

# Unleashing the Power of Word of Mouth: Where DTC Meets C2C

June 10, 2008



# There Is a Lot of WOM Today

There are 3.4 billion word of mouth conversations each day in America



200+ million conversations daily regarding health and healthcare



# Key Questions

## 1. What's your story?

*...why should consumers talk about your product?*

## 2. Who will tell it?

*...who are your influencers?*

## 3. How can you facilitate the conversation?

*...what tools can you create?*

## 4. What's the impact?

*...does WOM lead to positive outcomes for my brand?*



# TalkTrack®: Monitoring All WOM

- Ongoing study of consumers' word-of-mouth conversations of the past day
- All modes of word of mouth
  - Face-to-face, phone, online
- Continuous online data collection
  - 36,000 interviews per year
    - Nationally representative sample of consumers 13- 69
  - 350,000 brand conversations studied per year
- Broad category coverage
  - Including health and healthcare



# America's Health Conversations:

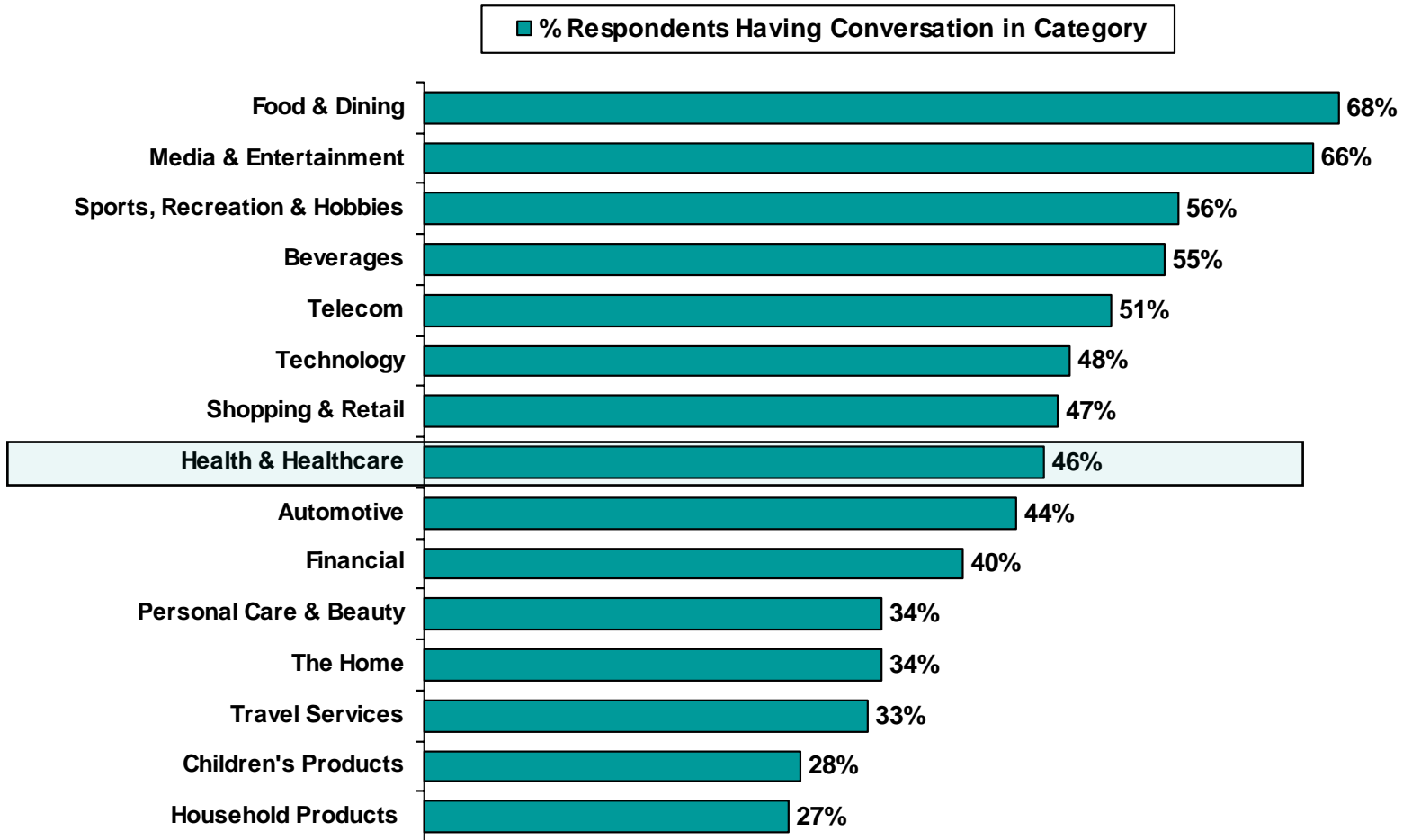
## 6 Insights for WOM Success

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# 1. Half of Americans Talk About Health on a Typical Day



Base: 33,464 respondents

\* Average daily conversations among those who have discussions about each category.

Source: TalkTrack®, June 2006 through July 2007

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

## 2. Rx Word of Mouth: Primarily Takes Place Face-to-Face

**74%** of prescription drug  
WOM takes place in-person

Less than 10% takes place online

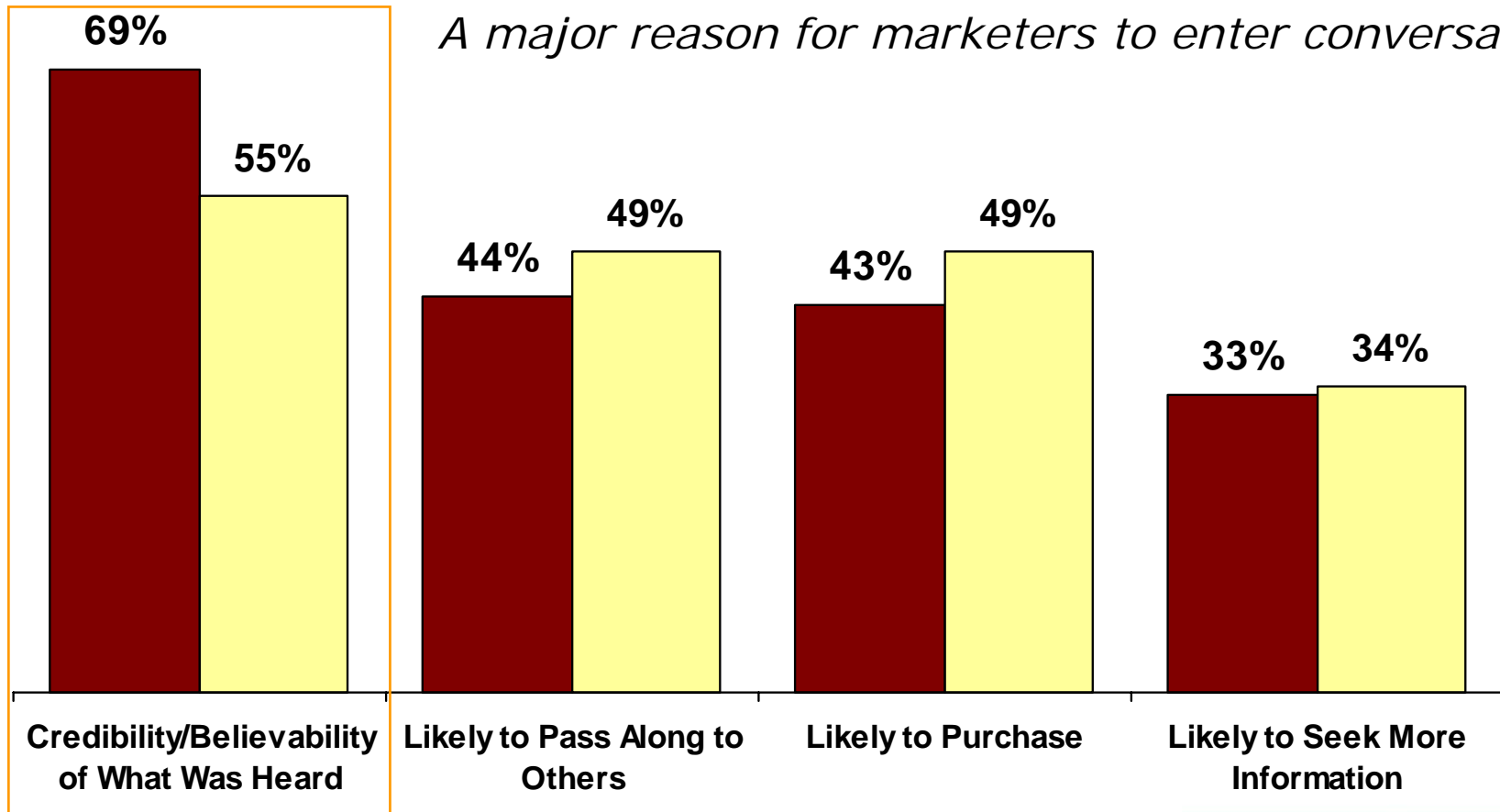


# 3. Rx WOM Has High Credibility

(% highly likely to agree/take action, 9/10 on 0-10 scale)

■ Prescription Drugs ■ All Categories

*A major reason for marketers to enter conversation*

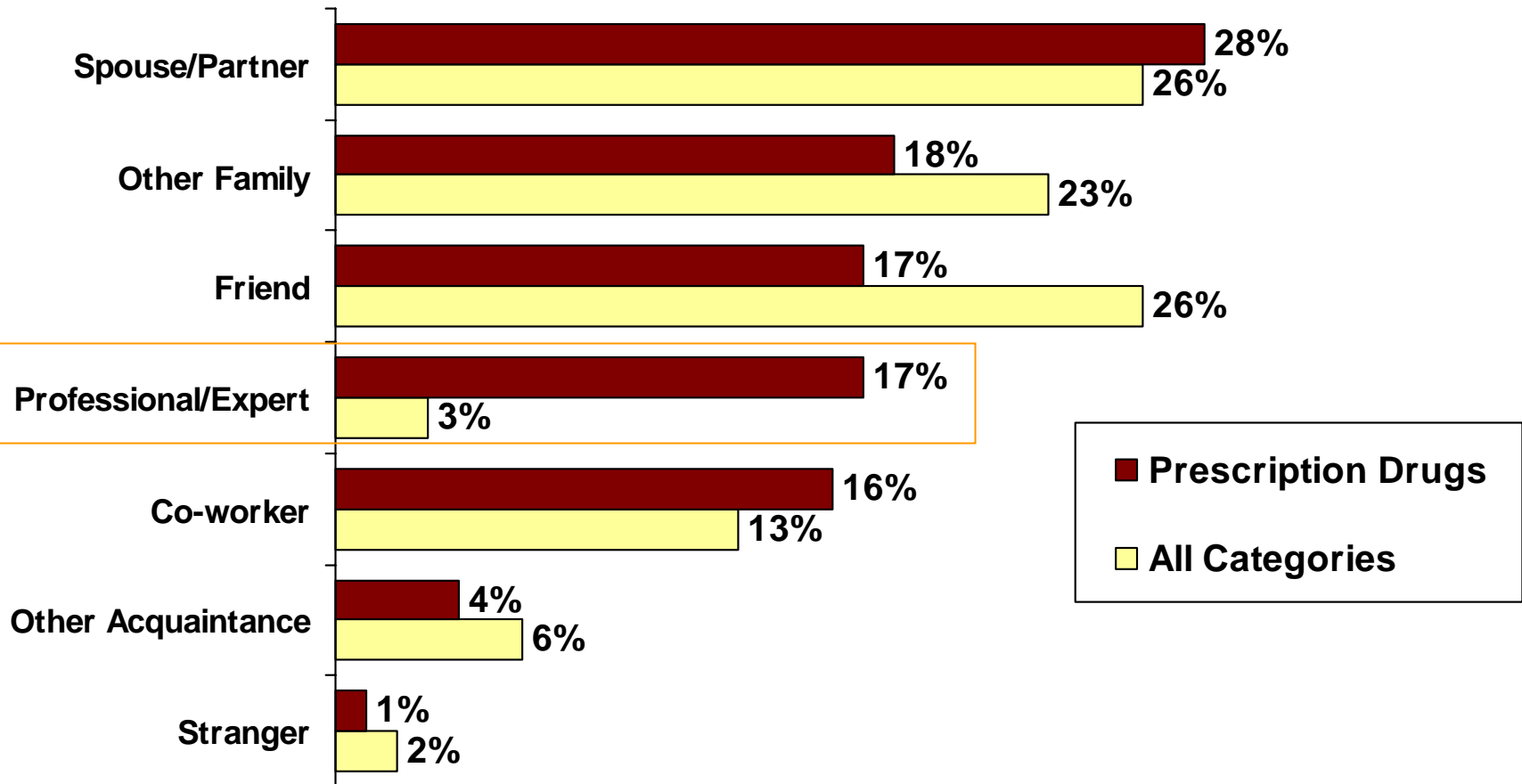


Base: Brand conversations where someone else provided advice (Prescription Drugs, n=140; Health & Healthcare, n=3,619; All Categories, n=111,571)

Source: TalkTrack®, June 2006 through July 2007

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# 4. “Pros” Important, But Family Most Prominent Rx WOM Advice Givers

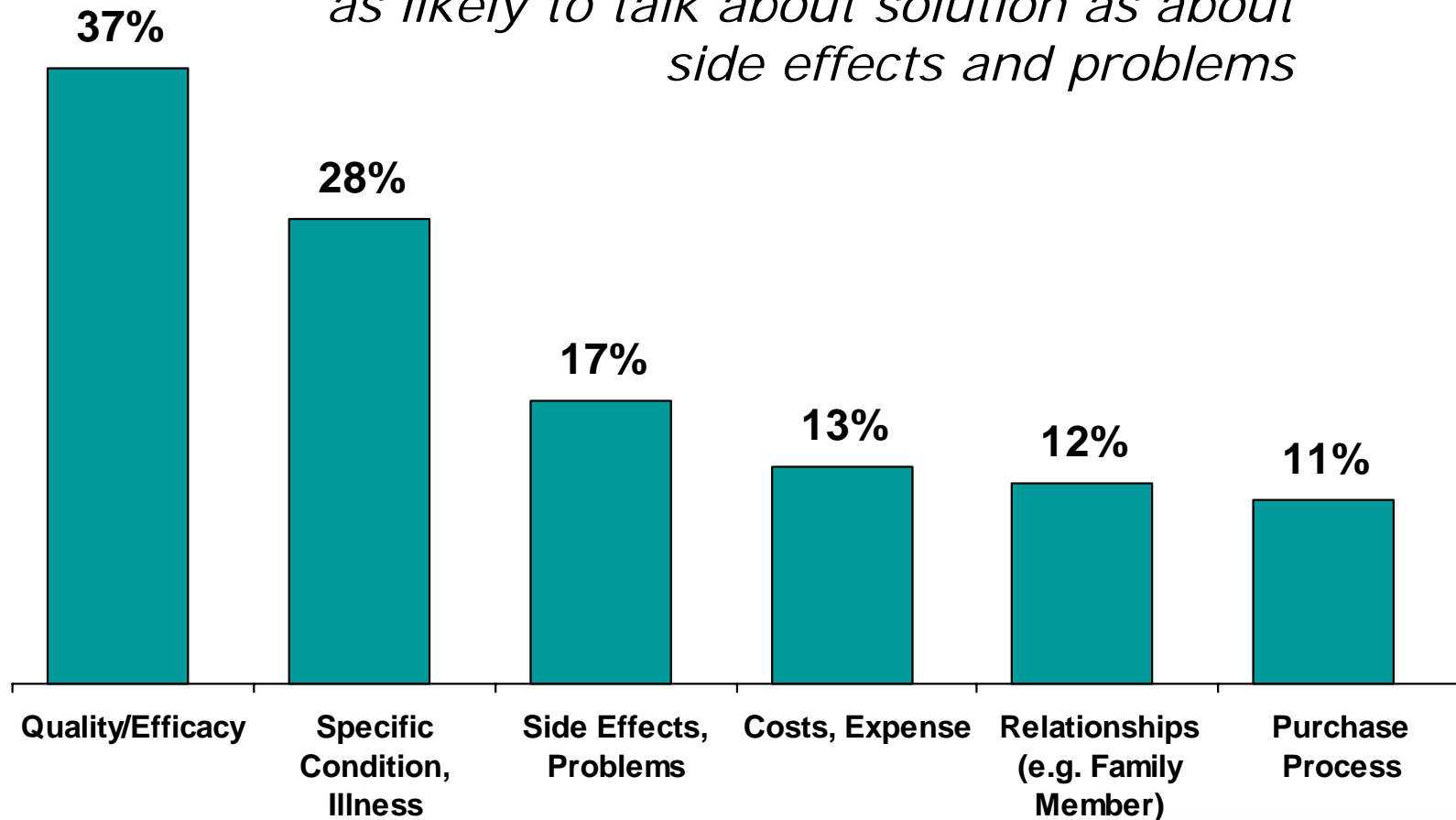


Base: Brand mentions where someone else provided advice (Prescription Drugs, n=141; Health & Healthcare, n=3,650; All Categories, n=112,512)  
 Source: TalkTrack®, June 2006 through July 2007

# 5. Quality/Efficacy: Leading Subject

*(How consumers describe prescription drug conversations)*

*Focus on the solution: Consumers are 2x as likely to talk about solution as about side effects and problems*



Since multiple themes can come up in one conversation, items add up to more than 100%

Base: Verbatim descriptions of conversations (Prescription Drugs, n=127)

Source: TalkTrack®, November 2006 through July 2007

# 6. When it Comes to Conversation, Not All Consumers are Created Equal

*One American in ten  
tells the other nine  
how to vote, where to  
eat, and what to buy.*

*They are*

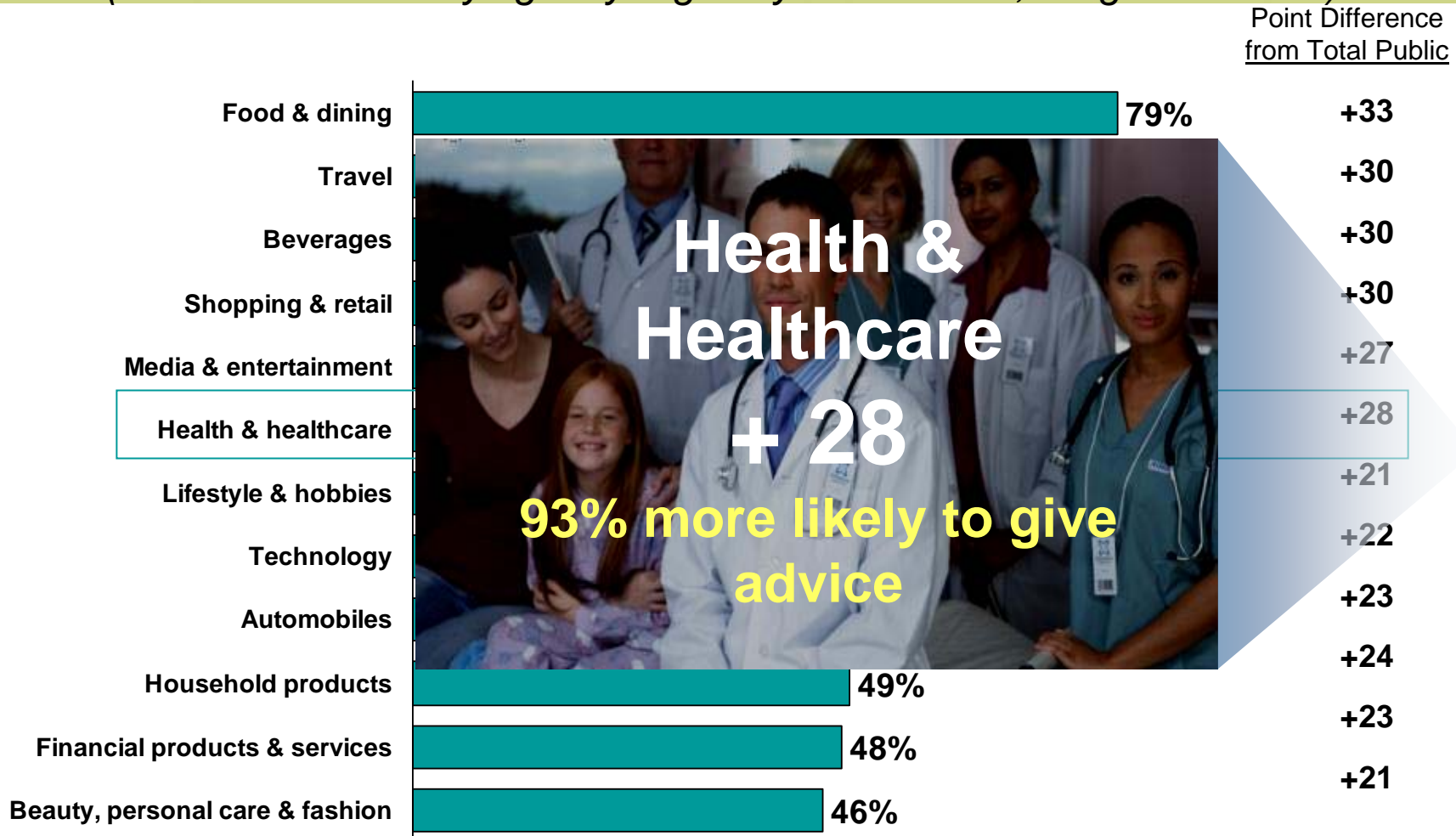
**The Influentials**



ED KELLER AND JON BERRY

# Influencers Recommend Far More Than Others

(% of influencers saying they regularly offer advice, insight to others)



Top 12 of 16 Categories

Source: "Inside the Conversations of the Conversation Catalysts," a Special Report by the Keller Fay Group, sponsored by Manning Selvage & Lee, November 2006  
www.kellerfay.com

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# Taking the Next Step

- High levels of WOM about health care and Rx drugs
  - DTC marketers have a terrific opportunity to join the conversation
- What's your story?
  - Be solutions-oriented: WOM is about solutions
  - Encourage actions: WOM often leads to pass-along, information-seeking, product trial
- How can you facilitate and join the conversation?
  - Consider both online and offline opportunities
  - Know who to talk with
    - Some consumers are disproportionately likely to spread the word
  - Before you talk, listen



**Thank you!**

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# The Keller Fay Group

Bringing best-in-class tools to word of mouth strategy and measurement

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