At a Glance

Though automobile manufacturer Chevrolet is a recognized American brand, their global presence was not as strong. Wishing to create greater brand awareness globally – without sacrificing core brand messaging – they created the Chevrolet Global Content Studio. This team of marketing experts chose NetBase as their weapon of choice for customer insights, resulting in consistent brand messaging for multiple global markets, increased brand awareness, and improved brand health through understanding of social issues.

Challenge: Building a Global Presence without Losing Brand Identity

American automaker Chevrolet’s recognition in the American market is strong but globally many untapped markets remain. As the brand focused efforts on becoming a globally recognized brand, they needed to reach new audiences while communicating what the brand stands for.

The challenge was in communicating a consistent brand message in each of their major markets, while also resonating with target audiences at a local level. What Chevy wanted was to inspire the same reactions and emotions in each of the markets they entered, without losing the overall brand message in the process.

To do this, it was important to use social listening at a global scale to understand customer perception and conversation beyond the news media. Unfortunately, many of the social platforms the team had used in the past were not agile enough to support the real-time insights they needed – especially when dealing with crisis situations and ad hoc research.

With the help of the newly formed Chevrolet Global Content Studio, the brand turned to NetBase for customer insights into each of their target markets.

Solution: NetBase Provides Actionable Insights in Real-Time

The 25+ person Chevrolet Global Content Studio is a team of Chevy’s digital, social, traditional media, and PR agencies of record working together on efforts to make Chevrolet a global brand. They’re tasked with creating consistent brand content that can be adopted by the 10 markets they support, and help drive brand engagement and advocacy.

RESULTS:

• Created consistent brand messaging for 10 global markets
• Positive effect on brand health management via understanding of social issues
• Increased brand awareness and engagement for new audiences

“Before using NetBase we were limited to after-the-fact results for ad hoc queries, which didn’t help when potential crises were brewing. We also couldn’t account for distinctions from audience to audience across the global market. Now we have all the insights we need – in real-time – to understand the messaging needed for our global audiences, while keeping our brand messaging consistent from market to market.”

— Hendrik Janse Van Rensburg, Director, Chevrolet Global Content Studio

CUSTOMER:
Chevrolet Global Content Studio

SOLUTION:
NetBase social analytics platform
To support those efforts the team first sought to identify a social listening solution capable of real-time, sentiment-driven insights to reveal brand perceptions in each market, and highlight distinctions by region on social media, blogs, forums, and customer review sites. They chose NetBase for its global data coverage and immediacy of insights – particularly the ability to return queries quickly, as other platforms take as long as six months to return clean queries.

Using NetBase meant they could focus on greater brand content and targeting the stylish, influential customers to create a brand purpose beyond just vehicles.

They could surface insights prior to implementing campaigns – to know what people are talking about with regard to the Chevy brand, as well as their competitors. And they could learn from these results to create better campaigns moving forward.

Results: Surfacing Insights Globally Allows for Targeted Approach in Different Markets

Armed with a strategy and the NetBase platform to support it, the Chevrolet Global Content Studio now not only creates consistent brand content relevant to each market globally, they manage brand health by understanding customer perception, magnitude of conversation, and customer emotions in relation to relevant topics.

This allows for crafting of a content strategy that serves a larger purpose for the brand, and maximizes ROI by creating content that works across each of Chevy’s 10 markets.

The team can easily see which content works best and receives the most amplification, and historical data illustrates previous campaign successes that can be applied moving forward.