Creating an Always on Culture

In March of 2012, McCann New York launched an emergent content practice called “McCann Always On” to compliment its core brand building capability. As the world’s largest advertising agency network, McCann has been stewarding the world’s largest brands for over 100 years. The Always On team, led by Chief Digital Integration Officer, Kandace Hudspeth, began with three members and has grown to over 30 to meet client demand. “The marketing landscape has changed and the overarching need for brands to truly be Always On is here now. This requires marketers to operate in an agile fashion, develop customer intuition by understanding their real time behavior, and release ideas in market at a faster pace, then measure and iterate. Modern brand building balances traditional campaigns with always on brand building efforts” said Ms. Hudspeth.

McCann Always On leverages a partnership with NetBase to comprehend the pulse of real-time consumer behavior by incorporating on-demand social analytics and data in their agency infrastructure. As a result, the Always On team is powering their full service digital practice for clients with the NetBase, which pulls data from over 180 million sources on the public-facing web and updates the system every 11 seconds.

Translating Insights into Action

The McCann Always On team was able to use the power of the insights gleaned by custom dashboards built within NetBase for a leading product sold by General Mills, Cinnamon Toast Crunch cereal. Traditional research had shown the team that the main target audience for the cereal was mothers buying it for their children. Ms. Hudspeth and her team were able to surface comments from social media showing that “millennial males” were eating it as well – and at night. Discovering this insight opened the door for occasion-based marketing that targeted a very specific audience, and created a unique brand experience for this subset of consumers. The Always On team developed “late night inspired, irreverent and fun content for Facebook and Twitter that received three times the engagement”, Ms. Hudspeth said. “The power of NetBase’s social media intelligence adds a number of tools, a strategic and analytics component that allows us to unearth truths about consumers and figure out the right message to be delivered at the right time,” added Hank Summy, who recently moved from President of McCann North America to a global President post at sister company, MRM. This ability to rapidly understand and connect with the microcommunities within a client’s audience of consumers gives the McCann team a crucial edge.

RESULTS:

• Established profile of work for 15 brands belonging to key clients
• Won over 10 awards including two silver Cannes Lions
• Grew the HQ team in NY, 10x over the year

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— Hank Summy, President of McCann North America (now President, MRMWorldwide)
Award Winning Growth

In the year since McCann Always On was established, the team has grown from three members to a group of thirty, including digital strategists, writers, designers, developers and producers. This integrated team has established a portfolio of work across 15 brands, including key clients such as General Mills, Nestle and L’Oreal. “McCann Always On is a group of insatiably curious creative thinkers and problem solvers who are also makers and doers that rapidly bring ideas to life,” said Ms. Hudspeth. Since launching this new practice, the McCann Always On team has won over ten awards, including two silver Cannes Lions. “McCann Always On capabilities are now embedded into the McCann NY creative department. We have the power to not just craft around a ‘big idea’ or campaign for brands– but we also develop a constantly evolving dialogue enabling consumers to co-create the brand narrative,” said Ms. Hudspeth.

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 Clients Include:

Coca-Cola, Visa, Target, Ogilvy, Credit Suisse, Taco Bell

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