HOW UMG NASHVILLE USED NETBASE TO HELP LUKE BRYAN, ENTERTAINER OF THE YEAR, AND INCREASE RECORD SALES BY 20%

Using Social Analytics To Develop the Right Strategy To Inspire Fan Voting

At a Glance:
Country music powerhouse Universal Music Group Nashville, wanted to make the most of their artist Luke Bryan’s nomination for the fan-voted Academy of Country Music’s Entertainer of the Year award. Knowing that award show wins correlate to increased sales, they used NetBase to understand how to reach country music fans and inspire them to vote. Bryan won the award, increasing record sales and ushering in a new era of social marketing for UMG Nashville.

Challenge: Understanding What Drives Country Fans to Vote
Country music is a fan-driven genre, with multiple annual opportunities for artists to win fan-voted awards on shows like the ACMs, CMAs, and CMTs. UMG knew from past experience that award show wins have an immediate impact in driving record sales. So when their artist/brand Luke Bryan was nominated for the Academy of Country Music’s Entertainer of the Year award, they wanted him to claim the prize.

As doing so relied on fan voting, UMG Nashville needed a unique strategy that leveraged incredible content, to important influencers who could amplify their reach to country music fans. But first they needed to understand what was happening throughout the voting period.

Previous strategies and campaigns were grounded in gut instinct – with the team creating unique concepts, testing them and seeing how they worked. UMG Nashville knew they needed to do more to accurately understand fan voters, what strategies worked for past winners, and what new approaches would propel them to new heights.

They turned to NetBase to get visibility into the black box of audience voting.

Solution: Campaign Timing and Competitor Insights Make the Difference
To identify what content engaged fans, which critical influencers drove the conversation, and what degree of social share of voice directly mapped to winning, UMG looked at historical data from previous campaigns. But to create a truly innovative strategy to promote Luke Bryan throughout the fan voting period they also needed insights into other past nominees.

Using the NetBase, UMG Nashville was able to look into the past to better plan for the future. They setup a topic for each nominated artist, allowing them to compare share of voice (mentions) as well as trends over time as they tracked each nominated artist minute-by-minute from day one of the previous voting cycle.

RESULTS:
• Drove Revenue: Luke Bryan record sales up by 20% after awards
• Improved Productivity: Replaced gut instinct with data driven approach
• Cost Reduction: Smarter and more efficient approach
• Reduced Risk: Made real-time changes to win share of voice

“Without NetBase insights we wouldn’t have known our campaign strategy needed to be adjusted. Changing our approach to maximize our campaign brought home the win for our artist, resulted in a 20% increase in record sales, and forever changed how we look at our marketing campaigns.”
— Tony Grotticelli, Director of Digital Development & Analytics

CUSTOMER:
Universal Music Group Nashville

SOLUTION:
NetBase social analytics platform
Initially, they noticed a small correlation to what they’d done in previous years, but on Day 3 they made a game-changing discovery: Their competitors were front-loading their campaigns during the first three days of voting, while UMG Nashville had a more conservative, long-term approach in place.

Guided by these, UMG Nashville changed their campaign strategy and reallocated their resources to front-load their campaign on Day 3. On that day they saw their artists spike above everyone else. They moved additional artist info forward – moving materials planned for Day 6 to Day 4 instead.

These small changes had massive impact. On Day 4 their artist spiked above the other nominees, and Bryan maintained this lead for the duration of the campaign.

Results: New Fan Voting Strategy Wins the Award and Increases Record Sales

By course adjusting their strategy based on social insights, UMG Nashville caught the attention of Luke Bryan fans at the most important time in the voting cycle, and secured his Entertainer of the Year win at the Academy of Country Music Awards. They also monitored their campaign in real-time to make slight course corrections, putting social on the proactive forefront of all campaigns and advertising.

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

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ENTERPRISE SOCIAL ANALYTICS
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