

+++Abercrombie & Fitch+++Adidas+++Calvin Klein+++Diesel+++Dsquared2+++Giorgio Armani+++Hugo Boss+++Joop!+++Nike+++Versace+++ Abercrombie & Fitch+++Adidas+++Calvin Klein+++Diesel+++Dsqu

Survey Outline

Study: Fashion Labels & Facebook 2011

research tools, Esslingen am Neckar

November 2011



research tools

Marktforschung
für Innovation und Handlungssicherheit

Survey Outline: Fashion Labels & Facebook 2011

Informations about the survey (1)

Keyfacts (selection)

- One of the fashion labels has been active on the social networking site for **three years**. The newest member on Facebook only shares a profile for six months
- The company with the most fans has over **100,000,000 followers**.
- One of the fashion labels has a monthly recruitment rate of almost **7,000,000 new fans**. The company with the lowest fan rate manages about 3,000 new followers per months since they launched their profile on Facebook.
- The fashion label with the highest traffic on its Facebook page showed over **7000 Postings** during the period analyzed in this survey. The company with the lowest “buzz“ only had 28 postings within the time analyzed.
- Eight out of the ten studied companies showed a higher number of **neutral and label-unrelated fan postings** than positive or negative postings. Two labels showed a higher proportion of positive fan postings.
- Non of the analyzed fashion labels exhausts the full **marketing potentials** of the social networking site. The profile pages are primarily used for PR purposes.

Informations about the study (2)

You want to know:

- Which fashion labels have a profile on Facebook?
- How profile pages of other companies are designed and how long they have been online?
- How many fans your competitors have on Facebook?
- How active your business rivals and their fans are in the social networking community?
- How is the consumer sentiment towards your company and your competitors on Facebook ?
- How and for what purposes do your competitors use the social networking site ?

Research design:

The survey is based on data collected by research tools on the social networking site Facebook. The official Facebook profiles of fashion labels were analyzed in regards to market share, the high number of fans on the social networking site or special characteristics in their profile design as well as their positioning. The following companies were selected:

Informations about the survey (3)

Fashion Labels analyzed:



Abercrombie & Fitch
Adidas
Calvin Klein
Diesel
Dsquared2

Giorgio Armani
Hugo Boss
Joop!
Nike
Versace



Source: Profile pages on Facebook, research tools (Stand 08.08.2011)

Informations about the survey (4)

The survey provides information about:

- Overview of the online-presence on Facebook of fashion labels and their fans
- Detailed analysis of ten fashion labels:
 - Profile design
 - Use of the profile for marketing purposes
 - Start of web-presence on Facebook and entry-campaign
 - Number of fans und recruitment-rate
 - Traffic on the selected Facebook pages
 - Quantitative Activity of Fashion labels and fans
 - Tonality of fan postings

In the chapter “Ranking“ results were evaluated according to an established system. All results have been summarized individually for each company. Furthermore, individual recommendations have been provided for each fashion label.

Informations about the survey (5)

In order for you to immediately use this survey, for company-internal presentations for example, we provide this study as PDF- und ppt.-files on a CD.

The price for the survey consisting of an approximately 70 page long presentation is **1.800 EUR** plus VAT

About the editors:

Market research consulting **research tools** is specialized in innovative conceptual designs for market research tools. The agency, located in Esslingen am Neckar, Germany, assists companies in joining knowledge gained through new market research methods with business processes and to create result-orientated tools.

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Examples (1)

Which Profile features do competitors use?

Management Summary

- When searching for international fashion labels on the social network of different pages for each label is sheer overwhelming. On first glance official or main site for each company. Most fashion labels have not Facebook pages for different products (clothing, perfumes, make-up countries. Furthermore, a lot of fan-pages can be found for each label by one company. Often it is hard to distinguish between "official" pages.
- By breaking down/ dividing the main company pages on Facebook in are often not linked to each other the companies risk losing out on fan able to max the full marketing potential of the social networking site.
- In this study, only Facebook pages which were created by the labels information feature) and which featured either the company as a who different countries or their products were considered. Only the fans c for. Fan pages, franchise and shops selling the label were not incorp
- All 10 labels analysed here, used "Info", "Photo" and "Wall" as featur companies apart from company 10 and company 9 also have the fea; company 9 and company 10 use other features to display videos (or videos; company 10 "Looks" videos of their new collection). Some lai also used the option to link the main company site and their different their main Facebook page.



Overview: Online presence on Facebook

Fashion Labels	Facebook pages: Fashion Label	
	Number of pages	∑ Fans
company 1	13	5.274.278
company 2	17	21.159.647
company 3	8	1.838.902
company 4	2	964.315
company 5	6	262.936
company 6	6	2.454.719
company 7	5	832.804
company 8	1	39.417
company 9	131	122.827.988
company 10	2	543.515

Source: Facebook, profile pages. Data collected by research tools (08.08.2011)



Quelle: Facebook

Note: Examples include partially fictitious data. Companies are kept anonymous in the examples.

Examples (2)

Do companies use the marketing potentials of the social networking site?

Marketing Goals

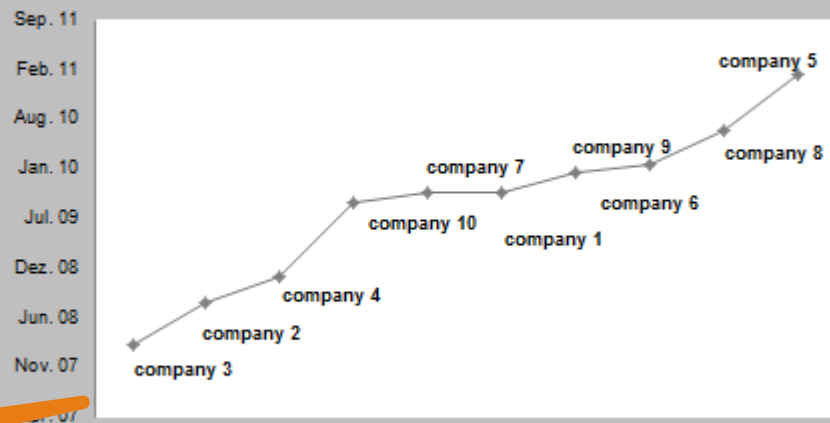
MarketingGoals (Marketing goals of Wall postings)

Fashion Label	PR	Sales	Product-launch
company 1	12 (0,5%)	-	5 (0,2%)
company 2	9 (0,4%)	-	6 (0,3%)
company 3	15 (0,6%)	-	8 (0,3%)
company 4	10 (0,4%)	8 (0,3%)	6 (0,3%)
company 5	3 (0,1%)	6 (0,3%)	
company 6	9 (0,4%)	-	1 (0,0%)
company 7	15 (0,6%)	-	11 (0,5%)
company 8	5 (0,2%)	-	
company 9	6 (0,3%)	-	
company 10	10 (0,4%)	-	20 (0,8%)

Source: Facebook, profile pages. Data collected by research tools (08.08.2011)

Start: Online-presence on Facebook

Start: Online-presence on Facebook



Quelle: Profilseiten auf Facebook, zusammengestellt durch research tools (Stand 16.06.2011)



Who are the Innovators?

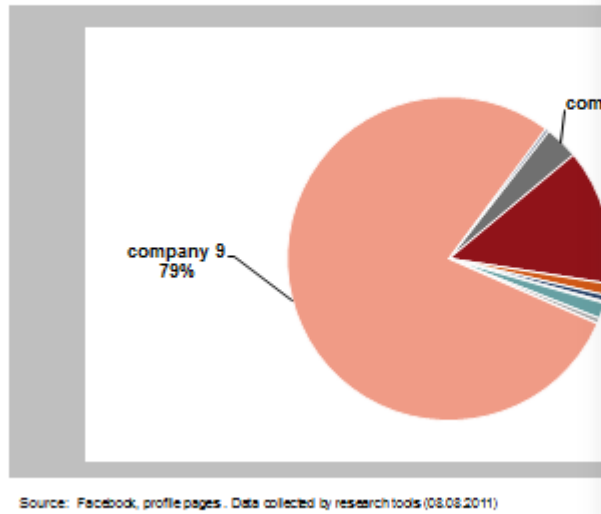
Note: Examples include partially fictitious data. Companies are kept anonymous in the examples.

Examples (3)

Who has the most fans?

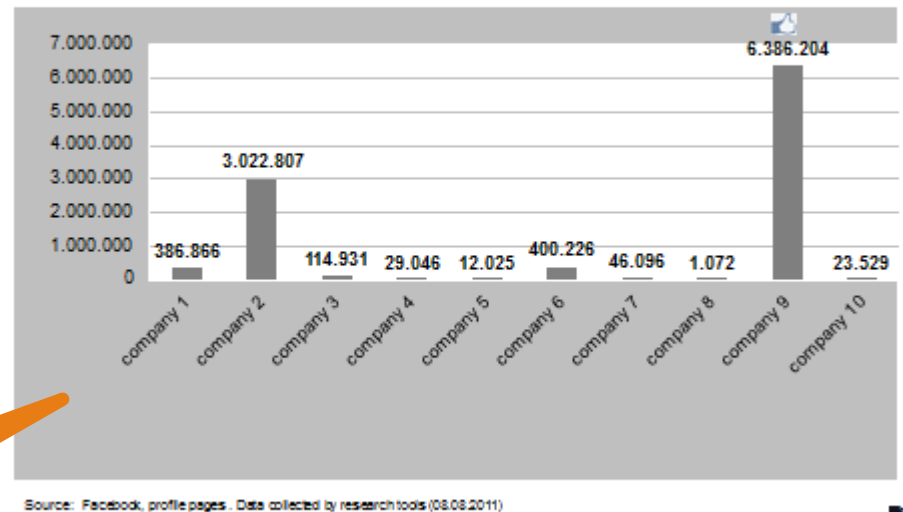
Start: Online-presence on Facebook

Distribution of Fans



Start: Online-presence Facebook

Fan rate (Number of fans per month online-presence on Facebook)



Which competitor has the highest fan accession rate?

Note: Examples include partially fictitious data. Companies are kept anonymous in the examples.

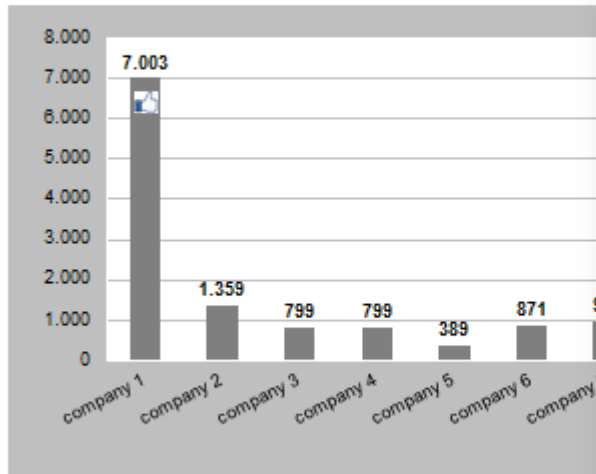
Examples (4)

Which profiles create the biggest buzz?

Traffic and Engagement

Traffic

Postings



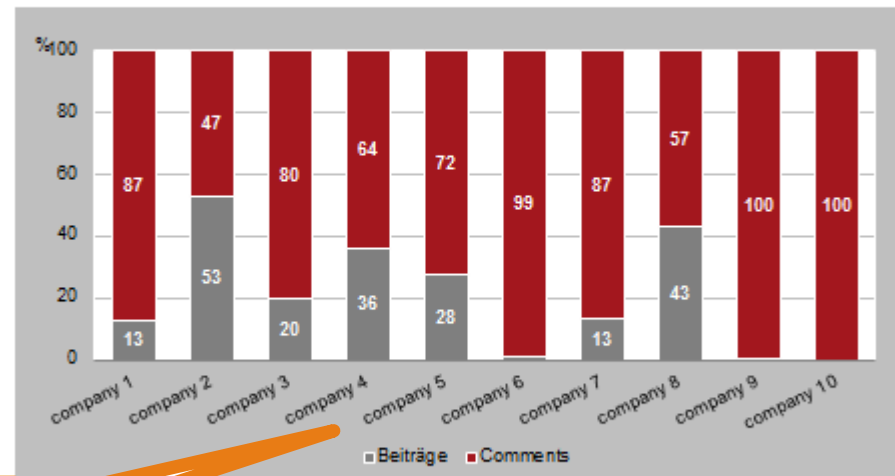
Source: Facebook, profile pages. Data collected by research tools (08.08.2011)



Traffic and Engagement

Traffic

Breakdown of overall Postings: Threads vs Comments



Source: Facebook, profile pages. Data collected by research tools (Stand 08.08.2011)



Is the relation between action and reaction balanced?

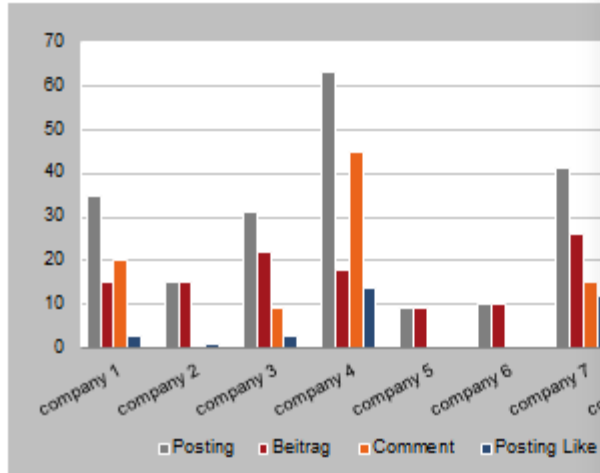
Anmerkung: Die Beispielseiten enthalten teilweise fiktive Daten. Die Unternehmen sind in den Beispielseiten anonymisiert.

Examples (5)

How active are the followers?
Are they starting new threads
or are they just commenting
on postings?

Traffic and Engagement
Engagement: Fashion Labels

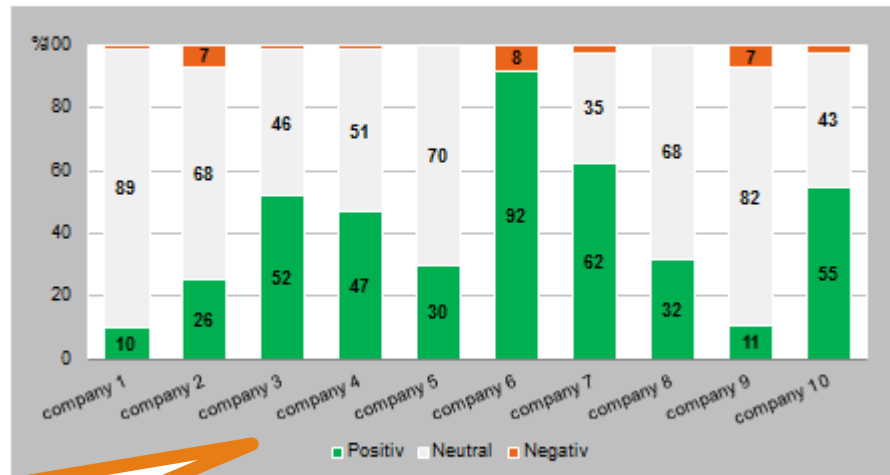
Engagement: Fashion Labels



Source: Facebook, profile pages. Data collected by research tools (Stand 08.08.2011)

Traffic und Engagement
Engagement der Fans

Tonality



Source: Facebook, profile pages. Data collected by research tools (08.08.2011)



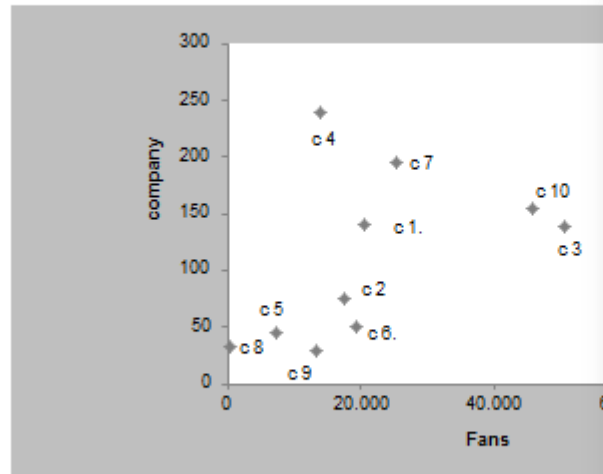
How significant are the statements? Who has the most postings with positive feedback to the company?

Examples (6)

Traffic and Engagement

Activity Index

Activity Index – company vs. Fans



Source: Facebook, profile pages. Data collected by research tools (08.08.2011)

Ranking

Values

Fashion Label	Activity months	Fans	Fanratio	Activity Index		Marketing Goals	Number of Features	positive Postings %
				company	Fans			
company 1	22	5.274.278	241.570	138	50.458	5	18	10,3
company 2	6	2.391.788	389.965	76	17.593	4	19	25,5
company 3	33	1.838.902	55.389	140	20.558	4	17	52,0
company 4	37	964.315	26.228	239	13.828	5	15	47,0
company 5	42	262.936	6.196	45	7.293	4	15	29,7
company 6	19	2.454.719	127.628	50	19.215	2	11	91,8
company 7	22	832.804	38.086	195	25.119	5	13	62,3
company 8	14	39.417	2.891	32	476	3	16	31,8
		122.827.988	6.798.597	30	13.380	1	18	10,7
				155	45.482	2	15	54,6

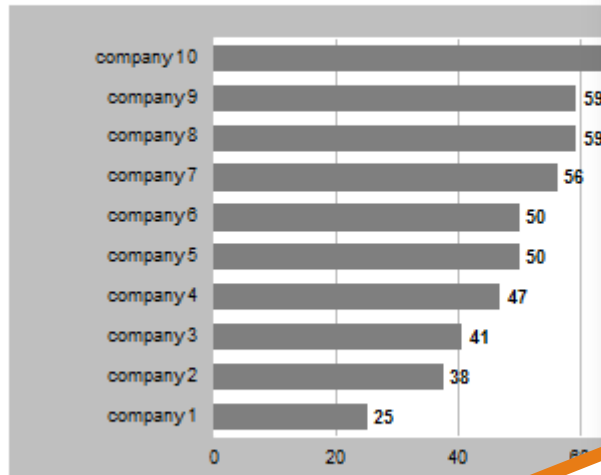
**Who is more active? Fans or companies?
Which competitor is able to stay in contact with fans while keeping efforts at a minimum?**

Examples (7)

Which company is the ranking-winner?

Ranking

Ranking



Overview: Results and Recommendations

company 1

Number of Features	18
Number of Marketing Activities	5
Online-presence	22
Number of Fans	5.274.278
Fan-ratio	386.866
Activity of company	138
Fans	50.456
positive	719
negative	67
neutral	6.182

Pro:

- > High fan-rate and very active fans
- > Good use of marketing potentials of features

Contra:

- > A lot of "spam"-postings not directly related to company 1
- > The company could use wall postings for a wider variety of purposes, e.g. sale or HR

Recommendation:

- > Administrator to monitor postings
- > Better use of the wall feature for different marketing purposes

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What are the strength and weaknesses? Are all potentials exhausted? What can be improved?

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How to order

FAX-order: +49 (0)711- 55090384

research tools, Martinstraße 42-44, 73728 Esslingen am Neckar

We, hereby, order the survey at the price of 1.800 EUR plus VAT.

„Fashion Labels & Facebook 2011 “ (Study period: July/August 2011)

Customer:

Company:

Contact person:

Position/Function:

Email:

Place/Time

Signature

Contact details

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