



The introduction to

# KOCS

**Key Opinion Consumers**

Createx House

July 2020

# Introduction

Early October 2019, we received an invitation from one of our current clients to pitch in a 2020 Digital communication project. With our overall plan, one of the key strategy was to build a network of existing consumers, endorse them, and turn them into brand lovers, advocates, and protectors.

The project was expected to take several months before seeing results. It would require a lot of trust and commitment from our client as it was not a regular project that could be assessed by typical KPIs (awareness, buzz, sales, etc.) within the first few months. We however believed this strategy would help our client grow and create more impact in a long run. We later learned that there was a similar strategy being implemented and succeeding in the Chinese market. It's called **"KOCs" (Key Opinion Consumers)**.

In January 2020, we began launching our marketing campaign with KOCs program as part of the total communication, which immediately gained some momentum. When the COVID-19 pandemic put the country and most marketing activities on halt in March 2020, we still managed to continue our KOCs Program. As most brands in the same industry were struggling to maintain their revenues, our client managed to stay in the green. We received some feedback from our client on how the KOC campaign had played a big part in keeping their sales high and steady.

We have done a few similar KOC programs in the past but on much shorter timelines compared to the ones we are doing right now. We created this presentation to help marketers develop better understanding of KOC and how it works. We truly appreciate our first client for trusting and believing in our strategies. They will remain unnamed in this presentation for business reason.

## About **Createx House**

“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.” - Maya Angelou

This quote sums up our belief. We are in the time that people expect brands to be EXPERIENCE providers. People no longer only connect with the brand on a product level but also the experience the brand has given them. We believe that EXPERIENCE creates memories and drives actions It is the key to successful marketing communications.

Not only creating the right experience but communication also needs to be effective. We focus on EFFECTIVENESS of campaigns. Ideas or campaigns cannot be great if they do not answer to business objectives.

As we focus on creating EXPERIENCE and EFFECTIVE campaigns, we are never tied down to any one platform. We believe in creating EXPERIENCE which brings EFFECTIVENESS to the campaign and we focus on CREATIVITY BEFORE PLATFORM.

We have been working for clients in various industries such as cosmetics, skincare, automotive, real estate, FMCG, etc.

We are **Digital Creative Agency that effectively drives business results.**

A woman with long brown hair is shown in profile, applying makeup with a large, light-colored brush to her cheek. She is wearing a floral-patterned top. The background is softly blurred, showing what appears to be a living room with a television and some furniture.

## ***When KOLs (Key Opinion Leaders) lose their magic of convincing and only good for awareness state.***

For many years, people have been talking about KOLs, how to use them, and how well they can help brands create awareness for the right target groups through authentic experiential content and messages. They surely can drive awareness but it seems that many of them have lost their magic in the consideration and the conversion stages. People are aware that most content is sponsored, and some of the KOLs have lost their credibility of their authentic self.

Not saying that KOLs marketing is no longer working. In fact, they are still one of the most effective tactics nowadays.

***So what's the next big thing?***




***The best way to convince potential consumers in the consideration and the conversion stages is word-of-mouth from their friends and family.***

What if we

***Nurture  
existing consumers  
to become  
brand advocator?***

HERSCHEL SUPPLY COMPANY



# KOCS

## **Key Opinion Consumers**

*The big thing that's happening in the Chinese market*





# KOCs

## ***Key Opinion Consumers***

A lot of people may be familiar with the term KOLs (Key opinion leaders) which refer to people who have a lot of followers and are able to influence their followers. In another word, it's a part of word-of-mouth marketing in the digital era. However, when consumers get more sophisticated and KOLs start to work mostly for awareness angle, they lose the power of sincerity which leads to less conversion.

***KOCs (Key Opinion Consumers)***, unlike KOLs, they are real consumers who love the brand or the product and like to share it with their friends, nudging them into the consideration and the purchase stages. KOCs are not paid but receive the product and review in their authentic style, focus communication to their family, friends and communities.

***KOCs Marketing needs to be implemented on a large scale since they individually don't have many followers. It needs to be long-term continuous plan.***

“Many of the KOLs are in brand partnerships, thus the messages they conveyed to their fans are often based on the customized plan with the brands they represent. On the contrary, KOCs are acknowledged as independent reviewers, and therefore, they are responsible for formulating their own opinions about certain products or brands before conveying it to their followers”

- Viral Access : After KOLs, Let's Get to Know KOCs -

# KOLs

High awareness

Awareness and consideration focus

Influence their followers

Broad relationship with their followers

Likely commercial driven

Paid / Commission

Immediate effect

## ***The Differences***

# KOCs

Low awareness

Consideration and conversion focus

Influence their family and friends

Intimate relationship with their followers

Appreciation driven

Not paid

Long-term effect

# Createx's KOCs Ecosystem

Existing consumers



## Scout



## Connect



## Maintain



KOCs communication



## Evaluate



**Authenticity.**  
The key success of their communication is the way they communicate with their friends and family, let them be their authentic self.

**Find the right one.**  
It isn't the existing consumers who love the brand but look for consumers who love to share story about the brand. It isn't the number of followers but the power of influence that matters.

**Sincerity.**  
Connecting to potential KOCs isn't like connecting with KOLs as most of them are amateur. Appreciation, sincerity and comprehension are important things to consider when connecting to them.

**Define their value.**  
The key success of their communication is the way they communicate with their friends and family, let them be their authentic self.

**It isn't one time off.**  
KOCs program is about connecting the brand with brand's KOCs in long-term. They are brand lover, advocator and protector so their incentive isn't money but acknowledgement and appreciation.



# Incentives

As they are not paid, the incentive they are looking for might be something of deeper meaning in their perspective.

## First to know the news

Receive brand / product update directly from the brand before other consumers.

## Early access to product / service / promotion

Get early access to new product, service and special promotion.

## Free product

Especially when there is a new launch they should be the first group of consumers who get the product, it's also good if they have more product or sampling to giveaway to their friends and family.

## Event / exclusive event invitation

## Referral Program

Friend-get-friend benefit in long term reward program.

## Be in exclusive community

Invite to join an exclusive community where they can connect with the brand directly, give comment and feedback where the brand can really hear them.

## Brand official acknowledgment

It can be official brand acknowledgement and become one of many official brand ambassadors.

## Etc.

Look at in as an exclusive CRM or consumer retention program, there are so many things that brand can offer them to show acknowledgement and appreciation.



# Brand's benefit

KOCs marketing is a long-term plan and it takes a lot of commitment from the brand, but on the positive side there are many benefits that brand can get from it.

## **Build high quality network of word-of-mouth communication**

As KOCs are brand lovers, and it's built for word-of-mouth communication purpose. Their role isn't only convince friends and family but also being brand protector when needed. They are not just consumers, they are part of the brand.

## **Own asset of mass User Generated Content**

Imagine if you have a base of 100-300 KOCs, anytime you launch a campaign, these are the number you can put in as your starting number of campaign participation.

## **Positive brand/product review**

Their role isn't just to announce a new product but also to review, answer questions and build positive comment and testimonial on different platforms they are on, such as social media, online community and e-commerce website.

## **Consistency brand buzz**

KOCs program is about long-term communication and consistency so the communication doesn't focus only when a product or an event is launched like KOLs. They will continue to communicate brand and product stories in their general communication.

## **Get a pool of consumer feedback**

They are the first group of consumers you are able to ask for feedback or validation for your idea before you do any other marketing program to get an idea of what may or may not work.

# Get in touch

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