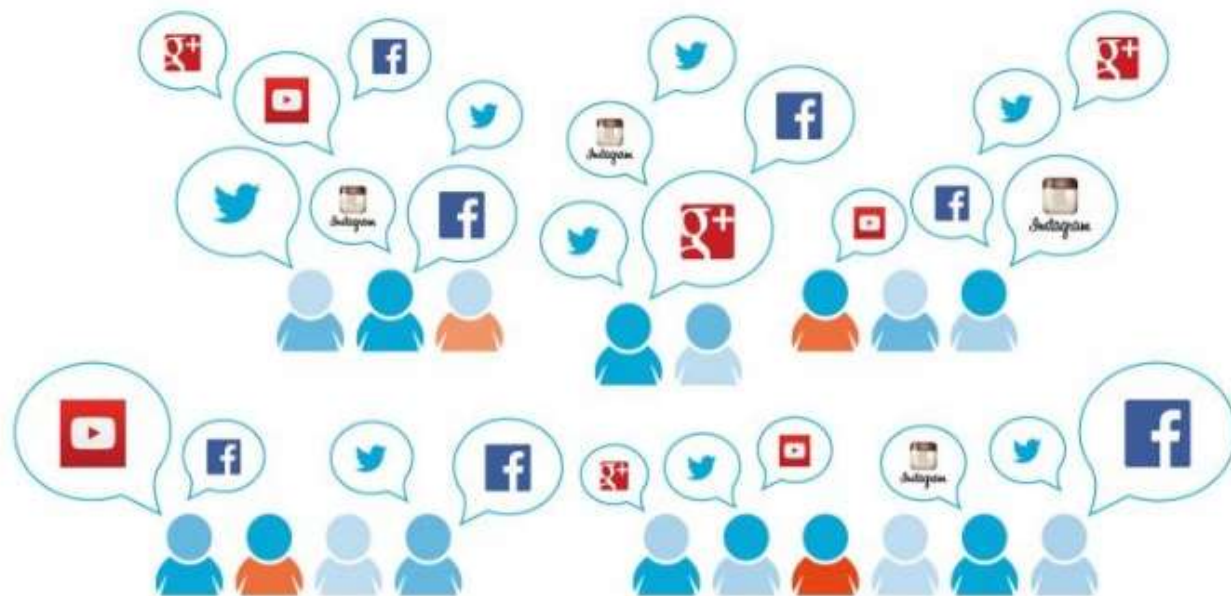


# THE GROWING IMPORTANCE OF E-REPUTATION IN THE DEVELOPMENT OF EVENTS AND THE CITIES



# Table of Contents



## E-Reputation – Relevance and Indicators

Importance of Social Media

E-Reputation in Festivals

Conclusions

## E-Reputation – Relevance



“We're living a part of marketing history. The shift to **constant connectivity** is one that's transforming how we connect with people, providing access to so many **more consumer** moments than ever before and powerful ways to be relevant and welcome at each one. The possibilities are incredible and the **opportunity is huge** - and the **time is now.**”

Source: The Shift to Constant Connectivity, Lisa Gevelber, 2003.

# Why is E-Reputation so important?

**78%** of consumers trust peer recommendations;

**Only**

**14%** trust advertisements.

# Why is E-Reputation so important?

Anytime, anywhere, for anything **consumer** is connected ...

... technologically enabled and curious.

**He shops**

✓ Across Borders

✓ Across Channels

✓ Across Devices



Omni-Channel Support



# Global Digital Snapshot: Relevant Indicators



**Total Population:** 7.210 billion

Urbanization: 53%



**Active Internet Users:** 3.010 Billion

Penetration: 42%



**Active Social Media Accounts:** 2.078 Billion

Penetration 29%



**Active Mobile Social Accounts:** 1.685 Billion


Penetration:23%

“Today’s consumer is more connected than ever, with more access to and deeper engagement with content and brands, thanks to the proliferation of digital devices and platforms.”

The Digital Consumer February 2014,  
Nielsen

# Global Digital Spnashot - Indicators



	Internet users	Social Media penetration	Mobile subscription penetration	E-commerce
World	42%*	29%*	51%	40.4%
EU	68%	40%	139%	47%
<b>Portugal</b> 	<b>64%</b>	<b>48%</b>	<b>114%</b>	<b>28%*</b>
Spain	77%	47%	108%	42%
France	83%	42%	109%	49%*
Italy	60%	46%	135%	39%
Germany	84%	35%	133%	63%*
United Kingdom	87%	57%	130%	64%*
Japan	86%	19%	122%	40%
USA	87%	58%	103%	55%
Nigeria	38%	7%	75%	n.a.
South Africa	46%	22%	146%	31%

Source: We are Social Global Digital Statistics 2014, Digital Social and Mobile in 2015, Digital Strategy Consulting; \*ACEPI, 2014

# Device Usages: Different ages, different devices



- ✓ Each generation uses digital differently to consume content and shop for products/services.
- ✓ Shifts in generational screen preference give us insight into the present and the future.

Source: Getting Audiences Right, Marketing to the right generation on the right screen, MillwardBrown Digital



# Device Usages: Different ages, different devices



## Millennial Generation

Born after 1980 (18 to 34 years in 2015)

Mostly mobile



## Generation X

Born between 1965 to 1980 (35 to 50 years in 2015)

Use a combination of devices & entertainment formats: “use it all” generation



## Boomer Generation

Born between 1946 to 1964 (51 to 69 years in 2015)

Characterized by usage of traditional channels but open to mobile and alternative entertainment channels – still the laptop-first generation

# Table of Contents



## E-Reputation – Relevance and Indicators

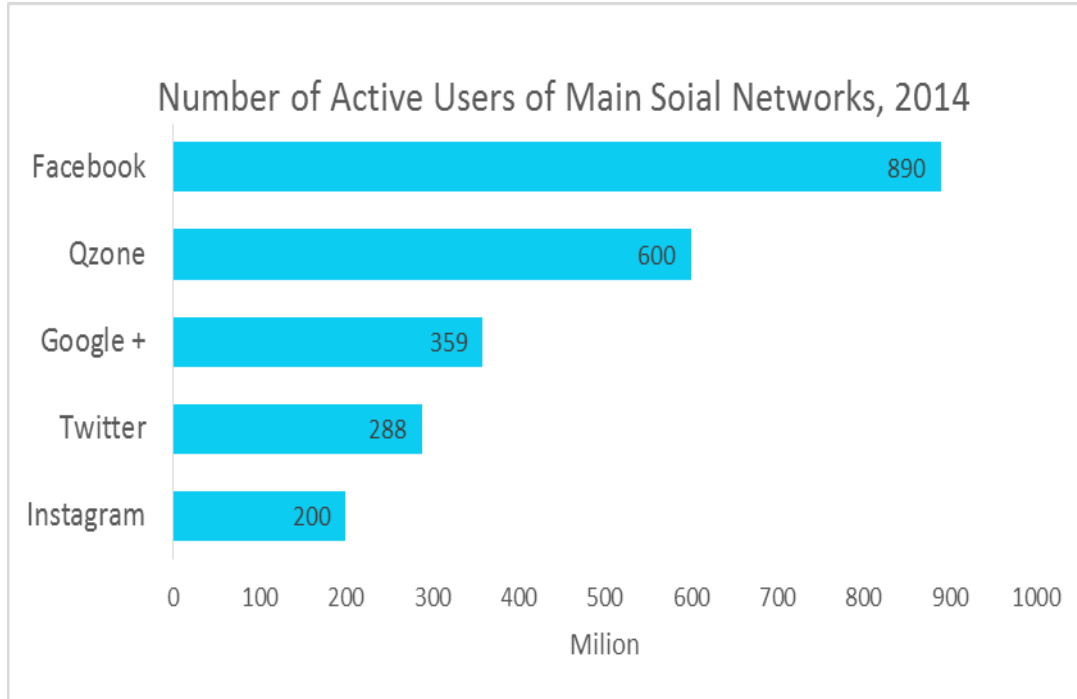
### Importance of Social Media

## E-Reputation in Festivals

## Conclusions



# The Most Important Social Media



- ✓ Facebook, Instagram, Twitter and Tumblr are the most relevant platforms in western countries;
- ✓ QQ and Qzone dominate in China;
- ✓ If Facebook were a country it would be the world's 3<sup>rd</sup> largest

Sources: <https://about.twitter.com/company>; <http://newsroom.fb.com/company-info/>; <http://blog.instagram.com/post/80721172292/200m>; <http://allthingsd.com/20130521/how-many-users-does-tumblr-really-have/>; <https://econsultancy.com/blog/64319-google-just-35-of-users-are-active/>; <http://open.qq.com/eng/>;

# Social Networks' Snapshot: the giant ones



## Some Important Indicators

Number of Likes  
Talking about  
Engagement  
Traffic to a homepage or blog

## Relevant Figures

Facebook allows to create:  
Profiles; Places; Ads  
Pages; Events; Groups;  
The contents can be:  
Messages; Photos; Videos; Surveys



## Some Important Indicators

Number & Ratio of Followers  
Number of Favorites  
@ Replies  
Quality of Connections

## Relevant Figures

First social media network using hashtags #  
The contents can be: messages (max 140 characters), photos and videos  
Fev. 2015 Twitter launched a new tool for SME's

# Social Networks' Snapshot: The Fastest Growing Platforms



## Some Important Indicators

Followers  
Followers - Following Ratio  
Engagement  
Comments and Likes  
Daily Growth

## Relevant Figures

In the beginning of 2014 Instagram was leading the pack as the fastest-growing social platform.  
  
Is a on-line mobile photo and video sharing service.



## Relevant Figures

Was launched in 2011 and it is owned and operated by Google Inc. as **Youtube**;  
Google Plus is considering one of the fastest growing platforms; but exists a big gap between new accounts and active users;  
Google Plus's growth is a complex and tied to **Google's effort to build a connecting layer across all** its services including search, email, social network, YouTube, maps,...

# Table of Contents



E-Reputation – Relevance and Indicators

Importance of Social Media

**E-Reputation in Festivals**

Conclusions

# Examples of E-reputation in the music field



Salzburg Festival

Montreux Jazz Festival

Boom Festival



# Salzburg FESTIVAL



**Name:** Salzburg Festival

**Country:** Austria

**Place:** Salzburg

**Date:** 18 Jul – 30 Aug

**First edition:** 1920

**Genre of music:** Music and drama emphasizing especially the works of Mozart

**Number of participants:** n.a.

**Number of languages on the website:** 2

**Number of languages of Salzburg festival' wikipedia page:** 25

**Social Networks connections:** Twitter; Facebook; Youtube

**Mobile app:** No

# Montreux Jazz FESTIVAL



**Name:** Montreux Jazz Festival

**Country:** Switzerland

**Place:** Montreux

**Date:** 3-18 Jul

**First edition:** 1967

**Genre of music:** Jazz, Rock and Pop

**Number of participants:** n.a.

**Number of languages on website:** 3

**Number of languages of Montreux Jazz Festival'**

**wikipedia page:** 24

**Social Networks connections:** Facebook; Twitter;

Instagram; Pinterest; Deezer; Youtube; Vimeo; Issuu

**Mobile app:** yes

# Boom FESTIVAL

**Name:** Boom Festival

**Country:** Portugal

**Place:** Idanha-a-nova

**Date:** Full moon of August (only the 2 in 2 years)

**First edition:** 1997 (2002 went to Idanha)

**Genre of music:** psy-trance

**Average of participants:** + 30.000 (last year)

**Number of languages on the website:** 20

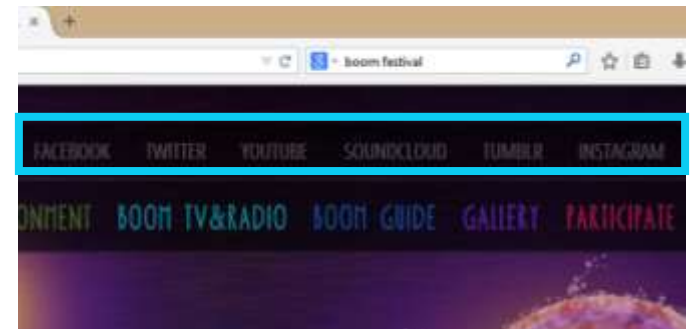
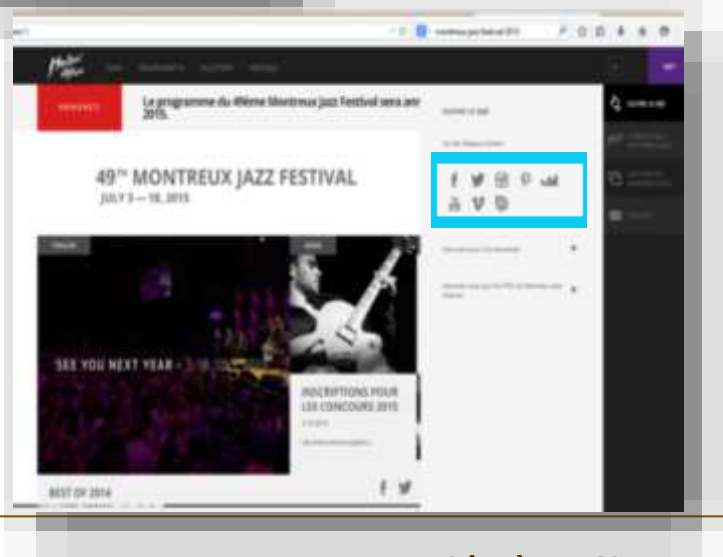
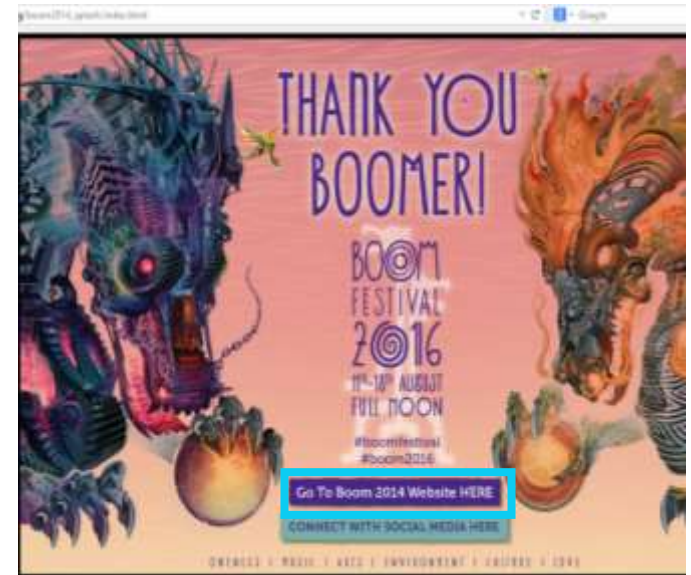
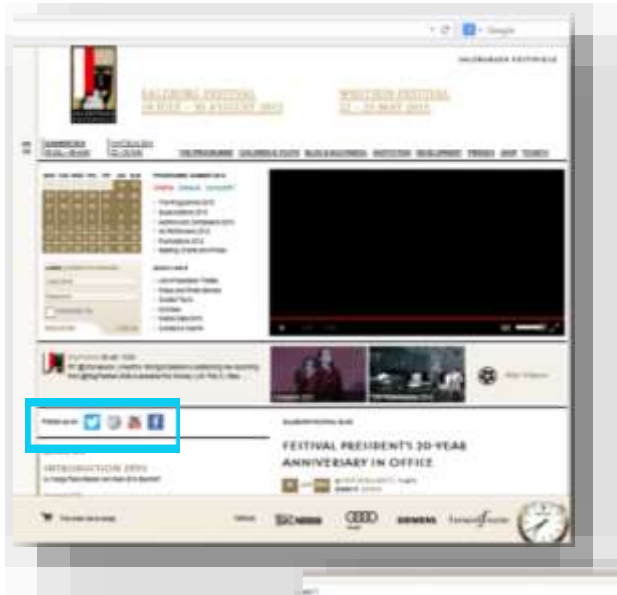
**Number of languages of Boom' wikipedia page:** 5

**Social Networks connections:** Facebook, Twitter, Youtube, Soundcloud, Tumblr; Instagram

**Mobile app:** yes



# Festivals & Social Media



# The Potential of Facebook Salzburg Festival– Facebook Place

## Apps



Number of Likes



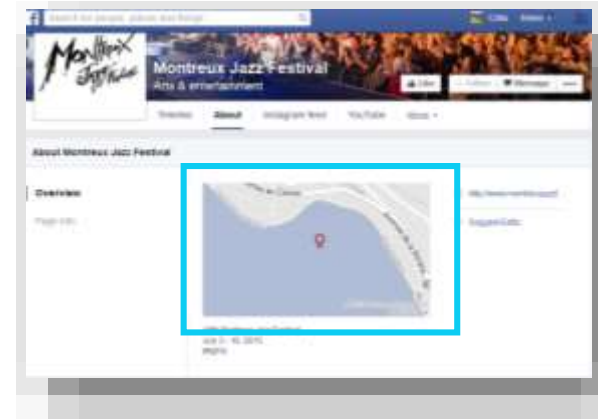
Salzburg's Facebook Place has a app to buy tickets for diferents shows and understand if there are still tickets or not

Salzburg festival does not use all potential of a Facebook Place: NO Geolocation;

# The Potential of Facebook Montreux Jazz Festival– Facebook Place



Likes, Visitors, Reviews



Geolocation

**Facebook Place:** allows visitors to inform that they are at the city festival through a mobile device. When a visitor checks in, a message goes out on the news feed that lets their friends to know what is his location – **Business Promotion;**  
You can use adverts that target people who have checked into your location or give special deals to those visitors.

# The Potential of Facebook Boom Festival – Facebook Page and Event



Number of Likes



Create an Event

Next Boom will be on 2016 and now (February of 2015) there are **50 508 persons willing to go and 5 193 that are not sure. Any person that says "I'm going" ( til now 50 508 ) will see each post in this event's page remember them the event.**

# Presence of Festivals on Twitter



**BoomFestivalOfficial**  
@boomfestivalHQ

TWEETS 1,746 FOLLOWING 1,142 FOLLOWERS 8,993

Music | Peace | Arts | Environment | Psychedelic Culture | Love #boomfestival  
Portugal (Spaceship Earth) - boomfestival.org

BoomFestivalOfficial @boomfestivalHQ · Feb 20  
Emok and Friends - Live at the Alchemy Circle - Boom Festival 2014  
soundcloud.com/boomfestival/b...

Details



**MontreuxJazzFestival**  
@MontreuxJazz

TWEETS 3,794 FOLLOWING 848 FOLLOWERS 63.9K

July 3 - 18, 2015. Program will be announced on April 16,  
reuxjazzfestival.com

@MontreuxJazz · Feb 2  
2015 sera annoncé le 16 avril prochain. Patience :)



**Salzburg Festival**  
@SbgFestival

TWEETS 620 FOLLOWING 176 FOLLOWERS 13.4K

Salzburger Festspiele 18.7.-30.8.2015  
Salzburg, Austria - salzburgfestival.at

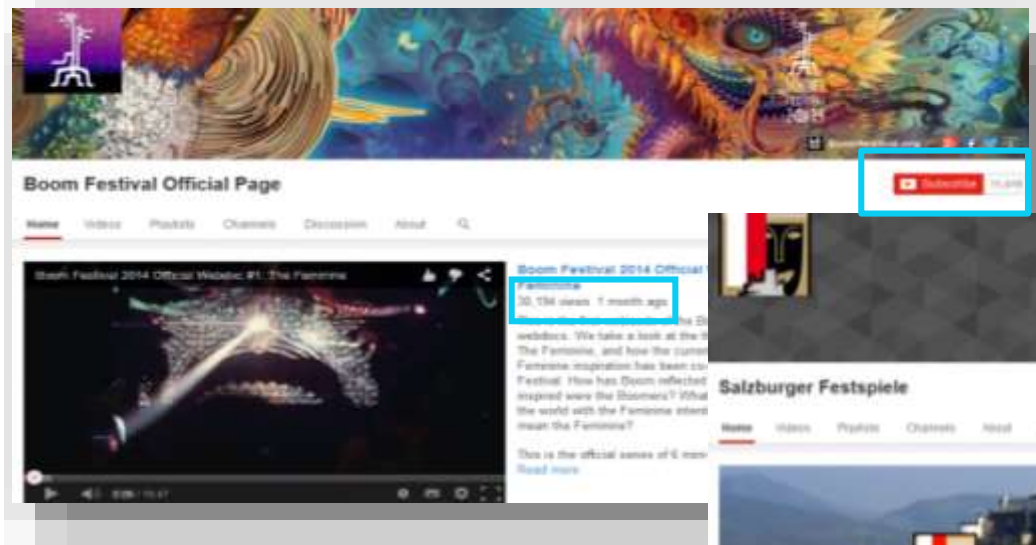
Salzburg Festival @SbgFestival · Jan 29  
Congratulations, Christoph Eschenbach! The maestro was awarded with the  
famous Ernst von Siemens music price: pic.twitter.com/2H4W00qzdt

Details

**Followers:** Montreux has the highest number of Followers on Twitter.



# Festivals & Presence on Youtube

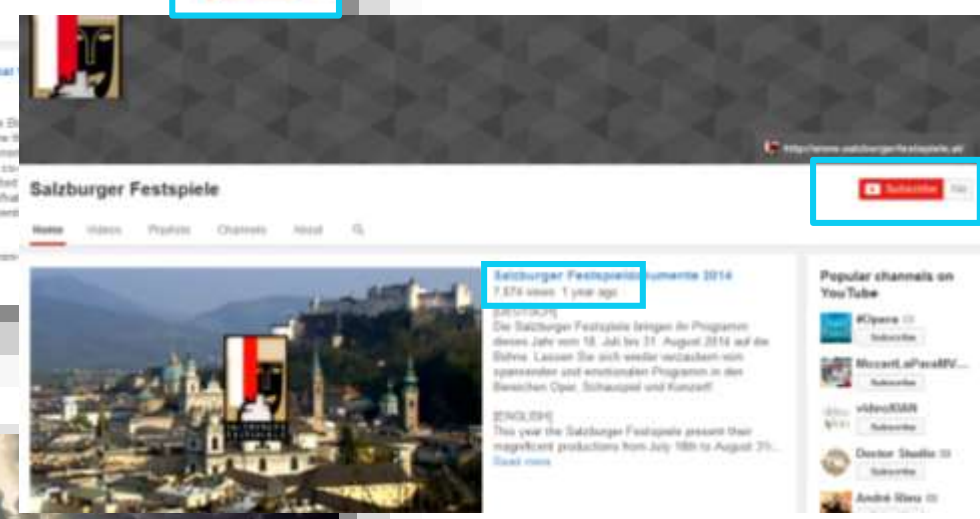


**Boom Festival Official Page**  
Subscribe 16,248

Home Videos Playlists Channels Discussion About

Boom Festival 2014 Official Music #1: The Farnome  
30,136 views · 1 month ago

Boom Festival 2014 Official Music #1: The Farnome  
We take a look at the Boom Festival 2014, and how the current Farnome inspiration has been captured. How has Boom reflected inspired were the Boomers? What the world with the Farnome stand mean the Farnome?  
This is the official series of 6 more  
[Read more](#)



**Salzburger Festspiele**  
Subscribe 142

Home Videos Playlists Channels News

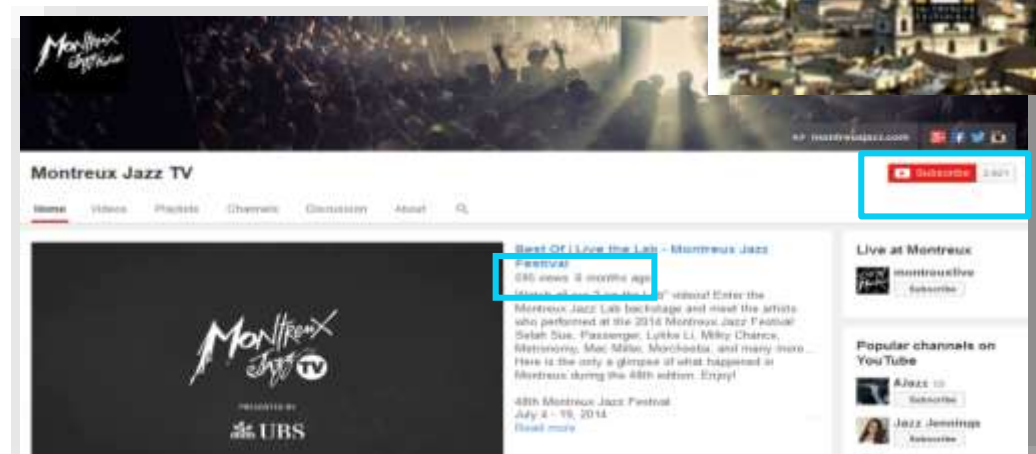
Salzburger Festspiele - Sommer 2014  
7,576 views · 1 year ago

Der Salzburger Festspiele bringen im Programm dieses Jahr vom 18. Juli bis 31. August 2014 auf die Bühne. Lassen Sie sich wieder verzaubern von spannender und wunderbarer Programmen in der Besonderen Oper, Schauspiel und Konzerte!

ENCLOSURE  
This year the Salzburger Festspiele present their magnificent productions from July 18th to August 29th.  
[Read more](#)

Popular channels on YouTube

- Kiparis
- Wolfgang Puck
- Wolfgang Puck
- videoGAM
- Dexter Studios
- André Saraiva



**Montreux Jazz TV**  
Subscribe 1,001

Home Videos Playlists Channels Discussion About

Best Of Live The Lab - Montreux Jazz Festival  
836 views · 8 months ago

Montreux Jazz Festival "The Lab" video! Enter the Montreux Jazz Lab backstage and meet the artists who performed at the 2014 Montreux Jazz Festival: Sarah Slean, Passions, Linkin Park, Kelly Clarkson, Ratsmobile, Mac Miller, Mochelina, and many more... Here is the only glimpse of what happened at Montreux during the 48th edition. Enjoy!  
48th Montreux Jazz Festival  
July 2 - 10, 2014  
[Read more](#)

Live at Montreux  
montreuxlive

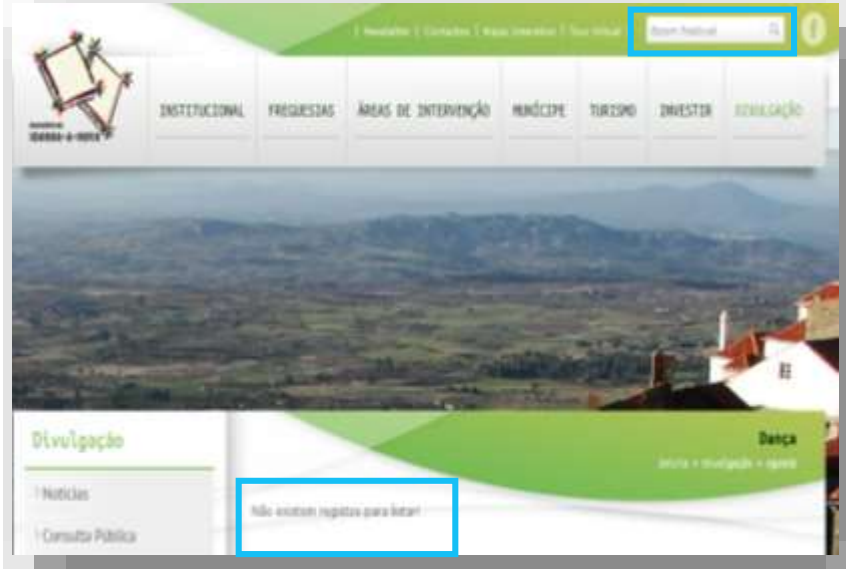
Popular channels on YouTube

- Jazz
- Jazz Jamming

# Boost cities' development with Festivals' E-reputation



Reputation of cities and festivals on internet can be connected and both can take advantage with each other.



# Table of Contents



E-Reputation – Relevance and Indicators

Importance of Social Media

E-Reputation in Festivals

**Conclusions**

# Conclusions

Strategies to use social media platforms and gain advantages from the enormous potencial they have are being followed by **cities, companies and events**, that already understood that:

- ✓ **Social Networks** are “**THE**” mass media;
- ✓ People are **connected, social and informed**;
- ✓ The users are **multiplatform** and open-plan (they are present in in Facebook, Twitter, Instagram... at the same time);
- ✓ They also are **multidevice** - the mobile becomes more and more the first access;

## Conclusions (ii)



**It is possible to develop a territorial marketing supported by these mass media.** Some areas need special attention for this development:

- ✓ How to propose contents , services and experiences;
- ✓ How to manage the customer experience - the user experience exceeds the "wow effect" and needs to be managed ;
- ✓ How to think user centric and community driven.

**How to design and manage an effective integrated territorial marketing strategy?**