

# THE DIGITAL LISTENING PLATFORM

## INTRODUCTION



 ViiV DIGITAL  
LISTENING  
PLATFORM

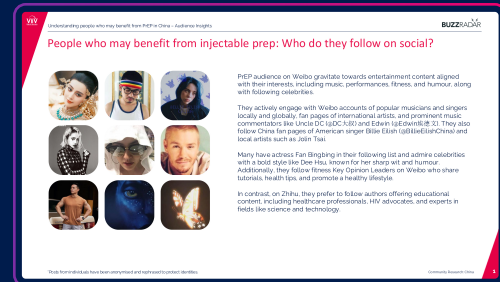
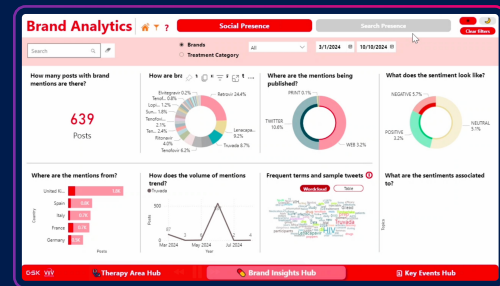
POWERED BY  **BUZZRADAR**

**DIGITAL**fuel

# HOW THE DIGITAL LISTENING PLATFORM (DLP) HELPS

The Digital Listening Platform (DLP) can be a game-changer for ViiV teams, providing a comprehensive solution for data-driven audience understanding. Pilot teams across EU, International, and Congress markets are starting to experience significant benefits from leveraging the DLP's capabilities.

- 1 The DLP is providing a comprehensive, all-in-one solution for brand teams to understand their online audiences.
- 2 It has been successfully piloted with selected EU, International and Congress teams in 2024.
- 3 The DLP pilot teams have realized significant benefits:
  - Making better decisions based on objective audience insights
  - Less reliance on guesswork
  - Being able to react faster
  - Having easier access to deep insights
  - Understanding audiences and competitors more completely.



# THE TWO PARTS OF THE Viiv DIGITAL LISTENING PLATFORM (DLP)



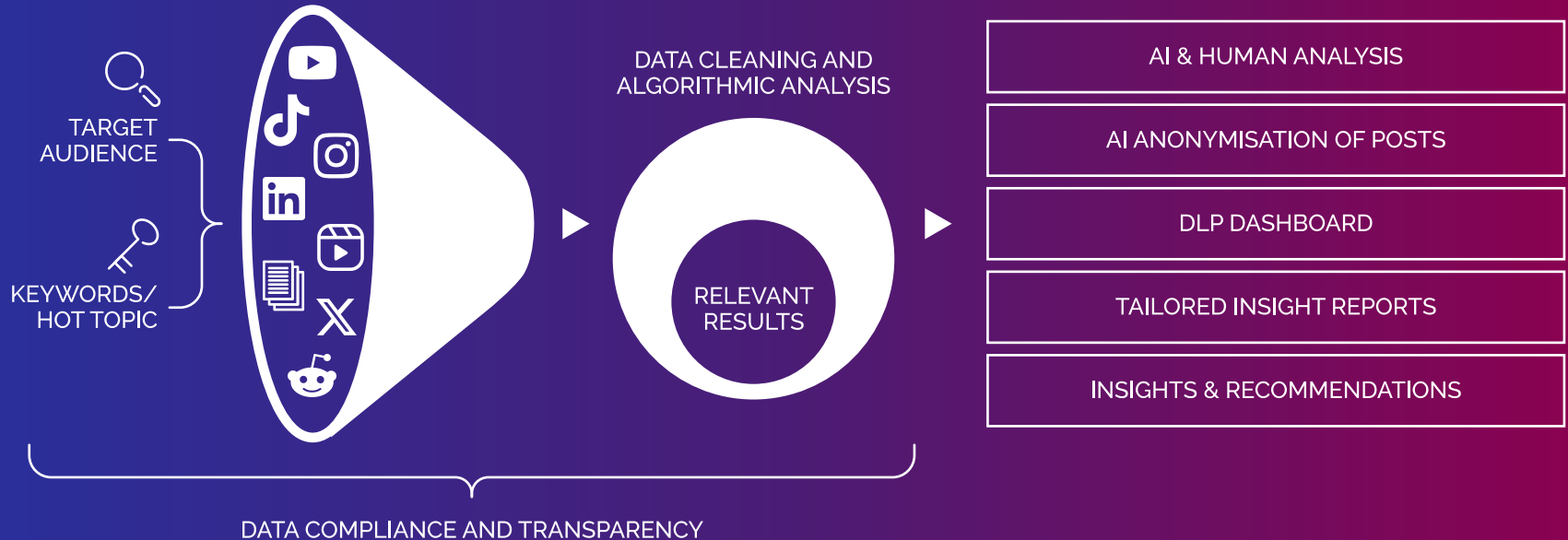
## THE DASHBOARD

- Provides fast results with close to real-time updates
- Analyses the sentiment of conversations around the brand
- Defines negative conversations to detect potential risks
- Calculates share of voice and shows competitor activities on social
- Monitors and defines key conversation drivers among brand's key audiences
- Analyses web pages and search performance

## INSIGHTS & RECOMMENDATIONS

- Interpretation of data into actionable insights
- Recommendations based on insights
- Alerts to help manage crises
- Competitor intelligence
- Context around the dashboard metrics (Why)
- Regular, easy to digest and understand reporting
- All configured based on your brand and requirements

# HOW WE IDENTIFY, CLEAN, VALIDATE AND ANALYSE SOCIAL DATA COMPLIANTLY



# HOW BUZZ RADAR SUPPORT THE DIGITAL LISTENING PLATFORM



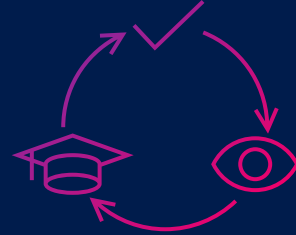
Providing a central place for ViiV to commission social insight and reporting.

- A knowledge hub for consistent accurate digital insights
- Consistent Tools
- Methodology
- Tools and Approach



Providing a wide range of actionable insights reports that support ViiV Teams to:

- Make better data driven marketing decisions
- Inform campaign strategies and tactics
- All with relevant context



Compliant Insights and Recommendations

- Personally identifiable information removed and data aggregated
- AI used to anonymise posts while keeping context



Accurate, consistent measurement & benchmarking

- Providing a clear picture of what good looks like for ViiV in digital marketing
- Objective view of campaign performance.

# WHY ARE WE ARE DOING THIS?

The aim of this project is to reduce guesswork and help teams make better data driven decisions to improve the outcomes for campaigns, congresses and partnerships.

## KEY BENEFITS:

- Making better decisions based on objective audience insights
- Less reliance on guesswork
- Being able to react faster
- Having easier access to deep insights
- Understanding audiences and competitors more completely
- Getting latest insight into trends
- Connecting all the data together into one easy to understand picture
- Less searching and effort when trying to find insights for planning
- In campaign performance measurement allowing us to adapt rapidly



# THE DLP INSIGHTS MENU

Value generation for global,  
regional and local teams.



# CAMPAIGN INSIGHTS AND MEASUREMENT



## CAMPAIGN PERFORMANCE ANALYSIS, INSIGHTS AND RECOMMENDATIONS

The DLP captures millions of conversations to deliver key insights and recommendations and help understand audience needs. As a part of the DLP programme, a detailed analysis of past campaigns to measure key performance indicators and deliver insights and recommendations on further activities can be provided.

### Campaigns analysis includes

- Cross-channel performance analysis
- Engagement Rate and Share Rate by Impressions
- Top Campaign posts per channel

### Additional features

- Local languages included
- Filters by geolocation of the users
- Key Insights and Recommendations provided based on the Campaign results

## ADD-ONS FOR LOCAL MARKETS

### Campaign analysis on the country level

- Performance analysis
- Key metrics
- Top posts per channel

# CONGRESS REPORTING



## UNDERSTANDING OF AUDIENCES AND KEY CONVERSATION TRENDS

Congress Reporting provides a comprehensive analysis of social media activity surrounding a congress. This service includes pre-congress insights, real-time monitoring, and post-event analysis to evaluate the effectiveness of social media strategies, identify key trends, and offer recommendations for future engagement.

### Pre-Congress Insights and Recommendations

- Strategic insights and recommendations based on analysis of past congresses to optimise social media strategies ahead of the event.

### Daily snapshots with key results during the congress

- Comprehensive daily updates highlighting critical metrics and outcomes to track progress and inform decision-making throughout the congress.

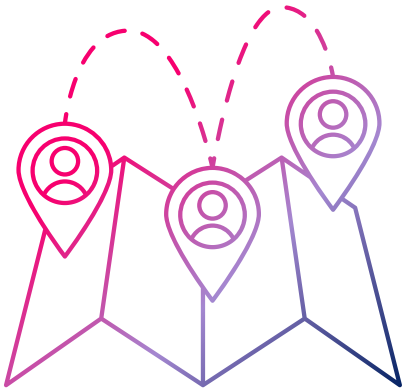
### Post Congress Analysis - Key Metrics Overview

- Summarised social media performance, including engagement rates, reach, and impressions during the congress.

### Competitor Landscape

- Earned Share of Voice, Brand Perception analysis and Cross-channel ER.

# DIGITAL OPINION LEADER MAPPING



## DOL Identification

- Key healthcare influencers in your country's HIV/PrEP space
- Their professional background and areas of expertise

## Content Analysis

- Top discussion themes among DOLs in your market
- Sentiment towards HIV treatments and PrEP

## Engagement Metrics

- Reach and influence of each DOL
- Their most engaging content types and topics

## Network Mapping

- Visualisations of DOL connections and interactions
- Key organisations and other professionals they engage with

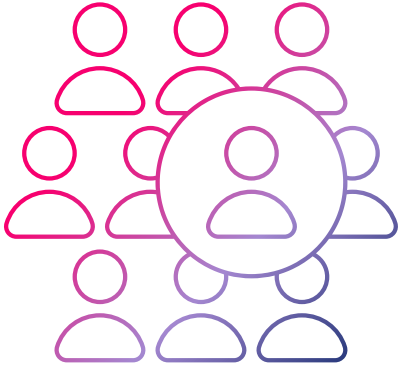
## Brand Mentions

- How DOLs discuss ViiV and competitor brands
- Opportunities for collaboration or education

## Strategic Recommendations

- Tailored approach strategies for each key DOL
- Potential partnership and engagement opportunities

# AUDIENCE ANALYSIS



## UNDERSTANDING OF AUDIENCES AND KEY CONVERSATION TRENDS

Audience analysis delves into the specific traits, behaviors, and preferences of target segments. This understanding allows us to craft communication strategies that resonate deeply with each group, driving more meaningful and effective engagement.

### Audience Profiles

- Key demographics, interests, and behaviors
- Local knowledge, attitudes, and perceptions about HIV / PrEP

### HCP Insights

- HCP knowledge, attitudes, and misconceptions
- Opportunities for tailored education and support

### Channel and Content Strategy

- Most effective platforms and content types
- Tailored messaging for key groups of audiences

## ADD-ONS FOR LOCAL MARKETS

### Conversation Trends

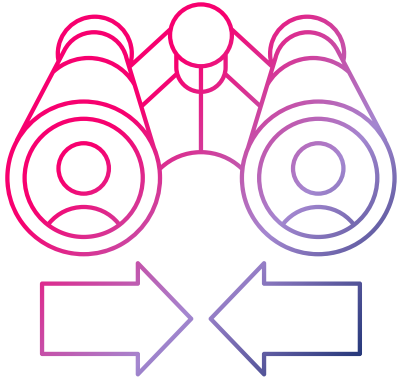
- Top social media themes and emerging topics
- Sentiment analysis of HIV / PrEP discussions

**Cost per country: £5,000**

### Audience Personas

- Detailed audience profiles, including bio, key traits, behaviors, and interests

# COMPETITOR ANALYSIS



## COMPETITOR ACTIVITIES ANALYSIS

Competitor Analysis involves evaluating and comparing the strategies, performance, and activities of competitors to get valuable insights for refining your own strategies.

### Social Media Presence

- Evaluate competitors' profiles and activity levels

### Content Strategy

- Analyse types and frequency of content shared

### Engagement Metrics

- Compare likes, shares, comments, and overall engagement

### Campaign Performance

- Review the effectiveness of their social media campaigns

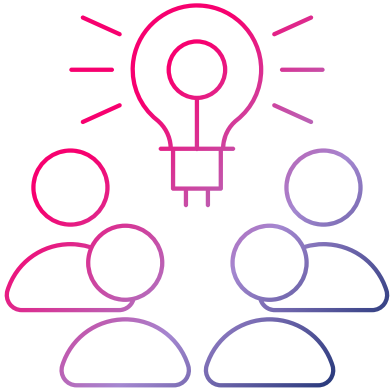
### Hashtag Usage

- Monitor popular and effective hashtags used by competitors

### Influencer Partnerships

- Track collaborations with influencers and brand ambassadors

# SOCIAL AND AUDIENCE INSIGHTS WORKSHOPS



Empower your team to take meaningful data-driven decisions using the Digital Listening Platform (DLP) with interactive workshops to provide training and hands-on experience in extracting actionable insights.

## Understanding Your Digital Landscape

- Interpret local HIV/PrEP conversations and audience behaviors
- Identify emerging trends to inform proactive strategies

## Leveraging Digital Opinion Leaders (DOLs)

- Learn how to identify and engage with influential HCPs to develop effective DOL engagement strategies

## Crafting Data-Driven Campaigns

- Create targeted messaging for different audience segments
- Measure and optimize campaign performance using DLP metrics

## Navigating Compliance in Digital Engagement

- Master compliant content creation and risk mitigation
- Maximize engagement while adhering to local regulations

## Understanding social analytics and insights reports

- Gain a better understanding from insights reports and learn how to leverage those insights to develop data-driven, audience focused marketing strategies

# POST CAMPAIGN ANALYSIS



Our detailed post-campaign analysis helps you understand what worked, what didn't, and why, enabling you to refine your strategies and improve performance in future campaigns.

## Share of Voice & Competitor Analysis

- Track brand presence, conversation drivers, and market position changes against competitors

## Sentiment & Content Performance

- Assess brand perception and identify top-performing content across channels

## Engagement Metrics

- Analyse performance by platform, content type, and influencer impact

## Influencer analysis

- Top accounts by potential reach and activity for future collaborations

## Content Highlights

- Most engaged with posts across platforms to inform content strategy

## Topic Analysis

- Identify most discussed studies, treatments, and topics of interest

## Strategic Recommendations

- Provide data-driven insights for future campaign optimization and platform-specific strategies

**TO ARRANGE A MEETING TO DISCUSS  
THE DIGITAL LISTENING PLATFORM  
PLEASE VISIT [WWW.BUZZRADAR.COM/VIIVDLP](http://WWW.BUZZRADAR.COM/VIIVDLP)**

