



Zeke Ratings

Social Brand Strength

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Social
Brand
Strength

September 2015

Luxury Interiors Sector
improves Social Brand



The largest number of social media platforms a single company uses

20%

Companies without a any social media presence

Zeke Ratings—
Social Brand Strength

high-end interior design
companies exhibiting at
Decorex International 2015



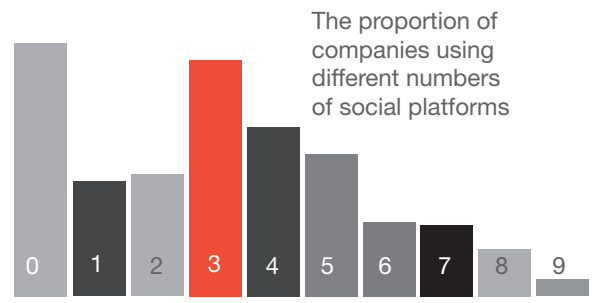
3

The average number of social media platforms used

| 5

80%

Companies who have opened one or more social media accounts



The proportion of companies using different numbers of social platforms

The Zeke Ratings league table helps to highlight and celebrate the efforts of many in the high-end design community that are embracing social media and digital branded content at Decorex International 2015.

The fact that these luxury and high-end design-led companies are opening social media accounts is a clear indicator that branded content is becoming an increasingly valuable asset as companies look to build and manage their reputations, promote and drive sales through social media channels.

Rating Methodology

Our ratings focuses on the exhibitors, specifically companies, not organisations, charities or publications at the prestigious international Decorex event.

A combination of metrics have been applied to gain the overall Social Brand score. The foundational set of metrics are based on social media influence score according to kred.com: *'Your Kred story shows off your most influential content'*. Every company or person on Twitter has a Kred score made up of two parts; the 'Influence' score and the 'Outreach' score.

The other metrics include:

1. **Brand presence:** The number of social media channels that a company is using.
2. **Brand content:** The relevance of social media content and its alignment with a company's brand.
3. **Twitter frequency:** The frequency and consistency of a company's Twitter output.
4. **Responsive platform:** The extent to which the company website is future-proofed with a Responsive site.

Research was undertaken in August/September 2015.

To find out more about Kred's Influence and Outreach scoring please go to Kred.com

Rank	Company Name	Social Brand Strength
1	Graham & Green Limited	32
2=	Alternative Flooring	31
2=	Charlie Kingham Ltd	31
2=	CadLine Ltd	31
5=	Dering Hall	30
5=	LINLEY	30
7=	Lapicida Stone Group Ltd	29
7=	Villa Nova	29
7=	Altfield Ltd	29
7=	Chadder & Co. Luxury Bathrooms	29
7=	Coleccion Alexandra S.L.	29
7=	Drummonds	29
7=	Harlequin	29
7=	A Rum Fellow LLP	28
7=	Games Room Company	28
7=	Parker & Farr Furniture Limited	28
7=	Chesney's	28
7=	Heathfield & Company	28
7=	Copper & Silk	28
20=	Abraham Moon & Sons Ltd	27
20=	Barneby Gates	27
20=	The Little Greene Paint Company	27
20=	Alexandra Llewellyn Design	27
20=	Timorous Beasties	27
25=	Baroncelli	26
25=	Barker & Barker	26
25=	Savoir Beds Limited	26
25=	Sarah Hardaker	26
29=	Armourcoat Limited	25
29=	Beatwoven	25

Brand Influence



8 |

Kred measures Social Media **Influence** and **Outreach**. A firm's Kred Influence score (a maximum of 10 points) increases when someone mentions, retweets or replies to them.

A firm's Kred Outreach score (a maximum of 12 points) increases when they mention, retweet or reply to someone else. Brand Influence scored out of a maximum total of 22 points.

Rank	Company Name	Influence	Outreach	Brand Influence
1=	Coleccion Alexandra S.L.	7	7	14
1=	Graham & Green Limited	8	6	14
1=	Dering Hall	8	6	14
4=	The Little Greene Paint Company	7	6	13
4=	Alexandra Llewellyn Design	7	6	13
4=	Timorous Beasties	7	6	13
2=	Sarah Hardaker	7	6	13
4=	Philip Watts Design	7	6	13
4=	SCP Ltd	7	6	13
10=	Harlequin	7	5	12
10=	Alternative Flooring	7	5	12
10=	Copper & Silk	6	6	12
10=	Savoir Beds Limited	6	6	12
10=	Altfield Ltd	7	5	12
10=	Chadder & Co.	7	5	12
10=	Chesney's	7	5	12

Twitter Frequency



A positive approach to tweeting would be made up of 50% of own-generated on-brand content, mixed with 50% of other users content, retweets and mentions. With each tweet so fleeting, a high score reflects multiple tweets and activity each day, compared to infrequent, inconsistent tweeting.

Scored out of a maximum of 5 points.

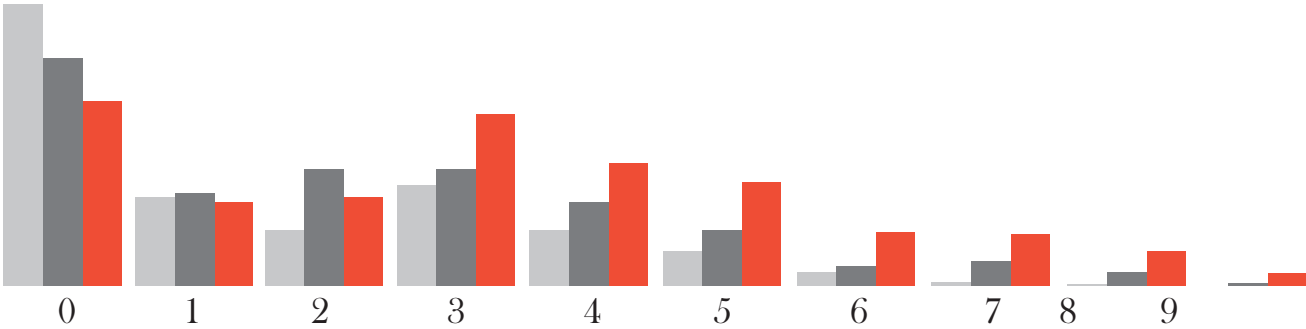
Rank	Company Name	Twitter Frequency
1=	Charlie Kingham Ltd	5
1=	Villa Nova	5
3=	CadLine Ltd	5
3=	Harlequin	5
3=	Alternative Flooring	4
3=	Lapicida Stone Group Ltd	4
3=	LINLEY	4
3=	Drummonds	4
3=	Parker & Farr Furniture Limited	4
3=	Heathfield & Company	4
3=	Copper & Silk	4
3=	Barker & Barker	4
3=	Savoir Beds Limited	4
3=	Coleccion Alexandra S.L.	4
3=	Graham & Green Limited	4

The number of social platforms deployed per company

There is a rise in companies adopting social platforms to communicate through, with the majority choosing on average three platforms (namely Twitter, Facebook and Pinterest).

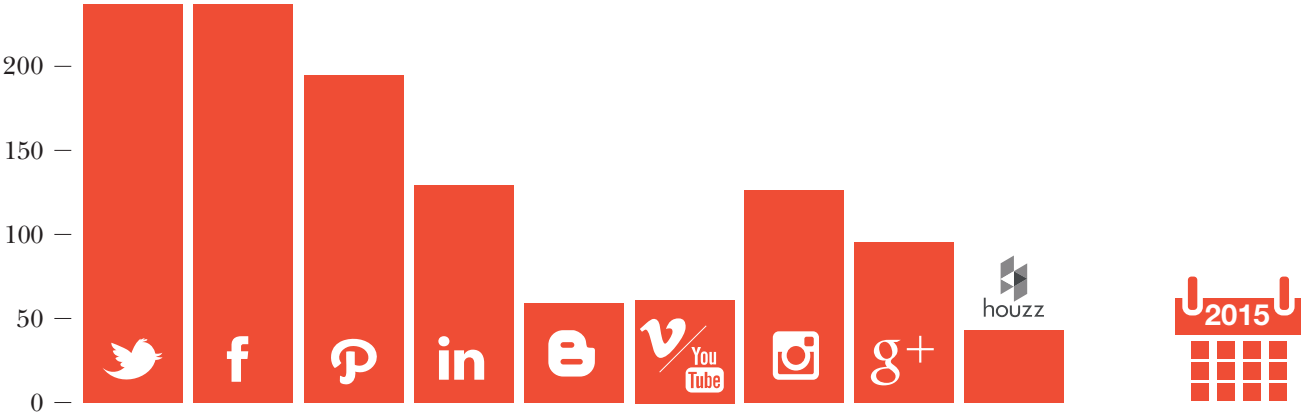
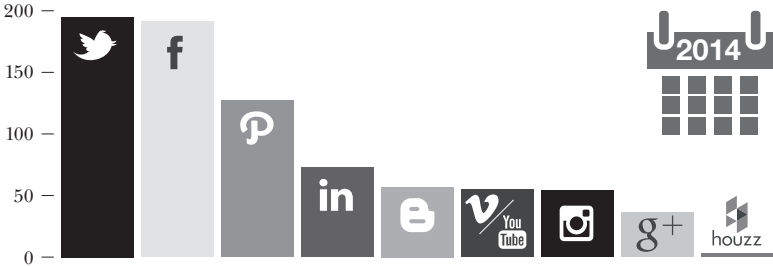


10 |



The number of social platforms deployed per company

The growth of the image-led platforms such as Pinterest and Instagram reflect this image-rich industry.



Brand Presence



12 |

Each channel delivers a slightly different audience, with different functions and responses. Managing relevant conversations and activities wisely results in greater reach and influence. Platforms used to increase brand presence: Twitter, Facebook, Pinterest, LinkedIn, Google+, Youtube/ Vimeo, Instagram, Slideshare/Issuu, Houzz, Behance, Houzz and Blog.

Scored out of a maximum of 12 points.

Rank	Company Name	Brand Presence
1	Alternative Flooring	9
2=	Charlie Kingham Ltd	9
2=	Lapicida Stone Group Ltd	9
2=	Villa Nova	9
2=	Coleccion Alexandra S.L.	9
2=	Graham & Green Limited	8
2=	CadLine Ltd	8
8=	Dering Hall	8
8=	LINLEY	8
8=	Altfield Ltd	8
8=	Chadder & Co. Luxury Bathrooms	8
8=	Drummonds	8
8=	A Rum Fellow LLP	8
8=	Games Room Company	8
8=	Parker & Farr Furniture Limited	8
8=	MUNNA	7
8=	Parker & Farr Furniture Limited	7

Branded Content



Fully branded, designed and considered social presence with consistency of image and logotype across all platforms is best practise. This level of consistency proves harder to achieve, the more platforms are deployed.

Scored out of a maximum of 5 points.

Rank	Company Name	Brand Presence	Branded Content
1=	Charlie Kingham Ltd	9	5
1=	Alternative Flooring	9	4
1=	Coleccion Alexandra S.L.	9	3
1=	Lapicida Stone Group Ltd	9	3
1=	Villa Nova	9	3
1=	Graham & Green Limited	8	4
1=	Dering Hall	8	4
1=	Altfield Ltd	8	4
9=	CadLine Ltd	8	4
9=	LINLEY	8	4
9=	Drummonds	8	4
9=	Parker & Farr Furniture Limited	8	4
9=	Chadder & Co. Luxury Bathrooms	8	3
9=	A Rum Fellow LLP	8	3
9=	Games Room Company	8	3
9=	Armourcoat Limited	8	3

Responsive Platform



Maintaining a high-end brand positioning with a creative, forward-thinking approach would result in a responsive site. It offers an elegant, future-proofed solution against the growing number and size of mobile devices—creating seamless user experience across all devices.

A fully Responsive platform scored 3 points.

18

2013



responsive sites

64

2014



responsive sites

172

2015



responsive sites

To find out more about developing
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