



# IT PAYS TO BE HUMAN

How human qualities can enhance social engagement



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@scott\_jaworski



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Chief Creative Officer  
@heidisingleton



A close-up photograph of a person's hand installing an Intel Xeon E5 v4 processor into a server rack. The processor is a square chip with the Intel logo and text. It is being held by the hand and is being inserted into a slot on the motherboard. The background is a blurred server rack with blue and green lights. The text "Intel: Where We Were" is overlaid in white, bold font.

# 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/2yKX655](https://bit.ly/2yKX655)



 6  61  140 





**Campaign → Conversation**

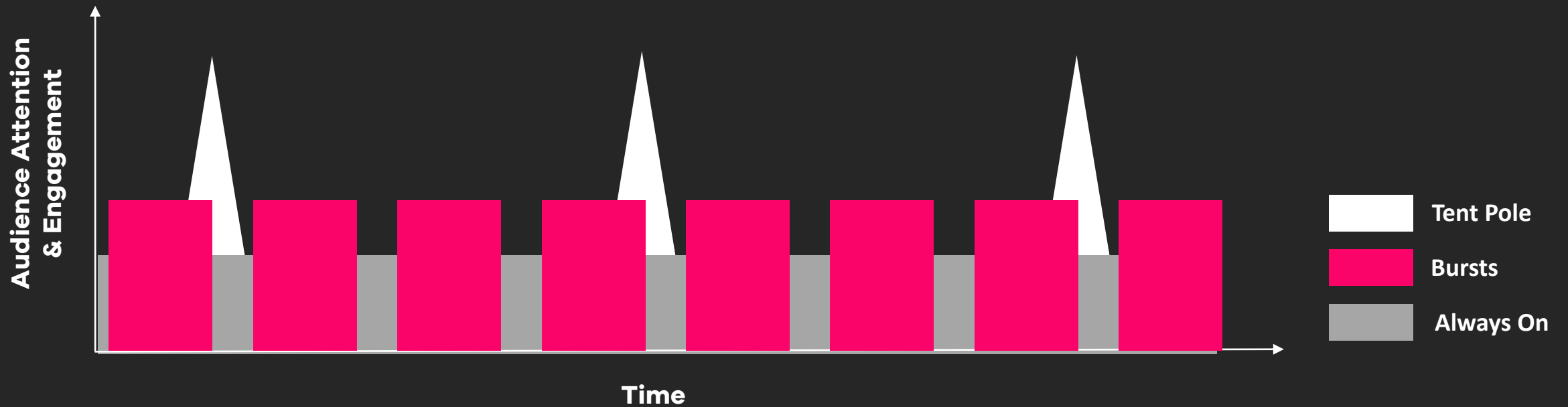


# **Campaign → Conversation**

**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 upet-cream from the real world




 **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  
@dihkis nota 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



A black and white photograph of two young children sitting on a grassy hill, looking out over a vast cityscape. The child on the left is wearing a dark jacket and has their back to the camera. The child on the right is wearing a light-colored hoodie and is reaching out towards the first child. The city below is densely packed with buildings and trees, and the sky is hazy. The text 'EMOTIONAL INTELLIGENCE' is overlaid in large, bold, pink letters, and '[how we relate to others]' is overlaid in smaller, white letters below it.

# EMOTIONAL INTELLIGENCE

[how we relate to others]



**Netflix "Mariah Carey's Merriest Christmas" US**



@netflix

Follow

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**

@netflix

Follow

"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**

@netflix



Following

@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, dark pants, and a black beanie stands in the center of a futuristic, metallic tunnel. The tunnel's walls are composed of large, curved panels with a grid-like texture, resembling a mesh or perforated metal. The panels are illuminated with bright, cool-toned lights, creating a high-tech atmosphere. In the background, a large digital screen displays the letters "AD" in white on a dark background. The person is holding a blue cup and looking towards the right side of the frame. The floor is a solid blue color.

# 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

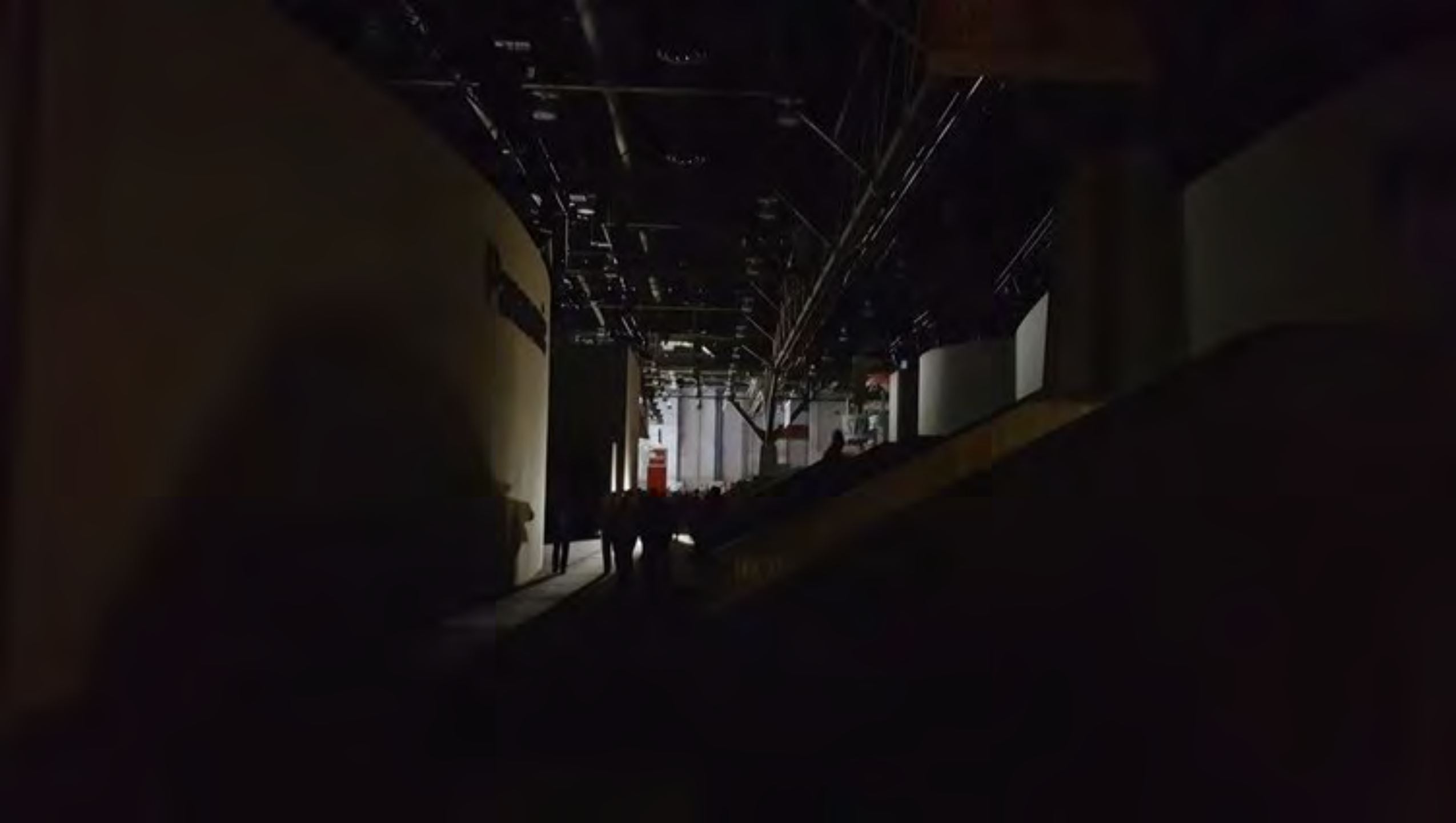
Responding immediately to comments and questions with a human, relatable voice.

## Social Activation

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

## Cultural Engagement

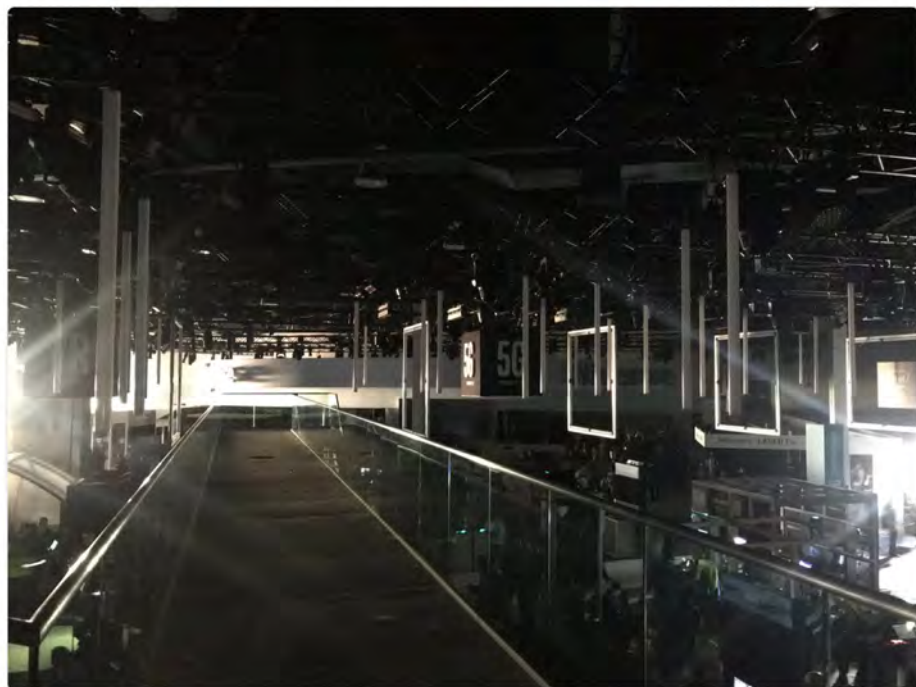
Sparking culturally relevant conversations and engaging with thought leaders and tastemakers relevant to various technology pillars





Following

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



11:29 AM - 10 Jan 2018

2,150 Retweets 5,477 Likes



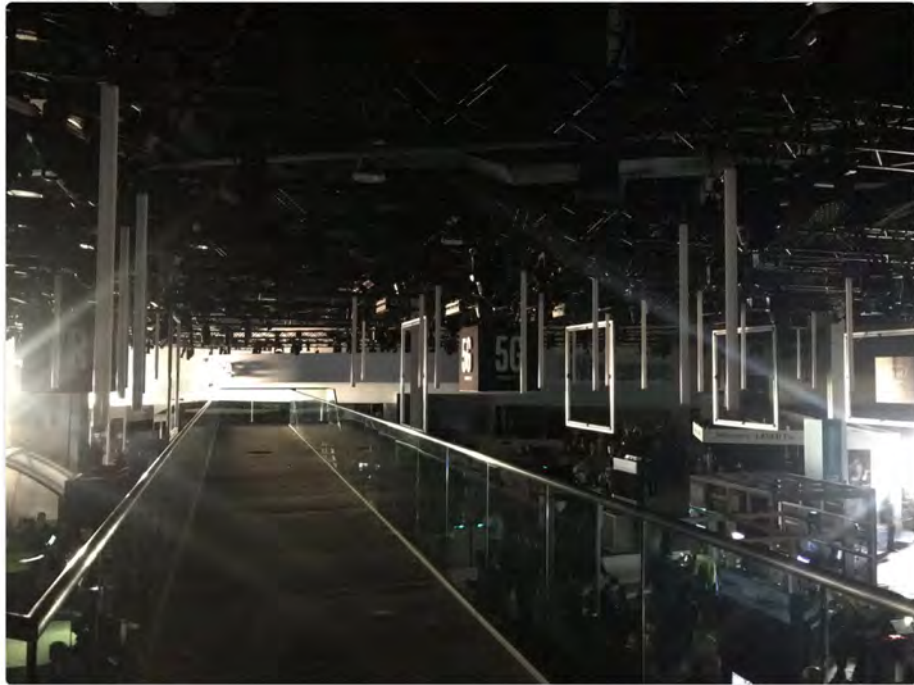
197 2.2K 5.5K





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









Following

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



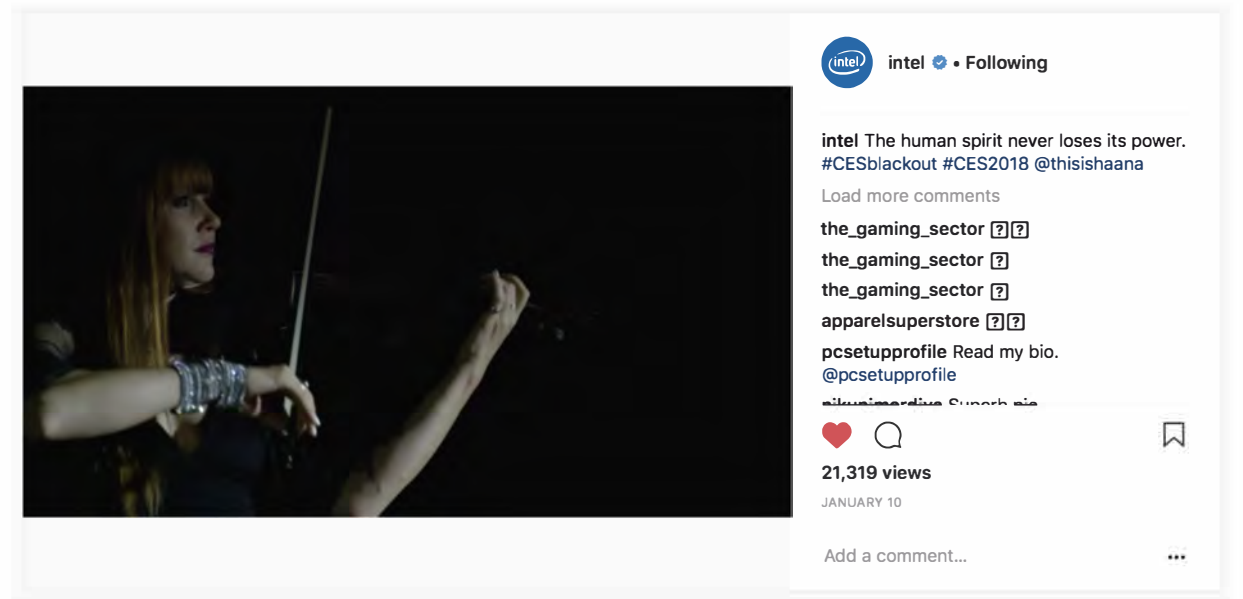
0:12 251K views

12:26 PM - 10 Jan 2018


152 Retweets 546 Likes



29 152 546




# Real Time Engagement



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

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



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



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]

apparelsuperstore [REDACTED]

pcsetupprofile Read my bio. @pcsetupprofile

21,319 views

JANUARY 10

Add a comment...

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

# Real Time Response



# Social Activation



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!

   3 

 **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**









GIF

 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 



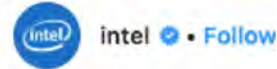
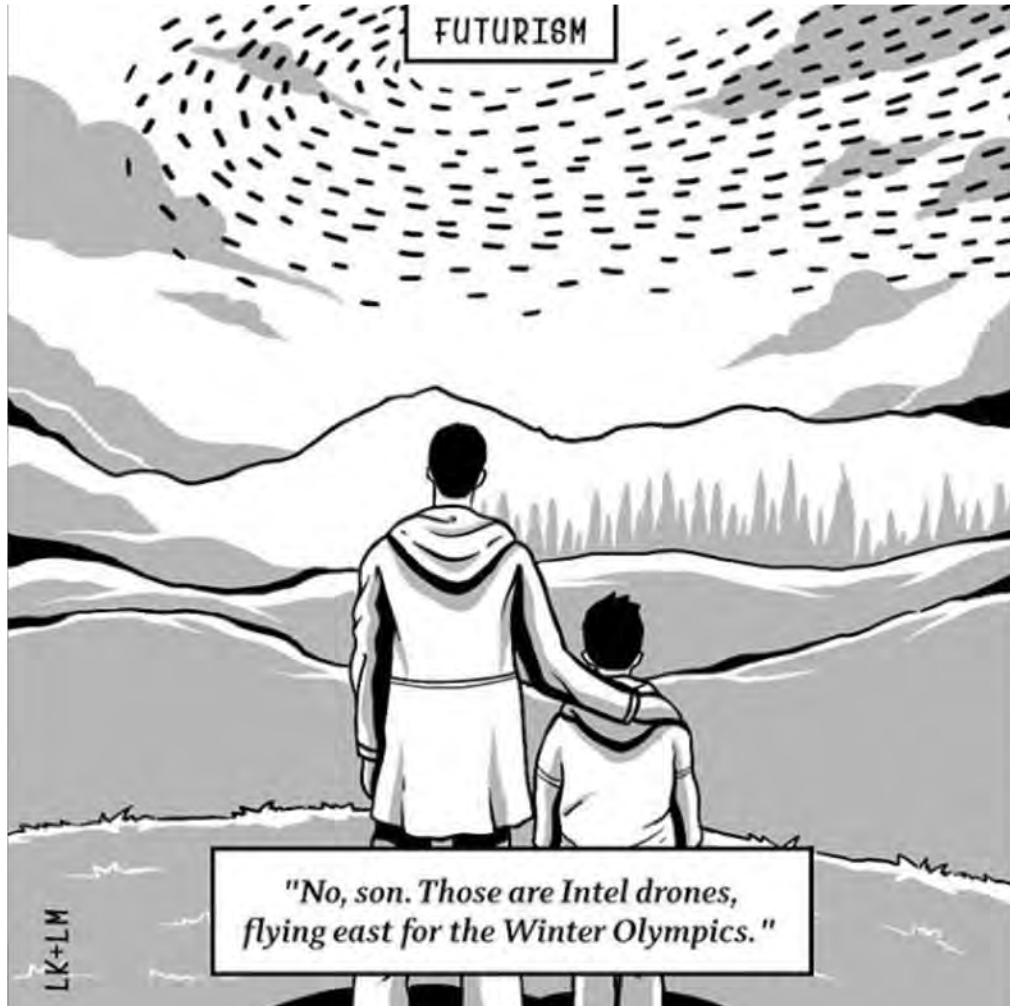
The image shows a large, interactive digital display at an Intel booth during CES 2018. The display is a large, angled screen showing a complex, glowing blue network of lines and nodes, representing data or social media connections. Above the display, there are several large, dark blue rectangular signs. One sign on the left says "AI" in large white letters, with "POWERED BY" and the Intel logo below it. Another sign in the center says "AD" in large white letters, with "POWERED BY" and the Intel logo below it. A third sign on the right says "intel" in white, with "experience what's inside™" below it. In the background, there are other booth elements, including a wall with many small, square images, and several people are visible, some looking at the display and others talking. The overall atmosphere is high-tech and futuristic.

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



A night-time aerial photograph of a large, illuminated Olympic ring structure. The rings are formed by thousands of small, bright lights, creating a glowing pattern against the dark sky. The structure is set in a snowy mountain valley, with dark, silhouetted slopes on either side. At the bottom of the image, several bright spotlights illuminate the snowy ground, and a few small figures can be seen in the distance. The overall scene is dramatic and celebratory.

# **2018 Olympics & Beyond**



intel It's migration season.  
 #IntelShootingStar #Olympics  
 🗑️: @lukekingma  
 & @loupattrickmackay 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 🤔

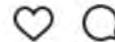
tck79 I have a squad of fine birds from  
 @djiglobal.

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



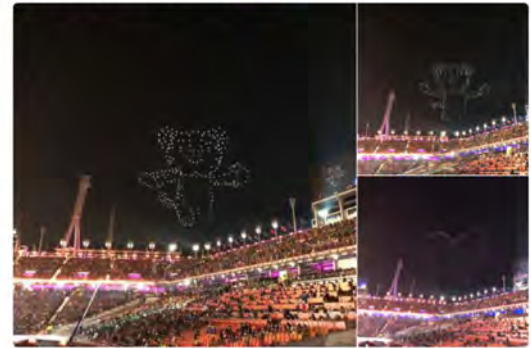
12,244 likes

FEBRUARY 23

Log in to like or comment.



#Soohorang in the sky #drones #Olympics  
 PyeongChang2018 🇰🇷❤️



3:45 AM - 25 Feb 2018

16,169 Retweets 14,056 Likes



We recognize those #IntelShootingStar  
 drones. 😊



Olympics @Olympics  
 #Soohorang in the sky #drones #Olympics PyeongChang2018 🇰🇷❤️

4:32 AM - 25 Feb 2018

1,677 Retweets 3,872 Likes



Tweet your reply

Gregg Stokes @greggstokes · Feb 25  
 Replying to @intel





# Campaign → Conversation



