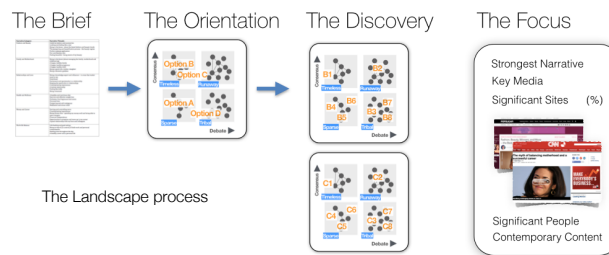


## Online Content Strategy: FMCG 'Magazine' Site.

The online style magazine of a leading FMCG brand suffered declining traffic, page views and engagement. Showing its age, the site needed more than a quick spritz: a full makeover was in order, to restore its youthful appeal.

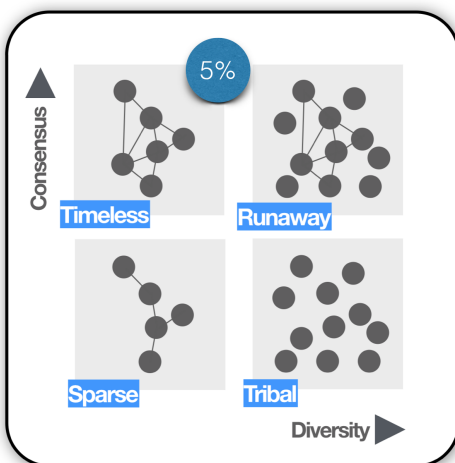
The brand-owner's goal: to identify content strategies that would maximise audience engagement, whilst requiring minimum effort on the part of the content-creation team. They needed to identify and own the *strongest stories* in their category. The client required detailed insight on their competitors' success, and to apply that understanding to prioritise *what to say*, and *how to say it*. To achieve that, they turned to our Landscape product.



The client's brief identified a range of high-level categories and themes for content creation, each of which related to the brand's core attributes and values. Success required the *identification*, from this range of categories, of the themes which engendered the highest engagement 'in the wild': and then their *characterisation*. This allowed the client to understand the *nature* of those categories' strongest stories: necessary to compete with, and win against well-established magazines, websites and TV brands.

We first applied Landscape to identify which of the high-level themes demonstrated the highest engagement in the wild, and to surface the characteristics of that engagement.

Landscape's output clearly demonstrated that two topic areas were *timeless* in nature: generators of long-term, deep engagement, driven by a small number of key players: experts and authorities.



A small number of narratives, campaigns or brands, are Timeless – **characterised by long-term, deep engagement, and driven by a small number of key players who are often experts and authorities.**

These are authentic. They matter to people.

They are long-lived. They are **good choices for the positioning of brands or themes for communications.** As issues, they are expected to persist or grow.

**They are high-value but difficult to win. Focus is key.**

Communication Power derives from the understanding of what has long-term significance, and alliance-building with the existing players.

Zero-ing in on the timeless narrative themes, we then repeated this process on the client's detailed sub-themes, to provide a similar assessment of *their* significance in the context of the two main themes. We also opened up the landscape through a discovery process: to identify *related* narratives—not in the client's original brief, but germane to it—which also generated high engagement.

Landscape quickly produced actionable insights.

It highlighted which of the themes in the client's brief worked hardest to drive engagement, and where there were stronger opportunities to be exploited, based on narratives we discovered 'in the wild'.

For each high-significance narrative, Landscape characterised the nature of its underlying significance. Was it driven by *consensus* or by *debate*? Was it led by *authoritative voices*, or by the *flow of social buzz*. *Who* were the key voices? *What* were they saying that generated engagement? *Where* were they saying it? *Which* media had impact?

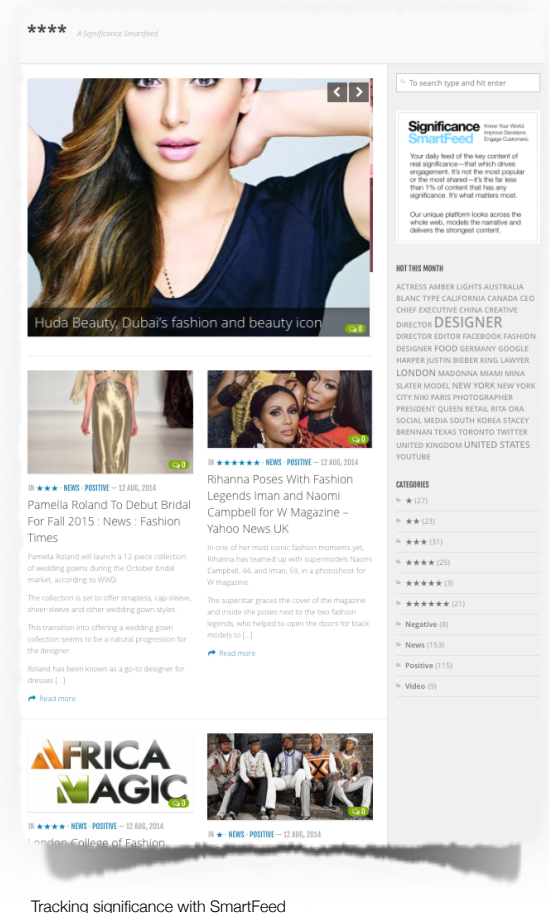
From these insights, a focused and effective content strategy quickly followed:

- It was now clear which top-level and detailed narrative themes should be the focus of both content creation and curated aggregation.
- For every *timeless* narrative, the client would maximise communications power through the retention of a named authority journalist, or by syndicating such content from elsewhere.
- For every narrative driven by *flow*, they would maximise their own significance by being *active in that flow*—in social and other real-time media. We applied our SmartFeed tracking product, to provide the client with ongoing, easy and cost-effective insight into the significant content within the flow.
- The Landscape also identified and ranked the online *media* most significant to the high-engagement narratives. These rankings offered the client rich territory for the study of, and learning from, others' successes, and for the identification and targeting of under-valued media opportunities for the placement of paid content or advertising.

Previous investment in their site had achieved little. The insight delivered by our products, has provided a clear, confident route for the revolutionary revamp and relaunch of the site—to uplift its value as a valuable destination for their time-poor and discerning audience. Our products, have given the client a robust, data-driven view of the drivers of engagement for their target market, which is simple and cost-effective to apply in practice.

Our products, mean the client is now empowered: to identify proven and engaging content areas, adopt successful publishing structures and approaches, and partner with (and learn from) cutting-edge media and bloggers, to generate new readership and brand evangelists.

Simply beautiful.



Tracking significance with SmartFeed

# Significance Landscape

## About the Product

Significance Landscape locates the deep, timeless narratives around any topic in any major language. It identifies and characterises the key opinion drivers and the most significant content, wherever it is: whether websites, traditional media, blogs or social media.

It exploits this unique capability, to map out the 'narrative landscape' which relates to a brand, threat or opportunity. Each Landscape clearly visualises the nature of engagement with those brands, threats or opportunities 'in the wild'. Whether your goal is to effectively approach, or to create distance from, those key drivers, this insight provides immediately-actionable intelligence on **what to say, how to say it, where to say it and to whom.**

# Significance Systems

## About Us

### Shape the Narratives That Shape Your World

Knowing **what to say, how to say it, where to say it and to whom**, empowers you to *focus your time and effort, to deliver better outcomes for your business.*

Our products rapidly analyse a **communications issue, sector, category or market need**, to quickly, accurately and securely identify the narratives on which to focus. They cost-effectively identify **what's likely to happen** to each particular narrative, and highlight the levers of **communications power**: the key media, the key people, the key messages.

We don't need any of your data to do this.

We work across the whole web, in any major language.

This sounds like social listening? It isn't. All our clients continue to use social listening to improve their customer care experience. Our products deliver strategic insight.

## Contact Us

[www.significancesystems.com](http://www.significancesystems.com)

AUS: [sydney@significancesystems.com](mailto:sydney@significancesystems.com)

UK: [london@significancesystems.com](mailto:london@significancesystems.com)