20/20
VIRTUAL

FORESIGHT: Measurement frameworks, myths and new horizons

amec Global Summit on Measurement

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Amecorg

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PR News

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New Vision of AI

how automation helps creating a semantic map

Background

DRAMATIC TRANSFORMATION OF THE BUSINESS

Business expansion, launch of 10+ services new to market, changes in customer products & services

CHANGES TO COMMUNICATIONS AND BRANDING

Rebranding: flexible, quick and bold

NEW AUDIENCES & STAKEHOLDERS

Ozon started to work actively with SMEs all across Russia and launched fundraising process

Why a semantic map?

Research strategy

Optimal combination of qualitative and quantitative analysis

New method : Ozon semantic image reconstruction

Semantic units analyzed : categories, words/phrases

Analysis of connections between words and their strength show the attitude to the company

Semantics used in traditional media show what kind of company Ozon is, what is its story and how it presents itself to the world

Semantics on social media show how consumers view the company and how they think it can benefit them

Specialty software

PolyAnalyst
6.5

To process unstructured text data, we used specialty software PolyAnalyst™ (from [Megaputer Intelligence]) employing a variety of analysis methods across multiple fields, including powerful linguistic and semantic analysis engines combined with machine learning and statistical techniques

Advantages

SEMANTIC MAP

semantic map to model audiences' perceptions and attitudes to assist with decision-making on tweaks to rhetoric and communication semantics

OPTIMIZATION

optimization of costs of evaluating effects of communications on the target audience: a single all-inclusive study instead of a series of separate qualitative and quantitative ones

QUANTITATIVE DESCRIPTION

single study approach to cover the entire process of communicating a message to audiences, evaluate its effects on them and their reactions, and offer a quantitative description of outcomes

Implementation

4,000
mentions

12
months

17
criteria

Implementation

for traditional media

pieces by reputable, highly-quotable outlets; original pieces only (not reprints); pieces with significant original content (not press releases)

for social media

posts by individuals only (not groups or communities); posts only (laying out opinions in greater detail than comments); posts with highest engagement.

Algorithm

1. Data collection and analysis sample formation: sentences and passages containing descriptions of the company, opinions, metaphors, etc. are selected
2. Aautomation analysis: a combination of linguistic, semantic and pattern analysis is used to analyze and group words and phrases (ordered by frequency of use) and trace connections between them (ordered by strength)
3. Semantic core analysis: word and phrase groups are analyzed and named based on content, emotion and connotations, transformed into semantic cores
4. Emotion analysis: level of emotion for each piece of text in the sample is measured on a scale from 1 to 5
5. Clustering: semantic clouds are formed using semantic cores and emotion measurements

Semantic cloud, traditional media

50%

DYNAMIC

words “transformation”, “movement” and “growth” to convey the constant evolution and growth of the company, its products and services, and relationship with partners and customers

36%

BOLD

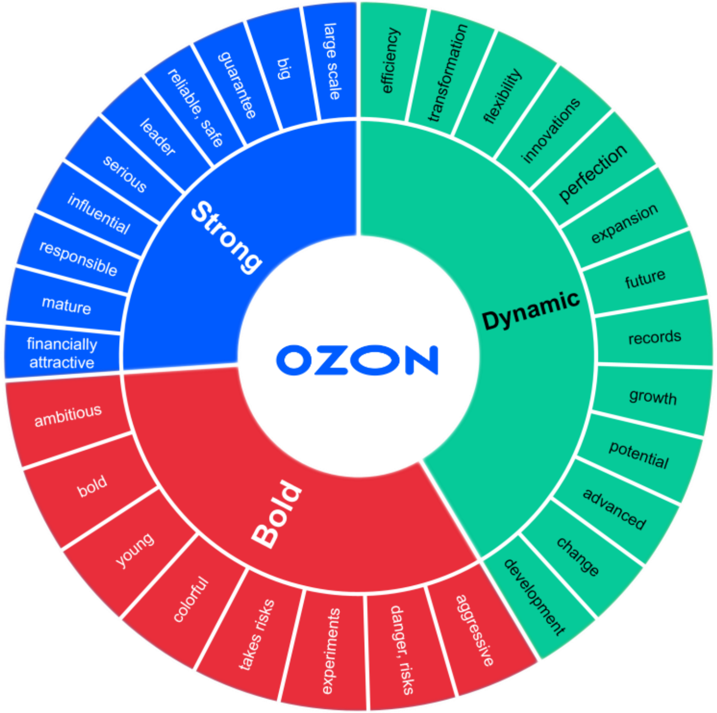
on the one hand, it presents Ozon as unique, courageous, willing to experiment and take risks, expanding horizons, and pushing the envelope (innovative), but on the other hand, it carries negative connotations of impertinence, disregard, danger and threat

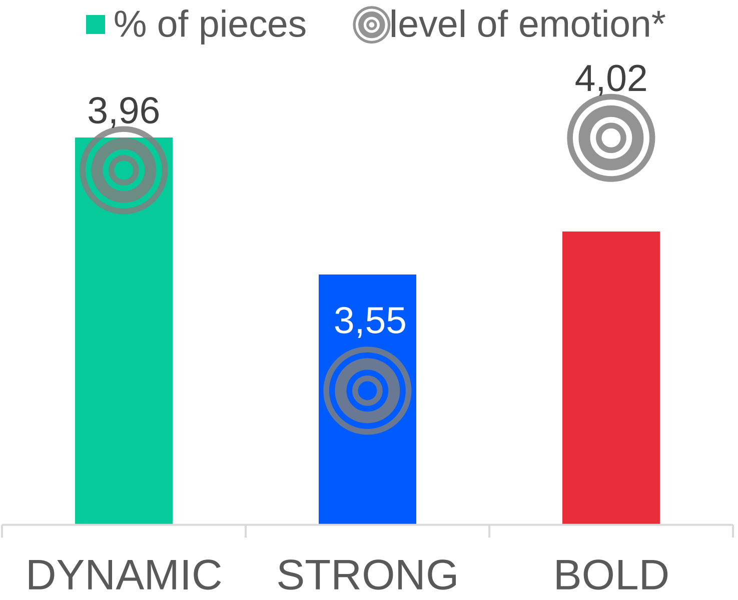
31%

STRONG

words “large”, “serious player”, “safe”, “contributes to regional growth” and “multi-category platform”.

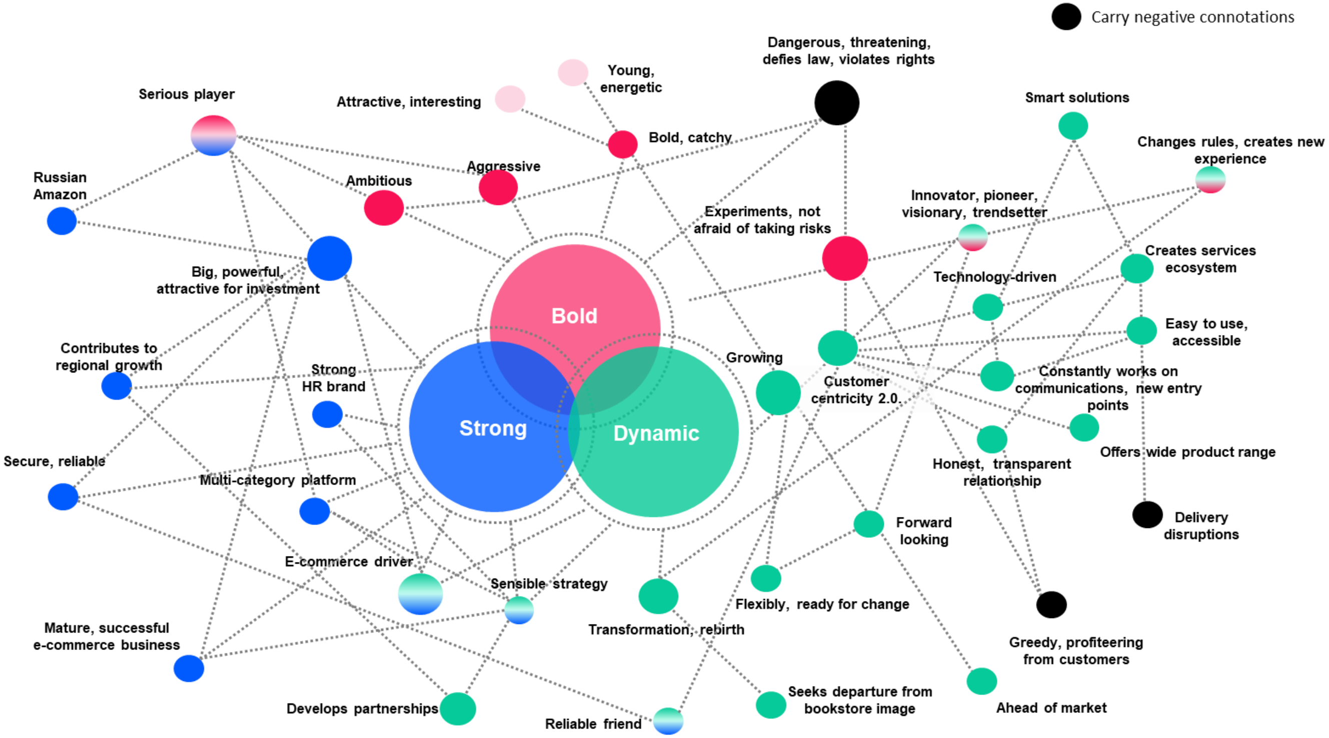
Semantic cloud, traditional media





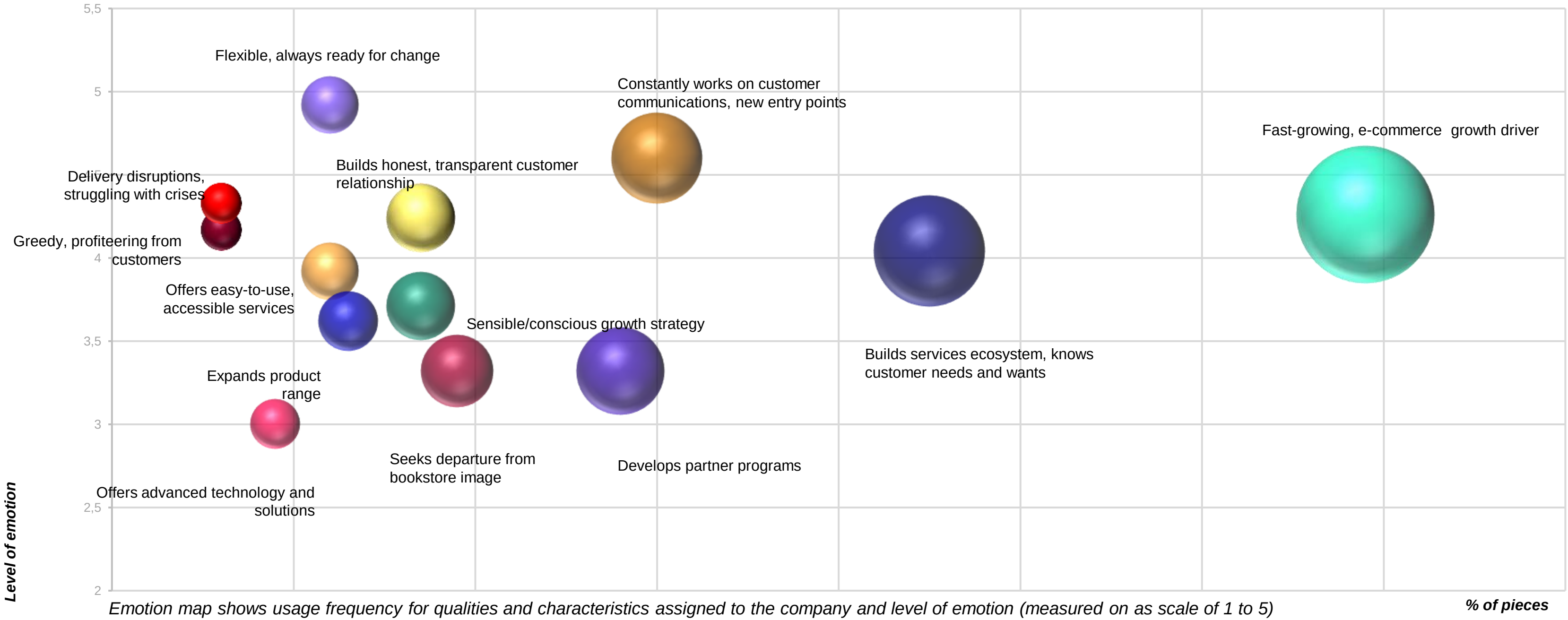
* Average level of emotion on a scale of 1 to 5

Semantic cloud, traditional media


● Carry negative connotations
Dangerous, threatening, defies law, violates rights
Young, energetic
Serious player
Attractive, interesting
Bold, catchy
Smart solutions
Changes rules, creates new experience
Russian Amazon
Aggressive
Ambitious
Innovator, pioneer, visionary, trendsetter
Experiments, not afraid of taking risks
Creates services ecosystem
Big, powerful, attractive for investment
Technology-driven
Bold
Easy to use, accessible
Contributes to regional growth
Growing
Strong HR brand
Customer centricity 2.0.
Constantly works on communications, new entry points
Strong
Dynamic
Offers wide product range
Secure, reliable
Honest, transparent relationship
Multi-category platform
Delivery disruptions
Forward looking
E-commerce driver
Sensible strategy
Flexibly, ready for change
Transformation, rebirth
Mature, successful e-commerce business
Greedy, profiteering from customers
Seeks departure from bookstore image
Develops partnerships
Reliable friend
Ahead of market

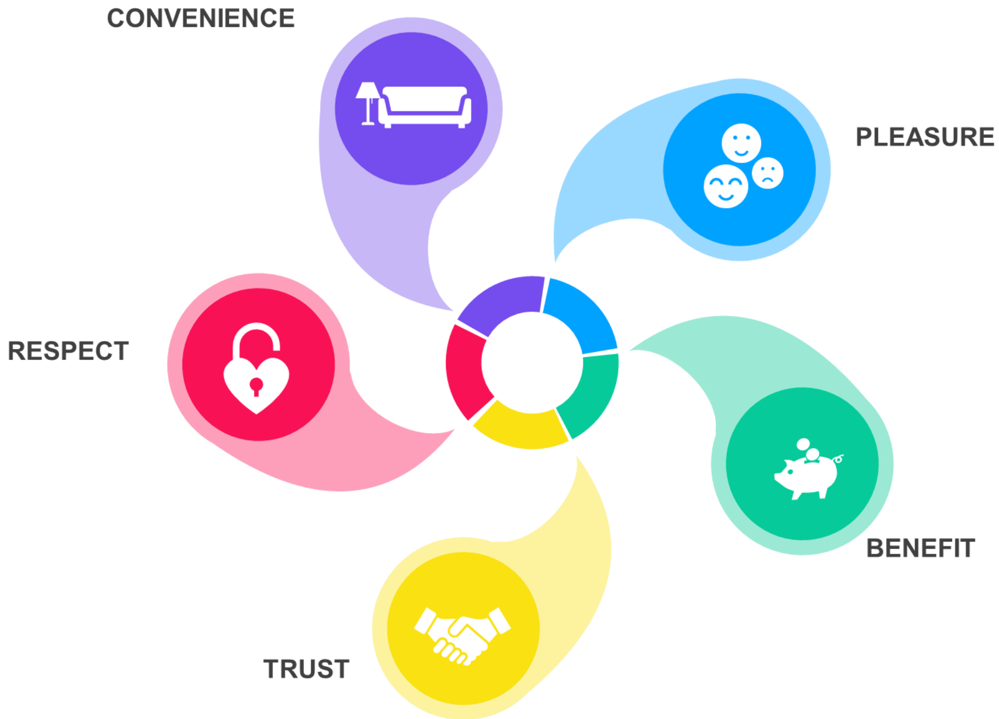
Emotion map, traditional media

For the semantic core dynamic



Emotion map shows usage frequency for qualities and characteristics assigned to the company and level of emotion (measured on as scale of 1 to 5)

Semantic cloud, social media



CONVENIENCE

PLEASURE

RESPECT

BENEFIT

TRUST

Semantic cloud, social media

● **CONVENIENCE / 35%**

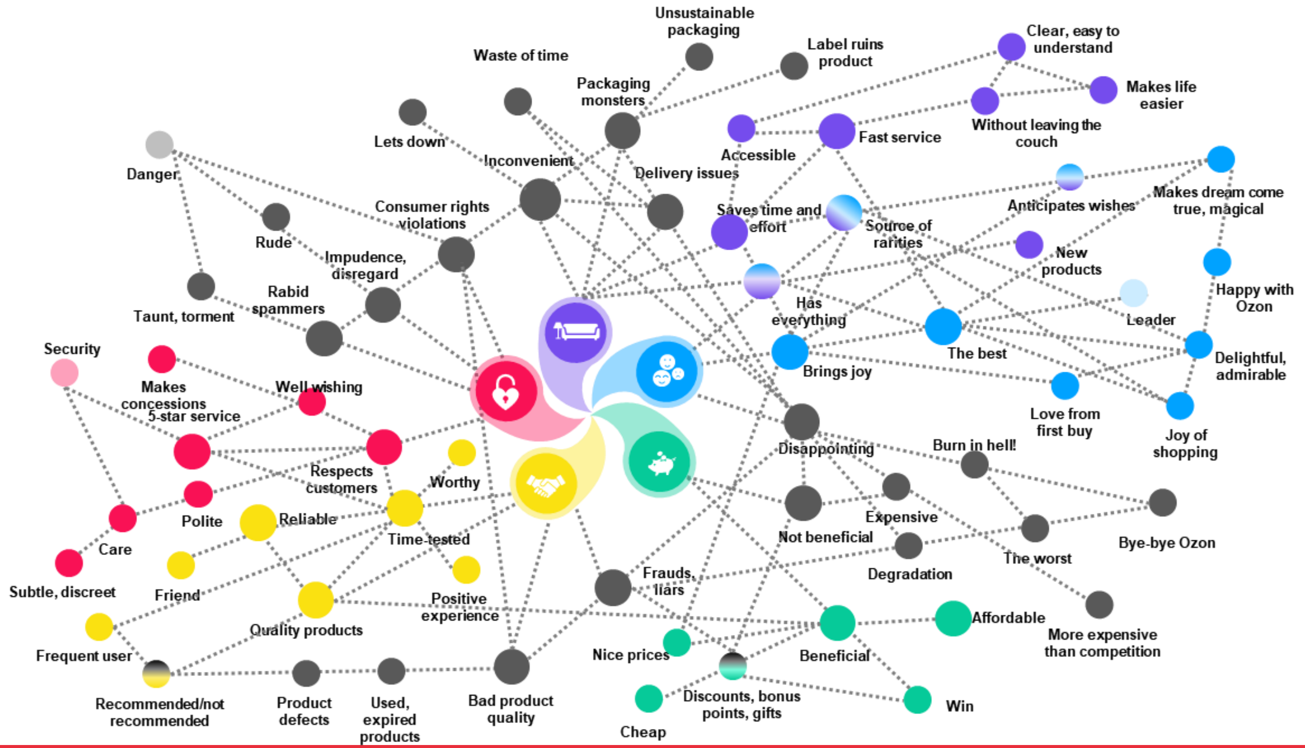
● **PLEASURE / 27%**

● **BENEFIT / 23%**

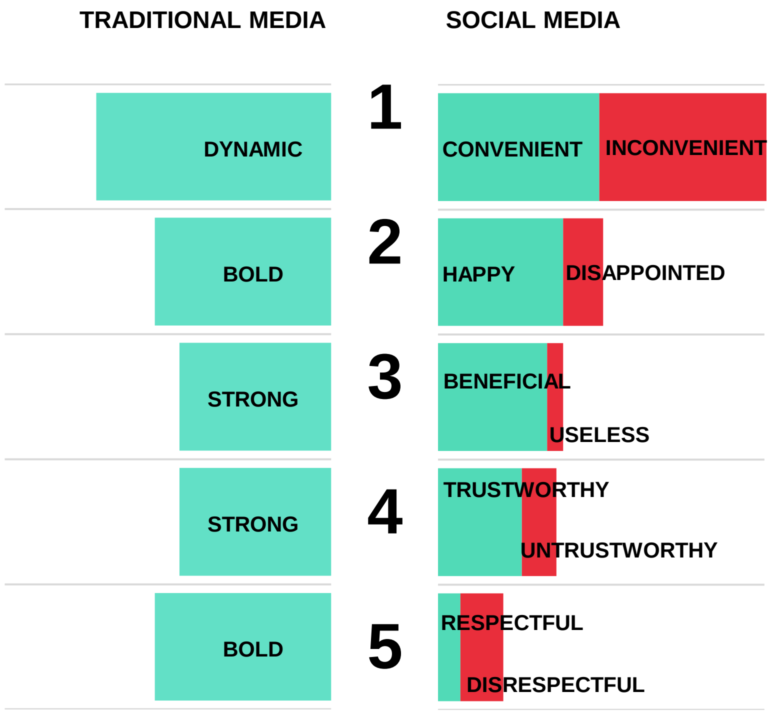
● **TRUST / 18%**

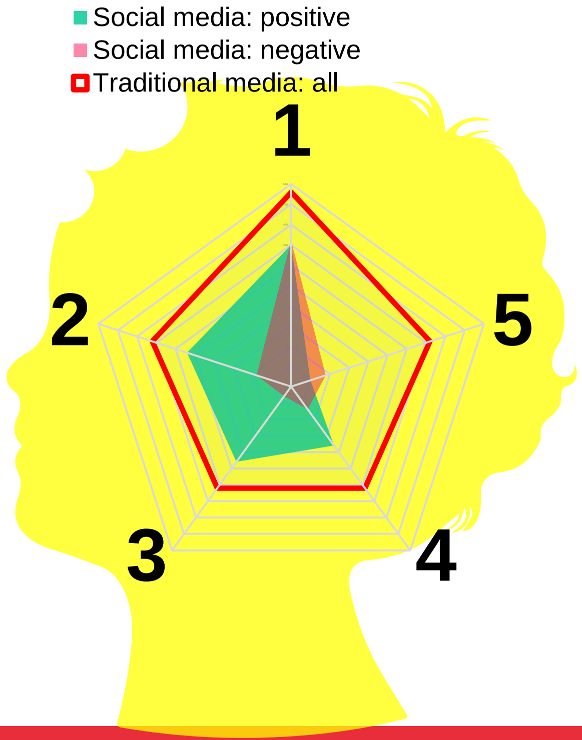
● **RESPECT / 5%**

● Carry negative connotations


Unsustainable packaging
Waste of time
Label ruins product
Clear, easy to understand
Makes life easier
Packaging monsters
Lets down
Inconvenient
Delivery issues
Accessible
Fast service
Without leaving the couch
Danger
Consumer rights violations
Saves time and effort
Source of rarities
Anticipates wishes
Makes dream come true, magical
Rude
Impudence, disregard
New products
Rabid spammers
Taunt, torment
Has everything
Leader
Happy with Ozon
Security
Makes concessions
Well wishing
5-star service
The best
Brings joy
Delightful, admirable
Love from first buy
Joy of shopping
Disappointing
Burn in hell!
Respects customers
Worthy
Polite
Reliable
Time-tested
Expensive
Not beneficial
Bye-bye Ozon
Care
The worst
Degradation
Subtle, discreet
Friend
Frauds, liars
Positive experience
Quality products
Affordable
More expensive than competition
Frequent user
Nice prices
Beneficial
Recommended/not recommended
Product defects
Used, expired products
Bad product quality
Discounts, bonus points, gifts
Win
Cheap

Traditional media vs. Social media





Effectiveness of Assignment

1 audiences are perceptive to the company's messages and reproduce them

3 an image of an attractive, appealing company is created

2 the messages are translated into common, everyday language

4 the message of a bold company has potential for mixed interpretation and therefore carries certain risks

What further?

Perfect base to track attitude change

Arguments to reshape tricky moments – very important in terms of fundraising

An effective database to refresh scripts & learning materials for customer support

Thank you!