



ENTERTAINMENT®

CREATING
LIFELONG MEMORIES
ONE ACT AT A TIME

“The Elephant [Not] in the Room”

**Announcing the Biggest Change Ever to
*The Greatest Show On Earth***

Two Forms of Measurement

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@savethecircus



The Challenge

Announcing the retirement of the Asian elephants from the *Ringling Bros. and Barnum & Bailey* traveling circus units.

Overall Goal

Dominate first day news cycle with company position and reasons for the decision







Impressions and Ad Equiv Measurements

Total Viewership & Ad Equiv

- Analysis Using Meltwater & TV Eyes
- Timeframe of March 5 – 20, 2015
- Scope of coverage analysis is global with a concentration in North America
- Not all radio was captured

Total Viewership & Ad Equiv

- Print & Online Viewership = 5,306,778,523
 - Ad Value (no multiplier) = \$49,087,701
- Broadcast Viewership = 786,207,982
 - Ad Value (no multiplier) = \$11,640,068



Social Media Measurements

Stats & Sentiment Analysis

Sentiment Report

Things to consider:

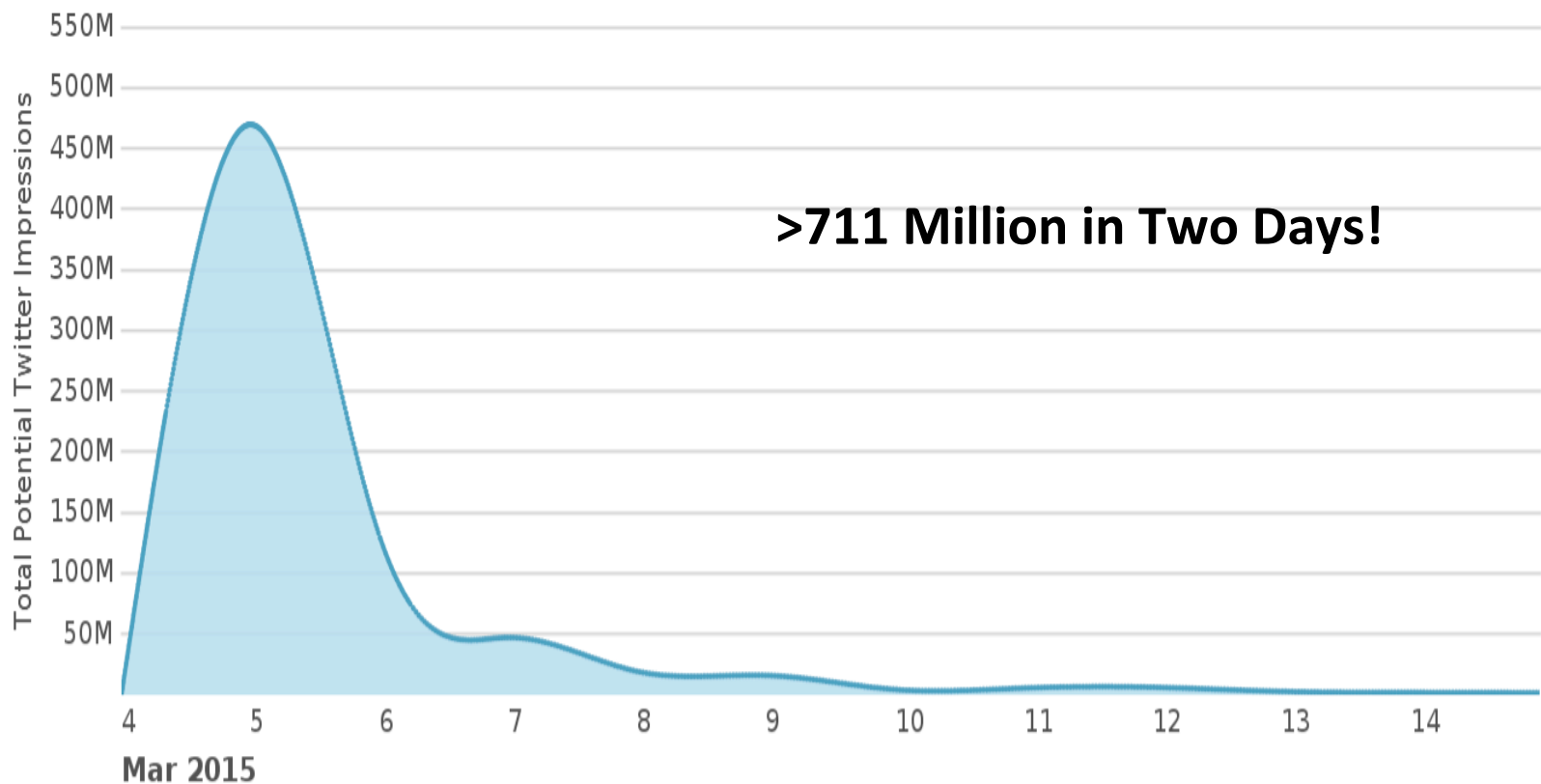
- Methodology
- Date & time
- Influencers, Potential Reach & “Prolific” accounts
- Location
- Sentiment Analysis
 - This is an overview for all topics within the sentiment. It will provide a top line view of the conversations online.
 - Topics are identified within positive & negative sentiments and can be examined on a granular level.

Sentiment Report: Methodology

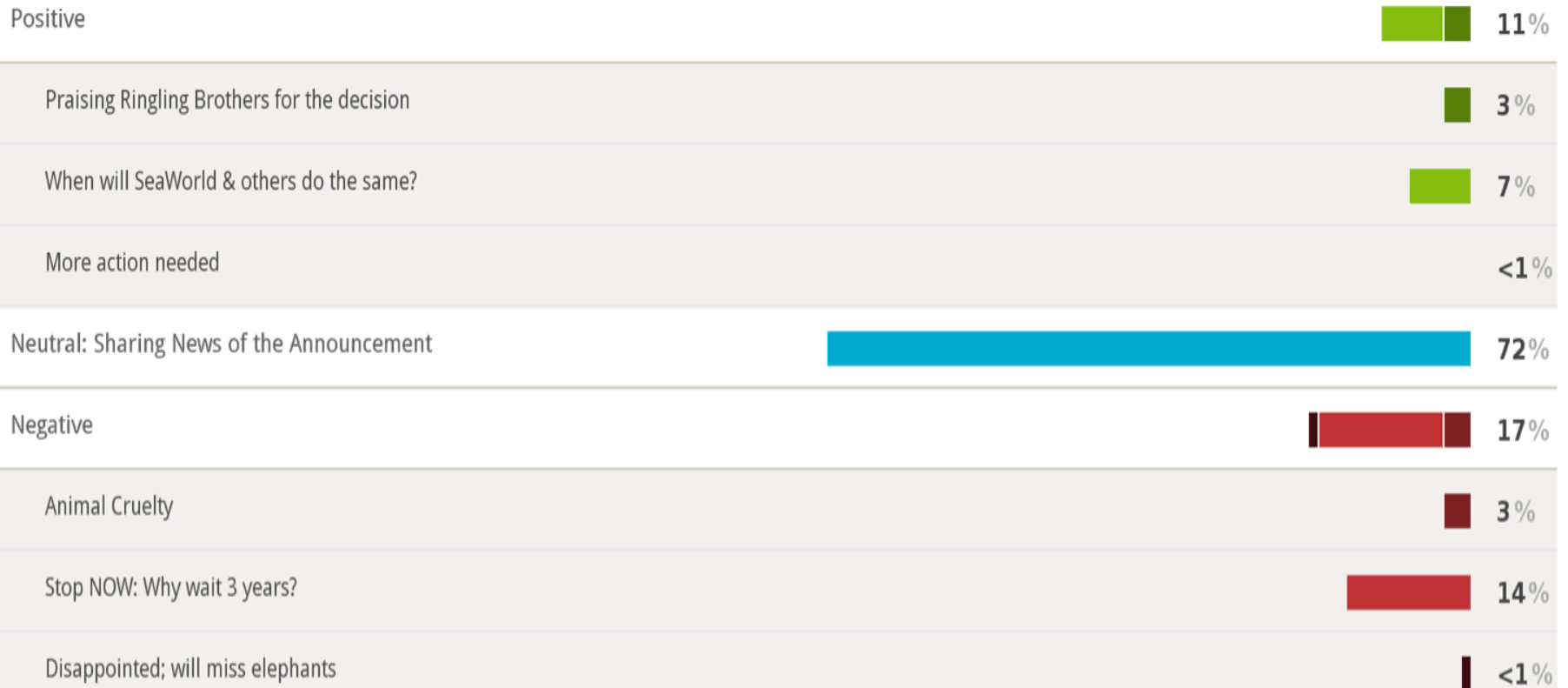
Methodology:

- Crimson-Hexagon used
 - Type: Opinion
 - Sources: Facebook, Twitter, Comments, Forums and News
 - Keywords: (Ringling OR Ringling Bros OR Ringling Brothers) and (-college OR museum) AND (elephants OR elephant)
- With these opinion search terms, clearly differentiated topics can be seen. These are outlined under the sentiment breakdown.

Sentiment Report: Potential Reach from Authors



Sentiment Report: Sentiment Analysis



Sentiment Report: Influential Accounts

The New York Times
nytimes
New York, NY

171,063 tweets
984 following
15,591,777 followers

99

Ringling Brothers to Eliminate Elephant Acts by 2018 <http://t.co/jhTWL81q20>
posted on 3/5/15 16:39 PM GMT

(Klout score and author metrics as of Mar 5, 2015)

The Washington Post
washingtonpost
Washington, DC

130,499 tweets
1,162 following
4,125,316 followers

99

RT @Elahelzadi The long battle to remove elephants from the Ringling Bros. circus <http://t.co/10cVM2xM9H>
<http://t.co/K9EE19ewDE>
posted on 3/6/15 3:47 AM GMT

(Klout score and author metrics as of Mar 6, 2015)

The Associated Press
AP

101,871 tweets
7,339 following
4,782,814 followers

99

BREAKING: APNewsBreak: Ringling Bros. Circus eliminating elephant acts by 2018 amid public concerns.
posted on 3/5/15 13:04 PM GMT

(Klout score and author metrics as of Mar 5, 2015)

CNN
CNN

57,880 tweets
1,068 following
16,112,428 followers

99

@RinglingBros will gradually reduce the use of elephants & all will be retired by 2018: <http://t.co/10qc0F1Lj>
<http://t.co/1Lr32dDYS>
posted on 3/5/15 20:03 PM GMT

(Klout score and author metrics as of Mar 5, 2015)

Los Angeles Times
latimes
Los Angeles, CA

97,620 tweets
10,770 following
1,296,010 followers

99

Editorial: Ringling Bros. made the right call on cutting circus elephants from its shows <http://t.co/tuvjGymDk>
posted on 3/7/15 9:05 AM GMT

(Klout score and author metrics as of Mar 7, 2015)

Huffington Post
HuffingtonPost

391,745 tweets
5,567 following
5,389,306 followers

99

Ringling Bros. circus to phase out elephant acts <http://t.co/UF8ry4du1y>
posted on 3/7/15 10:45 AM GMT

(Klout score and author metrics as of Mar 7, 2015)

Wall Street Journal
WSJ
New York, NY

111,363 tweets
1,004 following
5,946,302 followers

99

Ringling Bros' Circus to end use of elephants after public concern on how animals are treated
<http://t.co/bnY43Te5tc> <http://t.co/WzqOE1H1HP>
posted on 3/6/15 10:25 AM GMT

(Klout score and author metrics as of Mar 6, 2015)

The Independent
Independent
London, United Kingdom

151,021 tweets
1,760 following
1,073,110 followers

99

Famous circus company Ringling Bros. to stop using Asian elephants <http://t.co/qKDBE0k7>
<http://t.co/bAqACU8kq>
posted on 3/5/15 16:03 PM GMT

(Klout score and author metrics as of Mar 5, 2015)

Yahoo!
Yahoo
Sunnyvale, CA

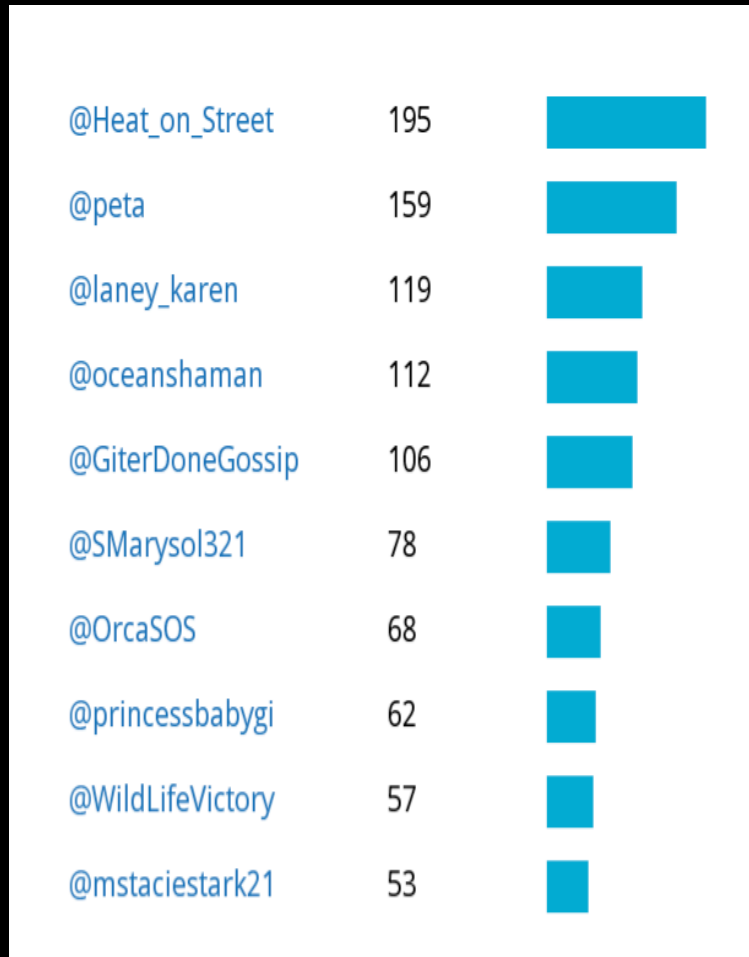
54,230 tweets
8,308 following
1,382,373 followers

98

What @RinglingBros circus will be like without elephants <http://t.co/32PSv82FNS> via @YahooNews
posted on 3/6/15 1:36 AM GMT

(Klout score and author metrics as of Mar 6, 2015)

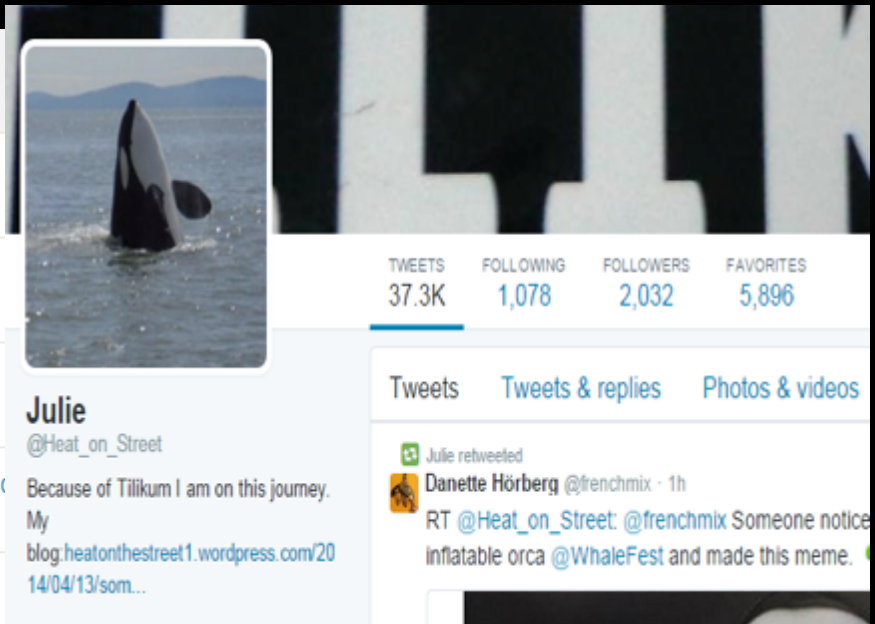
Sentiment Report: Prolific Twitter Authors



Sentiment Report:

Prolific Twitter Authors - @Heat_on_Street

- RT @AnimalAbusers Ringling to Phase Out Elephant Acts by 2018, but Should Do It NOW <http://t.co/FuNxrFXTaV>
- @Francesgracella Who ever thought that doing this to elephants was a good idea? Perverse and harrowina. @RinalinaBros <http://t.co/zh...>
- @AnimalLife Who ever thought that doing this to elephants was a good idea? Perverse and harrowina. @RinalinaBros <http://t.co/zh...>
- @sgeis22 Who ever thought that doing this to elephants was a good idea? Perverse and harrowina. @RinalinaBros <http://t.co/zh...>
- @amazinwildlife Who ever thought that doing this to elephants was a good idea? Perverse and harrowina. @RinalinaBros <http://t.co/zh...>
- @MJTKPsychology Who ever thought that doing this to elephants was a good idea? Perverse and harrowina. @RinalinaBros <http://t.co/zh...>
- @ujajura Who ever thought that doing this to elephants was a good idea? Perverse and harrowina. @RinalinaBros <http://t.co/n6...>
- Who ever thought that doing this to elephants was a good idea? Perverse and harrowing. @RinalinaBros @animalstavfree <http://t.co/zh...>



Julie
@Heat_on_Street

Because of Tilikum I am on this journey. My blog. heatonthestreet1.wordpress.com/2014/04/13/som...

TWEETS 37.3K FOLLOWING 1,078 FOLLOWERS 2,032 FAVORITES 5,896

Tweets Tweets & replies Photos & videos

Julie retweeted Danette Hörberg @frenchmix · 1h RT @Heat_on_Street: @frenchmix Someone noticed inflatable orca @WhaleFest and made this meme.

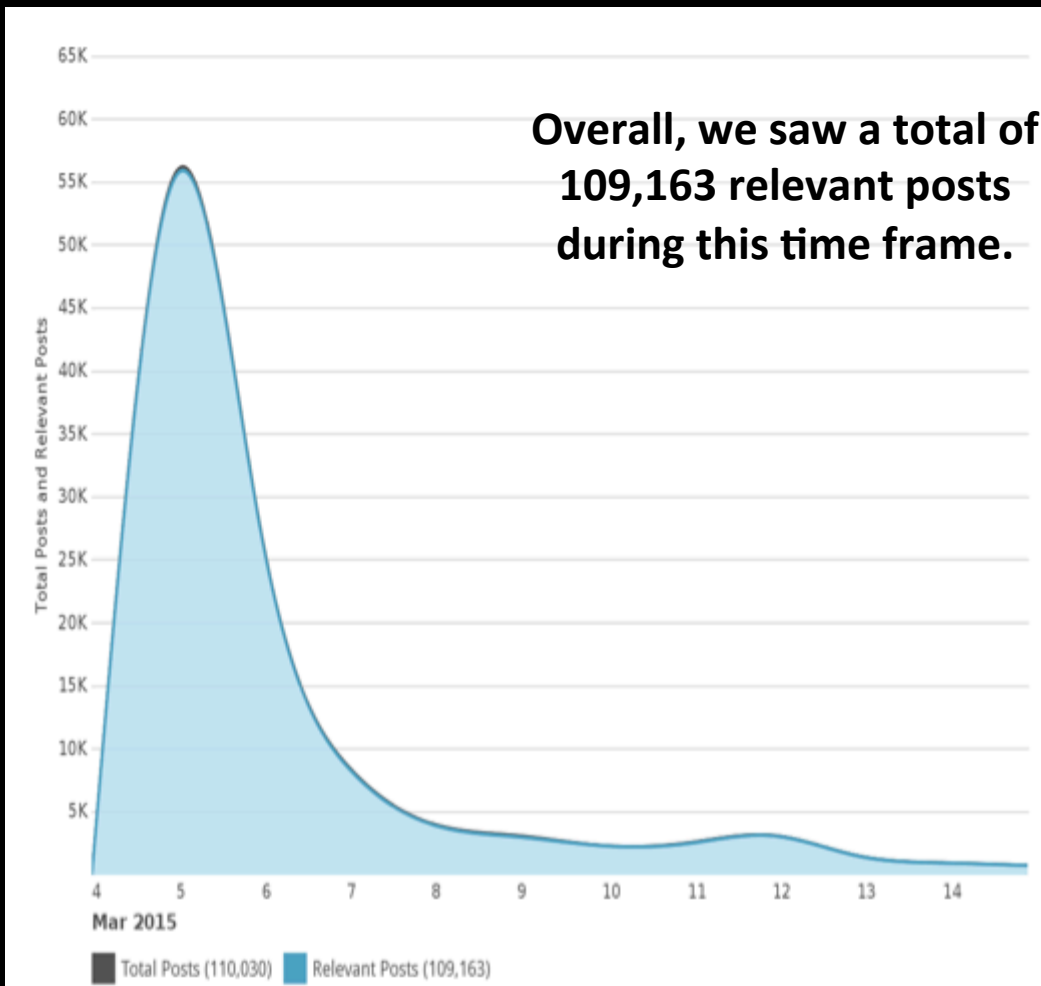
Mar 6, 2015

Mar 6, 2015

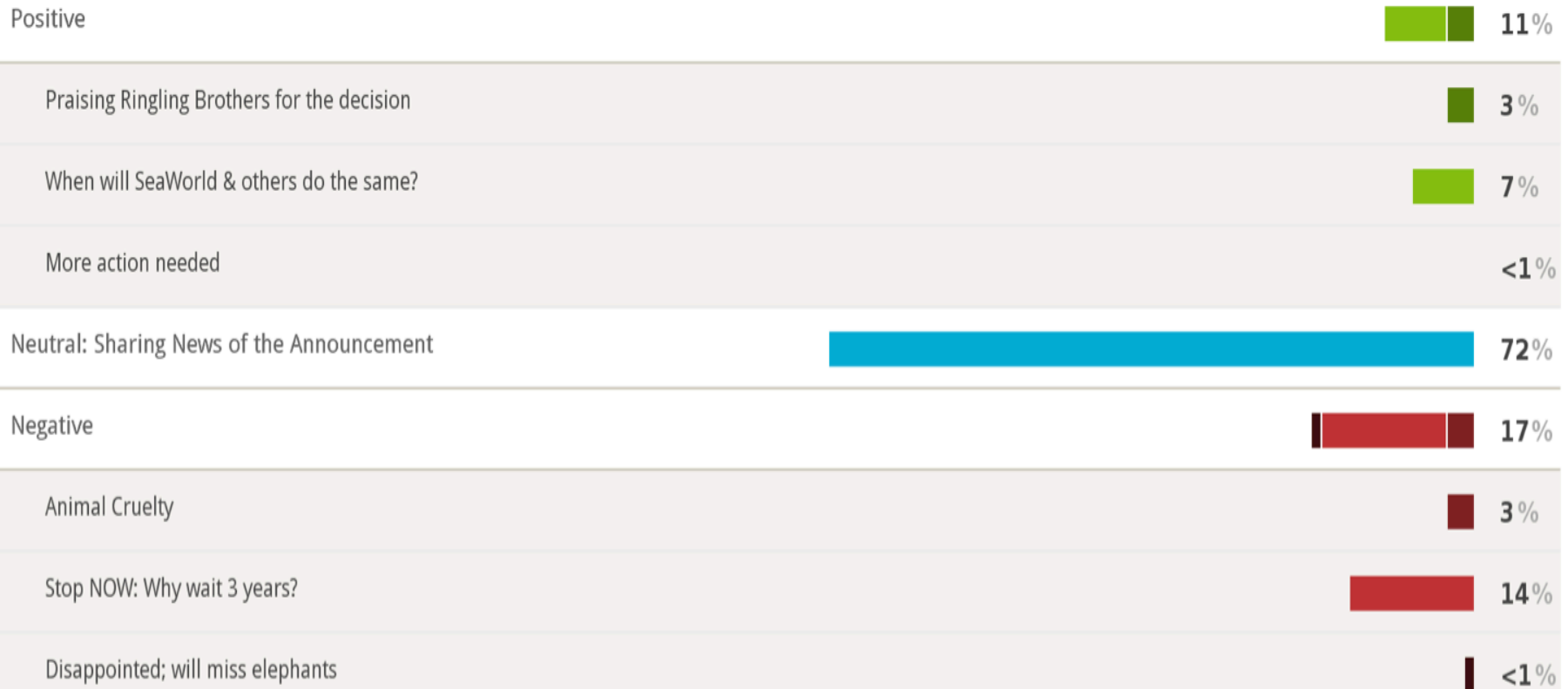
Sentiment Report: Location



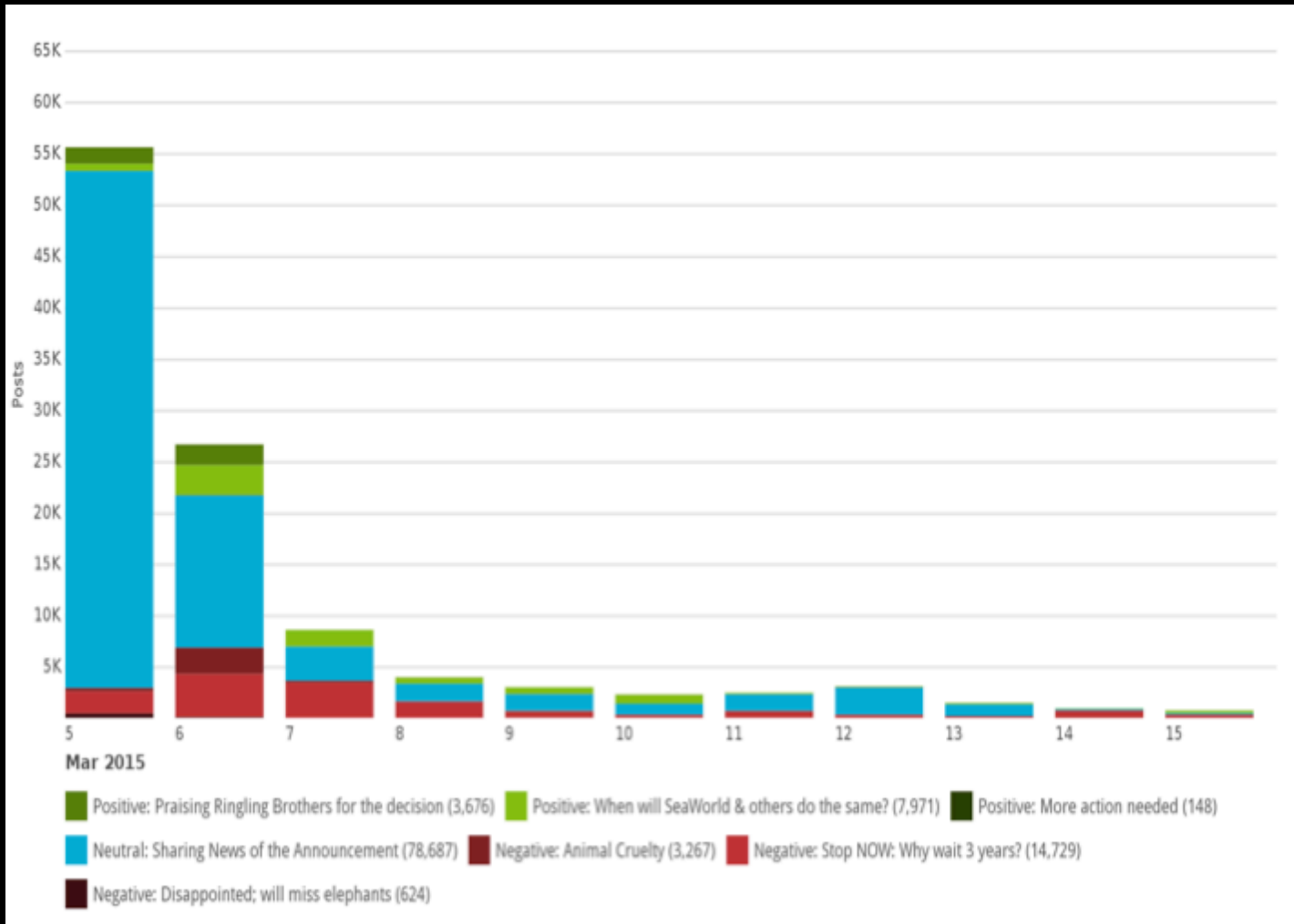
Sentiment Report: Sentiment Analysis



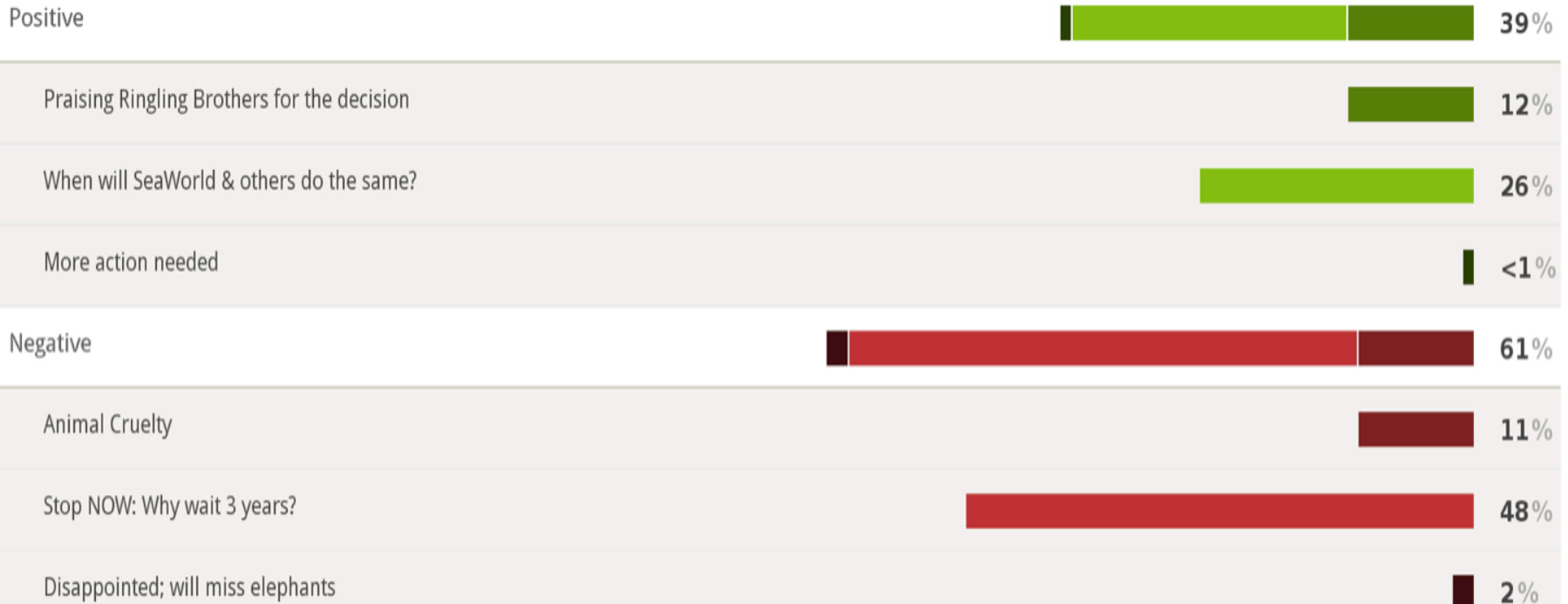
Sentiment Report: Sentiment Analysis



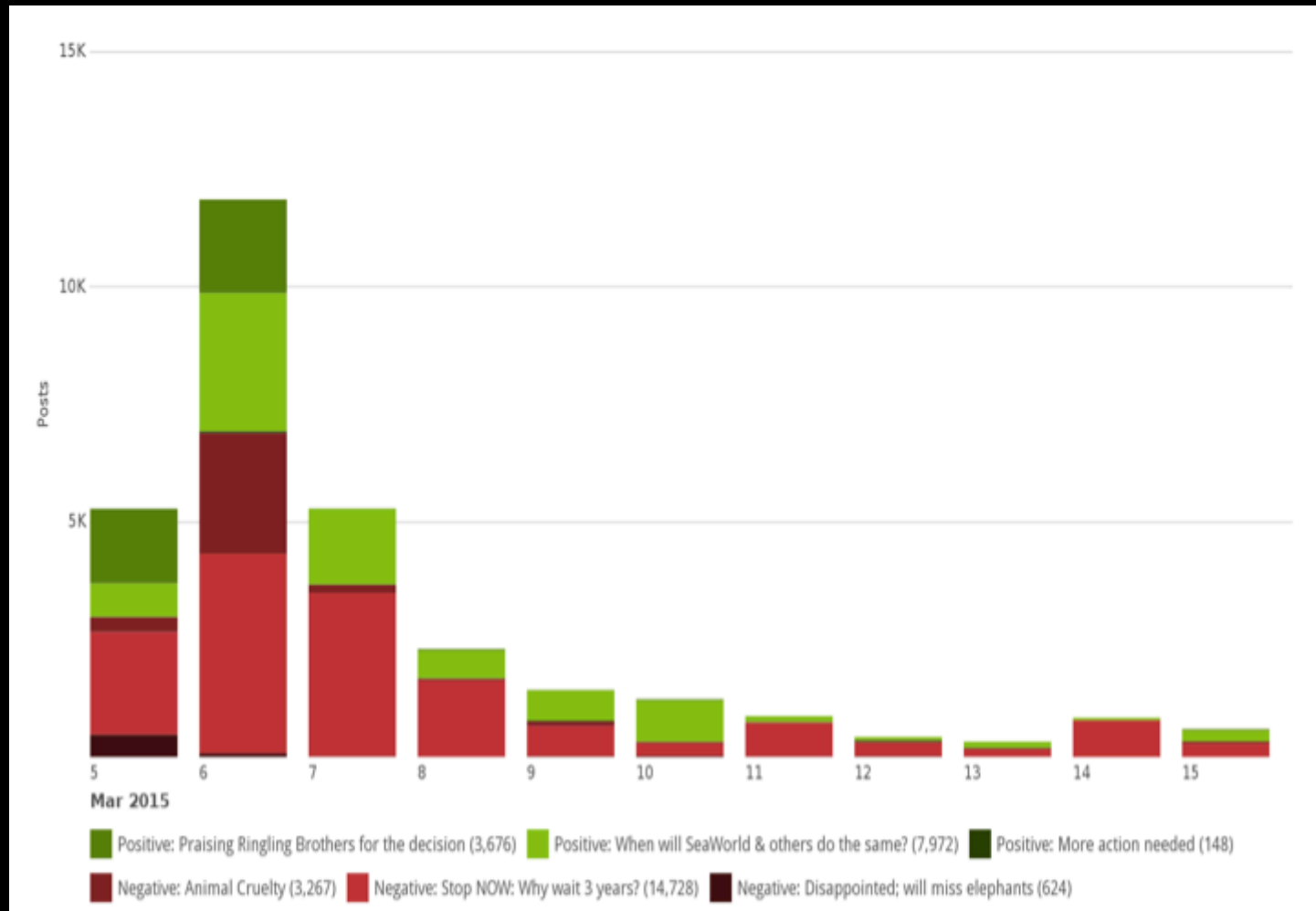
Sentiment Report: Sentiment Analysis



Sentiment Report: Sentiment Analysis



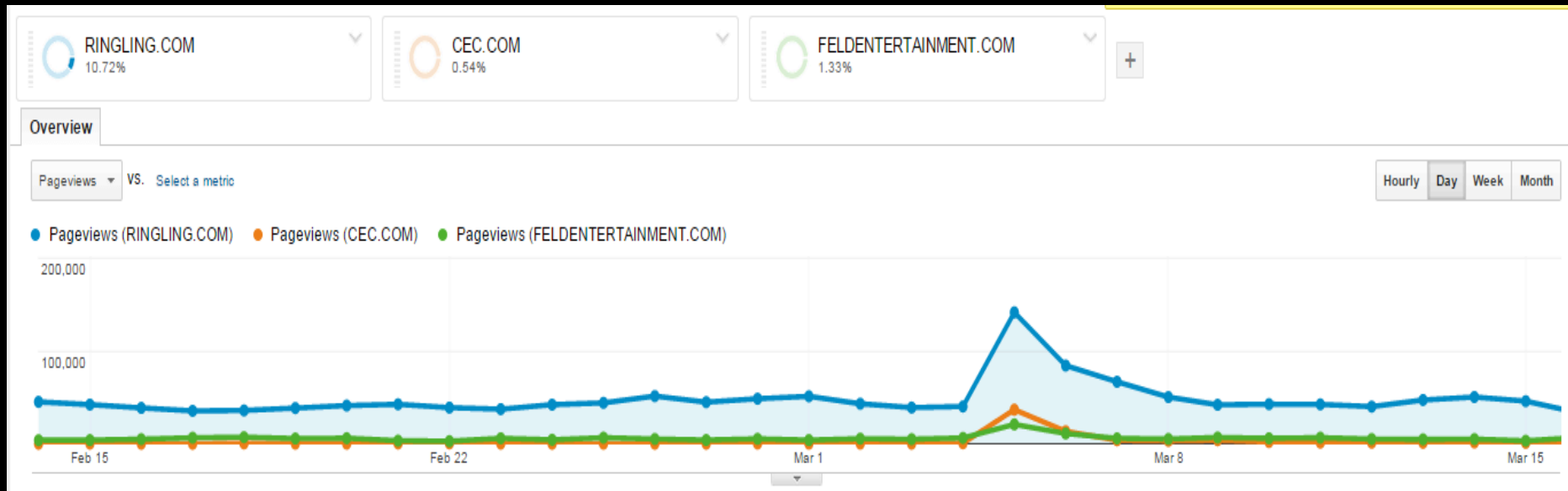
Sentiment Report: Sentiment Analysis



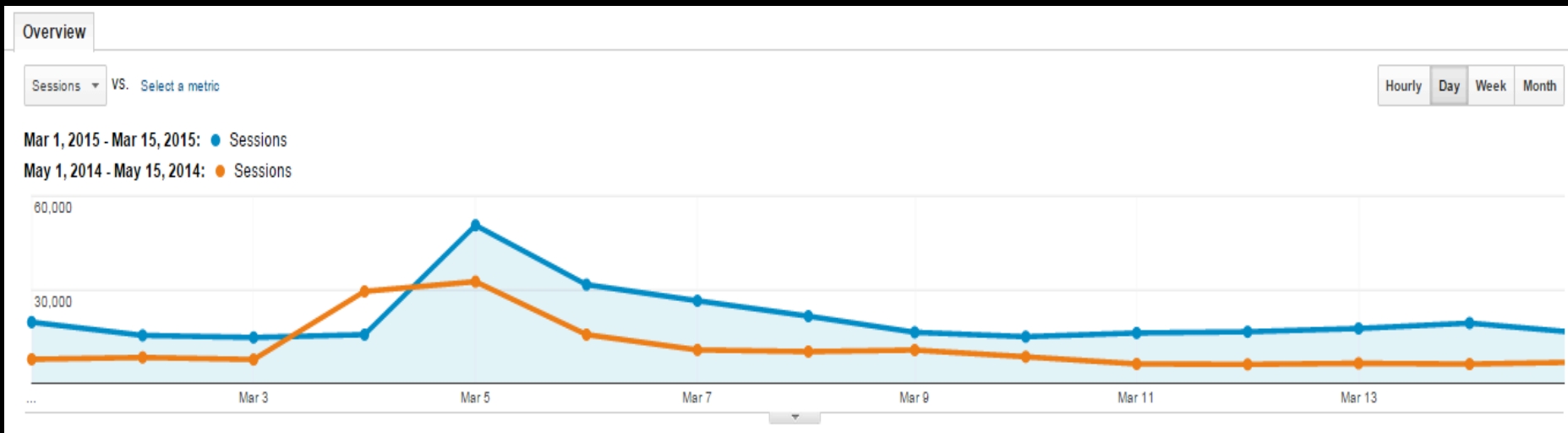
Website & Social Media Stats



Website Traffic



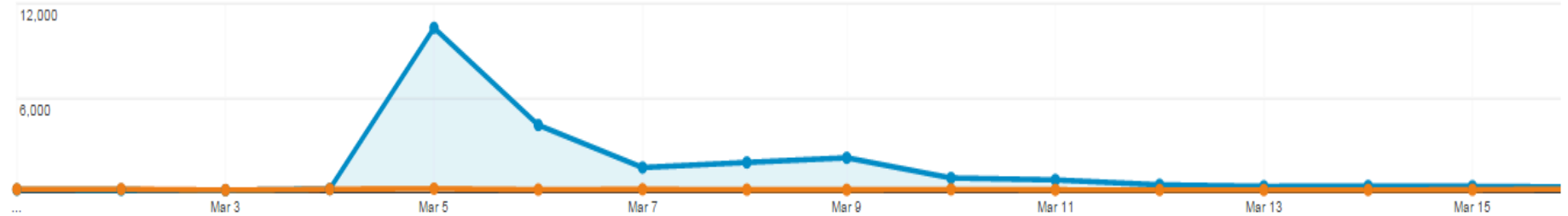
Website Traffic



Website Traffic

Mar 1, 2015 - Mar 16, 2015: ● Sessions

Mar 1, 2014 - Mar 16, 2014: ● Sessions



Sessions

672.60%

25,094 vs 3,248



Users

662.10%

22,078 vs 2,897



Pageviews

995.63%

71,534 vs 6,529



Pages / Session

41.81%

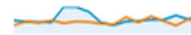
2.85 vs 2.01



Avg. Session Duration

83.20%

00:02:10 vs 00:01:11



Bounce Rate

-26.95%

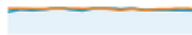
51.55% vs 70.57%



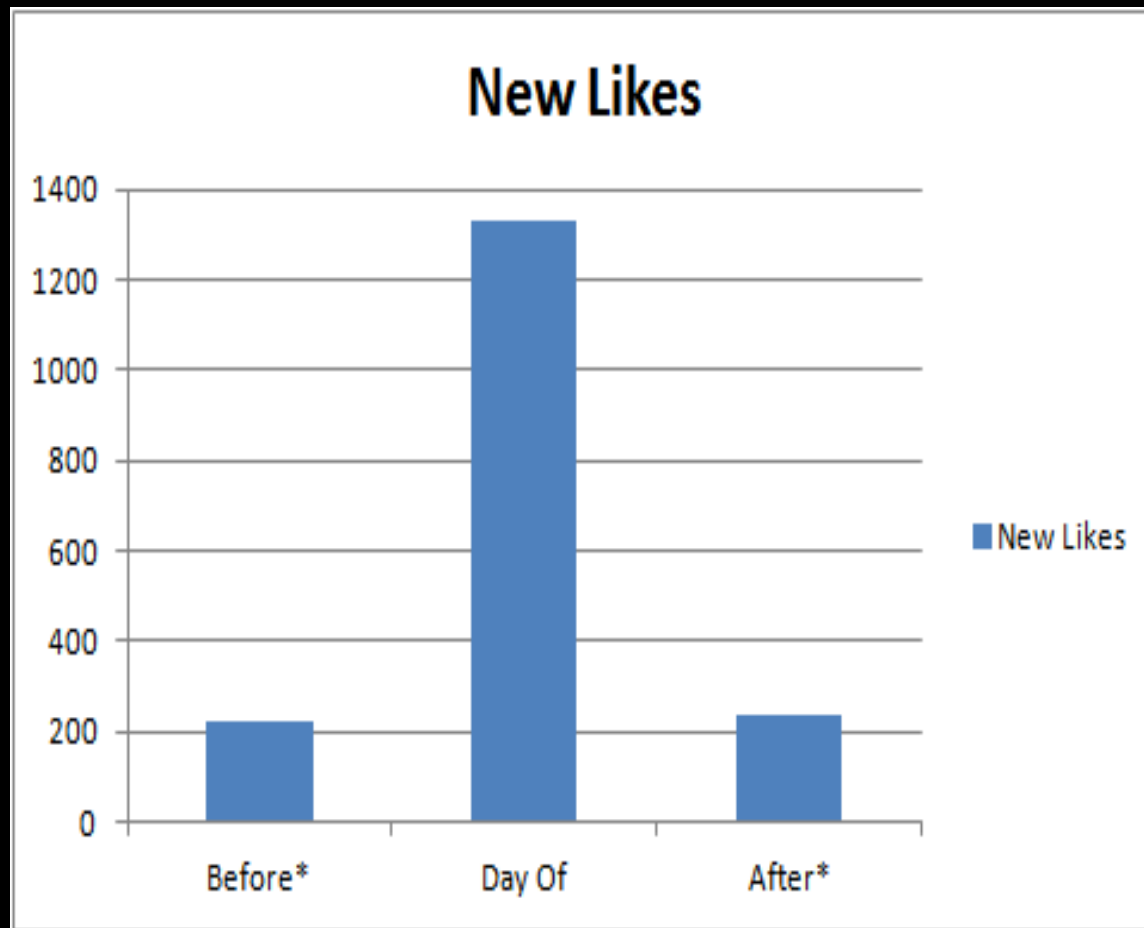
% New Sessions

1.55%

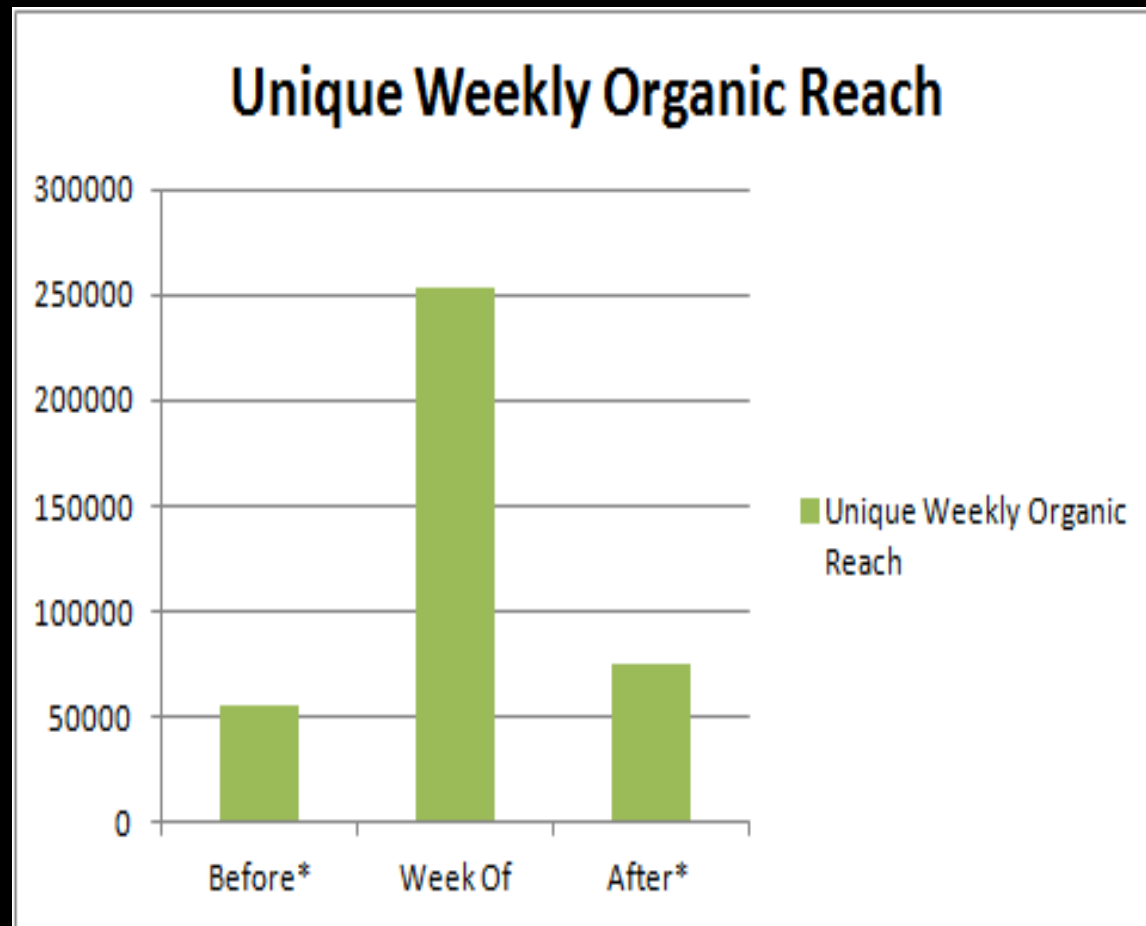
87.42% vs 86.08%



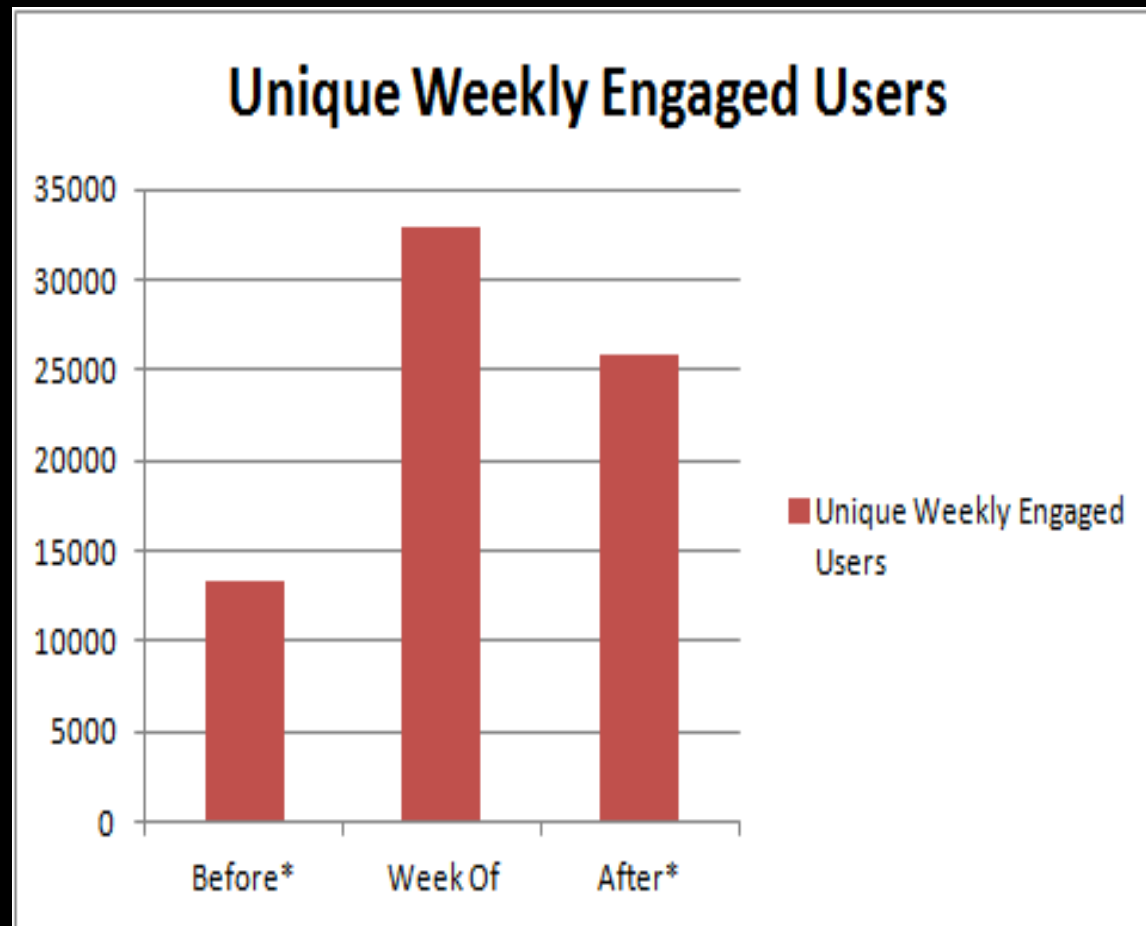
Social Media Stats - FB



Social Media Stats - FB

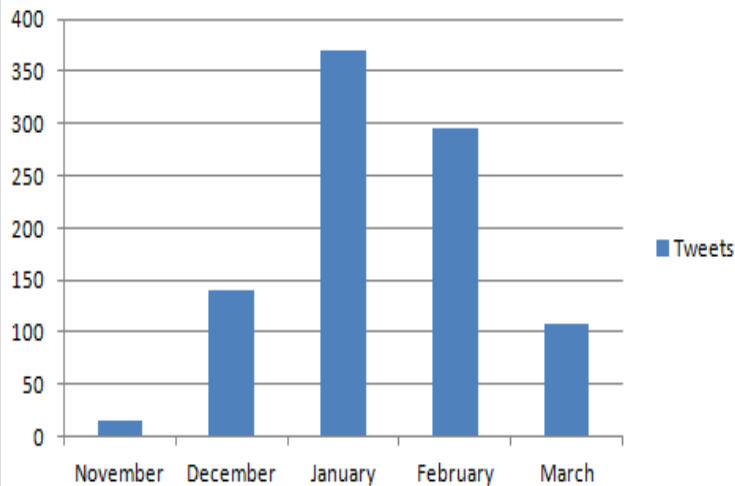


Social Media Stats - FB

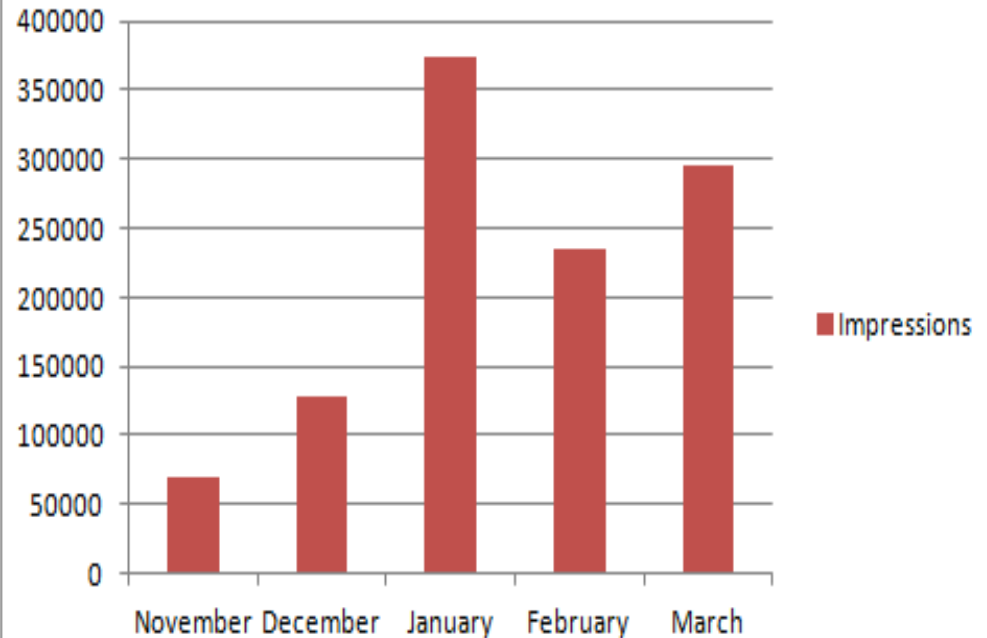


Social Media Stats - Twitter

Tweets

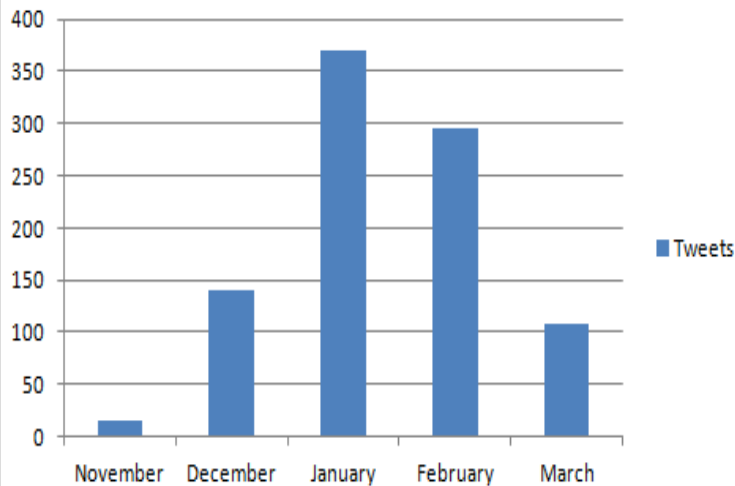


Impressions

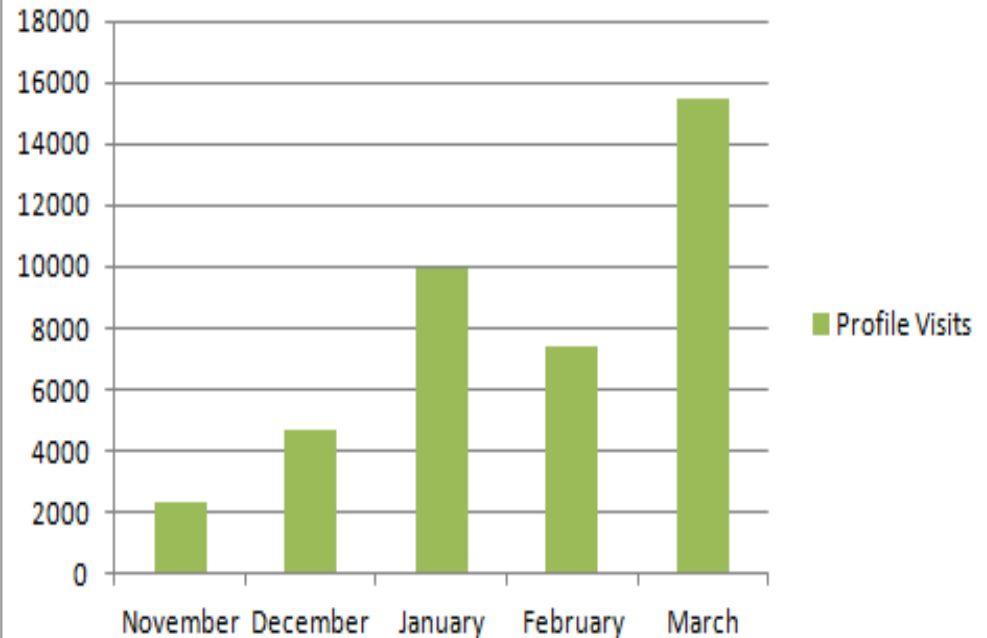


Social Media Stats - Twitter

Tweets

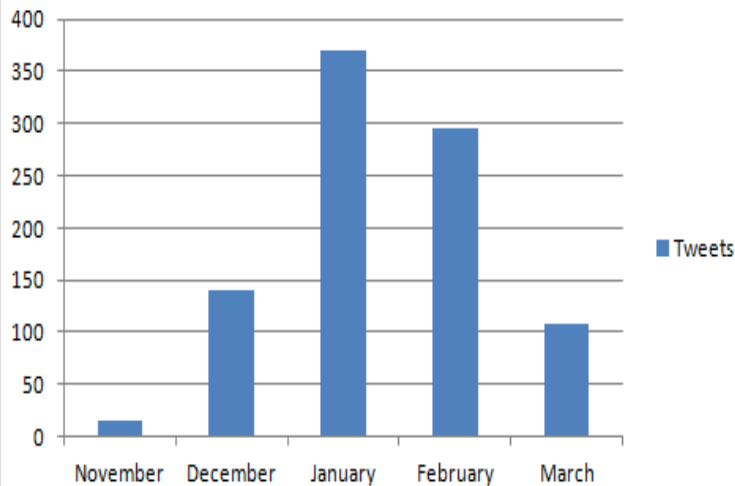


Profile Visits

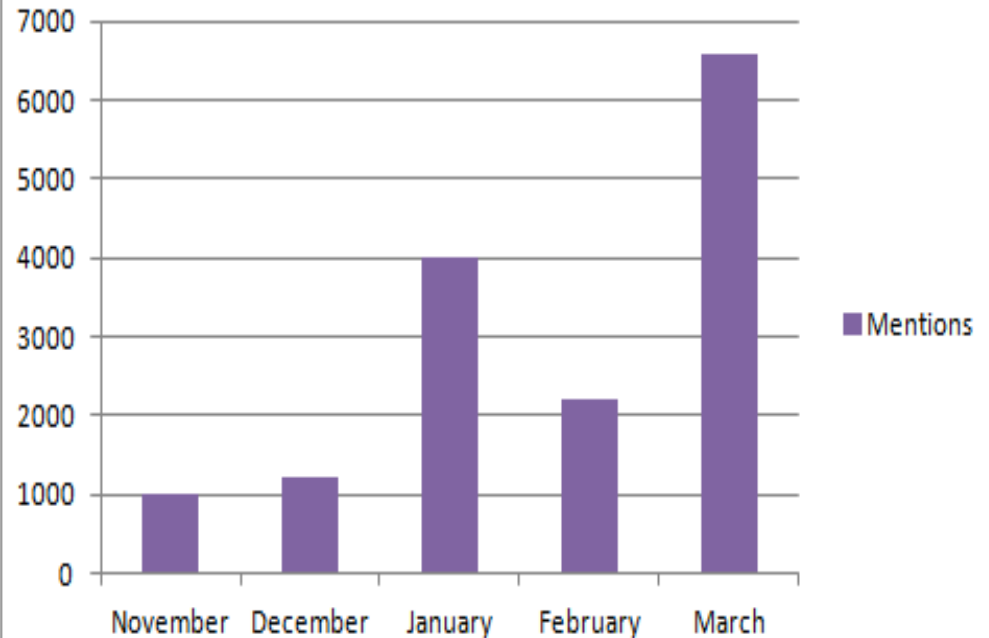


Social Media Stats - Twitter

Tweets

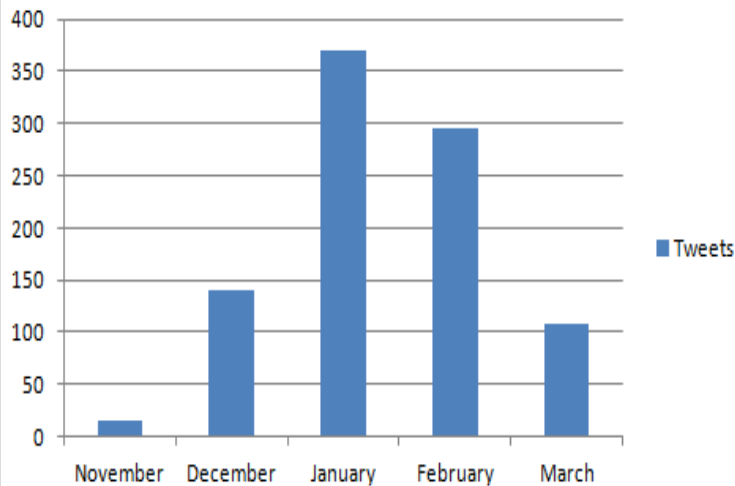


Mentions

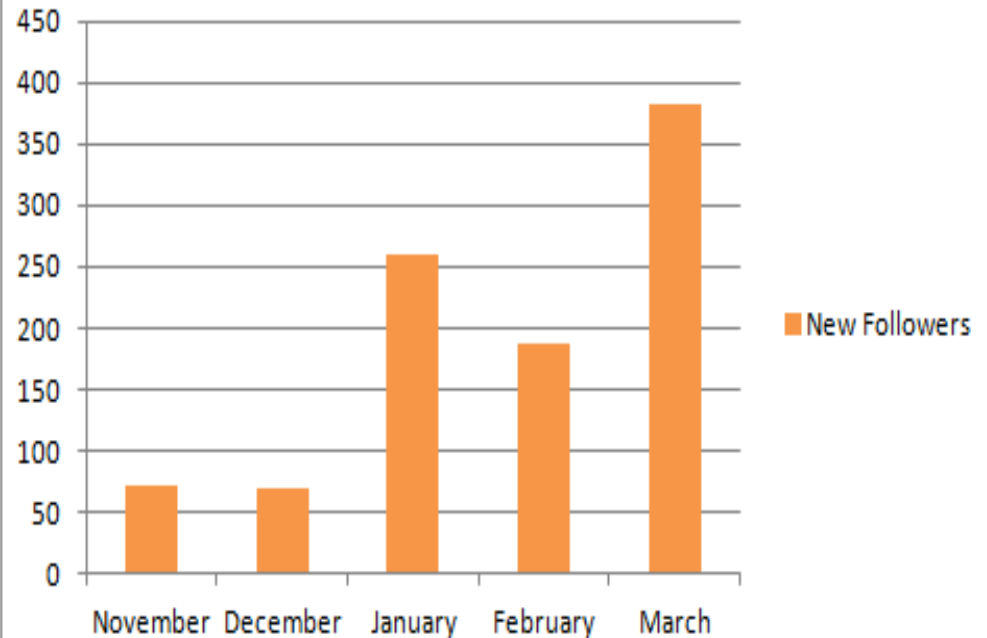


Social Media Stats - Twitter

Tweets



New Followers



Questions?