

INTERNSHIP PORTFOLIO

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OGILVY & MATHER**

**DIGITAL MEDIA ADVERTISING INTERN
GRUPO BASSAT OGILVY – NEO@OGILVY**

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SEARCH ENGINE MARKETING (SEM)

DESCRIPTION & GOALS OF ASSIGNMENT

In my last few weeks at Ogilvy, I had the opportunity to work with Google AdWords. I utilized the AdWords website to collect specific data about one of Neo's clients, Vallehermosa, a Spanish real estate company. I was asked to gather data from AdWords and use it to create graphical representations of the data, specifically the data regarding their website users' clicks through their website, in order to determine which words and terms the company should spend more or less money on within Google. Vallehermosa's SEM managers at Neo@Ogilvy determine how much money to bid on various words and phrases based by researching what each of the various words and/or phrases lead the website users to do; they spend more money on words that lead to users purchasing real estate, and bid less on words that led users to leave the website. Ultimately, the goal of my assignment was to aid the SEM managers in determining the performance of various words and phrases connected to Vallehermosa in Google in order to optimize its position in Google searches.

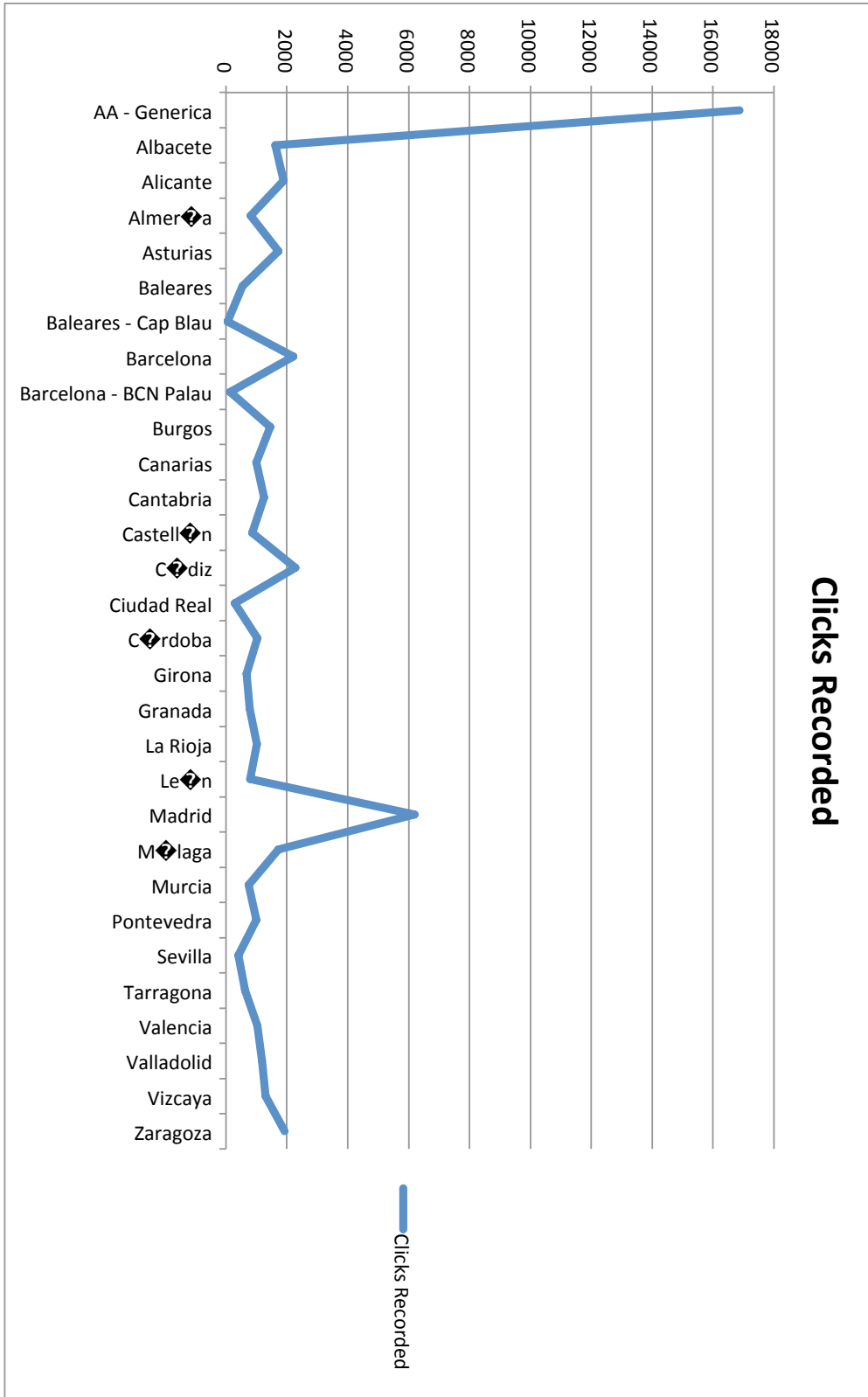
METHODOLOGY

I used the AdWords data to create pivot tables and graphs showing the evolution of Clicks Recorded and Conversions on Vallehermosa's website between from the beginning of May through the end of July. I also used the data to create pivot tables and graphs of the general data for each campaign; a table and graph showing the total Clicks Recorded and Conversions based on those totals. Since Vallehermosa is a real estate company throughout Spain, the information is broken up into campaigns, each campaign representing a city in Spain (i.e. Madrid, Barcelona, Cádiz, etc.). After making the general tables and graphs of the totals, I then made a pivot table and graph representing the data from each campaign, each on a separate page in the same Excel workbook. On each page, I made a table showing the clicks recorded on a weekly basis from May 1 until July 21, and a line graph displaying this data. I also included the Conversions (which is the amount of post-click activity divided by the clicks recorded, all on a weekly basis) in a table with a corresponding line graph.

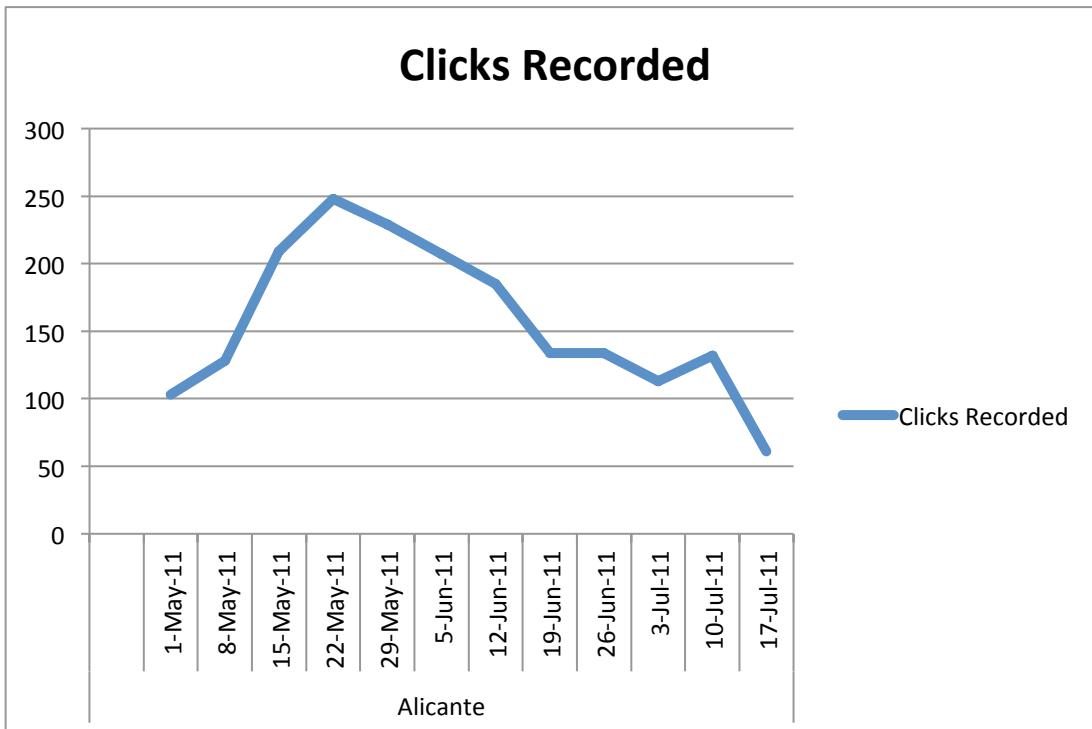
PERSONAL REFLECTIONS & CONTRIBUTIONS

I was able to aid the SEM managers in determining which words and phrases were performing well, as well as those that were performing poorly. The data that I collected and used to create tables and graphs helped the SEM managers determine whether or not to bid more or less on various words and phrases within each of Vallehermosa's campaigns, and ultimately, helped them to optimize Vallehermosa's position within Google searches.

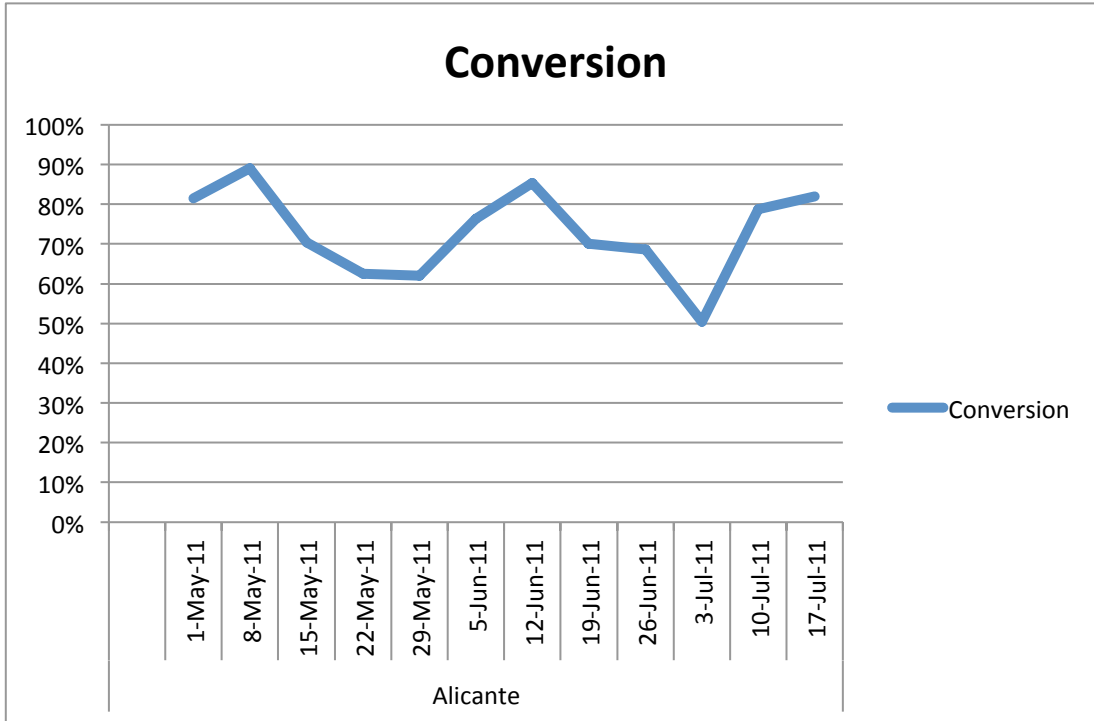
DART Search Campaign Name	Clicks Recorded
AA - Generica	16862
Albacete	1626
Alicante	1883
Almería	811
Asturias	1716
Baleares	538
Baleares - Cap Blau	49
Barcelona	2214
Barcelona - BCN Palau	130
Burgos	1456
Canarias	1002
Cantabria	1258
Castellón	869
Cádiz	2276
Ciudad Real	291
Córdoba	1037
Girona	683
Granada	781
La Rioja	1007
León	795
Madrid	6200
Málaga	1714
Murcia	738
Pontevedra	999
Sevilla	406
Tarragona	633
Valencia	1027
Valladolid	1182
Vizcaya	1302
Zaragoza	1919
Total general	53404



DART Search Date	Clicks Recorded
Alicante	
1-May-11	103
8-May-11	128
15-May-11	209
22-May-11	248
29-May-11	229
5-Jun-11	207
12-Jun-11	185
19-Jun-11	134
26-Jun-11	134
3-Jul-11	113
10-Jul-11	132
17-Jul-11	61
Total Alicante	1883



DART Search Date	Conversion
Alicante	
1-May-11	82%
8-May-11	89%
15-May-11	70%
22-May-11	63%
29-May-11	62%
5-Jun-11	76%
12-Jun-11	85%
19-Jun-11	70%
26-Jun-11	69%
3-Jul-11	50%
10-Jul-11	79%
17-Jul-11	82%
Total Alicante	72%



SOCIAL MEDIA ANALYSIS

DESCRIPTION & GOALS OF ASSIGNMENT

I analyzed and compared two clients' Facebook and Twitter pages in order to aid my manager in providing social media consultation to each client. The two clients, Krachai and Wogaboo, are restaurants in Madrid who are not direct competitors but both are seeking to improve the effectiveness of their social media usage, particularly their Facebook and Twitterpages.

METHODOLOGY

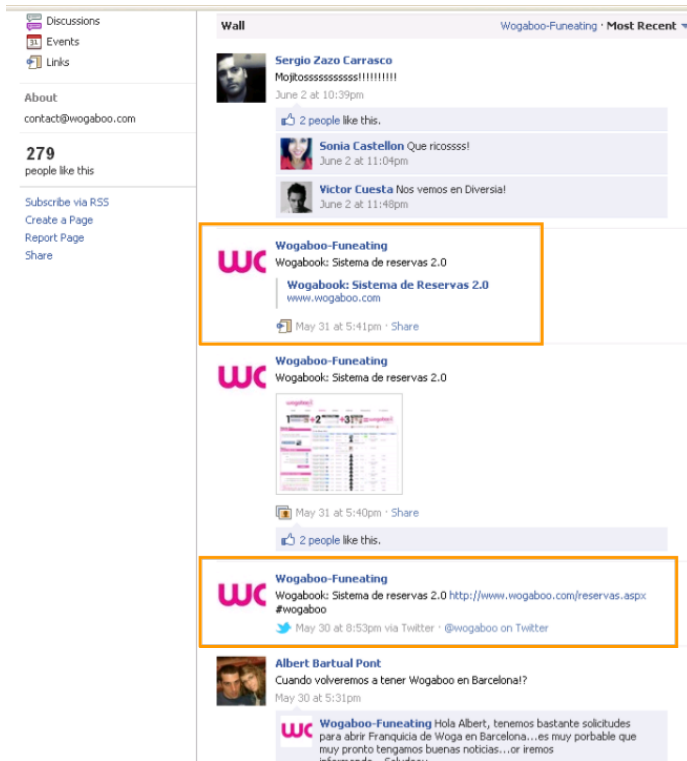
I analyzed each restaurant's Facebook page separately and then compared them. I took note of what types of posts each restaurant had on their Facebook walls, both status updates and posts by other Facebook users, and made recommendations as to how I believe they could improve their Wall. I also noted which Facebook Applications each restaurant used and how they used it, making recommendations to improve the use of each application, as well as noting the number of Likes each restaurant had. In addition to analyzing and comparing their Facebook pages, I also analyzed their use of Twitter, taking note of the content of their Tweets, as well as who their Followers were and what they were Tweeting about the restaurants. After analyzing and comparing the restaurants on Facebook and Twitter, I developed a PowerPoint presentation to deliver the information to my manager.

PERSONAL REFLECTIONS & CONTRIBUTIONS

My recommendations aided my manager in providing effective consultation to each restaurant, both Krachai and Wogaboo. The restaurants were given recommendations as to how to improve their use of both Facebook and Twitter, ultimately improving the effectiveness of their social media use.



Krachai incluye las aplicaciones Discussions y Reviews en su página de Facebook, pero no utiliza bien



Los usuarios de Facebook envían comentarios positivos en Wall. Wall también incluye muchos enlaces publicados por Wogaboo, incluyendo los enlaces a su servicio de reserva en línea, y también Wogaboo publica sus tweets de Twitter en su Facebook.

MARKET RESEARCH

DESCRIPTION & GOALS OF ASSIGNMENT

During my Neo@Ogilvy experience, I was called upon to undertake three different types of marketing research. First, I completed marketing research through the finding and evaluating of a client's, Abengoa (a Spanish solar energy company), online position within the realm of social media, specifically in Facebook, Twitter, and YouTube.

Additionally, I was asked to do this for the solar energy industry at large.

In addition to social media marketing research, I also completed research utilizing various aspects of Google. For one project, I was given lists of search terms that related to particular company, Cetelem (a Spanish banking company) and was asked to analyze search terms commonly associated with the company. Basically, the point of the research was determine what types of search terms people were using when searching for information about this particular company, and to determine how those search terms had changed over the past few years.

METHODOLOGY

In order to determine social media positioning, I used different types of search terms in order to find relevant information and mentions of Abengoa, as well as many other solar energy companies, on the three main social media platforms, and I collected data by taking screenshots of these websites. On Facebook, I frequently took screenshots of relevant Facebook groups, as well as relevant status updates of individual Facebook users. On Twitter, I took screenshots of individual tweets, and usually found data outside of Twitter's search engine results by visiting Twitter profiles and tweets of people who followed the initial tweets that I captured. I completed the same actions YouTube, taking screenshots of a relevant video's page. I analyzed and presented this data by creating Power Point presentations of the screenshots I had taken, including the URL of each image on the slide, and provided my analytical thoughts and recommendations to my manager via email. In addition to creating PowerPoint presentations of the screenshots, I also created Excel spreadsheets of each screenshot's URL, including information about the social media source of each, as well as a specification of why that screenshot/web page was relevant (i.e. the company it pertained to, as well as noting whether it was a positive or negative mention of the company).

In order to complete my Cetelem project, I entered each search term that my managers gave me into a Google search, and then used the provided count of search results on the last page of the search to create an Excel spreadsheet with both written and graphical information as to the number of search results provided for each term. After completing each search, I entered each search term again, but this time with a specific, past timeframe.


PERSONAL REFLECTIONS & CONTRIBUTIONS

In doing social media marketing research for Abengoa and the solar energy industry, I was able to provide my managers with information that they needed in order to properly consult their clients. The information that I collected helped them to better understand their clients' positions within the three largest social media platforms (e.g. Facebook, Twitter, and YouTube), and aided them in making decisions that would optimize their position within these three platforms.

In doing the search research for Cetelem, I was able to analyze the general feel for the company, as some search terms were clearly more positive or negative. Ultimately, I was able to research information, collect data, and make an analysis that provided my managers with information about that particular company's online image, specifically as it related to the Google search engine.



<http://twitter.com/#!/ktnikesh/statuses/75469824972701696>



Search


SOLAR THERMAL magazine

HOME JOBS CONSUMER NEWS NET ZERO ENERGY TRAINING VIDEOS CONTACT US

JOB NEWS PARABOLIC TROUGH RESIDENTIAL DISH HYBRID COGENERATION UTILITY SCALE ENERGY STORAGE FUNDING GREEN BUILDING

Abengoa's Consolidated Revenues Increased by 43 Percent and Reached 1,656 Million Euros

f Share 10 in Share 3 Tweet 2



Abengoa, the company that develops innovative technology solutions for sustainable development in the energy and environment sectors, reported today that its first quarter 2011 revenues rose by 43% with respect to the first quarter of 2010, to 1,656 million euros, while EBITDA increased by 30%, reaching 254 million euros.

Manage your emissions

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www.GreenstoneCarbon.com

Solar Investment Forum

Intersolar side-event - 8 June 2011 New Munich Trade Fair Centre
www.greenpowerconferences.co.uk

Técnico Energía Solar

Especializate en diseñar, gestionar instalaciones solares. Fórmate!
www.exitae.es

Nuclear Future is Here

"Mini" nuclear reactors are going to be privatized and show gains.
OilandEnergyInvestor.com/Nuclear

◀ ▶

Ads by Google

TRANSLATE






PHOTO GALLERY



Vermont Enacts First-in-Nation Solar Registration

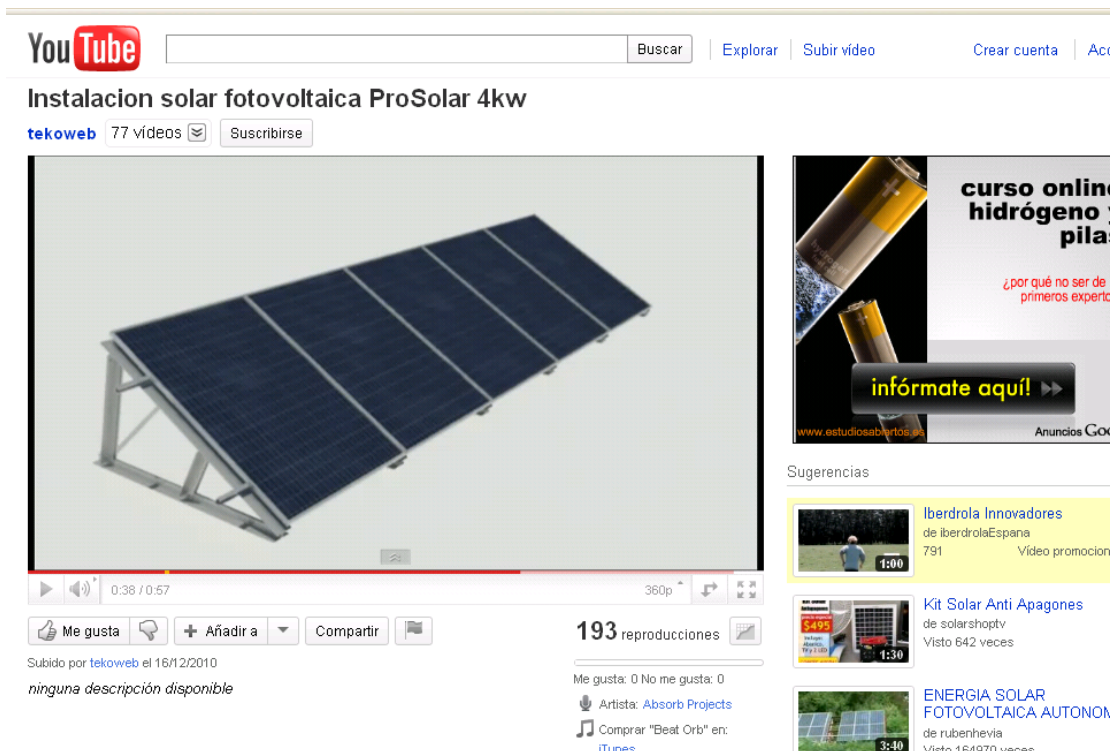


Utility Companies Offers Rebates for Customer Installing Solar Thermal Heating Systems

<http://www.solarthermalmagazine.com/2011/05/11/abengoas-consolidated-revenues-increased-by-43-percent-and-reached-1656-million-euros/>



http://www.facebook.com/profile.php?id=14231812#!/permalink.php?story_fbid=211735908866099&id=10000091190034



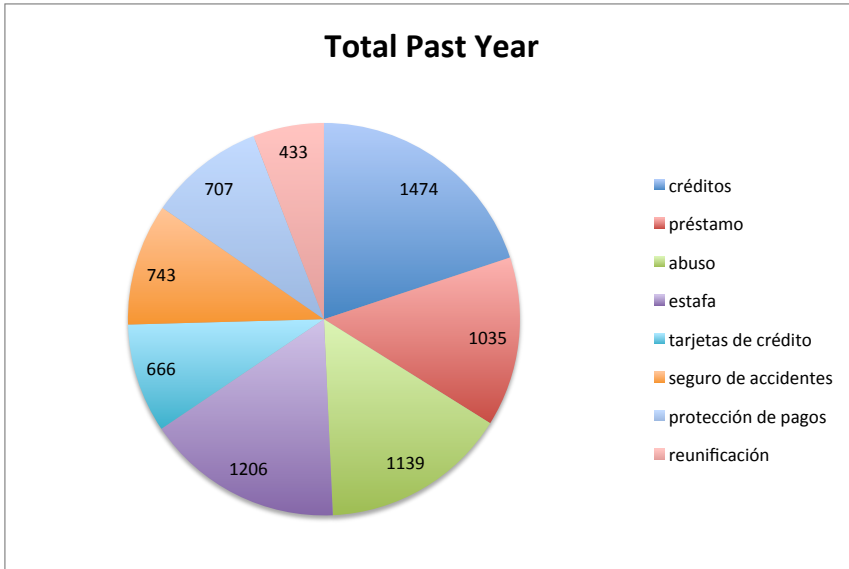
<http://www.youtube.com/watch?v=wNPbflmkY7Q>

Group 1	Past Year	2007-2011	
créditos		403	430
creditos		250	322
crédito		432	432
credito		389	395
Total		1474	1579

Group 2	Past Year	2007-2011	
préstamo		301	401
prestamo		245	326
préstamos		219	209
prestamos		270	361
Total		1035	1297

Group 3	Past Year	2007-2011	
abuso		299	400
abusos		200	360
insulta		14	46
extorsiones		0	5
acoso		159	243
acosar		33	64
acosadores		45	77
acosa		9	45
amenaza		162	277
amenazante		15	50
extorsión		43	72
insultos		99	220
acosando		31	60
extorsion		30	70
Total		1139	1989

Group Total Past Year créditos 1474 préstamo 1035 abuso 1139 estafa 1206 tarjetas de créc 666 seguro de acci 743 protección de p 707 reunificación 433



DIGITAL MEDIA ANALYSIS

DESCRIPTION & GOALS OF ASSIGNMENT

Throughout my summer, I helped Neo@Ogilvy by doing basic research that enhanced one of the databases they used as part of their database marketing utilities. The database, BOSwotti, created graphical information derived from the information that Neo@Ogilvy input into the database. Basically, BOSwotti gave provided representations of what types of media had mentions on their web pages that were relevant to a client; the primary graph for each client was a bar graph showing how many mentions of a particular client were made on social media websites, aggregators, news sites, and other types of media. This primary graph on the BOSwotti page for each of Neo's clients had a bar entitled "Other Media," and it was my job to delve into the Excel spreadsheet of data behind the "Other" bar and try to better classify the type of website on which there was a mention of a client. Ultimately, the goal was to correctly classify the types of digital media that existed for each company in order to provide Neo with a better idea of their clients' online positioning.

METHODOLOGY

For each client, I worked through an Excel spreadsheet, generally containing several thousand items, that had been classified "Other Media"; each Excel item was a particular mention made by someone on the internet, and each line of the spreadsheet provided the URL of that mention. I visited each URL, analyzed its web page, and (if possible) classified the web page as a more specific type of media (i.e. aggregator, news website, etc.).

PERSONAL REFLECTIONS & CONTRIBUTIONS

In helping to classify these items, each client now has more correct information, as well as better graphical representations of that information. The BOSwotti database had an array of graphs, "word clouds," and other such media, that provided the Neo@Ogilvy team with a better idea of what time of online image their client. Ultimately, I was able to help the agency to better understand their clients, which enables them to provide better service and to do better business.

Ogilvy Internship Portfolio

Object	Opinion/Mention	Language	URL	Scoring	Date	Year	Month	Year	Month	Year
tekron	Dotados de alt:	Spanish	11870.com		5 04/14/2011	2011	Apr-11	2011	Apr-11	4
Imer	Otros, hornigo	Spanish	anuncios.ebayes		5 07/15/2011	2011	Jul-11	2011	Jul-11	7
dexeus	by apraeuskadi	Spanish	aprae.org		-5 01/15/2011	2011	Jan-11	2011	Jan-11	1
IVI	by apraeuskadi	Spanish	aprae.org		5 8/1/11	2011	Jan-11	2011	Jan-11	1
IVI	by apraeuskadi	Spanish	aprae.org		5 04/29/2011	2011	Apr-11	2011	Apr-11	4
IVI	precio in vitro i:	Spanish	articulos.estudiam.com		5 10/31/2010	2010	Oct-10	2010	Oct-10	10
IVI	Articulos ? en l:	Spanish	articulos.estudiam.com		-5 10/7/11	2011	Jul-11	2011	Jul-11	7
IVI	en la clinica de	Spanish	articulos.estudiam.com		-5 10/31/2010	2010	Oct-10	2010	Oct-10	10
IVI	Exito de embar	Spanish	articulos.estudiam.com		5 10/31/2010	2010	Oct-10	2010	Oct-10	10
IVI	precio de la ins	Spanish	articulos.estudiam.com		5 10/31/2010	2010	Oct-10	2010	Oct-10	10
IVI	precio insemin:	Spanish	articulos.estudiam.com		5 10/31/2010	2010	Oct-10	2010	Oct-10	10
IVI	precio in vitro i:	Spanish	articulos.estudiam.com		5 06/14/2011	2011	Jun-11	2011	Jun-11	6
IVI	clinica ivi preci:	Spanish	articulos.estudiam.com		-5 4/7/11	2011	Jul-11	2011	Jul-11	7
IVI	precio ivi, clinic	Spanish	articulos.estudiam.com		5 06/14/2011	2011	Jun-11	2011	Jun-11	6
IVI	precio ivi, clinic	Spanish	articulos.estudiam.com		5 05/14/2010	2010	May-10	2010	May-10	5
IVI	financiaci?n ivi	Spanish	articulos.estudiam.com		5 10/31/2010	2010	Oct-10	2010	Oct-10	10
IVI	ivi coste, ivi co:	Spanish	articulos.estudiam.com		5 10/31/2010	2010	Oct-10	2010	Oct-10	10
IVI	fecundacion in	Spanish	articulos.estudiam.com		5 1/11/10	2010	Nov-10	2010	Nov-10	11
IVI	in vitro costo m	Spanish	articulos.estudiam.com		-5 1/11/10	2010	Nov-10	2010	Nov-10	11
IVI	ivi coste, ivi co:	Spanish	articulos.estudiam.com		5 10/31/2010	2010	Oct-10	2010	Oct-10	10
IVI	precio insemin:	Spanish	articulos.estudiam.com		5 1/7/11	2011	Jul-11	2011	Jul-11	7
IVI	Articulos ? pre:	Spanish	articulos.estudiam.com		5 7/7/11	2011	Jul-11	2011	Jul-11	7
IVI	in vitro dgp pre	Spanish	articulos.estudiam.com		5 05/14/2010	2010	May-10	2010	May-10	5
IVI	cual es el preci	Spanish	articulos.estudiam.com		5 10/31/2010	2010	Oct-10	2010	Oct-10	10
IVI	precios in vitro	Spanish	articulos.estudiam.com		5 10/31/2010	2010	Oct-10	2010	Oct-10	10
IVI	albacece fecun:	Spanish	articulos.estudiam.com		5 06/14/2011	2011	Jun-11	2011	Jun-11	6
Instituto Bernal	by in vitro El de	Spanish	articulos.hispanos.com		-5 06/29/2011	2011	Jun-11	2011	Jun-11	6
Eugin	by novainet Un	Spanish	articulos.hispanos.com		5 7/7/11	2011	Jul-11	2011	Jul-11	7
Eugin	by novainet Un	Spanish	articulos.hispanos.com		5 06/29/2011	2011	Jun-11	2011	Jun-11	6
tekron	Valoraciones p:	Spanish	barcelona.cholloslocales.com		5 1/2/11	2011	Feb-11	2011	Feb-11	2
tekron	A mi me operat	Spanish	boards2.melodysoft.com		-5 1/7/11	2011	Jul-11	2011	Jul-11	7
Quir?n	Quiron Askartz:	Spanish	boards4.melodysoft.com		5 11/30/2010	2010	Nov-10	2010	Nov-10	11
IVI	El ivi tiene razc	Spanish	boards5.melodysoft.com		5 3/11/06	2006	Nov-06	2006	Nov-06	11
IVI	Organizada poi	Spanish	bureaudessalud.com		5 7/11/10	2010	Nov-10	2010	Nov-10	11
Quir?n	Funciones a de	Spanish	buscador.trabajos.com		5 06/29/2011	2011	Jun-11	2011	Jun-11	6
dexeus	Parking garaje	Spanish	calle17.com		-5 11/3/11	2011	Mar-11	2011	Mar-11	3