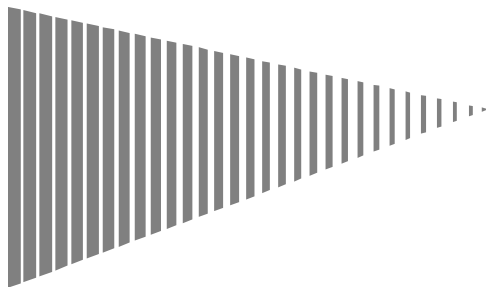


Discovering Gems In Social Media That Will Add Value To Your Business

CIO Forum

13 November 2014, Oslo



EY

Building a better
working world



Key Messages ...



“ The complexity of digital media, having to manage it from a global to a local level, is growing exponentially – # of pages, content, ownership, governance, aligned across brands, etc.”

“ This creates tremendous opportunity and risk challenges for all organizations.”

“ Today, I will share two examples of how organizations advantage both:

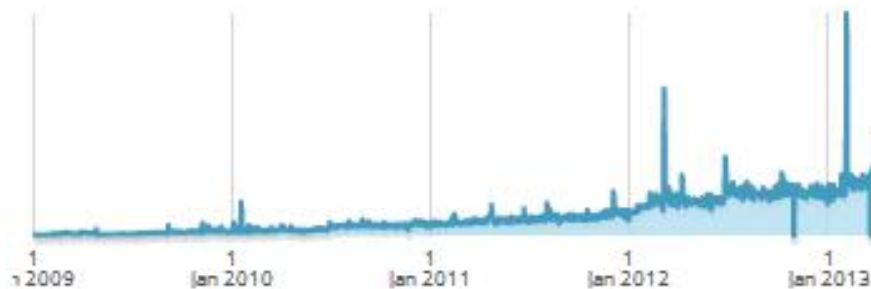
1. Understanding, measuring and mitigating risk
2. Developing strategic, competitive insight

“ One guarantee – it is an evolutionary process and who knows what more will come.”

Volumes / channels keep *growing* and *growing* and *growing*

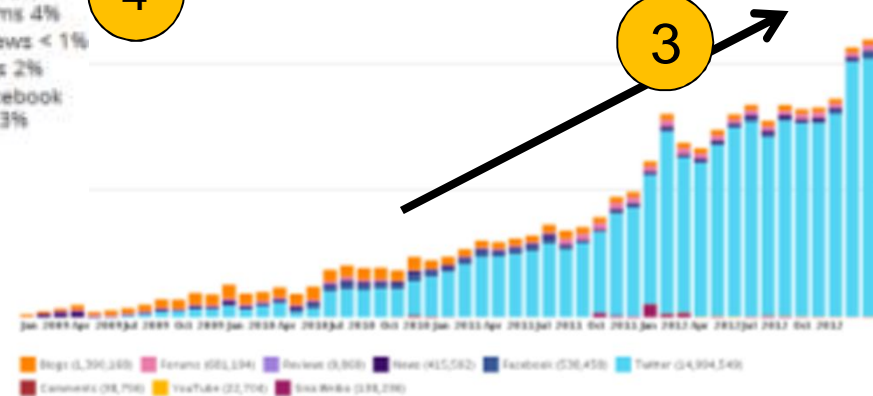
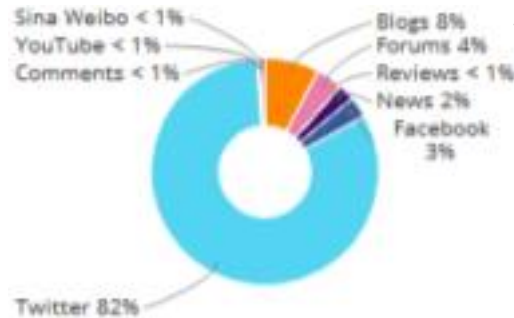
Mondelez and 9 of its Leading Brands on Social Media
(1 January 2010 to 15 Mar 2013)

Over the selected time period:



18,313,438 Total Posts **1**

873% Total Post Volume **2**



Source: EY Research, conducted using licensed toolset from Crimson Hexagon. As of 15 March 2013.

[1] products: Belvita, Cadbury, Carte Noire, Côte d'or, Halls, Hollywood, Jacobs, Kenco, Milka, Oreo, Philadelphia, Stimorol, Tassimo, Toblerone, Trident,

Current social media analysis simply reveals the *tip* ...

Brand and product sentiment

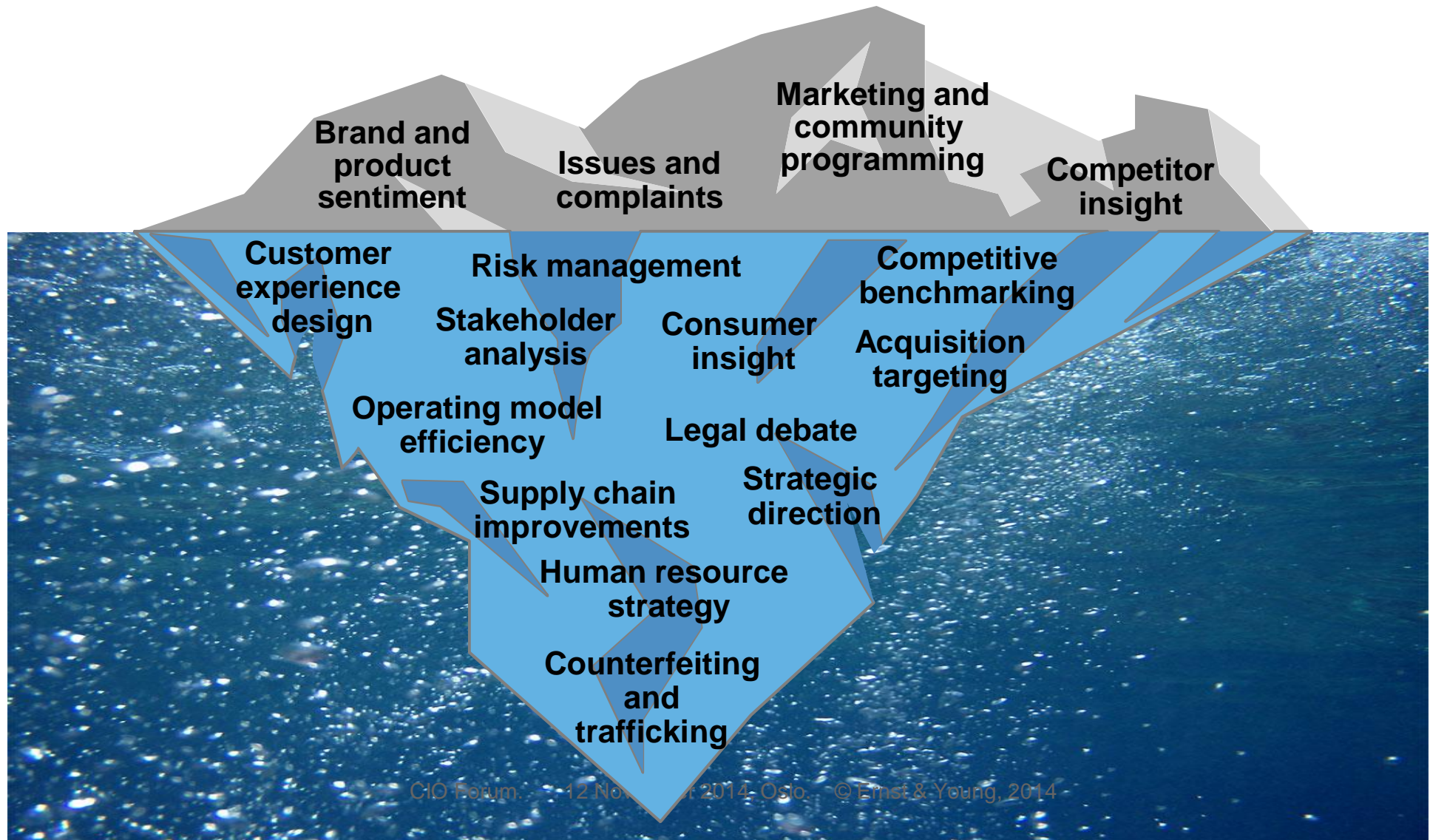
Issues and complaints

Marketing and community programming

Competitor insight



... of an ***iceberg of insight***. A “deeper dive” can reveal so much more.



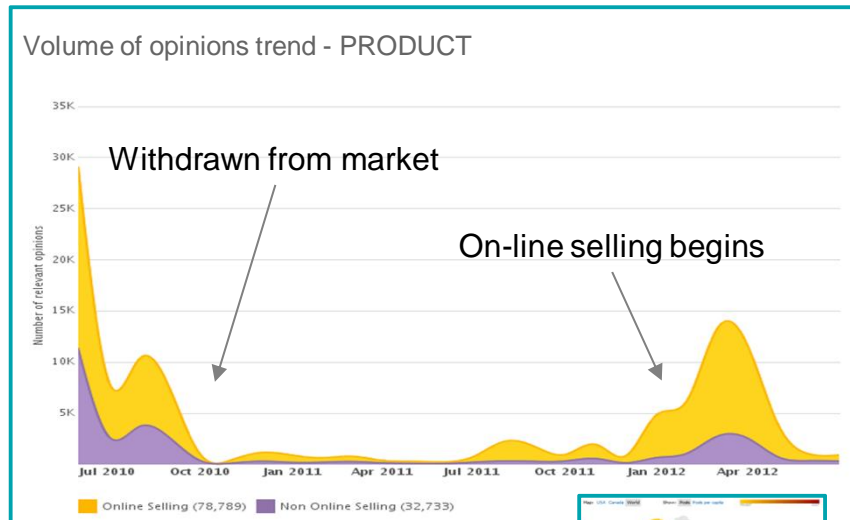
Taking advantage of insight from social media

1. From a *risk perspective*, where on your agenda is this?

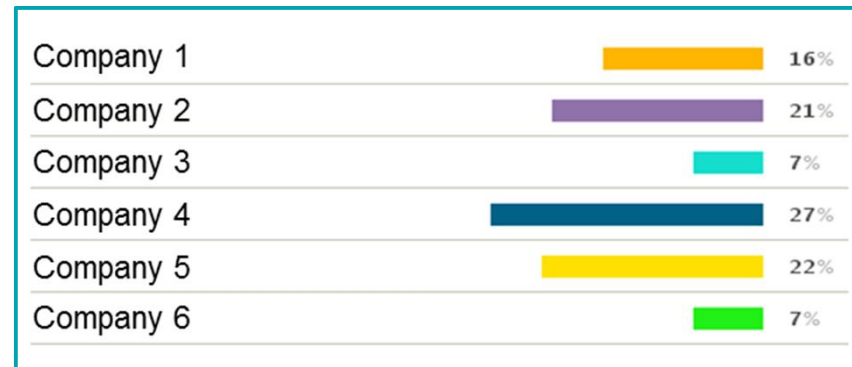
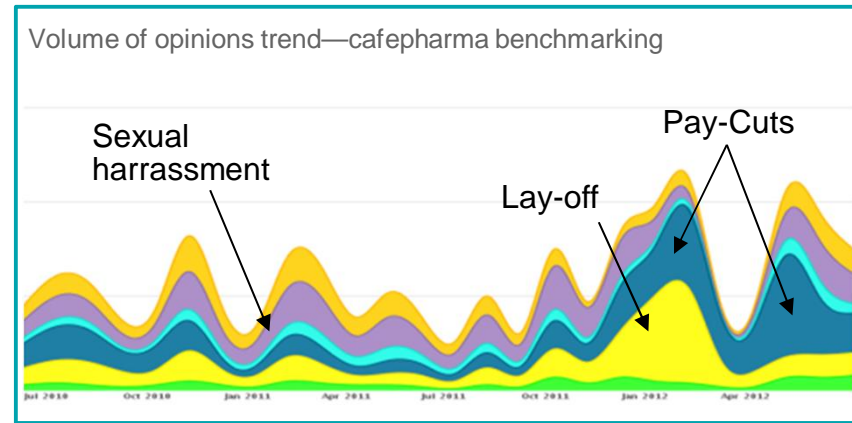
Life Sciences examples

Managing risks to your organization

On-line Selling



Employee Opinion



Source: Publicly available social media conversations
 Period of Analysis: 1 July 2010 through 19 September 2012

Source: Publicly available social media conversations
 Period of Analysis: 1 July 2010 through 19 September 2012

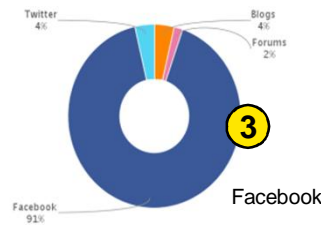
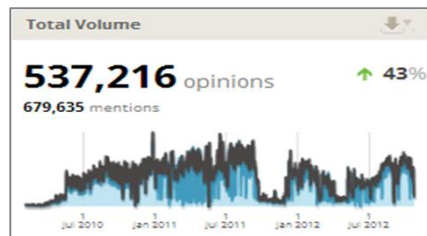
Taking advantage of insight from social media

1. From a *risk perspective*, where on your agenda is this?
2. How can you use social media in strategic *decision making*?

On-line shopping strategy & experience

Two leading jewelry retailers on-line shopping strategy and experience

Company 1



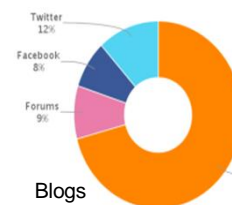
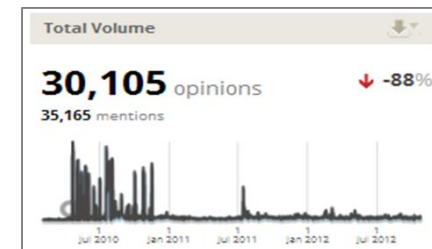
Positive 79%

Product Availability	10%
Product Quality	2%

Negative 20%

Product Availability	6%
Product Quality	7%

Company 2



Positive 75%

① Product availability	40%
② Product quality	9%

Negative 24%

Product availability	7%
Product quality	4%

Overall sentiment about on-line experience similar. Deeper dive reveals:

- ▶ Issues with ① product availability (supply chain) and ② counterfeit concerns (brand and reputational risk)
- ▶ Strategic ③ product opportunity

Source: Publically available social media conversations
Period of Analysis: 1 February 2010 through 23 October 2012

What does it take to make this happen in your organization ...

1. Available conversations
2. Native language capabilities
3. Right technology for the right forms of analysis
4. Business analysts who can:
 - ▶ Combine social media with other relevant data points
 - ▶ Holistically interpret findings and make recommendations

Questions...

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