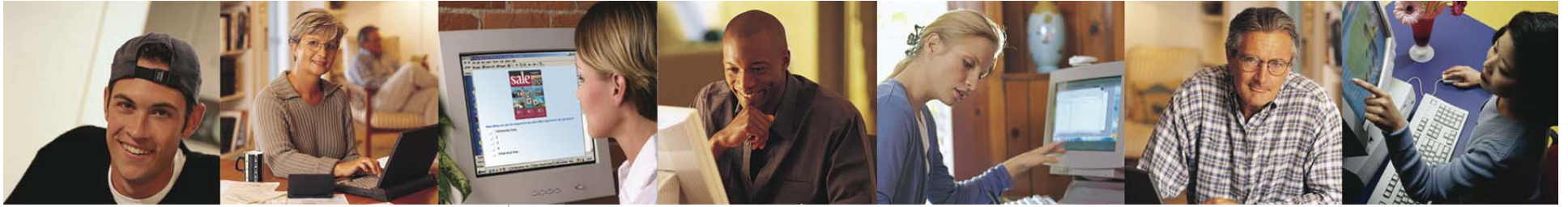




*RT the Rocket Turtle*

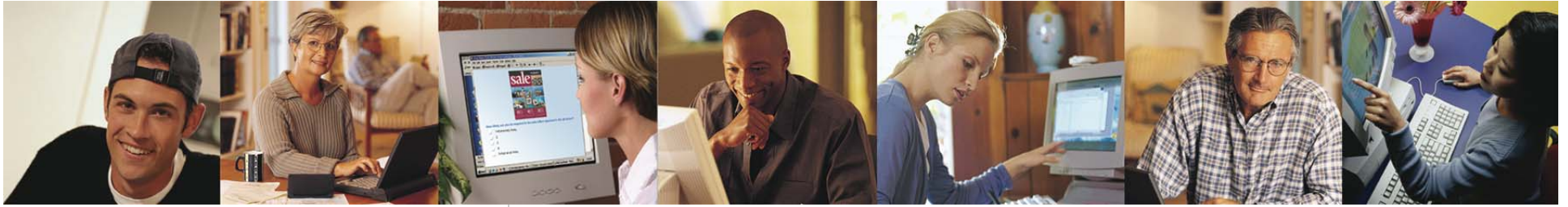


# Full Service Online Marketing Research



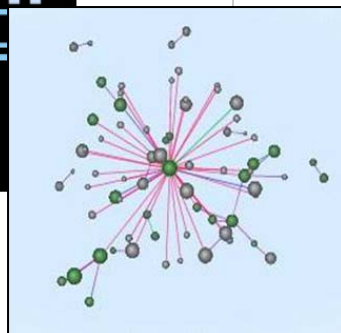
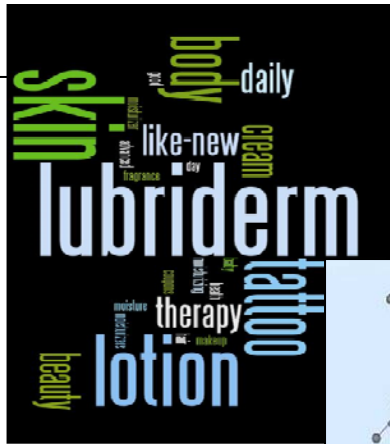
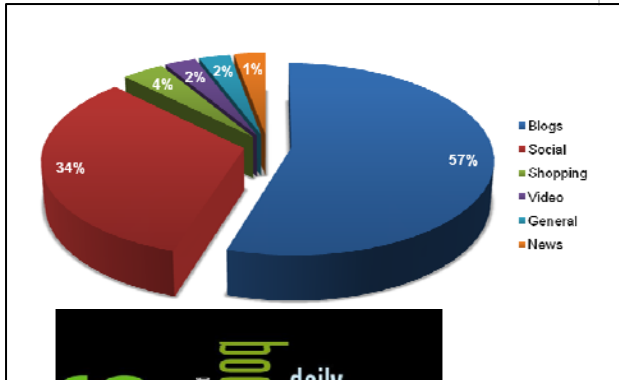
RT the Rocket Turtle

- *Strategy*
  - Solutions Experts
  - Free consulting and planning
- *Execution*
  - Quantitative (online/telephone)
  - Qualitative (OFG/BBFG)
  - Social Media Measurement
- *Insights*
  - Actionable results

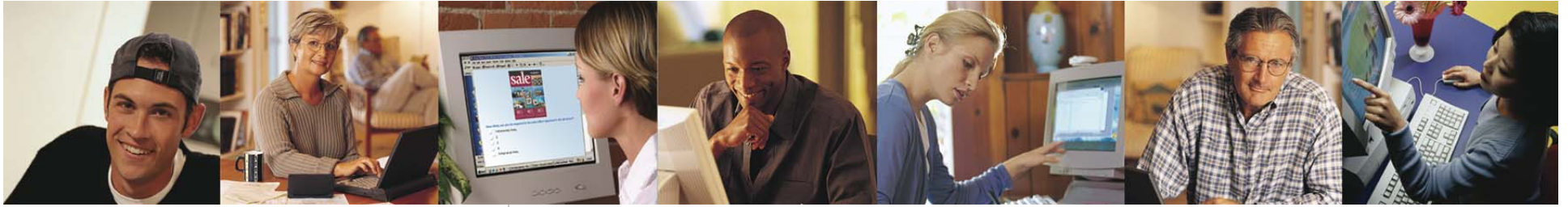


# Social Media Measurement

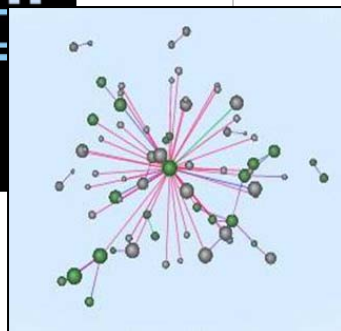
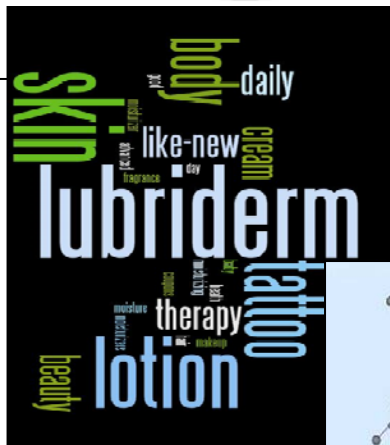
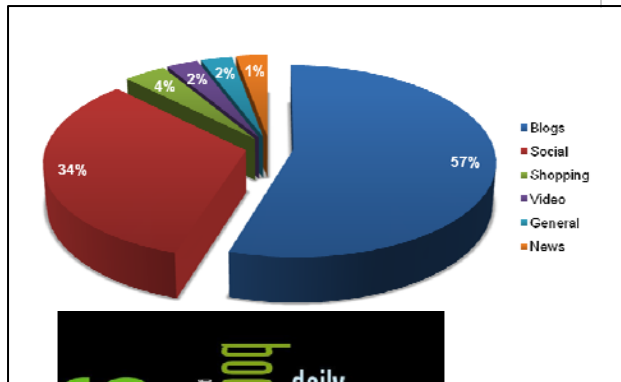
• "Man's inability to communicate is a result of his failure to listen effectively." Carl Rogers



- ✓ A listening post for your business.
- ✓ Frequency and volume
- ✓ Evangelists and assassins
- ✓ Find the source
- ✓ Canaries and coalmines



# Social Media Measurement



- **Social Media Audit**
  - One-off option
  - Dashboard interface
  - Weekly updates
  - Minimum 30 day commitment.
  - Pricing per-query basis (minimum 5)
- **Social Media Monitoring**
  - On-going listening
  - Dashboard interface
  - Instant alerts and weekly updates
  - Minimum 6 month commitment.
  - Pricing per-query basis (minimum 5)

# Social Media Monitoring

## Skin Care Products

Final Report October 2010

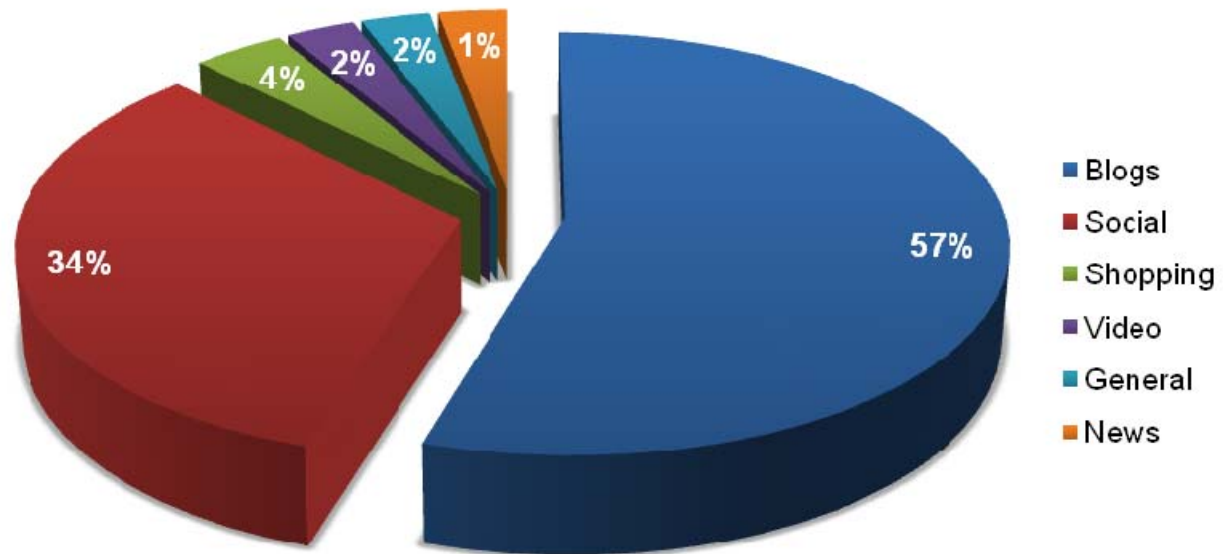
**Udderly  
Smooth**

**LubriDerm**

# Detailed Findings

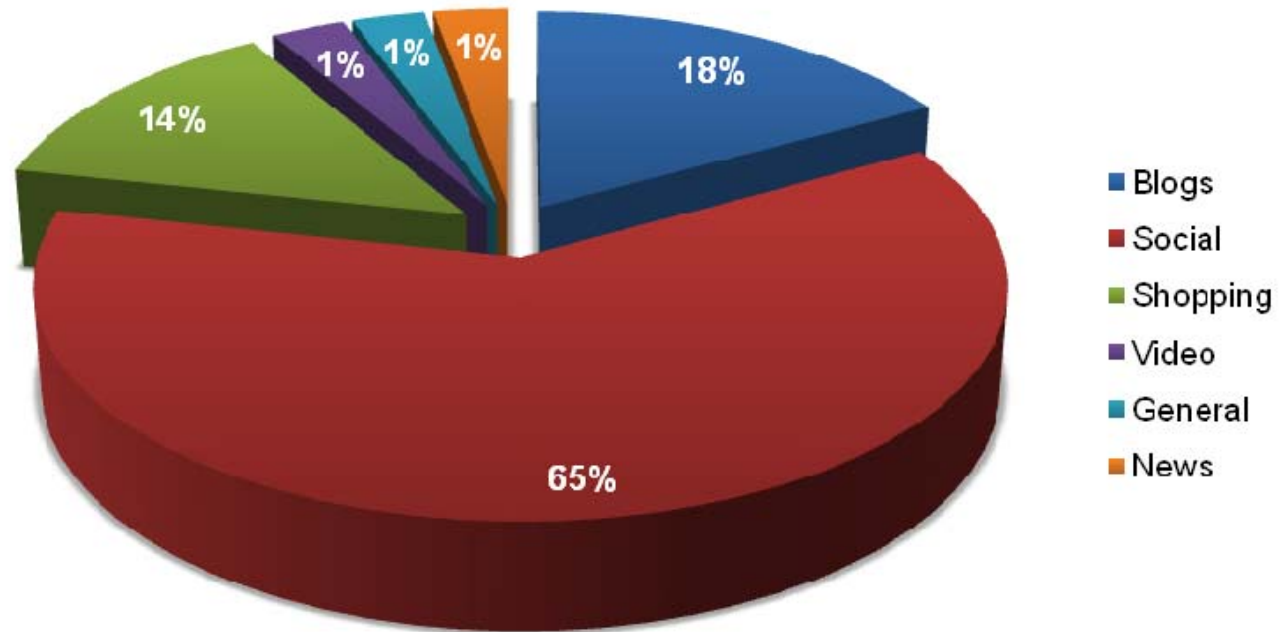
## Site Type Breakdown

- Blogs make up the largest percentage of URLs for Lubriderm with a total of 57%.
- Social networking sites like Facebook and Twitter make up the second largest group with 34%.
- Shopping sites like Amazon and Drugstore.com are contained in the third largest group at 4%.
- Video sites like You Tube and Videomo.com make up the second smallest group at less than 3% followed closely by News sites of around 2%.
- General URLs include consumer opinion and reviews, not-for-profits and health/medical advice sites make up the smallest group of less than 1%.



## Site Type Breakdown

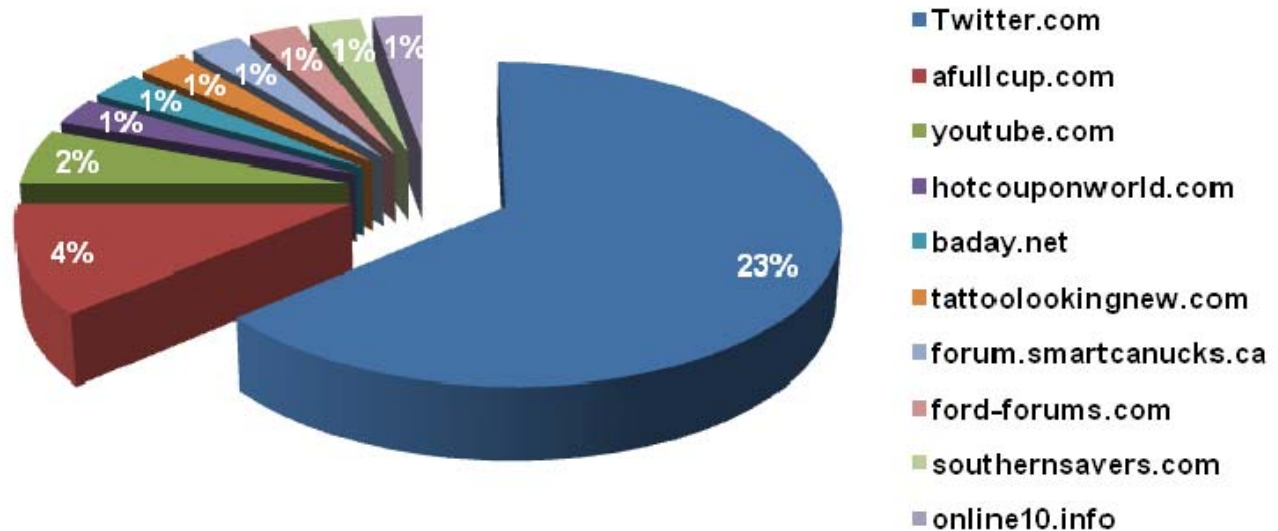
- Social URL's make up the majority percentage of URL's with 65%.
- Blogs and Shopping sites make up 18% and 14% respectively.
- The smallest percentage of sites for Udderly Smooth fall in the Video, News and General categories with just 1%.



There are currently **720** URLs in the Udderly Smooth universe.

## Site Counts and Influence

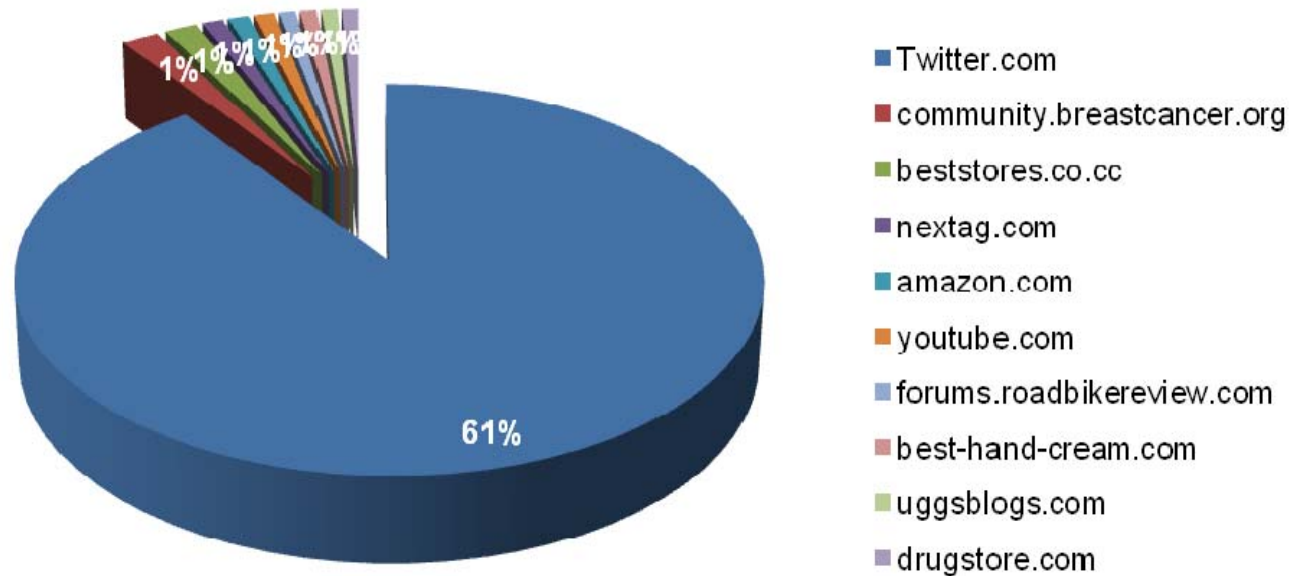
- The greatest percentage of online chatter being created for LubriDerm is via Twitter with approximately 23% of the URLs.
- Other sites of greater influence are Afullcup.com (4%) and Youtube.com (2%).



# Udderly Smooth

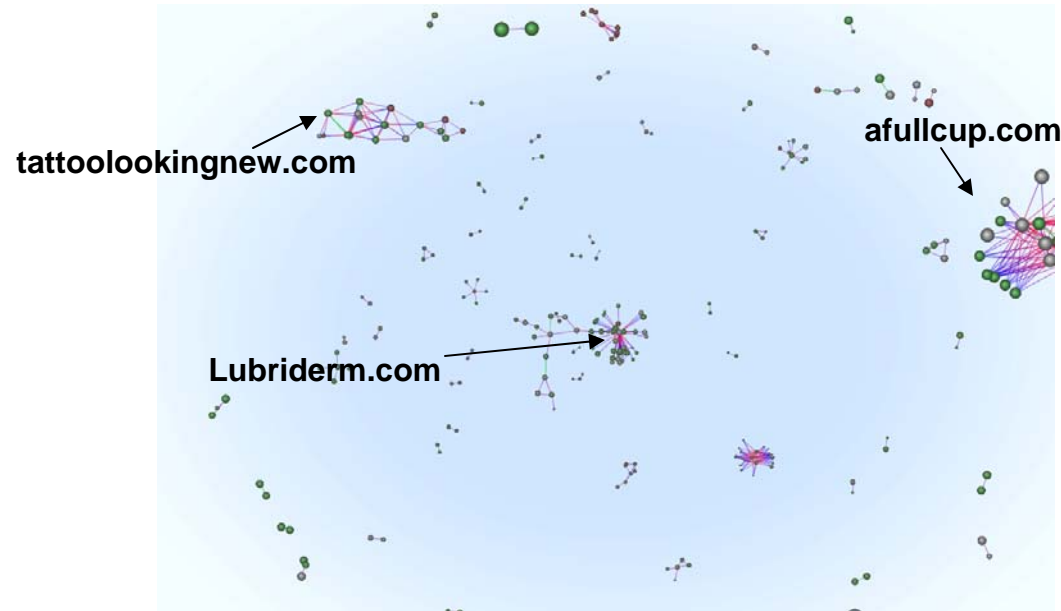
## Site Counts and Influence

- The majority of “chatter” for Udderly Smooth is stemming from Twitter.com with approximately 61% coming from this URL.
- The remaining websites are a mere 1%, however, some interesting ones to note would be chatter stemming from Community.Breastcancer.org as well as Forums.Roadbikereview.com.



## Site Count and Influence

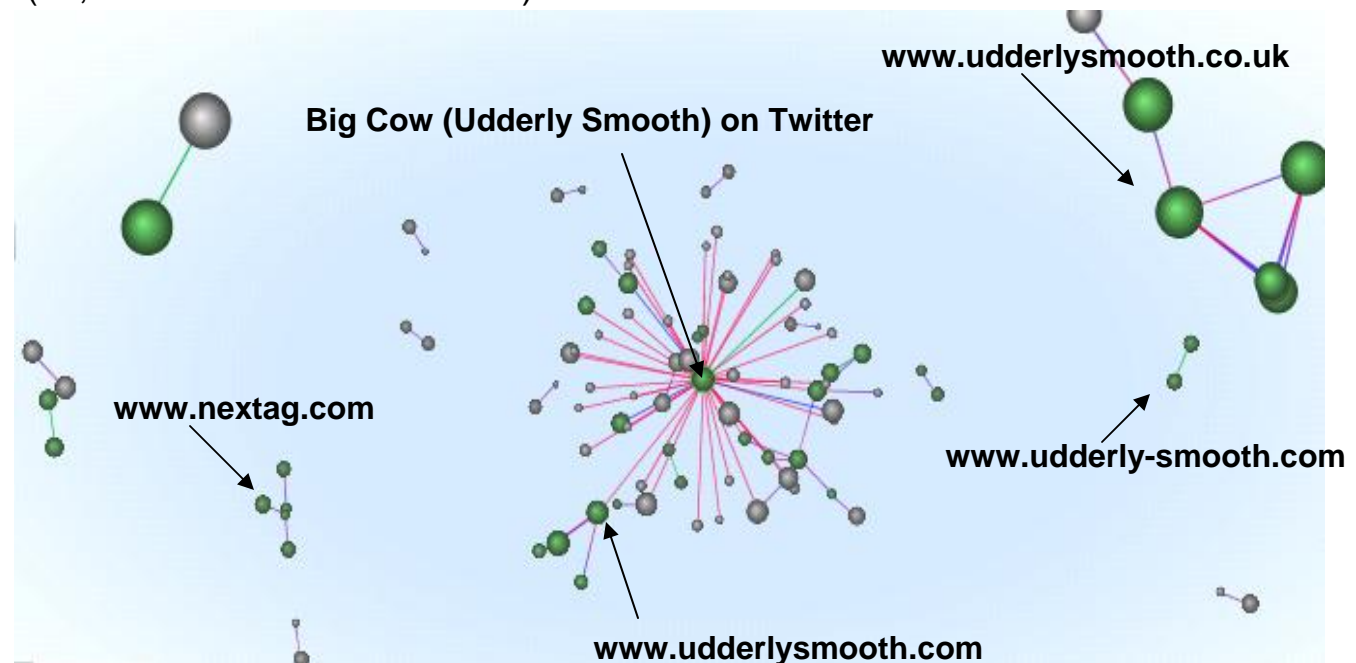
- The majority of online chatter about Lubriderm is being generated on Twitter.com with more than 437 URLs, followed by Afullcup.com with 67 URLs, Youtube.com 41 URLs, Hotcouponworld.com 26 URLs, Baday.net 23 URLs and Tattoolookingnew.com 21 URLs.
- The most influential site for Lubriderm, is their own, Lubriderm.com, with in-bound and out-bound connections which include blogs, shopping and news sites, the majority of these sites are promoting Lubriderm coupons.



The above image illustrates there are no direct connections between the two most influential sites; Lubriderm.com and Afullcup.com

## Site Count and Influence

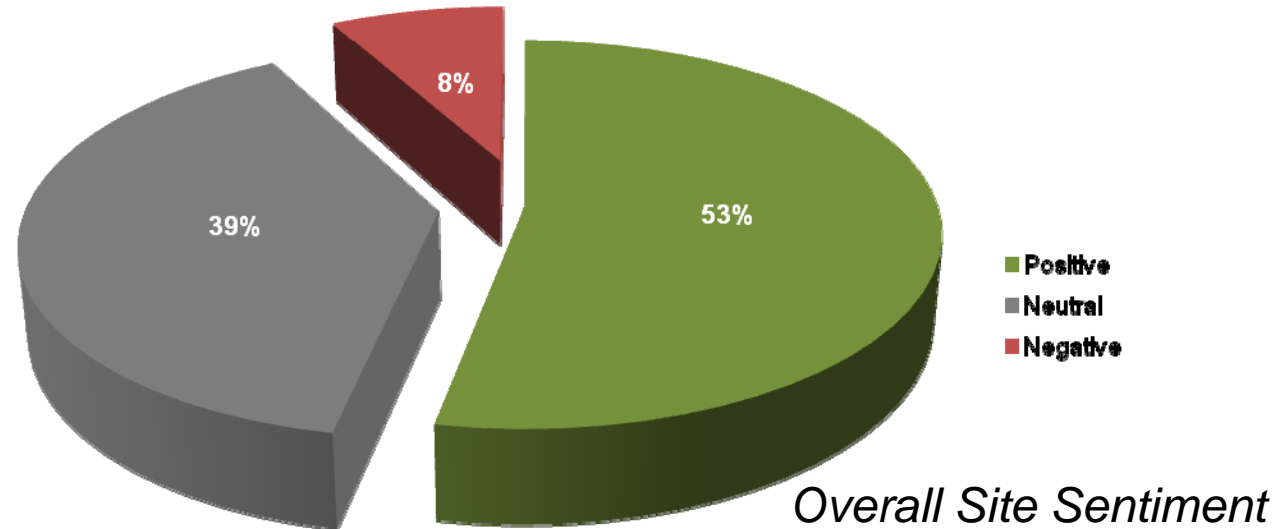
- We can note in this snapshot of the Insight Explorer, the most influential site for Udderly Smooth is Big Cow (Udderly Smooth) on Twitter.com with 46 URLs including in-bound and out-bound connections with 2 shopping sites, 2 blogs and more than 40 other Twitter sites, the majority of these sites are promoting Udderly Smooth giveaways and contests. UdderlySmooth.com is the 3<sup>rd</sup> most influential site with just 3 URLs, but is well connected to Big Cow (Udderly Smooth) on Twitter.com through GetUddlerySmooth.com.
- Other items to note within the Udderly Smooth universe (with no current connections) are Udderly Smooth's UK (www.udderlysmooth.co.uk) site with 5 URLs (2<sup>nd</sup> most influential) as well as shopping site, Nextag.com with 4 URLs (7<sup>th</sup>, 8<sup>th</sup> and 9<sup>th</sup> most influential).



The 52<sup>nd</sup> most influential site for Udderly Smooth is Udderly-Smooth.com /chamoiscream.htm with 3 URLs, this may be an unused site or just geared towards cyclist but it is not currently connected to Big Cow or UdderlySmooth.com.

## Site Sentiment Breakdown

- Below is a comment from a site with a Negative Sentiment.  
**Headline, Houma Courier:** BP consultant downplays risk of dispersants –  
**Quote:** "You can't put it on your body like Lubriderm lotion or eat it like ice cream."

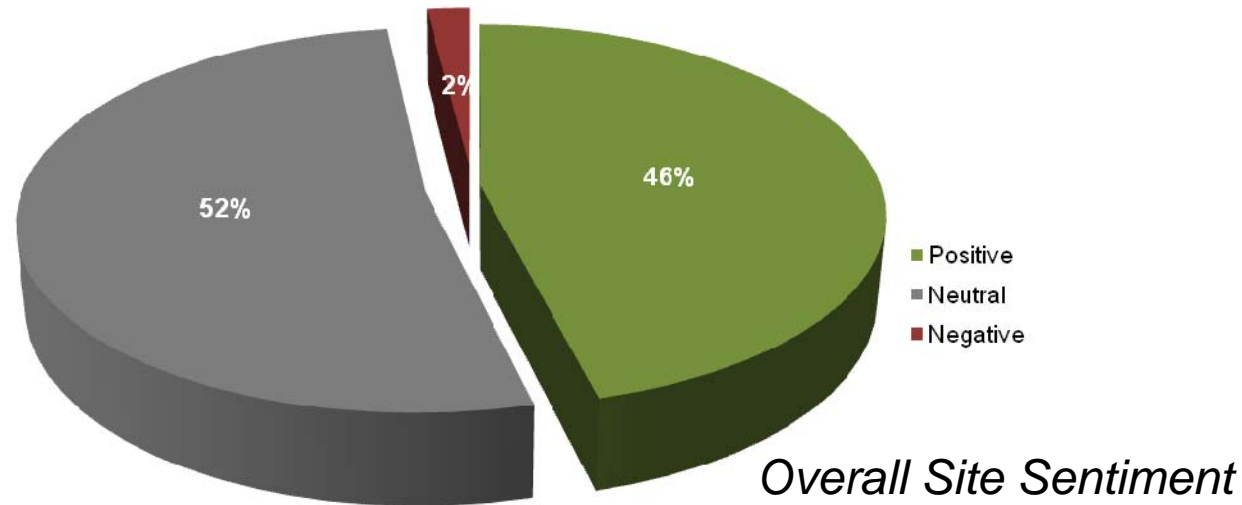


Lubriderm	Total	Positive	Neutral	Negative
Blogs	57%	39%	15%	3%
Social	34%	9%	22%	3%
Shopping	4%	2%	1%	1%
Video	2%	1%	n/a	1%
General	2%	1%	Less than 1%	Less than 1%
News	1%	Less than 1%	n/a	Less than 1%

# Udderly Smooth

## Site Sentiment Breakdown

- Below is a comment from a site with a Negative Sentiment.  
**Blog, [www.tritalk.co.uk/forums](http://www.tritalk.co.uk/forums):** Cycling forum.  
**Quote: "Learn about Assos cream, Udderly Smooth and Sudocreme."**  
 The site this comment was posted on was tagged as negative overall, but not necessarily because the sentiment of the actual comment.



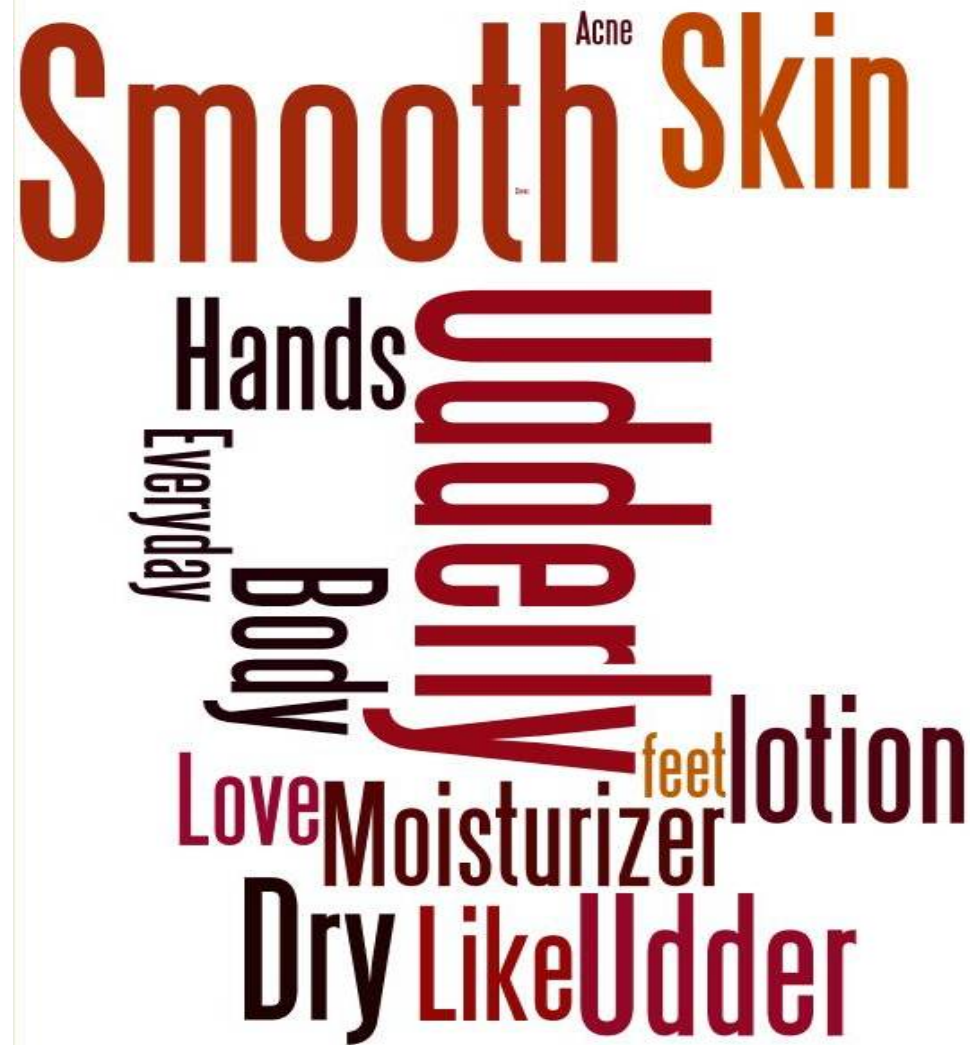
Udderly Smooth	Total	Positive	Neutral	Negative
Social	65%	19%	46%	Less than 1%
Blogs	18%	1%	16%	1%
Shopping	14%	10%	3%	1%
Video	1%	Less than 1%	n/a	Less than 1%
General	1%	Less than 1%	Less than 1%	Less than 1%
News	1%	Less than 1%	Less than 1%	n/a



# Udderly Smooth

## What words are people using?

- The image below shows us that when people blog about Udderly Smooth, the words they use most often are udderly, smooth, skin, dry, udder, lotion and body.
- Other notable mentions include:
  - Like
  - Hands
  - Love
  - Moisturizer
  - Everyday
  - Feet



# Lubriderm

For body, I like Lubriderm during the day. It's basic (my Grandma uses it) but it's the only lotion that sinks in right away for me. They have SPF 15 and 30 versions., I think. For face, I have yet to find the perfect one.

Try Lubriderm Advanced Therapy Triple Smoothing Body Lotion. Apply a second layer to extra-dry areas like feet, elbows, and hands. In the morning, use an exfoliating body wash to send those loosened cells down the shower drain.

*Q: What is the best shaving cream and moisturizer for a man's face?*

*A: Problem solved. Thoroughly massaged olive oil into skin and then apply a thick body lotion (Lubriderm is good) on top of the oil - then shave.*

I use lubriderm lotion all over including on my face.

*I usually prefer unscented lotions such as Lubriderm, the scent is so light and fresh. I love it.*

Q: Anyone have any non-prescription remedies that work well for eczema?  
A: Some people take oatmeal baths to relieve the itching. Use lotion everyday. I recommend Lubriderm.

**For gentle moisturizing, I recommend Lubriderm.**

**There are other cream-type products ... Eucerin is one. Another product is 'Udderly Smooth', which is a thick cream (for feet, actually) that absorbs quickly into the skin.**

**Q: Can you recommend a chamois lube that is non staining, with healing properties and will hold up to a 50 mile ride?**

**A: I use Udderly Smooth, seems to do the job but can't comment on whether it stains or not, it doesn't in my experience anyway.**

*Udderly Smooth. You can find it at super centers like Wal-Mart. I put this cream on my face before i do my makeup and every night before bed i put it on my hands and face. I swear by this stuff its great!*

# Udderly Smooth

Udderly Smooth Udder Cream (no mineral oil). Works great for feet, legs, etc.

**Q: What lotions can I use for extremely dry skin ?**

**A: I use udderly smooth. I think you can find it at rite-aid. its not greasy or oily or anything just really conditioning.**

**Pretty bad Chapped Lips?**

**I'm on the swim team right now too! I normally use a thick layer of Vaseline at night and Burt's Bees lip balm daily. I just bought "Udderly Smooth" udder cream at Hy-vee (it's also at Target and Wal-mart) and it works extremely well in minutes (no kidding)!**

**Udderly Smooth. It's an amazing lotion and gives some relief from the stretching and dried out feeling.**

OMG, my skin is SOOOO soft, after using this new Lubriderm lotion. thanks

All the women of color I know swear by Lubriderm

Get this stuff called Lubriderm ha-ha sounds weird but make sure its unscented it keeps the color in your tattoo



Lubriderm



I thank Mathew Morrison for my new hair product, Lubriderm. Not only does my hair look great, but my hands are softer after application!

*Went to Wal-Mart and almost walked out without buying the Lubriderm!*

Lubriderm Lotion makes my hands feel soo soft

I need Lubriderm!!  
Who has some?  
My tattoo is currently nakie

"Udderly smooth"  
cow crème for  
humans is good

**For deep  
moisture we  
use Udderly  
Smooth**

I use Udderly Smooth. It's  
sold in drug stores but was  
developed for lactating  
cows. lol. it works great and  
is non-greasy.

*I buy  
UDDERLY  
SMOOTH from  
Dollar Tree.*



# Udderly Smooth



**It's called  
Udderly Smooth.  
It's nice but  
actually I don't  
think I'll be using  
in public.**

*Terry Bradshaw  
doing face  
modeling for  
Udder Cream in  
Europe. I like it!*

**I have heard  
Udderly Smooth  
Udder Cream is  
supposed to be  
good to put on  
dogs pads.**

I use Udderly Smooth and  
that works pretty well and  
is very cheap. It does  
contains Parabens if that  
concerns you.

As for creams,  
they suggested  
Aloe gel,  
Aquaphor, and  
Udderly Smooth

*This is my favorite hand cream...Hands Down!*

This is truly an excellent and affordable product!

I really like the quality of the lotion, but I have to say that I couldn't handle the smell!

This lotion is amazing. I put it practically all over my body after every shower.

Although this product didn't smell the greatest, I found the results totally worth it!



"I thank God for finding this product. Lotion is really not for bodies...a fragrance-free cream would be better.

"I love that it is fragrance-free. It's especially great to use after shaving. There's no burning like with other lotions.

I received this product to rate and I have to say that this lotion worked a lot better than expected.

If you are fair skinned and need to be careful in protecting yourself from sun damage to your skin, as my wife, Lubriderm with SPF can become part of your daily routine. Recommended by her dermatologist

This is a very thick cream but absorb really fast! and I can do anything after applying this because it's not oily or sticky. highly recommend it!

Using this product has changed my hands from cracks to no cracks. There is no better product.

*Udderly Smooth lotion is absolutely what I hoped it would be.*

**Udderly Smooth Udder Cream-**  
This was cheap, so I decided to buy it and try it to see if I wanted to add it to my skincare arsenal. I wish I hadn't. I don't even know where to start. First, the smell. It's awful, and if you're sensitive to perfumes, you might have a problem. It was quite thin too and had a tendency to ooze out of the tube, so I had to keep the tube on its end so that it wouldn't ooze again all over the carpet. It felt awful and greasy on my skin, and I really didn't notice any moisturization.

**This is the best cream I have ever used.**

Recommended to me by a nurse who grew up on a dairy farm. She treats hard to heal wounds on my feet and ankles that result from a condition called, "venous insufficiency" (poor circulation). This "Moo Cream" does a great job in keeping the intact skin surrounding the wounds soft and supple as opposed to dry and cracking open.

**This moisturizer works well for dry skin in the winter.**

While you never get rid of Psoriasis, this cream came as quite a relief . It made my elbows less red and scaly and gave me some relief from the constant itching.

*My husband has extremely dry hands and Udderly Smooth cream is the only one that gives him relief. The fact that it's greaseless and doesn't stain clothing is fabulous!!*



## Additional Findings

### **Tattoo Care Mentions:**

**Matching Results for “Tattoo” within Lubriderm results:** 18 (1%) out of 1867 URLs mention the word “tattoo” in association with Lubriderm—in addition, the word “tattoo” was mentioned 116 times (6%).

### **Customer Reviews:**

Common words in searching through customer reviews were “non-greasy,” “doesn’t sting” and that the product contains “SPF.” There were also some mentions that respondents either “liked the light scent” or “did not like the scent.”

### **Intimacy /Sexual Mentions:**

Jokingly or not Lubriderm has permeated popular culture (sometimes crudely) with young couples and single people on issues of intimacy, entertainment and sex. In addition, some of Lubriderm’s negative sentiments are stemming from explicit lyrics in one singer’s (Eminem) explicit lyrics.

### **Hair Care Mentions:**

**Access Hollywood** reported during their Emmy show that Matthew Morrison uses Lubriderm in his trademark curly locks.

**Chicago Sun Times** reported "Glee's" Matthew Morrison on the pre-show sharing that his miracle hair product is Lubriderm.

## Additional Findings

### **Cycling Mentions:**

13 (2%) out of 720 URLs are Non-product selling Blogs and Social Networking sites that mention treating dry skin (saddle soreness) with Udderly Smooth Chamois Cream. A few of these sites mention Udderly Smooth as a sponsor and/or they are using Udderly Smooth products in raffles as giveaways for fund raising and prizes at cycling events.

### **Giveaways Mentioned:**

324 (45%) out of 720 URLs in the Udderly Smooth universe mention giveaways, Udderly Smooth appearances and twitter party events. The majority of these mentions are being generated through Big Cow (Udderly Smooth) on Twitter. Big Cow is the most influential site for Udderly Smooth, with 42 in-bound and 4 out-bound links.

### **Twitter Breakdown; 441 (61%) out of 720 URLs.**

#### **Most Influential Twitter Sites:**

Big Cow/RT@Udderly Smooth: 61 (8%) out of 720 URLs

FrugalFamilyFun: 33 (5%) out of 720 URLs

Jerseygirl137: 28 (4%) out of 720 URLs

Army Wife Life And Reviews: 22 (3%) out of 720 URLs

## Cancer Patients & Udderly Smooth

### **Cancer & Chemo Therapy Mentions:**

*Udderly Smooth is mentioned often as a cream preferred by cancer patients.*

16 (2%) out of 720 URLs are Blogs and Social Networking sites that mention treating dry skin caused from under going Chemo Therapy with Udderly Smooth products. Most of these blogs are from women being treated for breast cancer, but other cancers and men are mentioned as well. Some patients mention an RN telling about Udderly Smooth or the treatment center giving the Udderly Smooth, while others obtained a recommendation from other cancer patients. Below are a few comments, positive and negative about Udderly Smooth's use among this group.

### **Cancer Patient Comments:**

"The skin on my hands and feet feels burnt and raw, and if I don't constantly lotion with the "Udderly Smooth" lotion they gave me (formulated for cow's utters), my skin actually starts to peel off".

"I agree with you about the Udderly Smooth, it is fantastic stuff, one of my personal favs. However, it does have a mild scent, and the centre where I was treated is a scent free facility, so I couldn't use it. Also, it contains lanolin, another product that I was told to stay away from".

"His hands are really really dry. Actually he is using this cream that was recommended to us by his cancer RN called 'Udderly smooth'".

*Awareness and usage of Udderly Smooth among this group may be increased by seeking out cancer patient blogs and/or medical advice blogs, exchanging links, offering coupons and discussing relieve for skin problems associated with chemo treatments.*

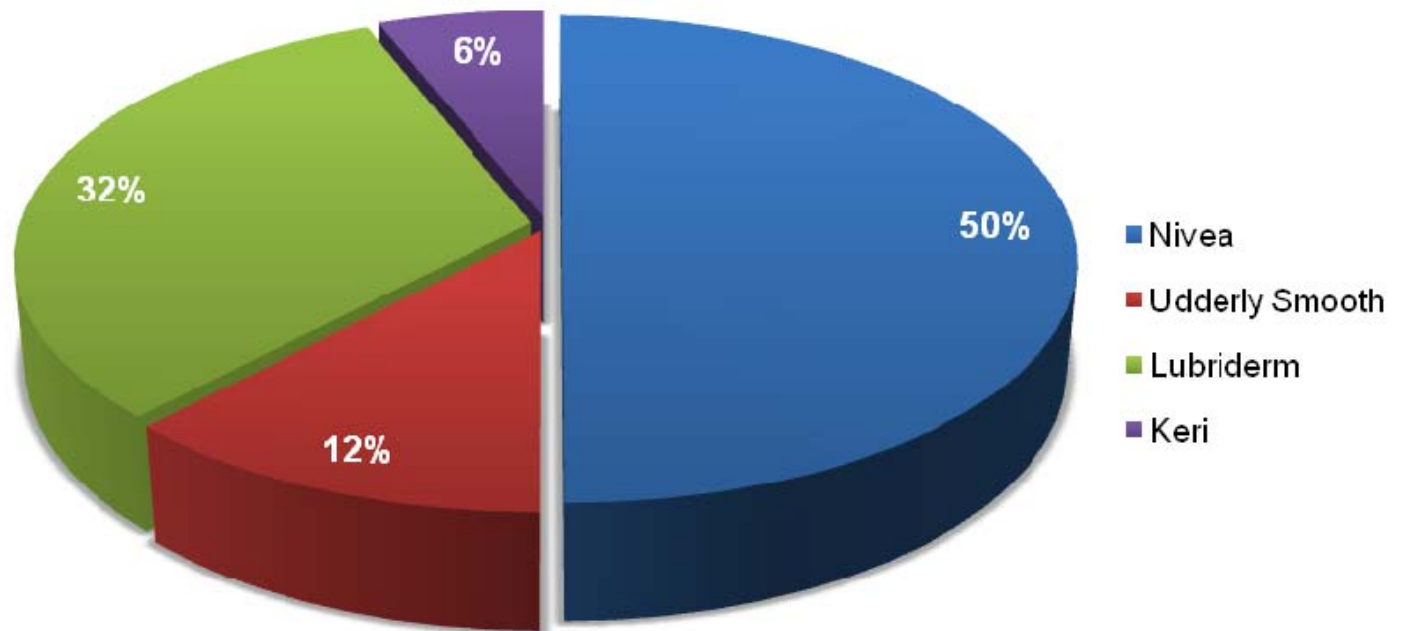
# Brand Comparison

## Skin Care Products



# Internet Activity by Brand

- Among the four skin brands profiled in this report, Nivea and Lubriderm have the highest URL count, followed by Lubriderm and Keri.
  - **2882** (50%) URLs in **Nivea** universe.
  - **1867** (32%) URLs in **Lubriderm** universe.
  - **720** (12%) URLs in **Udderly Smooth** universe.
  - **363** (6%) URLs in **Keri** universe.

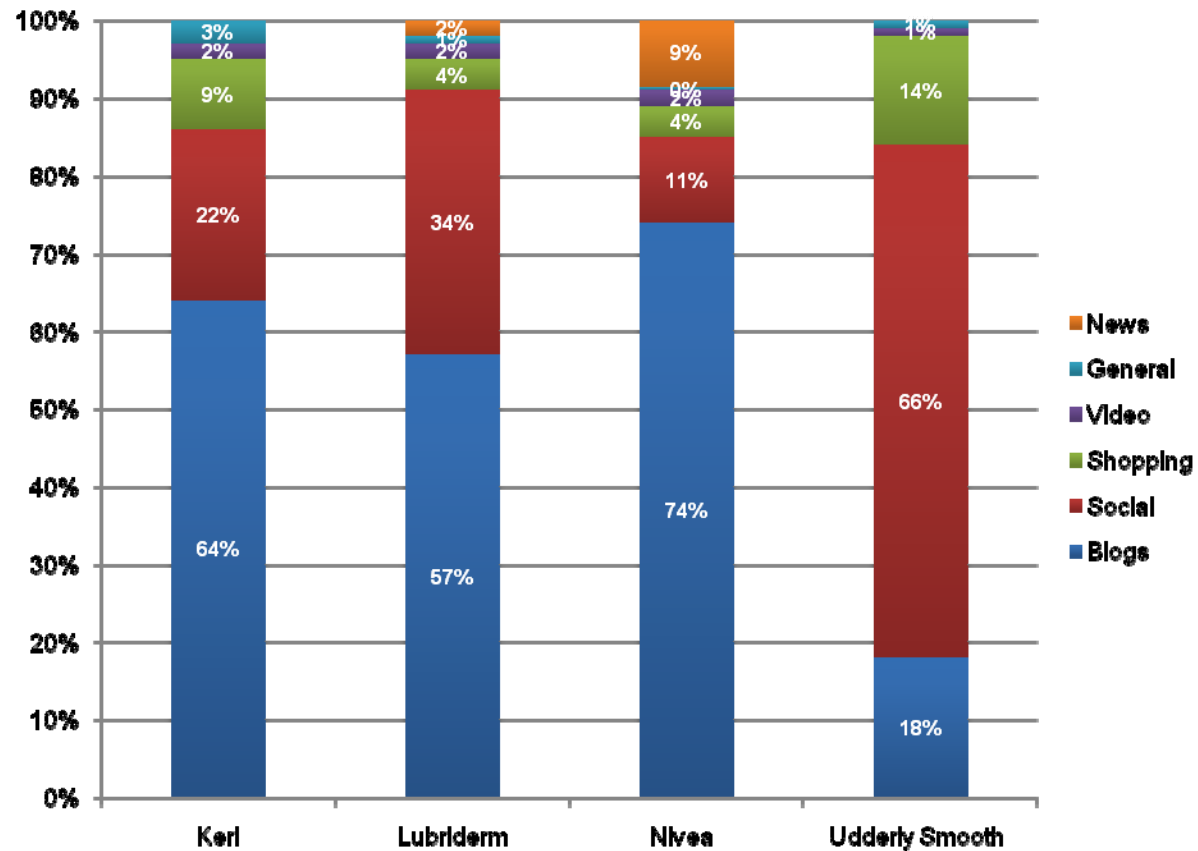


# Site Type by Brand



Udderly Smooth

- The largest percentage of chatter for Keri (64%), Lubriderm (57%) and Nivea (74%) is found on blogging sites.
- The majority of activity for Udderly Smooth (66%) is being generated via Twitter.
- In the shopping category, the numbers are close for Keri (9%), Lubriderm (4%) and Nivea (4%), while Nivea's shopping site chatter is higher at 14%.



# Site Sentiment by Brand

Keri.

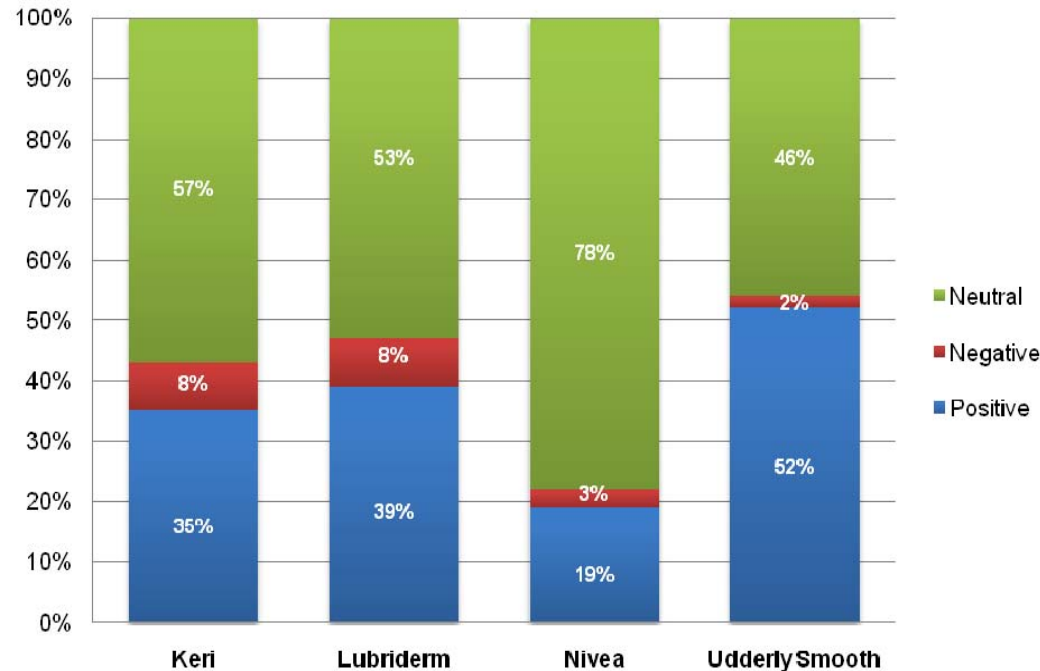
Lubriderm

NIVEA

Udderly Smooth

PERSUADABLE<sup>®</sup>  
RESEARCH  
CORPORATION

- Keri and Lubriderm had the greatest number of negative sentiments by brand.
- Keri's negative sentiments are stemming from a blog as to whether products are really "Hypoallergenic"—references a book that was recently released "No More Dirty Looks; The Truth About Your Beauty Products & The Ultimate Guide to Safe and Clean Cosmetics"—the book indicates that products marked "Hypoallergenic" and "Dermatologist Tested" is meaningless and unregulated. References numerous large brands including Keri.
- Lubriderm's negative sentiments are stemming from singer Eminem's explicit lyrics involving Lubriderm.
- Udderly Smooth's negative sentiment percentages stem largely from a few poor reviews on shopping sites and mentions of Udderly Smooth products on sites with other negative content.



# Detailed Findings by Brand



For Keri the most influential sites are both Shopping (shop.com) and Blogging sites—"But the best thing I have used so far is the Keri original lotion. I have very dry skin, and I tan, so if it makes my skin glow and look healthy, I think you'll love it too!".



The most influential posting for Lubriderm was via News related to the BP consultants downplaying of the risk of dispersants in the Gulf of Mexico as well as coupon sites.

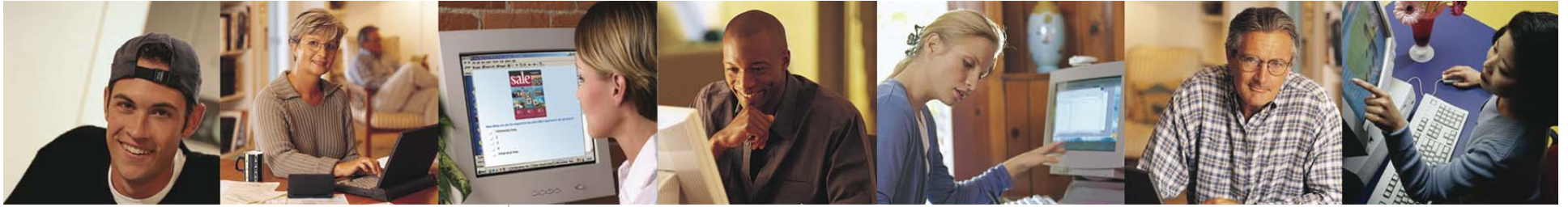


Top words used by people when talking via the Internet about Nivea are: *cellulite, cream, body, and lotion*. There has been recent news "buzz" regarding Nivea's new Goodbye Cellulite Cream.



Udderly Smooth had 22 URLs mentioning Diabetic care, most of these sites are selling Udderly Smooth products. Only 1 Social Networking site mentioned diabetic care and Udderly Smooth together, yet we know from the Udderly Smooth website these diabetic patients are served well by Udderly Smooth products.

*Perhaps there is an opportunity to increase awareness among this group by advertising, link exchange, coupons and discussion with Twitter groups, blogs and forums specifically geared towards diabetic health. The ADA may be a good place to start looking for these types of forums.*



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Charles Miller

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Fax: 913.385.1701  
E-mail: [cmiller@persuadables.com](mailto:cmiller@persuadables.com)

