At a Glance

With a new arena in the works, the Sacramento Kings wanted to herald in a new era for their team and city – marked by a new logo collection and a new brand identity. Following a leak of the logo collection, agency Camp + King used NetBase to get a read on fan sentiment surrounding the upcoming changes. By analyzing social data and reacting appropriately they pulled out a big win for their client when the new logo and team spirit were embraced by all.

Challenge: Planning for The Unknown

The Sacramento Kings knew updating their logo, to coincide with the opening of the new Golden 1 Center for the 2016-2017 season, would ignite civic pride in the city of Sacramento. However, as much as they wanted a new beginning for the team and their city, they anticipated three possible negative reactions from passionate fans:

- The new logo’s design wasn’t different enough to warrant the change
- The team performance (the Kings finished the season without making the playoffs) should take precedence over rebranding
- Over-rationalization of the design could come across as inauthentic

Two days before the official campaign launch, Camp + King received an alert from NetBase. Colorless renditions of the new logo designs were leaked to major media outlets, resulting in a large spike in conversation on social media, and a drop in Net Sentiment – the value indicating whether fan emotions are negative or positive. Fans were passing around the black and white version of the logo with no context and they were not excited.

With this data in hand, the team’s agency Camp + King had to decide whether explaining the logo via a pre-staged website would make matters better or worse. They looked to NetBase to determine what was driving the negative conversation, and if taking action was needed.

Solution: Using Sentiment Analysis to Get a True Read and Avoid Overreaction

Knowing that a logo leak could happen, Camp + King had been using NetBase for a couple months prior to the logo unveiling. This allowed them to manage risk for their client by monitoring consumer conversation and sentiment around the team.

After being alerted by the NetBase platform in the spike in negative conversation, Camp + King responded to the alert by investigating what key themes were driving the negative conversation to produce the Net Sentiment score of -37% (on a scale of -100 to 100). As regular users of NetBase, they

RESULTS:

- +84 Net Sentiment
- 10x Increase in Brand Conversation
- 91.9M Impressions
- 100 New Influencers Identified for Future Campaigns

"The value of NetBase cannot be overstated - NetBase has allowed us to stay ahead of the conversation and accurately understand the specific emotional drivers behind any spikes. This allows us to be confident in our decisions, helping us to manage risk during the leak of the Kings logo and shift conversation to focus on civic pride for the city of Sacramento."

— José Higuera, Creative Strategist, Camp + King

CUSTOMER:
Camp + King

SOLUTION:
NetBase social analytics platform
knew they couldn’t act without knowing exactly which emotions and behaviors were behind that value.

Looking deeper revealed three main themes of conversation: frustration with the team’s performance, frustration with team management, and the perception that the colorless logo designs were final.

Because the Camp + King team had expected a degree of negative response, and because the new logo itself would resolve concern over the leaked, colorless logo, they chose not to respond. Instead they focused on amplifying and capturing the positive history between the team and the city on the official logo launch two days later.

Results: Looking to the Data Keeps Your Campaigns on Track

When the “New Era of Proud” campaign launched on April 26, highlighting the final logo collection, fans responded with overwhelming excitement to the messages of city history and pride, and a new era for the Sacramento Kings. By understanding key themes of conversation around the logo leak and not fanning the negative flames into an inferno, Camp + King opened the door to a new conversation. Instead of passionate fans focused on the team’s performance, they’re cultivating potential influencers who “need” and “must have” the new gear.

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 300M 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
• Mange 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 Clients Include:

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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.

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