Category number:	**7**
Category name:	**Best use of Social Media**
Programme name:	**SAP Love Hate Data**
Agency:	**dnx**
Brand or client:	**SAP**
Program website(s):	**www.lovehatedata.com**
Word Count:	**988**

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Summary

LoveHateData was launched to raise awareness of the importance of data in business and promote the benefits of the 2011 launch of SAP Crystal Solutions, an entry-level business intelligence (BI) tool.

Everybody encounters data in their daily lives, and the campaign brought this to life. We wanted to explore how data educates, informs, connects, entertains, influences and divides us.

Using social media, we wanted to bring SAP closer to the everyday business user and the people who use data processing products most often. This audience was crucial to SAP as research showed they were relatively unaware of the importance of data or BI solutions.

We created a site built around two personae – a data hater and a data lover – and used them to educate and inform our online followers into the benefits of data and the benefits of BI solution.

The messaging was kept very high level with a strong focus on producing content that would increase awareness. This was done via the social media channels set up and collateral including wallpapers, twibbons, email signatures, infographics and more.

9,400 people from over 25 countries have visited the site starting over 700 online conversations and generating 580,902 tweet impressions.

[198 words]

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About SAP

SAP helps companies of all sizes and industries run better. SAP's software empowers people and organisations to work together more efficiently and use business insight more effectively.

Strategy Behind the Campaign

Before the programme was conceived, SAP's internal and external research showed that:

- Although SAP is well-known for Business Intelligence (BI) Solutions amongst Professional IT and Developer communities, SAP is still relatively unrecognised by everyday business professionals.

- The term BI is a term known within the IT and developer space, but elsewhere there is a lack of understanding as to what BI actually is and what it can do.

- Data is something we all encounter every day and yet its impact is not yet fully understood or appreciated.

Objectives

1. Improve awareness and generate a holistic understanding of the role that data plays in our personal and professional lives
2. Increase awareness of BI and its benefits
3. Increase awareness of SAP Crystal Solutions
4. Use social media to drive audience participation and extend online reach through conversations and shareable content
5. Integrate SAP's Channel eco-system to ensure SAP's social media channels are approachable and seen to be producing informative, engaging content

Strategy

1. We created two personae to bring to life the two opposing ways in which data is regarded.
    a. A Data Lover, an educated IT worker who knows everything about BI and loves working with data
    b. A Data Hater, an everyday business user who doesn't like data and who knows nothing of BI

    These two characters would be used to "front" the arguments on both sides.

2. Develop a social media program that targets business users by using a balance of informative and educative conversations and technical, fact-based product information.
3. Create a social media hub where users can congregate to find out the most up-to-date information about BI and learn what others think
4. Enable SAP social media profiles to execute social media messaging and extend the awareness of the campaign

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Target Audience

1) Line of Business users across Sales, Marketing, HR, Finance

2) IT Professional and Developers

3) SAP EMEA Social Media Managers

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Media, Channels or Techniques Used

We developed a campaign around a data-focussed social media hub where we housed all our content and to where all responses were directed.

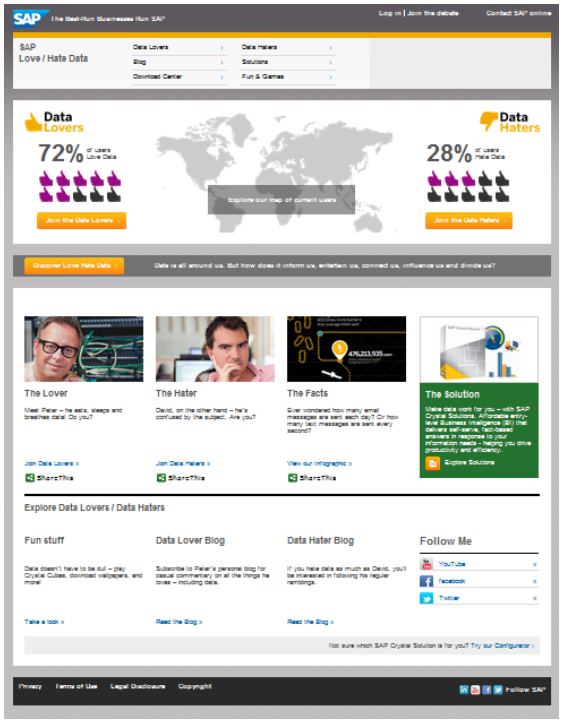
Microsite: www.lovehatedata.com

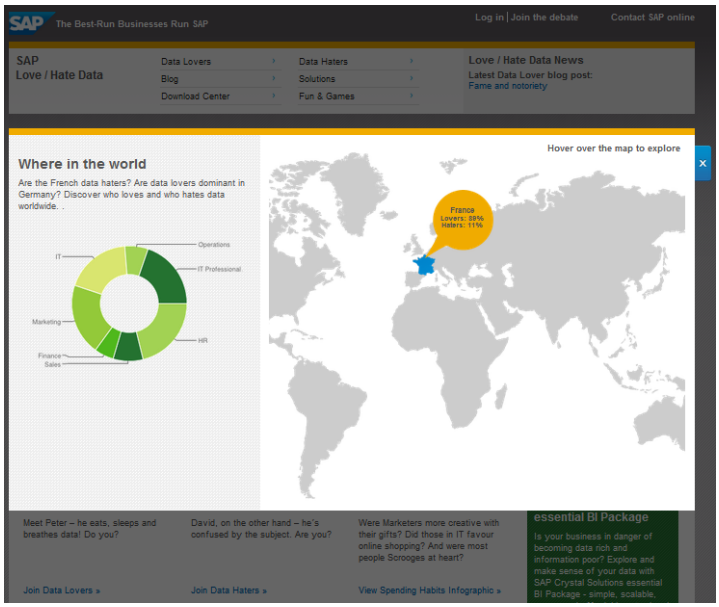
The microsite included

1) **Live Data Infographic** – this changed in real-time as new people signed up, reflecting their overall attitude towards data. It was fed by our backend database
2) **Data Lovers section**:
    a. Introduction to Mr Data Lover
    b. Invitations to connect
    c. Live data infographic of data lover users
    d. Live tweet feed from Mr Data Lover
    e. Reasons why users love data (fed by our database)
    f. Latest Data Lover blogs and polls
    g. Data Lover download centre where users can watch videos, download whitepapers, download Data Lover wallpapers, view the Data Lover infographics on site and download a Data Lover Twibbon
3) **Data Haters Section**:
    Same as above but tailored to data haters
4) **Blogs** from Mr Data Lover and Mr Data Hater
5) **Solutions** links to SAP Crystal Solutions configurator to discover further product information
6) **Fun and Games section** housing the Crystal Cubes game, the SAP Interactive Travel dashboard, Facebook app network optimiser

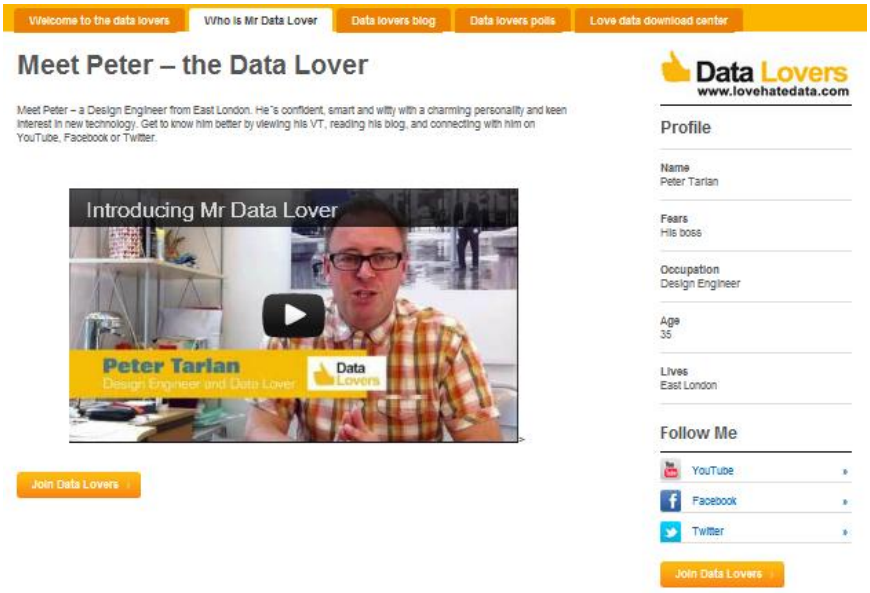
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Homepage / Live Infographic



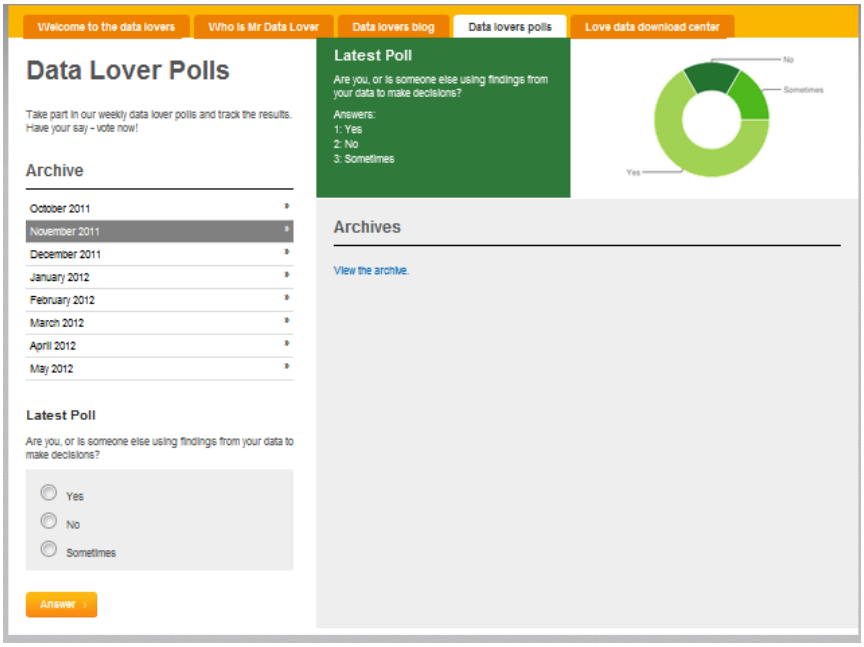


Data lovers page

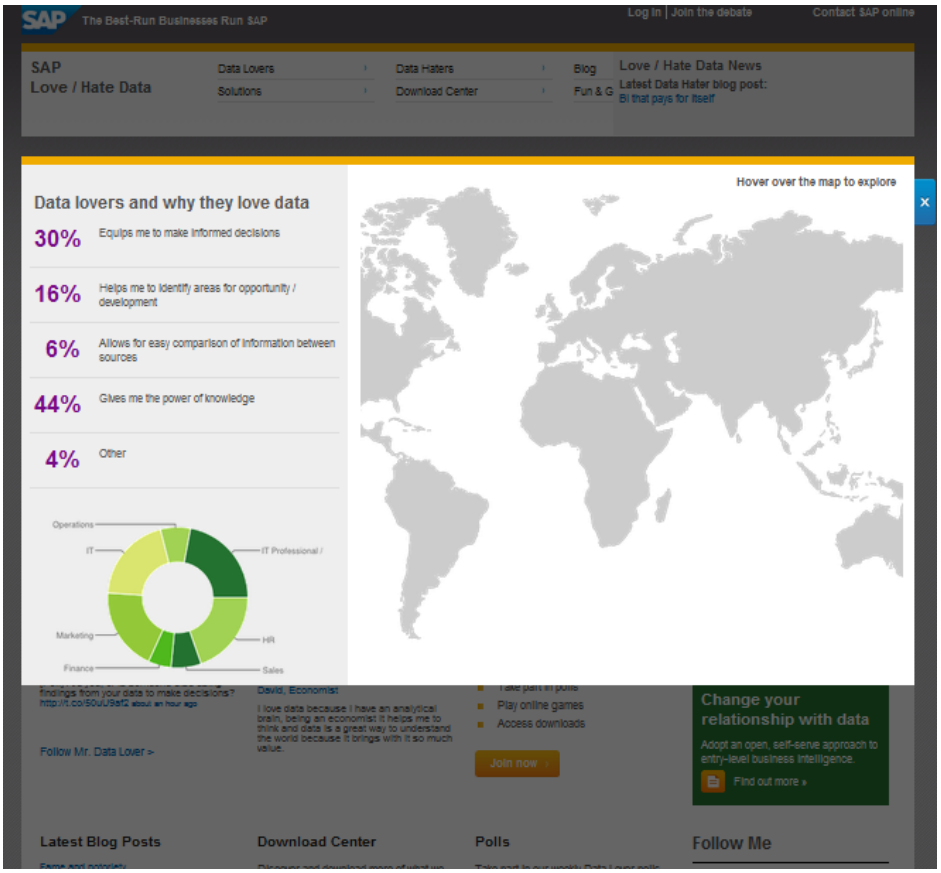


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Polls

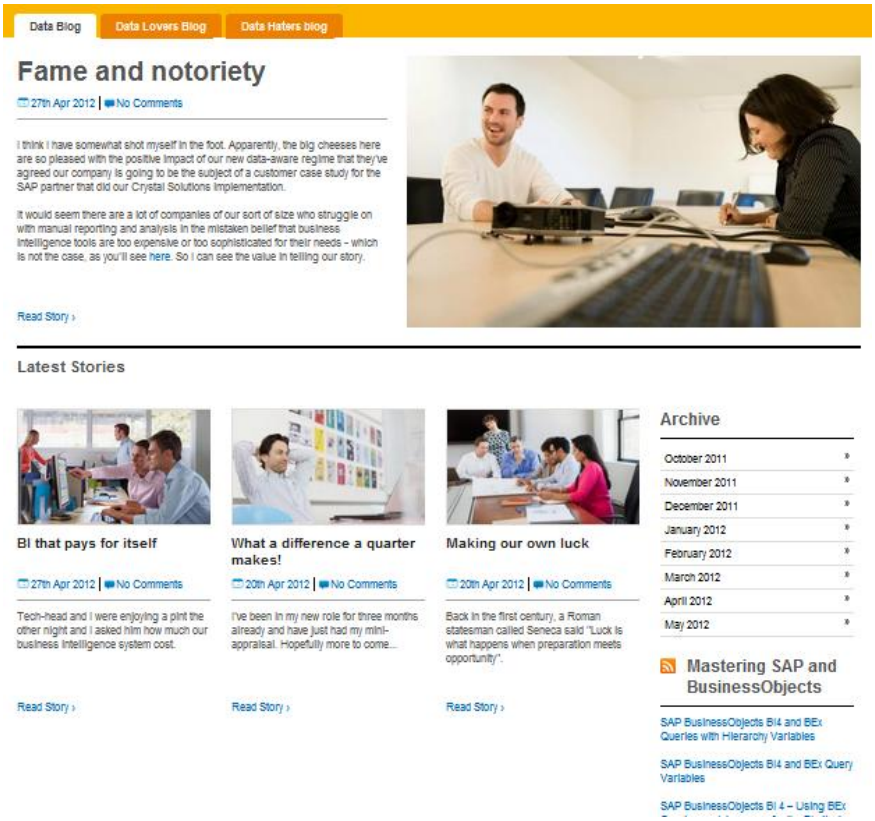


Data Lovers Live Dashboard

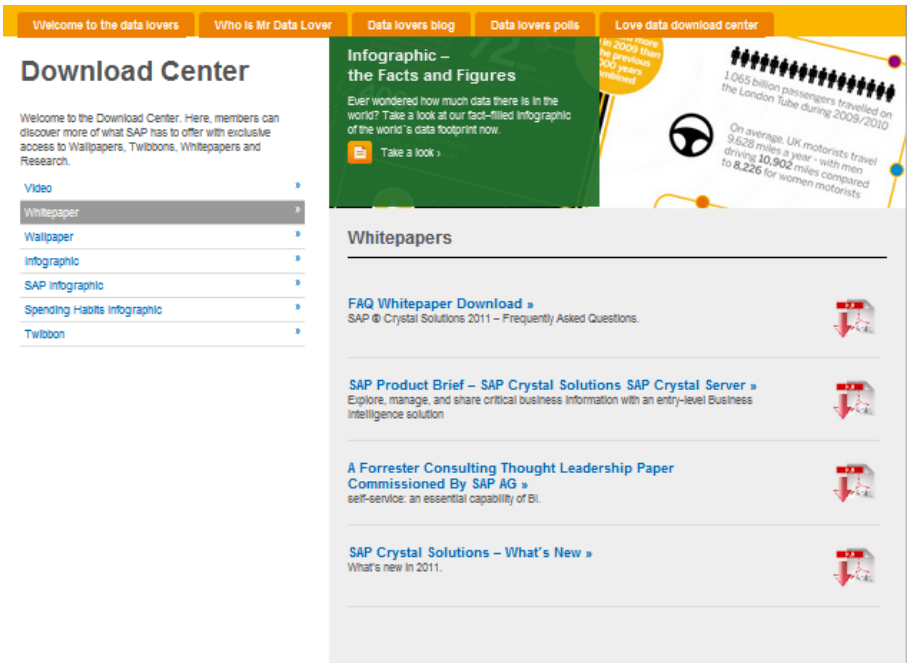


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Blog



Download Centre



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Fun & Games

Crystal Cubes

How's your work / life balance? Play Crystal Cubes to see if you're a top-class juggler.

Play Crystal Cubes

ShareThis



Fun and Games



Travel Dashboard

Explore the value of business intelligence and plan your ultimate trip – with the Travel Dashboard.

Plan your getaway >



Network Optimiser

Learn how valuable your Facebook friends really are with this interesting network optimiser.

Take a look >



Download Center

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SAP Crystal Solutions essential BI Package

Is your business in danger of becoming data rich and information poor? Explore and make sense of your data with SAP Crystal Solutions essential BI Package - simple, scalable, secure and affordable entry-level business intelligence.

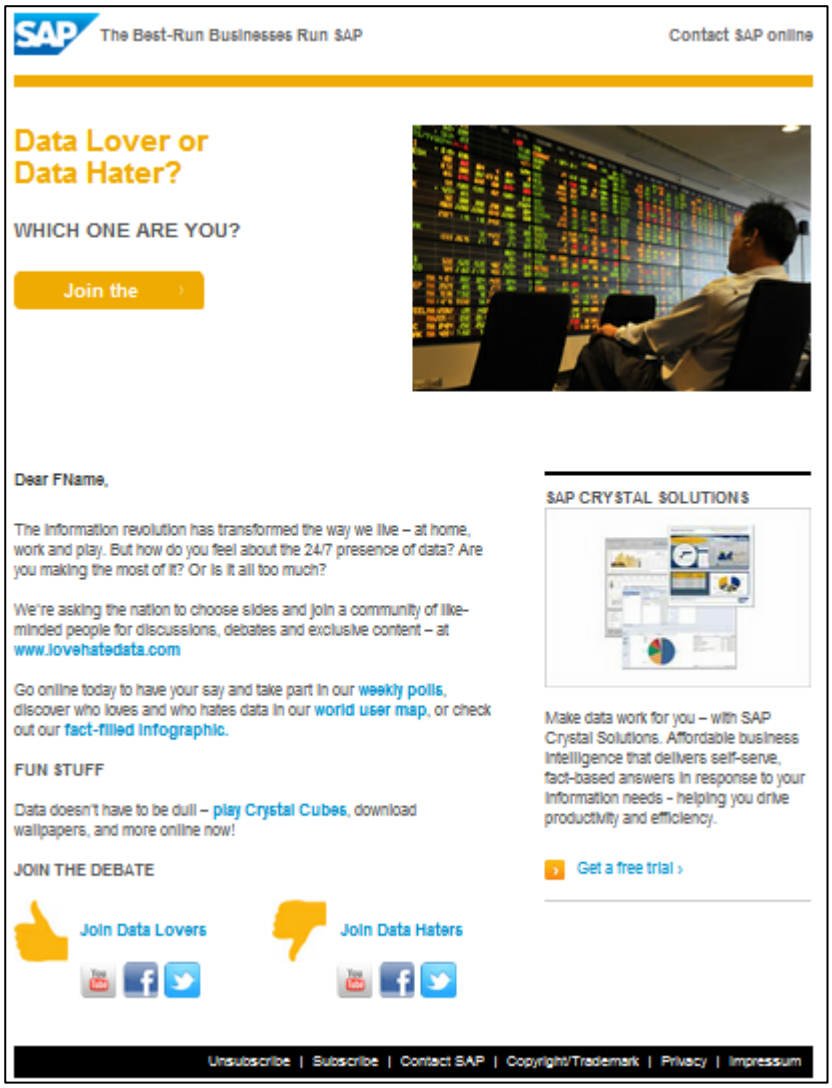
Find out more »

Not sure which SAP Crystal Solution is for you? Try our Configurator ›

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Email Communications

We sent out targeted email communications to the SAP Crystal Solutions customer and prospect database, inviting users to join the debate.



Media: Facebook Adverts

We ran social media banner advertising and some highly targeted adverts across Facebook.



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Social Media Communications

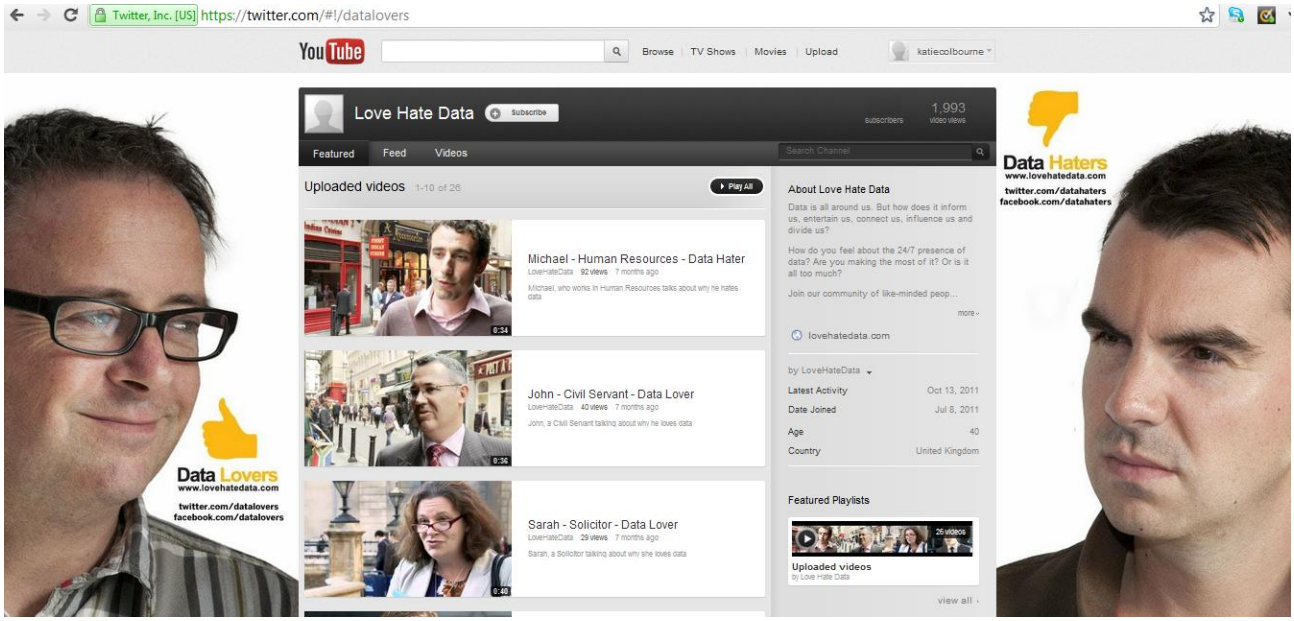
We used social media channels to promote the site and messaging of the campaign. We set up profiles on:

- Twitter
- YouTube
- Facebook

We also did some ghost writing on relevant communities on LinkedIn and various online forums.

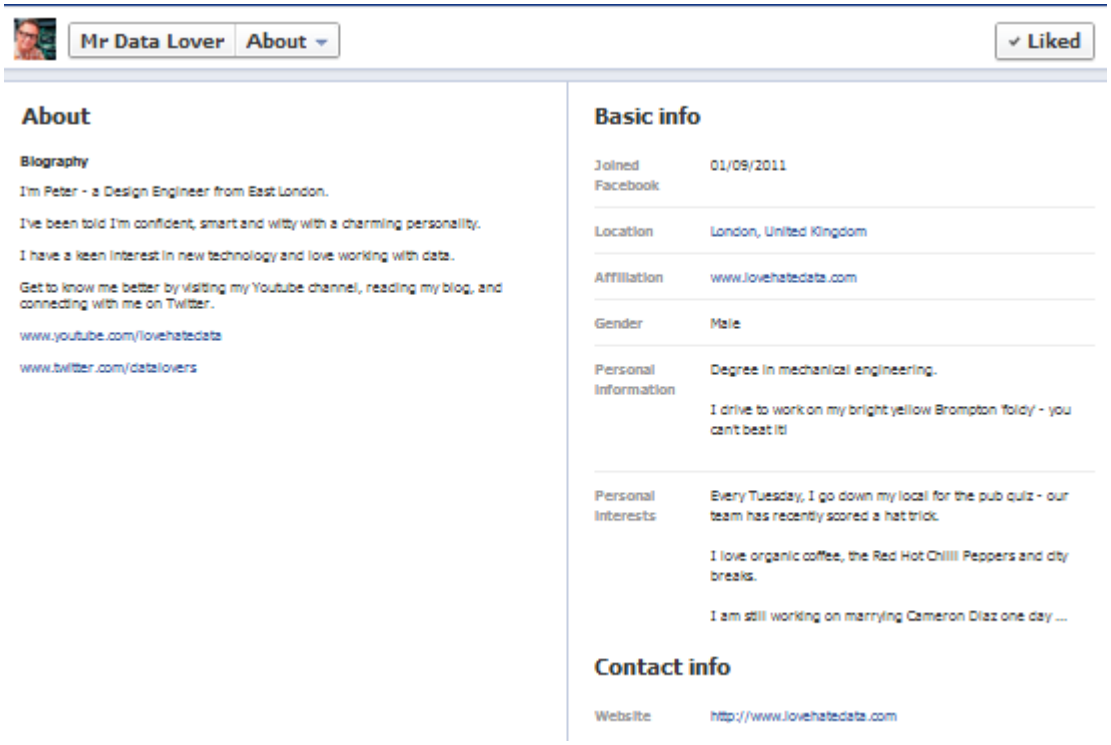
We branded all of the social media profiles we created and maintained the character perspectives to ensure all transitions from tweets to Facebook polls to the site itself were seamless.





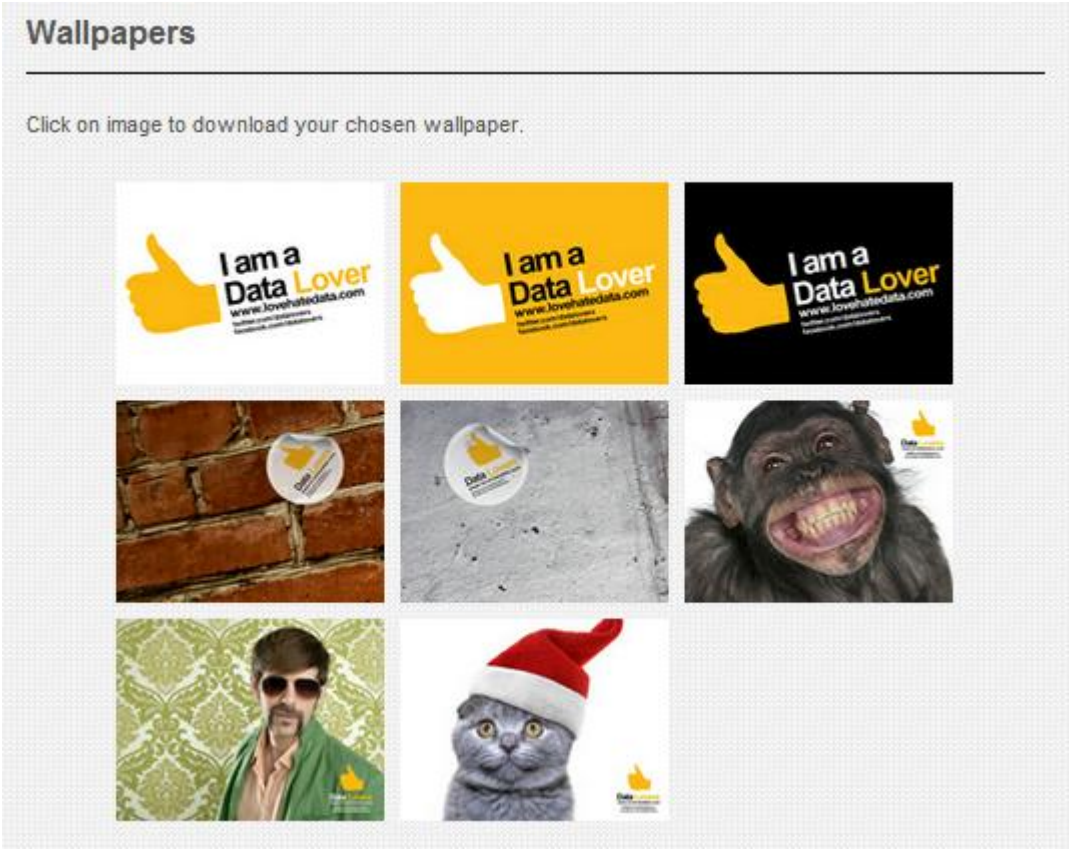
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Fun Stuff



Wallpapers

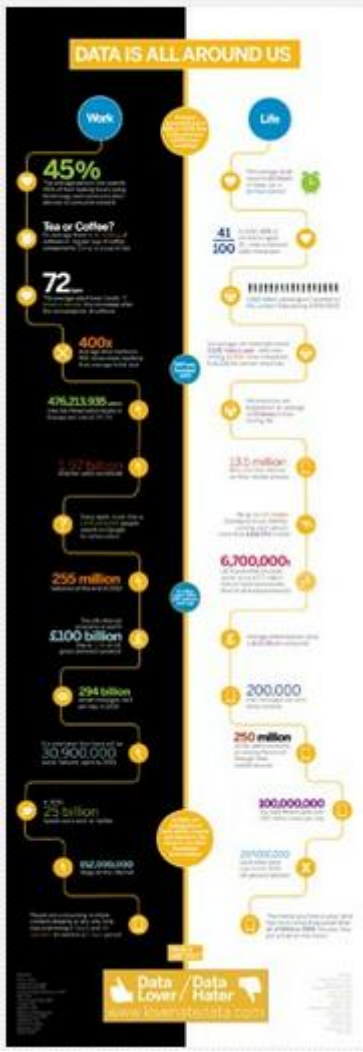


Twibbons

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Infographics

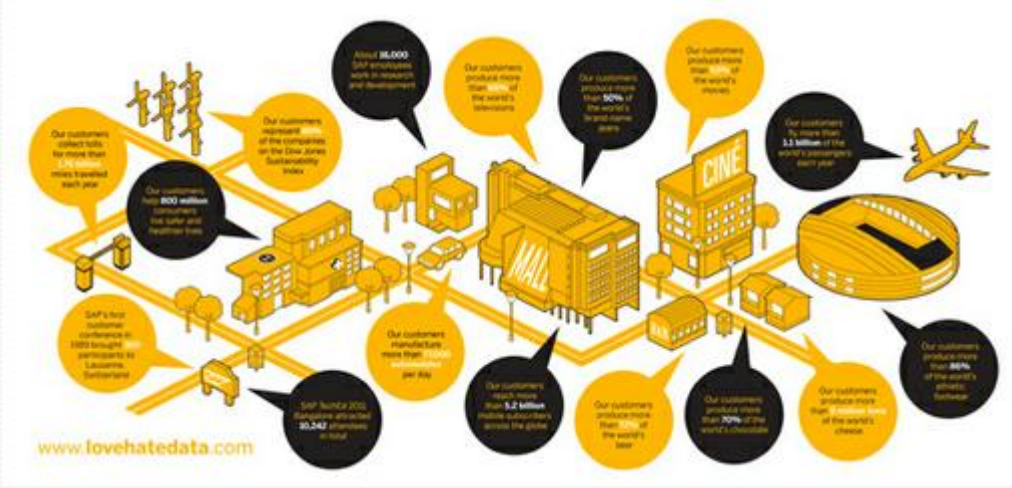
We created an infographic that juxtaposes work and play scenarios that involve data.



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SAP Fast Facts Infographic

An infographic that explores how SAP is powering customers and industries across the globe.



Spending Habits Infographic

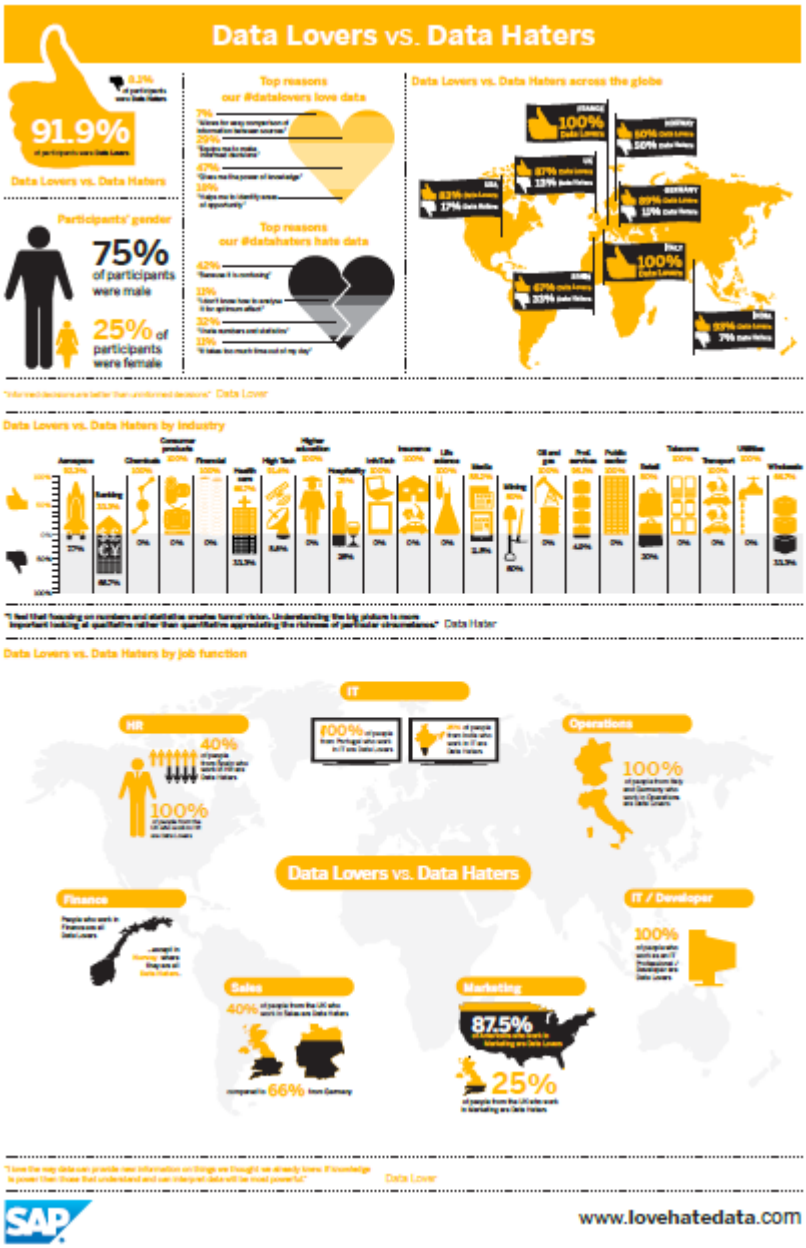
This infographic used survey data to show how our online audience spend at Christmas. With it, our users could determine if finance people were better at managing budgets and if marketers are more creative.



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Data Lovers vs. Data Haters Infographic

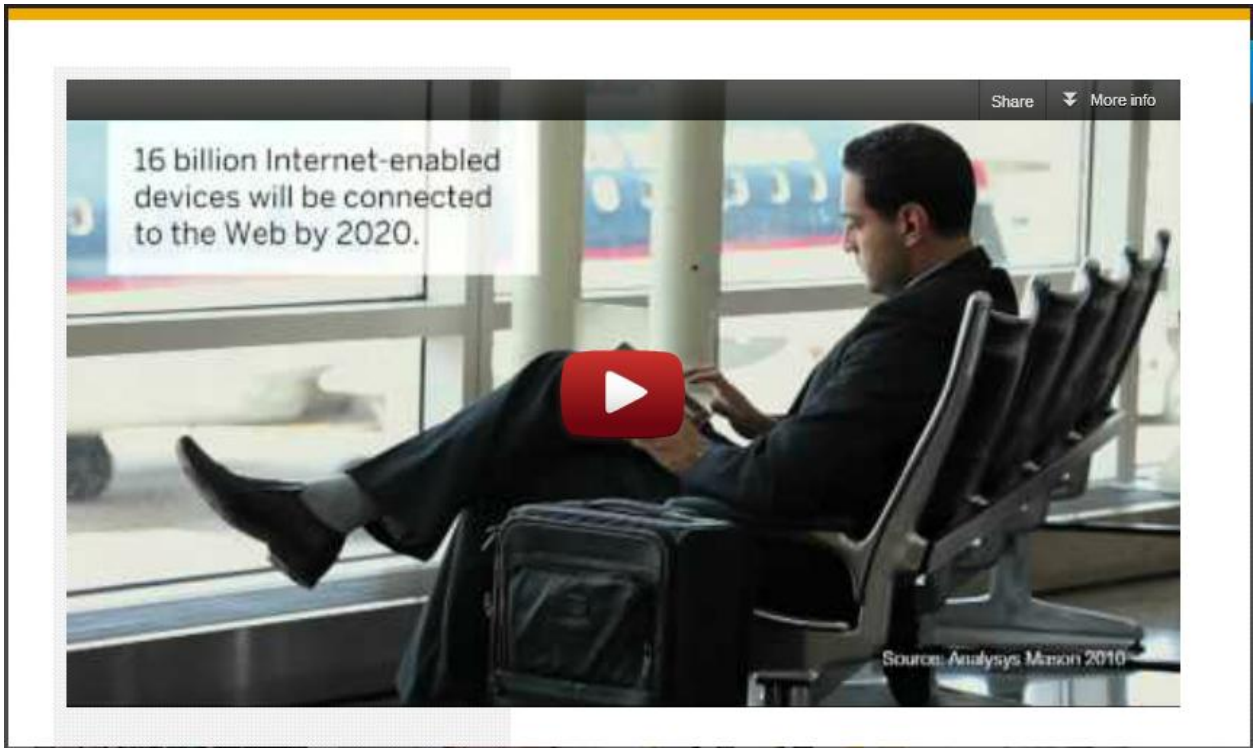
This infographic is fed by the data collected from our own registrations, to show the more detailed thoughts and opinions of our data lovers and data haters across the globe.



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Videos / Vox Pops

We created a teaser video with the tag line: Data is all around us.

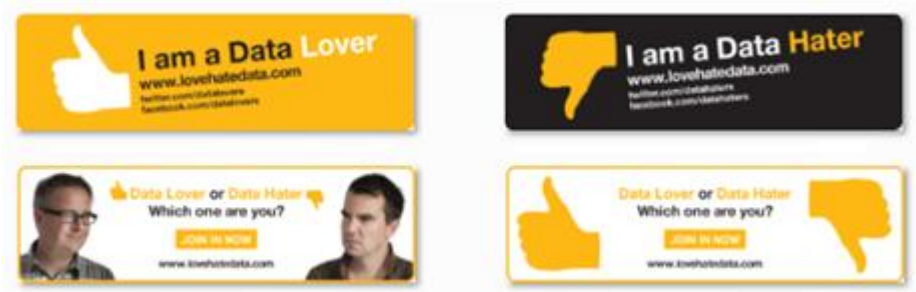


We took to the streets to discover what everyday businesspeople thought about data.



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Email Signatures



EMEA Community Manager and SCN Social Media Schedules / Kits

To involve all the SAP Social Media channels, we sent out weekly social media schedules to the EMEA and SCN community managers giving them messages, hashtags, key points and tracking links.

We created a social media content kit containing marketing collateral, blogs, tweets and LinkedIn posts and approved social media messaging.

The input from the SAP social media ecosystem helped us extend awareness.

Timescales of the campaign

Site launched October 2011 and is still active.

Budgets

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Results

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Client Testimonial

“This has been a very creatively-led campaign. Not only has it raised awareness on topics of data in an approachable/fun way, but the social media elements of the campaign have informed, shared and educated our community.”

Nathalie Aspinall

EMEA Marketing Manager, SAP

“Our community managers have benefited immensely from the simple, organised and efficient way in which you have delivered social media content, you have made their lives easier, their workloads less and allowed the end-user experience to be the focus. Well done. Such a strong execution plan will be the model for all other campaigns going forward.”

Graeme Nash

Social Media Manager, EMEA, SAP

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