onlinecircle SOCIAL MEDIA

Australian Facebook Performance Report

[May 2012

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With an extensive media career Alan is one of the most respected authorities on Internet communication in Australia.

Formerly Research Director for Experian Hitwise Asia Pacific, he has spent more than 18 years working in the Digital Marketing arena as a publisher, strategist and senior analyst, for companies such as TextMedia, BMC Media and Sensis.

Working with some of the world's major brands globally, he has developed a unique appreciation of the crucial role that expert analysis plays in maximising the effective online presence and enhancing the continuous brand dialogue with customers, stakeholders and the media.

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Lucio Ribeiro is the Digital strategist at Online Circle. His elite marketing skills were honed early in his career. He was one of Brazil's youngest and most celebrated advertising professionals during the 1990's.

With more than 15 years marketing experience, Lucio Ribeiro has worked for many of the world's most prestigious advertising agencies including: McCann-Erickson, Ammiratis Puris Lintas, Lowe, MRM and Ogilvy Brazil. His clientele has included prominent organisations such as GM, Unilever, Nestle, Cadbury, Kraft Foods, Mercedes-Benz, Australian Paper and Microsoft.

Lucio is very active in the social media industry. His credentials are highly regarded having won him many rankings and awards. In 2011 Lucio spoke at over 15 events in Australia, with a combined audience of over 300,000 people having listened to his ideas about Digital Marketing for large brands.

Lucio's opinions and views are sought by Australian media outlets such as The Age, Herald Sun, Fox News, Anthill Magazine, MX newspaper and others. In 2012 he was a jury member for the 2012 AME Awards (part of New York festival).

Lucio has been based in Melbourne for the last 7 years.

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The Australian Facebook Report for May 2012 underlines the learning of the previous reports that advertising and promotional activity are the most popular and successful means of engaging a brand's Facebook fanbase.

The addition of features such as Facebook Offers enhance the retailer's ability to use Facebook as a serious business tool, driving demand and generating measurable in-store traffic and revenues.

The leading five industries from the March 2012 report continue to hold sway at the top of the rankings, with only one order change. Automotive has climbed to fourth place and Department Stores has fallen off to number five. This is primarily due to Direct Deals falling below the statistical confidence level during May. With both a higher growth rate for the Department Stores industry (minus Direct Deals) of 9.5% and the strongest industry engagement rate (8.1%) the fall of a ranking position doesn't present the true tale of improved performance for the industry – although heavily influenced by a single brand.

While not gaining as many new fans ('likes') in May as in March, the FMCG Snackfoods gained more fans than any other industry and is responsible for one in three of all new 'likes' across the twelve industries. Retail – Fashion (+104,582), FMCG Beverage (+90,041), Department Stores (+84,797) and Retail – Grocery (+79,310) all contributed to more than 10% of the overall fanbase growth and combined delivered 84.1% of all growth in May 2012.

Being the fastest growing industry doesn't necessarily translate to becoming the most engaged. On a more micro or brand level we have seen as fanbases gain in size, the engagement rate decreases due to it becoming more difficult for the brand to activate the larger fanbase to the same level.

In saying this, by the very nature and size of the fanbase the actual numbers of engagements is likely to be high. FMCG Snackfoods were responsible for over one in five (20.4%) of all engagement activities for May, but couldn't match the high interest Retail – Fashion industry which generated 31.4% of all engagements.

The leading five industries are responsible for 84.0% of all engagements. This highlights the need for less supported and engaged industries, including Travel Airlines and Travel Accommodation to focus on gaining a higher level of activation amongst their fanbase. There is a rich vein of data and information available by competitive and industry benchmarking locally as well as internationally. This can be applied tactically and strategically to improve the performance of your Facebook page.

Reviewing and studying brands outside of your direct competitive set and industry can also shed light on opportunity, increase learning and provide a perspective that can sometimes be lost amongst the rush just to get things done.

When reading this document, be aware that some topline comparisons may lead to misunderstanding of the data or the correlation of the key metrics that make up the engagement rate. Brands with high level of fans tend to have a lower level of engagement as it is difficult to mobilise or activate large volumes of people every month. Those brands with smaller fan levels that are growing quickly due to promotion etc. will have artificially high engagement rates that may prove to be unsustainable.

Data for this report was collected on May 1, 8, 15, 22 and 29, unless otherwise stated. Please review the methodology at the rear of the report for a clear understanding of each metric.

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Rank		Industry	Ave Fans	Fan Growth	% Growth	No. of Engagements	Engagement Rate	
May-12	Mar-12						May-12	Mar-12
1	1	FMCG Snackfoods	3,298,865	236,324	7.4%	90,993	2.8%	3.4%
2	2	Retail - Fashion	2,963,408	104,582	5.0%	140,010	3.5%	2.8%
3	3	FMCG Beverage	2,393,027	90,041	3.8%	37,048	1.5%	2.2%
4	5	Automotive	1,063,259	30,246	2.9%	22,546	2.1%	4.1%
5	4	Department Stores	933,188	84,797	9.5%	75,273	8.1%	2.7%
6	6	Retail Grocery	895,162	79,310	9.2%	40,587	4.5%	4.4%
7	7	Travel - Airlines	598,945	31,419	5.4%	13,545	2.3%	2.2%
8	8	Telecommunications	516,862	28,315	5.6%	11,764	2.3%	3.2%
9	10	Travel - Accommodation	281,360	9,544	3.5%	6,693	2.4%	6.4%
10	9	Banks & Financial	206,108	6,305	3.1%	3,995	1.9%	2.9%
11	11	Pharmaceuticals	171,480	4,242	2.6%	2,764	1.6%	5.2%
12	12	Energy & Utilities	20,500	2,566	13.2%	881	4.3%	3.2%

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and have not been included in the industry average calculations.

May saw an additional 30,246 people 'like' the Facebook pages of the leading automotive brands in Australia. While this is the seventh highest raw increase, the 2.9% growth against the existing base only betters the Pharmaceuticals industry.

The industry engagement rate experienced a substantial drop to 2.1% (down from 4.1% in the March 2012 report) as Mazda promotional activity receded with an engagement rate of 0.9% down from 28.3% in March 2012. Mazda's fan growth was negative and their share of engagement activity declined from 24.8% to 2.2%.

Comparing May 2012 to the previous report in March 2012, the biggest movers were Jeep, BMW and MINI. Jeep moved from fourth position to second, BMW passing Lexus into eighth position and MINI leaping from 16th to 11th all on the back of consistent growth.

Since the March report, all three brands used advertising, content and promotions to propel the growth of their respective Facebook pages.

In May, Holden was the most dominant brand with the highest fan growth (+5,745) and with an average of 11,068 'People Talking About' weekly; they provided a quarter of the industries engagement activities.

Substantial fan growth was also experienced by BMW Australia (+2,969), Lexus Australia (+2659), Kia Australia (2,598) and Toyota Australia (+2,380).

Holden Motorsport had the largest engagement rate with 7.0%. Of the core manufacturer brands, the highest engagement rate was seen by a newcomer to the top 20, Audi Australia with 5.9%.This was followed by Harley-Davidson Australia's 5.7%, BMW Australia's 5.3% and MINI Australia's 5.2%, all experiencing decreases from the previous reporting period.

The various Holden brands generated over one in three of all engagement activities (36.3%) with the main brand page generating a quarter (25.5%). Holden's strength was driven by solid, relevant content with main focus on the Thunder Ute and motorsports.

Rank May-12	Rank Mar-12	Brand	Ave Fans	People Talking About	Fan Growth	Fan Growth % May-12	Fan Growth % Mar-12	Engagement Rate May-12	Engagement Rate Mar-12	Share of Engagement Activity
		Industry	*1,063,259*	*22,546*	*30,246*			*2.1%*	*4.1%*	
1	1	Holden	293,681	5,745	11,068	3.8%	3.3%	2.0%	2.2%	25.5%
2	4	Jeep Australia	136,968	1,379	1,161	0.8%	10.2%	1.0%	7.6%	6.1%
3	2	Kia Australia	116,788	2,192	2,598	2.2%	0.0%	1.9%	1.2%	9.7%
4	3	Toyota Australia	96,292	1,574	2,380	2.5%	4.4%	1.6%	3.2%	7.0%
5	5	Hyundai Australia	68,329	676	16	0.0%	-0.1%	1.0%	0.8%	3.0%
6	6	Mazda Australia	57,222	503	-9	0.0%	107.5%	0.9%	28.3%	2.2%
7	8	BMW Australia	40,110	2,127	2,969	7.7%	10.4%	5.3%	7.4%	9.4%
8	7	Lexus Australia	38,239	1,306	2,659	7.2%	6.2%	3.4%	4.0%	5.8%
9	9	Official Toll Holden Racing Team	28,224	535	264	0.9%	1.9%	1.9%	3.0%	2.4%
10	11	Ford Australia	27,004	576	504	1.9%	2.1%	2.1%	2.1%	2.6%
11	16	MINI Australia	25,333	1,312	1,759	7.3%	13.1%	5.2%	7.6%	5.8%
12	13	Volkswagen Australia	25,316	556	1,576	6.4%	6.2%	2.2%	3.8%	2.5%
13	12	HSV - Holden Special Vehicles	24,080	609	565	2.4%	3.3%	2.5%	2.1%	2.7%
14	14	Nissan Australia	21,235	190	152	0.7%	1.6%	0.9%	2.0%	0.8%
15	15	Holden Motorsport	18,545	1,297	732	4.0%	4.6%	7.0%	8.2%	5.8%
16	-	Audi Australia	15,942	948	586	3.7%	-	5.9%	-	4.2%
17	19	Harley-Davidson Australia	15,376	874	1,173	7.9%	8.9%	5.7%	5.9%	3.9%
18	17	Mitsubishi Motors Australia	14,575	150	93	0.6%	2.0%	1.0%	2.4%	0.7%
	10	Suzuki Australia	28,206							
	18	Holden Small Car Collection	13,900							

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The Banking & Financial industry has been squeezed down one ranking spot to tenth as Travel - Accommodation's growth sees it move to ninth position. The industry has experienced limited fanbase growth and a continued decline in engagement rate over the past three reports and now is the third least engaged industry (1.9% May engagement rate vs. 5.2% Jan 2012).

Of the leading brands in the May report, NAB stands against the industries trends posting strong relative growth in fanbase and engagement rate, although overshadowed by the Commonwealth Bank in absolute terms against both measurements.

Commonwealth Bank increased their fanbase by 3,731 followed by NAB 1,297 fans and Westpac's 311, the highest absolute fan growth for the industry. Commonwealth Bank continues to hold a strong lead in popularity with almost eight times the number of fans than the Bank of Melbourne, the next most popular industry brand.

Bank of Melbourne, UBank, Citi Australia and St.George all failed to add 200 or more fans to their Facebook page through May. Of the major brands only NAB and Westpac increased their fanbase in excess of 10% during May, 10.7% and 10.9% respectively, a poor overall performance by the financial institutions at attracting aligned consumers.

With 2,076 of the industry's 3,995 total engagement activities for May, the Commonwealth Bank dominates the industry's social media brand interactions, a continuation of previous trends and an increase to 52% from 40.8% of industry engagements in the March report.

ANZ Bank launched their Facebook page in mid June and at the time of writing has in excess of 7,000 fans. They will be a brand to watch and review, especially how they handle often negative and brutal commentary.

Rank May-12	Rank Mar-12	Brand	Ave Fans	People Talking About	Fan Growth	Fan Growth % May-12	Fan Growth % Mar-12	Engagement Rate May-12	Engagement Rate Mar-12	Share of Engagement Activity
		Industry	*206,108*	*3,995*	*6,305*			*1.9%*	*2.9%*	
1	1	Commonwealth Bank	136,594	2,076	3,731	2.8%	6.1%	1.5%	2.6%	52.0%
2	3	Bank of Melbourne	17,738	133	93	0.5%	40.0%	0.7%	13.3%	3.3%
3	4	UBank – Backed by NAB	13,550	159	83	0.6%	3.9%	1.2%	2.8%	4.0%
4	5	NAB	12,573	624	1,297	10.7%	4.8%	5.0%	3.7%	15.6%
5	6	Citi Australia	6,100	156	218	3.7%	30.4%	2.6%	21.6%	3.9%
6	7	Westpac Rescue Helicopter Service	4,174	115	123	3.0%	3.3%	2.7%	2.3%	2.9%
7	8	St.George Bank	3,775	199	190	5.2%	3.2%	5.3%	3.3%	5.0%
8	10	Westpac	3,022	240	311	10.9%	14.9%	7.9%	11.3%	6.0%
9	9	ING DIRECT Australia	2,450	91	93	3.9%	1.4%	3.7%	2.0%	2.3%
10	11	Queenslanders Credit Union	1,593	36	36	2.3%	5.3%	2.3%	2.7%	0.9%
11	12	Heritage	1,589	34	34	2.2%	2.1%	2.1%	1.7%	0.8%
12	14	NSW Police Credit Union	713	57	49	7.1%	6.8%	7.9%	9.0%	1.4%
13	15	The Westpac Group Rally	649	20	5	0.8%	3.8%	3.1%	6.0%	0.5%
14	16	Queensland Country Credit Union	621	26	4	0.6%	2.7%	4.1%	6.8%	0.6%
15	-	The Community Mutual Group	399	9	11	2.8%	-	2.3%	-	0.2%
16	17	PC and the Community	394	8	9	2.3%	1.9%	2.0%	2.0%	0.2%
17	18	SCU More Generous Banking	173	14	18	11.2%	6.8%	8.1%	5.3%	0.4%
	2	CUA	86,145							
	13	ECU Australia	880							
	-	Country First Credit Union	209							

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[**Only** ten brands now sit above the confidence level in this industry, clearly outlining the lack of engagement in the industry. Due to data skew, Energy and Utilities engagement rates have moved up from last place to third, this is a direct result of Lumo Energy [26,278] falling below the confidence level and greatly reducing the number of fans ranked in the industry. The industry now has the lowest number of likes by over 150,000 fans as a result.

Lumo Energy's fall beneath the confidence level has resulted in Dodo Australia, Water Corporation and Sydney Water dominating the landscape of the Energy & Utilities industry with over 67% of all fans ('likes') and almost 80% of the social engagement activities during the review period.

The industry had 881 less activities occurring compared to the next lowest industry, Pharmaceuticals 2,764, with more than three times the number of people talking about it.

AGL and Energy Australia continue to remain inactive on Facebook. This may be a wise move when looking at their biggest competitor, Lumo Energy having stagnant growth, only increasing their fan base by 64 fans since the last report.

In times of uncertainty about increased energy costs and concerns over the impact of the Carbon Tax, the opportunity exists for an energy company to take a proactive position and use social media to influence and persuade.

Rank			Ave Fans	People Talking About	Fan Growth	Fan Growth %		Engagement Rate		Share of Engagement Activity
May-12	Mar-12	Brand				May-12	Mar-12	May-12	Mar-12	
		Industry	*20,500*	*881*	*2,566*			*4.3%*	*3.2%*	
1	2	Dodo Australia	6,434	354	1,046	17.4%	1.8%	5.5%	0.9%	40.1%
2	3	Water Corporation	3,826	41	-5	-0.1%	1.8%	1.1%	1.4%	4.6%
3	4	Sydney Water	3,614	308	1,242	39.3%	3.6%	8.5%	2.1%	35.0%
4	5	Energex	2,903	31	38	1.3%	3.2%	1.1%	1.7%	3.5%
5	6	ActewAGL	1,577	36	20	1.3%	2.0%	2.3%	4.3%	4.1%
6	7	Origin Energy	597	41	48	8.3%	16.8%	6.8%	8.5%	4.6%
7	9	Electricity Wizard	486	12	48	10.4%	20.1%	2.5%	2.8%	1.4%
8	8	Ausgrid	476	34	49	10.9%	11.8%	7.0%	6.7%	3.8%
9	10	Make It Cheaper Australia	379	19	71	20.8%	95.6%	5.1%	15.7%	2.2%
10	-	Melbourne Water	208	7	9	4.4%	-	3.4%	-	0.8%
	1	Lumo Energy	26,278							
	-	Moving Tracker	5,391							
	-	Switchwise.com.au	318							
	11	SEQ Water Grid	171							
	12	Connectnow	142							
	13	Switchselect.com	108							
	14	youcompare	91							
	15	South East Water	49							
	16	Essential Energy	37							

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Telecommunications performance has not significantly improved in comparison to the other industries reviewed within this report. Ranked eighth of twelve industries the growth of the industries fanbase was moderate and the engagement rate suffered a decline of 28.2% compared to the previous report in March 2012.

Overall, the Telecommunications industry's engagement performance has dropped below the average of the 12 industries included in this report. An engagement rate of 2.3% is below the 3.3% average.

Growing by 13,888 fans, Vodafone continues to be the most connected Telecommunications company on Facebook and was responsible for 49% of the entire industry fan growth during May. This growth of 13,888 fans in May is more than all but six competitors have as fans.

Optus have had a slowdown in fan growth (4.9% in May from 15.5% in March). After having such a successful competition in Optus Movie Match during the previous reporting period there have been no substantial promotions or competitions during the May reporting period to sustain the previous experienced growth. The use of competition and promotional Facebook applications continues to be a widely used driver in fanbase growth and as an engagement and fanbase activation tool.

As it broadens its product offering, Dodo Australia continues to build its fanbase and experienced the fastest fanbase growth during May with an increase of 17.4%, up from 8.4% in the March report. Positioned eleventh on the rankings they trail all the major players by substantial amounts. They are clearly starting to put some value in the social networking platform as a marketing tool and are able to engage more effectively than the others in the industry with an engagement rate of 5.5%, the highest of all Telcos.

Vodafone's influence is profound with 34.5% of all engagement activities. The next three Telcos, Optus, AUSTAR and Telstra provide 43.2% in total. Add fifth ranked Boost Mobile and the top five Telcos contribute 85.2% of all interactions, controlling the industry performance and benchmarks.

Rank			Ave Fans	People Talking About	Fan Growth	Fan Growth %		Engagement Rate		Share of Engagement Activity
May-12	Mar-12	Brand				May-12	Mar-12	May-12	Mar-12	
		Industry	*516,862*	*11,764*	*28,315*			*2.3%*	*3.2%*	
1	1	Vodafone Australia	159,136	4,055	13,888	9.1%	7.0%	2.5%	2.1%	34.5%
2	2	Optus	90,841	2,260	4,357	4.9%	15.5%	2.5%	4.5%	19.2%
3	3	AUSTAR	78,202	1,282	3,989	5.2%	11.2%	1.6%	3.1%	10.9%
4	4	Telstra	50,556	1,543	2,698	5.5%	12.8%	3.1%	5.3%	13.1%
5	5	Boost Mobile	43,854	881	477	1.1%	2.2%	2.0%	2.5%	7.5%
6	6	iiNet	24,498	277	174	0.7%	5.5%	1.1%	4.6%	2.4%
7	7	Virgin Mobile Australia	19,227	274	247	1.3%	3.0%	1.4%	1.8%	2.3%
8	-	Live Connected	11,939	87	111	0.9%	-	0.7%	-	0.7%
9	9	3 Mobile	11,507	216	514	4.6%	2.4%	1.9%	1.2%	1.8%
10	10	amaysim	7,802	338	499	6.6%	10.5%	4.3%	4.8%	2.9%
11	11	Dodo Australia	6,434	354	1,046	17.4%	8.4%	5.5%	3.9%	3.0%
12	12	Internode	4,705	54	46	1.0%	1.4%	1.1%	1.7%	0.5%
13	-	iPrimus	2,644	27	35	1.3%	-	1.0%	-	0.2%
14	16	ClubTelco	1,266	27	41	3.3%	7.4%	2.1%	4.4%	0.2%
15	14	BigPond	1,237	31	63	5.2%	2.2%	2.5%	1.3%	0.3%
16	16	SpinTel	1,179	14	1	0.1%	-0.3%	1.1%	1.4%	0.1%
17	17	Westnet	1,014	34	96	9.9%	4.2%	3.3%	1.7%	0.3%
18	-	TPG	820	12	33	4.1%	-	1.4%	-	0.1%
15	13	gotalk mobile	1,424							
20	-	TransACT	942							

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[**Pharmaceutical** companies remained the eleventh most followed industry of the twelve reviewed. They saw their rapid spike in engagement rate from January to March just as quickly dissipate in the May reporting period. The industry engagement rate of 1.6% is higher than only one industry, FMCG Beverages (1.5%), although the FMCG Beverage fanbase is almost fourteen times larger.

The industry leader Panadol Australia continues to sit comfortably on the top of the table (48,697 fans) however during May experienced a slight decrease in their fanbase, losing 115 fans. They still have 56% more fans than the next ranked Pharmaceutical company, Blackmores (31,196).

Proactiv Australia (+4.3%) and GNC LiveWell (+13.9%) Australia experienced a slowing of their growth levels but still contributed 46.2% of the industries total fan growth.

The overall engagement rate decreased substantially between reporting periods and signifies the decrease in promotional activity across the industry.

Only one of the top 10 ranked brands were able to increase their engagement rate. This was Swisse, who increased from 7.2% to 11.8%. With a big winter of international and local sports we expect Swisse to leverage and integrate their Facebook presence more dramatically than they have previously.

Panadol, with an engagement rate of 9.6% still saw a drop from 13.7%, a high rate in any industry, and second only to Swisse in the Pharmaceuticals industry. Other strong engagement rates were delivered by Body for Women (7.0%) and Macleans Mums (5.0%).

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		Industry	*171,480*	*2,764*	*4,242*			*1.6%*	*5.2%*	
1	1	Panadol Australia	48,697	380	-115	-0.2%	32.0%	0.8%	9.6%	13.7%
2	2	Blackmores	31,196	325	168	0.5%	5.2%	1.0%	2.3%	11.8%
3	3	Proactiv Australia	26,484	394	1,118	4.3%	11.2%	1.5%	2.9%	14.2%
4	4	Macleans Mums	17,744	345	561	3.2%	9.0%	1.9%	5.0%	12.5%
5	5	Meladerm - Skin Brightening Cream	11,403	172	487	4.4%	5.3%	1.5%	1.6%	6.2%
6	6	BodyScience	7,773	224	337	4.4%	2.6%	2.9%	1.4%	8.1%
7	7	Ansell Condoms	6,598	161	159	2.4%	1.8%	2.4%	3.5%	5.8%
8	9	GNC LiveWell Australia	6,345	281	843	13.9%	21.9%	4.4%	4.9%	10.1%
9	8	Swisse Vitamins	5,693	199	380	6.9%	25.1%	3.5%	11.8%	7.2%
10	11	Vital Greens Australia	3,131	55	73	2.4%	17.2%	1.8%	4.7%	2.0%
11	10	Official QV Skin Care	2,660	41	38	1.4%	1.8%	1.5%	2.0%	1.5%
12	12	Body For Women	1,896	137	148	8.1%	12.9%	7.2%	7.0%	5.0%
13	13	BioCeuticals NutraCeuticals	1,367	33	37	2.7%	3.8%	2.4%	4.0%	1.2%
14	15	Sigma-Aldrich Australia	492	20	8	1.6%		4.0%		0.7%
		No-Doz	3,074							
		Rescue Remedy Australia	1,207							
		Harmony	670							
		Aqium Gel	597							
		BodyScience Skin	529							
		Whiter Smile	493							

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The Travel – Airline industry continues to grow its fanbase, increasing 5.4% in May, a similar level to the growth in the previous report in March 2012. It maintains its relative industry position of seventh, between Retail – Grocery and Telecommunications.

The top four Airlines hold 85% of the entire industries fans, led by Qantas but being challenged by Jetstar Australia for the top spot. Jetstar Australia experienced the highest fan growth of all airlines adding 12,951 fans during May, a relative increase of 8.9%, and equal to the relative increase of AirAsia Australia who added 6,929, the second most new fans for the month. Qantas and Virgin Australia grew their fanbase by 4.4% and 3.0% respectively adding 6,875 and 3,343 fans during May.

The growth that Air New Zealand – Australia experienced in March during their 'Dob in a sceptic' promotion has abated generating only another 935 fans during the month, and an engagement rate (1.2%) that is greatly reduced from the 4.4% of the March report.

Jetstar's growth was underpinned by promotional and advertising activities supporting their 8th Birthday during May. A promotion called the "Piece of Cake" Birthday Hunt!" pushed their 8th birthday sale. All Airlines use their Facebook pages to directly push sales, special offers and flight offers such as the "Take a friend for free" Jetstar offer early in May.

AirAsia generated their growth through a unique promotion that gave one winner the chance to win their own Airbus A330 to take up to 302 guests off to Kuala Lumpar for 3 nights, the promotion was called AirAsia Friendsy (a play on frenzy, I assume). The Friendsy and Exclusive Facebook Sales in May saw AirAsia Australia generate an engagement rate of 2.8%, just behind Jetstar's 3.1%, the highest of the top four airlines that generated 90% of all engagements throughout May, up from 75% in March.

Rank			Ave Fans	People Talking About	Fan Growth	Fan Growth %		Engagement Rate		Share of Engagement Activity
May-12	Mar-12	Brand				May-12	Mar-12	May-12	Mar-12	
		Industry	*598,945*	*13,545*	*31,419*			*2.3%*		
1	1	Qantas	159,371	3,089	6,875	4.4%	6.5%	1.9%	2.4%	22.8%
2	2	Jetstar Australia	152,707	4,742	12,951	8.9%	3.5%	3.1%	1.3%	35.0%
3	3	Virgin Australia	114,914	2,118	3,343	3.0%	2.5%	1.8%	2.9%	15.6%
4	4	AirAsia Australia	81,882	2,306	6,929	8.9%	2.1%	2.8%	1.1%	17.0%
5	5	Air New Zealand - Australia	60,091	713	935	1.6%	17.6%	1.2%	4.4%	5.3%
6	7	Cathay Pacific Australia	14,487	223	61	0.4%	1.4%	1.5%	1.5%	1.6%
7	8	Thai Airways International Australia	6,015	203	129	2.2%	2.2%	3.4%	3.2%	1.5%
8	9	Virgin Australia NZ	5,722	57	103	1.8%	1.8%	1.0%	1.4%	0.4%
9	10	Air Tahiti Nui - Australia	1,523	46	37	2.5%	1.0%	3.0%	1.4%	0.3%
10	-	Royal Brunei Airlines Australia	1,158	6	20	1.7%	-	0.5%	-	0.0%
11	11	Air Whitsunday Seaplanes	659	10	0	0.0%	3.1%	1.4%	1.8%	0.1%
12	-	Skywest Airlines	265	27	30	11.9%	-	10.0%	-	0.2%
13	12	Airlines of Tasmania	151	6	6	4.1%	7.8%	4.0%	6.9%	0.0%
	6	Virgin Australia International	24,774							
	-	Sharp Airlines	514							
	-	Cobham Aviation Services Australia	148							
	-	Skytrans Airlines	99							
	-	Air China Limited Australia and New Zealand	2							

* Air Australia and Strategic Airlines no longer active

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Travel – Accommodation is one of only two industries to improve its relative ranking against the other industries included in this report, now positioned at number nine up from ten. This may be due to CUA's inactivity in the Bank & Financial industry, but also because of strong growth of many Facebook pages over the past months. In May the industry experienced a moderate growth of 9,544 additional fans and a greatly reduced engagement rate of 2.4% down from March's 6.4%.

Stayz, the number four ranked brand Facebook page has been relatively inactive over May causing it to drop below the level of confidence. Their results are not included in the industry totals and averages.

A number of accommodation businesses experienced substantial changes in their growth patterns during May. Two of the most noticeable were Travelodge and Best Western. Travelodge's growth stopped in its tracks, down from 93.9% growth last report to 0% this report. Best Western had 252.5% growth last report but a small decline in fans during May.

Hotels.com Australia was the biggest mover of the month jumping to second position from fifth, increasing their fanbase by almost 100% since the March report, with limited growth during May, most of this fan growth occurred between reports using promotions and marketing.

Hotel.com.au also saw a move up the rankings, moving three positions up to 12th from 15th in March experiencing the largest relative growth of 16.4%, ahead of HotelClub's15.3% growth to move them up to eighth position.

While Hotels.com Australia moved up the rankings the biggest actual growth of fans was Laterooms, Quickbeds, HotelClub and Wotif gaining 1,546, 1,588, 1,533, and 1,233 respectively. For Wotif this represents just 1.5% growth, down from the 19.9% growth posted in the March report.

Wotif also saw a slowdown in their engagement during May with a rate of 1.5% representing their 595 engagements, but still contributed towards the dominance of the leading five companies generating 60.5% of all engagement activities.

Only Laterooms had more than 1,000 (1016) engagements with consumers during May, Hotels.com Australia with 976 and Quickbeds with 776 were the other main contributors

Mantra Hotels with an engagement rate of 8.9%, YHA Hostels and HotelClub both with 5.2% engagement rate are the only Facebook Pages to engage their fans above the 5% level.

The result of this analysis from report to report suggests that marketing and promotional activities across the industry are infrequent and based in campaign flights, versus an 'always on' approach.

Rank May-12	Rank Mar-12	Brand	Ave Fans	People Talking About	Fan Growth	Fan Growth % May-12	Fan Growth % Mar-12	Engagement Rate May-12	Engagement Rate Mar-12	Share of Engagement Activity
		Industry	*281,360*	*6,693*	*9,544*			*2.4%*	*6.4%*	
1	1	Wotif.com	80,485	595	1,233	1.5%	19.9%	0.7%	5.0%	8.9%
2	5	Hotels.com Australia	40,530	976	50	0.1%	69.0%	2.4%	14.1%	14.6%
3	3	Schoolies	30,662	685	636	2.1%	5.7%	2.2%	3.8%	10.2%
4	2	LateRooms.com	30,072	1,016	1,546	5.2%	2.4%	3.4%	2.2%	15.2%
5	6	Quickbeds	24,275	776	1,588	6.8%	8.4%	3.2%	3.7%	11.6%
6	8	Travelodge Hotels	15,213	150	-5	0.0%	93.9%	1.0%	17.3%	2.2%
7	7	Hamilton Island	14,100	587	513	3.7%	7.4%	4.2%	5.0%	8.8%
8	9	HotelClub	10,891	565	1,533	15.3%	27.0%	5.2%	6.7%	8.4%
9	10	BIG4 Holiday Parks	8,309	110	291	3.6%	8.7%	1.3%	4.3%	1.6%
10	11	Rydges Hotels & Resorts	7,231	302	784	11.5%	55.1%	4.2%	2.5%	4.5%
11	13	Mantra	4,890	436	365	7.9%	2.2%	8.9%	1.1%	6.5%
12	15	Hotel.com.au	4,740	217	693	16.4%	46.3%	4.6%	10.9%	3.2%
13	12	TotalTravel	3,939	90	225	5.9%	4.6%	2.3%	2.3%	1.3%
14	14	YHA Australia backpacker hostels	3,107	162	101	3.3%	3.8%	5.2%	2.0%	2.4%
15	16	Best Western Hotels Australia I New Zealand	2,915	28	-9	-0.3%	252.5%	1.0%	27.6%	0.4%
	4	Stayz	30,336							
	-	HotelsCombined.com	11,372							
	17	Needitnow.com.au	1,781							
	-	TakeABreak.com.au	1,550							
		Discovery Holiday Parks	1,174							

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The Department Stores industry dropped one ranking position. This reflects the low levels of activity of Direct Deals Facebook page pushing it below the confidence level, and robbing the industry of including approximately 150,000 fans. Regardless, Departments Stores remain one of the most followed industries with almost 1 million fans shared across the top sixteen brands on Facebook, with strong growth and a high engagement rate.

The performance of the Department Stores industry in May was dictated by a single brand, Target. In the March report the leading five brands were responsible for 60% of all engagement activities but this has blown out to 93.5% due to Target's increased fanbase and engagement. Target alone delivered 65.4% of all engagement activities in May, up from 8.5% in March, an astonishing performance driven by a new Facebook feature, "Facebook Offers" that has not been fully rolled out to market yet. To find out more about Facebook Offers go to www.facebook.com/help/offers.

Target made 10 offers throughout May for a total of 96,703 claimed, propelling the engagement and fanbase growth substantially, suggesting that Facebook Offers will become a substantial asset to retail marketers large and small on the Facebook platform.

David Jones is winning the fight of the traditional department stores, growing in similar relative terms as Myer, but extending the fan count lead by another 6,852 and stretching the difference out to almost 53,000 fans or an additional 60%. Both are overshadowed by the May performance of Target and the consistent strong showing of CatchOfTheDay.com.au.

Aside from the Target performance of 24.1% engagement rate, The Reject Shop, Crazysales and Big W all had engagement rates above 5%, a very strong showing but below the industry average of 8.1%, inflated by Target's results.

The July report will be interesting to see which other retailers have picked up on Facebook Offers and whether the expansion of this feature will decrease the effectiveness.

Rank May-12	Rank Mar-12	Brand	Ave Fans	People Talking About	Fan Growth	Fan Growth % May-12	Fan Growth % Mar-12	Engagement Rate May-12	Engagement Rate Mar-12	Share of Engagement Activity
		Industry	*933,188*	*75,273*	*84,797*			*8.1%*	*2.7%*	
1	1	CatchOfTheDay.com.au	242,737	10,225	24,968	10.6%	14.6%	4.2%	1.9%	13.6%
2	2	Target Australia	204,329	49,214	30,144	15.7%	2.3%	24.1%	1.2%	65.4%
3	4	David Jones	142,737	3,773	5,760	4.1%	18.7%	2.6%	4.7%	5.0%
4	6	BIG W	109,638	5,538	11,162	10.8%	11.2%	5.1%	4.2%	7.4%
5	5	MYER	89,838	1,666	3,656	4.2%	4.9%	0.0%	2.3%	2.2%
6	7	oo.com.au	43,548	922	2,184	5.1%	0.8%	2.1%	4.4%	1.2%
7	8	Crazysales.com.au	24,445	1,285	2,296	10.1%	1.7%	5.3%	4.1%	1.7%
8	11	The Reject Shop	18,058	1,162	3,130	19.3%	1.8%	6.4%	1.4%	1.5%
9	9	Peter's of Kensington	17,862	239	275	1.6%	1.8%	1.3%	1.4%	0.3%
10	10	SupermarketDeals	17,510	714	106	0.6%	1.0%	4.1%	11.4%	0.9%
11	13	Topbuy.com.au	6,994	69	210	3.0%	2.7%	1.0%	0.8%	0.1%
12	15	Best & Less	5,024	190	496	10.5%	17.2%	3.8%	6.4%	0.3%
13	14	Biome Eco Stores	4,935	104	37	0.8%	3.5%	2.1%	2.8%	0.1%
14	16	Domayne Australia	2,579	53	39	1.5%	3.7%	2.1%	1.8%	0.1%
15	-	LatestBuy	1,732	32	56	3.3%	-	1.8%	-	0.0%
16	-	Innovations.com.au	1,221	88	278	25.4%	-	7.2%	-	0.0%
	3	DealsDirect	152,508							
	-	Harris Scarfe	10,323							
	12	ShoppingSquare.com.au	9,773							
	17	eSOLD.com.au	1,619							

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Retail – Fashion remains the second most followed industry with the fourth most engaged fanbase and the most engaged of the four industries with a fanbase above a million. During May, the Retail – Fashion fanbase grew by 104,582, second only to the FMCG Snackfoods industry and was responsible for just over three in ten of every engagement activity across the reported industries.

Growth of fanbases was spread across the top twenty retailers with Style Tread and Forever New experiencing the highest relative growths of 13.0% and 11.1% respectively. Style Threads growth saw it jump from 19th to 16th position while the largest ranking improvement was by Facebook retailer MIISHKA climbing into the top 10 Fashion retailers past some of the more traditional and well funded competitors.

Six of the leading ten retailers had growth in excess of 10,000 fans for the month, led by Cotton On* (+16,966), Lorna Jane (+16,445), Sportsgirl (+12,481), Forever New (+11,726), Jay Jays (+10,989) and Princess Polly (+10,379). Only four others increased by more than 5,000, which indicated limited promotional and marketing integration is being implemented by other brands in the industry.

Engagement rate is up to 3.5% from last report's 2.8% (March 2012) and the performance is dominated by the leading five brands being responsible for 59.0% of all engagement activities in the month, and 80% from the top ten. Led by Lorna Jane with 19,569 being almost one in every four engagements, with the nearest being Supré with 10,639 engagements or 12.8% of all the Fashion industry engagements.

Other retailers with strong levels of engagement were Jay Jays (6,344), Cotton On * (6,274), Princess Polly (6,146) and Forever New (5,252).

Local Fashion retailers are under such high competitive pressures that any way of connecting, engaging and building loyalty and awareness with the consumer holds immeasurable value. Social media provides such value; the success of a non-traditional retailer such as MIISHKA proves this point.

Rank			Ave Fans	People Talking About	Fan Growth	Fan Growth %		Engagement Rate		Share of Engagement Activity
May-12	Mar-12	Brand				May-12	Mar-12	May-12	Mar-12	
		Industry	*2,963,408*	*83,073*	*140,010*			*2.8%*	*2.8%*	
1	1	Jay Jays	442,501	6,344	10,989	2.5%	2.3%	1.4%	1.0%	7.6%
2	2	SUPRÉ	421,321	10,639	9,490	2.3%	2.4%	2.5%	1.9%	12.8%
3	4	Lorna Jane	351,541	19,569	16,445	4.8%	6.7%	5.6%	6.5%	23.6%
4	3	Cotton On *	347,257	6,274	16,966	5.1%	5.7%	1.8%	2.1%	7.6%
5	5	princess polly	163,178	6,146	10,379	6.6%	7.5%	3.8%	3.4%	7.4%
6	7	Sportsgirl	149,485	4,291	12,481	8.7%	19.1%	2.9%	5.2%	5.2%
7	6	Bras N Things	133,412	1,707	3,682	2.8%	1.0%	1.3%	1.5%	2.1%
8	8	City Beach	116,330	3,403	6,942	6.2%	5.2%	2.9%	2.2%	4.1%
9	9	Forever New	111,972	5,252	11,726	11.1%	10.5%	4.7%	3.2%	6.3%
10	18	MIISHKA	81,413	3,487	5,751	7.3%	17.8%	4.3%	6.7%	4.2%
11	11	Dotti	80,825	2,853	7,553	9.8%	15.6%	3.5%	4.6%	3.4%
12	13	General Pants Co.	73,440	1,542	4,587	6.4%	13.3%	2.1%	3.7%	1.9%
13	10	Witchery	69,748	1,403	2,080	3.0%	2.6%	2.0%	2.2%	1.7%
14	12	Mimco	69,724	1,419	2,671	3.9%	3.8%	2.0%	1.8%	1.7%
15	14	crossroads	62,748	948	2,004	3.2%	4.3%	1.5%	1.8%	1.1%
16	19	StyleTread	62,048	3,336	7,533	13.0%	6%	5.4%	2%	4.0%
17	15	Country Road	60,982	1,485	3,445	5.8%	6.9%	2.4%	2.3%	1.8%
18	16	Pumpkin Patch AU	57,880	637	1,472	2.6%	1.5%	1.1%	0.8%	0.8%
19	17	Peter Alexander Sleepwear	57,364	1,164	1,180	2.1%	2.7%	2.0%	2.0%	1.4%
20	20	Jeanswest	50,239	1,175	2,634	5.4%	3.9%	2.3%	1.8%	1.4%

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* Cotton On numbers are estimated from statistics show on the page due to a handle change in April 2012

With one of the strongest relative growths for May, Retail – Grocery held its overall ranking (sixth) and maintained its healthy level of engagement at 4.5%.

The outstanding strong growth numbers were predominantly generated by four brands: Coles Australia (+35,268), 7-Eleven (+16,164), Baker's Delight (+10,329) and GroceryRun.com.au (+7,602), combining for 87.5% of the industry's total fan growth in May.

Coles' growth in May added 26.2% to their fanbase, the largest relative increase in the industry ahead of Dan Murphy's whose 21.6% increase keeps them ahead of Wine Market Australia and getwinesdirect.com.au.

Promotion was key in each of the brand's strategies throughout May. Coles implemented photos linked to a printable coupon (as a pdf hosted on their servers) as Facebook exclusives and as a precursor to the implementation of Facebook Offers. Print the coupon and take it in store to gain your discount. This highlights online's direct influence to offline behaviour, a monty for retail brands large and small to measure direct impact.

7-Eleven ran a Facebook promotion giving away 100,000 Kit Kats, redeemable in store, another example of generating behaviour from online promotional activity. GroceryRun.com.au maintained their prize-giving of fuel cards, while during the month of May Baker's Delight supported the Breast Cancer Network with their Pink Bun Fundraising using Facebook as a connected and integrated channel of their overall marketing efforts.

Coles' very strong engagement rate of 8.6% was only bettered by Queen Victoria Market's 13.1%, which has consistently posted high engagement rates in past reports. The overall industry performance is heavily influenced by the top 4 brands representing 75% of the fanbase and 75% of the engagement activities, led by Coles with 30.5% and 7-Eleven with 20.6% share of the industry engagements.

Many brands in the industry have low growth and engagement rates and would benefit from a re-energised approach, tactically and strategically to lift their engagement and increase their fanbase.

[Retail - Grocery & Alcohol

Rank			Ave Fans	People Talking About	Fan Growth	Fan Growth %		Engagement Rate		Share of Engagement Activity
May-12	Mar-12	Brand				May-12	Mar-12	May-12	Mar-12	
		Industrry	*895,162*	*40,587*	*79,310*			*4.5%*	*4.4%*	
1	1	7-Eleven Australia	263,054	8,345	16,164	6.4%	15.5%	3.2%	6.1%	20.6%
2	2	Woolworths	169,933	5,743	1,303	0.8%	1.5%	3.4%	2.5%	14.1%
3	3	Coles	144,728	12,392	35,268	26.2%	2.8%	8.6%	3.4%	30.5%
4	4	Bakers Delight	90,384	3,982	10,329	12.3%	8.7%	4.4%	3.2%	9.8%
5	5	GroceryRun.com.au	58,207	2,963	7,602	13.8%	6.0%	5.1%	3.4%	7.3%
6	6	Planet Cake	29,252	989	666	2.3%	4.3%	3.4%	4.2%	2.4%
7	7	Coles Online	22,872	412	182	0.8%	1.7%	1.8%	2.8%	1.0%
8	8	Dan Murphy's	19,844	1,185	3,791	21.6%	5.2%	6.0%	2.4%	2.9%
9	10	Wine Market Australia	17,155	566	767	4.6%	8.6%	3.3%	5.3%	1.4%
10	9	getwinesdirect.com	16,454	1,127	636	4.0%	6.7%	6.8%	8.5%	2.8%
11	11	T2 Tea	16,167	879	1,143	7.3%	6.6%	5.4%	3.8%	2.2%
12	12	Lite n' Easy	13,833	301	233	1.7%	27.3%	2.2%	8.2%	0.7%
13	14	Queen Victoria Market	10,027	1,309	864	8.9%	14.4%	13.1%	17.2%	3.2%
14	13	USAFoods	9,039	86	110	1.2%	1.0%	0.9%	1.1%	0.2%
15	15	Roses Only Group	4,737	46	42	0.9%	1.2%	1.0%	1.5%	0.1%
16	16	Lollyworld	4,087	134	86	2.1%	9.7%	3.3%	8.8%	0.3%
17	17	Cracka Wines	2,759	43	-3	-0.1%	0.4%	1.6%	2.1%	0.1%
18	18	The Raspberry Butterfly	2,631	87	127	4.9%	2.9%	3.3%	1.0%	0.2%
-	-	Hamper King	2,409							
-	19	Ritchies Community Benefit Card	2,314							

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[**Coco-Cola** Australia continues to dominate the FMCG Beverages market with five of the top ten most liked brand pages – Coco-Cola, Coca-Cola Zero, Powerade, Fanta and Mount Franklin. Their main brand, Coco-Cola Australia, has almost twice as many fans as the next popular brand, V Energy Drink, with 810,816 fans and generated the highest industry growth during May, adding 17,970 fans.

Slurpee was the only other brand to have growth in excess of 10,000 with an additional 12,264 people liking their page during May. The strongest relative growth was experienced by Rockstar Energy and Gatorade with 18.3% and 10.4% growth rates respectively.

Rockstar Energy and Gatorade also performed best in engaging the highest percentages of the fanbase weekly throughout May, with 4.6% and 3.1% respectively, but in raw numbers the more popular brands engaged more people each week, with Slurpee (7,561), Coca-Cola (6,735), Pepsi Australia (3,731) and V Energy (3,030) leading the way.

Slurpee Australia's engagement success can be attributed to a creative content strategy combining popular internet meme imagery and unique product imagery, as well as a Facebook integrated game on their brand website where players are rewarded with free products.

Rockstar Energy Australia's engagement and growth success are due to organic social growth driven by the overall success of the brand, and like the newly added brand page the official Big M, they have not run any outstanding promotions or content in May.

The leading five brands make up 63.9% of all engagements, not as concentrated as some other industries but highlighting the importance of not only a strong overall engagement rate, but the development of a connected fanbase that provides longer term value to the brand and importantly, allowing the brand to provide ongoing value to their connected consumers.

Rank May-12	Rank Mar-12	Brand	Ave Fans	People Talking About	Fan Growth	Fan Growth % May-12	Fan Growth % Mar-12	Engagement Rate May-12	Engagement Rate Mar-12	Share of Engagement Activity
		Industry	*2,393,027*	*37,048*	*90,041*			*1.5%*	*2.2%*	
1	1	Coca-Cola Australia	810,816	6,735	17,970	2.2%	4.3%	0.8%	1.5%	18.2%
2	2	V Energy Drink Australia	406,322	3,030	7,818	1.9%	4.4%	0.7%	1.6%	8.2%
3	3	Slurpee Australia	260,143	7,561	12,264	4.8%	6.3%	2.9%	2.1%	20.4%
4	4	Pepsi Australia	176,067	3,731	8,138	4.7%	12.9%	2.1%	3.1%	10.1%
5	5	Coca-Cola Zero Australia	128,232	2,601	7,531	6.1%	11.9%	2.0%	2.7%	7.0%
6	6	POWERADE Australia	113,698	2,413	5,107	4.6%	14.7%	2.1%	3.1%	6.5%
7	-	Big M ®	108,837	786	1,661	1.5%	-	0.7%	-	2.1%
8	7	ICE BREAK	89,414	2,397	4,120	4.7%	7.5%	2.7%	4.0%	6.5%
9	8	Fanta Australia	77,415	1,724	5,448	7.3%	20.8%	2.2%	4.2%	4.7%
10	9	'Mount Franklin' Water	65,081	1,035	2,925	4.6%	5.2%	1.6%	1.0%	2.8%
11	11	Mountain Dew Australia	57,650	1,151	3,753	6.8%	23.1%	2.0%	5.0%	3.1%
12	14	Rockstar Energy Australia	51,285	2,374	8,562	18.3%	32.9%	4.6%	6.2%	6.4%
13	13	Gatorade Australia	48,067	1,511	4,744	10.4%	22.9%	3.1%	4.4%	4.1%
	10	Spring Valley	44,708							
	12	SOLO the Original Thirst Crusher	34,759							
	15	Breaka Flavoured Milk	26,157							
	-	Vaalia	14,421							
	-	Cool Ridge	6,489							
	-	Nutrient Water	5,045							
	16	Blue Mountains Natural Spring Water	331							

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[**FMCG** Snackfoods saw an overall drop in growth and engagement during May, with many of the leading brand pages experiencing decreased fan growth and engagement rates compared to the March report.

The Facebook Page with the strongest growth and highest number of fans "talking about" in May came from current leader, Pringles Australia, with 87,152 additions to their fanbase and 30,889 engaged fans.

Pringles continues to engage their fanbase through the successful use of image oriented posts. Eight out of ten posts feature unique and often humourous creative imagery. In addition to their commitment to strong creative content they support their activity with ongoing Facebook advertising.

M&M's Australia moved from 13th to 5th ranking on the back of the launch of a new limited edition product, a new creative campaign, a Facebook competition and related ad spend. They added 22,712 fans, more than Kit Kat (+19,505), Cadbury Dairy Milk (+18,398), Tic Tac (+17,623) and Arnott's Tim Tam (+16,835). M&M's relative growth of 14.9% was only bettered by Arnott's Tim Tams 19.8% and Kit Kat's 15.6% growth.

Lindt Australia, with a moderate sized fanbase, delivered the highest engagement rate by using a high image content strategy, as well as running an on-page sampling exercise during the month. While Lindt had a high relative engagement rate based on their 6,876 engagements in May, Pringles and M&M's engaged more people 30,889 and 7,972 respectively.

Many other brand pages such as Kit Kat Australia and Tic Tac Australia followed this trend of posting a high percentage of quality image based content in conjunction with small promotions to drive engagement and page growth.

The impact of this was that engagements were more evenly spread than other industries within the report, with only Pringles having a share of engagement in double figures with 33.9% and the top 10 brands delivering 80% of the industries engagement activities.

Rank May-12	Rank Mar-12	Brand	Ave Fans	People Talking About	Fan Growth	Fan Growth % May-12	Fan Growth % Mar-12	Engagement Rate May-12	Engagement Rate Mar-12	Share of Engagement Activity
		Industry	*3,298,865*	*90,993*	*236,324*			*2.8%*	*3.4%*	
1	1	Pringles Australia	936,482	30,889	87,152	9.8%	17.2%	3.3%	4.5%	33.9%
2	2	5 Gum Australia & NZ	468,838	5,404	14,192	3.1%	2.8%	1.2%	0.9%	5.9%
3	3	Cadbury Dairy Milk Australia	256,948	6,715	18,398	7.1%	10.4%	2.6%	3.4%	7.4%
4	9	Nutella Australia & NZ	169,178	4,890	11,370	7.0%	29.6%	2.9%	7.7%	5.4%
5	13	M&M'S Australia	163,821	7,972	22,712	14.9%	43.1%	4.9%	9.0%	8.8%
6	7	Tic Tac Australia and New Zealand	163,662	5,565	17,623	11.5%	12.7%	3.4%	3.6%	6.1%
7	4	Chuck (Chupa Chops)	157,092	3,335	2,703	1.7%	1.8%	2.1%	0.7%	3.7%
8	6	Ferrero Chocolates Australia	153,304	2,532	5,299	3.5%	25.9%	1.7%	6.6%	2.8%
9	15	Kit Kat Australia & New Zealand	135,199	5,629	19,505	15.6%	36.6%	4.2%	7.3%	6.2%
10	5	Samboy Chips	133,876	257	489	0.4%	2.1%	0.2%	0.7%	0.3%
11	11	Streets Cornetto	119,306	1,437	1,996	1.7%	11.0%	1.2%	3.4%	1.6%
12	12	Lindt Australia	106,059	6,876	10,034	10.1%	3.8%	6.5%	2.3%	7.6%
13	14	Arnott's Tim Tam	93,025	5,365	16,835	19.8%	3.0%	5.8%	1.1%	5.9%
14	16	Streets Paddle Pop	68,174	400	932	1.4%	5.3%	0.6%	1.4%	0.4%
15	17	Continental Cup-a-Soup	62,787	823	204	0.3%	18.0%	1.3%	7.6%	0.9%
16	18	Kinder Surprise Australia & NZ	56,121	1,158	1,816	3.3%	22.5%	2.1%	5.8%	1.3%
17	-	Doritos Australia & NZ	54,992	1,748	5,064	9.7%	-	3.2%	-	1.9%
	-	Cheezels	126,448							
	8	Streets Golden Gaytime	122,348							
	10	The Natural Confectionery Co.	109,530							

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Report Period

The Australian Facebook Performance Report covers the four weeks to March 27, 2012.

Data Collection

The data for this report was captured at 12 midday on Tuesday February 28, March 6, 13, 20 and 27, 2012. The collection of data is automated through the Facebook API to ensure that times collected are close to simultaneous as possible.

Fans (Ave)

The Fans (Ave) calculation is an average of the collected Fans (Likes) figures on each date. Industry averages have been calculated using only those above the statistical confidence level. Dates include March 6, 13, 20 and 27 - 2012.

Fan Growth

Is the difference between a brand's Fans (Likes on March 27 compared to the February 28 figure, presented as a whole number and as a percentage change.

People Talking About (Ave)

The collected People Talking About figures relate to a seven day period ending on the collected date and time. The average taken from the four collected dates represents an average weekly People Talking About figure.

Industry averages have been calculated using only those above the statistical confidence level.

Engagement Rate

The widely accepted metric called the "engagement rate" is the relationship between the People Talking About average and the Fans (Likes) average. The engagement equation is;

Share of Engagement

This is calculated using the sum of the each industries top twenty brand pages for each of week of the report "People Talking About' figure and calculating each brand pages share of that sum.

$$\frac{\text{Brand People Talking About}}{\text{Industry Top 20 People Talking About}} = \text{Share of Engagement Activity \%}$$

Statistical Confidence

Industry averages have been calculated using only those organisations whose engagement rates meet a required level statistical confidence.

Specifically, 95% binomial confidence interval was calculated for each organisation's engagement rate. Organisations whose engagement rate's lower confidence level was equal to or less than 0.5% was assumed to have zero level engagement rate.

Industry Fans, People Talking About & Engagement Rates

The Industry Fans total is the sum of each brand page's fan count. Only those brand pages above statistical confidence levels have been included.

The Industry People Talking About total is the sum of each brand page's Ppl Talking About (Ave). Only those brand pages above statistical confidence levels have been included.

The Industry Engagement Rate has been calculated using these two totals and the engagement equation detailed earlier.

Selection of Brands

The brands displayed are not a complete list of those incorporated within the study, but are representative of those brands leading the way in each vertical. We expect and welcome suggestions for additional brands for inclusion in future reports.

Statistical Calculations

The mathematical and statistical foundations of this report have been produced by Online Circle in consultation with 95th Percentile Pty Ltd. (John Ward).

onlinecircle
SOCIAL MEDIA

At Online Circle, our model is unique. We're social media specialists who live to create responsible strategy and execution. By responsible, we mean representing your brand in the right way online. Monitoring what is being said about your brand. Interacting consistently with the people who matter most, your customers. To put it simply – we've got your brands' back online.

In a world where consumers control the conversation, analysing online brand perception to develop intelligent strategy comes first and foremost. Crafting the right balance between creative and accountable social media is key. It's the only way to make positive, lasting relationships. And we should know. We look after some of Australia's leading brands.