

PR News for Samsung

<p>Campaign Title The title will appear on the awards website, used during the awards ceremony and on an award if you win. We reserve the right to edit entry titles if necessary.</p>	Evaluating influencers' performance for Samsung
Clientname	Samsung Electronics Rus Company
Country	Russia
Summary – 100 words	
Evaluating influencers' performance is a challenge for PR and media agencies and companies' in-house PR teams alike. Often influencers don't have a media kit or any other materials to help assess potential partnerships. We came up with a universal method to see how effective PR communications in the blogosphere are or could be that can be used as a tool to search for and select the right collaborators. We analyzed top Russian-language tech blogs on YouTube to develop a performance evaluation system and used it to suggest influencers the client could use.	
Category	<ul style="list-style-type: none"> • Best first step on a measurement journey
Objective/Brief (10 out of 100 points) 200 words	
Influencer marketing is a tool found in the arsenal of practically every PR professional. Influencers are a common theme in research of PR trends alongside production of quality and effective content, the shift to digital, and brand personification. Brands and companies use influencers for collaborations and campaigns and as ambassadors. Obviously, picking an influencer for collaboration based solely on their niche and reach isn't enough to ensure the most effective outcome. So what is a company to do? Go with a macro or micro influencer, one interested in a specific narrow field or a broader lifestyle, bringing its content and reputation to them? In 2020, Samsung, which already worked with YouTube bloggers, decided to take a closer look at how effective its collaboration with its current pool of influencers was and to look for new additions. We conducted a survey in December of last year to see what presence the client and its closest competitors had on Russian-language YouTube blogs.	
Strategy (20 out of 100 points) 250 words	
<p>The challenge that determined the choice of strategy for the study was that some bloggers are unwilling to disclose their statistics to justify collaboration. Most don't have a media kit or a price list that can be considered official documents for the purposes of business partnership. Analytical systems offer data of varying quality and bloggers often disclose their full statistics only after a deal is signed. Tasked with creating a universal evaluation model that wouldn't require data only available to blog owners, we came up with a formula for integrated normalized ratings based on the following essential statistics that every monitoring system provides and that are used to evaluate the effectiveness of social media communications:</p> <ul style="list-style-type: none"> • number of videos mentioning the client's brand (in the record, title and hashtags); • average engagement (reactions=likes+comments) per video; • average views per video; • average share of followers viewing content; • engagement rate (average share of followers reacting to content); • number of and change in followers. <p>We applied the normalization method to measure performance of blogs based on how they compare to the blog with the best performance by using the following formula:</p> $x_n = a_n/a_{max}$ <p>Each blog was rated on a scale of 0 to 1 on each metric. Then all scores were added up and normalized again (exhibit 1) to produce an integrated normalized rating. Additionally, we analyzed contents of the blogs, changes in followers, focus and time blogging on IT and technology in general (products, the market, etc.).</p>	
Execution/Implementation (30 out of 100 points) 300 words	
<p>To develop a clear and reproducible model for the evaluation of blog performance, the following tasks were set:</p> <ul style="list-style-type: none"> • analyze blogs specializing in IT/mobile tech; • develop a performance evaluation model; • evaluate blogs in the client's pool (owned content); • evaluate other blogs and potential for addition to the client's pool (earned content); • calculate normalized ratings as a starting point for performance evaluation. <p>We monitored relevant YouTube videos (filtered for language (Russian) and country (Russia)) posted in the second half of 2020. The choice of the period was informed by the fact that electronics brands are usually most active announcing and launching new products during this time of year and therefore attract the attention of influencers.</p> <p>First, we monitored for all mentions of the client, its products and products of its competitors. From those we</p>	

selected vlogs that met the following criteria:

- 1,000+ followers;
- focus on IT, tech, mobile;
- consistent in-depth coverage as opposed to random posts;
- high engagement.

The second sample contained nearly 3,000 videos by 180 vloggers, including those in the client's pool and those mentioning the client and its competitors on a regular basis.

We then calculated the ratings for each blog/blogger compared on engagement, views, change in followers, and number of videos. Our assessment of their potential for collaboration was based on the impression from the bloggers and their blogs in general and their contents in particular.

Effectiveness of Assignment (40 out of 100 points) 400 words

The model developed by PR News was used to make a detailed evaluation of blog performance (exhibit 2) which revealed the following:

- a quarter of the blogs in the client's pool showed strong performance rated above 0.50, with only five rated below 0.10 (weak performance), meaning the client's engagement of influencers had been generally successful;
- the influencers in the client's pool accounted for more than half of Russian-language content covering technology on YouTube;
- all bloggers put together provided a wide reach and high engagement. The client has blogs in its pool with 1 million+ followers which average higher engagement per post, as well as blogs with smaller but more active/engaged followings. The latter make a case for using niche blogs with more precise audience targeting over bigger ones with a broader focus.

Based on the analysis, in which we also looked at the blogs' growth potential, engagement, format and contents of posts, we suggested the client expand its pool of influencers to include another six (exhibit 3).

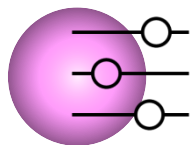
Supporting materials

A maximum of **4 sides of A4** allowed. Valid extension(s): png, jpeg, jpg, gif, pdf, doc, docx, xls,xlsx, ppt, pptx, txt, rtf, zip, 7z, mp3, eps, ai.

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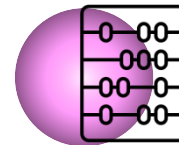
1.

EXHIBIT 1. ALGORITHM FOR INTEGRATED NORMALIZED RATING



METRICS

- # of posts
- average engagement per post
- average views per post (all users)
- average share of followers viewing content
- engagement rate*, %
- # of followers



FORMULA

- The following formula for integrated rating based on the normalization method measures performance of blogs based on how they compare to the blog with the best performance:

$$x_n = \frac{a_n}{a_{\max}}$$

* average share of followers reacting to content

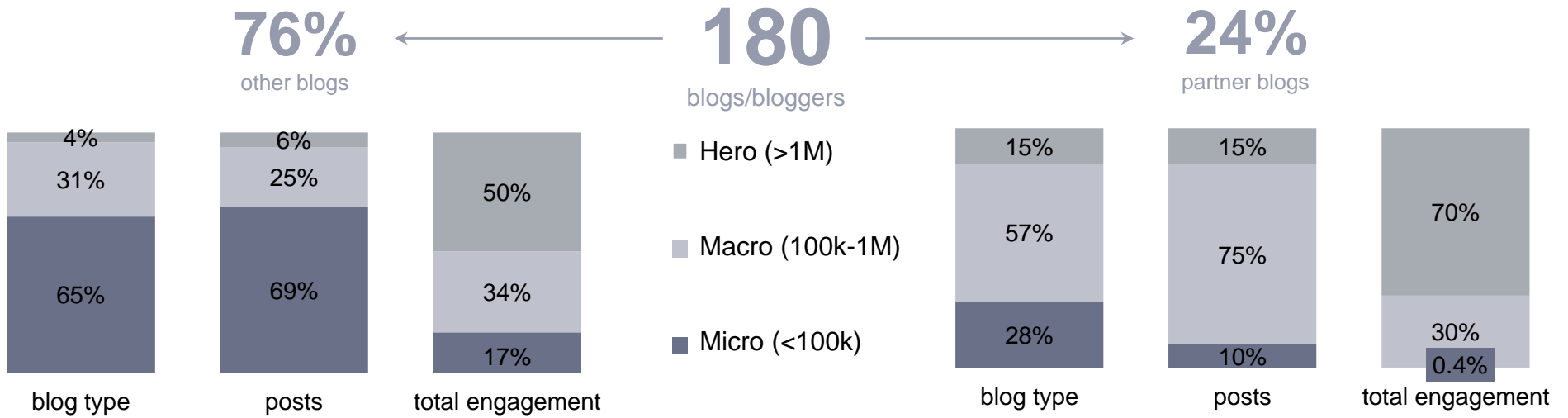
Integrated rating calculation example

	UNDERLYING METRICS						NORMALIZED METRICS						sum of normalized metrics	normalized rating
	# of posts	ER	# of followers	average engagement	average views	average followers viewing content	followers	ER	average engagement	average views	average followers viewing content	posts		
Blog 1	1	10%	3,8M	391k	3,6M	95%	0,40	0,93	1,00	1,00	0,56	0,01	3,90	1,00
Blog 2	46	1%	9,4M	62k	692k	7%	1,00	0,06	0,16	0,19	0,04	0,52	1,97	0,51
Blog 3	112	1%	630k	3,8k	89,5k	14%	0,07	0,05	0,01	0,02	0,08	1,00	1,24	0,32
Blog 4	89	1%	156k	1,5k	50k	33%	0,02	0,09	0,00	0,01	0,20	1,00	1,32	0,34
Blog 5	81	1%	202k	1,5k	30k	15%	0,02	0,07	0,00	0,01	0,09	0,91	1,11	0,28

Normalized followers for blog 3 are calculated as follows:
 $629k/9.4M = 0.07$

Blog 2
 $1.97/3.90=0.51$

EXHIBIT 2. PERFORMANCE SUMMARY

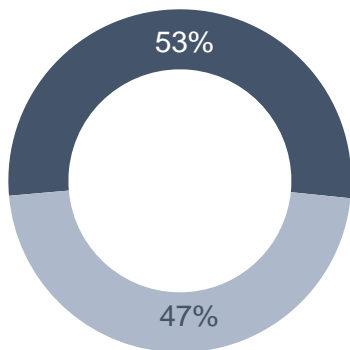


Micro blogs provide the most content but hero blogs generate the most reactions

Hero blogs, while fewer in number and making a relatively small contribution in terms of content, generate as much as two thirds of reactions

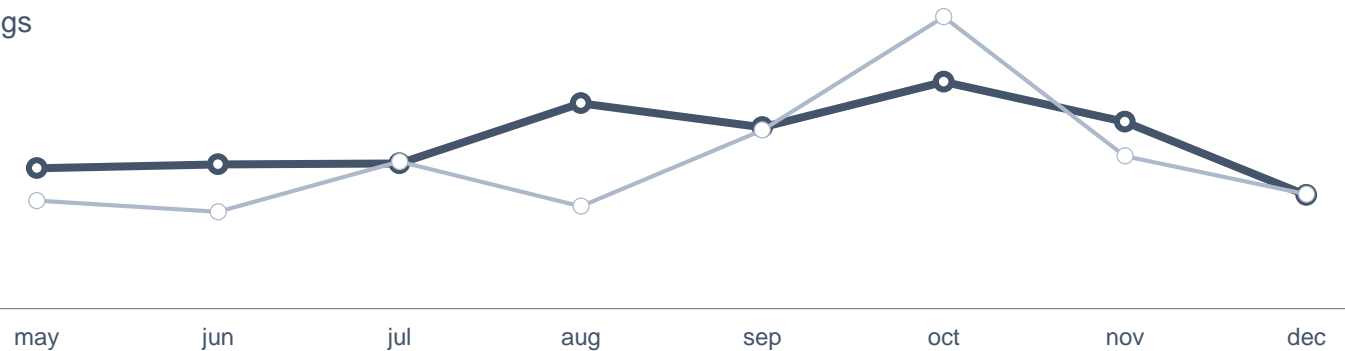
CONTENT RATIO

While making up only a quarter of all blogs posting about Samsung, partner blogs provide more than half of content



Partner blogs

Others



* Total engagement = likes + comments to all videos on all blogs

EXHIBIT 2. PERFORMANCE SUMMARY

TOP 20 BLOGS

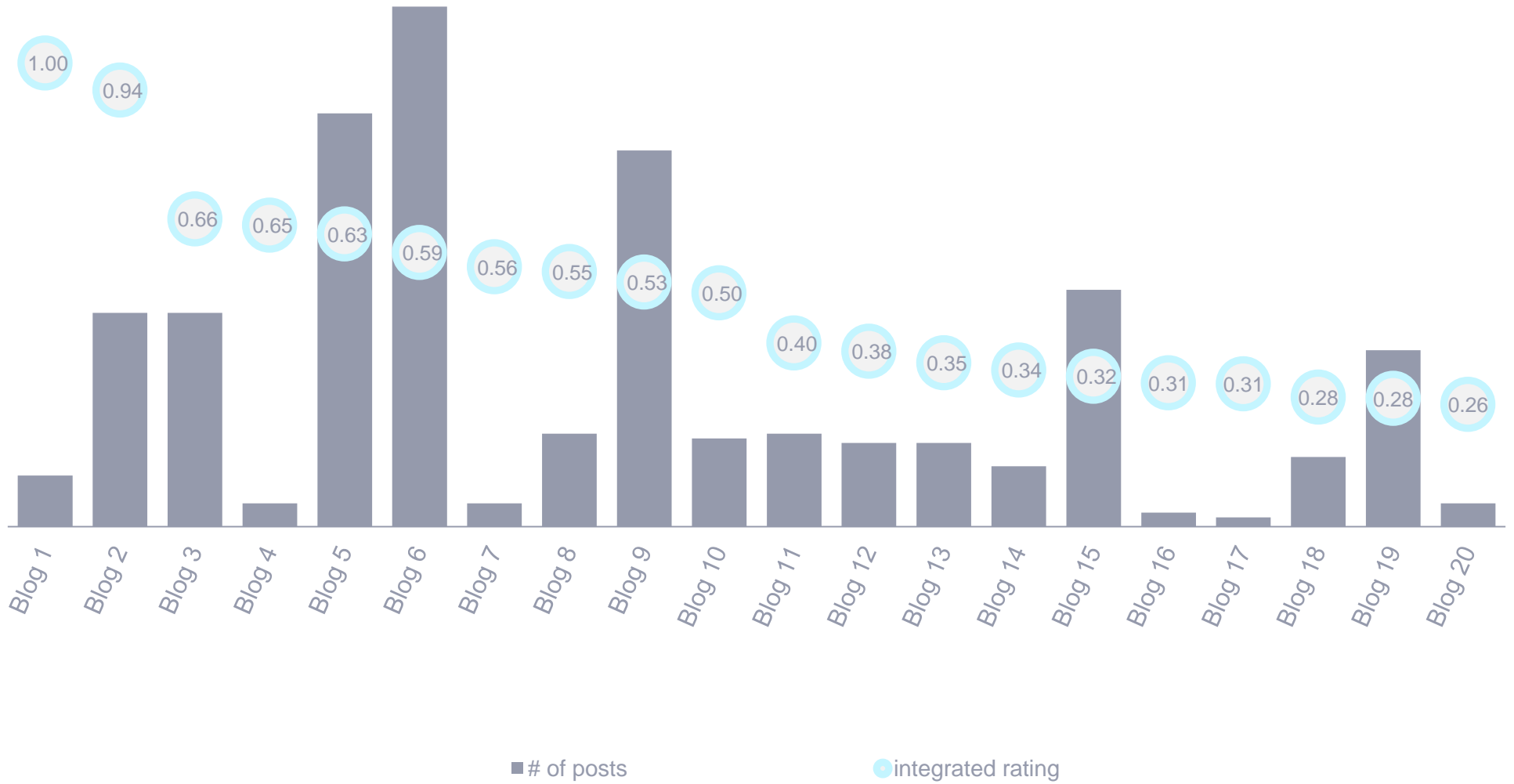


EXHIBIT 3. EXAMPLE OF BLOG ASSESSMENT FOR COLLABORATION

BLOG X

1.3M

followers

14k

average reactions per post

HERO

188k

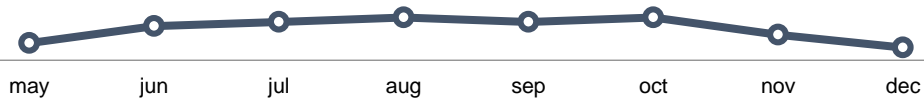
average views per post

2nd RANK

7

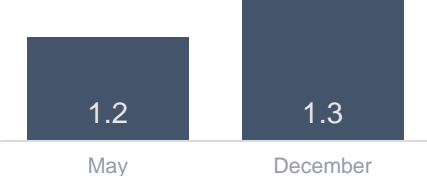
average posts per month

POSTS



CHANGE IN FOLLOWERS (MLN)

+6%



STRENGTHS

- Second in number of posts
- Posting steady at high level
- Annual increase in followers projected at about 10%
- High interest in Samsung
- On average, about 20% of followers view each post
- Engagement rate medium but optimal for hero blogs

BLOG Y

875k

followers

5k

average reactions per post

MACRO

61k

average views per post

TOP 20

4

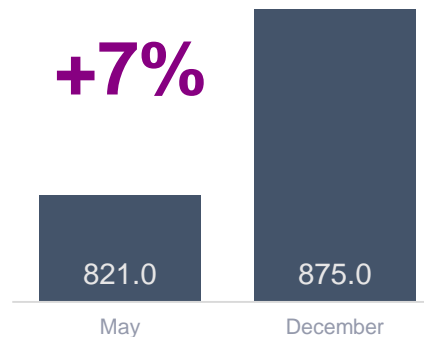
average posts per month

POSTS



CHANGE IN FOLLOWERS (THOU)

+7%



STRENGTHS

- Optimal level of posting for given area
- Annual increase in followers projected at about 10%
- High interest in Samsung
- On average, about 20% of followers view each post
- Despite medium level of posting in August half of posts focus on Samsung; competitor's product presentation in October generated the most content on Blog Y.