

Content Relevancy starts with understanding your international Audience

Rob Zomerdijk – Rzomerdijk@sdl.com
7 May 2014







**It can sometimes feel like
looking for
a needle in a haystack!**



Welcome to a quieter world

Thin the
the
insic
offic
into

Welkom in een stillere wereld

Met de
were
offic
into

Bienvenue dans un monde plus calme

Avec
coup
s'agi
l'agit
casq

Willkommen in einer ruhigeren Welt.

Mit den
Auszeit
Dröhnei
Geräus
die Qui

歡迎投入靜謐無噪的世界

QuietComfort 耳機好比喧擾世界中讓
您能重獲恬靜的一件珍品。無論是航
機內引擎的噪音，城市內的喧嚷
嚷，還是辦公室裏各種聲響，
QuietComfort 耳機都能將之減弱並融
入背景當中。

少點擾人噪音

Bose 在二十多年前
進行研究，以求改善
訊耳機技術相輔相成
音樂。更加寧靜的聽
賞音樂時能分辨以

兩款 QuietComfort

iPod 及其他蘋果產品。內置遙控器及
及操控不同音樂功能。

結想在寧靜中徹底放鬆，只要輕輕一按，便可利用

I finally broke down and bought myself a pair of the **Bose QuietComfort 15 Acoustic Noise Cancelling Headphones**. I LOVE THEM 😊 I WISH I'D BOUGHT THEM YEARS AGO. If you can bite the (\$300) bullet, I **cannot recommend them enough**. On my recent trip to Bangkok,

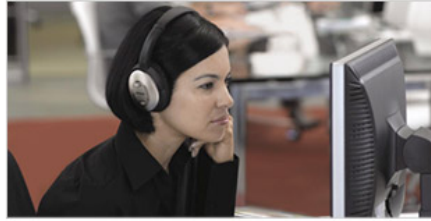
- I wore them the entire length of both flights (well in excess of 30+ hours of airtime);
- I wore them while I slept;
 - I was fortunate to be in Biz class the entire way (and I enjoyed United's rear-facing lie-flat seat). I normally sleep on my stomach (and turn my head sideways), but the headphones were so pleasant that, instead, I slept on my back, wearing the headphones, and enjoyed some of my best in-flight sleep, ever.
- I listened to (a fair amount of) classical music. I often don't bother on the flight, because I don't want to turn it up loud enough so that I can really hear it. The sound quality was terrific.
- I listened to (a fair amount of) one of my audio books. (I use AUDIBLE - another service that I love!!!) I often don't bother on the flight, because I don't want to turn it up loud enough so that I can really hear it. The sound quality was terrific, and I did not have to make it loud to hear.

<https://www.rewards-insiders.marriott.com/thread/9171>



Welcome to a quieter world

Think of QuietComfort® headphones as a reprieve from the noisy world around you. Whether it's engine roar inside a plane, the bustle of the city or distractions in the office, QuietComfort® headphones help them fade softly into the background.



Less noise. More music. Convenient calling.

We were the first to introduce noise cancelling headphones over 20 years ago, and we've conducted ongoing research to improve the technology ever since. Our proprietary Acoustic Noise Cancelling® and audio headphone technologies work together so you hear less unwanted noise, and more of your music. A quieter listening experience, combined with Bose® quality sound, can reveal nuances in your music you never noticed before.

Both QuietComfort® headphones now include a special cable for your iPhone, iPod and other Apple devices. Its inline remote and microphone easily let you take calls and control various music functions.

And when you'd rather just relax without distractions, you can still use QC® headphones to fade the noise around you - with the flick of a switch.

Experience the difference

QuietComfort® headphones deliver a combination of noise reduction, audio performance and comfortable fit that's unmatched in the industry. And their fold-flat ear cups and case make them great travelling companions. Experience the Bose legacy of peaceful listening, just about anywhere life takes you.

I listened to (a fair amount of) one of my **audio books**. (I use *AUDIBLE* - another service that I love!!!) I often don't bother on the flight, because **I don't want to turn it up loud enough** so that I can really hear it. The sound quality was terrific, and **I did not have to make it loud to hear**.

I wore them with (over) and without my **favorite travelling baseball hat**.

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Understand the customers journey

Mass Volume of Data



Challenges per market



Products

| | Awareness | Connection | Evaluation | Shopping | Out of the Box | Product Experience | After Sales | Commitment |
|--------------|-----------|------------|------------|----------|----------------|--------------------|-------------|------------|
| Peugeot 108 | 48 | 51 | 32 | 43 | 40 | 41 | 50 | 45 |
| VW Up | 46 | 54 | 38 | 33 | 32 | 42 | 43 | 47 |
| Renault Clio | 39 | 37 | 52 | 51 | 58 | 64 | 41 | 35 |

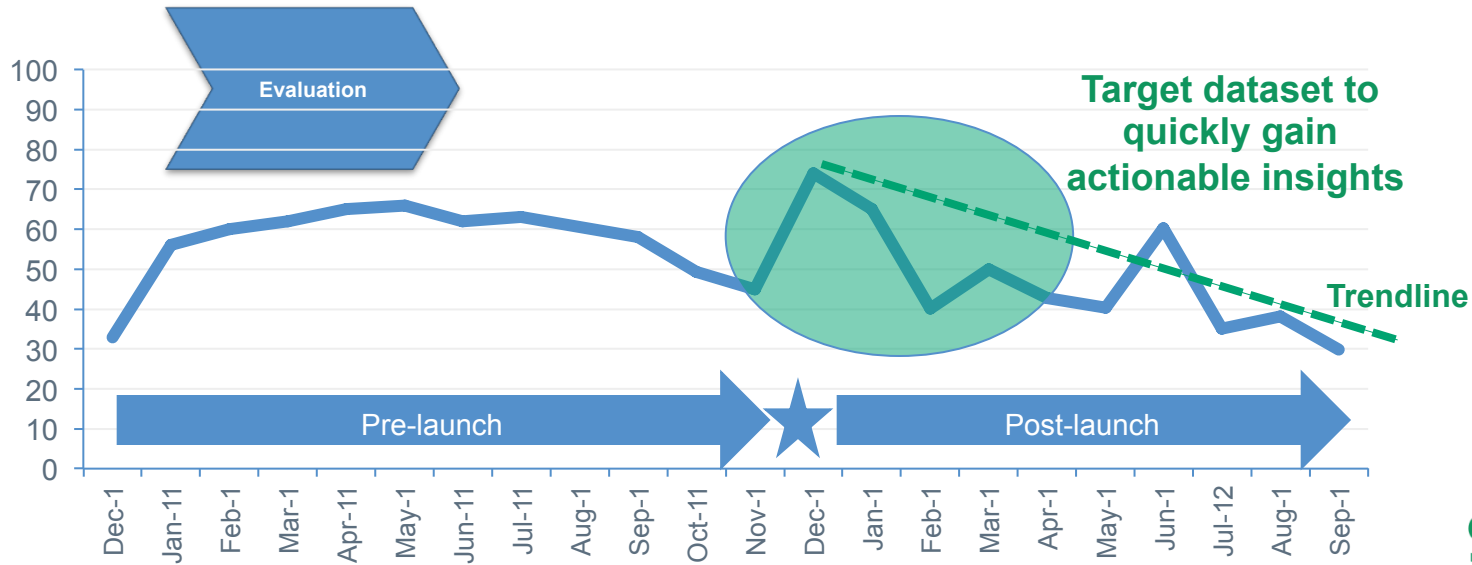


Products

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SDL SI – Overview solution

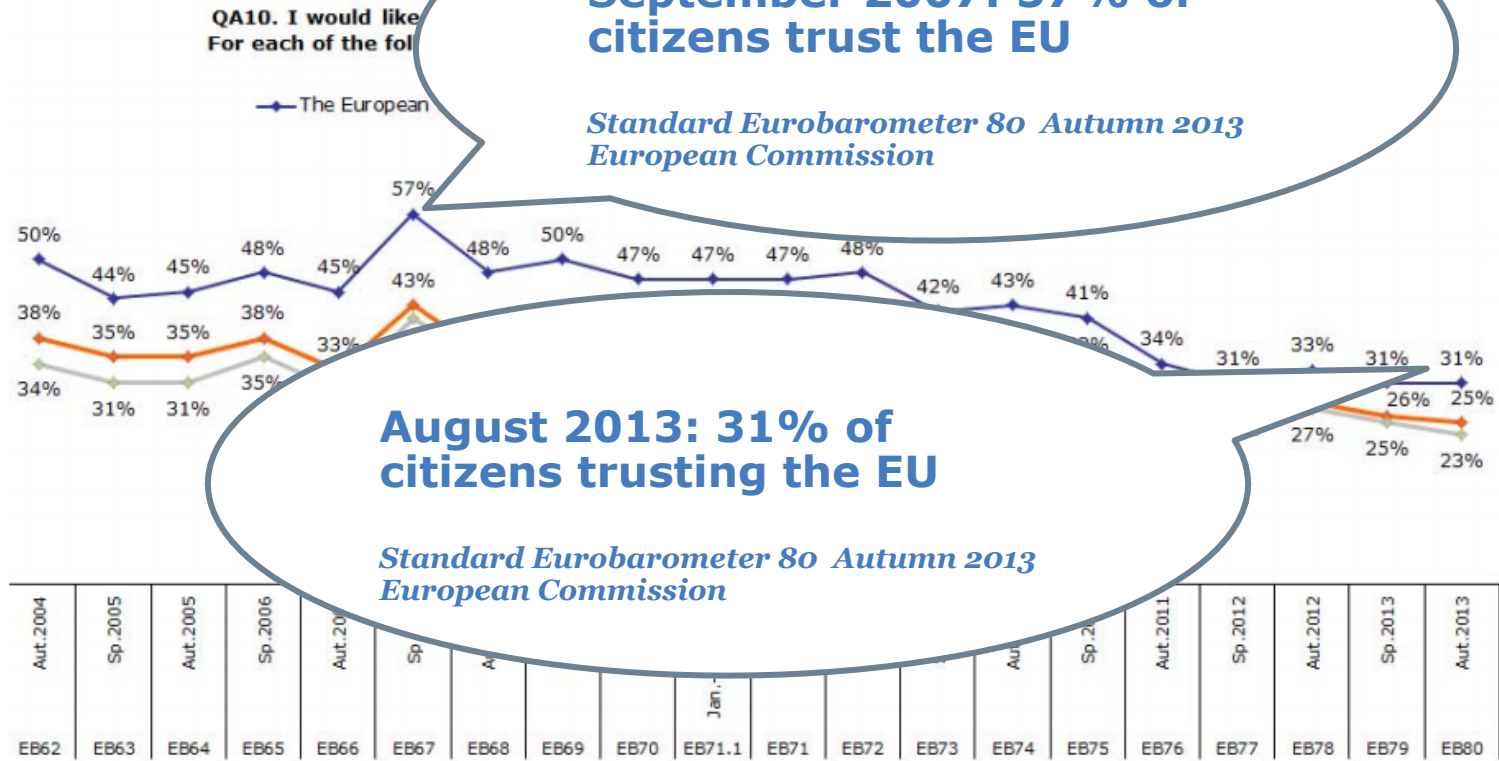
| Products | Awareness | Connection | Evaluation | Shopping | Out of the Box | Product Experience | After Sales | Commitment |
|----------|-----------|------------|------------|----------|----------------|--------------------|-------------|------------|
| Lexus IS | 48 | 51 | 32 | 43 | 40 | 41 | 50 | 45 |
| BMW 3 | 46 | 54 | 51 | 53 | 49 | 57 | 43 | 47 |
| Audi A4 | 39 | 37 | 52 | 51 | 58 | 64 | 41 | 35 |



United we are strong

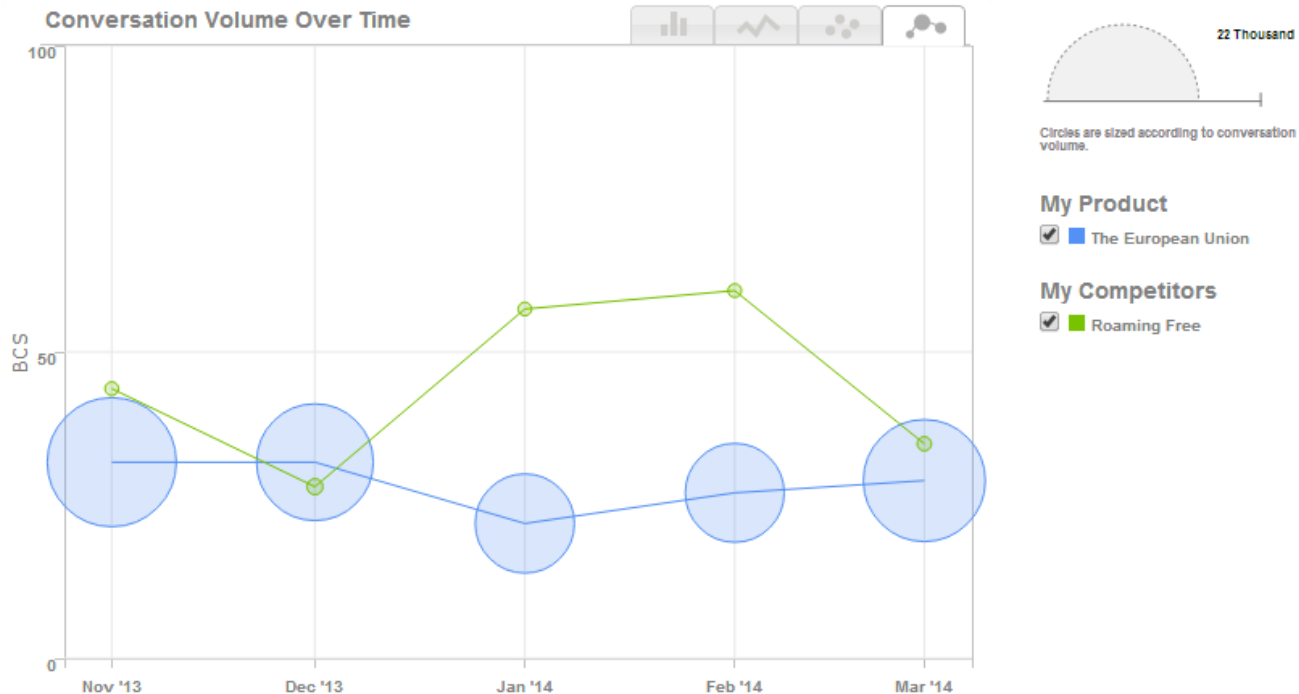


The EU is not popular



| | | | | | |
|----------------------|------------------|------------------|---|-------------------|-----------------|
| Products | Markets | Languages | Date Level | Start Date | End Date |
| The European Union ▼ | United Kingdom ▼ | English ▼ | <input type="button" value="Week"/> <input type="button" value="Month"/> <input type="button" value="Quarter"/> | Nov 2013 ▼ | Mar 2014 ▼ |

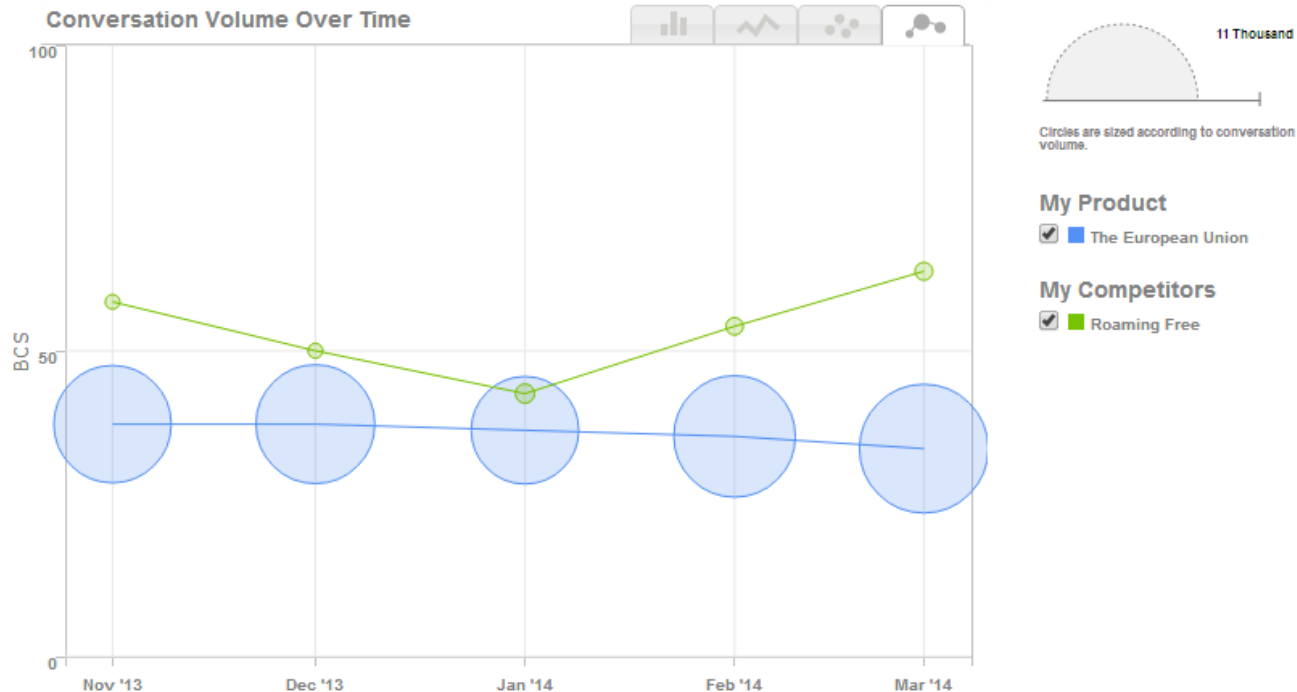
▼ Brand Commitment Score



* Conversation volume is low

| | | | | | |
|----------------------|----------------|------------------|---|-------------------|-----------------|
| Products | Markets | Languages | Date Level | Start Date | End Date |
| The European Union ▼ | France ▼ | French ▼ | <input type="button" value="Week"/> <input type="button" value="Month"/> <input type="button" value="Quarter"/> | Nov 2013 ▼ | Mar 2014 ▼ |

▼ Brand Commitment Score



* Conversation volume is low

All Experiences

Awareness

Connection

Evaluation

Trust

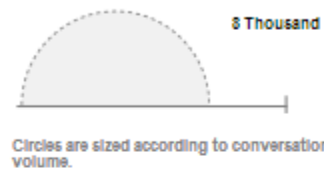
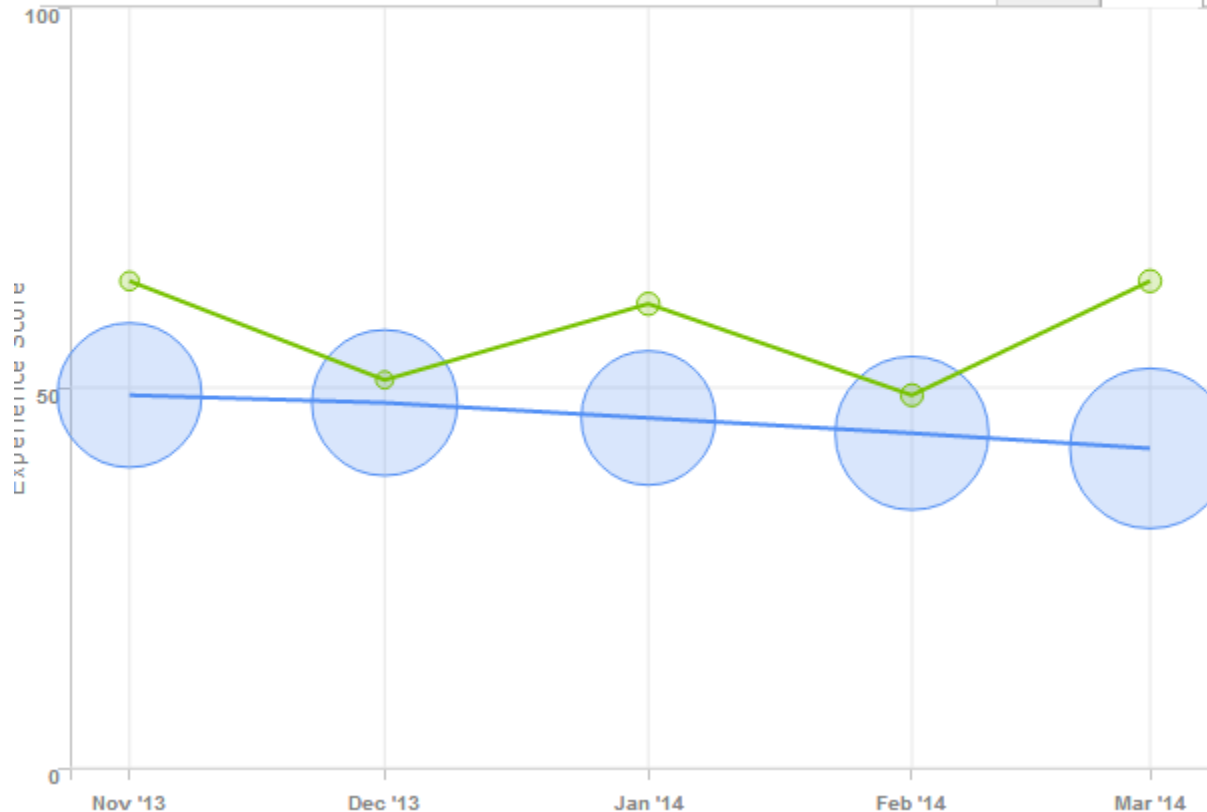
Experience

Affinity

Influence

Evangelism

Experience Score and Conversation Volume Over Time



My Product

☒ The European Union

My Competitors

☒ Roaming Free



Rachael Phillips
@rachfmphillips

+ Follow

David Slowacki, London, United Kingdom, 2 months

Always the EU who protect the public and always business interests.

Apologies on the technical glitch - Larry the Liger will be roaming free soon! Happy Friday



Neelie Kroes
@NeelieKroesEU

+ Follow

salerio, horsha

Vote UKIP to
companies to c

@NeelieKroesEU Free roaming is on its way!

Keep positive! End of this year it will happen



John
Medley

"In other words, the EU is obliging non-travellers to subsidise travellers. Teenagers on housing estates in Sheffield will end up paying higher bills so that Clegg can have cheaper roaming when he's in Brussels or Spain". But one look at the Guardian article that Hannan has cited shows that he is, once again, suffering from an incendiary trouser situation.

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Technology - Product Launch in Multiple Markets

Objectives:

- Understand what leads to churn and adoption
- Identify localization priorities across 40+ markets
- Identify opportunities and threats through competitive analysis

Outcomes:

- Within 4 weeks identified priority markets to focus on in Q1
- Within 2 months, identified what was driving churn and adoption in priority markets
- Implemented automated analysis of relevant conversations for ongoing measurement of launch success
- Identified 3 product features that need improvement urgently



Localisation is not cheap

Where to focus efforts

How to move the needle

**Is the organization operationally
ready to adjust**

How to **better** spend your **Resources** (\$ € £ ¥)
by understanding where to
Act and Support
your
Customer's or Citizen's Journey

For more information:

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www.sdl.com/si

<http://www.youtube.com/user/SDLSocialIntel>

