



Media Pitching Tactics that Work

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About SAP

The world's leading provider of enterprise application software



263,000

customers

68,800

SAP employees worldwide

190

countries

€16.9 Billion

revenue

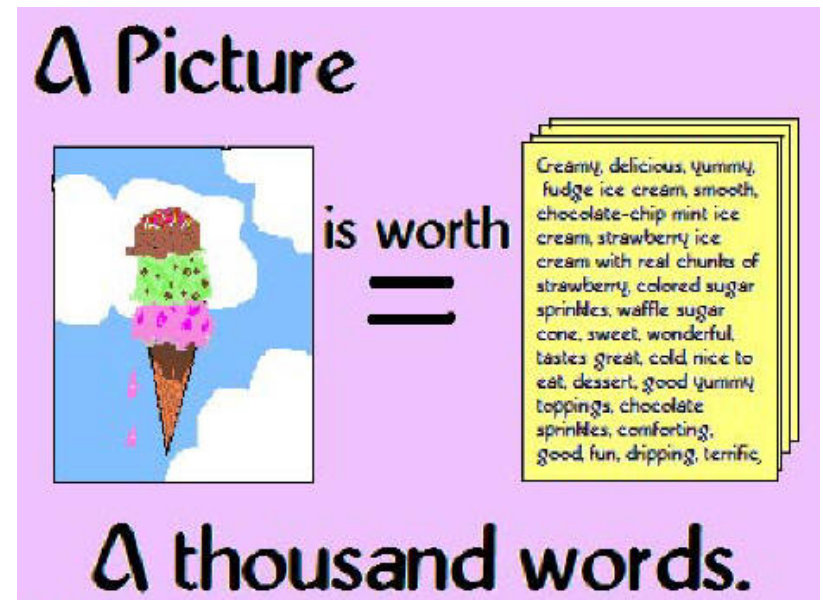
74%

world's transactions

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Thinking Beyond Text in Your Media Pitches

- **Differentiate Your Pitch**
- **Good, Simple, Concise**
- **Make Your Story Memorable**
- **Think Like a Journalist**
- **Make Their Job Easier, Not Harder**
- **Think Visual; Think Global**
- **Incorporate Infographics, Videos**



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Thinking Beyond Text in Your Media Pitches

Case Study #1 – World Cup

Brazil, Argentina, England – which are the most talked about World Cup football teams on social media? SAP used its Social Media Analysis tool to understand what people are talking about online.

The key results are highlighted below and in the attached infographic:

- US (3,645,922 mentions), UK (2,536,146 mentions) and Canada (467,968 mentions) are the chattiest countries
- Wayne Rooney and Cristiano Ronaldo have been the most talked about players. Two of the best in the world are no longer playing after 2 weeks
- Brazil (2,684,981 mentions), England (1,292,119 mentions) and Spain (943,482 mentions) have been the most discussed teams
- Sponsors and partners are battling for visibility, with Adidas (67,176 mentions), Sony (40,594 mentions) and Coca-Cola (36,406 mentions)
- Jennifer Lopez's song is far more popular online with 119,366 mentions, than Shakira's, which generated only 47,445 mentions in conversations

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Case Study #1 – World Cup



SOCIAL MEDIA TRENDS

SAP analyzed social networks to take the pulse of the World Cup 2014. At SAP, we wanted to find out what people are talking about on social media during one of the most exciting sports events worldwide. Feel free to reproduce the content of the infographic below, but please cite SAP. The findings are not meant to be used as an official indication of the game results.



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Sample Media Coverage – World Cup

sporttechie

[INFOGRAPHIC] The Chattiest Countries on Social Media During the World Cup (featuring infographic from SAP)

Forbes

“German software company SAP went through and analyzed data to reveal some of the defining moments on social media for the World Cup.

asia**one**
sports

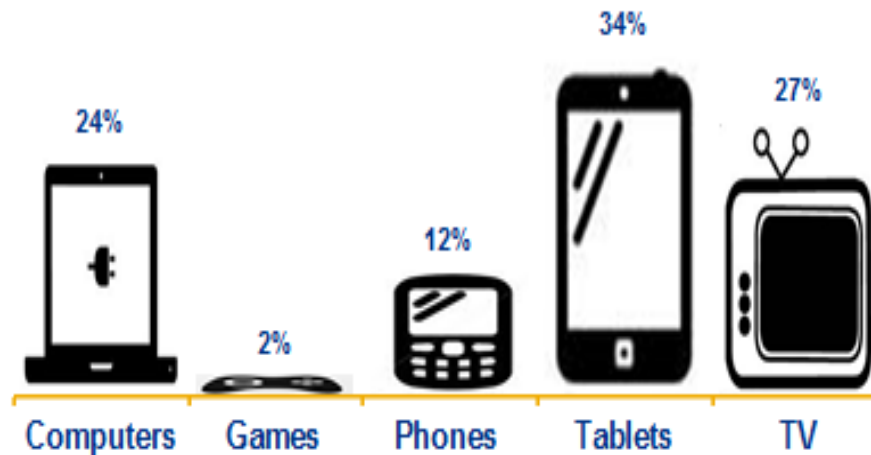
“The analysis conducted by SAP Social Media Analytics showed that social media users in the US, UK, Canada, India and Nigeria discussed the World Cup most frequently.”

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Thinking Beyond Text in Your Media Pitches

Case Study #2 – Holiday Shopping

Tablets are the hot item for 2013 holiday shopping



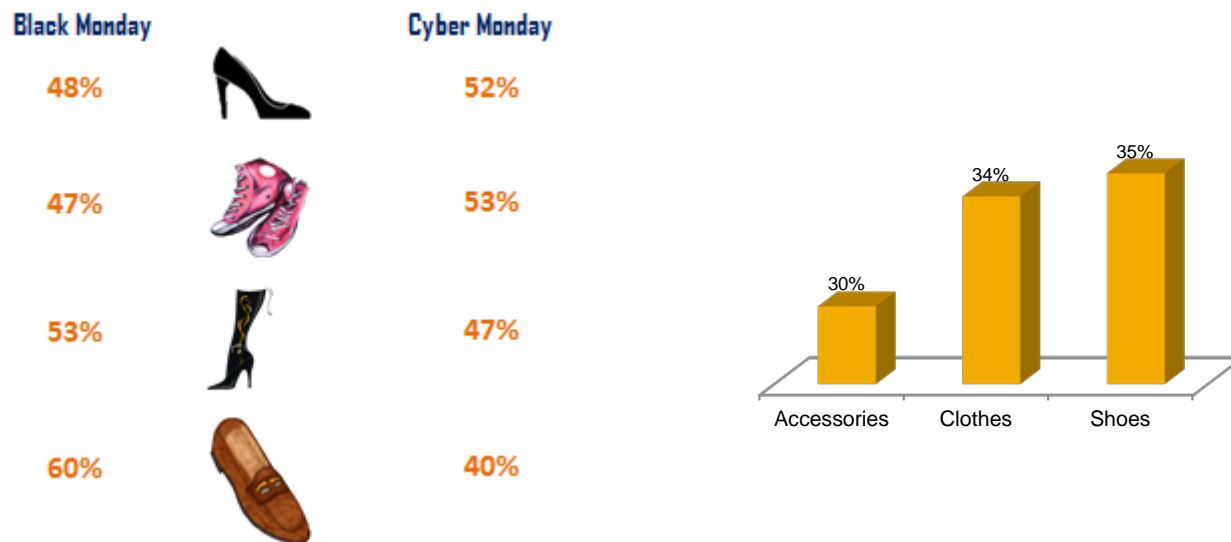
- **Tablets are getting more attention than computers and TVs**
- **Cyber Monday is getting most of the mentions for electronics**
- **Consumers will need to shop on Black Friday for tablet deals, as retailers continue to offer door-buster deals**

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Thinking Beyond Text in Your Media Pitches

Case Study #2 – Holiday Shopping

Watch out for pumps and sneakers deals on Cyber Monday



- 70% of apparel mentions are for clothes and shoes; with shoes leading
- Most mentions go to electronic stores, followed by apparel
- For Black Friday the buzz is around boots and loafers for men, while pumps and sneakers get the buzz for Cyber Monday

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Thinking Beyond Text in Your Media Pitches

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Tie Your Pitch into Breaking News

News Surfing – What is it All About?

Small, nimble, global, cross-functional PR task-force with specific goal to:

- Harness topical events to secure positive media coverage
- Place stories in unexpected places
- Leverage opportunities where SAP has a legitimate perspective
- Become more relevant to wider set of media targets – “Humanize the SAP Brand”
- Stay true to our core – data-driven technology company
- Collaborate with other internal groups – Marketing, etc.
- Start small with group of passionate news-junkies

Initial Goal: develop and place 1-2 successful stories per quarter, then grow

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News Surfing – Select Pitches

- Workplace – Marissa Mayer/Yahoo Working from Home Debate Pitch, BYOD
- Elections – US, Venezuela, Malaysia, Germany
- Sports – Super Bowl, World Cup, Wimbledon
- Technology – New product launches
- Government – Shutdown
- Valentine’s Day – UK: Customer Loyalty Survey ‘Looking for Brand Love’
- Grammy’s, Wedding Season, New Grads/Workforce of the Future
- There are topics to avoid!

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First Pitch Example – Presidential Debates 2012

Track Social Media Activity During Presidential Debates

Three debates into the campaign, you must be looking for a new, unique way to dissect and measure the candidates' performances. We have the story for you.

Social media has revolutionized the way people consume and share information, opinions and emotion, and the world of politics is no exception.

This year's Presidential election has been, unsurprisingly, one of the most impactful events of 2012. To look at the whole picture, SAP's social media analytics can provide accurate, real-time slicing and dicing of sentiment – in other words, where the passion is. And because the analytics capture the universe of social media – not just Twitter, or just Facebook – the result is a more thorough, accurate overview of public response.

Below and attached please find an analysis and visually-compelling depiction of how the social media population has responded to last night's debate. The analytics included in SAP's report will add tremendous value to any of your coverage, both by capturing the entire social story and by providing detailed commentary about the social media response to the debates in six key battleground states.

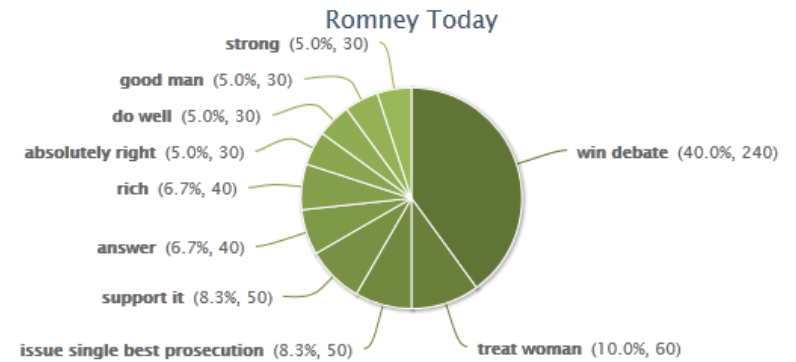
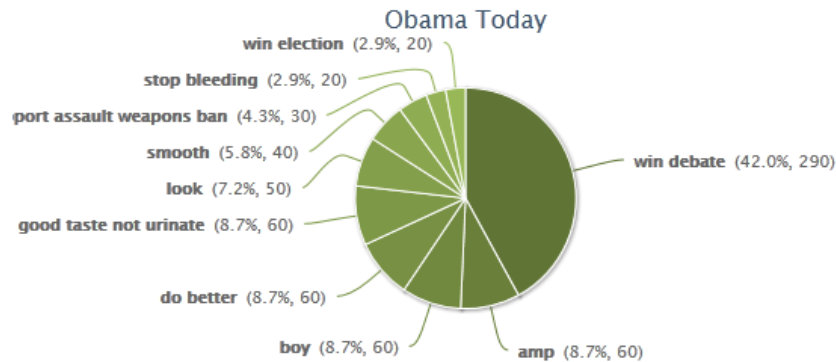
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First Pitch Example – Presidential Debates

Track Social Media Activity During Presidential Debates – in Swing State: OHIO

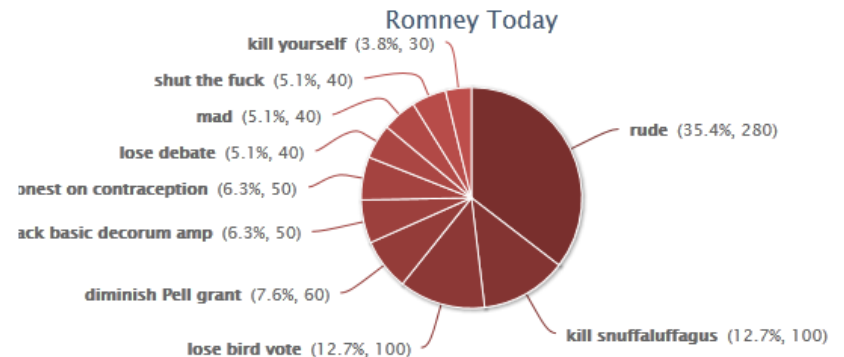
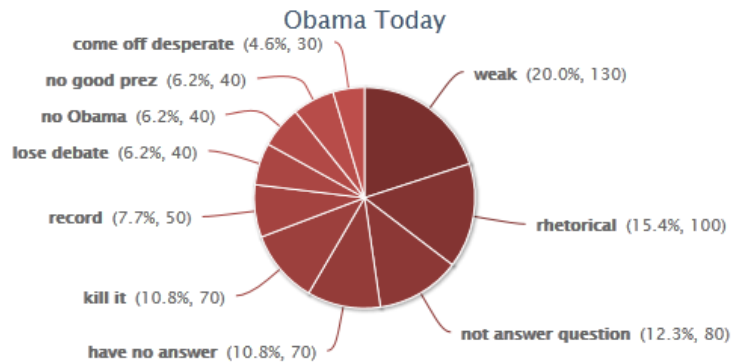
POSITIVE (LIKES) KEYWORDS ASSOCIATED WITH BRAND 2 topics, Ohio, 10/16/2012 - 10/17/2012

Likes | [Top 10](#)



NEGATIVE (DISLIKES) KEYWORDS ASSOCIATED WITH BRAND 2 topics, Ohio, 10/16/2012 - 10/17/2012

Dislikes | [Top 10](#)



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Sample Results

philly.com

“SAP measured "traffic and sentiments across Facebook, Twitter, ...”

**BUSINESS
INSIDER**

“Researchers at SAP, a software company, tallied the tweets and analyzed their sentiment and discovered some surprises”

ZEIT  ONLINE

SOCIAL MEDIA: Die Stimmung des Netzes erfassen ... „Der Softwarekonzern SAP hat sie zur Verfügung gestellt...“

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Key Takeaways

- **The World has Changed**
- **Think Like a Journalist**
- **We are Storytellers**
- **We can Reuse our Content**
- **Cutting through the Clutter**
- **Be Creative**
- **Making a Reporter's Job Easier**

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