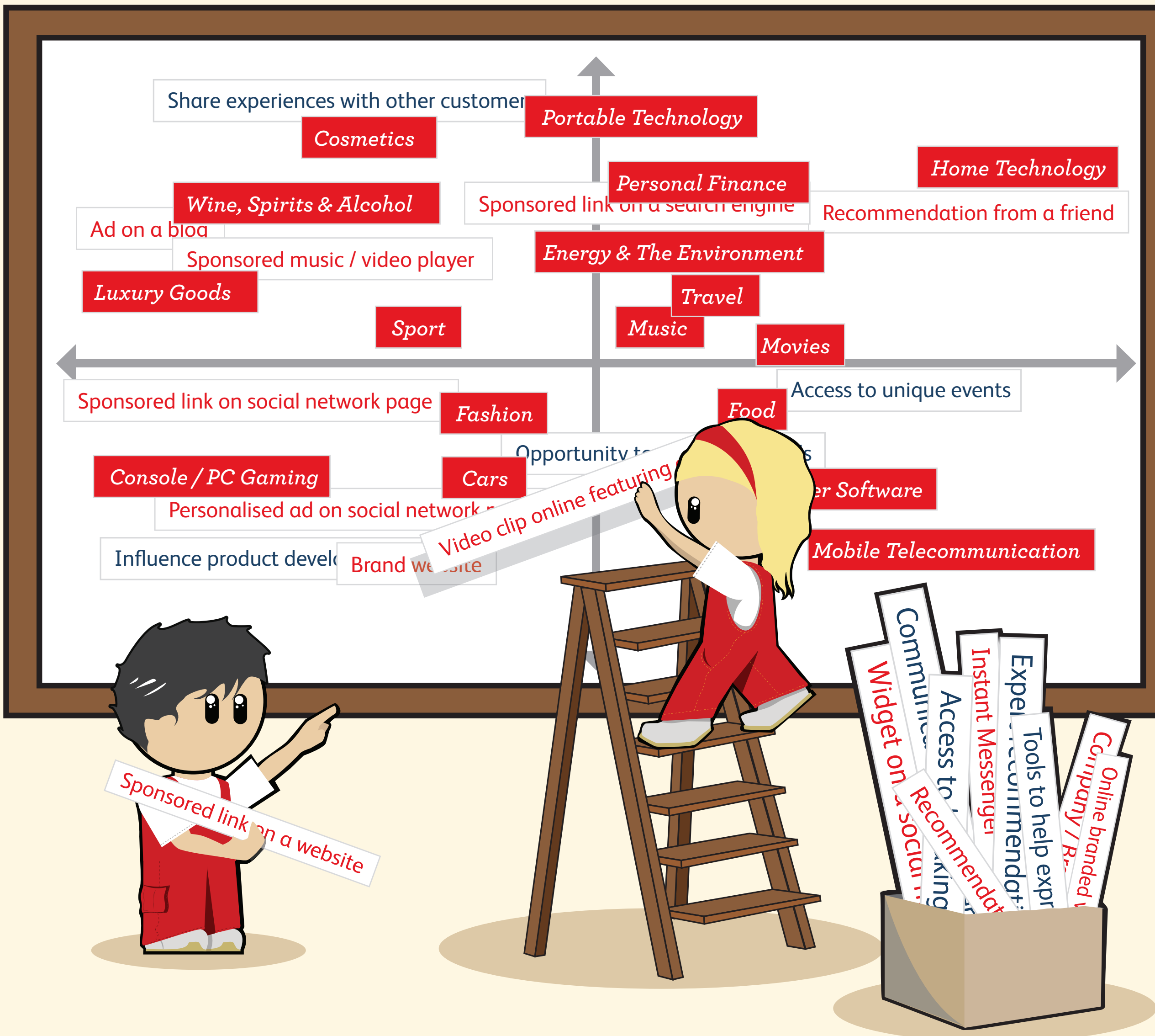
Mapping needs to platforms

Clearly, understanding the social needs of the consumer is the key to creating a successful social media programme. If all the consumer wants is access to information and news there is no point in creating an all singing, all dancing interactive content sharing platform. On the other hand if they want to be involved directly with product development then access to new news is unlikely to be involving or compelling.

Since these needs differ widely by country, category and audience it is essential to have a granular view of the social dynamics at play.

The other important factor is an understanding of which platforms and forms of communication best meet these needs. **Wave 5 – The Socialisation of Brands** also contains a wealth of information that can help identify the most influential platforms at both macro and micro level.

We believe that the combination of social need state and the ability of platforms to meet these needs gives us the crucial insight required.


Share experiences with other customer
Cosmetics
Portable Technology
Personal Finance
Home Technology
Wine, Spirits & Alcohol
Sponsored link
Recommendation from a friend
Ad on a blog
Sponsored music / video player
Energy & The Environment
Luxury Goods
Travel
Sport
Music
Movies
Sponsored link on social network page
Access to unique events
Fashion
Food
Console / PC Gaming
Cars
Personalised ad on social network
Video clip online featuring
Mobile Telecommunication
Influence product devel
Brand we
Sponsored link on a website
Widget on
Access to
Instant Messenger
Recommendat
Tools to help expr
Online branded
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The impact

Summary

The impact

Social media is an incredibly dynamic environment.

Terms like “friend” and “influencer” are no longer adequate to describe the array of social activity and interaction that is occurring amongst the vast communities now being built online.

A deeper understanding of consumer needs and motivations is the key to unlocking a real understanding of social media and its users.

Social networks are becoming powerful hubs of interconnected communities but it’s not just people that are connecting in the social media space. There is huge demand for a more social and interactive relationships with brands.

Almost half of the Active Internet Universe has already joined a brand community.

These communities are also clearly having a huge benefit to the brands involved, driving brand loyalty, endorsement and sales.

However, understanding the nature of social demand for each consumer, category and market is the key to creating a successful social media experience.

What does this mean for your business?

Wave 5 – The Socialisation of Brands is an in-depth study and there are many other aspects that we are unable to cover in this report.

If you want to know how to operate in the new social media landscape and what this means for your business please contact:-

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About this report

Wave 5 - The Socialisation of Brands is part of UM's ongoing research programme aimed at exploring the massive changes occurring in communication technologies.

The studies have been conducted annually since 2006.

The research is conducted by the UM EMEA research team in collaboration with the UM global network of agencies.

If you have any questions about the research or future Wave projects please contact the EMEA research team

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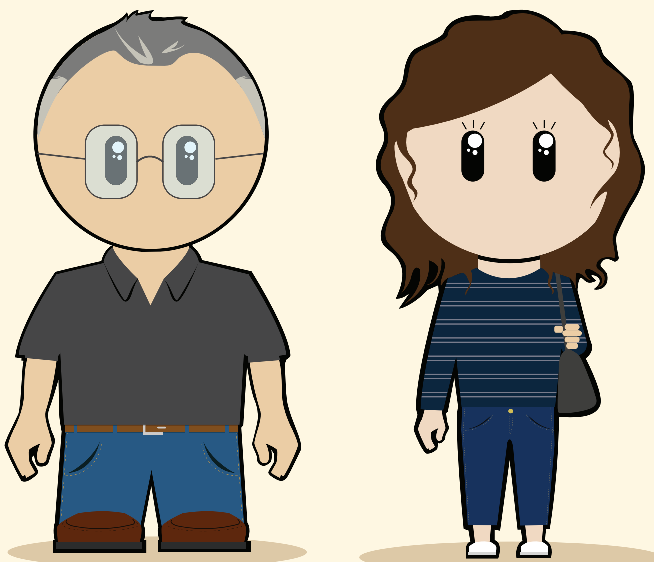

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