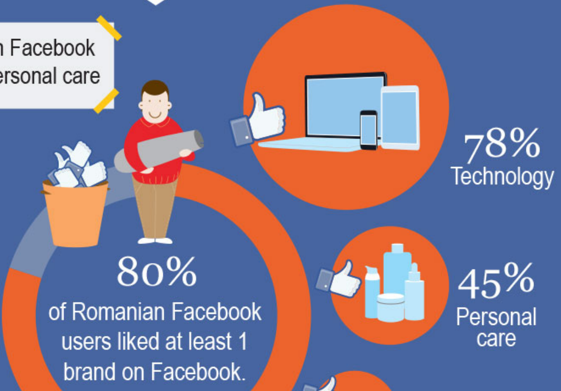
HUMANGRAPHEXPERIENCE in partnership with i Leo presents

Following Facebook Brands
Love or Interest
How like beats buy

OVERVIEW

Top liked categories on Facebook are Technology and Personal care

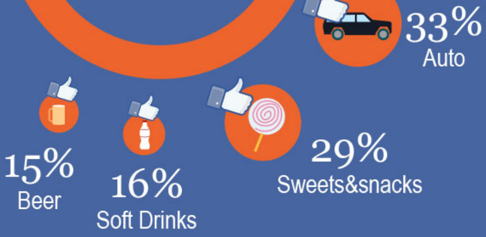


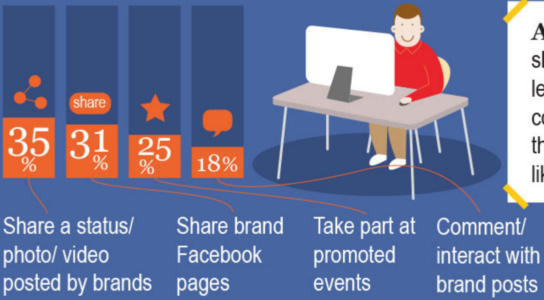
78% Technology

45% Personal care

80% of Romanian Facebook users liked at least 1 brand on Facebook.

Contests are the main form of brand interaction on Facebook in Romania.

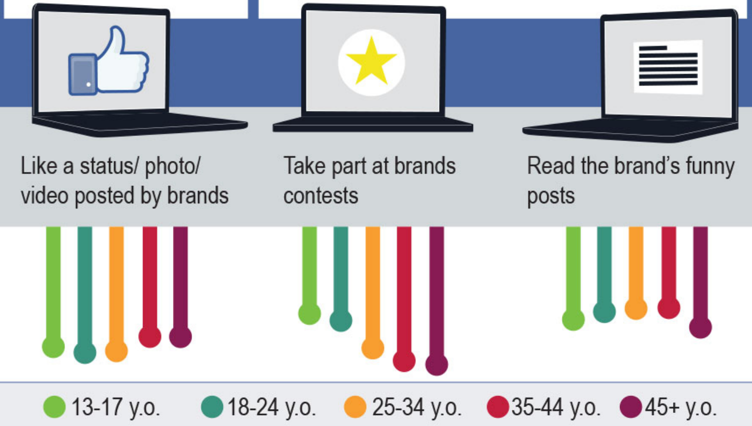


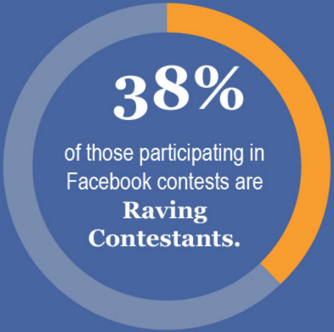


Authentic Fans share & participate less but read the content and manifest their appreciation via likes

Older respondents are more involved with brands on Facebook

Younger people are more selective in what actions appear on their walls: they tend to just give likes or read funny content; they have the most reduced contest participation despite the intuitive expectation of being more easily engaged.




38%

of those participating in Facebook contests are **Raving Contestants.**

Most likely to be women, aged 25-44, they are the less loyal Brand Facebook fans as they were implied in more than 4 contests in past 3 months.

Male Contestants vs. Female Contestants

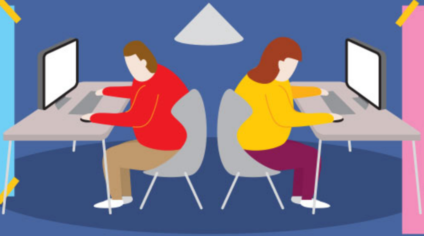
are also more likely than women to have 2 or more accounts.

They like and enter contests mostly in Technology and Auto categories.

They like and enter contests mostly in Technology and Personal care categories.

Have one Facebook account which they use daily or almost.

In the last 3 months they participated in 1-3 contests.



More women than men took part in 4+ contests in the last 3 months.

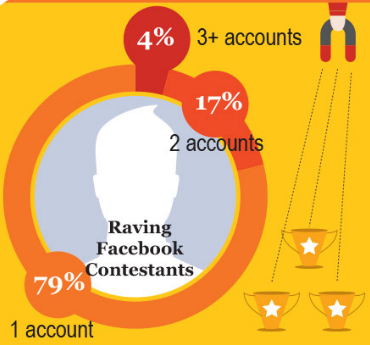
In the end, they are more likely to buy brands with which they interacted on Facebook.

They let themselves convinced into trying brands they don't normally buy.

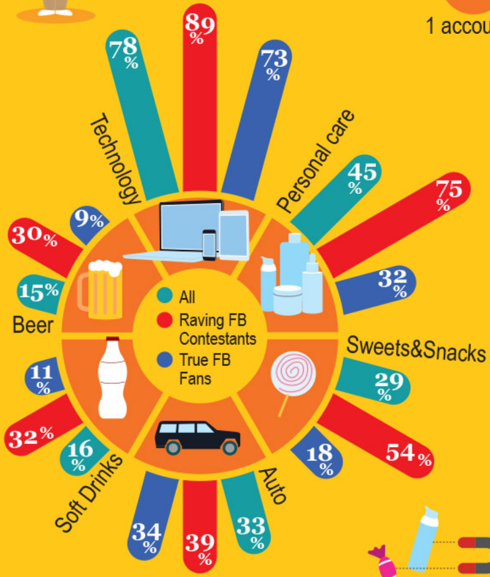
TRUE FANS VS. MATERIALISTS FANS

Facebook Accounts Number

Raving Facebook Contestants have more accounts vs. true fans. It probably helps in winning more contests.



Facebook Categories Preferences



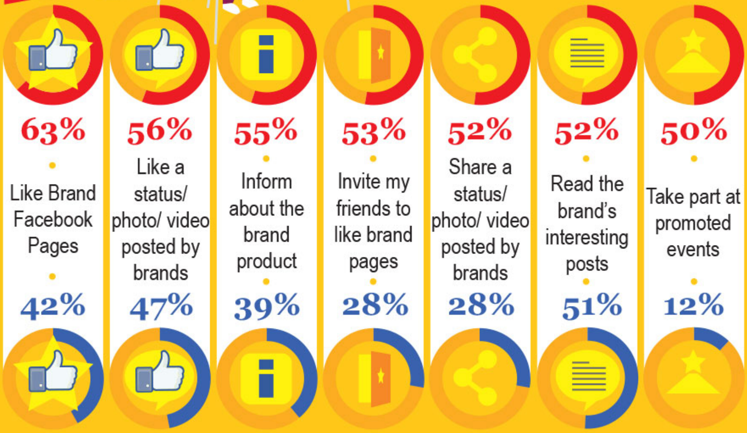
High value categories are appealing in a similar extent to both true fans, purely attracted by brand, and to those highly attracted by contests.

The majority of Raving Facebook Contestants are attracted by Personal Care and Sweets & Snacks categories.

Facebook Activities

Raving Facebook Contestants

Facebook raving contestants are most likely to spread brand's content & message on Facebook. This puts brand image in raving contestants hands, who due to their reduced brand loyalty are poor quality brand endorsers.



63%
Like Brand Facebook Pages
42%

56%
Like a status/ photo/ video posted by brands
47%

55%
Inform about the brand product
39%

53%
Invite my friends to like brand pages
28%

52%
Share a status/ photo/ video posted by brands
28%

52%
Read the brand's interesting posts
51%

50%
Take part at promoted events
12%

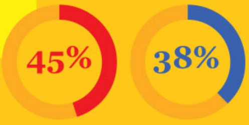
True Facebook Fans are more interested in reading brand's content.

True Facebook Fans

Is Facebook Interaction a Buying Driver?

Almost half of the Raving Contestants follow brands on Facebook without the intention to buy: taking part in numerous contests doesn't seem to positively influence the buying decision.

I follow several brands on Facebook, but I buy considering other criteria



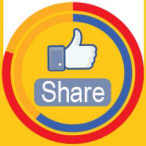
45%
Raving Facebook Contestants

38%
True Facebook Fans

Preferred Facebook Contest Type

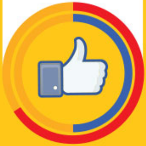
● Raving Facebook Contestants
● True Facebook Fans

Give like&share to a photo and win



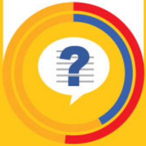
● 80%
● 61%

Give like and win



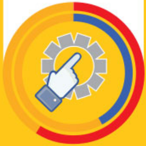
● 66%
● 50%

Answer and win



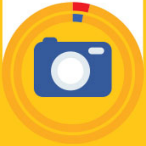
● 52%
● 42%

Acces and app and win



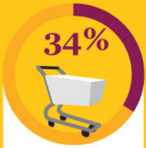
● 59%
● 42%

Create an audio/ video piece and win

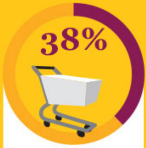


● 3%
● 4%

I bought specific brands after I interacted with them on Facebook



Answer and win



Acces and app and win

Overview on Quantitative Findings

56%
of the users that like brands on Facebook took part in a contest in the last three months.

38%
of them are Raving Contestants

The Raving Contestants are more likely to be

women

activate under more than one Facebook account

Love simple contests that require to give likes or shares

Share

They spread brand's message more than true Facebook fans, but having decreased brand loyalty or purchase intention, **they are poor quality brand endorsers.**

They take part in contests from all brand categories and especially from

Technology

Personal Care

Sweets &Snacks

RAVING FACEBOOK CONTESTANTS PROFILE QUALITATIVE DEEP DIVE

Who are they?

Share
Share
Share
Share

Apparently normal people with normal Facebook profiles.

In reality, people who use their Facebook profile to participate in as many "like & share" (or similar) competitions as possible.

Content Shared the Past 7 Days

The average number of post shared in one day was **20 posts**

The record was **35 posts**

They Have no Affinity or Brand Fidelity

The same people can be found commenting on brands such as

Timisoreana
Bergenbier

They have no concern to what the brand represents as long as they have a chance to win a product.

Sometimes, a whole family will be engaged in a single like & share contest in order to maximize the chance of winning

Samsung
Evolio

KFC
McDonalds

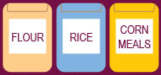
Recent Contest Activity

Recently, these people shared contests to win the following:

Technology

Sweets (Chocolate)

Jewelry

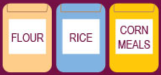


2 bags **2 bags** **2 bags**

A ladies purse

Clothing

Perfumes and personal care products



2 bags **2 bags** **1 bag**

A science kit to conduct your own experiments

Beer

A bottle of Lenor balm

In an average week they can take part in **4 to 60 contests.**

They Share their Winnings

Having a career as contesters is illustrated not only by their frequent posting about new contests but also through photos with proofs from the contest they won.

FLOUR
RICE
CORN MEALS

Number of Friends & Followers

Some of them try to make their account look as real as possible and even have almost

2000

friends and a couple of hundred followers.

The content they share receives an average

0-3

HOW TO DISPROPORTIONATELY ATTRACT TRUE FACEBOOK FANS VS. RAVING FACEBOOK CONTESTANTS

1 Attract young fans (<24 y.o.)

via status uplifting content as they are the most involved in personal image and less involved in contest participation

2 Modify the structure of the contests

so that participants become more involved:

- Buy and enter contest with prof/ code.
- Create an audio/ video piece that emphasize their relationship with the products.
- Describe an experience they had with the product.
- Weight the value of the prize with the effort of the requested actions.

2 Give True Facebook Fans the means of propagating brand’s message

Ask for details from consumer@ro.starcomworldwide.com or contact@ileo.ro