When popular Japanese snack brand Pocky wanted to expand their consumer base in the U.S., they enlisted the aid of ad agency Santy. Using social listening powered by NetBase, Santy made some unexpected discoveries about existing consumer perceptions about the brand, and where they were talking on social media. They used these insights to create a targeted campaign that increased Pocky’s share of voice, impressions, and overall social footprint.

**Challenge: Breaking into a new market via the right channels**

Though Japanese snack brand Pocky is hugely popular in Japan, they hadn’t quite broken through in the U.S. market. They did have a small-scale presence with a niche audience in the States, but wanted to expand their reach in this new and immature market.

They had a few objectives in mind: to grow their social footprint, to introduce the snack to new audiences in a unique and relatable way, and to identify new opportunities within this fresh market. They tasked ad agency Santy with researching the best channels to support these endeavors, and to create a targeted campaign.

Santy knows from experience that the best social strategy is born of research into existing customer attitudes and behaviors as they relate to a brand. For Pocky, as for all clients, they wanted to know what people already believed about the brand and how that influenced their actions.

They also wanted to understand how Pocky stacked up against competitors in the market, so they used NetBase for their social research.

**Solution: Relying on analytics over assumptions allows for rewarding discoveries**

Using NetBase, Santy surfaced some interesting findings. First they learned Tumblr was the largest source of brand conversation. This was surprising, as their experience would have pointed to Twitter as the largest typical channel of conversation for brands they worked with in the past.

With the best channel for engagement identified, they next looked at how Pocky was perceived by consumers.

This brought another unexpected discovery. Though the initial thought was that Pocky was seen as a cookie, people were referring to it as a “candy bar.” With this information Santy adapted their strategy to visually present the product in situations appropriate to candy bars versus cookies and knew to look at competitors like Kit Kat instead of Oreo when benchmarking brand health.

**RESULTS:**

- 870% increase in social footprint
- 4X increase in brand conversation on Pocky Day
- 133% increase in potential impressions

**“We always use NetBase to inform the social strategy for our clients and the surprises we uncovered for Pocky are why. If we acted on incomplete information we might miss our target completely - to the detriment of our client. With insights surfaced in NetBase, we’re able to optimize the effectiveness of campaigns to help our clients engage new audiences and increase brand loyalty.”**

— Adam Pierno, Director of Brand Strategy and Planning, Santy
When looking at the competitive landscape, Santy noticed that though Pocky had more mentions than Kit Kat, impressions were higher for Kit Kat, meaning more people were seeing their messaging. This told Santy they needed to work with like-minded brands, and look for influencers in the candy bar category.

Finally NetBase revealed the popularity of Japan’s Pocky Day on 11/11 – a prime time to engage the U.S. market.

Results: Reaching consumers in the right way at the right time for maximum return

By using NetBase to recognize consumers perceived Pocky as a candy bar, Santy refined their messaging to hit the appropriate audience sweet spot. Partnering with like-minded brands and influencers to amplify their message, Pocky was able to launch a large scale Pocky day in 2015, bringing the increased share of voice they wanted in the U.S.

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
- 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:

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