



EXPO

SAY

Months Before Opening, Shanghai Expo tickets are the focus of intense buzz in China's Social Media

Executive Summary

A Monthly Report on Chinese-Language Internet Word of Mouth
Related to Shanghai World Expo 2010

EDITION 1, FEBRUARY 2010



The logo is the word 'Ogilvy' written in a black, cursive script font.

Ogilvy Public Relations Worldwide

Contents

Highlights

About This Report

- Why this report?
- Why Social Media in China?
- How Do We Track Social Media Buzz?

Summary of Findings

- Where did we look?
- What did we find?

Where Discussions Are Taking Place

- Top Expo Buzz Platforms: BBS-Centric
- Top Expo Buzz Sites: Sina, Baidu, Sohu

What Topics Are Discussed Most

- Buzz Trend: Spike Over Ticket Price
- Evolution of Expo Buzz Topics

Focus: Shanghai Expo Tickets Buzz

- Popular Ticket-Related Keywords
- Popular Ticket-Related Topics
- Usage of Tickets As Incentives
- Tickets As Consumer Trophies
- Tickets Used For Marketing Strategy
- Mobile Phone Tickets

Overview: Hot or not?

- Buzz About Sponsors
- Buzz About Cities, Countries

About Us

Contact Us



Highlights

SHANGHAI (February 4, 2010): The opening ceremony may still be months away, but Shanghai World Expo 2010 already features as a focus of intense discussion within China's thriving social media platforms.

Ticket prices, ticket promotions and ways to purchase tickets were the hottest topics in December, according to ExpoSay, a monthly report on social media buzz related to Expo 2010.

Launched today by CIC and Ogilvy Public Relations Worldwide, ExpoSay looked at 128,854 Expo-related conversations taken from 13,994 blogs, bulletin boards (BBS), news and social network sites (SNS) in December 2009.

BBS were the most popular platform to discuss Expo, followed by blogs.

With a huge portion of China's population referencing social media, these platforms have become key to building and maintaining brands in China. A large portion of China's Netizens, the urban elite in particular, contribute to online discussion boards on a near daily basis.

The increase of ticket prices to 150 RMB from 140 RMB announced in mid-December brought predictable criticism, but also some interesting responses.

Some companies, such as the e-commerce site yihaodian.com, have started offering their customers tickets at the old price. Even Shanghai's Jing'an district government is offering tickets as incentives for touring historic communist places in the city. This has served as a high-profile and attractive, but not very costly promotion.

Meanwhile, students are using Social Media to self-organize to purchase tickets at group discounts and many people are discussing the technology behind the Expo's mobile phone-based tickets. Netizens living in rural China use discussion boards as a way to find tickets.

Among the pavilions at the Expo, **Taipei** overtook **Hong Kong** as the second most discussed city in December compared to November, thanks to pop singer Wang LeeHom being named Goodwill Ambassador for the Taipei Pavilion.

USA overtook **Japan** to be the most mentioned country in the same period as news of movie star Jackie Chan's imminent appearance on a Shanghai World Expo float in the Rose Bowl Parade in Pasadena, California on New Year's Day broke in December.



Why this report?

An important step onto the global stage by the world's largest consumer market, World Expo 2010 Shanghai offers an opportunity for China to see the world and the world to see China.

Anyone looking to understand Chinese consumers can find no better place than through social media.

China has one of the world's highest levels of engagement within social media and brands feature in many discussions online. Social media, including blogs, bulletin boards and social networks, have become integral to everyday life in China.

World Expo 2010 Shanghai, the exhibitors and sponsors are no exception.

More than 100 days before the formal Expo launch, lively discussions were already underway online.

This is the first in a series of reports on social media buzz around the Shanghai Expo that will be released on a monthly basis by CIC and Ogilvy Public Relations Worldwide.

Why social media in China?

With China's Internet users – or Netizens – now outnumbering the population of the United States, China's Internet has become a powerhouse for marketing and consumer engagement.

Roughly RMB 17 billion (\$2.4 billion) is spent each year for online advertising in China, while e-commerce in China will likely surpass RMB 204 billion (\$30 billion) this year.

But these numbers do not reflect the level at which China's Netizens engage online with each other and rely on word-of-mouth. A study by McKinsey & Co. found that 66% of Chinese consumers are influenced in the purchase of a moisturizer by recommendations of friends and family, while only 38% would be in the U.S. and UK.

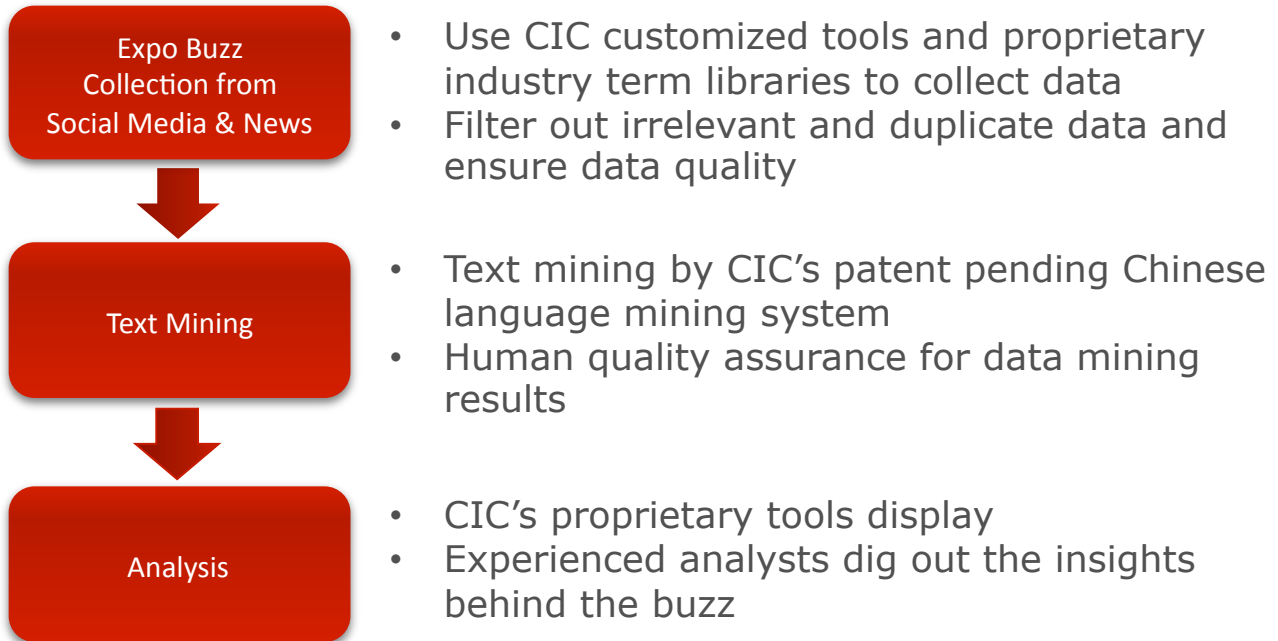
Word-of-mouth has transferred online, with a study by TNS finding that 94% of China's Internet users have contributed to online forums, many on a daily basis.

Social media is where Chinese consumers make and break brands.



How do we track social media buzz?

Methodology and Process



The Heart of Chinese Social Media in China

- BBS (Bulletin Board System, or online forums): The heart of the Internet community architecture, serves as an organized, easy to use aggregation of collective information and intelligence with – over 117* million users in China.
- Blog: A blog is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other materials like video with – over 181* million users in China.
- SNS (Social Network Site): A social network service focuses on building and reflecting social networks among people. It essentially consists of a representation of each user (often a profile), his/her social links, and a variety of additional services – over 124* million users in China.

For more on the Chinese social media landscape, see [here](#).

* Source: CNNIC's 25th report



Where did we look?

The ExpoSay Report is based on **128,854 Expo 2010-related comments** taken from 13,994 blogs, BBS, news and SNS sites in December 2009.

- The top 10 sites contributed 22% of the overall Expo buzz
- The Sina blog network was the biggest buzz contributor, followed by Baidu Tieba and the Sohu blog network
- Among the top 10 websites, nine of the 10 qualify as social media including BBS, Blogs and Video sharing sites.

What did we find?

Since November 2009, World Expo 2010 Shanghai was the subject of more than 15,000 posts each week, with buzz peaking in the second week of December after the announcement of a ticket price increase from January 1, 2010.

“Way to buy” and “Place to buy” tickets became hot topics.

- Expo tickets are now common incentives for various campaigns and activities. Citizens are so excited about winning tickets as a prize that they have started sharing photos of their ticket online.
- As for the category of tickets discussed, individual tickets attract the most talk, followed by mobile phone tickets from China Mobile and finally group tickets.
- Mobile phone ticket discussions centered around the benefits of the RFID sim card (as a mobile credit card), the mobile device (whether it supports the card or not) and where to get a mobile phone ticket (as in which service halls sell the card).
- American NBA star Kobe Bryant expressed his desire to visit Shanghai to attend the Expo this summer on his Sina blog which then received 86,378 visits and 1,384 comments in one week. This is expected to drive groups of fans to the event.

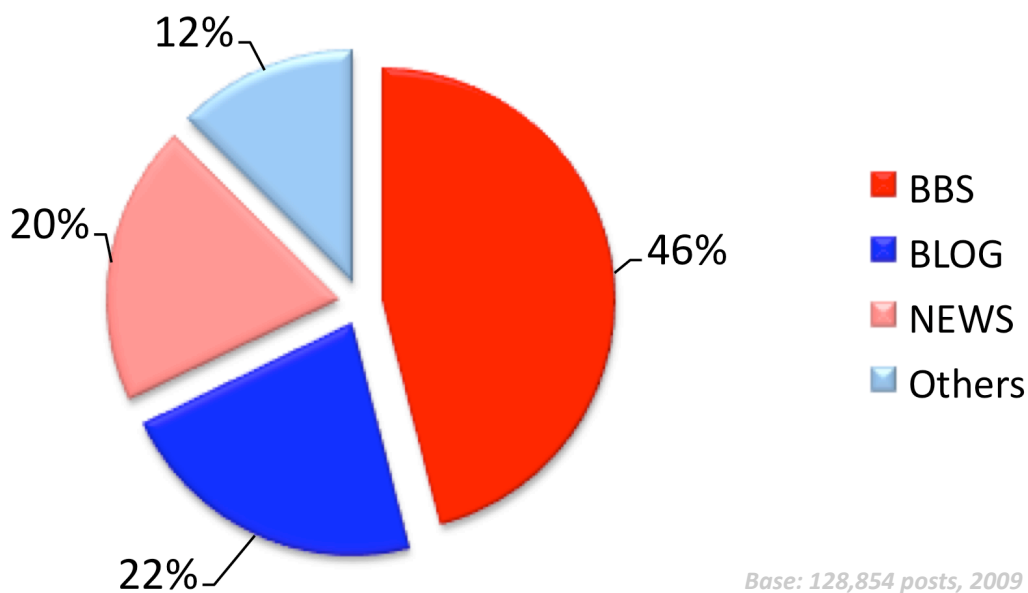
2010 Expo Global Partners accounted for almost 50% of buzz among all sponsors. Non-sponsors were the subject of more than 80% of total Expo-related buzz, due primarily to content contributions from Sina, Sohu and Netease, all of which are major Chinese portals and competitors of Senior Sponsor QQ.com.

Notably, non-sponsor Sina was by far the most discussed brand around the Expo as a result of its significant amount of Expo-related reporting and campaigns.













Top Expo buzz platforms: BBS-centric

- The ExpoSay Report is based on 128,854 Expo 2010-related mentions taken from 13,994 blogs, BBS, news and SNS sites in December 2009 and covers topics such as tickets, sponsors, pavilions, countries and cities.
- BBS were the most popular platform for Netizens to express their ideas, followed by blogs. The two channels accounted for 68% buzz of total as the mainstream social media platforms.
- Comparatively, news articles only accounted for 20% buzz share while other online channels such as video and community-driven Q&A sites such as Baidu "I Know" (the Chinese equivalent of Yahoo! Answers) contributed to only 12% of the total buzz.



*Base: 128,854 posts, 2009 Dec,
CIC Shanghai Expo Study Data Panel*

Top Expo buzz sites: Sina, Baidu, Sohu

Top 10 hottest channels			# of posts
1	 新浪博客	Sina Blog	5,410
2	 贴吧	Baidu Tieba	4,947
3	 搜狐博客 blog.sohu.com	Sohu Blog	4,604
4	 空间	Baidu Zone	4,009
5	 博客 网易	Netease Blog	3,456
6	 天涯社区 www.tianya.cn	Tianya	2,651
7	 QQ空间 QZONE.QQ.COM	Qzone	2,340
8	 土豆网 Tudou.com 每个人都是生活的导演	Tudou	1,335
9	 56.com	56.com	1,254
10	 新民网 xinmin.cn	Xinmin.cn	1,288

Base: 13,994 online communities in CIC Shanghai Expo Study Data Panel

These 10 sites contributed 22% of the overall Expo buzz in December 2009. Of these, nine are social media sites including BBS, Blogs and video sharing sites.

Sina was the biggest buzz contributor while Baidu Tieba and Sohu blog were second and third respectively.

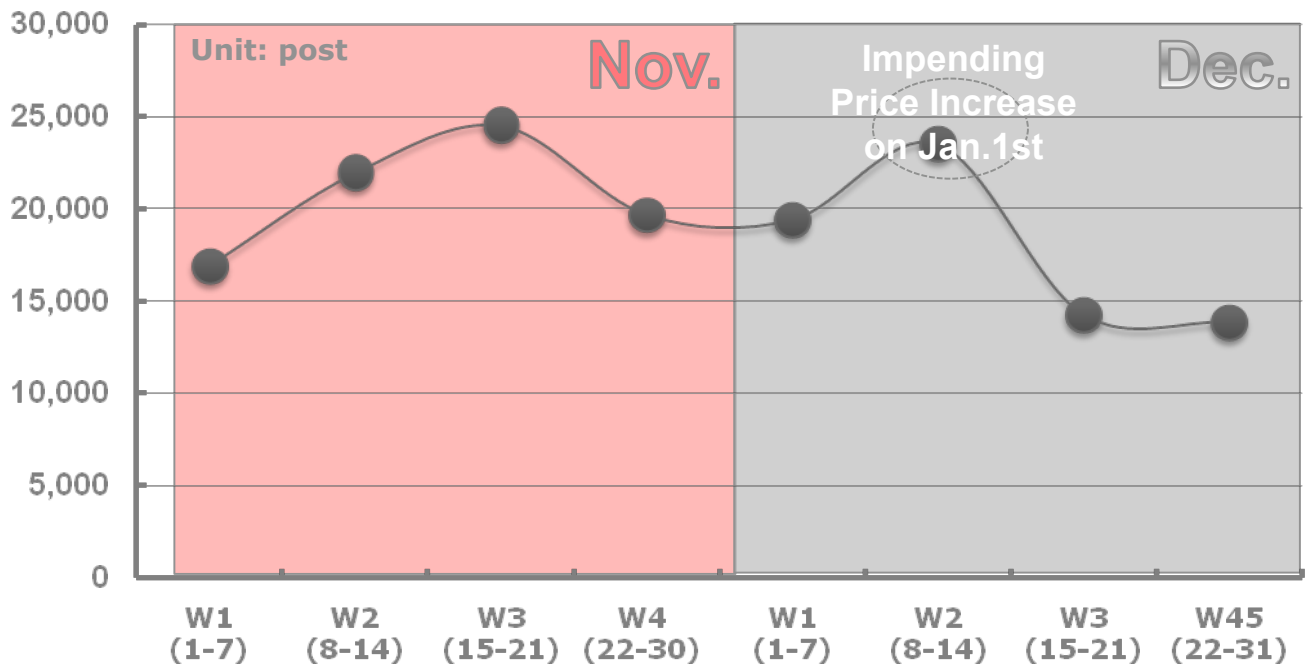
Xinmin.cn is the only news site in the top 10.



Buzz trend: spike over ticket price

TICKET PRICE INCREASE PROMPTED BUZZ SPIKE
IN THE SECOND WEEK OF DECEMBER

Shanghai Expo Buzz Trend of General Mention, Dec 09



Base: 70,946 posts, 2009 Dec,
CIC Shanghai Expo Study Data Panel

Beginning November 2009, Shanghai Expo received over 15,000 posts per week, demonstrating Netizens' interest and excitement about the upcoming event in 2010.

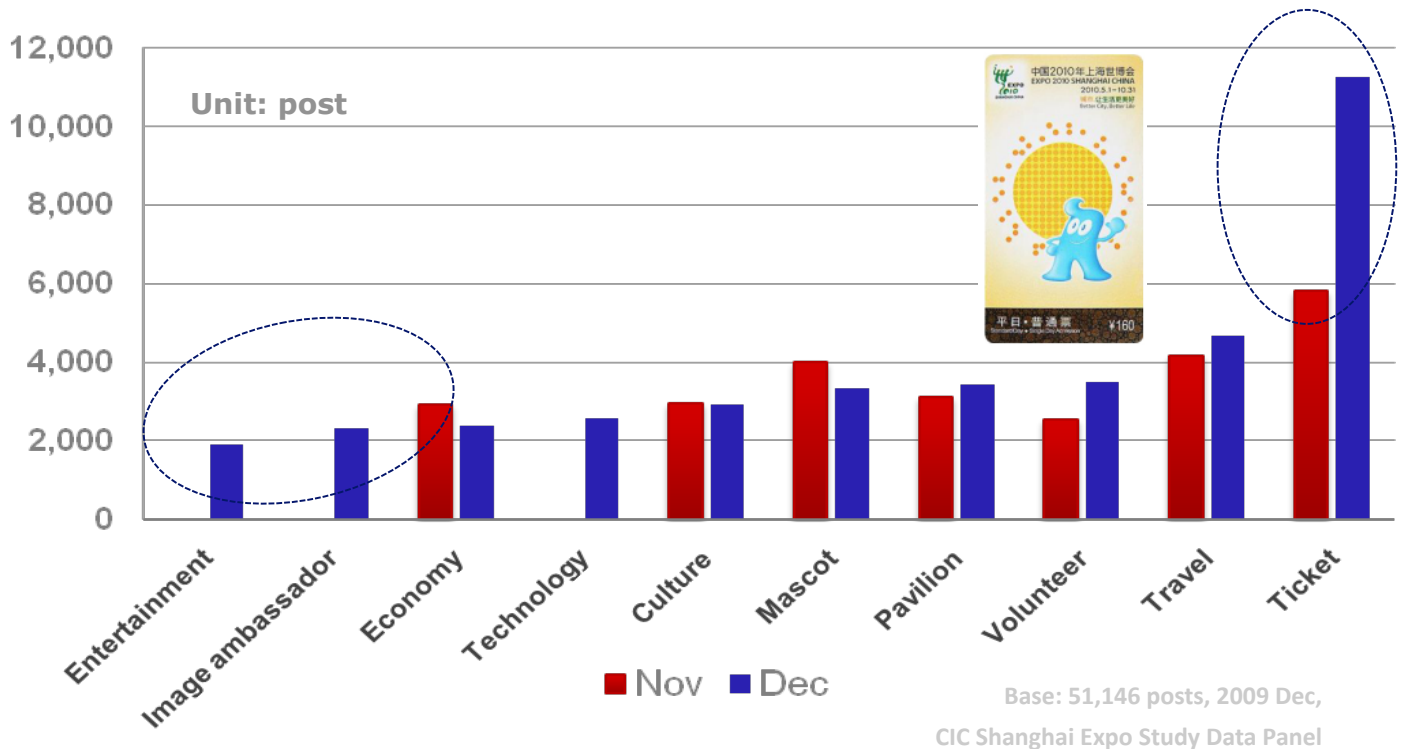
In December, Expo buzz peaked during Week 2 (Dec. 8-14) after an announcement of an impending price increase of the Expo ticket. The news quickly became a hot topic for discussion.



Evolution of Expo buzz topics

TICKET DISCUSSIONS DOUBLED IN DECEMBER

Shanghai Expo Key Element Buzz Overview, December 09



Ticket buzz increased sharply in December after reports of an impending price increase from January 1st, 2010.

Sample Quotes:

"Attention please! The Expo ticket price is going to increase! This is the third price adjustment and the price is going to be 150."

"大家注意了，大家注意了，世博门票马上就要涨价了！新年将是第三期涨价了！官方卖150了。"

Compared to November, 'Entertainment', 'Image Ambassador' and 'Technology' were ranked as the Top 10 most discussed Expo topics, while "Environment", 'Hotel' and 'Online Expo' disappeared from the chart.



Focus on tickets: popular keywords

STRONG DEMAND FOR EXPO TICKET INFO



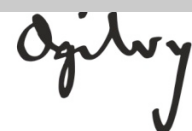
Keywords frequently associated with "Shanghai Expo Ticket," December 09

General Words		Sales Related	
What (Price/type)	6,289	Sell	1,825
Need	6,169	Pre-sell	607
2010	1,935	Purchase	486
World	1,019	Price Related	
Campaign/Activity	997	Concessions	508
Mobile phone	824	Free	324
Travel	742	Original price	158
How (Approach/usage)	579	Expensive	89
Start	574	Cheap	29
Time	558	City / Country Related	
Next Year	540	Shanghai	6,194
Comparison	515	China	3,532

Base: 1,1275 posts, 2009 Dec,
CIC Shanghai Expo Study Data Panel

The phrases "What" (什么) and "How (怎样)" were most commonly mentioned in proximity to "Expo ticket." People tend to ask questions like "What type of ticket should I buy?," "What is the price of the ticket?" or "How to buy a ticket," etc. "Campaign / Activity" is another hot term associated with "Expo Ticket."

Pricing related mentions: Netizens were less passionate when commenting on the price of the Expo ticket, specifically whether it is expensive or not. They also sought more information on ticket concessions and free tickets.



Focus on tickets: ticket buying tactics

THE TALK: WAY TO BUY, PLACE TO BUY, PRICE TO BUY, TYPE TO BUY...

Students are organizing **purchases in groups** and buying tickets together:

- "Calling for a group purchase on Shanghai Expo tickets this summer - 暑假世博会门票团购火热进行中" [Link](#)
- "Students' group tickets should be much cheaper than regular day tickets 学生团购票应该会比平日优惠票更便宜的样子哎" [Link](#)



B2C e-commerce store [yihaodian.com](#) was promoted on various sites as a place to purchase Expo tickets online, it **kept the original price** rather than the new price (for standard day - single day admission is 150 RMB now while it was 140 RMB before Jan.1)

- "Yihaodian: Good news - Shanghai Expo tickets for sale. 1号店: (好消息) 世博会门票元旦献礼" [Link](#)
- "Can I pay via Alipay? Or does it support Cash On Delivery? I'm from Anhui. 可以支付宝直接支付么? 或者货到付款? 安徽的" [Link](#)



Online communities are a source for **rural citizens** seeking tickets.

- "Does anybody know where to buy Shanghai Expo tickets in Kiamusze (Jilin Province) 有谁知道上海世博会佳木斯门票销售地点" [Link](#)

Just four months before the Shanghai Expo opening, people from a number of cities are still planning to attend the event, and getting a ticket is their first priority.

Among the buzz around buying a ticket, "Way to buy" and "Place to buy" became hot topics. Group purchases and online purchases are the most common way to buy a ticket.



Focus on tickets: tickets as incentives

THE EXPO TICKET HAS BECOME A HOT INCENTIVE FOR VARIOUS BRAND CAMPAIGNS AND ORGANIZATION ACTIVITIES

Sample Expo online campaigns as activities:

- **Official Sponsor:** On [Tencent Expo forum](#), joining the campaign to identify a name for the pavilion offers a chance to [win an Expo Ticket](#).
- **Non-sponsor:** In [Tianya Shanghai Expo forum](#), 100 Expo tickets were given as prizes for joining in an Expo Hostesses Open Source Campaign. (PV 979,332 Reply 9,389)
- **Government Activity:** Government promotion related activities such as the [Red Journey](#) were organized by the Shanghai Jing'an district which gave away 20 tickets as incentives to citizens that toured historic Communist sites.

Tencent Pavilion Naming campaign

【征名】世博法国馆征名 赢世博海宝大奖	2294/8364
【征名】世博沙特馆征名 迎世博门票大奖	2588/10031
【征名】世博韩国馆征名 赢世博门票大奖	2262/7893
【征名】世博德国馆征名 赢世博门票大奖	2157/8435

I think France pavilion should be named “笆篱” because of the partial tone to Paris which shows the shape of France pavilion as well. 寓意说明：与“巴黎”谐音；体现网格外形。 [Link](#)

Tianya Expo Ambassador Selection Campaign

It seems the second runner-up is cuter and more feminine! 季军好像更漂亮些，更有味道。 [Link](#)

On behalf of the Zibo citizens I cheer for you! You are the best! 淄博人民给你加油！淄博是你坚强后盾！ [Link](#)

 王炜琳 编号：10457 票数：1126 助威 投票	 徐文君 编号：10322 票数：739 助威 投票	 荣婧 编号：10352 票数：692 助威 投票
--	--	---

Expo tickets were such a valued commodity that sponsors, non-sponsors and even government departments are offering them as incentives.

Social media sites like Tianya launched image ambassador campaigns to tap into the female fascination with online fame. Expo tickets were offered as prizes.



Focus on tickets: consumer trophies

NETIZENS WERE SO EXCITED ABOUT THE PRIZES THAT THEY WANTED TO SHOW THEM OFF



A girl excitedly displays (Shai 晒) the tickets she won from a Bank of Communications campaign on her blog, right after she got the tickets. [Link](#)

Sample quotes:

I checked the EMS and saw that I won the Expo ticket. Many thanks to Bank of Communications! Here is the picture of my prize. So happy!

拿到EMS才发现原来是我之前抽中的世博会门票，在此感谢交通银行啦！哈哈，马上晒我的奖品，开心ing [Link](#)

I finally received my Expo ticket today! So, I am taking some photos and uploading them to show off! 今天终于拿到了世博会门票，先拍几张照片发上来炫耀一下. [Link](#)

People were excited about winning the tickets, especially since the Expo is still several months away. They also like to show the ticket they won to others online.

The “Shai” culture is quite popular among Netizens. This trend can be leveraged to enhance usage of the ticket, making it more than a simple incentive.

(See [here](#) for more)



Focus on tickets: marketing strategies

KOBE BRYANT'S DESIRE TO VISIT THE SHANGHAI EXPO EXCITED FANS



I have a little wish. Last year when I came to China, I received several tickets to the Shanghai Expo – I did not forget it! I want to visit Shanghai to attend the Expo. It will be a huge honor if I can make it. I am now discussing my summer plans with my family and partners. I really hope I can schedule some time to go to Shanghai. I am expecting it!!!

我还有一个小小的心愿。去年来中国时，有人送了我几张世博会门票——我没有忘记！我非常想去上海参观世博会！！！！如果能够成行那将是一份巨大的荣耀！！！！现在，我还在和家人、合作伙伴商量夏天的行程.....我真的希望能够安排出时间去上海！！！！我非常非常期待！！！！

(From [Kobe's Sina Blog](#))

January 8, 2010: Kobe Bryant posted his New Year's wish for 2010 on his [Sina blog](#). In addition to praying for another NBA championship win, Kobe also expressed his desire to visit Shanghai for the Shanghai Expo this summer. This blog post received 86,378 visits and 1,384 comments in one week. Some fans even said they'd follow Kobe's example and attend the Expo. Kobe's fans also spread his blog post to other online Kobe fan clubs as [Baidu Tie bar](#) and [24Kobe](#) (Love Kobe).

- I want to join, I want to take photos with Kobe.我也要要去，还要和小飞侠合影
- Come on Kobe. I will find you in Shanghai.加油科比...老大...我去上海找你
- WOW ! You have several tickets, I don't have any, Jealous...哇..你还好几张门票...我一张都米有....羡慕啊

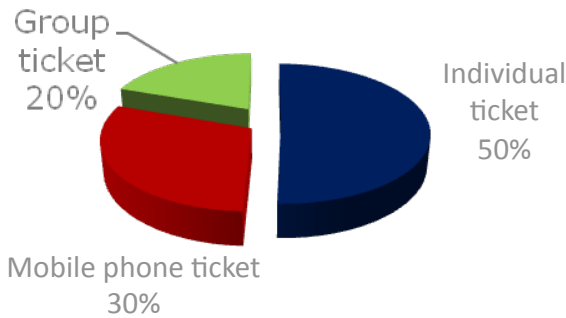
An American NBA star with a huge fan base across China will motivate groups of fans to attend the event.



Focus on tickets: mobile phone tickets

MOBILE PHONE TICKETS ARE EXPECTED TO CHANGE PURCHASING MODES

Main Buzz surrounding the mobile phone ticket



Base: 1,199 posts, 2009 Dec,
CIC Shanghai Expo Study Data Panel



Benefits

- It is quite convenient to use your phone as a credit card. Now, I can use it to pay in MC and Starbucks and you can also use it as a transportation card by the end of the year.
- 好处是以后可以用来刷机消费, 现在可以在MC和新巴克用, 年底开始可以在地铁上用了 [Link](#)

Mobile Device

- Can I use the Expo mobile phone ticket with my i900?
- I900支持世博手机票吗? [Link](#)

How to get a MP Ticket

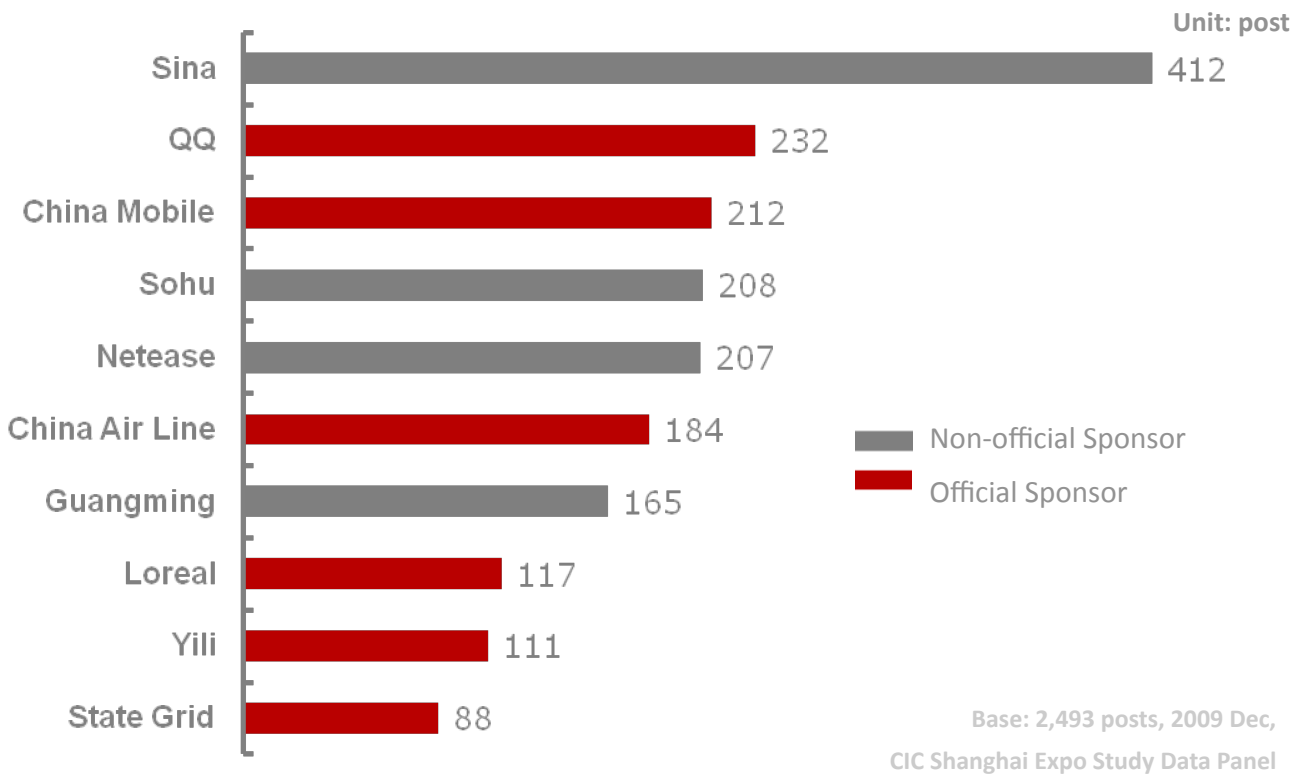
- Which service hall did you go to to change the RFID sim card?
- 你们是在哪个营业部办的啊? [Link](#)

Mobile phone ticket discussions centered around the benefits of the RFID sim card (as a mobile credit card), the mobile device (whether it supports the card or not) and where to get a mobile phone ticket (which service halls sell the card).

Overview: buzz about sponsors

NON-SPONSORS TRY TO TAKE ATTENTION FROM OFFICIAL SPONSORS AND DOMINATE OVER 50% OF BUZZ SHARE

Buzz Ranking of Shanghai Expo Sponsors and Industry competitors, December 2009



Sina was the most discussed brand, with lots of Expo related news and campaigns. [Link](#)

With huge user bases, the top three portals that are not Expo sponsors (also the top 3 mainstream blog service providers), fully leveraged their blog channels to aggregate and promote their user-generated content related to Shanghai Expo. The battle for online buzz among official sponsors and non-sponsors is similar to what we witnessed in the run up to and during the Beijing 2008 Olympics.

Overview: buzz about cities, countries

Shanghai Expo Top 5 Discussed City/Country Buzz Overview, December 2009

Hottest Cities Discussed By Netizens		
December 2009 (Unit: post)		
1	■	Guangzhou 1,171 (+66.33%)
2	↑	Taipei 640 (+128.57%)
3	↓	Hong Kong 582 (+3.56%)
4	↑	Ningbo 409 (+100.5%)
5	↑	Macao 351 (+174.22%)

Note: "Shanghai" as the host, has 51,454 posts in 2009 Dec
Base: 51,981 posts, 2009 Dec, CIC Shanghai Expo Study Data Panel

Taipei overtook Hong Kong as the second most discussed city among Netizens when pop singer Wang LeeHom was named goodwill ambassador for the Taipei Pavilion [Link](#)

Ningbo appeared on the hottest city list for completing its Expo construction [Link](#)

Hottest Countries Discussed By Netizens		
December 2009 (Unit: post)		
1	↑	USA 1,243(-36.51%)
2	↓	Japan 858(-62.15%)
3	■	France 753(-21.72%)
4	↑	Canada 677(+28.95%)
5	■	UK 540(-1.63%)

Note: "China" as the host country, has 10,099 posts in 2009 Dec
Base: 51,981 posts, 2009 Dec, CIC Shanghai Expo Study Data Panel

USA overtook Japan to be the most mentioned country as news of movie star Jackie Chan's imminent appearance on a Shanghai World Expo float in the Rose Bowl Parade broke in December. [Link](#)

The closure work of Canada's Expo pavilion drove netizens' discussions [Link](#)



About Us



Ogilvy Public Relations Worldwide

360°Digital Influence is Ogilvy PR's global social media practice that uses word-of-mouth and digital marketing to deliver measurable results.

We identify and engage influencers and activate networks of people to share and recommend products, services and issues. We create engaging experiences designed to promote awareness, brand loyalty, advocacy and conversion.

At Ogilvy PR, we map patterns of influence to identify who is influencing whom, how word-of-mouth influence builds momentum, and who emerges in specific fields of interest as digital influencers.

With this insight and intelligence, we guide our clients through the thorny landscape of engaging in these dialogues and participating to build word of mouth online and offline. "Conversation" has become the new 'earned media'.

We use new digital technologies to activate discussion and amplify our advocates, whether they are more traditional influencers or bloggers. We measure performance of all our programs in order to optimize and report progress. The team has developed digital programs in China for clients including adidas, Louis Vuitton, State Grid, Unilever, Vans and many more.



making sense of the buzz

As China's first and leading provider of Internet intelligence and insights based on IWOM (Internet Word of Mouth), CIC provides customized research consulting services, syndicated reports, as well as technical solutions and platforms to help companies meet their business and marketing needs. Since coining the term IWOM in 2004, CIC has pioneered the industry by supporting strategic planning and innovations across the entire spectrum of communications including brand reputation, business intelligence, product development, advertising, media, campaign planning and execution all via an objective, third party perspective.

Utilizing its patent pending text mining technology and analytic tools, CIC makes sense of over 46 million naturally occurring consumer comments every month. CIC gathers these messages from a range of uniquely Chinese social media platforms including blogs, BBS and social network sites and applies its unique, China derived methodology and indexes to provide a detailed and comprehensive picture of online discussions and their implications. CIC has analyzed and archived well over 1.5 billion mentions of brands and products from well over 1 billion consumer comments.

CIC has built and maintained strong, long term retainer relationships with multinational agencies and Fortune 500 companies such as Nike, Pepsi, Intel, L'Oreal Group, BMW, P&G, Unilever and many more.

Contact Us

This is an executive summary of ExpoSay, a monthly report on Chinese-Language Internet Word of Mouth (IWOM) related to Shanghai World Expo 2010.

Full or customized versions are also available.

For further information, or to receive future reports, please contact CIC or Ogilvy Public Relations Worldwide.



www.ciccorporate.com
www.seeisee.com

Clara Chua (English)

Director | Research & Consulting
CIC corporate
P + 8621 5237 3862 ext. 881
e clara.chua@cicdata.com

Violet Fu (中文)

Director | Marketing & BD
CIC corporate
p +8621 5237 3862 ext. 880
e violet@cicdata.com



Ogilvy Public Relations Worldwide

www.asiadigitalmap.com
www.worldexpoblog.com

Sarah Guldin (English)

Senior Manager | Corporate Communications
Ogilvy & Mather Group China
p +8610 8520 6552
e sarah.guldin@ogilvy.com

Diana Wang (中文)

Manager | Corporate Communications
Ogilvy & Mather Group Shanghai
p +8621 2405 1642
e diana.wang@ogilvy.com