

Publicis Modem handed brief to analyse LG's share of buzz

- Project will track LG conversations online across Europe -

In a move to get closer to its market, LG has commissioned Publicis Modem to track and analyse online conversations about the brand.

Publicis Modem will use its newly developed *Decipher Process* to focus on two LG Business Units (the TV and Mobile Business Units) and the LG umbrella brand, across five key European markets. The *Decipher Process* works in four stages – firstly the brand's 'noise' is tracked and analysed fully. This includes looking at how much noise there is, where the brand is being talked about, coding conversations as positive, negative or neutral plus deep diving into certain dialogues for more of a qualitative review. Stage two is analysis of trends in search, stage three, site traffic, and stage four involves comparing the results to offline brand tracking data.

The overall findings will be linked to the Net Promoter Score (NPS) methodology. A brand's NPS is the statistic reached when brands contrast the number of consumers talking negatively about them with those talking positively. Studies by the London School of Economics (LSE) show that a 7% increase in a brand's NPS leads to a 1% increase in their growth.

Conversation Analysis will help LG to understand brand and product perception, and the impact of brand conversations on its business. The findings will be used to help raise LG's NPS score, as well as unearthing vital information which will help to form future marketing strategies.

Key markets will include the UK, France and Germany. Although the project is being led from London, Publicis Modem will also work with overseas Publicis agencies in their network, which covers 82 countries.

Dominic Chambers, European Marketing Director at LG Electronics, said: 'LG Electronic's 21st century vision is to become a global digital leader. We want to make customers worldwide happy through our innovative digital products and services. Conversation Analysis is key to that, and Publicis Modem has proved a great partner in planning and developing this project. We look forward to the findings.'

Anthony Effik, Chief Strategy Officer at Publicis Modem, added: 'We're delighted that LG have entrusted us with such a strategically important project. Conversations that are popular offline are also popular online, and these conversations drive market share. We believe this project will be instrumental in helping LG get closer to its audience and therefore win market share in this tough climate.'

The first stage of the process will be completed by 31st March.

Ends

Notes to Editor

Net Promoter is a customer loyalty metric co-founded by (and a registered trademark of) Frederick F. Reichheld, Bain & Company and Satmetrix. It was introduced by Reichheld in his 2003 Harvard Business Review article "The One Number You Need to Grow." The most important proposed benefits of this methodology derive from simplifying and communicating the objective of creating more "Promoters" and fewer "Detractors" – a concept claimed to be far simpler for employees to understand and act on than more complicated, obscure or hard-to-understand satisfaction metrics or indices.

In addition, proponents claim the Net Promoter methodology can reduce the complexity of implementation and analysis frequently associated with measures of customer satisfaction, providing a stable measure of business performance that can be compared across business units and even across industries, and increasing interpretability of changes in customer satisfaction trends over time.

Companies obtain their Net Promoter Score by asking customers a single question on a 0 to 10 rating scale: "How likely is it that you would recommend our company to a friend or colleague?". Based on their responses, customers can be categorized into one of three groups: Promoters (9-10 rating), Passives (7-8 rating), and Detractors (0-6 rating). The percentage of Detractors is then subtracted from the percentage of Promoters to obtain a Net Promoter score. A score of 75% or above is considered quite high.