

# REPORT on SOCIAL MEDIA SWISS luxury WATCHES

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**ROLEX**

  
**OMEGA**

  
**PATEK PHILIPPE**  
GENEVE

## EXECUTIVE SUMMARY ≡

The main goal of this report is to analyze the social engagement of Swiss brands in social media. The three brands that were considered come from the Luxury watch industry.

The Swiss watch brands with the highest ranking in the luxury segment on Inter-brand Brand report are: Rolex, OMEGA and Patek Philippe and therefore our unit of analysis.

We have decided to structure the report by the different Social Media channels. This was done in order to assess how the respective brands are using these digital platforms when designing their social media campaigns and investments.

After a short start with an onsite analysis, we made research on the following channels: YouTube, Facebook, LinkedIn, Forums & Blogs and Twitter at the end. After having analyzed all the relevant figures for each channel we ended each section with a channel's score card. These score cards help us and the reader to make comparison among the three brands behavior in each section.

These score cards will be the base for our overall analysis at the end of the report. The ratings are derived from the following seven variables:

1. Social presence
2. Dialog/customer engagement management
3. Sentiment/advocacy management
4. Support
5. Innovation
6. Communication leadership
7. Linking value

## ONSITE ANALYSIS




We will analyze in this section of the report how OMEGA, Rolex and Patek Philippe have integrated the various Social Media tools into their websites.

The story here is pretty quickly told: OMEGA does it, Rolex made a first cautious step and Patek Philippe does not integrate any Social Media interaction possibilities at all.

**Rolex** is currently just offering a simple feature for sharing the website through e-mail, Facebook, Twitter and on LinkedIn. It looks like the web strategy is not very well structured inspite it is vital nowadays.

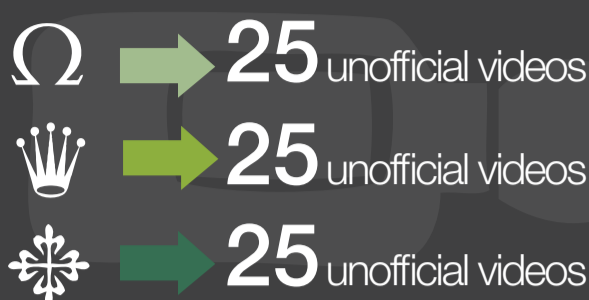
**Omega** instead is doing more. The website contains a dedicated Social Media section. The section is unfortunately deeply hidden in the webpage and there is no connection to concrete products, or the brand ambassador's Social Media Pages. The page is so far just a billboard of OMEGA's Social Media activities. The next step in their web strategy should be to create real interaction with the watch owners on the OMEGA website.

Summarising the onsite integration of Social Media channels, we can say that OMEGA is showing the highest degree of effort, while Rolex is sleeping and Patek Philippe missing the opportunity to interact with the online community. When we judge the onsite activities in terms of the seven-assesment variables for this report, we can say that besides OMEGA's first movement, there is no commitment towards social media visible on the brands websites.

	 OMEGA	 ROLEX	 PATEK PHILIPPE
Social Media Section	Yes	Yes	No
Recommendation possibilities	No	Yes	No
Facebook Like Button	No	No	No
Facebook Fanpage link	Yes	No	No
Facebook Fans Displayed onsite	Yes	No	No
Twitter Referral	Yes	No	No
Integrated Twitterfeed	No	No	No
Corporate Blog	No	No	No
Referral Youtube Channel	Yes	No	No
Integrated Youtube Videos	Yes	No	No
LinkedIn Connection	No	Yes	No
User stories	No	No	No
<b>FINAL SCORE</b>	<b>***</b>	<b>**</b>	<b>*</b>

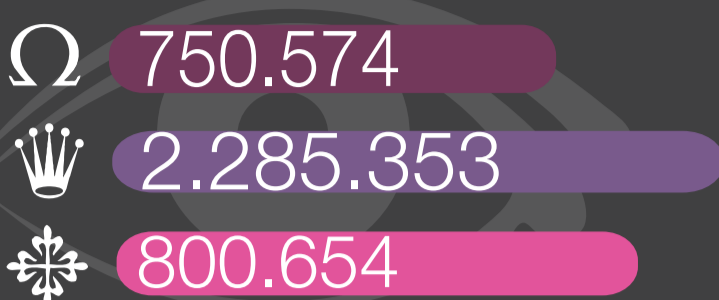
Now it is time for you to know some facts about the presence of these three luxury brands in one of the most important social media platforms; YouTube. Get ready to find information about the main topics discussed by loyal customers and fans and see what people with opposing points of view have to say.

### VIDEOS ANALYZED



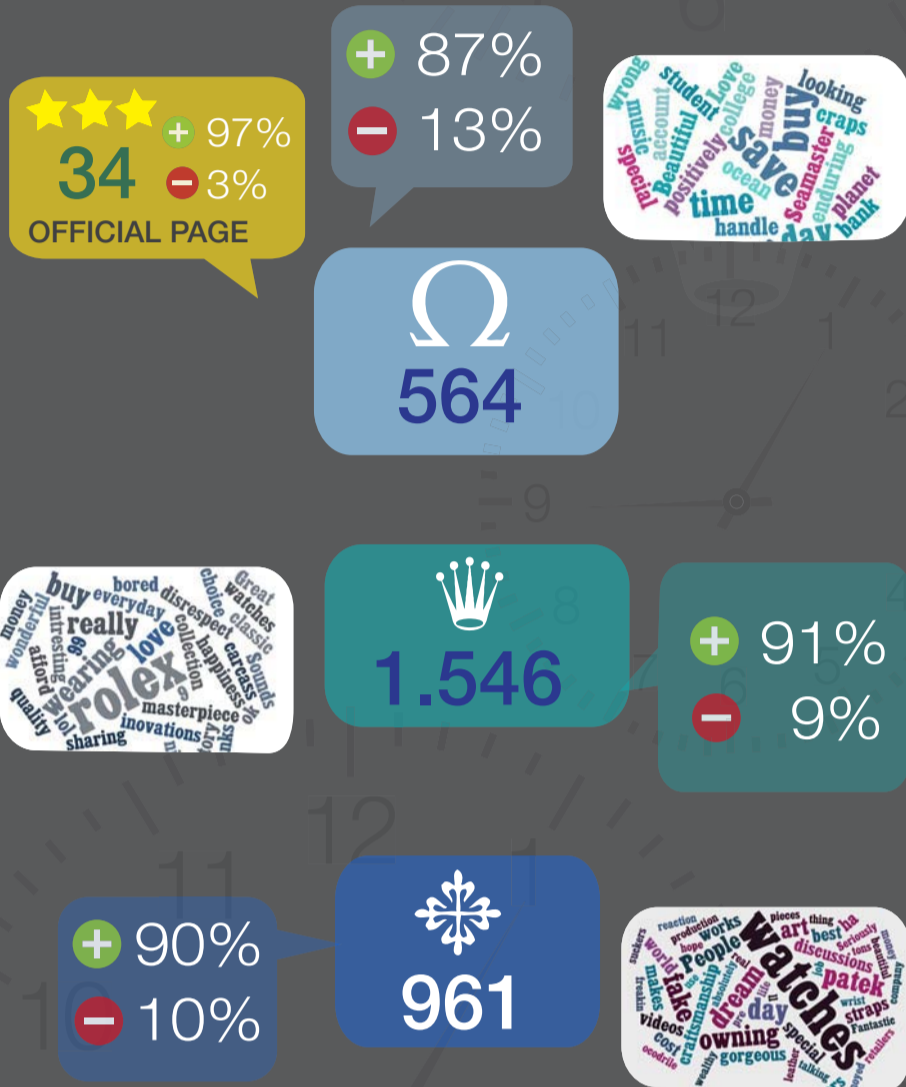
OMEGA is the only one with an official page

### VIEWS



OMEGA is the only one with an official page

### COMMENTS



### What are they doing?



From the three brands, OMEGA is the only one that has an official channel which is redirected from the main website. Even though the Company is aware of the importance of this platform, the strategy towards the community is not very well structured since OMEGA only limits to make a brief description on the content of the videos; this clearly does not stimulates its viewers nor engages the community to leave messages. There are also unofficial videos easily find in YouTube by making use of keywords.

In general, positive comments are more than the negative ones but in most of the videos of the official channel there are no messages from the viewers; either spectators are not interested on commenting every video or are not willing to express their appreciation towards the brand by writing something about it. Positive comments are mostly about complements towards the design and quality of the watches. People seem to believe it is good price for value and some components of advertising campaigns or commercials, such as the music, actors, director and the general concept of the video are also mentioned. On the other hand, negative comments are more oriented to the opinion of redesign of models of watches. Also some others leave their negative impressions of the watches by emphasizing on the bad quality because of their personal experiences.



As Rolex has no official YouTube page, it was necessary to use a tool to monitor the behavior of the followers of the brand. The tool used was YouTube SEO Analysis tool and it selected the 25 most watched videos related to Rolex watches. According to the information provided from this site, there are some videos that are not very useful for the business since they are very ambiguous and not very well related between each other.

The comments that were found on the videos were mostly about the preference of people towards the brand and their different collections. With these comments it is possible to identify loyal customers or fans of Rolex since they engage completely with their beliefs and defend their points of views when other people criticize the watches. Some other comments are about the production and elements from the video, such as the actors and music used as background. There are many debates around the price people pay for owning these watches because some consider that it is a matter of the name rather than the features of the product and there are some other critics about the "boring and outdated designs."



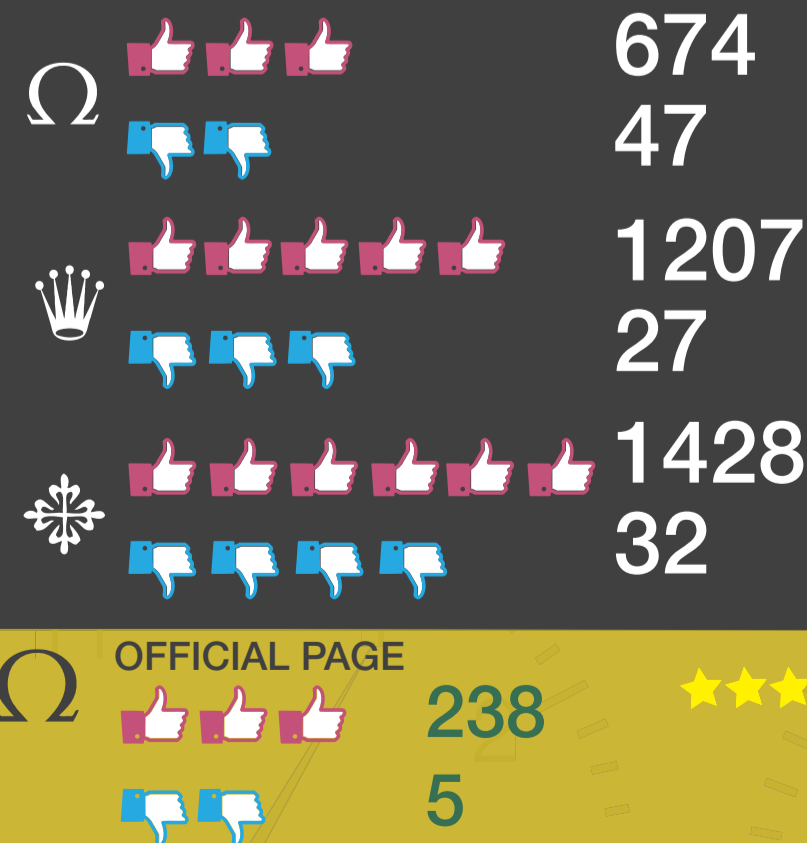
Patek Philippe does not have an official channel on the website; therefore people who wish to search for videos related to this brand, have to look up directly in YouTube. This brand does not have an official channel so the social media monitoring tool had to be used again. From the results it is possible to conclude that people seem to have very strong feelings about the brand; they can either like it and be willing to write what they think about the watches or they strongly disagree and state their points of view. Some of the topics more discussed are about emotional responses to the brand and what people think about the different models of these watches. For the positive comments, people tend to make complements for the different collections this brand has since most messages point out the good designs and the good job manufacturers do. These watches seem to deliver a good value for money and customers and fans really appreciate the art and craftsmanship that is behind the models. In terms of the negative messages, some commentators were discussing about replicas because they are not willing to pay a high price; instead they get their expectations fulfilled with some other watches with lower prices. They also point out the fact that people spend big amounts of money for these watches and they get back fake leather straps (animal skin straps – like crocodile ones).

These findings have led us to conclude that even though one of these Companies has an official channel, all of them do not participate actively with commentators since they do not receive any kind of responses or feedback for certain messages posted in this pages. Most of these videos are uploaded from experts, TV channels, analysts, retailers and fans but do not receive support from the companies.

### KEYWORDS



### LIKES / DISLIKES



OMEGA is the only one with an official page

In this section we will present how the three luxury brands are performing on Facebook. We used 14 variables to determine how effective they are in managing this Social Media platform. Let's have a look!

## HOW MANY PEOPLE

### LIKE THIS

#### OFFICIAL PAGE

#### UNOFFICIAL PAGE

113.023

1.834

0

443.759

18.400

1.352

### TALK ABOUT THIS

#### OFFICIAL PAGE

#### UNOFFICIAL PAGE

2.487

76

0

5.121

400

31

## LOVEMARKS

Most members of the respective brands Facebook pages can be characterized as fans with a high degree of commitment and respect towards the brands. The topics posts are often shared by the fans to their Facebook friends, who might not necessarily be members of their pages. This is positive for all the three brands in a sense that it helps them to increase the amounts of "likes" on their page.

## CO-CREATION OF VALUE

None of the brands promotes collaboration, additionally they refrain from encouraging fans to propose solutions for improving their service or product, hence there is little co-creation of service and product. However consumers have brought up minor suggestions how they can improve brands applications for instance. Additionally none of the brands stimulate positive comments or manage negative comments.

## FAN MADE FACEBOOK PAGES

There are unofficial pages for all three brands, where Rolex clearly is harvesting more Likes than the two other brands combined with respectively 443,759 likes from 20 unofficial sites combined. The activity on Rolex pages is also clearly the highest from a user's perspective with 5,121 users talking about them, which leads to the assumption that they should consider to leverage Facebook more, due to the high participation from the consumers. On Omega's pages the updates from page manager are high, but there is little engagement generated from 10 unofficial groups which have 1,834 likes, and 76 users are talking about them. The traffic on the 4 unofficial pages of Patek Philippe is the lowest, with 1,352 likes and 31 people are engaged in talking about them. The comments from the users are mostly positive for all three brands, although there are some negative comments related to high prices to their products.

### What are they doing?

#### OMEGA

Omega has an official Facebook page, where they have acquired 113,023 likes and 2487 people are talking about them. Omega's engagement is at the peak of all three brands with an average of one update per day. The updates are formal and informative, and with these they are successful in stimulating participation and positive customer engagement. The messages Omega produces focuses mainly on advertising, boutique openings and news about Omega in general. In addition to the daily updates Omega offers free content and entertainment as well as applications.

#### ROLEX

Rolex seem to place little or no importance of using Facebook as a Social Media channel as they do not have any official Facebook page.

#### PATEK PHILIPPE GENEVE

Patek Philippe has an Official page which has more than 18,400 likes and more than 400 people talking about them. There is mostly user generated content in forms of Wall posts such as photos, opinions, experiences, impressions and so on. All users seem to be positive or even enthusiastic in their comments about Patek Philippe. Even though the Brands rarely respond to customer inquiries or interact with the customers present on their Facebook page.

This section of our report deals with one of the newest social network that Internet gave us... Twitter! We are going to see presence and activity of our three brands: Omega, Rolex and Patek Philippe.

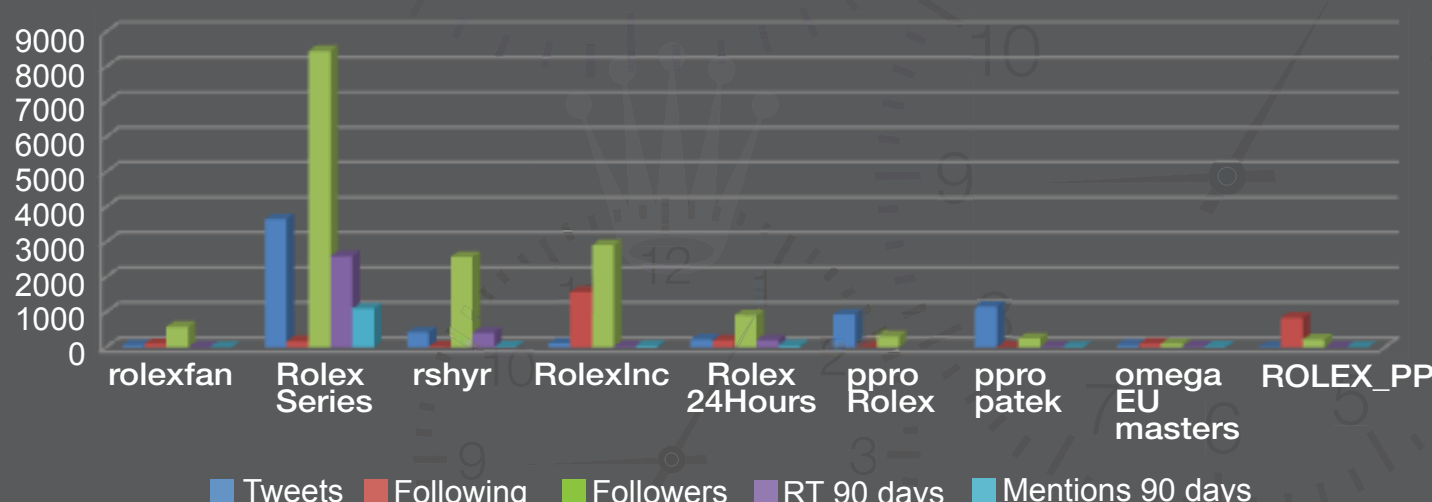
## OFFICIAL TWITTER PAGES

The official Twitter accounts for our brands are:



## COMMENTS

Other relevant accounts that come out while searching about the three brands are:



## What are they doing?



The first findings are that among our three brands only Rolex does not have any official account, while it is the one with more unofficial related accounts (6). The unofficial accounts for Rolex are mainly about sport events sponsored by Rolex and about sales channels.

Considering the two official accounts we get that only Omega is doing something on this social network. Omega has 2400 followers with an interesting ratio of ReTweet of 235 each 90 days.

What comes out from a first analysis of Patek Philippe account is the amazing zero they have in their tweet box. It means the company has set up the Twitter account then leaves it on the net without caring about.

So, what about their 274 followers? They just click follow due to pure love for the brand. Are they waiting for something? As Twitter's users probably they expect their brand to communicate with them. Is this the customers' service Patek Philippe has on this channel? Considering the number of tweets as a level of the customers' service of course what score here Patek Philippe (zero) doesn't match a lot with the image of the brand.

We want also to underline the presence of an official account for fake Rolex and Patek Philippe watches (@ROLEX\_PP) with 223 followers. We think that this "official" presence is a negative point for the brands because they should challenge this movement.

## TWEET LEVEL

With this tool we are going to see more in detail some variables about our three brands. The Tweet Level analyzes the Influence of the account considering as variables:

Popularity, Engagement and Trust.

Account	Tweet Level - Influence	Popularity	Engagement	Trust
@omegawatches	43,3	52,9	37,3	18,8
@Patek_Philippe	13,8	29,9	12,5	8,8
@ppropatek	28,7	29,9	10,0	13,8
@rolexfan	29,9	37,3	15,1	13,8
@RolexSeries	62,2	66,7	49,3	29,9
@rshyr	39,7	50,5	25,0	21,3
@pproRolex	28,7	34,8	10,0	15,1
@RolexInc	39,7	49,3	18,8	17,6
@Rolex24Hours	34,8	42,1	17,6	16,3
@omegaEUMasters	25,0	22,5	12,5	10,0
@ROLEX_PP	28,7	26,2	15,1	10,0

Considering the official accounts Omega leads the race with an Influence value of 43.3 compared to only 13.8 of Patek Philippe. In each of the three analyzed variables the values confirm us that Patek Philippe is not active at all; low level of popularity and none about trust.

Considering instead all the accounts in our analysis we find high Influence values for three sport related account of Rolex. @RolexSeries with 62.2, @rshyr with 39.7 and @Rolex24Hours with 34.8

Now a chart with some others accounts not necessarily related to luxury brands that can help you to make a comparison on these figures:

Account	Tweet Level - Influence	Popularity	Engagement	Trust
@Interbrand	59,9	70,1	43,3	27,5
@andremandelli	40,9	46,9	31,2	16,3
@USNews	37,3	39,7	26,2	16,3
@Swatch	57,6	65,6	43,3	33,6
@CNN	87,5	98,1	72,3	66,7

## TWITALYZER

This tool will give us a more specific analysis due to the fact that is based on other two important tools for Twitter metric like Klout Score and Peer Index. It will give us also some important data about effective and potential reach.

Klout Score variables are: Amplification, Network and True Reach.

Peer Index variables are: Authority, Activity and Audience.

The chart presented brings also some other accounts for comparison (the same used before).

Name	Twitalyzer	Klout Score	PeerIndex	Potential Reacher	Effective Reachh
@omegawatches	76	44	46	89683	26260
@Patek_Philippe	24	0	11		
@rolexfan	24	0	11		
@RolexInc	56	19	48	979	98
@RolexSeries	91	0	19	72163	31385
@pproRolex	9	28	0		
@Interbrand	90	0	37	36420	8280
@andremandelli	24	13	11	1109	115
@USNews	9	18	11		
@swatch	89	0	39	20866	3767
@CNN	100	81	95	3.99 M	3.4 M

First of all we have to say that this analysis can be completely done only on accounts with 800+ followers. That's why some values are missing.

It is interesting here look at the "reach" columns. Considering the official account we can see how much can Omega does in term of effective users. They can increase their number by 3 times. If they want to follow a social network strategy in this channel we should definitely say that something here has to be done.

LinkedIn is a social business network with more than 135 million members, coming from over 200 countries. Discussing watch brands in 960 groups within the network shows the high degree of emotional connection between watches and their wearers. We will analyze in this section of our report, how OMEGA, Rolex and Patek Philippe are performing within LinkedIn.



As part of the SWATCH Group, OMEGA does not have an own company profile on LinkedIn. In total there are 1.142 employees (only 5% of the whole group) connected to the SWATCH Group, and 3.911 People are following SWATCHs updates. Among the employees, a responsible Social Media Manager for the OMEGA brand was easily to identify.



551 employees are connected with Rolex – 20% of all Rolex employees. 3.586 LinkedIn Members are following the company's updates. There is no dedicated Social Media representative of Rolex to find at LinkedIn.

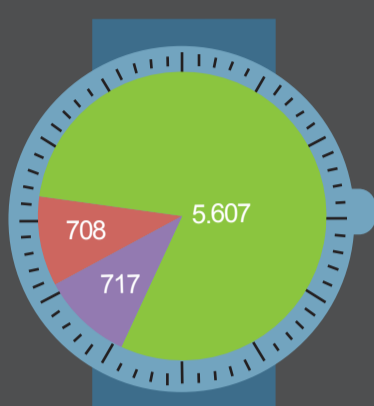


Patek Philippe shows the smallest absolute visibility within our comparison on LinkedIn. 855 People are following Patek Philippe's updates on LinkedIn, while 139 employees are connected to the company – only 10% of total staffs. The responsibility for communications in Social Media is not linked to a single employee profile.

## THE BRANDS IN LINKEDIN

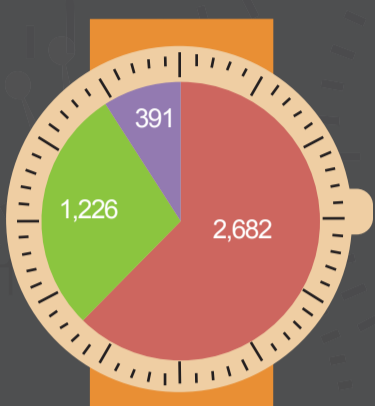
We are analysing in this section of our report how OMEGA, Rolex and Patek Philippe interact with the LinkedIn members, what the people say about them and how the brands are able to manage the conversation.

### BRAND RELATED PEOPLE



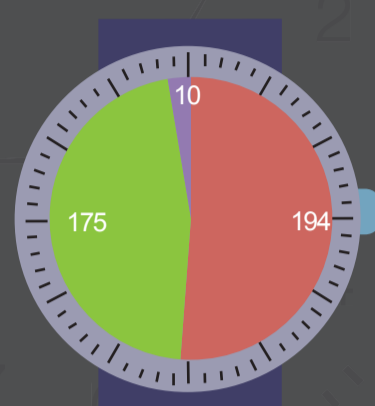
Omega and Patek Philippe show a similar visibility in the LinkedIn search engine, when looking for people that are connected to the brand. This section is clearly dominated by Rolex, where 5.607 people show their connection on LinkedIn. These people can be classified as: employees, fans, Rolex owners as well as retailer and trader.

### UPDATES



LinkedIn provides its members the common social networking tool of sharing updates within the network. The search reveals 2.682 updates containing the keyword OMEGA, 1.226 for Rolex and on the third rank 391 for Patek Philippe.

### ANSWERS



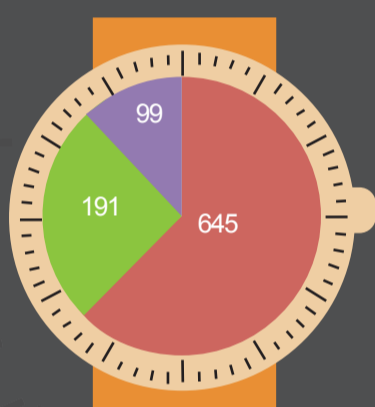
LinkedIn fosters exchange among its members within its network through its big Q&A section. Related to analysed brands, the leading position in this area is entitled by OMEGA, closely followed by Rolex. But the absolute numbers show, that there is only little discussion in the Q&A area of LinkedIn around the brands.

### GROUPS



Rolex is dominating the number of groups on LinkedIn. In 21 groups LinkedIn members share their opinions around the Rolex brand. Patek Philippe earns in the numbers of group the second, OMEGA the third rank. What excels the OMEGA group are its size (645 members) and the activity of the users in terms of discussions and updates.

### GROUP MEMBERS



OMEGA has the biggest numbers of group members on LinkedIn in the most relevant groups, followed by Rolex and Patek Philippe. What we learn from the groups is, that people working in sales or as entrepreneurs prefer the watches. OMEGA took the lead in managing the conversation on LinkedIn by launching its first group in March, closely followed by Rolex in June 2009. People who appreciate (that is their group name) Patek Philippe showed this on LinkedIn from March 2010. The first mover advantage of OMEGA is clearly recorded in the number of group members.

## TOP UPDATE TOPICS FOR...



- Offers
- A OMEGA watch as promotion giveaway
- Switzerland
- Travel



- Offers
- Rolex as a gift
- Owner updates



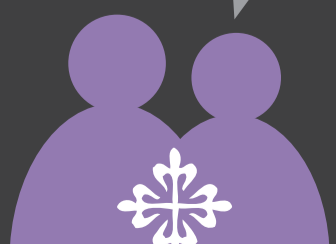
- Reference Numbers
- Background information
- Offer
- Dream
- Switzerland
- Patek Philippe Museum

## DISCUSSIONS AROUND THE BRAND

achievers, advertising, anyone, basic, battery, better, brand, business, buy, china, chronographs, collect, companies, consider, country, days, design, different, education, etc, examples, expensive, favorite, gift, give, given, important, industry, inspired, jeffrey, knock-off, law, legitimate, link, linkedin, local, looking, luxury, management, manufactured, margin, market, name, nothing, omega, person, permanent, placement, price, probably, products, recommend, reviews, rolex, sales, schools, seems, shagen, someone, source, sunglasses, suppliers, switzerland, symbol, taylor, think, tools, top, travel, unique, watches, wear, well-regarded, wristwatch, years

2nd ago, anyone, away, branding, business, buy, carrier, coca, cola, com, companies, cost, course, crown, datejust, demana, design, development, difference, education, en, etc, example, experience, facts, fake, financial, free, future, genuine, give, government, graphic, higher, http, iphone, jewelers, linkedin, localization, luxury, management, marketing, miba, media, melrose, months, name, offer, omega, online, people, prada, price, probably, products, public, relations, rolex, sales, social, ss, status, steven, store, submariner, tag, techniques, think, thoughts, training, travel, used, watches, wear, week, world, www, years

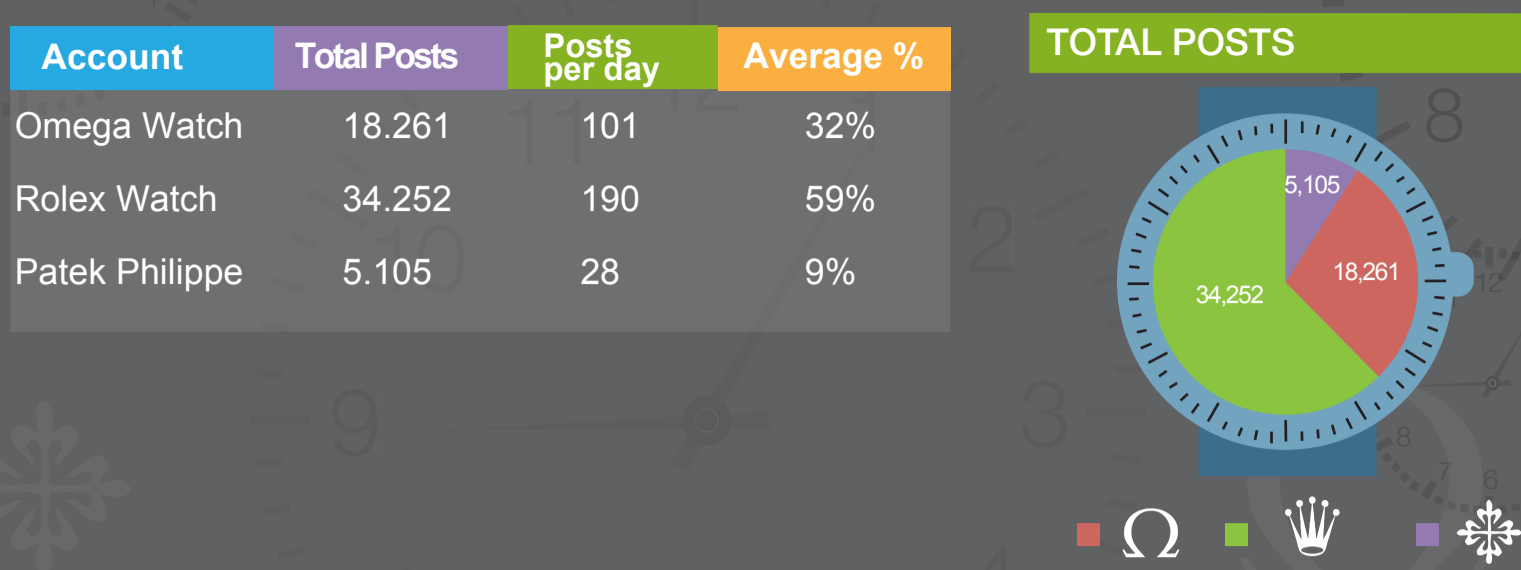
accurate, ad, advertising, affluent, agreed, agreement, attracting, awhile, behavior, best, better, brand, businesses, buying, card, change, charulata, chronographs, considerable, corporation, correct, cost, countries, customer, definition, deliver, dutta, economy, etc, excellent, experience, feedback, following, future, generation, give, indulgences, infrastructure, internally, jeffrey, leisure, life, linkedin, luxury, management, marketing, maver, mind, money, motivated, nikolaj, nikolajev, nothing, omega, patek, pay, person, philippe, policy, positive, practices, preparing, pritamaya, privacy, purchasing, recommend, relations, request, resource, retaining, sanyukta, stephan, talent, term, think, watch, wealth, well-regarded, wristwatch, year





## FORUMS and BLOGS

For both channels we have a quantitative and qualitative analysis that contains the most significant forums and blogs, since the 3 brands don't have official forums or blogs we decided to analyze the most known forums and blogs for these brands, having a total category with these results:



## BLOGS

The posts and the reviews are posted on the different relevant blogs that we have analyzed and the results are displayed as Rolex with most post and followed by OMEGA and finally Patek Philippe, as shown on the chart below:

	OMEGA	ROLEX	PATEK PHILIPPE
Wordpress	13,054	26,155	3,729
Blogger	11,661	15,156	6,855
	6 hrs avg. per mention	2 hrs avg. per mention	3 hrs avg. per mention

Take a look at some definitions that will be useful to understand which are the variables that describe better what people express in blogs when making reference to a certain brand:

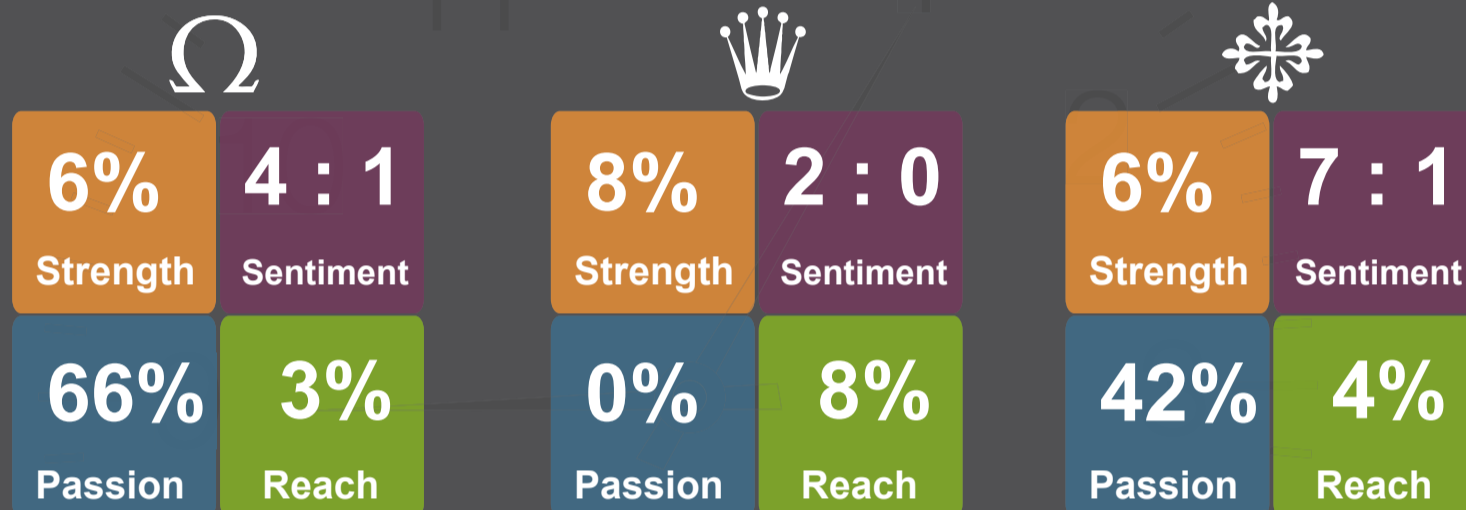
**Strength** is the likelihood that your brand is being discussed in social media. A very simple calculation is used: phrase mentions within the last 24 hours divided by total possible mentions.

**Sentiment** is the ratio of mentions that are generally positive to those that are generally negative.

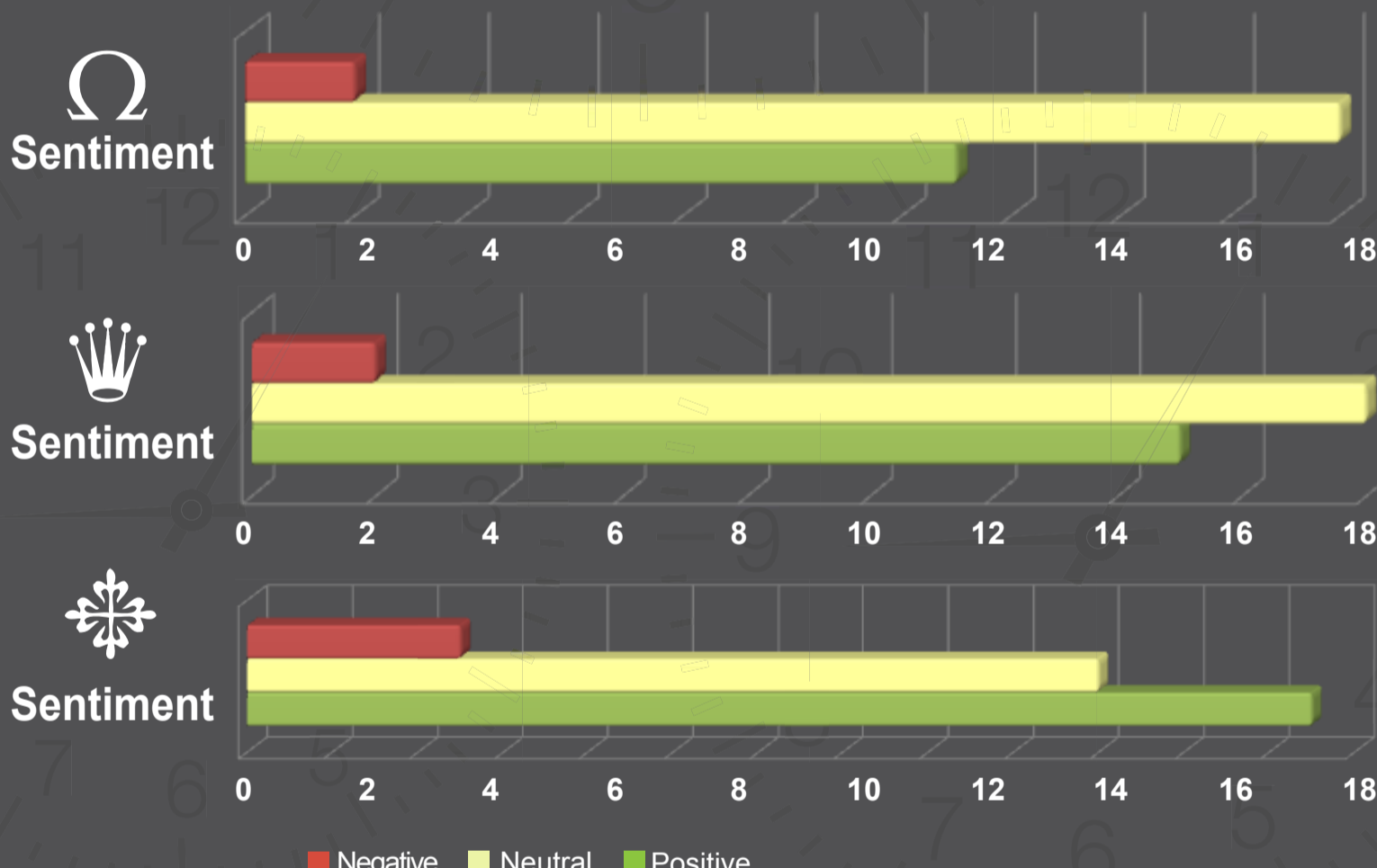
**Passion** is a measure of the likelihood that individuals talking about your brand will do so repeatedly. For example, if you have a small group of very passionate advocates who talk about your products or brand all the time you will have a higher Passion score. Conversely if every mention is written by a different author you will have a lower score.

**Reach** is a measure of the range of influence. It is the number of unique authors referencing your brand divided by the total number of mentions.

For the sentiment, advocacy, strength and reach we gathered all the information and run it through several tools in order to see the impact of the unofficial sites for both channels. For the Blogs in particular, we obtained the following data:



With these statistic graphics we want to show the sentiment of the 3 brands by having analyzed the negative, neutral and positive comments that are in the channel, in fact these figure are taken out from tools to assess the blogs traffic in terms of quantitative posts and reviews, then we analyze the data by classifying between the unit of analysis (positive, Negative and neutral). As seen in the graphics is clear that OMEGA is leading the variable category but closely following is ROLEX and in last position is set PATEK PHILIPPE.



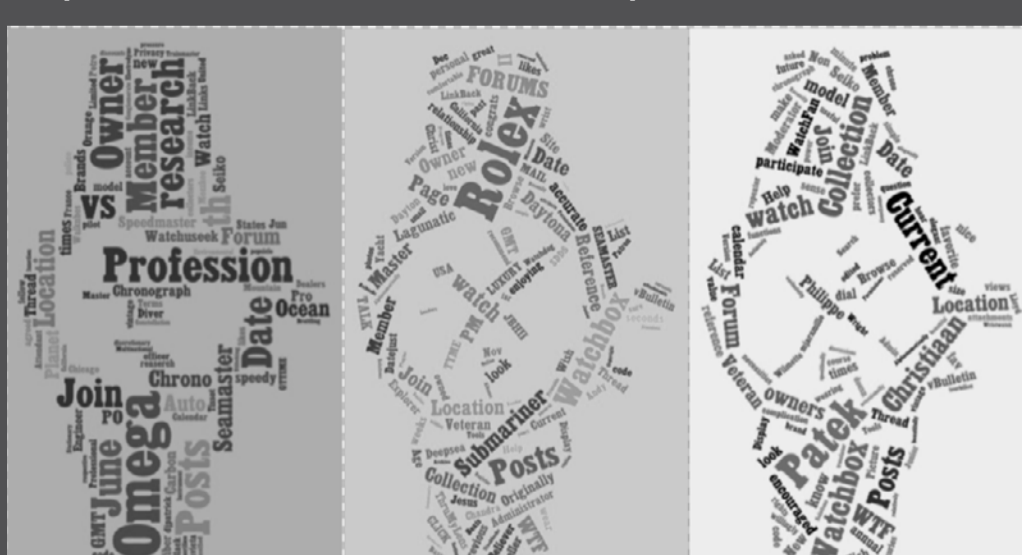
## FORUMS

The forums taken into account were unofficial ones due to the fact that none of the brands has an official one, in this sense we are taking the most relevant forums for this analysis: These sites were taken from boardreader.com according to this tool and the relevance of the forums we took the data and made the analysis on the most recent threads found on the forums site.



Between the 3 brands we analyzed 2 relevant forums, we can see that in these forums the most stressed word are the brands themselves, and also the models the users or members have and the accuracy between them, also where and prices of the models named on each case are very important to the users is find people that have the same watch and if they had the same experience as they did.

Indeed as it is presented in the forum that has the most threads is ROLEX in first place, followed by OMEGA in second place and PATEK PHILIPPE in third place.



Regarding the variable of **Innovation** none of the brands is implying this variable or even suggesting it, over the 2 channels viewed the brands and customers, users or fans are not talking about design or innovation in their line of products.

**Support and Communication Leadership** are missing for brands of ROLEX and PATEK PHILIPPE, while OMEGA has many channels covered for these two in study their presence is missing and therefore the 3 brands don't support their customers in an official or unofficial way in the forums and blogs, as well for the communication leadership all of them are not present.

**Linking Value**, as mentioned before none of the 3 brands are present in these channels. In that sense the brands are not social connectors in this particular case, but the users of the brands interact with each other in order to get feedback from them and get to comment the product, services, etc., to share their experience over these channels.

# SCORE CARD



	Ω OMEGA	👑 ROLEX	❄️ PATEK PHILIPPE
Official channel	Yes	No	No
Page activity	*	-	-
Regular updates	***	-	-
Response to inquiries	No	-	-
Interaction with fans	No	-	-
Stimulation of viewers to leave comments	No	-	-
Amount of viewers	*	-	-
Amount of comments	*	-	-
Positive comments	***	-	-
Negative comments	*	-	-
Likes	**	-	-
Dislikes	*	-	-
<b>Unofficial channels</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
Page activity	**	***	**
Regular updates	***	**	*
Response to inquiries	No	No	No
Interaction with fans	No	No	No
Stimulation of viewers to leave comments	No	No	No
Amount of viewers	*	***	**
Amount of comments	*	***	**
Positive comments	*	**	***
Negative comments	***	*	**
Likes	*	**	***
Dislikes	***	*	**
<b>FINAL SCORE</b>	<b>***</b>	<b>*</b>	<b>**</b>

## facebook

	Ω OMEGA	👑 ROLEX	❄️ PATEK PHILIPPE
Official Facebook Page	Yes	No	Yes
Page activity	***	No	***
Regularly updating	***	No	**
Incorporating other Social Media channels	No	No	No
Response to Inquires	No	No	No
Interaction with Fans	No	No	No
Promoting collaboration	No	No	No
Positive comments	***	No	***
Negative Comments	*	No	*
<b>Unofficial Facebook pages</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
Page activity	***	***	*
Positive Comments	***	***	*
Negative Comments	*	*	*
<b>FINAL SCORE</b>	<b>***</b>	<b>*</b>	<b>**</b>

## twitter

	Ω OMEGA	👑 ROLEX	❄️ PATEK PHILIPPE
Official Presence	*	***	**
Activity	*	***	**
Twitalyzer	*	**	**
Influence	*	**	***
<b>FINAL SCORE</b>	<b>*</b>	<b>***</b>	<b>**</b>

## LinkedIn

	Ω OMEGA	👑 ROLEX	❄️ PATEK PHILIPPE
General Appearance	***	***	*
Activity on LinkedIn	***	**	*
User interaction	***	**	***
<b>FINAL SCORE</b>	<b>***</b>	<b>**</b>	<b>*</b>



	Ω OMEGA	👑 ROLEX	❄️ PATEK PHILIPPE
<b>Unofficial channels</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
Forums available	**	***	*
Blogs available	**	***	*
Response to inquiries	No	No	No
Interaction with fans	No	No	No
Sentiment	**	*	***
Amount of viewers	**	***	*
Amount of comments	**	***	*
Positive comments	***	*	**
Negative comments	***	*	**
Strenght	**	***	**
Passion	***	*	**
<b>FINAL SCORE</b>	<b>***</b>	<b>**</b>	<b>*</b>

and the winner is...



Ω  
OMEGA

👑  
ROLEX

❄️  
PATEK PHILIPPE  
GENEVE

	OMEGA	ROLEX	PATEK PHILIPPE
Onsite Integration	***	**	*
Youtube	***	*	**
Facebook	***	*	**
Twitter	*	***	**
LinkedIn	***	**	*
Blogs and Forums	***	**	*



## CONCLUSION ≡

Throughout this report our research group tried to understand and apply techniques for analyzing the social engagement/quality of relationship in social media of the Swiss watch brands: OMEGA, Rolex and Patek Philippe. Our findings show an understanding how the brands have designed and decided to use social media channels to leverage their presence online.

OMEGA is the clear winner among the three assessed brands in terms of Social Media activities and overall appearance. In terms of presence and interaction OMEGA is showing the biggest effort to get in touch with the online community. Rolex is leaving the field towards their brand ambassadors and people with doubtful offerings, whereas Patek Philippe is not showing too much attitude towards Social Media. Although the sentiment for all the brands is overall good, especially Rolex has a problem with Spam-like mentions.

As a result of our analysis we can say, that only OMEGA seems to have clear Social Media strategy and is leading the conversation among these three brands. But generally speaking the interaction level between the brands and the community is still low.

Throughout our research OMEGA was the only of the three companies that interacted supportive with our research team, Rolex was not interested in supporting the initiative and Patek Philippe dared to answer. This can be taken as the general conclusion, about how the brands interact with the online community.