AMES SCULLIN O’HAIRE & GEORGIA AQUARIUM LEVERAGE NETBASE SOCIAL ANALYTICS TO MANAGE A SAD EVENT

NetBase Alerts Keep Agency and Aquarium Staff on Top of the Situation

At a Glance
On Oct 22, 2015, Maris, the beloved female Beluga whale, unexpectedly passed away at the Georgia Aquarium. Within moments of the initial press release, Ames Scullin O’Haire (ASO) was alerted through the NetBase platform of the resulting negative conversations taking place in social media. By analyzing these conversations in NetBase, ASO was quickly able to identify key themes of conversation for the aquarium to address in a subsequent press conference.

Challenge: An Unexpected Passing of a Beluga Whale at the Aquarium Sparks Negative Social Media Reactions
The largest aquarium in the Western Hemisphere, the Georgia Aquarium is focused on making a positive impact on aquatic life. However, the 600,000 square feet aquarium containing 10 million gallons of fresh and salt water is under constant scrutiny of anti-captivity activists. As a result, the aquarium must closely monitor how activists are talking about them and if the conversations have effect on consumer opinion. Crisis events can also spark reactions, as happened last October when Maris, the beloved female Beluga whale, unexpectedly passed away at the aquarium. Negative comments began to appear on social media within moments of the initial press conference announcing the passing of Maris.

Solution: NetBase Alerts Keep Agency and Aquarium Staff on Top of the Situation
Understanding the volatile nature of the aquarium’s business, the ASO Marketing Science and Digital Strategy team set up NetBase alerts so they would be notified anytime there was a negative mention about the aquarium. Within moments of the initial press release of Maris’ passing, ASO received a NetBase alert notifying them of the influx of negative conversations mentioning the aquarium. Conversation volumes 20x higher than normal quickly drove brand sentiment from +98 to -50 (Net Sentiment is scored on a scale of -100 to 100 and leverages NetBase patented language processing technology which looks at the emotions, behaviors, and attributes of a post to provide the highest level of accuracy).

The team immediately went into crisis mode, diving into NetBase to understand the questions and concerns consumers were expressing around the passing of Maris. After thorough analysis, ASO provided guidance that the aquarium needed to address the public’s concerns during the upcoming press conference.

RESULTS:
• Boost Net Sentiment from -50 back to upwards of +90
• Save on PR costs
• Improve response time with crisis management process

“...We were grateful we had the insights and support of the NetBase social media analytics platform during the sad time when the Georgia Aquarium lost their beloved Beluga whale, Maris. We wanted to see and were able to see consumers reactions and feelings, which mattered greatly to the aquarium and allowed us to address their feelings.”

—Ted Tagalakis, Director of Marketing Science & Digital Strategy, Ames Scullin O’Haire

CUSTOMER:
Ames Scullin O’Haire (ASO Advertising) on behalf of the Georgia Aquarium

SOLUTION:
NetBase social analytics platform
Results: When a Personal Response Really Matters

Leveraging the insights surfaced in NetBase, ASO was quickly able to identify a crisis and provide guidance that the aquarium needed to address the speed, magnitude, and quality of response Maris received as soon as she was found ill in the subsequent press release. By acting quickly and addressing the concerns the public had, ASO helped the Georgia Aquarium to:

- Boost Net Sentiment from -50 back to upwards of +90
- Save on PR costs
- Improve response time with crisis management process

The NetBase Solution

NetBase enables progressive brands and agencies to see their brand through the eyes of their consumers and take a data-driven approach to support their most important business initiatives. Recognized as a leader in enterprise social listening by Forrester, NetBase is proven to increase revenue, reduce cost, improve productivity, and manage risk. With the NetBase platform:

- Instantly surface global insights across the social web, spanning 199 languages from over 200M sources
- Understand every post in real-time, surfacing sentiment, emotions, behaviors, and much more with NetBase Patented Language Processing
- Make instant and accurate decisions by integrating social media data with business KPIs in real-time NetBase LIVE Pulse dashboards
- Manage risk by being the first to know and quick to respond with the most comprehensive Alert Suite
- Receive best in class on boarding, support, and consulting services across your entire organization

NETBASE BENEFITS:
- Leader in Social Analytics - according to Forrester
- 99.5% customer satisfaction rate
- 9X faster than competitors
- 70% more accurate than competitors
- Fastest growing social analytics company

NetBase is the award-winning social analytics platform that global companies use to run brands, build businesses, and connect with consumers every second. Its platform processes millions of social media posts daily for actionable business insights for marketing, research, customer service, sales, PR, and product innovation.

NetBase Clients Include:

NetBase
3960 Freedom Circle, Suite 201
Santa Clara, CA 95054

@NetBase
NetBaseInc
NetBase Solution, Inc