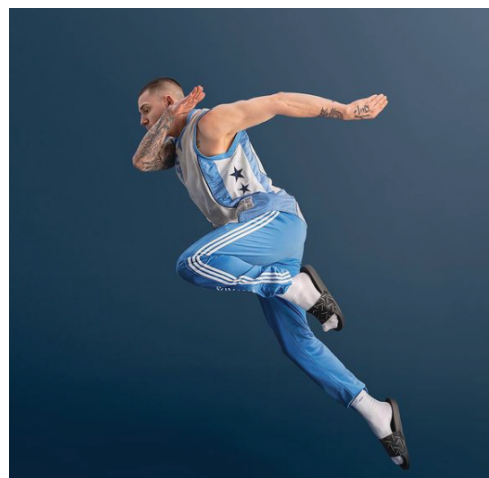




# NEWSPOINT KUBOTA

## case study

The story of how the 25 years old Polish company increased its brand awareness and customer engagement with impeccable media monitoring



Kubota is an immensely popular Polish brand that has been on the market for over **25 years**. After successfully winning the hearts and feet of millions of Poles with its iconic flip-flops in the '90s, Kubota was reintroduced to the market again in 2018. This time, it was not only with the well known flip flops model but with brand new models of sports and casual flip flops in addition to a comfy line of socks and other accessories as well. What's next? In their upcoming season, they plan to take it even further and launch their own clothing line!

With almost **one million visits** to their shop since June 2018 reactivation and over half a million in 2020 alone, Kubota is not slowing down anytime soon.

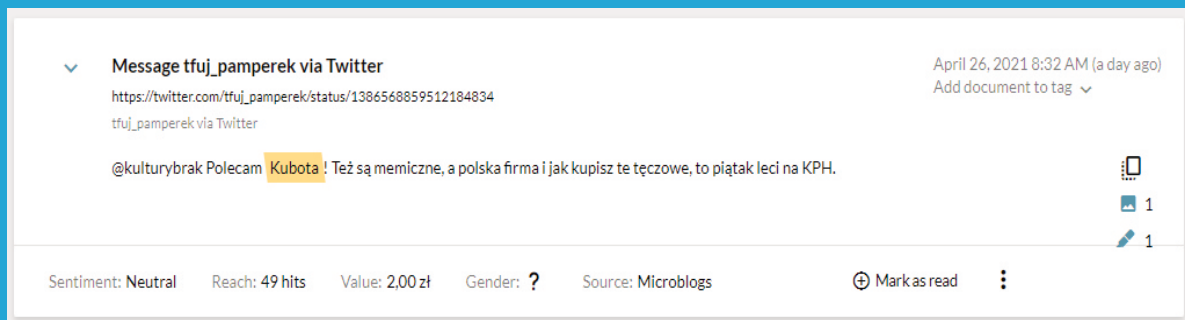
**In 2020, Kubota's volume of reach on social media hit a record with 9 million on Facebook and Instagram with one post only generating an organic reach of 200k.**

As its market share is rapidly increasing to create a huge audience and a high level of organic engagement, a brand as successful as Kubota needs sophisticated insights and carefully planned actions to monitor and track its presence. How does Kubota manage to do so? They wisely took the decision to use one of the most advanced media tools in order to meet their brand objectives and track their KPIs: Newspoint media monitoring platform. In an extremely insightful and interesting interview, Kubota reveals how Newspoint was accompanying them in their market and brand journey.



## Brand Objective: Social and Digital Listening The brand's armour

The first priority for which the platform is used is social and digital listening. It is quite crucial for Kubota to observe who is mentioning its brand, through which media they are being mentioned and the content/context associated with it. The team believes that they are not and cannot operate in an isolated space anymore when the communication in today's world is happening mainly through the internet. In a vast and rapid exchange of data and information, the team wants to always be prepared and ready whenever they are mentioned and however they are referred to.



In 2020, there were more than 4,000 publications on the Kubota brand, which reached almost 20 million users online.



The brand is tracked through all sorts of occasions; sometimes it can be a question, others it is simply an opinion, or even sometimes the Kubota team finds themselves led to a broad and long discussion. Every time they are happy to be aware of it and they aim to be involved one way or another.

In 2020, there were more than 4 thousand publications on the Kubota brand, which reached almost 20 million users online, through portals, blogs, or social media. Without a hyper-targeted and highly specialized tool such as Newspoint, they would have never been able to spot every single mention.



## Brand Objective: Marketing Analysis

One of the fundamental areas where Kubota relies on Newspoint is analyzing its marketing activities and results. Whether it's the Marketing Director or the Influencer Marketing Specialist, when running a large marketing campaign, the Kubota team uses Newspoint to test the customers' reactions and feedback and also to spot any flaws that might need refining. The brand even uses it in the case of print advertisements; "We use the reach counter and advertising equivalent in the case of the printed press. The key information we obtain we then use in subsequent actions, promotions and events."

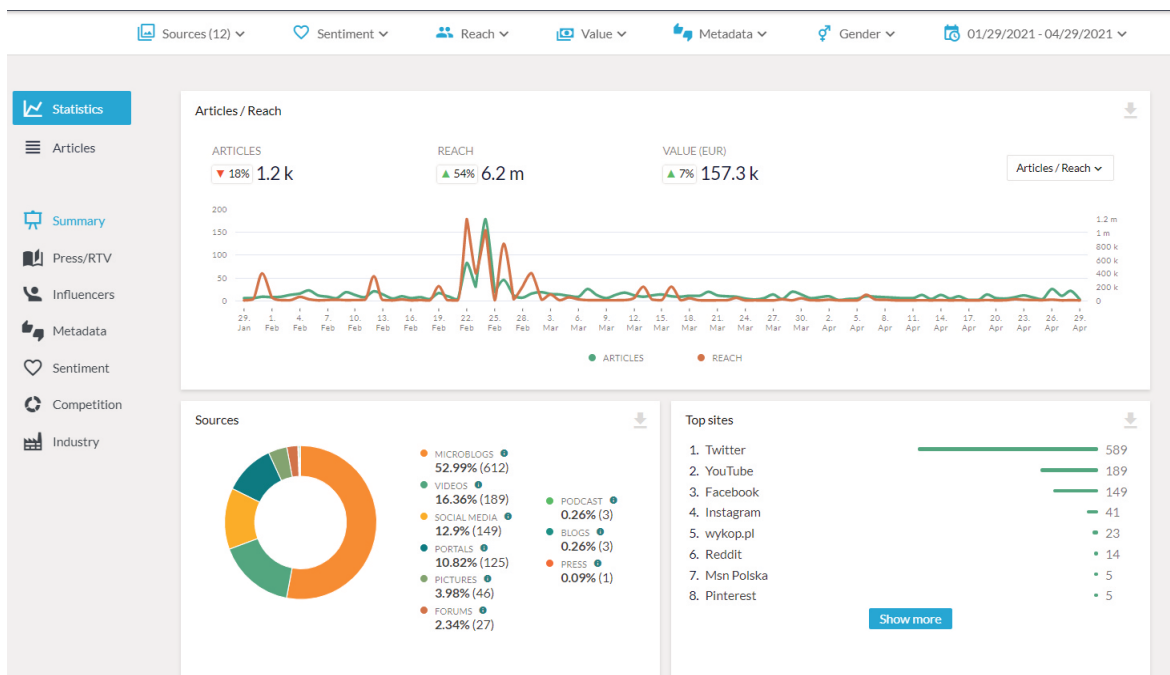
The brand refers to such as data as a prediction of their demand level when receiving some comments as "I love you guys and I own four pairs of Kubotas but I would love to get a few more", or to know which product differentiators to focus on "Your flip-flops feels like walking on a cloud!". Or even to explore the different target markets "Guess who got married in Kubotas!".

Kubota also speaks about how they were able to focus on and emphasize huge successes thanks to marketing analysis; "Our favourite testimonials are from the famous Polish Twitter persona, Mr Janusz Piechociński, e.g. the tweet from 05.08.2019: 'Biedronka: Kubota flip-flops sold out in a flash'".



## Brand Objective: Reactivation and New Product Development

The first Kubota foam flip-flops arrived in Poland from distant China in 1994. In 2018 four friends from Lodz decided to pursue a new look and feel that can be described as a reactivation of the brand. Then, together with the original founders, they collectively began to change the course of the brand's history and create something completely new, adapted to current times, yet still harking back to the 1990s when it all began.



The brand also regularly introduces new products; their latest venture is the Pro flip-flops.

“The Pro flip-flops are the only such in Poland, and maybe even in the whole world. It is hand-made by experienced Polish shoemakers and materials of the highest quality - also local. Thanks to this we have a product that is durable and perfect for the pool, and through the input of our trusted designers, it is also a fashionable shoe for almost any occasion. The sporty character intertwines with the utilitarian nature here, and these are the factors that make the Pro flip flops a real sales hit. At the beginning of the year, we had launched with 2 categories and by the end of the 2020 season we had expanded to 15 different categories”.

With such a dynamic brand evolution, the company has to have a constant flow of PR content circulating and tracked to ensure clear communication with the potential and target audience.

Accordingly, the primary users of Newspoint Platform from Kubota’s team are the PR specialists. They find that a tool as integrated as Newspoint is indispensable for their PR activities whether it is the grand opening of a new branch or the reveal of the latest new design. Not surprisingly, the Product Development team from Kubota also uses Newspoint frequently for product-specific measurements and insights.



## Brand Objective: Competitive Analysis

Kubota describes the footwear industry as incredibly huge and quite difficult to clearly categorize, all the more reason why they refer to Newspoint for competitive insights and recommendations. Kubota uses the tool to track its complex group of competitors who either offer alternatives to comfortable flip flops, such as Adidas, Nike or typical "flip-flop" companies such as Crocs or Havaianas. There are also e-retailers that focus on shoes or offer it as one of their eCommerce categories such as Allegro or Amazon. "We need to keep our fingers on the pulse, we observe changes the entire market and all players - both large and well-known, as well as those with a small scale."

Tracking the competition with Newspoint has so many possibilities and even though Kubota is not currently using all these features, they would like to do so once they have a separate team that monitors the activity of each of their competitors.





## Brand Objective: E-commerce and Digital Transformation

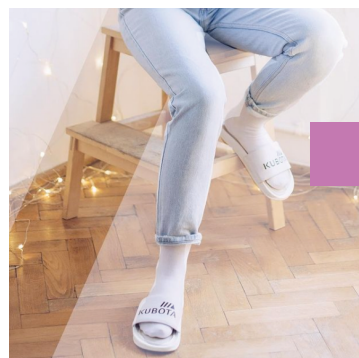
“Despite more than 25 years of history, we are a young company, so we still focus on the development and improvement of our products.”

During the pandemic, Kubota decided to jump through the hoops and open two stationary sales points; one is located in Galeria Młociny, the other in Blue City in Warsaw. Next year they plan to open more stationary points of sale in parallel with expanding their eCommerce to intensify the company's omnichannel model. Hence, the eCommerce manager is a frequent user of Newspoint as well, having access to all such data in one place enhances his activities for strengthening the omnichannel model.

## Brand Objective: Increasing Engagement

“Thanks to the implementation of Newspoint, our customers can certainly know more about our brand by answering questions in a short period of time. We know where and how people are talking about us. We are able to thank people for their praise and put out potential fires at high speed.”

Thankfully, Kubota has not undergone any crisis where they would have to use Newspoint's help, however, it is comforting to know they have such an option.

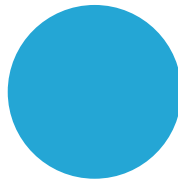
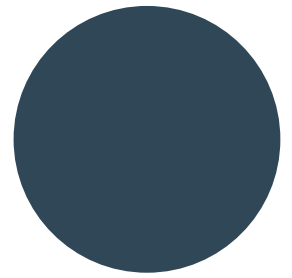


## A Typical Day At Kubota's Using Newspoint; How All The Magic Happens

At 9 am, with a nice warm cup of coffee at hand, Kubota's team starts receiving alerts based on the mentions they had previously set up on the Newspoint platform. Ready to get to work, each of Kubota's four team members responsible for media monitoring can log in to the Newspoint Gold package with their own credentials. The team is usually busy with different responsibilities, however, they always make time to monitor the brand at least every other day. They believe this is an efficient balance between the frequency and the number of mentions that are set up, where they simply go through them since their last visit to the panel.

There are 5 different projects setup on Newspoint under Kubota brand. Kubota uses their project "Kubota flip-flops" the most often which contains 9 keywords of the same group and topic theme. The integrated and diverse functionalities of the Newspoint Panel, as well as the sophisticated options the Newspoint Gold Package offers, provide Kubota with an extensive range of sources to monitor. These cover Press, Portals, Communities, Microblogs, Forums, Blogs, Photos, and even Videos. Another functionality that Kubota's team uses quite often is Newspoint' Charts, primarily: Publications/Reach chart, AVE vs. Sources chart, and Reach vs. Sources chart.

Kubota's team rely on Newspoint as their key partner for internet and media monitoring from Marketing and PR, to Sales and customer service, Product Development and even the HR. When asked to specify their favourite feature they say without hesitation; "Definitely clear charts, highly intuitive tools, accessible UX and quick help when need".



# NEWSPOINT

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