How to Dance with Big Data and User Disruption

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Takeaway #1
Dancing with the enemy (DwE): Fans of a brand interact with the touchpoints and social media ecosystem of the competing brands.

• Multi-method, multi-phase project
• More than 5M social media conversations from rival brands
• API based crawler extracts comments, shares, & likes from corporate Facebook sites since their launch.

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Takeaway #2

DwE is a frequent social media action. It drives engagement, and is driven by market triggers.

- Certain types of brands lend themselves more to DwE (e.g., iconic brands, market leaders and challengers)
- DwE is triggered by certain marketplace activities (e.g., new product introductions, brand extensions, co-branding announcements, advertising campaigns)
- DwE practices are driven by various consumer motivations (e.g., trying to reduce the distance between brands re: product features, technology, performance etc.)
Takeaway #3
Managerial insights

• Reveals **the limitations** of the widely adopted Forrester framework (owned-paid-earned media).

• Stresses the **need of new performance measurement tools** to assess engagement and social media performance.

• Provides **individual level social media data** to (a) track dynamic WOM interactions between different customers; (b) craft better CRM (loyalty, trust, commitment).

• **Identifies a new “influencer” segment** whose cross media practices lend themselves better for facilitating upper funnel objectives.