



DigitasLBI

Maytag Case Study:

Leveraging a brand icon to build meaningful engagements on social

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Objectives

- Understand the importance of brand engagement on social and how it relates to larger business goals.
- Determine how to balance outbound brand messaging, trying to be relevant (in a constantly changing space) and taking care of day-to-day engagement.
- Learn some helpful tips and processes related to being efficient and effective with social brand engagement.



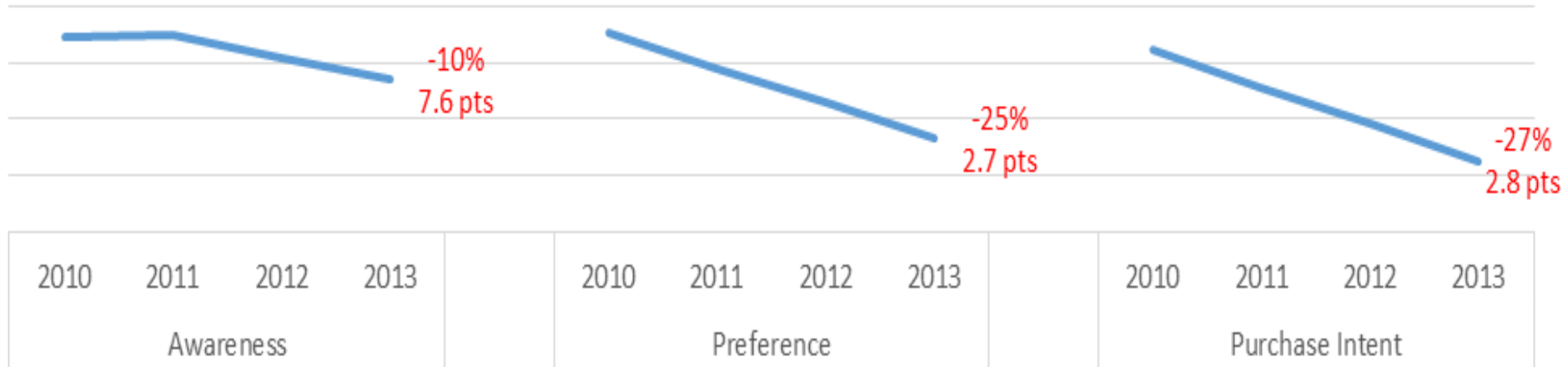
A Look Back

Prior to 2014, Maytag had been a fading brand icon...



Key brand metrics had been in decline...

Perceptual Metrics Declining Over Last Three Years



Source: Ipsos, Millward Brown

...Until the launch of the Maytag Man campaign



WHAT'S INSIDE MATTERS®

The American Spirit is what's inside all of us.
And it is what's been inside Maytag for over 100 years.

**THE
MAYTAG
MANTHEM**

WHAT'S INSIDE MATTERS®

New Maytag Man campaign saw immediate success

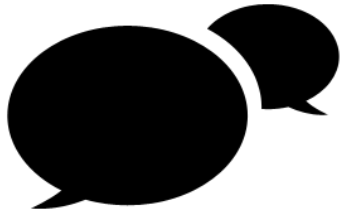
- Went from the lowest marketing investments in the category to the highest
- Increased total campaign awareness by +13.1pts*
- Showed improvements in Consideration (+2.5pts) and Purchase Intent (+2.7pts)*



The Social Challenge

....We were still struggling on social

No 1:1 engagement



No cultural relevance



No personal connection



The challenge of connectivity

Maytag's Dependability is about us and our products.

But social media is about people, and they expect brands to connect with them on a human level, too.

Our challenge was to bring humanity to Maytag in order to develop a trusting and rewarding relationship with our audience.

The social transformation

FROM

TO

Product Billboard

Inspired Conversation

Cold Metal

Authentic and Approachable

Product Messaging

Emotional and Shareable Content

One-sided posts

Two-way Interactions

Unconnected POV

Focused Voice & Tone

DIGITALLY ENABLED



Our Approach

The opportunity: an iconic character



Leverage the Maytag Man to connect on social

The Maytag Man views the world through his unique lens as an appliance and brings humanity to cold metal by communicating his dependability, connecting to the audience with personal and entertaining interactions, and through his dry sense of humor.

Maytag Man social communication strategy

1:1 Engagement



Culturally Relevant Trends



Personality Posts



The slide features a white background with several red stars of varying sizes scattered around the central text. There are 15 stars in total, with some appearing as small four-pointed stars and others as larger, more prominent four-pointed stars.

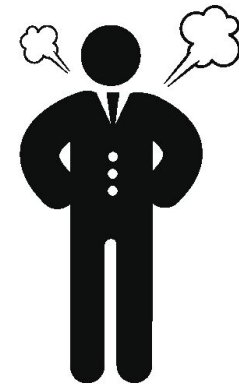
1:1 Engagement

Why engagement matters

A customer who is fully engaged represents an **average 23% premium** in terms of share of wallet, profitability, revenue, and relationship growth compared with the average customer.



In stark contrast, an actively disengaged customer represents a **13% discount in those same measures.**



Why engagement matters

Fully engaged customers have **a strong emotional attachment** to a company.

They act as **brand ambassadors** for this company, rallying on its behalf to friends, family, and coworkers, and going out of their way to purchase its products or services.



Maytag Man engagement strategy

The Maytag Man engages one-on-one with fans, brands and influencers with an authentic and humorous voice.

The Maytag Man dives into related conversations mentioning laundry, chores or other relevant items.

Engagement best practice:

Stay true to your brand voice & tone



Shane Moreman, PhD @shanemoremanphd · Mar 11

We've got a washer, a dryer... Now when is Maytag inventing a folder?!?!?



1



The Maytag Man

@TheMaytagMan

@shanemoremanphd Maytag would love to take on the folding, but appliances don't have hands.

LIKES

2



3:05 PM - 15 Mar 2016



Engagement best practice:

Establish strict rules & guidelines

| Maytag Man is always... |
|-------------------------|
| The Appliance |
| Strong and Sturdy |
| Approachable |
| Dependable |
| Clever |



| How this translates to social |
|---|
| He always approaches social through his unique lens as the appliance. |
| He does not break down or have weaknesses. He is reliable and powerful. |
| He listens and participates in the conversation, supporting users with 1:1 engagement. |
| He is here to help others with their everyday tasks/chores. |
| He has a dry sense of humor that is expressed in his 1:1 engagement and reactive opportunities. |

Engagement best practice:

Create a bank of quick-turn, approved responses

| Maytag Seek & Respond | | |
|---|-----------|--|
| File Edit View Insert Format Data Tools Add-ons Help Last edit was made on February 11 by anonymous | | |
| fx | | |
| | A | B |
| 1 | | |
| 2 | Date | Response |
| 3 | 2/9/2015 | Lookin' sharp, @WhitneyDuncan. And dependable. |
| 4 | 2/10/2015 | @KoiShieh Rest assured, Maytag loves you right back. |
| 5 | 2/11/2015 | @TheBritRiss Maytag is a lot of things - dependable, reliable - but it's not a sock thief. |
| 6 | 2/11/2015 | @mandystlpd The best cure for a bad dishwasher loader is a great dishwasher. (ahem) |
| 7 | 2/11/2015 | @BrittJeffers Congratulations on your #GreatSuccess. Maytag loves a good laundry day. |
| 8 | 2/17/2015 | @M_Gish @EM_West Maytag loves you too. In an appliance/owner kind of way. |
| 9 | 2/17/2015 | @Opticheart Keep on looking, Dawn. Your special appliance is out there. |
| 10 | 2/17/2015 | @mattpcharles Sounds like a job for a dependably-cold Maytag. |
| 11 | 2/20/2015 | @JessMeuse Maytag loves a successful (and profitable) laundry day. |
| 12 | 2/20/2015 | @michiganmagazin Nothing like a room full of powerful appliances. #classic |
| 13 | 2/20/2015 | @DJJM29 Dependability doesn't stop for a measly Zombie Apocalypse. |
| 14 | 2/20/2015 | @DustinCL The best cure for a bad dishwasher loader is a great dishwasher. (ahem) |
| 15 | 2/23/2015 | @Briefs0rBoxers None of the above. Maytag prefers to wear powerful impellers and strong gaskets. |
| 16 | 2/23/2015 | @wxcrum Thanks, Jeff. Maytag is happy to help ya combat the serious cold with some serious heat. Designed, engineered in the US. |
| 17 | 2/23/2015 | @stefiantomasi Thanks for the shout out, Stefania! |
| 18 | 2/23/2015 | @ironman307 Maytag is happy to lend a helping flame. |
| 19 | 2/26/2015 | @beckyk313 Here's to a long, clean life together. |
| 20 | 2/27/2015 | @HFXHeather Very kind of you. Maytag would blush, but fridges don't blush. |
| 21 | 2/27/2015 | @NONNIE_P Maytag aims to please. And do dishes. |

1:1 engagement example



Frank Smith @festivesoul78 · Mar 11

Tonight im going to a club called Maytag , a happy place where people do a dance called Dirty Laundry and the band playing is Tumble Dry



The Maytag Man ✓

@TheMaytagMan

@festivesoul78 Maytag is ready to do the classic wash-and-spin tonight.



1:1 engagement example



LydBabs @LBabek · Jan 27

@TheMaytagMan Thnx for 33 yrs of drying mountains of clothes my fam gave you. Sad that ur gone. You were spectacular.



The Maytag Man ✓

@TheMaytagMan

@LBabek Maytag enjoyed every load during those 33 years. Remember the one with all the socks? That was a good one.

1:1 engagement example



Beverley Mitchell @beverleymitchel · Feb 11

I will look into @MaytagBrand Its an investment so we are taking our time but I need 1 soon because our leak is bad

Kit @kitchphrase

I am in ❤️ with my @MaytagBrand Bravos washer! Worth noting, only Samsung, LG, and Maytag come with a 10 yr warranty.
[twitter.com/beverleymitchel...](https://twitter.com/beverleymitchel)



2



The Maytag Man ✓

@TheMaytagMan

@beverleymitchel Maytag would love to be a dependable part of your home team.



LIKES

4



Interaction with
Beverly Mitchell
(7th Heaven)



Culturally Relevant Trends



Why relevance matters

The increasingly coined “people’s internet.”

80% of all online content is
user-generated.



Why relevance matters

Consumers are increasingly savvy about **detecting and avoiding** social content that feels like an ad.



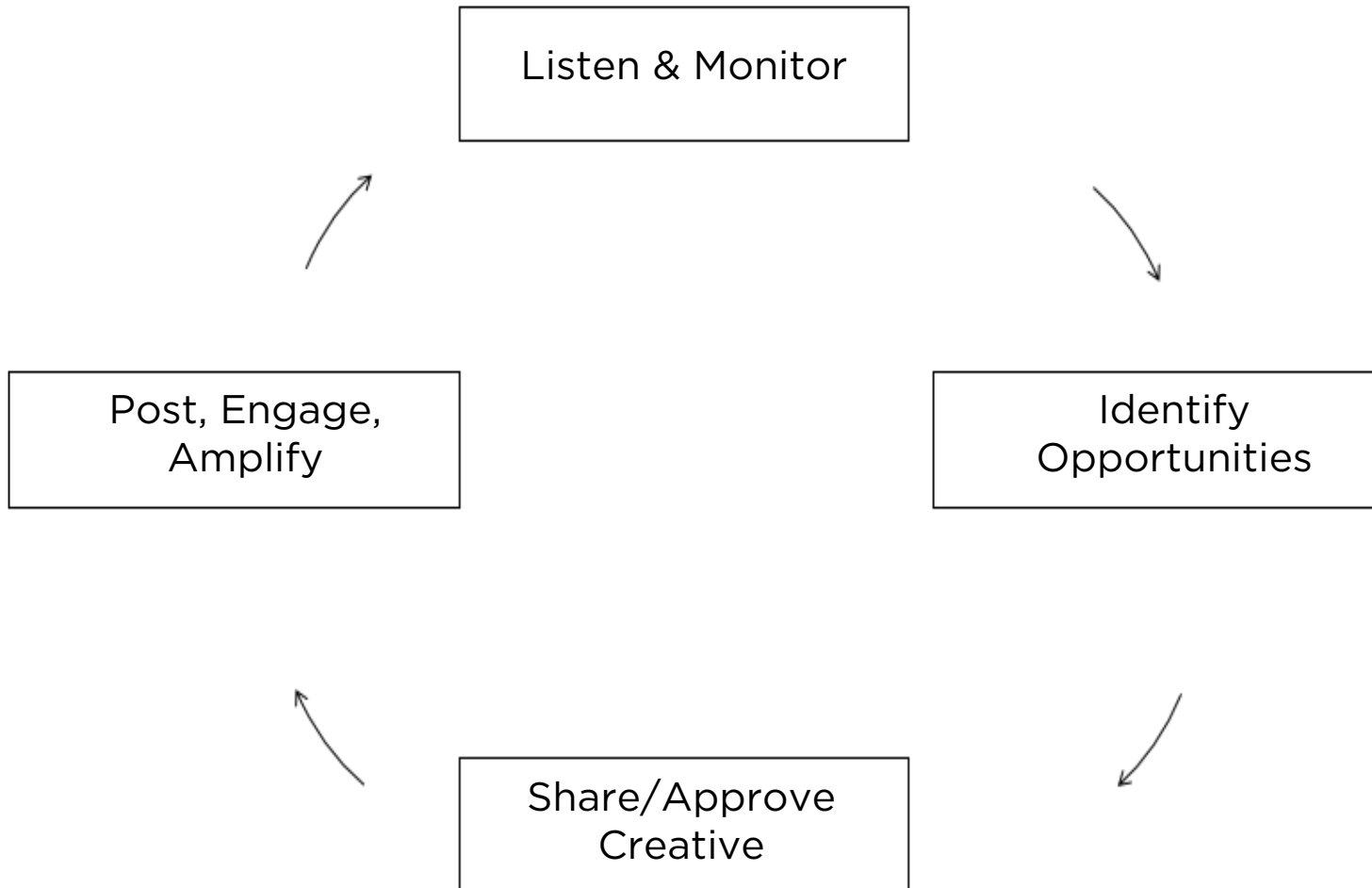
Maytag Man culturally-relevant trend strategy

The Maytag Man engages with reactive trends that relate to his world.

The Maytag Man jumps into trends from an appliance-centered perspective/POV.

Relevance best practice:

Develop quick-turn reactive process



Relevance best practice:

Uncover insights to understand what will resonate with your audience



Jason
@OMJason



+ Follow

@_WalkingDead_ I wonder if he misses his Maytag like Carol.

8:06 PM - 24 Nov 2013



Laura
@rainbowiphone



+ Follow

@danalundon I'm wondering that too. Does he have Carole's old Maytag? #WalkingDead #ArrowOntheDoorPost

LIKE
1



8:50 PM - 10 Mar 2013



The Maytag Man ✓
@TheMaytagMan

Even during a #ZombieApocalypse, Maytag keeps running.



RETWEETS
104

LIKES
354



Relevance best practice:

Always do a gut check to make sure the opportunity is right

- ✓ Is it right for the brand?
- ✓ Is it right for the audience?
- ✓ Is it time- and cost-effective?
- ✓ What does it look and feel like?
- ✓ Where does it go & when?
- ✓ Is it shareable?
- ✓ What did we learn?

Culturally relevant example

Facebook Reactions



The Maytag Man ✓
@TheMaytagMan

.@GMA Powerful posts deserve powerful reactions.



Like



Love



Haha



Wow



Sad



Angry

Fuller House



The Maytag Man ✓
@TheMaytagMan

Count on Maytag to keep any house clean. Even a fuller one.



Culturally relevant example

Star Wars Premiere



The Maytag Man ✓
@TheMaytagMan

Find great power on both sides. #DarkSide
#LightSide



Culturally relevant example

Happy Pride

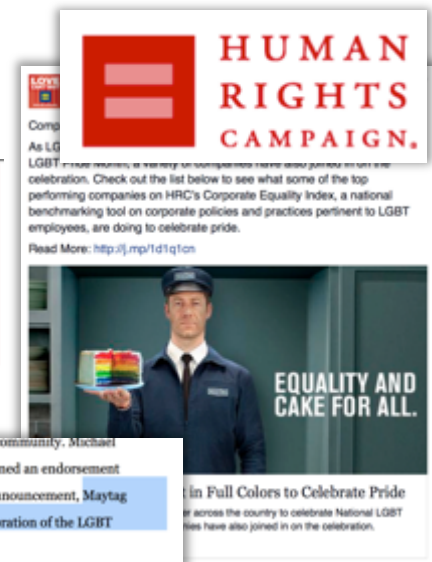


Marriage Equality



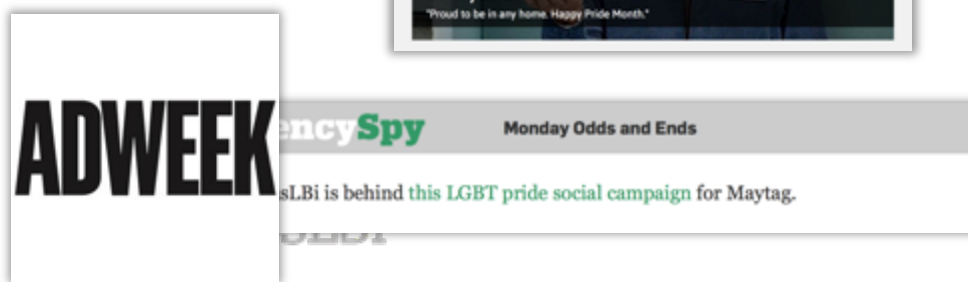


instinct MAGAZINE



CREW

THE DAILY BEAST



The image features a white background with several red stars of varying sizes scattered around the central text. There are 15 stars in total, with some appearing as small four-pointed stars and others as larger, more prominent four-pointed stars.

Personality Posts

Why brand personality matters

Personal branding is becoming increasingly important because **modern audiences tend to trust people** more than corporations.

Personal branding allows you to establish a reputation and an identity while still maintaining a **personal level of trust and interaction, usually through social media.**

Why brand personality matters

“Don’t just give your customers something to talk about,
give them somebody to talk about.”

~Fast Company

Maytag Man personality post strategy

The Maytag Man tweets and posts about life and current events from his perspective as an appliance.

This is an evergreen campaign centered on building out the Man's personality on social.

Personality best practice:

Tap into content areas that make sense for the brand



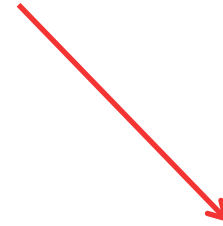
Maytag Man Unique POV
(Appliance)



Home Renovation



American Pride



Humor/Sarcasm



Personality best practice:

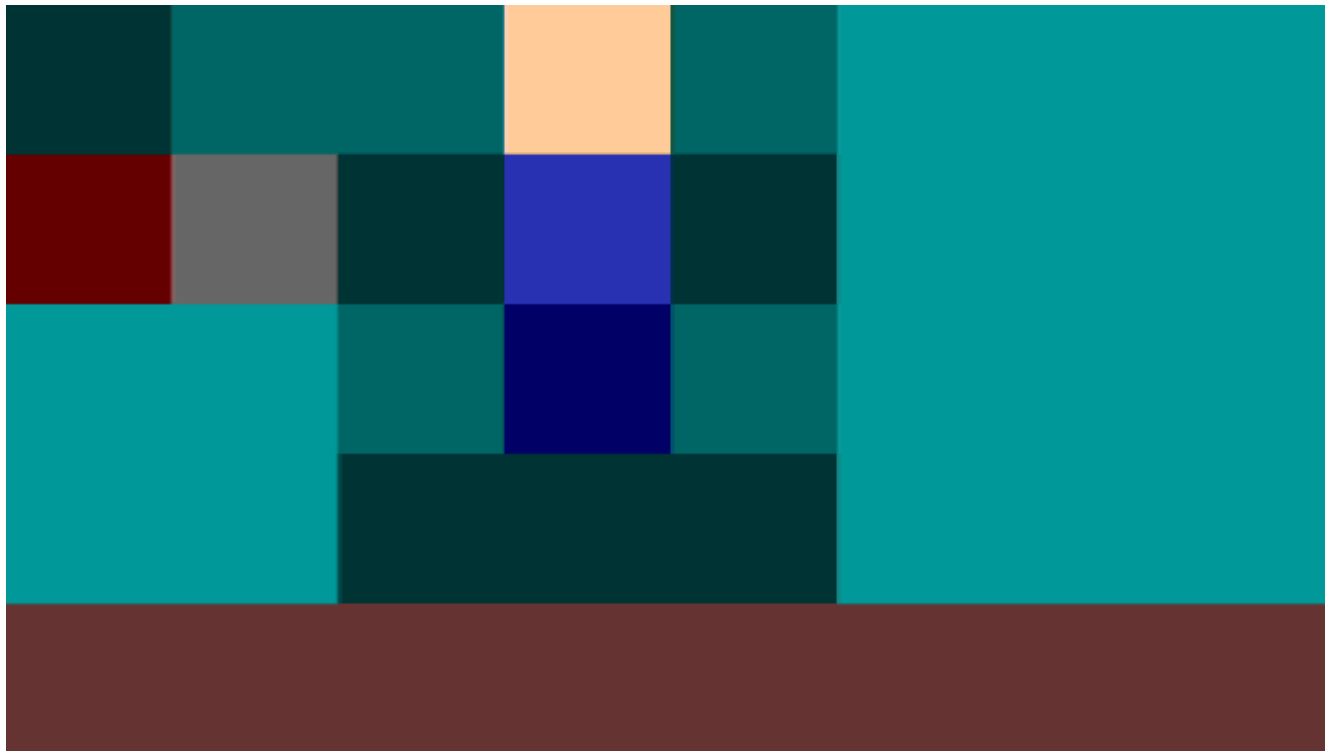
Don't be afraid to take risks with the right opportunity



The Maytag Man ✓

@TheMaytagMan

Chilling is the game. Maytag is the name.
#VideoGameDay



Personality best practice:

Evolve your brand personality based on success/failures



Personality post example

Maytag Does Movember

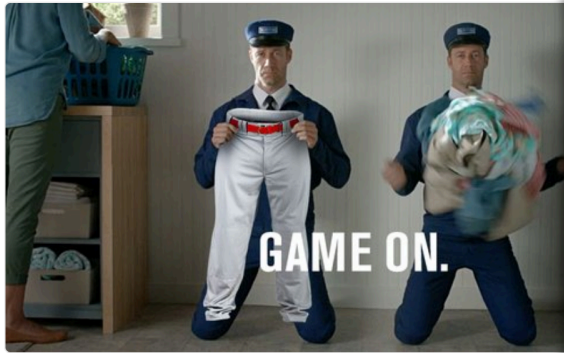


Personality post example

World Series Live-Tweeting

 **The Maytag Man** ✓
@TheMaytagMan

This is the #WorldSeries. Time to put on your big boy pants.



 **The Maytag Man** ✓
@TheMaytagMan

Still a lot of baseball to be played. And a lot of stains to be made. #WorldSeries #Game1



 **The Maytag Man** ✓
@TheMaytagMan

With Maytag, there's never a shortage of power. #TechnicalDifficulties #WorldSeries



Personality post example



The Maytag Man ✓
@TheMaytagMan

It's #MCM #MachineCrushMonday. Send Maytag a sweet tweet & get a reply. T's & C's: mayt.ag/XNImB.



The Maytag Man ✓
@TheMaytagMan

It's another #MCM #MachineCrushMonday. Send Maytag a tweet and get a reply. T's & C's: mayt.ag/XNImB.



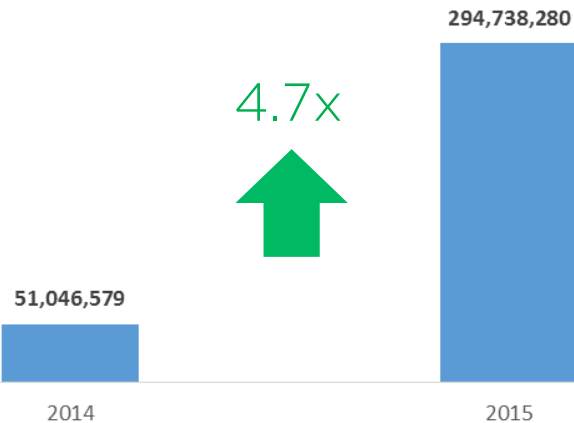
#MCM; #MachineCrushMonday

Results

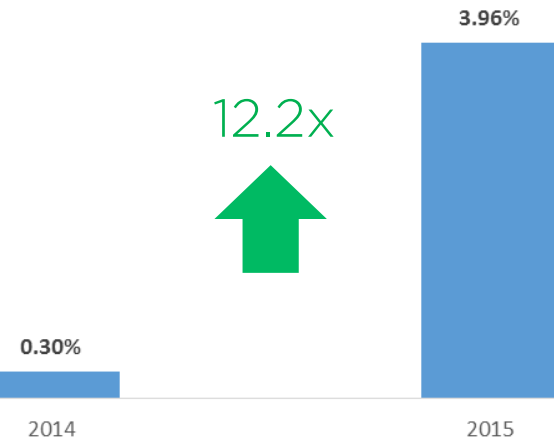
Maytag Man on Facebook



Facebook Impressions



Engagement Rate

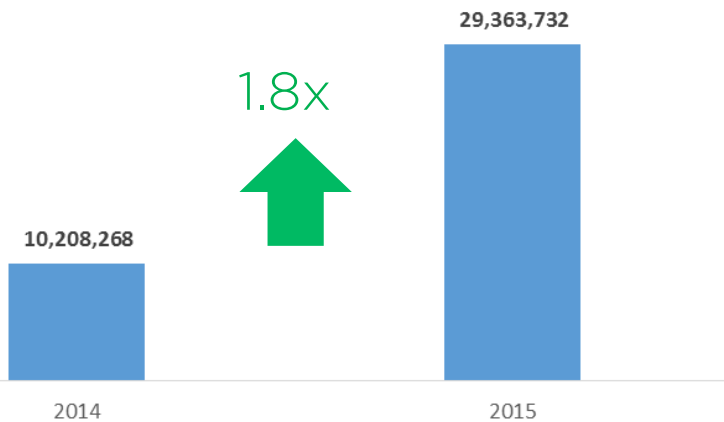


Exposure and engagement increased on Facebook significantly as a result of our shift in strategy, earning **477% more impressions YoY with a 1,220% increase in engagement rate.**

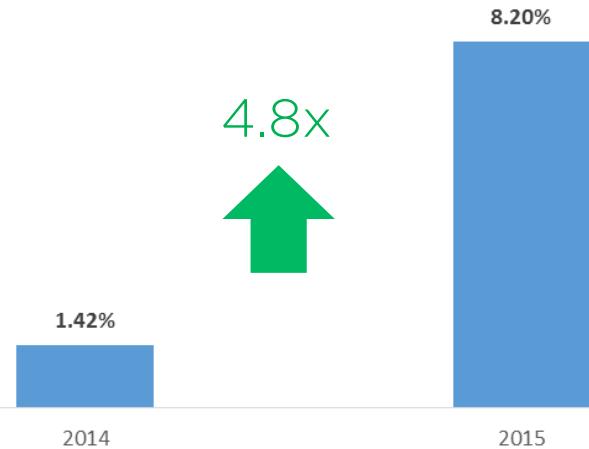
Maytag Man on Twitter



Twitter Impressions

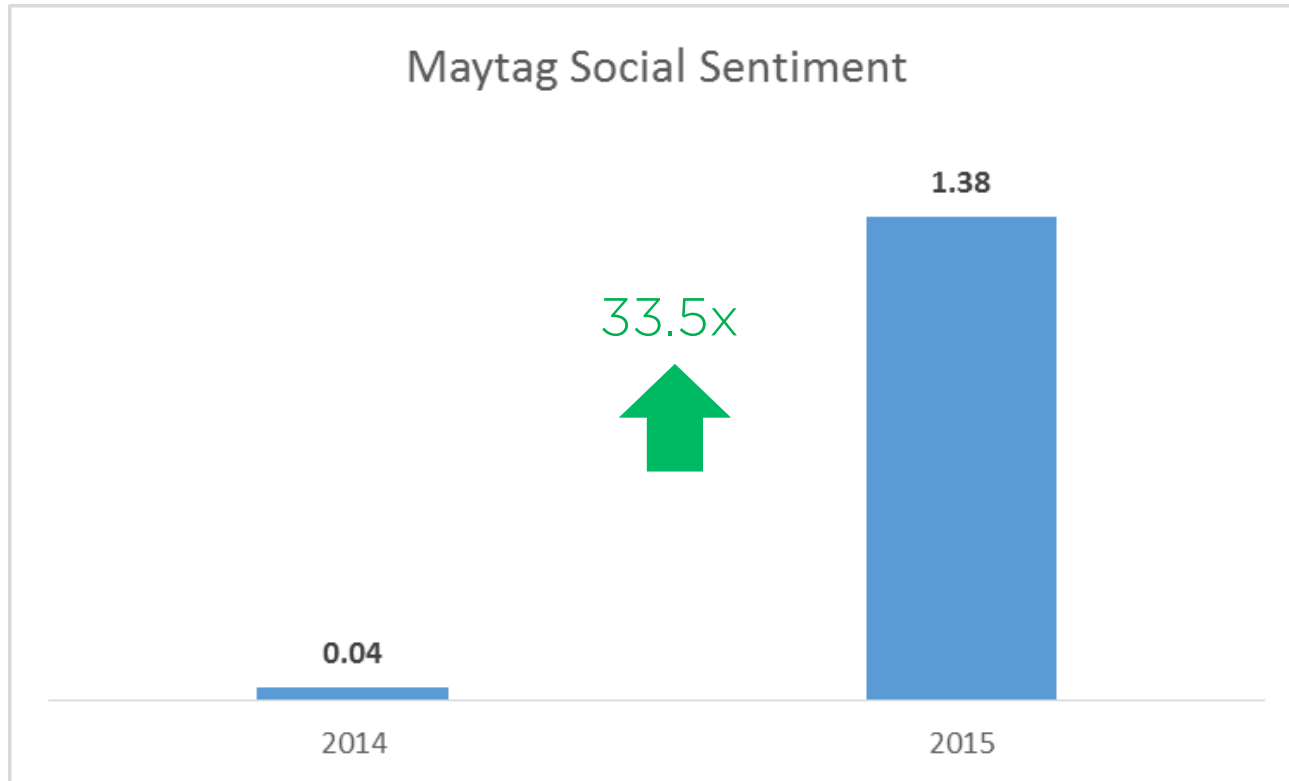


Engagement Rate



Similarly, leveraging Twitter for its strengths in image, video, and tent-pole activations helped elevate our social presence, earning **188% more impressions and a 478% increase in engagement rate.**

33.5x Increase in Total Owned Net Sentiment



Efforts across social culminated in a **3,350% increase in Social Sentiment** across social channels for the year.



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Questions?

Thank you!



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Appendix

Sources

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