

An interactive Twitter presence leads to higher brand loyalty

69%

of people are interested in supporting brands who have an interactive Twitter presence

Objective

Laying the foundation for
your brand on Twitter to
**express itself authentically and
drive measurable results**



The world is turning to
Twitter like never before

+34% YoY

Avg monetizable DAU

+37%

International growth

+24%

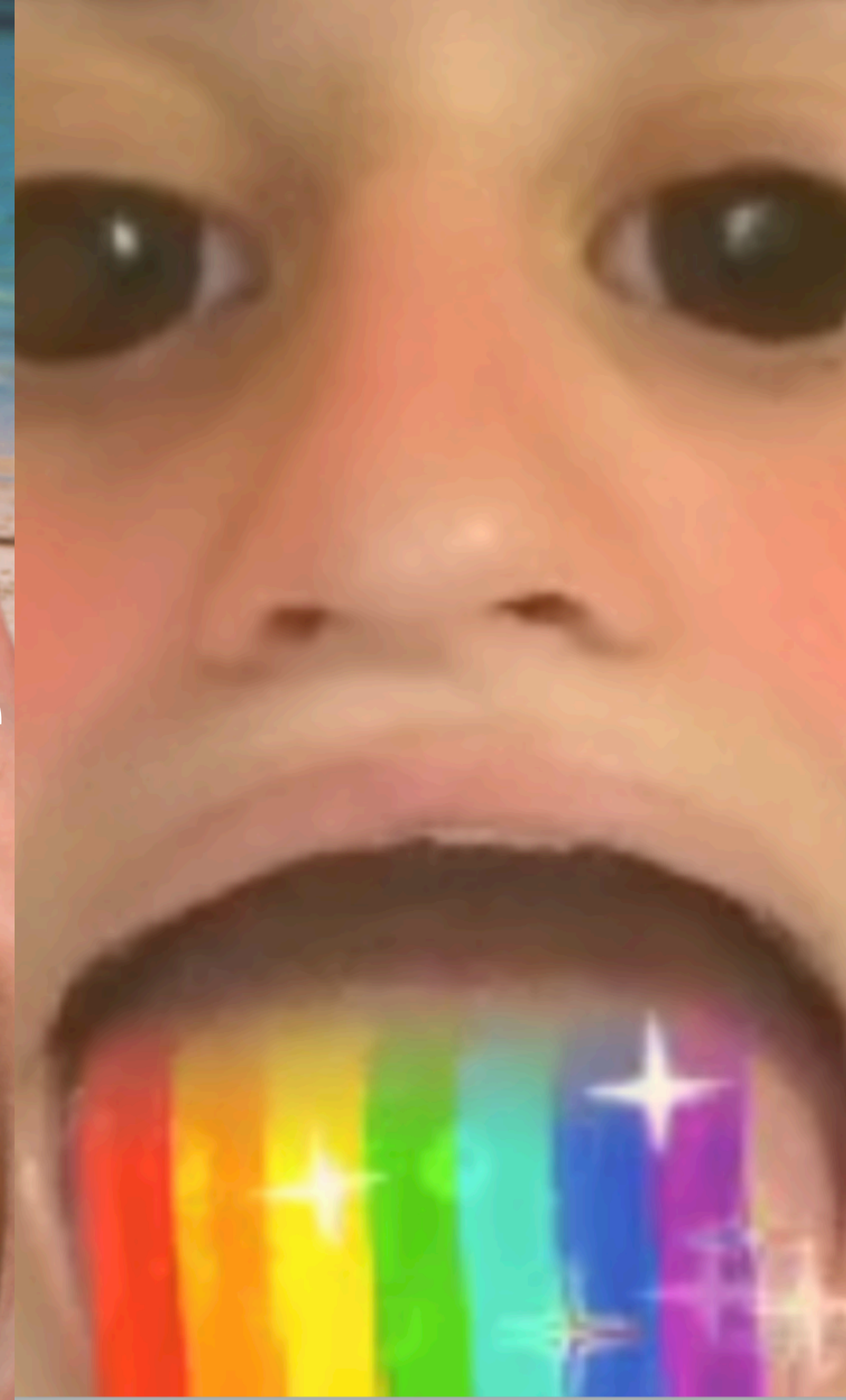
US growth

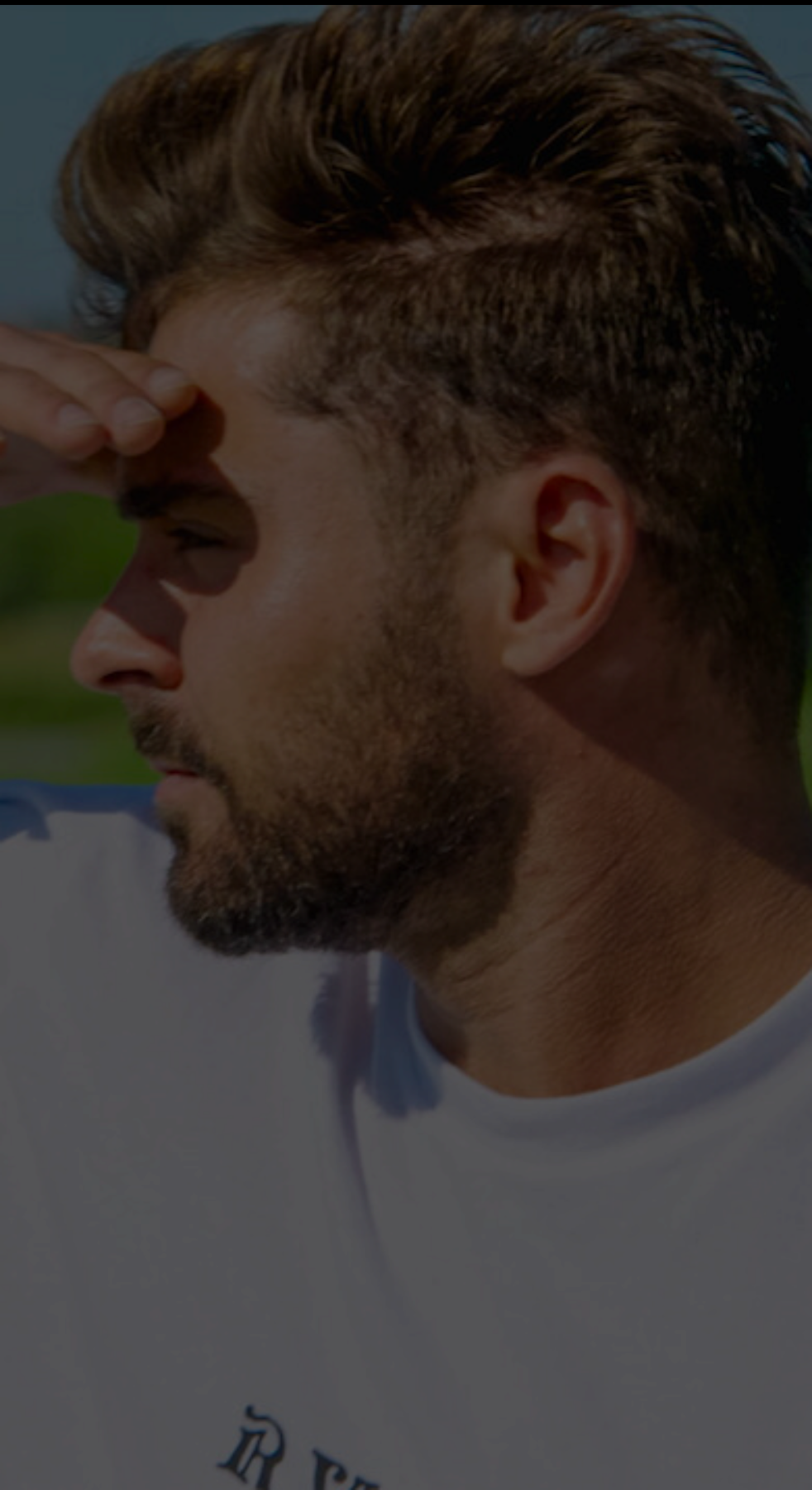
A full-page background image showing a man and a woman riding electric scooters on a city street at sunset. The woman is on the left, wearing a yellow shirt and dark pants, looking towards the man. The man is on the right, wearing a patterned shirt, a black cap, and glasses, looking back at her. The background features a building with large windows reflecting the warm, golden light of the setting sun.

People on Twitter are
more leaned in to our
content than on any
other platform

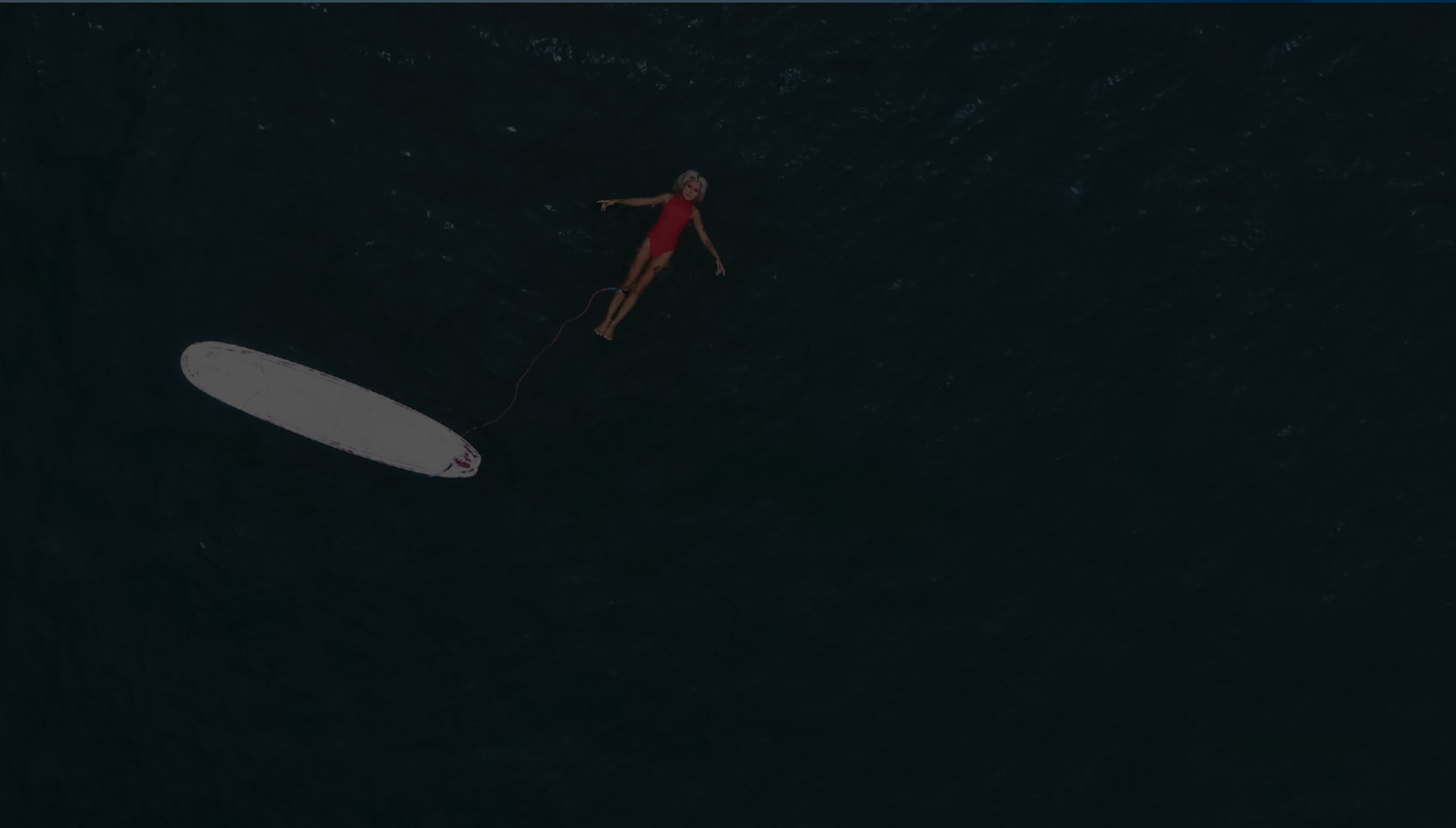


Look at me





Look at this



reason people come to Twitter is to
see and **talk** about what's happening



Source: Twitter Brand Tracker





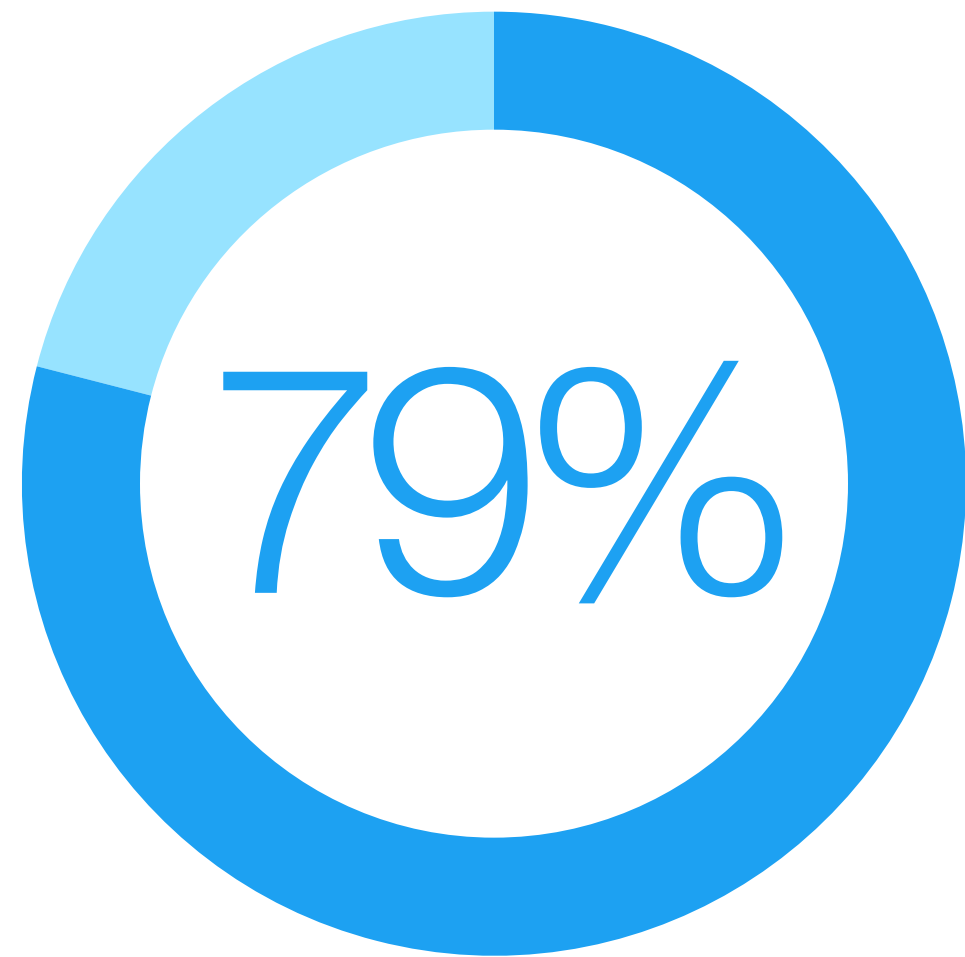
What People Are Talking About



Note: 66% of conversations aren't classified by a general topic. For example: "Happy Anniversary!"
"Yes 😂"
"This is great!"



Twitter is the #1 discovery platform



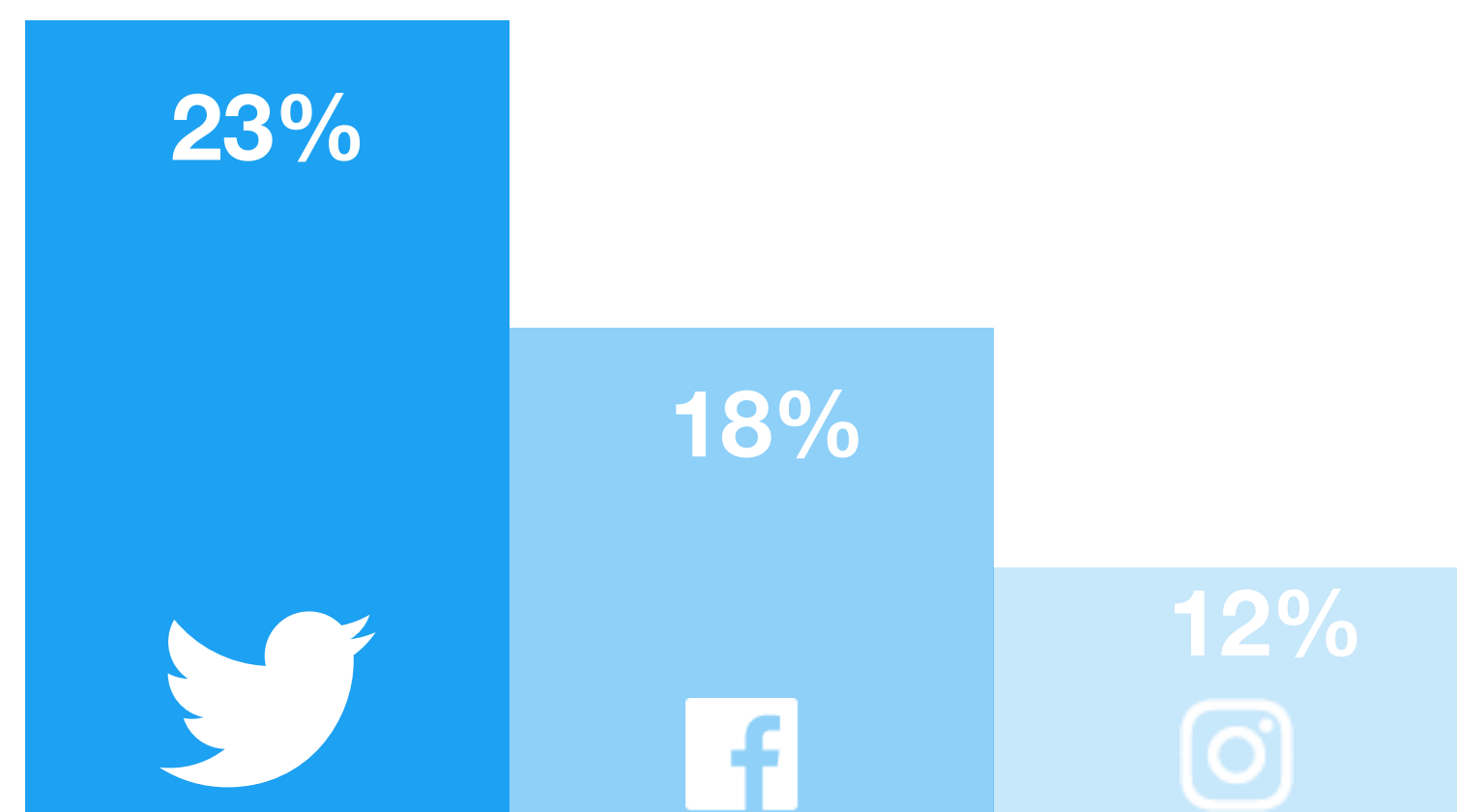
Like to discover
new things





Twitter's audience has a **heightened discovery** mindset

Users who saw ads on Twitter were more likely to seek out information in the two weeks post-exposure



Source: Neurons, Start With Them: Post Exposure Study, commissioned by Twitter, Sep 2019, USA, Base = users exposed to ads on each platform, Twitter n=31, Facebook n=28, Instagram n=26
Percentage of users visiting product related websites



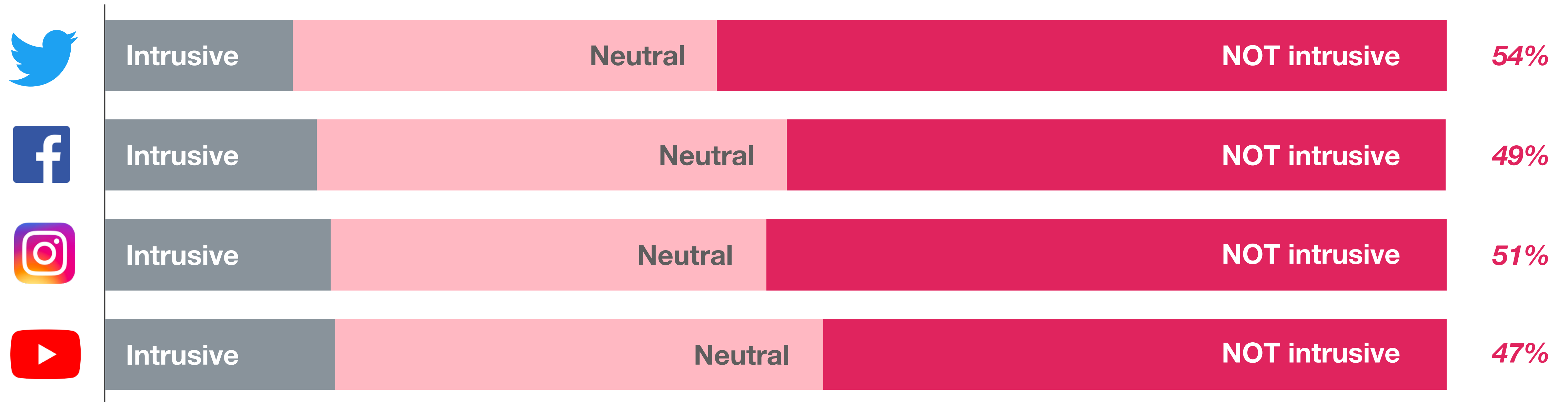


Experience

This discovery mindset leads to video ads being seen as less intrusive on Twitter

% agreement on how intrusive ads are within the platform where **1= really intrusive** and **10= not intrusive at all** (aggregate across all test ads)

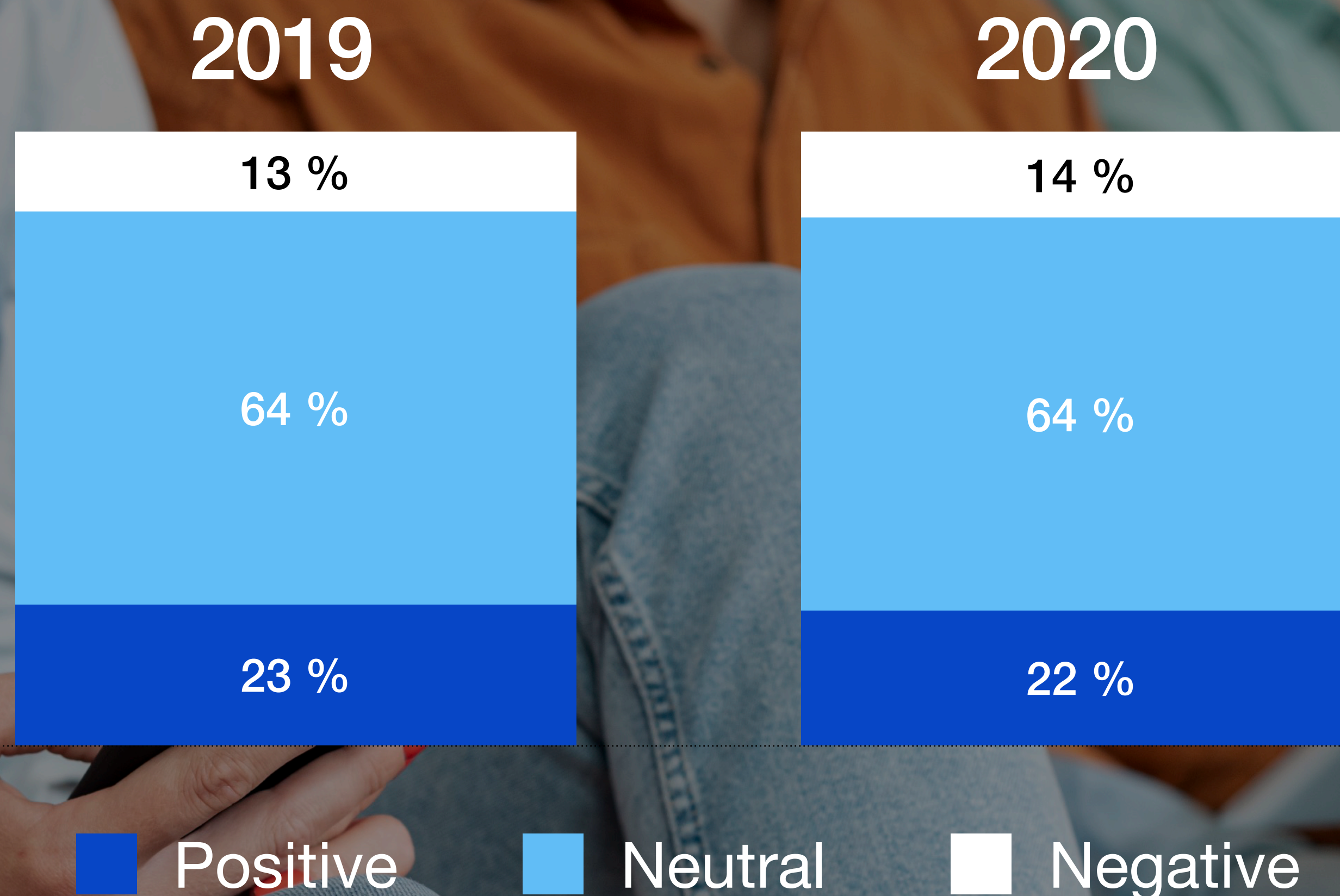
Not intrusive %





Brand sentiment remains stable and favorable

Year-to-date, sentiment of organic Tweets seen about brands remain unchanged







Source: Brandwatch Data for 102 Advertiser Brands Across Industries (Tech/Telco, Travel, Auto, PAC, Retail,Alc/Dining, M&E, FinServ, Health, CPG.); Time Frame: January 1st, 2019 - August 13th, 2020. Data Retrieved August 2020. Global, English only; Impressions (reach) are algorithmically calculated by Brandwatch






HOW CAN YOU EARN ATTENTION IN
THE MIDST OF BILLIONS OF
IMPRESSIONS?











Oreo Cookie

@Oreo

Power out? No Problem.







Audi @Audi

Sending some LEDs to the @MBUSA

Our audience right now.

Standing Out

What is your brand's brand strategy?

What is your brand's content strategy?

Start by revisiting the building blocks of your brand.

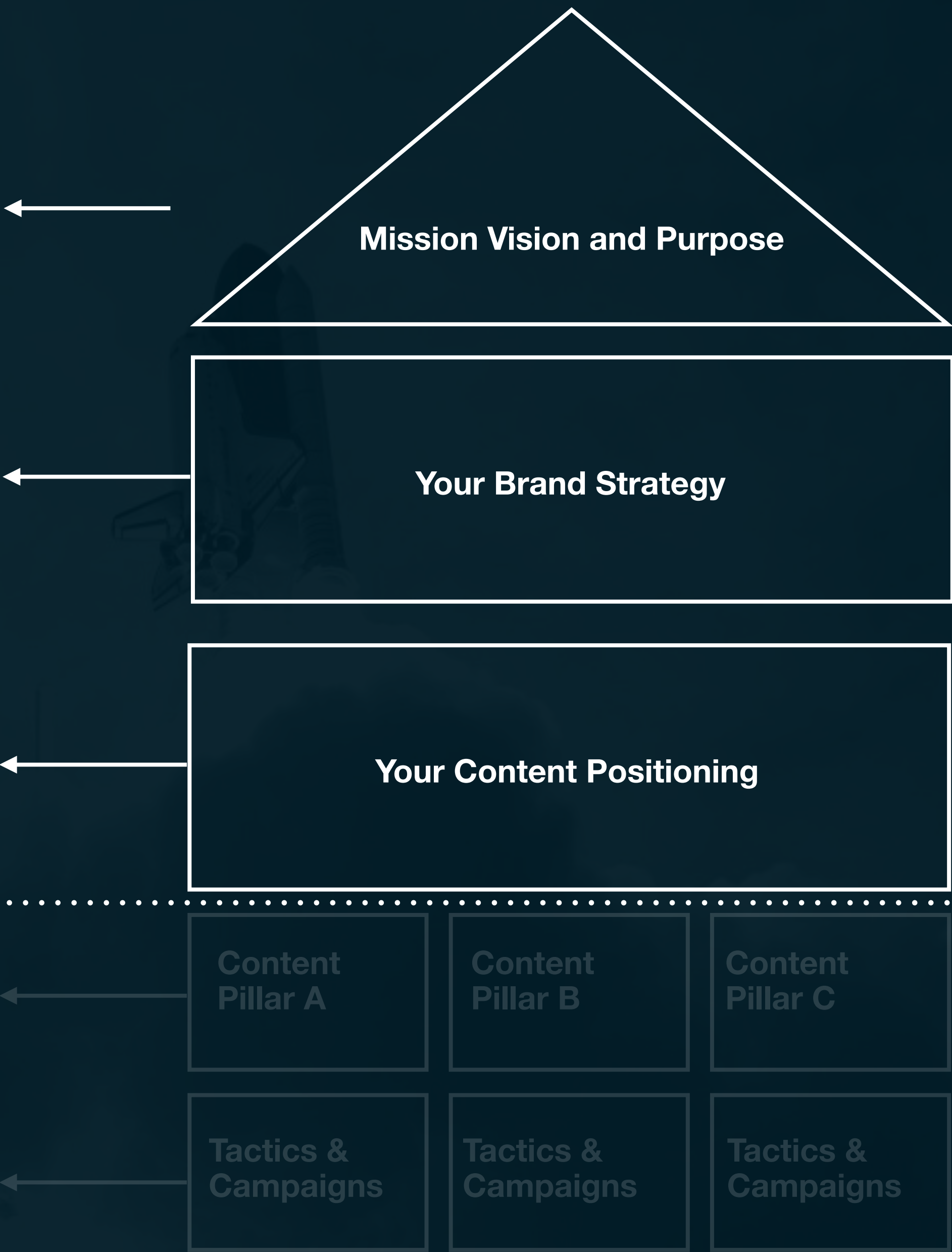
Let's Start Here:
Why does the brand exist?

What do we need to do to win? What is the reason to believe? What is the job to be done?

What is our unique angle? How will we bring it to life through content? What is our voice?

What themes of content will help you convey your purpose and positioning?

How will we effectively communicate with our audience using these themes?



Building Thematics

What is your brand's Twitter strategy?

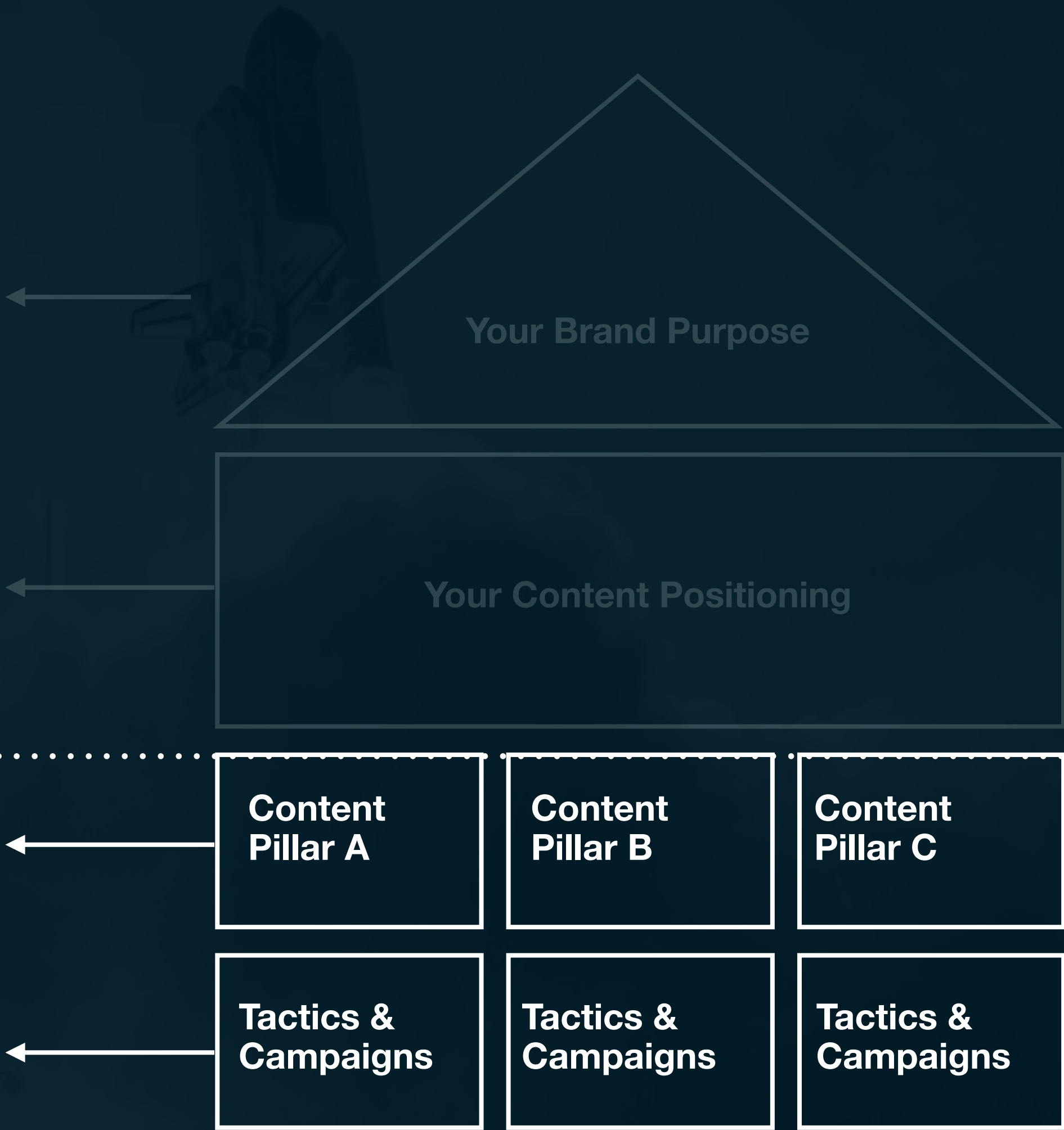
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Getting Started

Honing your brand identity and voice

Once you've solidified your brand purpose and positioning, turn it into a authentic voice.

Brand voice allows you to

- ★ Communicate seamlessly
- ★ Speak with personality
- ★ Connect with Culture
- ★ Join in on conversations



Voice is the most critical aspect of defining your brand identity because it serves as a framework for your social content.

Stephanie Purinto, Ignite Social Media

Brand voice allows you to

Communicate Seamlessly

Approach topics from a consistent point of view so your audience knows what to expect from you

Here's the tea...and the lemonade. 🍋
#IcedGreenTeaLemonade



12:44 AM - 19 Jun 2019

268 Retweets 2,195 Likes

95 268 2.2K MP4

It's salty, it's sweet, it's... mesmerizing. 🍯
#SaltedCaramelMocha



11:07 PM - 7 Oct 2019

179 Retweets 1,883 Likes

52 179 1.9K MP4



A tropical tango of coconutmilk, dragonfruit, with a hint of mango. 🍓❤️ #DragonDrink



10:02 PM - 20 May 2019

226 Retweets 2,163 Likes

MP4



Bursting with all the fall feels. 🍂
#PumpkinSpiceLatte



10:21 PM - 4 Oct 2019

180 Retweets 1,498 Likes

MP4

Brand voice allows you to

Speak with personality

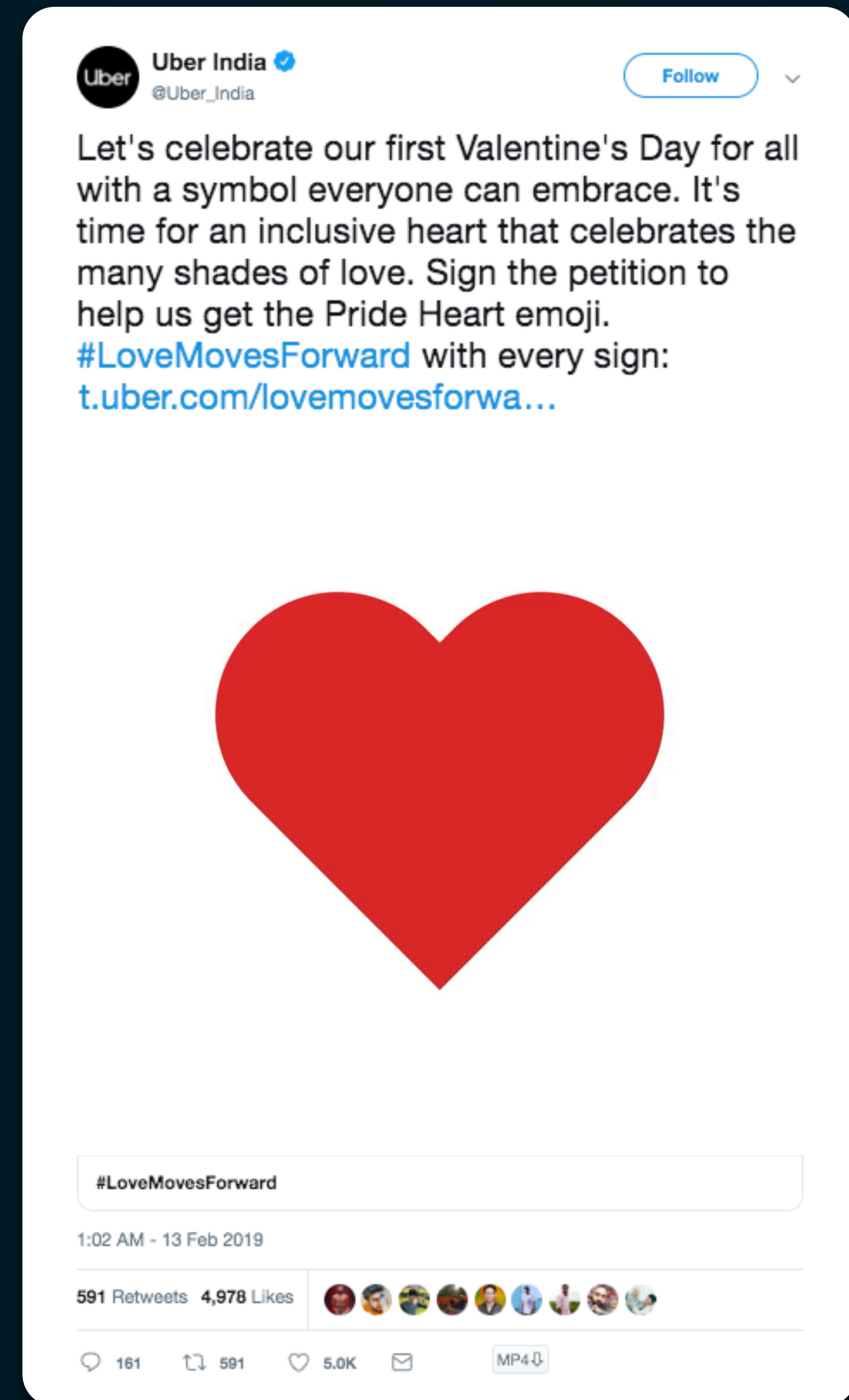
Welcome conversations by talking
like a human, not a brand



Brand voice allows you to

Connect with Culture

Find an identity and stick to it. Let it guide the conversations you start, and jump into



Brand voice allows you to

Join in on Conversations

Brand Voice gives you the credibility to talk
about conversations that exist.

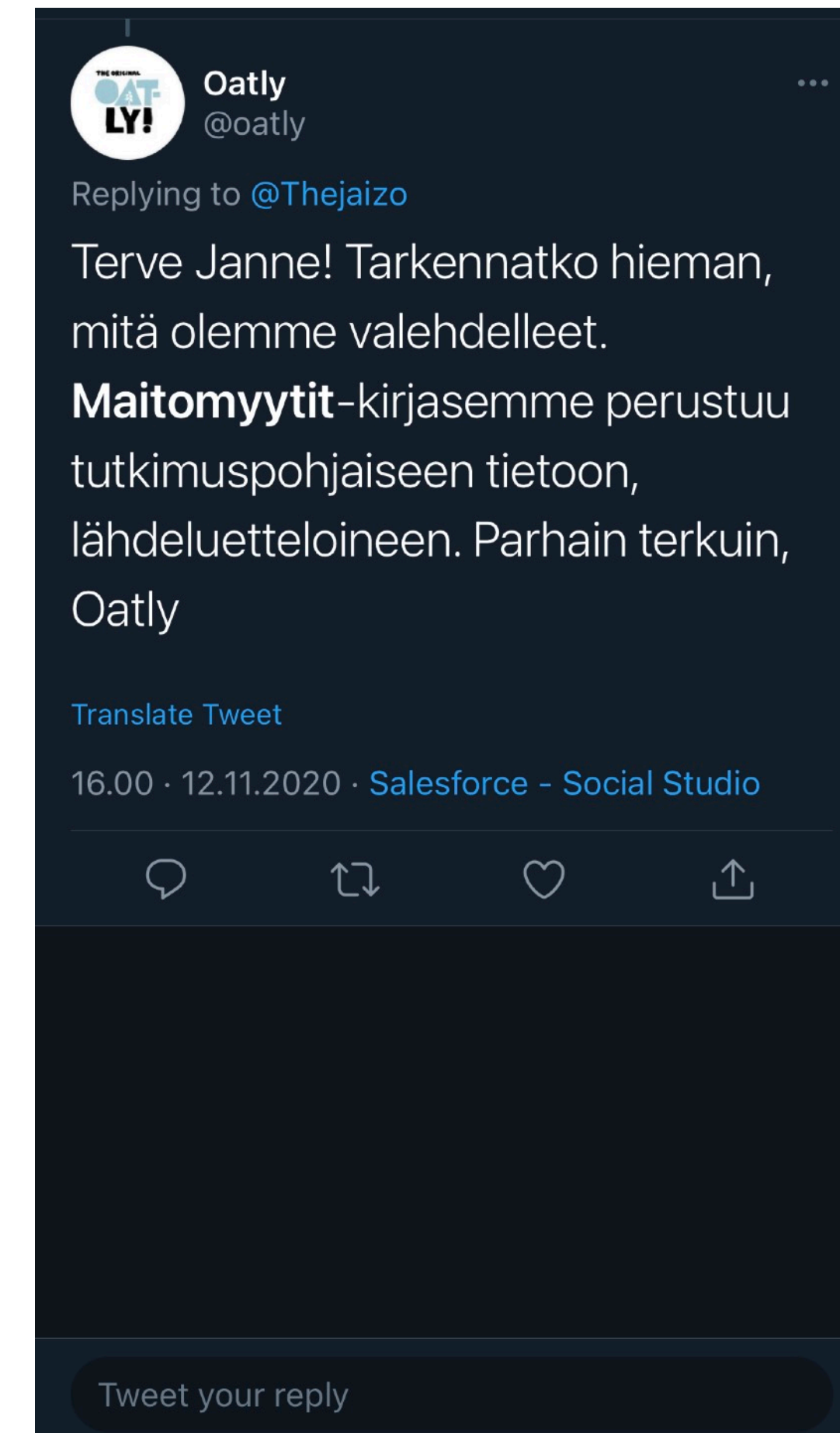
Planters' Mr. Peanut during Super Bowl



Brand voice allows you to Start Conversations

Brand Voice gives you the credibility to talk about conversations that exist.

Oatly drives the conversation around sustainability and milk



Brand voice allows you to Go beyond Twitter

Twitter is #1 platform for journalists



yle YLE

Kaurajuomayhtiö alkoi kampanjoida maitoa vastaan, ja se

...

Esitettyjä myyttejä ovat muun muassa "maito vahvistaa luustoa" ja "kasvavat lapset tarvitsevat maitoa". Kampanjassa perustellaan, miksi nämä

...

1 month ago



mtv MTV Uutiset

Kaurajuomavalmistaja Oatly aloitti rajun kampanjan, jossa

...

Maitomyytit-kirjasessa pureudutaan nimensä mukaisesti maitoon liitettyihin "myytteihin". "Herättänyt aktiivista keskustelua". Oatlyn ...

1 month ago



IL Iltalehti

Oatly lähettää maitoa vastustavan kirja lapsiperheille

Kirjasessa esitellään 20 myyttiä maidosta ja vastaukset niihin. ... että nykypäivän lasten on juotava maitoa ja siihen, että koulut saavat EU:lta ...

1 month ago



MT Maaseuduntulevaisuus

Ruotsalainen Oatly kritisoi suomalaisten maidonjuontia ...

Oatlyn mukaan maidosta liikkuu paljon harhaanjohtavaa tietoa. "Kaikki johtuu siitä, että olemme lapsesta asti saaneet kuulla asioita, kuten maito ...

1 month ago




HS Helsingin Sanomat

Ruoka | Oatly lähti rajuun kampanjaan suomalaista maitoa

...

Ovatko Oatlyn listaamat "maitomyytit" todellisia myyttejä? HS otti tarkasteluun viisi keskeistä väitettä ja kävi ne läpi asiantuntijoiden kanssa. Myytti: ...

1 month ago



KL Kauppalehti

Oatly haluaa korjata sanomisiaan maitokampanjassaan

Kirjasessa kritisoidaan muun muassa maitoon liittyviä terveysväitteitä, maidon tuotantoa ja lehmien kohtelua. Valion viestintäjohtaja Helena ...

1 month ago





Where are you on this connect spectrum?



**Align with
the topic**

**Be at the front and
center of the topic**



Oatly

Oatly's message:
Upgrading the lives of individuals and
the general well being of the planet.

TARGET
AUDIENCE

Lactose intolerant
Sustainably oriented consumers
Vegans
Conscious consumers

BRAND
STORY

Make it easy for people to turn
what they eat and drink into personal moments
of healthy joy without recklessly taxing
the planet's resources in the process.

#Veganfood
#Sustainability
#EarthDay
#Maitomytit
#Dairyfree

TOPIC OF
CONNECTION

BRANDS HAVE PERMISSION TO PLAY ON TWITTER

56%

AGREE THAT THEY
SEE BRANDS DOING
COOL THINGS ON
TWITTER

63%

AGREE THAT TWITTER
IS A GOOD WAY TO
FIND OUT ABOUT NEW
PRODUCTS



BRANDS HAVE PERMISSION TO PLAY ON TWITTER



#BrandVoice

Who is the voice of your brand?

We would love to dig deeper to identify who your brand is on Twitter.

Questions to help us ID your brand voice would include:

- Are they male or female?
- What are their attributes?
- What makes them unique?



**If your brand was a person,
who would it be?**

Twitter Positioning

#Worksheet

What should your Twitter bio say?



#ContentPillars

Goal: Identify at least 3 content pillars/themes and elaborate on the key storyline, hashtags and assets involved in those themes

Theme 1

1.

2.

3.

4.

5.

Theme 2

1.

2.

3.

4.

5.

Theme 3

1.

2.

3.

4.

5.

#BrandVoice

Goal: Identify key elements of your brand's persona

Is your brand female or male?

What makes him/her tweet?

- 1. #News
- 2. #FunnyFemales
- 3. #LifestyleTips
- 4. #TrendingTopics

Choose the celebrity / character



What emoji's does he/she use the most?



What does he/she do on the weekends?



Visits museum



Binges TV



Goes shopping



Family time



Play sports

Setting content Twitter strategy

1. Solidify brand positioning

Clarify your brand purpose and define the value your products and services deliver to consumers every day. Infuse that value into your content strategy to make messaging work harder.

2. Define your brand voice & aesthetic

Select archetypes who embody your brand. Is your brand inspiring, witty or playful? Determine how brand personality drives word choice. Identify key words and phrases to incorporate into copy with consistency.

3. Create content pillars

Define 3-5 strategic territories or themes to structure your content plan. Organize ideas and assets using these content pillars.

4. Map relevant moments

Twitter creates rich opportunities for brands to connect with consumers in relevant moments. Go beyond your own tentpoles and brand moments by identifying personal moments and larger cultural events your brand can authentically tap into.

5. Align content to clear marketing objectives

The best brands on our platform create content that delivers against business objectives across the funnel. Be clear on your objective and align the creative accordingly.

6. Create visual intrigue

We've come a long way since 140 characters. Now, tweets with rich media outperform those without. Leverage the full spectrum of creative formats to get people to stop in their timelines.

7. Craft short, concise copy

Short is always sweet. Tweets with under 100 characters drive significantly higher engagement than those over 100. Use concise copy, especially when coupled with media rich Tweets.

8. Have a “feed first” mindset

Shoot for the feed by creating or adapting assets to make an impact in the Twitter timeline. Aim for short-form and making an impact early.

9. Use hashtags effectively

Unify brand or campaign hashtags to make content searchable and discoverable. Target or leverage cultural hashtags to tap into trends or enter recurring cultural conversations like #motivationmonday.

10. Be conversational

Consumers come to Twitter for direct access to brands. Be responsive to your audience, and leverage the immersive tools to generate conversations on your own.

#YourTwitterTeam



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Oath:

