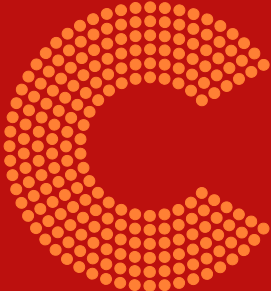


Gold Plenary Day Afternoon Sponsor



CARMA



Adam Mack

Chief Strategy Officer, EMEA

Weber Shandwick (twitter: @macka7)

Data Beyond Measurement





Heather Mitchell

Global PR & Social Media Director, Hair Care Brands
Unilever

Data Beyond Measurement: All Things Hair





ath
ALL THINGS HAIR

TONI & GUY

NEXXUS
NEW YORK SALON CARE

CLEAR
SCALP & HAIR

V05

TRESemmé
USED BY PROFESSIONALS

sunsilk

Dove


Suave

LUX

A new, global platform for a cross-brand initiative.

Suave

CLEAR™

Dove

NEXXUS

TONI&GUY
HAIR MEET WARDROBE

TRESemmé
USED BY PROFESSIONALS

LUX

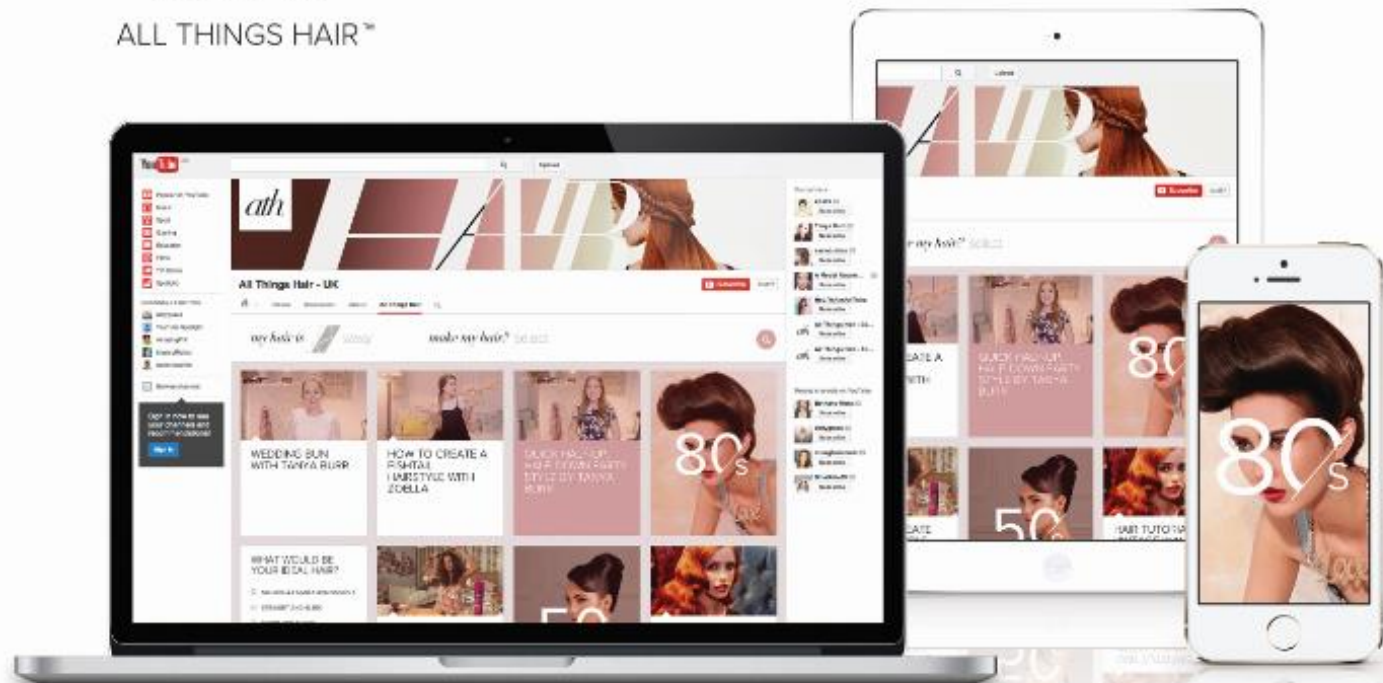
Google

11 billion hair searches a year



ath

ALL THINGS HAIR™



ath

All Things Hair - UK

Home Videos Playlists Discussion About All Things Hair

my hair is // select make my hair? // select

SELECT HAIR COLOUR SELECT CURLINESS SELECT LENGTH

HOW TO CREATE BEYONCÉ'S GORGEOUS CURLS WITH WILLOW B

HOW TO CREATE BEAUTIFUL AFRO WEDDING HAIR WITH WILLOW B

LONDON 10°C

MAKE SURE YOUR HAIR STAYS PUT THROUGHOUT THE DAY

HOW TO CREATE A FISHTAIL HAIRSTYLE WITH ZOELLA

EASY MESSY UP DO FOR MEDIUM LONG HAIR WITH ESSIE BUTTON

PROM UP DO BY HOLLY SAMANTHAA - RIHANNA INSPIRED

GORGEOUS BEACHY WAVES WITH ESSIE BUTTON

ELEGANT UP-DO BY ZOELLA - AUDREY HERBURN INSPIRED

ath

ELEGANT UP-DO BY ZOELLA - AUDREY HERBURN INSPIRED

Zoella takes you through how to recreate a vintage hairstyle, inspired by Audrey and styled by Zoella Herburn.

USE THIS

ath ALLTHINGSHAIR

HAMPER

HOLD
New & Girl's Coconut Styling Foam

CREATE
New & Girl's Coconut Styling Foam

HOLD
New & Girl's Coconut Styling Foam

Reesha Bhatoy 5 days ago
I'm absolutely loving this channel and all of my favourite youtubers are here and it's just amazing!!!! thanks for being so awesome! <3 xxx

Sophie Edds
This is such a nice bun :) Absolutely love the new channel with all my favourite Youtubers :) xx

Lucy Cooper
This channel looks like it'll be lots of fun.

#1 in hair care

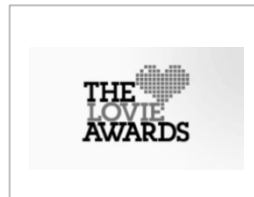
85 million global program views

Over 53 million global channel views

Most-subscribed hair brand channel globally (389,112 subscribers worldwide)

Around 628 vlogger videos produced to date

We've consolidated our position.



And it's been well received.

**3 × more likely to purchase,
3 × more appealing and
4 × more enjoyable
than traditional advertising.**

Millward Brown Study, May 2014

**WHY
DOES IT
WORK?**



1. Social influencers.



Real people make it real.

2. Personal, timely and relevant.

What they want, when they want it.

3.
**Designed around people,
not products.**

Listen to your consumers and they'll tell you.

**We didn't solve a problem by
creating an advertising
campaign.**

***“We talk about big data,
but it’s actually big
insights.”***

Keith Weed, Global CMO, Unilever

Frida Roberts

**Head of Communications Unit
Swedish Institute**

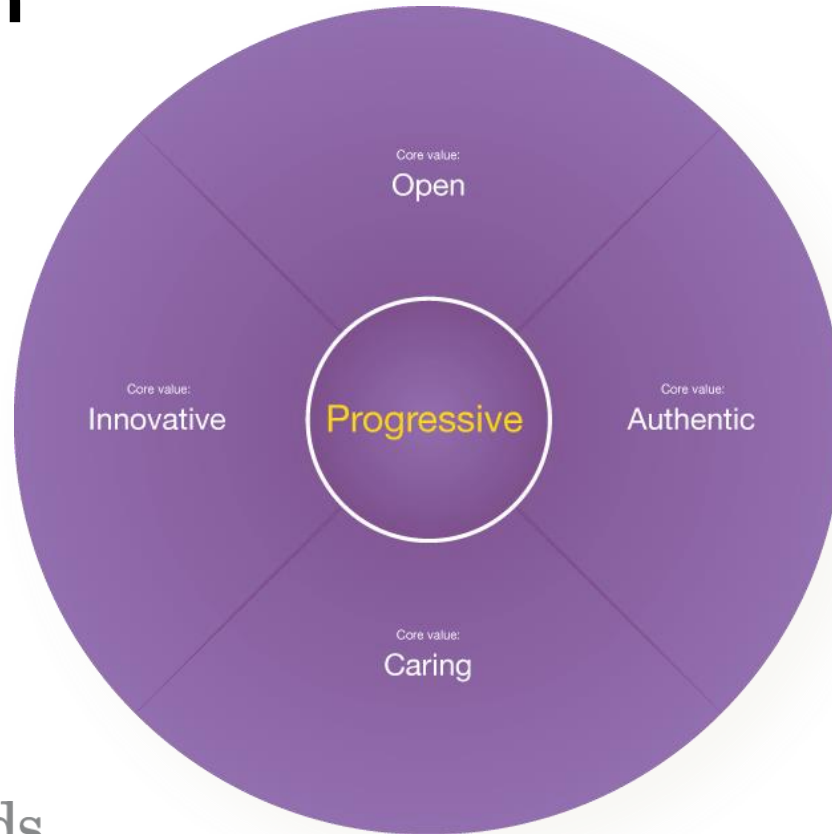
Markus Larsson

**Head of Analysis
United Minds**

Data Beyond Measurement: Securing the relevance of Curators of Sweden



Brand Sweden



https://www.youtube.com/watch?v=d3e7_NJznNY





Incidents

How do you survive the Swedish winter?



@sweden Dec, 16, 2011, 5:54 p.m.

@rivalg I guess I'm drinking a lot of coffee, lighting my face up with my laptop and hanging out w friends. Oh and, you know, masturbation.

Criticizing the foreign minister

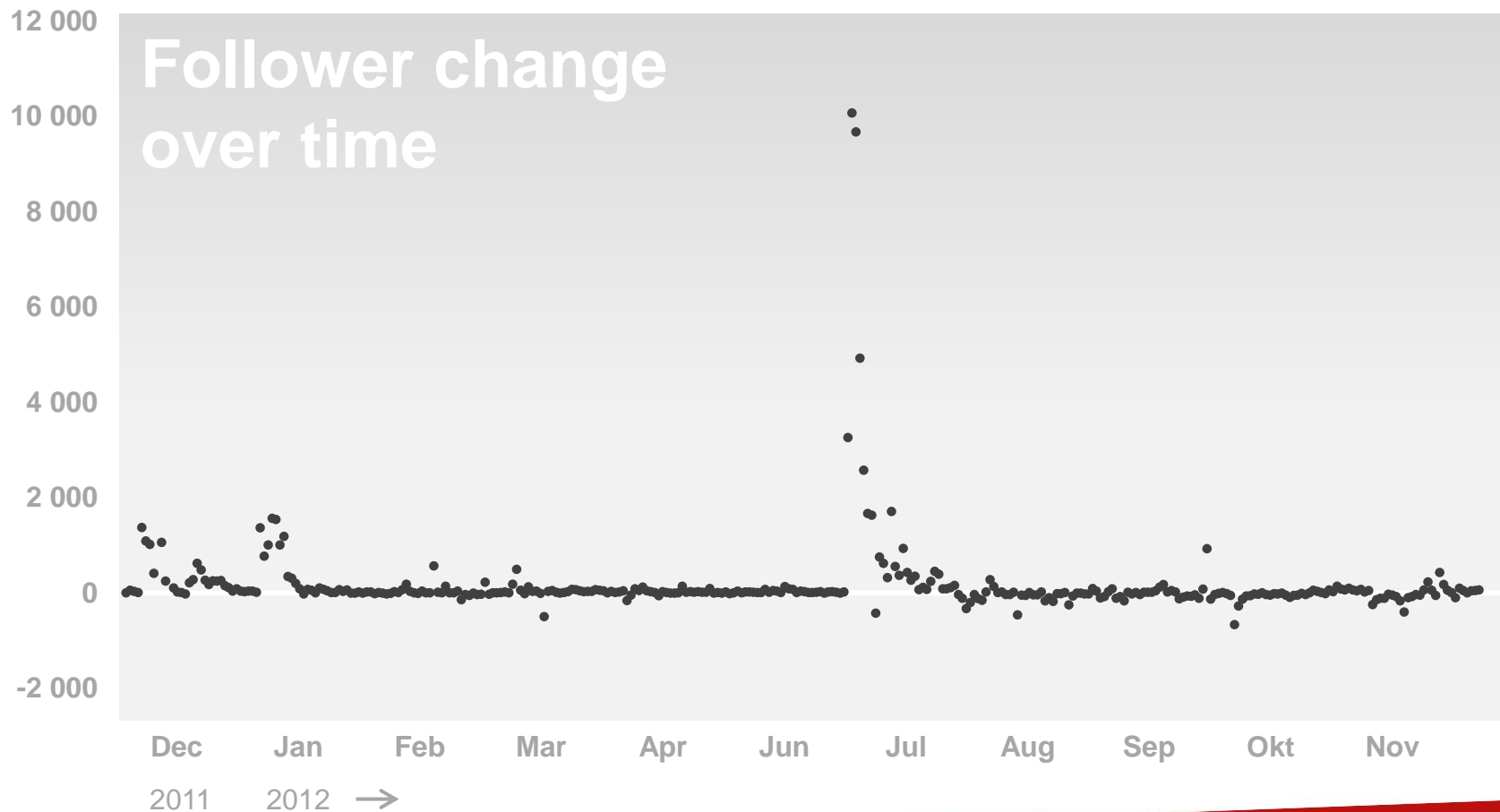


@sweden Dec, 21, 2011, 9:15 a.m.

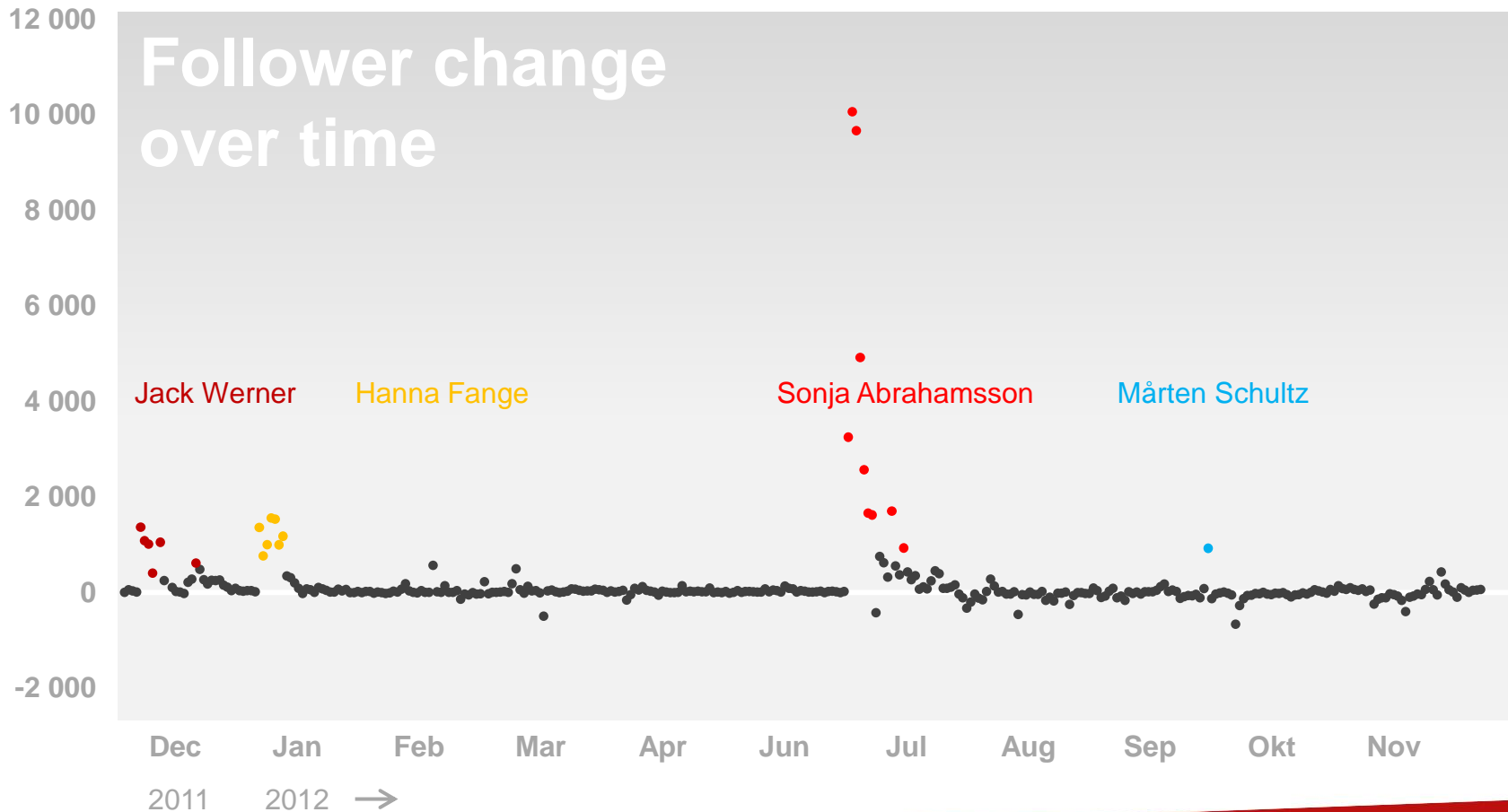
You need to step up. @carlbildt! You NEED to let us know that you've got our backs! You are a leader! Now, lead! #ethiopiaswedes

Controversies => no followers?





Follower change over time



Talking nonsense?



23%

TOURISM
& NATURE

Visit 
Sweden

21%

CULTURE
& CREATIVITY



18%

SOCIETY
& EQUALITY

11%

COS
& DEMOCRACY

8%

FOOD
& DRINK



8%

INNOVATION
& TECHNOLOGY



7%

POLITICS &
ECONOMICS

2%

SPORTS

2%

CLIMATE
& ENVIRONMENT



1%

EDUCATION

Results



Staying relevant



EVENT CALENDAR

	W 23	W 24	W 25	W 26	W 27	W 28
Tourism & nature						
Culture & creativity						
Society & equality						
Innovation & technology						
CoS & democracy						
Food & drink						
Climate & environment						
Sports						
Politics & economics						
Education						



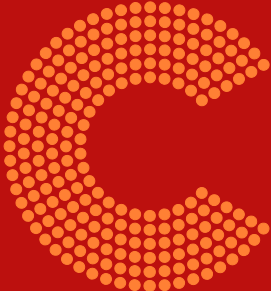
Thank you!



Questions



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CARMA

