

## What You Can Learn From the Brawny Man



**Meg Fligg**  
Director of Social Media



“

*“We are a set of brands who you wouldn't think would be interested in engagement. Who thinks about engaging with the Brawny Man? But when it comes to paper towels, it's something we want and need for people to feel strongly about when they get to the shelf. The way we do that is creating a voice in social media, a voice we hope people will remember.”*

- Meg Fligg -

When it comes to social marketing analytics and measurement, you may not immediately think of the Brawny Man. But for Georgia-Pacific – the maker of Angel-Soft tissue and Brawny paper towels, among other paper goods – it's a character they want you to remember.

For the past five years, Georgia-Pacific has used Sysomos to help its social media team listen to what its customers and consumers are saying about its products and the company overall. We sat down with Fligg to learn more about Georgia-Pacific's success with Sysomos.

## What led Georgia Pacific to look for a social analytics solution?

*It's very interesting that some of the conversations we thought people were having on social weren't happening. But there were others we didn't understand until we started listening. Some of these insights helped shape our campaigns today. For example, when it comes to our Dixie Paper plates, we had no idea how many times people were taking pictures of their plates and talking about food. This led to our #DarkforDinner campaign, which asks families to put away digital devices during dinner, focus on each other and then share a moment from their experience.*

## How does Sysomos help you achieve results?

*We have been very lucky to work with Sysomos for the past five years. One of the things I find most interesting about what they are offering us today is the new tech around visual listening – we know that a lot of people are telling stories this way and are excited about leveraging it for our brand.*

## What advice would you give to brands just starting with social analytics?

*The first key is being clear about your objectives. Understand your approach to social media, know what you are trying to achieve and set a goal to get there. On the flip side, you can't be afraid of taking risk. Some of the lessons we have learned – and some of our successes – were based on previous failures.*

