



# IT PAYS TO BE HUMAN

How human qualities can enhance social engagement



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Director Of Global Social Media  
@scott\_jaworski



**Heidi Singleton**  
Chief Creative Officer  
@heidisingleton



**Intel: Where We Were**

# Campaign-Centric

- Social as media channel
- Pre-planned, pre-crafted content
- Product focus
- Storytelling

 Intel  @intel · 3 Nov 2017

The field is yours. Get into the game with [#IntelTrueVR](#) recaps and commentary from the [@BuffaloBills](#) and [@NYJets](#). [intel.ly/2xinDMZ](https://intel.ly/2xinDMZ)



 2  37  92 

 Intel  @intel · 4 Nov 2017

Setting up the Intel booth at [#ComplexCon](#)! Neo Tokyo street style, powered by Intel's AI and VR technology.



 4  23  168 

 Intel  @intel · 17 Oct 2017

Watch 100-year-old former commercial pilot try a VR flight simulator for first time: "It feels like the real thing." [intel.ly/2gqtcIZ](https://intel.ly/2gqtcIZ)



 3  64  135 

 Intel  @intel · 25 Oct 2017

Are drones the next frontier for climate research? We're on a mission to find out. [bit.ly/2Y00655](https://bit.ly/2Y00655)



 8  81  148 



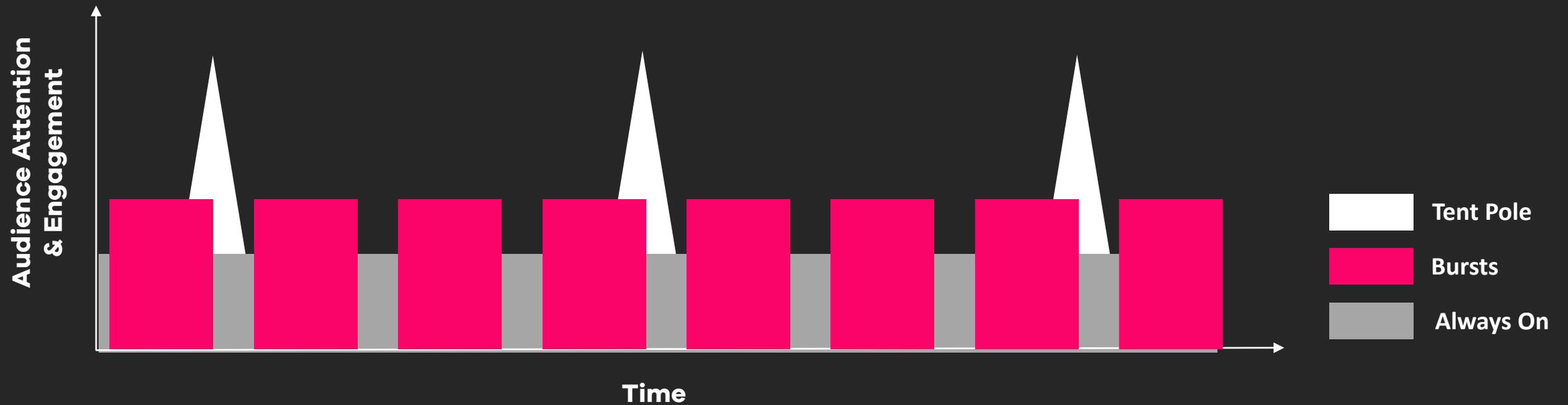
**Campaign → Conversation**



# **Campaign → Conversation**

**Always On  
Community Management  
Brand Humanity**

# One Cannot Survive On Campaigns Alone



# The Benefits Of Always On

- Enforces brand credibility and strengthens proof points
- Opportunity for positive implications on attitudinal results
- Cumulate audience insights to refine campaign execution
- Generate creative BKMs
- Campaign planning becomes less cumbersome

# Content Marketing + Community Management

- Content Marketing = connective thread
- Community Management = conversation



**WHY IT PAYS TO  
BE HUMAN**

Outperformed the stock market by

**206%**

over the last 10 years

Increase KPIs up to

**137%**



**WHY IT PAYS TO  
BE HUMAN**

Grow up to **50% faster** than the competition.

# THREE **HUMAN** TRAITS



# THREE **HUMAN** TRAITS

1. Cultural Consciousness
2. Principled Behavior
3. Emotional Intelligence





# CULTURAL CONSCIOUSNESS

[how we fit into the world]

**Merriam-Webster** @MerriamWebster

Follow

📈 "Volunteer" means "someone who does something without being forced to do it." [merriam-webster.com/news-trend-wat...](https://www.merriam-webster.com/news-trend-wat...)  
2:08 AM - 11 Apr 2017

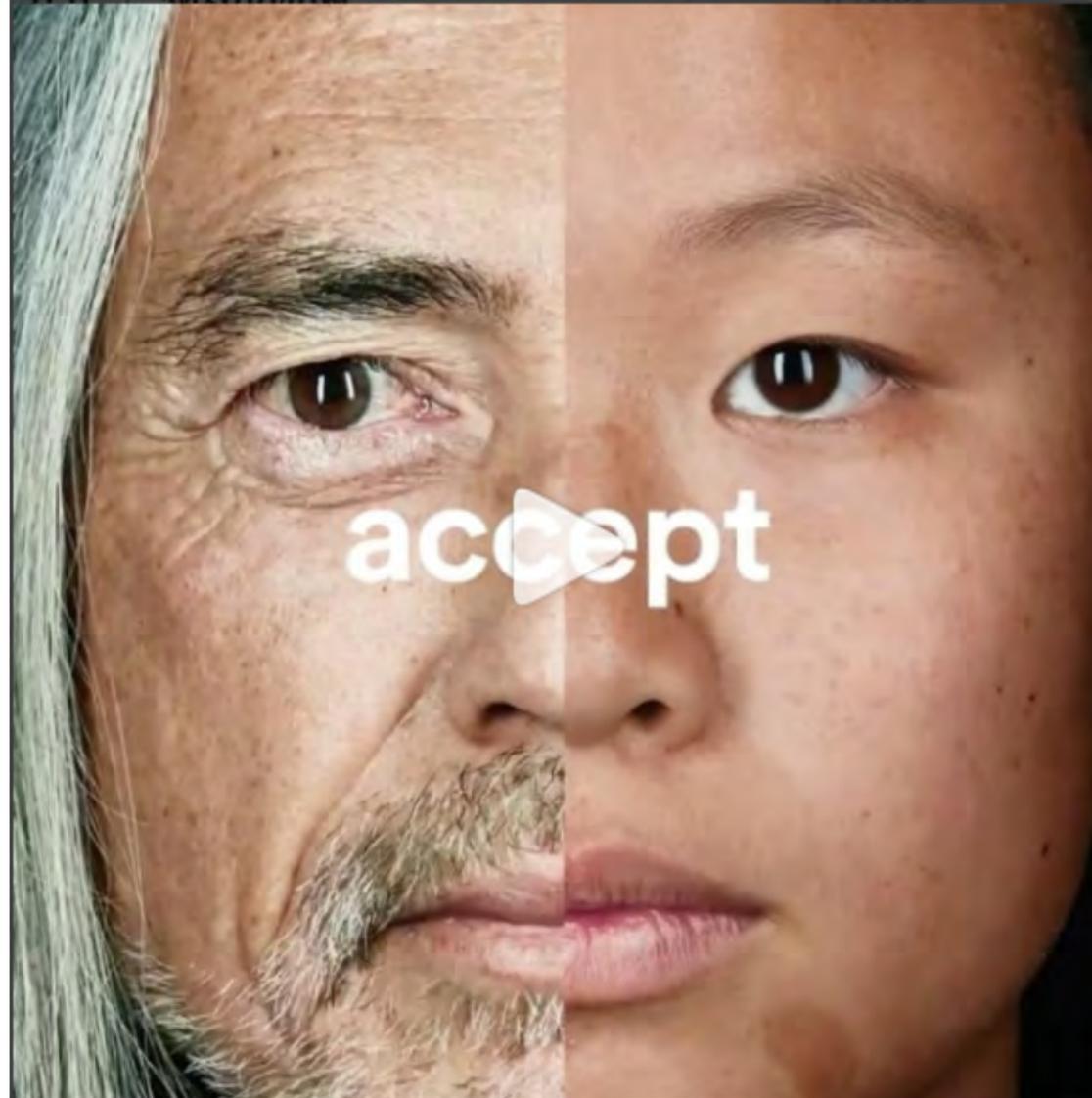
**Trending: United: 'Our Team Looked For Vol...**  
'Someone who does something without being forced to do it'  
[merriam-webster.com](https://www.merriam-webster.com)

🔄 40,614 ❤️ 65,853



**JUNE 25 | PRIDE**

Made with upmost care from the best ingredients.

**airbnb** Follow

airbnb Acceptance starts with all of us. **#WeAccept**

load more comments

cuppie\_cake Thank you 🙏

raluca.diamondybox It's such an inspirational video!

tokyovamp Amen 🙏

charles.c.chatman 🙏

hilegg I love this. Thank you. 🙏

fatima\_azevedo17 No doubt 💜

eloisayamagata @alinerthal  
@julianalimbog @fesilo  
@marciafuscofusco 🙏

wanderingmarketer Great commercial. Thank you!

dihkis @guipedroza0 olha q legal

📍

📄

112,415 views

FEBRUARY 6

Add a comment...

# Cultural Consciousness

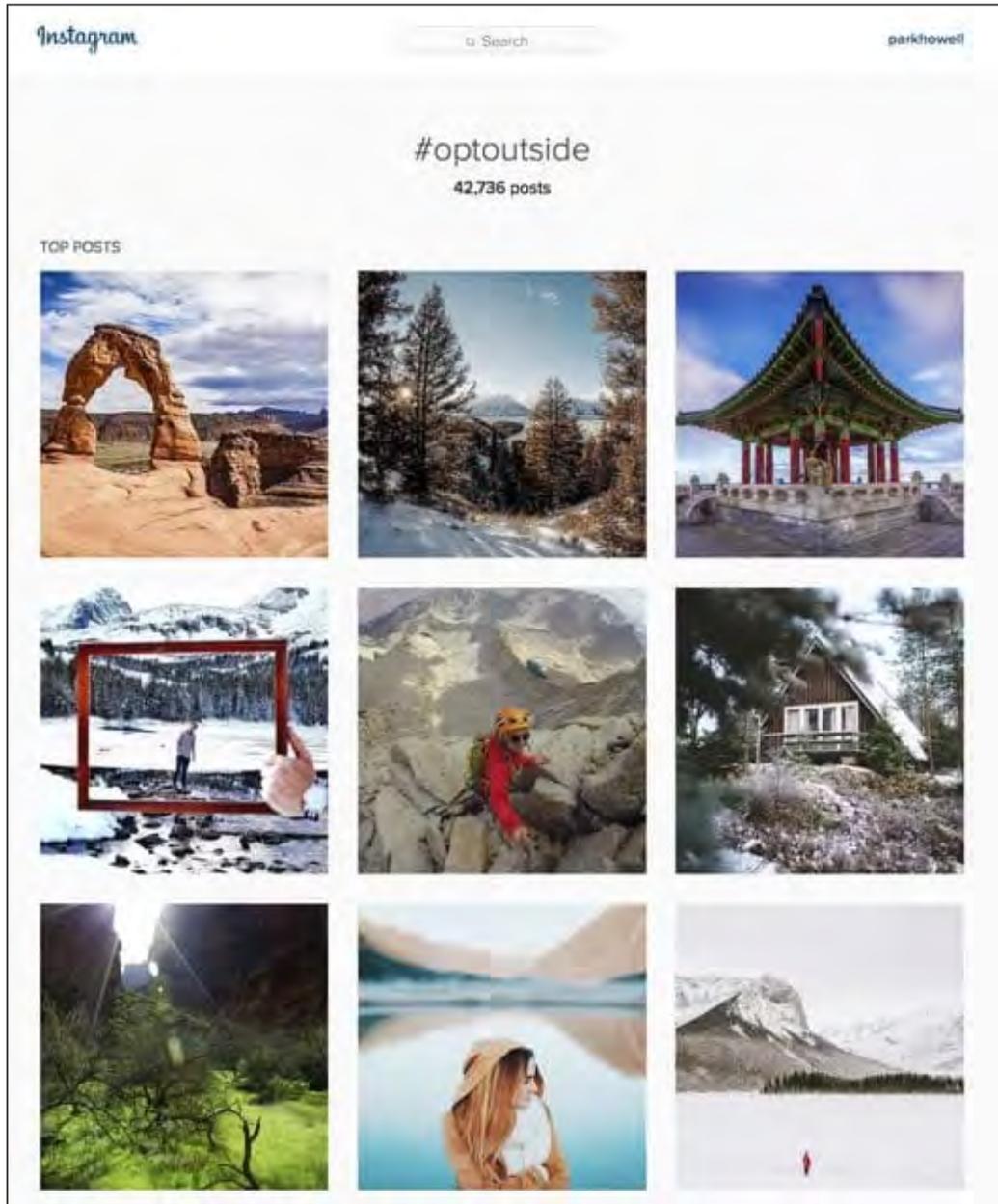
[how we fit into the world]

- Start with your brand purpose or values
- Choose topics based on brand credibility
- Don't just comment, have a point-of-view.



# **PRINCIPLED BEHAVIOR**

[how we live and behave in society]



# Principled Behavior

## [how we behave and live in society]

- Start from the inside:
  - CSR initiatives
  - Leadership
  - Employee/culture
- Activate brand behavior around cultural topics
- Look for opportunities to give something to the audience without asking in return



# EMOTIONAL INTELLIGENCE

[how we relate to others]

 **Netflix "Mariah Carey's Merriest Christmas" US** Follow  
@netflix

To the 53 people who've watched A Christmas Prince every day for the past 18 days: Who hurt you?

6:52 PM - 10 Dec 2017

117,011 Retweets 454,760 Likes



8.8K 117K 455K

 **Netflix US** Follow  
@netflix

"Are you still watching"

First of all, I'll tell you when I've had enough

4:38 PM - 15 Oct 2017

184,947 Retweets 416,074 Likes



1.7K 185K 416K

 **Joi** @Joi\_the\_Artist 26 Sep  
And once again, @netflix lag is so bad I can't continue watching my show tonight. Sigh. Back to Hulu, I guess...  
Details

 **Netflix US** Following  
@netflix

@Joi\_the\_Artist That sounds unsafe.  
Adding @Netflixhelps to look at this for you!

# Emotional Intelligence

**[how we relate to others]**

- Use data to create empathy, not just a demographic profile
- Develop a distinct brand voice and use it consistently.



# CES: The Turning Point

A person wearing a red hoodie and dark pants stands in a futuristic, metallic tunnel. The tunnel's walls and ceiling are covered in a grid of small, glowing blue lights, creating a shimmering, textured effect. The person is looking to the right and holding a blue cup. In the background, a sign with the letters "AD" is visible. The overall atmosphere is high-tech and modern.

# The Challenge

Preparing for the unexpected.

# CES Community Engagement Pillars

## Real Time Engagement

Creating human-to-human cultural relevance during the event. Bridging the gap between technology and lifestyle in a way that endears audiences to the brand.

## Real Time Response

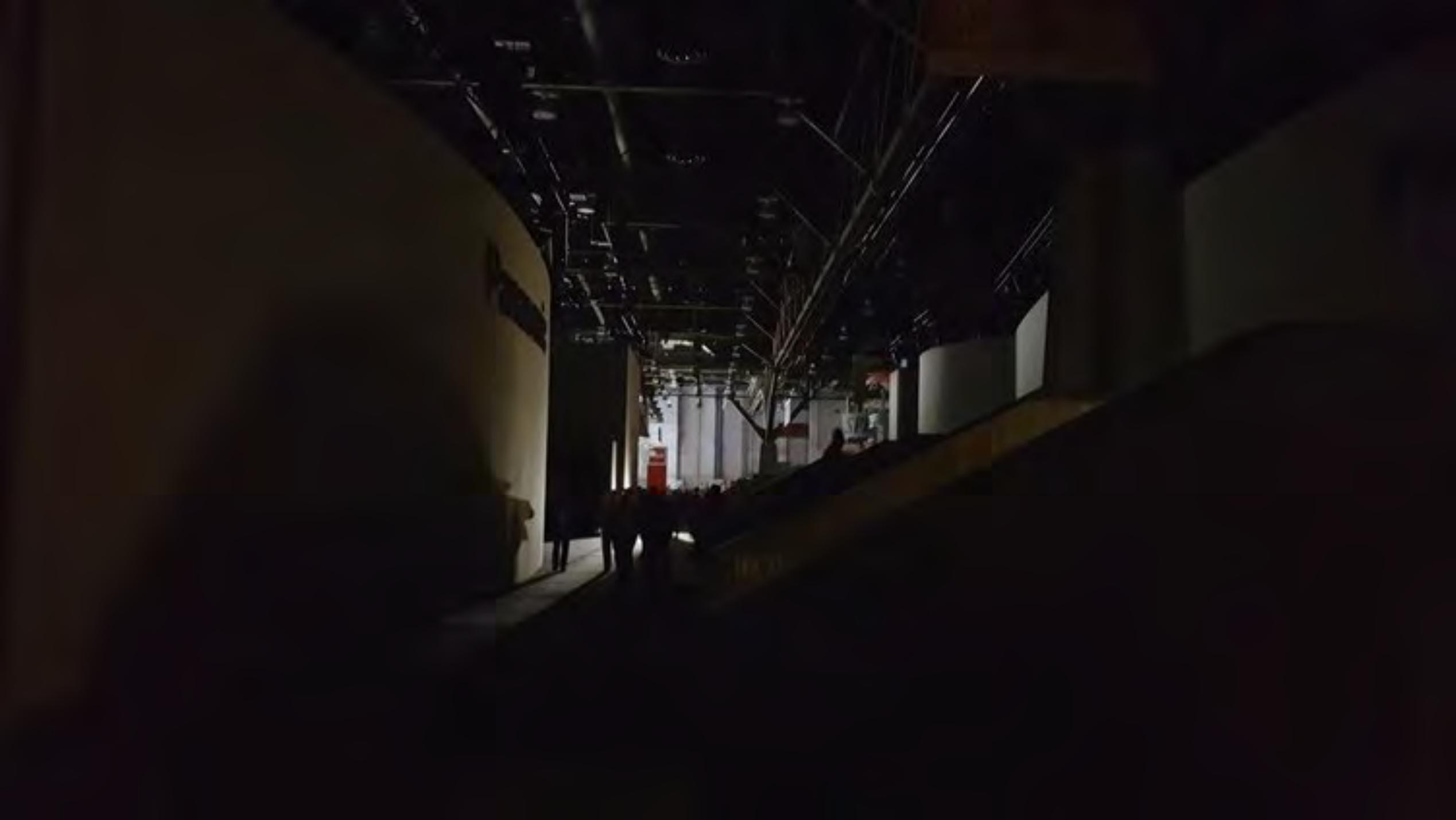
Responding immediately to comments and questions with a human, relatable voice.

## Social Activation

Activations/hooks within the product pillars that drove people to engage with Intel in the context of CES

## Cultural Engagement

Sparking culturally relevant conversations and engaging with thought leaders and tastemakers relevant to various technology pillars





Following

Introducing Blackout™: The biggest thing to hit #CES2018 since #5G. #CESblackout



11:29 AM - 10 Jan 2018

2,150 Retweets 5,477 Likes



197 2.2K 5.5K



Following

Introducing Blackout™: The biggest thing to hit #CES2018 since #5G. #CESblackout



11:29 AM - 10 Jan 2018

2,150 Retweets 5,477 Likes



197 2.2K 5.5K

**1526% more profile clicks**  
than the average Intel Tweet



VR

VR

5G

5G

GAME CHANGERS  
EXPERIENCE THE OLYMPICS LIKE NEVER BEFORE

Billy Palmer



Intel  
@intel

Following

The human spirit never loses its power.  
#CESblackout @thisishaana



0:12 251K views

12:26 PM - 10 Jan 2018

152 Retweets 546 Likes



29 152 546

intel The human spirit never loses its power.  
#CESblackout #CES2018 @thisishaana

Load more comments

- the\_gaming\_sector
- the\_gaming\_sector
- the\_gaming\_sector
- apparelsuperstore
- pcsetupprofile Read my bio.  
@pcsetupprofile
- skumardivya

21,319 views

JANUARY 10

Add a comment...

# Real Time Engagement



Intel @intel Following

Introducing Blackout™: The biggest thing to hit #CES2018 since #5G. #CESblackout



11:29 AM - 10 Jan 2018

2,150 Retweets 5,477 Likes

197 2.2K 5.5K



Intel @intel Following

The human spirit never loses its power. #CESblackout @thisishaana



0:12 251K views

12:26 PM - 10 Jan 2018

152 Retweets 546 Likes

29 152 546



Intel @intel Following

Lights, camera, action. The Intel booth is back after the #CESBlackout and ready to kick off the rest of #CES2018



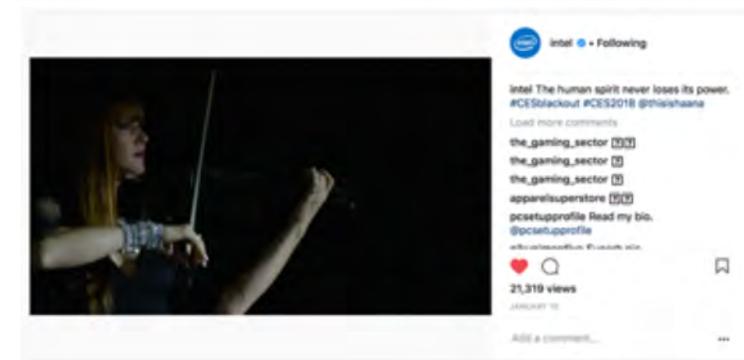
0:05 31.6K views

2:01 PM - 10 Jan 2018

43 Retweets 164 Likes

1 43 164

Intel CES Blackout posts accumulated **2,344 Retweets, 9,948 Likes, and 302,400 Views.** (\*Covering January 10th – January 14th)



Intel @intel • Following

The human spirit never loses its power. #CESblackout #CES2018 @thisishaana

Load more comments

- the\_gaming\_sector [REDACTED]
- the\_gaming\_sector [REDACTED]
- the\_gaming\_sector [REDACTED]
- appareilsuperstore [REDACTED]
- pcsetupprofile Read my bio. @pcsetprofile
- withcolleagues [REDACTED]

21,319 views

JANUARY 10

ADD A COMMENT...

# Real Time Response

**Indrajith Bandara** @Indrajithonline · Jan 10  
Replying to @intel  
Flying cars! So looking forward to them.  
#CES2018  
1 1 1

**Intel** @intel · Jan 10  
So are we! #Intel



0:07 53 views  
1 1 1

**Indrajith Bandara** @Indrajithonline · Jan 10  
Thank you reply me. ❤️  
1

**IIEDO** @MHM\_Production · Jan 10  
Replying to @intel  
Using True VR in gaming and sports ❤️ & The New High Quality LOIH Processor  
1 1 1

**Intel** @intel · Jan 10  
We have similar aspirations :) #Intel  
1 1 1

**IIEDO** @MHM\_Production · Jan 10  
You're intelligence is mindblowing people 🤖 keep up the good work 🙌  
1

**Adrian** @adriansalazar97 · Jan 10  
Replying to @intel  
Autonomous driving. Huge step towards the widespread acceptance of AI as a tool for humans to benefit from.  
1 1

**Intel** @intel · Jan 10  
You know us well. #Intel's goal is to bring smart, connected devices to every person on earth.  
1 1

**Adrian** @adriansalazar97 · Jan 10  
As a developer I aim to be a part of that very soon  
1

**Damon** @Vaxtrian · Jan 10  
Replying to @intel  
Those flying cars look cool  
1 1 1

**Intel** @intel · Jan 10  
It's like no #drone we've ever seen. We're excited the @volocopter team brought it to #CES2018  
1 2 1

**Damon** @Vaxtrian · Jan 10  
Ye!  
1 1 1

# Social Activation



Intel @intel · Jan 9

What is your favorite #Intel drone at #CES2018 so far?



Tweet #Volocopter

Tweet #ShootingStar

Tweet #CommercialDrone

Tweet #PianoPlayingDrone

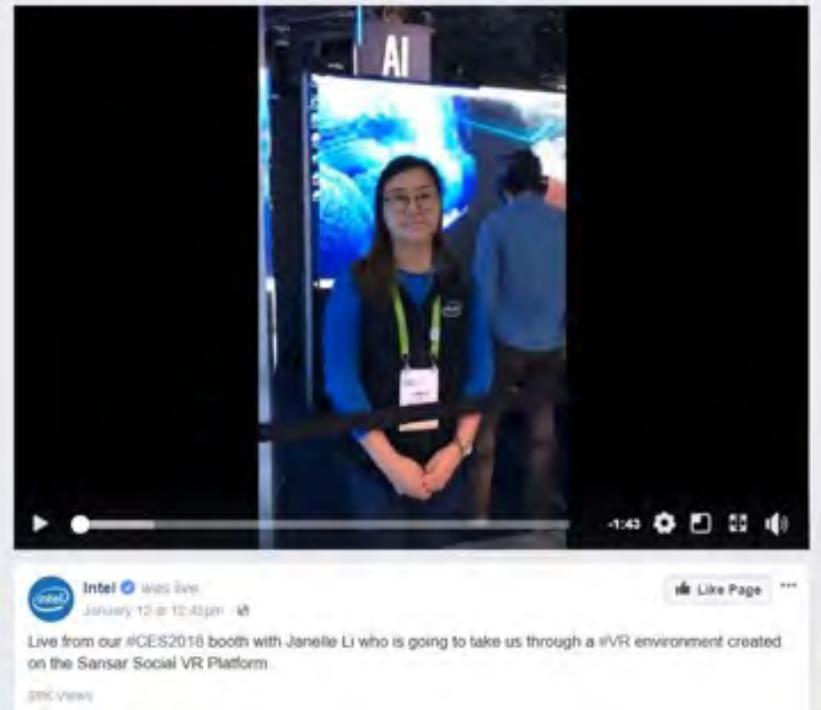
14 15 85



Intel @intel · Jan 10

Q5: What is the most compelling #VR application you've seen or experienced? Which people are innovating in the Virtual Reality space that don't get enough credit? #CES2018 #Intel

26 10 54



Intel was live January 12 at 12:43pm - US Like Page 396 views

This Facebook Live post's engagement rate **was 50% higher than the average at 0.27%**. It garnered 1,140 total engagements and 410,055 impressions.

# Cultural Engagement

**Intel** @intel · Following

Best #AI character in a movie. Go! #CES2018

12:33 PM - 11 Jan 2018

14 Retweets 111 Likes

57 14 111

Tweet your reply

**Heidi Singleton** @HeidiSingleton · Jan 11  
Replying to @intel  
WALL-E!

**The Kreeper** @GDfvckinKreep · Jan 14  
Replying to @intel  
Grand Moff Tarkin in Rogue One

**MotokoChill** @ST4RGLYD3R · Jan 14  
Replying to @intel  
Project 2501

**Intel** @intel · Jan 11

#AI may be topping some of the best #esports players, but good trash talk is distinctly human. #CES2018

Can you jam with the console cowboys in cyberspace?

22 81 586

**Michael DiTullo** @Michael\_DiTullo · 26 Dec 2017  
finished that Jetson's car sketch #flyingcar #futurism #conceptart

2 1 7

**Intel** @intel · Following

Replying to @Michael\_DiTullo

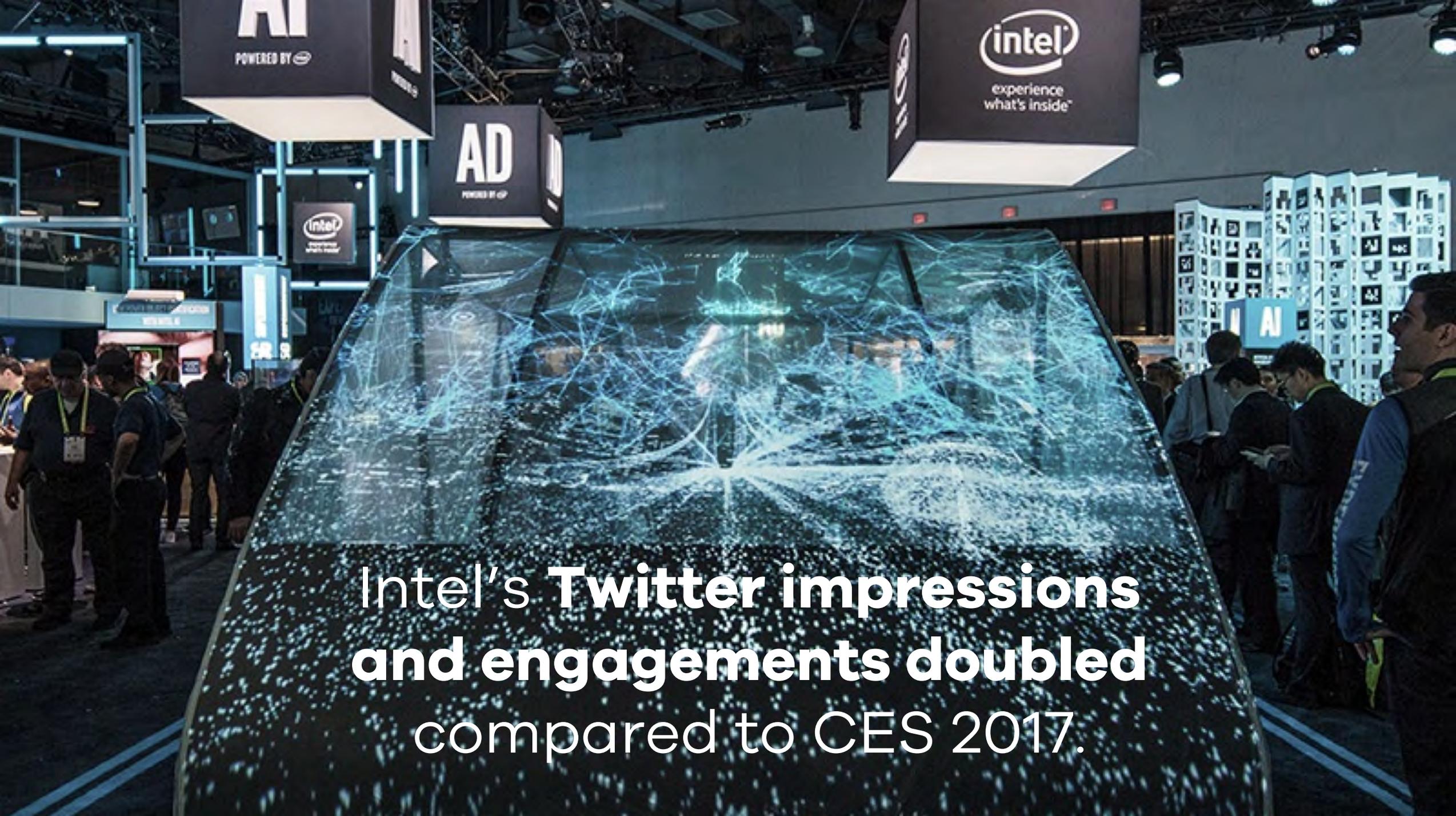
Love your design! Check out this version we just unveiled @CES #CES2018 #Volocopter

0:18 53 views

1:46 PM - 9 Jan 2018

1 Retweet 2 Likes

1 1 2



AI  
POWERED BY

AD  
POWERED BY

intel  
experience  
what's inside™

intel  
experience  
what's inside™

AI

Intel's **Twitter impressions and engagements doubled** compared to CES 2017.



# 2018 Olympics & Beyond



intel • Follow

intel It's migration season.  
 #IntelShootingStar #Olympics  
 👉: @lukekingma  
 & @loupatrickmackay for  
 @futurismcartoons

Load more comments

donovan\_severns I thought this was one of my friends doing a North Korean joke but saw it was just Intel 😂

a.blacko running amd procs 🤔

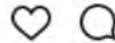
tck79 I have a squad of fine birds from @djiglobal.

tck79 @32bitsonny x64 > (x86 x ARM x PowerPC) x tan(90)

max3eey And what about the amd ones?

miss\_chamko @\_prateekarora

sasankmaragani Nice Fing joke



12,244 likes

FEBRUARY 23

Log in to like or comment.

Olympics @Olympics Follow  
 #Soohorang in the sky #drones #Olympics  
 PyeongChang2018 🇯🇵❤️



3:45 AM - 25 Feb 2018

16,169 Retweets 14,056 Likes

157 16K 14K

Intel @Intel Following  
 We recognize those #IntelShootingStar  
 drones. 😊



4:32 AM - 25 Feb 2018

1,677 Retweets 3,872 Likes

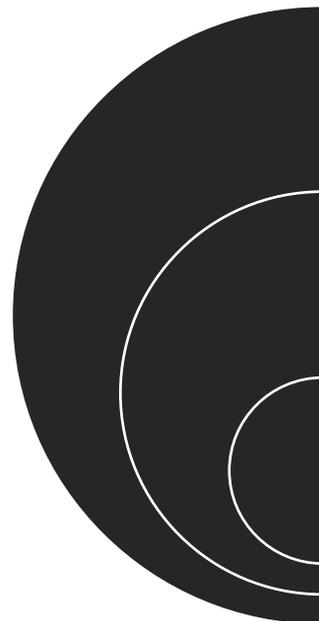
25 1.7K 3.9K

Tweet your reply

Gregg Stokes @greggstokes - Feb 25  
 Replying to @Intel



# Campaign → Conversation



Strategist	<ul style="list-style-type: none"><li>• Sets overarching social strategies</li></ul>
Specialist	<ul style="list-style-type: none"><li>• Audience focused immersion in social</li></ul>
Editor-In-Chief	<ul style="list-style-type: none"><li>• Editorial strategy and positioning of brand voice</li></ul>

