

#impactful

the **strategic** newsletter
from the Omnicom PR Group



OmnicomPRGroup

Newsletter #8

impacting opinion
impacting reputation

Each month, the agency, OmnicomPublicRelationsGroup, takes a look at the news and trends in the world of communication, bringing you a selection of content to assist you in determining your strategy.

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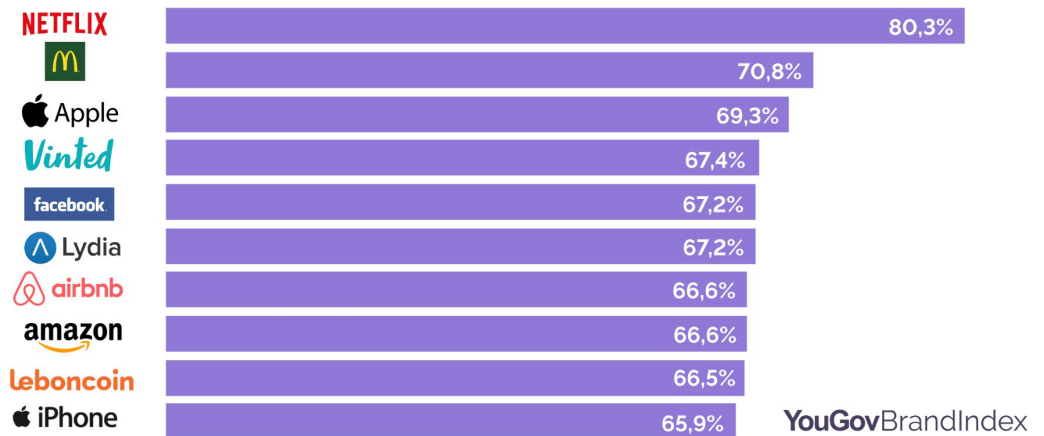
#5 - impactful expertise

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How can we tackle the challenge of **presenting what goes on behind-the-scenes at a pharmaceutical production site to journalists in the middle of lockdown?**

#1 - impactful data

YouGov's BrandIndex rankings list the most positively talked about brands among French millennials (18-34 year olds)



Netflix has added a [record number of subscribers](#) in the world since the beginning of the pandemic (the company signed up nearly 26 million new paid subscribers in the first quarter, then 2.2 million between June and September) and in June 2020, more than [25%](#) of French households were subscribed to the service. **But Netflix is also the most positively talked about brand among French millennials for the 4th year in a row.**

McDonald's moved up from 4th place to 2nd in 2020; **Apple** from 5th to 3rd, not to mention that its brand, **iPhone**, comes in at number 10, showing that **young French consumers haven't yet been won over by the rising competition from Asia.**

Vinted, Lydia and Amazon make their first appearance in the ranking. These brands benefitted from the pandemic with a **model adapted to the way young French people consume** (e-commerce, second hand, P2P payment...).

In view of the success of new social networks, and contrary to popular belief, **Facebook isn't outdated yet in the eyes of millennials**, as it comes in at 5th. The platform has managed to improve its image with increasingly varied features.

Looking at the **best improvements** between 2019 and 2020, we see **SNCF and the agri-food sector**, with brands like La Laitière, Bonne Maman, Nespresso, Président and Danette, showing the biggest increases this year. And finally, unsurprisingly, **IKEA** has played its cards right, having succeeded in [making French people want](#) to invest in home decoration and furnishing during lockdown. IKEA is the most improved brand after Vinted.

Source: YouGov study – [Which are the most positively talked about brands among millennials in France?](#)

The 2020 Social Selling Barometer demonstrates the impact LinkedIn has on B2B purchasing decisions

Produced by La Poste Business Solutions, the 3rd edition of the Social Selling Barometer illustrates and deciphers the **behavior of B2B decision-makers on social media and the impact of those media on purchasing decisions**. This year there is special **focus on the creation and distribution of content**. After interviewing 514 French decision-makers, the study reveals that **LinkedIn is the reference social media platform in B2B**.

85%

of B2B decision-makers use LinkedIn for professional reasons (vs 65% in 2018)

70%

of B2B executives consider that interactions on social media are **less commercial and more exchange oriented** (vs 78% in 2018)

37%

of managers have **bought a product or service after reading content published on social media**

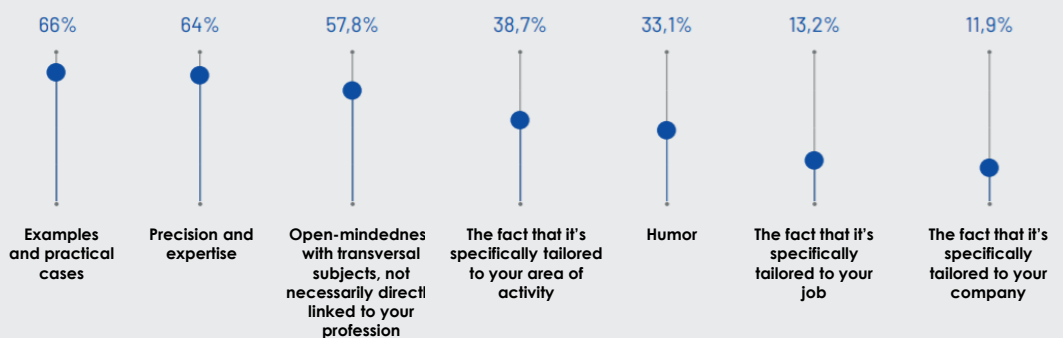
In **2/3** cases, the decision-makers **weren't familiar with the company before reading the content**

61,5% of decision-makers are mainly influenced by **articles**,

41,8% by **videos**

There's still work to be done on the side of brands: only **39,1%** of decision-makers interviewed find that **companies provide relevant content**.

What are the factors that make you most appreciate content? (multiple choice)



Source: [The 2020 Edition of the Barometer of Social Selling](#)

What will the key media and social media trends be in 2021?

As 2020 comes to an end, various *social listening* and analytics experts have been defining the main trends to watch next year.

In its **2021 Media Trends & Predictions report**, Kantar outlines various underlying trends that the media, [l'ADN](#), has selected:

- **Brands are increasingly expressing their points of view on social or political issues**, illustrated by the example of Decathlon who decided to boycott CNews by removing its advertising.
- Google is getting rid of third-party cookies in its Chrome browser in the next few months, and with Apple requiring users' permission to access their Identifier for Advertisers, known as IDFA, from the start of 2021, **targeted advertising is going to get more complicated and brands are going to have to do some adapting**.
- **Influencers are going to play a prominent role in brand communication strategies in the long term**: according to Anna Salter, Evaluation Director at Kantar, the percentage of clients in the communications sector who call on influencers should go up from 2% to 16% in 2021. Rather than just being part of a one-off operation, they will become long-term brand ambassadors, able to address the public more directly and more authentically.

From another perspective, our *social listening* partner, **Talkwalker, and HubSpot predict 10 social media trends** that should mark 2021. The media, [Siècle Digital](#), has selected 4 of them:

1. Take a stand to make a difference

To reach a young audience (Gen-Z and Alpha) who value ethics and who do not hesitate to challenge or express themselves, brands need to adapt their communication strategies to show their own commitment, to be able to reach these socially responsible audiences.

2. Put users at the heart of the message

The new social media formats (Reels, TikTok...) revive the importance of user generated content (UGC): **we now talk about remixing**, i.e. "the art of recreating existing formats, models or concepts to express one's own personality or ideas". Brands just need to engage, and provide the resources for their users, so that they can express their own creativity.

3. Meme is the new normal

Very popular with the younger generations ([55% of 13 to 35-year olds](#) send memes at least once a week), this format of fun, snackable content greatly facilitates the interactions between a company and its users, but you have to be sure you understand the codes, the culture that surrounds them and the legal framework of use.

4. Playing on memories

In 2021, nostalgia marketing will still be as present as ever. Nostalgia for a life before Covid, "the good old life", but also for past decades, like the 80s (illustrated by the success of the Netflix show "Stranger Things").

Sources: L'ADN – [Media Trends: In 2021, influencers will no longer be just "one night stands"](#) / Kantar Report – [2021 Media Trends and Predictions](#)

Siècle Digital – [Study: What will the 10 key social media trends be in 2021?](#) /

Talkwalker & HubSpot – [The 10 social media trends in 2021](#)

#2 - impactful opinions

Expert opinions – e-commerce under discussion

2020 was, without a doubt, **the year of “bashing” for the e-commerce giants, and, in particular, for the behemoth that is Amazon.** As “non-essential” businesses are having to close their doors, many people are accusing Amazon of unfairly profiting from the global crisis. **The debate is raging among French politicians** with, on one side, the [Minister of Culture](#) appealing to people not to buy from the digital platforms, saying that **“Amazon is stuffing its face”**; and on the other side, the [Minister for the Economy](#) asking people **not to make Amazon a “scapegoat”**.

Shock tactics and initiatives are abundant, some in an attempt to [fight Amazon in regional France](#), some to [create a form of certification for e-commerce platforms](#) that would protect consumers and respect moral tax obligations, and the environment. A look back at **some representative views on a matter that is likely to be the subject of debate for a little while longer.**

“Amazon's dream world is completely at odds with the serious aspiration for decent lives on a habitable planet”
– **120 signatories (NGOs, trade union representatives, private citizens and elected officials)**

The 120 signatories call for “stopping Amazon before it's too late” in an article published by [France Info](#), because the e-commerce giant's wealth is increasing “at the expense of 20 000 employees who are infected by Covid; of an explosion in the number of imported products; of the use of polluting means of transport, coupled with exemptions by decree of truck drivers' permitted driving times; of the destruction of thousands of jobs in local businesses; of massive tax evasion and of the degrading of land to build 19 warehouses around France”.

They also accuse Emmanuel Macron of “shaping a post-crisis world worse than the one before” by granting favors to Amazon, even though it **“threatens the very survival of the entire retail sector”**.

The signatories call for “a moratorium to let us reflect on alternatives, in terms of employment and the development of local life, that are compatible with the current climate and health issues” and the imposing of an “exceptional tax on the turnover of Amazon and other profiteers of the crisis”.

Read: [franceinfo – “Stop Amazon before it's too late”: one more appeal from a hundred NGOs, trade unionists, private citizens and elected officials](#)

Le Monde – [Political leaders and trade unions launch an appeal to put a stop to Amazon](#)

“Doing online shopping and showing support for small French businesses aren't incompatible. On the contrary.”

– **eBay**

In an article published in [Le Parisien](#), the **online auction and shopping website** speaks to defend its business and confirms that **“eBay is doing what**



it can to help [small businesses] maintain their activity over the last weeks of the year [...] a period that is crucial to their turnover" with an **"emergency plan for new sellers**: the opening of their online shop free of charge and with no subscription fee, with 3 months free commission, from Black Friday to Christmas, including free telephone assistance to help new sellers get started."

It's also note-worthy that "eBay – with its 183 million buyers around the world – was the **first marketplace to set up a program accompanying small businesses back in April 2019**". Particularly with its **"Always Open on eBay" initiative, that provided an online store** which enables professionals around France, who make up the varied and talented economic base of our country, to continue their activities".

Read: Le Parisien – [Buying online, boosts the recovery of French companies](#)

"Rather than look for an umpteenth scapegoat, isn't it time to help our small offline businesses fully move into the digital sphere?" - **Emmanuel Combe**

In an article published in [Les Echos](#), Emmanuel Combe, Vice-President of the French Competition Authority, states that **"the situation for small high street businesses versus e-commerce is more subtle and nuanced than people generally think**. In fact, first we need to remember that e-commerce in France represents a market of around 100 billion euros in 2020. That is just 10% of retail trade."

"Likewise, figures show that Amazon has a market share of 20% of online trade in France... **The other 80% are made up of a multitude of online retailers, including major "national" brands**: the generalists like Cdiscount, or more specialized sites like Fnac.com or Veepee".

Small businesses also have armory with which to defend themselves, particularly the fact that they have a physical connection and experience with their customers which **"enables them to create a relationship of trust and loyalty**: it's no coincidence that the conversion rate in physical stores is 3 times higher than online".

But **the real issue is the digitalization of small businesses**. Which, by the way, is "not simply a question of selling or not selling products online. The key is rather **to bring the physical and online sales together, the recently coined term "phygital"**." He finishes by reminding us that in the DESI report on the integration of digital technologies, France is in....10th place.

Read: Les Echos – Opinion | [The giant, Amazon, and small businesses: a too simplistic affair](#)

For further reading:

Le Nouvel Obs – [Taxes, jobs, environment...We put Amazon on trial](#)

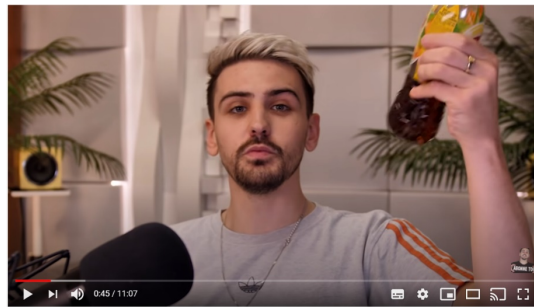
L'ADN – [There's not just Amazon in life: French initiatives that promote ethical e-shopping](#)



#3 - impactful initiatives

The #LiptonGenerationTri campaign invites young people to contribute to Lipton Ice Tea's circular economy

Through a UGC and influence campaign on YouTube, Instagram and TikTok, the brand wanted to encourage young people to recycle. Without recycling, Lipton Ice Tea wouldn't be able to propose its new 100% recycled plastic bottles and therefore improve its impact on the environment



#LiptonGenerationTri
FAIRE UN HIT AVEC ÇA ? (et sur un thème imposé)
1 724 869 vues • 26 juil. 2020

*"To reach different communities, we worked with **3 influencers**. We gave them a **huge amount of creative freedom**. The aim wasn't just to create UGC, but to **initiate an educational and collective process in the long term**," declared Emile Vantajol, Lipton Ice Tea Marketing Manager at PepsiCo France.*

Amongst other initiatives, the influencer, [Joyca](#), composed a piece of music using sounds produced by the bottle of Lipton Ice Tea.

A campaign, created by young people for young people, which generated [257 million views and an engagement rate of 14%](#) on TikTok, with up to 21% on Instagram when the benchmark is at 6%.

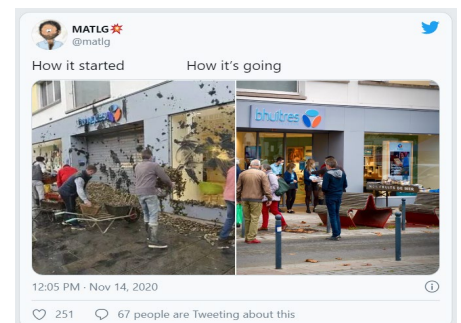
Source: E-Marketing – [Lipton Ice Tea takes its CSR commitments onto social media](#)

Bouygues Telecom pulls off a great crisis management creative stunt

Everything started with an advert: the **new Christmas film from Bouygues Telecom**, in which a family get sick after eating some bad oysters. This **really annoyed the French oyster farmers**, who were already having a hard time with the economic and health crises.

The farmers in the Morbihan reacted by dumping tons of oyster shells outside the mobile operator's store in the town of Lorient in Brittany. **Bouygues Telecom then not only apologized and changed their film but went on to launch a very unusual initiative** outside the Lorient store, renamed **"Bhuitres Telecom"** for the occasion.

The telecoms operator invited the oyster farmers to come and sell their oysters in front of the store and came up with **an amusing offer** to their customers: "Buy a basket of oysters, and get a mobile phone case (*a play on the word cockle in French*) for free". The whole event was **covered on TV and reported by journalists**.



Source: La Réclame – [Bouygues Telecom becomes Bhuitres Telecom to make peace with the oyster farmers](#)

A different way of showing solidarity: when Burger King asks us to order from McDonald's

Whereas the two American fast-food brands usually compete with each other with adverts, Burger King has found a new way of getting noticed: **by showing solidarity for its lifelong rival.**



As the second wave of the pandemic forces restaurants to close their doors again, **Burger King has figured out that solidarity is the virtue of 2020** and publishes a full-page ad in *Le Journal du Dimanche*, **calling on French people to order from rival restaurants** “who employ thousands of staff and need your support”. This stroke of genius has been recognized by Fernando Machado, Global Marketing Director at Burger King, who has asked for a translation of the French version to share on his social media.

It's also been **praised by the mainstream media, who don't usually cover Marcom initiatives** ([Le Figaro](#), [Le Point](#), [20 Minutes](#), [RTL](#)...). It was this **creative idea that must have inspired Intermarché**, who set up a solidarity Drive-through for independent bookshops, and challenged Amazon by saying “Sorry Jeff, we're already working on making this service available for other local businesses who are struggling.” But for the Intermarché campaign, [reviews were mixed](#)...

Source: La Réclame – [Burger King asks French people to order from McDonald's during lockdown](#)

The 2020 French Effie Awards recognize engaged brands more than ever before

In the [editorial](#) of the CB Expert special 2020 Effie France edition, Marie-Pierre Bordet, VP Delegate General of the AACC and Didier Beauclair, Director of Efficacy and Transparency at the Union des Marques, observe that “**a third of the winning campaigns this year were in some way linked to responsibility, responsible communication, solidarity and health.**” The results are a testament to the way the public's expectations have changed and brands and agencies have actively and successfully integrated this change into their communication strategies”.

A **new category called “Responsibility/Positive Change”** was created, awarding brands who emphasize their contribution to positive change in society. It was a great success this year in France. Here are **a few examples of noteworthy campaigns**: [30 Million d'Amis](#), which helped to bring about a legislative proposal on pets' wellbeing; [Back Market](#); [Orange](#); [Poule House](#); the government's information department's [campaign entitled 3.9.19](#).

Source: CB Expert – [Prix Effie France 2020: opposing views, electroshocks and revival](#)

#4 - digital impact

The pandemic was also beneficial for Pinterest, the social media network dedicated to image and inspiration sharing

Periods of lockdown, and also the advertisers' Facebook boycott, seem to have been very positive for Pinterest, who, in the first quarter of the year, reached **442 million users around the world**. This represents a monthly increase of 37% and, in the third quarter, its **revenue was 58% higher than in 2019**. But it's also because the network regularly invests in new tools for its users ([story format](#), [inclusion](#) in the beauty section...) and for its retailers. **In France**, Pinterest has found its **audience**, with [19 million users](#) to its name.

Source: Siècle Digital – [Pinterest profits from the pandemic: its activity soars](#)

Here is new evidence of Twitch's ongoing success

Marie Lopez alias EnjoyPhoenix, is the most well-known beauty and lifestyle YouTuber in France. She already has 24 968 followers after just one month on Twitch. Her livestreams are watched by more than 1000 viewers, which is a lot for a platform like Twitch, and her replays can get up to 50,000 views.

Created in 2011, originally as a video game live streaming site, Twitch is now becoming the **ideal complementary platform for content creators** who want to reinvent themselves and maintain close links with their communities. Going on Twitch is like refinding a freedom that's been lost since you've been a star on YouTube, such as [Antoine Daniel / What The Cut](#), who's been on Twitch since 2018 or [Cyprien](#), who also presents livestreams on Twitch, showcasing his work as a cartoon artist and scriptwriter.

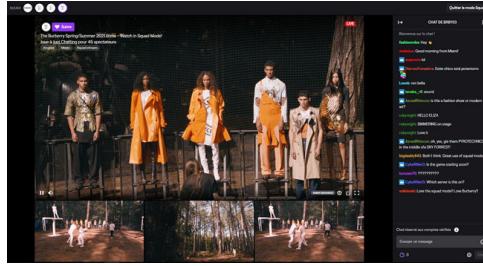
The advantages of Twitch include the livestreams and the interactivity (a community can comment in real time, see any donation they make mentioned or directly take part in an event). It's an undeniable success, since audience figures are huge, currently reaching 6 million viewers per month in France.

And brands have got the message...

EDF reveals its inside story and activities on Twitch (and YouTube) in a campaign entitled "**Guess Watt**" for a teenage target audience. The utility company **partnered with the Poulain brothers**, two YouTubers passionate about science, who produced a series of **educational and fun videos about the production of electricity**. They also offered a behind-the-scenes **visit of a brand-new hydroelectric power plant** in Romanche-Gavet in the Alps to their community on Twitch – a livestream that was followed by several thousand people, 48 hours before the official inauguration.



Burberry chose Twitch (rather than Instagram) **for its 2021 spring/summer fashion show**. Often a precursor in all things digital, the British company has now become the first luxury brand to showcase on Twitch. Viewers were able to watch the catwalk show from four different angles (see below).



"It's an interactive experience where guests can **connect with both our brand and each other** whilst personalizing their viewing journey" commented Rod Manley, Marketing Director at Burberry.

A risky choice that paid off: **more than 40 000 people** tuned in to watch the live show.

Each year, Z event organizes a **video gaming marathon on Twitch**, each time for a different charity.

This year, the event **raised 5.7 million euros for Amnesty International, a world record for an event of this type**.

"Z Event streamed live on the official event channel on Twitch, but also on the personal channels of some of the most popular French gaming stars, who often have several hundreds of thousands, or even millions, of subscribers" reported [Le Monde](#).

Sources: L'ADN – [Enjoy Phoenix arrives on Twitch and that's a big deal](#)

Le Hub La Poste – [TikTok and Twitch, the new playing fields for big brands](#)

Will WhatsApp be used by brands one day?

Facebook has plans to **make WhatsApp** (2 billion active users around the world) **an indispensable channel for brands**, in order to make its already extremely popular instant messaging app even more profitable.

Amongst the changes already underway, are new tools for businesses and in particular, SMEs, to help their interactions with their customers via the messaging app. They can use it to send them product catalogues, and even to sell their products directly to them (via a buy button), without users having to leave the app at all. **This model was inspired by China's WeChat**, the message app that became the super app for everything.

Facebook's campaign of seduction seems to be working as **more and more brands start to use the app**. The refurbishing specialist, **Back Market**, provides customer support through it, as do **Auchan in Spain and BMW**, [explains l'Usine Digitale](#).

Altogether, **50 million businesses use the messaging app** and 175 million consumers communicate with them through it, according to figures from Facebook. WhatsApp is also benefiting from **small businesses'** urgent need (due to the pandemic) to have **more of an online presence**.

Source: L'ADN – [WhatsApp and business: what's Facebook up to?](#)

#s- impactful expertise

#impactful **News** from the **Health** division

How can we tackle the challenge of presenting what goes on behind-the-scenes at a pharmaceutical production site to journalists in the middle of lockdown?

The global pandemic and periods of lockdown mean that the circumstances for organizing events have become very complicated over the last months. Even more so, when they are events for facilities that require immaculate hygiene standards. It was therefore a major challenge for the Health division team at Omnicom PR Group when the decision was made to **organize a press visit to the factory, on the occasion of its launch... all completely virtually!**

The opening of the factory was really important to the company in question and they really wanted to preserve the event, in spite of the hygiene restrictions, to celebrate the **launch of the first commercial batches of their cutting-edge therapy in France**. Choosing France to produce their treatments was important: the country is known for its academic excellence and unique expertise, and for its economic appeal. The factory benefits from a strategic location, allowing the company to meet the needs of a high volume of patients in France and Europe.

The smooth running of such an event, required flexibility and various visual tools. The Health team organized the first phase in advance, **taking exterior and interior shots of the site**; including close-ups of the production teams to **capture the details of the staff training processes**. **Hygiene protocols were featured, as was the expertise needed at the production stage**. Simultaneously, establishing an active sequence to produce a strong dynamic between the **speakers' comments and the scripted comments as the videos were shown**, was key. Finally, a rehearsal in real conditions was essential to manage the technical aspects and guarantee the different contributions flowed seamlessly.

A painstaking task that paid off: **about fifteen journalists logged into the live web press conference and discovered the inside story of the factory**, all without leaving their homes! There were lots of questions and media coverage was not late in coming: **Le Figaro Economie (see below), Les Echos and L'Usine Nouvelle** got the ball rolling and they were quickly followed by other trade media, the first of which was Jim.fr.

 Le Figaro

Cancer: un traitement innovant désormais produit en France

L'environnement, où s'affairent 290 biologistes et techniciens, ressemble, en effet, davantage à celui d'un laboratoire que d'une usine ...



"Cancer: an innovative treatment now produced in France"
The environment where some 290 biologists and technicians work, looks more like a laboratory than a factory...

A case study that could perhaps inspire manufacturers across many horizons for 2021, because this sort of event isn't going to be able to take place face to face any time soon.

Thank you!

For any advice or guidance, please contact the Omnicom PR Group:

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