



Buzz Radar Case Study:

Helping a marketing leadership team develop a partnership strategy in record time.



Challenge

One of our existing customers, a major technology brand, was struggling to figure out their next long term marketing partnership initiative was going to be. With a significant investment to make and very limited time to execute it in, the client wanted to make sure they picked the right partners based on data driven insights that would most likely help hit their objectives.

Solution

A Buzz Radar insights topic was quickly and easily setup to monitor a wide range of sporting and cultural properties that the client had identified as potentially good fits for partnerships. The platform then monitored and compared the fan engagement, growth and sentiment performance across each of these variables. We then used our Buzz Radar Watson Machine Learning to make predictions on growth and future performance based on historical data and identify the most fruitful marketing opportunities for our customer.

Within the span of a few minutes, Buzz Radar collected a sample of 10,000 profiles from social networks who had mentioned the brand and using the 'AI Audience Analyser' grouped them based on psychometric analysis of personality traits. The platform then automatically did the same thing for all the potential partnership properties. This initiative has instantly identified two partnership opportunities where there was a clear audience overlap and synergy. The final target property was then selected based on the highest potential for audience growth.

Formula E was the sport that the data had identified as the best potential fit for sponsorship. With a wide range of options for types of commercial partnerships, Buzz Radar was once again utilised to identify the best team / driver to approach. Once again, our approach was based on the current volume, engagement and sentiment benchmarked against past and predicted growth. We also harnessed the audience analyzer results to ensure we found the very best fit for content resonance and performance.

Buzz Radar identified 3 options for the brand to approach with sponsorship and was able to negotiate very favourable terms based on its extensive understanding of the team's value in relationship to its proposed activity.

Examples of ROI

There are three main ROI benefits identified by our client in using Buzz Radar to identify their new media partner:



Speed: both the analysis and communication of insight was achieved start to finish in three weeks



Reduction in effort: this process usually involves a 3 months extensive research period, bewildering both the analysts and the agencies involved, as well as making it harder for senior marketing teams to reach an agreement. This puzzling and labyrinthine procedure was all truncated into a single month of effort, saving huge amounts of resources for all parties involved.



Data-driven reassurance: the teams are now galvanised around a strategy that has been validated by real data, enabling stronger buy in across the organisation. Buzz Radar is now tasked with tracking the new partnership in real-time, as well as optimising the content performance and helping inform creative or paid media decisions to ensure maximum ROI is achieved.