



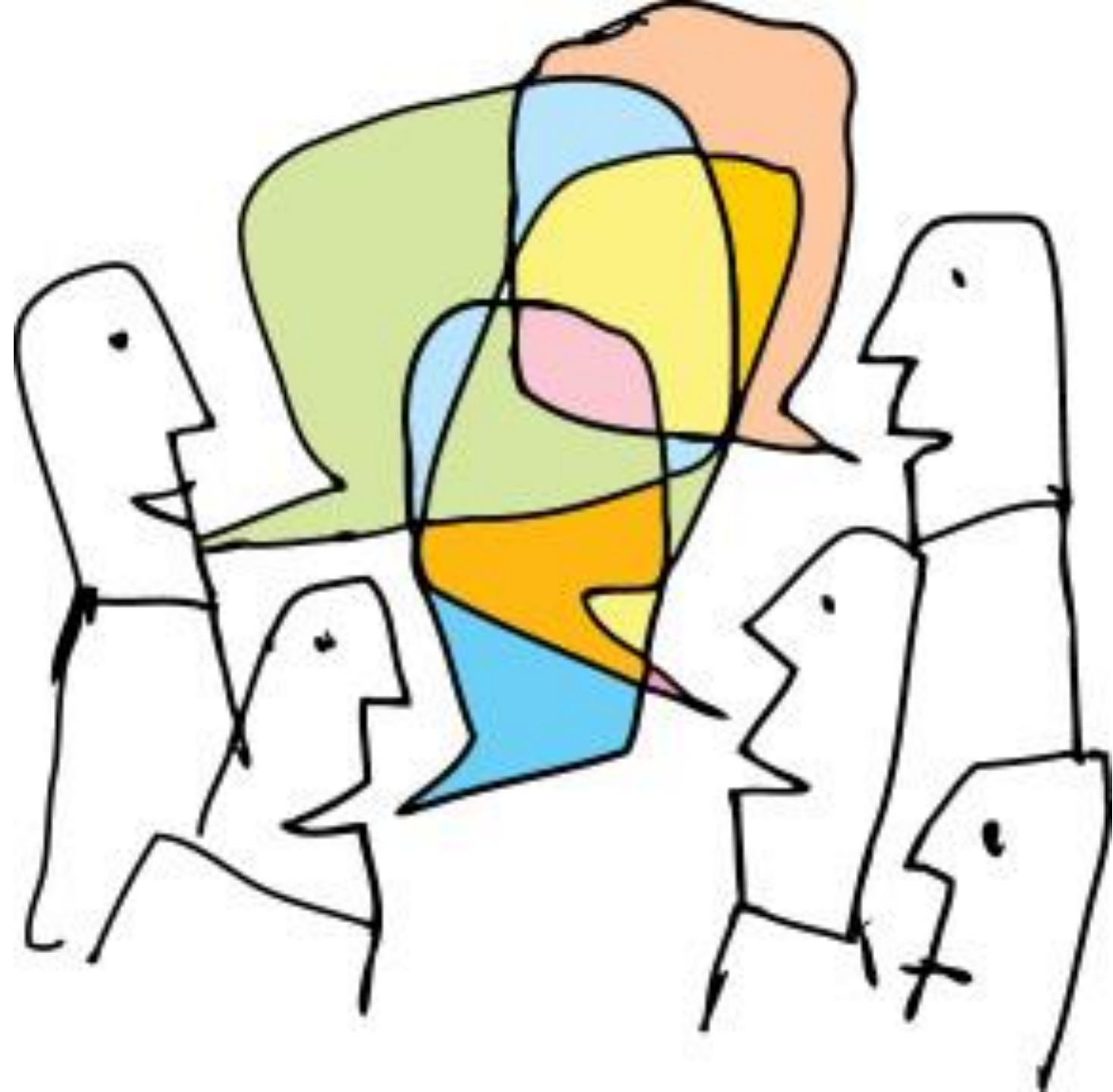
"Measurement - Use it or lose it"
How social media analysis can help you sell the world what they want

Stephen O'Leary
Media Analyst

@stephenoleary
@olytico

IIA Breakfast Briefing
The Digital Hub, April 29th 2015

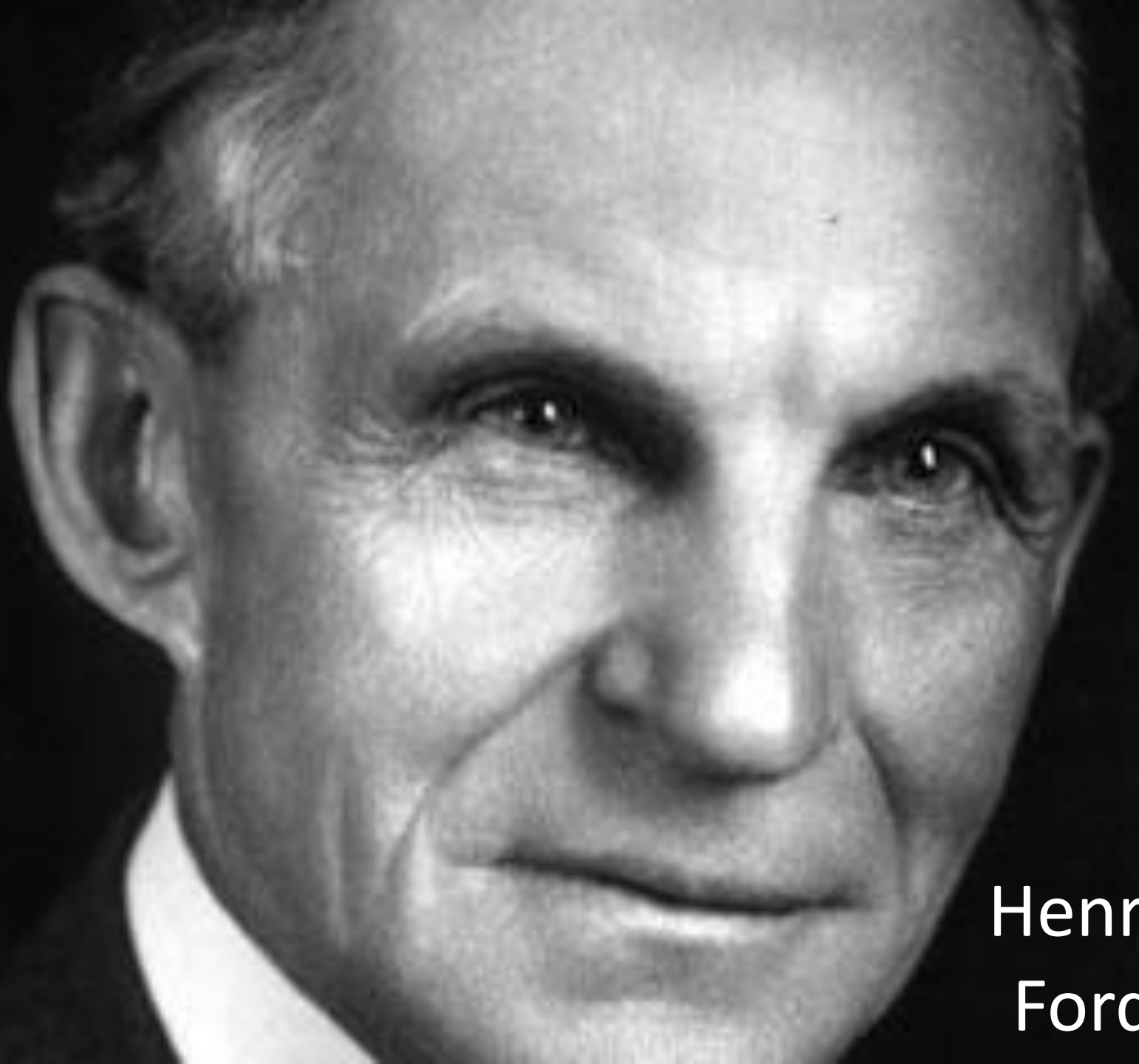






I LOVE

HATE



Henry
Ford

“If I had asked my customers what they wanted, they would have said a faster horse.”





"All those in favor say 'Aye.'"

"Aye."

"Aye."

"Aye."

"Aye."

"Aye."

In 2012, we started tracking
the following phrases:

“I wish someone **invented**...”

“If only there was a way to...”

“Will somebody please **create** a ...”

“Will someone please **build...**”

10 phrases

28 months

650,000 results

13 million data points

Here's what we found...

“...please **invent**...”



Nicki Burr

October 3 at 4:20am near Templestowe, Victoria · 🌐

Could somebody PLEASE invent some sort of sensor to let you know there is a bloody TISSUE in the washing machine!!!!

Share

👍 3 people like this.

2012

A word cloud on a black background with white text. The most prominent words are 'text', 'dear', 'unsend', 'companies', 'cellphone', 'phone', 'sincerely', and 'mobile'. Other visible words include 'love', 'jenna', 'toothpaste', 'thanks', 'yourself', 'marbles', 'menshonor', 'laughorfact', 'take', 'funny', 'truth', 'time', 'comedytruth', 'autocorrects', 'shirts', 'cell', and 'machine'.



Alan Garner

@WolfpackAlan



Dear mobile phone companies, please invent an "unsend my text" option.

[Reply](#) [Retweet](#) [Favorite](#)

966
RETWEETS

240
FAVORITES



7:22 AM - 25 Sep 12 · [Embed this Tweet](#)



Not Will Ferrell

@itsWillyFerrell



Follow

Dear cellphone companies, please invent an "unsend my text" option.

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

RETWEETS

742

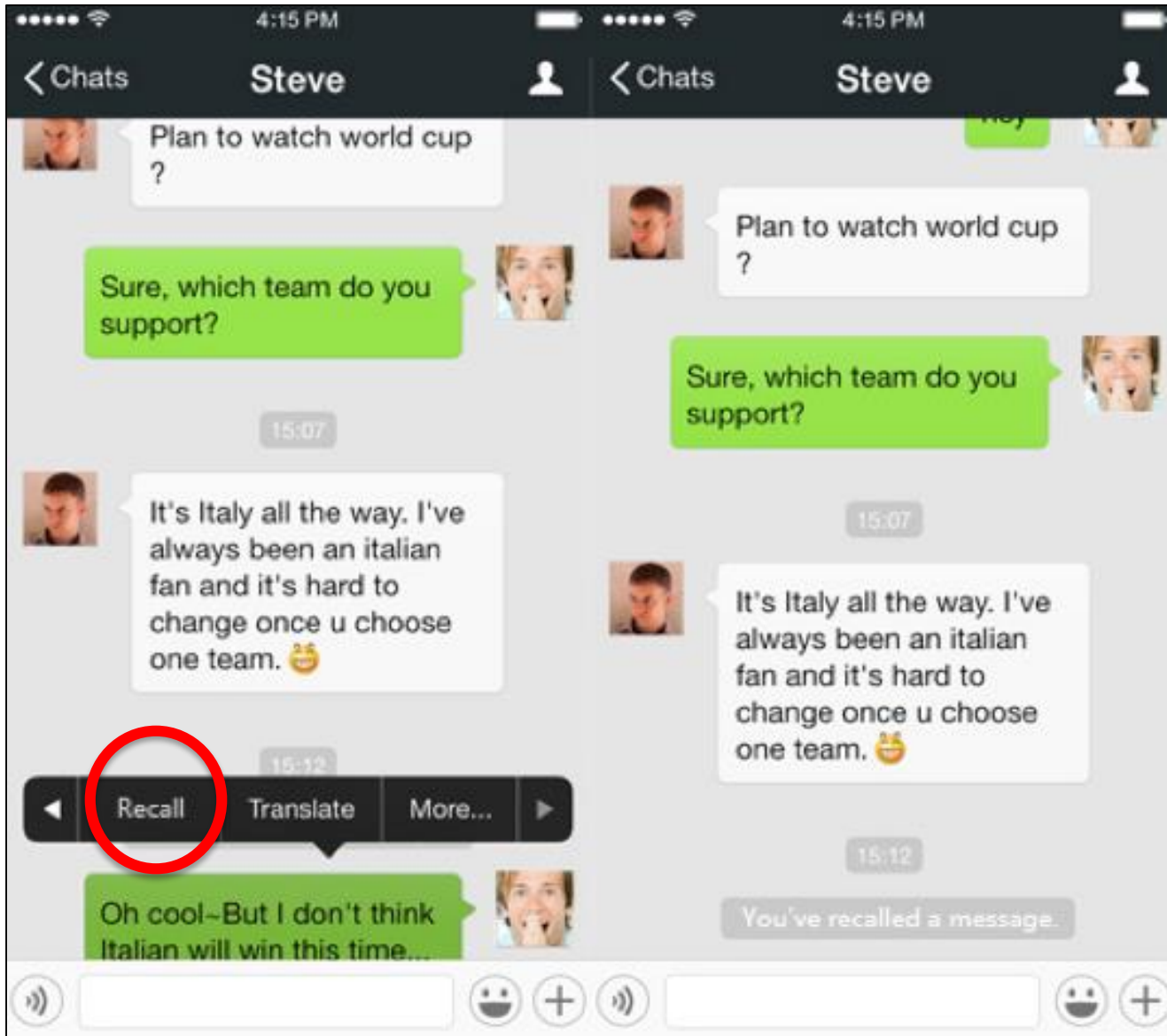
FAVORITES

528



2:30 AM - 9 Sep 2013

June 2014 – WeChat introduces “Recall”



- A new feature that lets you recall the last message you sent within 2 minutes.
- Click ‘Unsend’ and the message will disappear from both your chat screen and the recipient’s.
- **The feature also works on photos.**

too thing pasta
think people scientists
better hair windshield beer
without music
diary of humor day pill depressed darth jae
patience life wedding its willy ferrell way lightsaber
great want things awkward posts two facebook today
accidental food made as simmons earth its bro stinson
years dose wipe awkward app wipers big tolerance
well work going listening work going world twitter

The image is a word cloud with several words circled in red. The circled words are "windshield music", "scientists", and "app wipers". Other prominent words include "people", "earth", "awkward", "want", "way", "accidental", "diary of humor", "pill depressed", "lightsaber", "wedding", "its willy ferrell", "posts", "posts", "today", "thank", "where", "work", "going", "listening", "well", "dose", "wipe", "app", "wipers", "big", "tolerance", "world", "twitter", "years", "years", "great", "patience", "life", "wedding", "its willy ferrell", "way", "lightsaber", "posts", "posts", "today", "thank", "where", "work", "going", "listening", "well", "dose", "wipe", "app", "wipers", "big", "tolerance", "world", "twitter".



Scott Elliott

@scotte_spratt



 Follow

Someone please invent a windshield wiper that doesn't get pine needles and leafs stuck in it.



Reply



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Favorite

8:12 PM - 3 May 12 · Embed this Tweet

Reply to @scotte_spratt



Shannon Zimmerman

@SHANNONigans_23



 Follow

Can someone please invent windshield wipers for glasses when its raining?!

 Reply  Retweet  Favorite

1
FAVORITE



5:12 PM - 26 Sep 12 · Embed this Tweet

Reply to @SHANNONigans_23



Linda Meehan

@Linda_Meehan1



Follow

Could someone invent driver window wipers please?

[↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)

6:27 PM - 4 Feb 2014



Noah B

@XaphoonJones



Follow

Can somebody please invent windshield wipers that wipe in time with the music you're listening to



Reply



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249

RETWEETS

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FAVORITES



11:00 PM - 4 Sep 12 · [Embed this Tweet](#)



Windscreen wipers being in time with music

49 likes

 Like

Message  ▼

Community



 49

About

Photos

Likes



HACK A DAY

HOME

COMMUNITY

STORE

SUBMIT A TIP

FORUMS

ABOUT

Over engineering windshield wipers to sync to music

March 10, 2012 By Brian Benchoff · [42 Comments](#)





Savan Kotecha

@Savan_Kotecha



Follow

Dear makers of PG Tips, can you please invent a patch, so that my body can be constantly fed your wonderful product. Thank you.

Retweeted by Paola Brooks (:

Reply

Retweet

Favorite

68

RETWEETS

67

FAVORITES



1:18 PM - 10 Jul 12 · [Embed this Tweet](#)



Mr. Mike Merrill

@kmikeym



 Follow

I was thinking I wish someone made caffeine in a patch and then I searched online and found that product on Amazon. Thanks again [@jeffbezos](#).

 Reply  Retweet  Favorite  More

10:07 PM - 4 Mar 2014



CaffeineLand 'No Frills' Caffeine Energy Patches - 12 Pack

by CaffeineLand.com

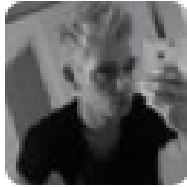
[Be the first to review this item](#)

Available from these sellers.

- Caffeine Energy Patches -- 12 Pack!
- SAFE & EASY TO USE | DISCREET | NO CALORIES OR SUGAR | GLUTEN FREE
- ACTIVE INGREDIENTS INCLUDE: CAFFEINE, TAURINE, GREEN TEA EXTRACT, VITAMINS B3, B5, B6 & B12
- 100% Natural. Made of premium quality ingredients in the USA from FDA approved sources.
- Hypoallergenic and do not contain any Latex.

1 new from \$7.99

[Click to open expanded view](#)



Official Bigsy

@OfficialBigsy



Okay, can someone please invent the opposite of a microwave. I need my beer cold, now. And no, the freezer is not fast enough.

Retweeted by hi im amy†



Reply



Retweet



Favorite

17

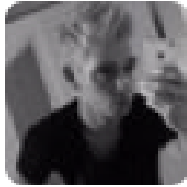
RETWEETS

4

FAVORITES



2:47 PM - 28 Jul 12 · [Embed this Tweet](#)



Official Bigsy

@OfficialBigsy



Okay, can someone please invent the opposite of a microwave. I need my beer cold, now. And no, the freezer is not fast enough.

Retweeted by hi im amy†



Reply



Retweet



Favorite

17

RETWEETS

4

FAVORITES



2:47 PM - 28 Jul 12 · [Embed this Tweet](#)



RowenaNeville

@RowenaNeville



Follow

Dear internet, can someone please invent a heated mouse. My right hand is constantly cold, while my left is clamped around a cuppa.

[↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)

8:07 AM - 3 Feb 2014



7 Weapons USB Warm Winter Mouse Pad with Wristguard (puppy)

by 7 weapons

[Be the first to review this item](#)

Price: **\$21.38** & **FREE Shipping**

In Stock.

Ships from and sold by [eyourlife2012](#).

Color: **puppy**



- size:26cm
- weight:95g
- Lovely mouse pad
- › [See more product details](#)

6 new from \$16.90



[Click to open expanded view](#)

Customers Who Viewed This Item Also Viewed



Jenn Jacobs

@Jenni_J_



Can someone please invent an "Airport Outlet Finder" App?!?! I need to recharge!

#AndroidProblems



Reply



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1

RETWEET



9:34 PM - 21 May 12 · [Embed this Tweet](#)

Plug Finder – Find Power Outlets & Charge Your Battery During Travel

By Inedible Software

[View More By This Developer](#)

Open iTunes to buy and download apps.



Description

When your battery is dying and you need a plug right now, Plug Finder is the only app that instantly locates all the power outlets in your vicinity. It's the perfect utility app for all forms of travel - business, pleasure and beyond.

[Inedible Software Web Site](#) ▶ [Plug Finder – Find Power Outlets & Charge Your Battery During Travel Support](#) ▶

...More

[View In iTunes](#)

Free

Category: [Utilities](#)

Released: Mar 07, 2013

Version: 1.2.8

Size: 3.4 MB

Language: English

Seller: Inedible Software, LLC

© MEDL Mobile 2012–2013

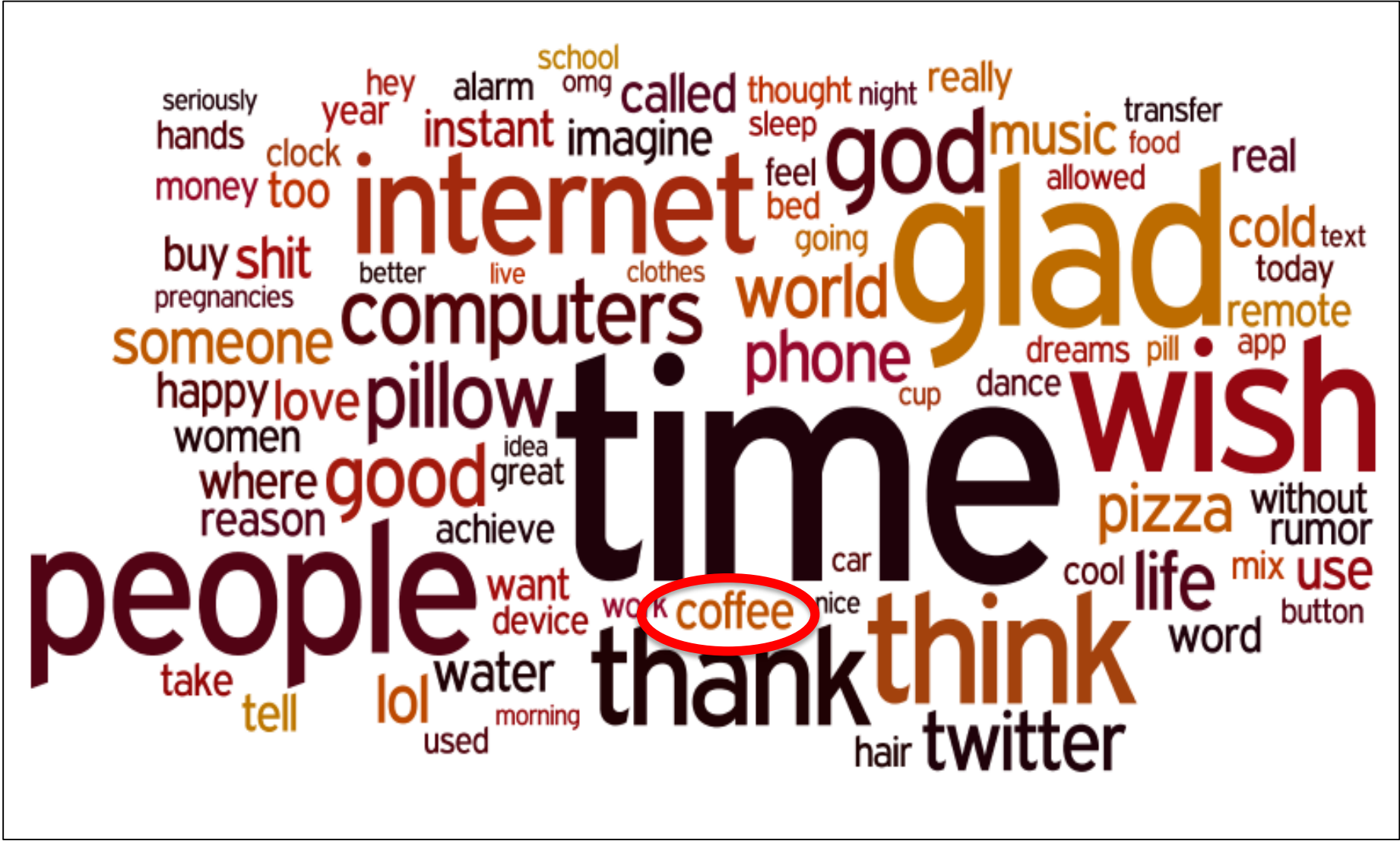
Rated 4+

Compatibility: Requires iOS 5.0 or later. Compatible with iPhone, iPad, and iPod touch.

iPhone Screenshots



“I wish someone **invented**...”





derek ryan

@derekryanmusic



Follow

Can someone please invent a take away coffee cup lid that never leaks.. EVER [#inthisdayandage](#)

Reply Retweet Favorite More

RETWEETS

9

FAVORITES

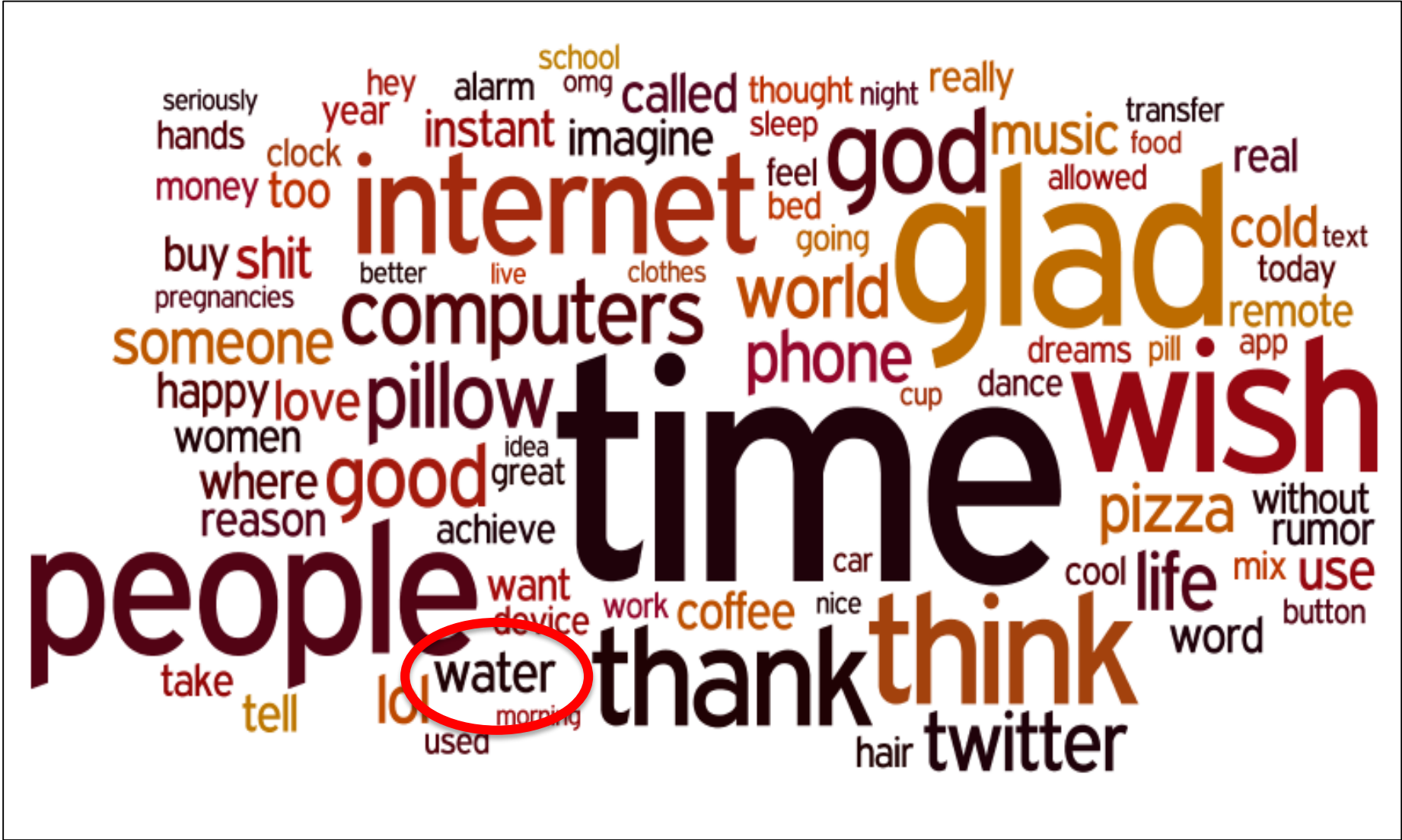
30



4:04 PM - 23 Feb 2014



Terry Fox of Cupprint was the winner in the Emerging category at the EY Entrepreneur of the Year Awards 2014.





niamh

@richy_lad



Follow

I wish someone invented a waterproof ipod or something so you could listen to music while swimming.

[← Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)

RETWEET

1

FAVORITES

2



USD GBP EUR AUD CAD



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Toll Free: 877-849-0750

Cart (0)

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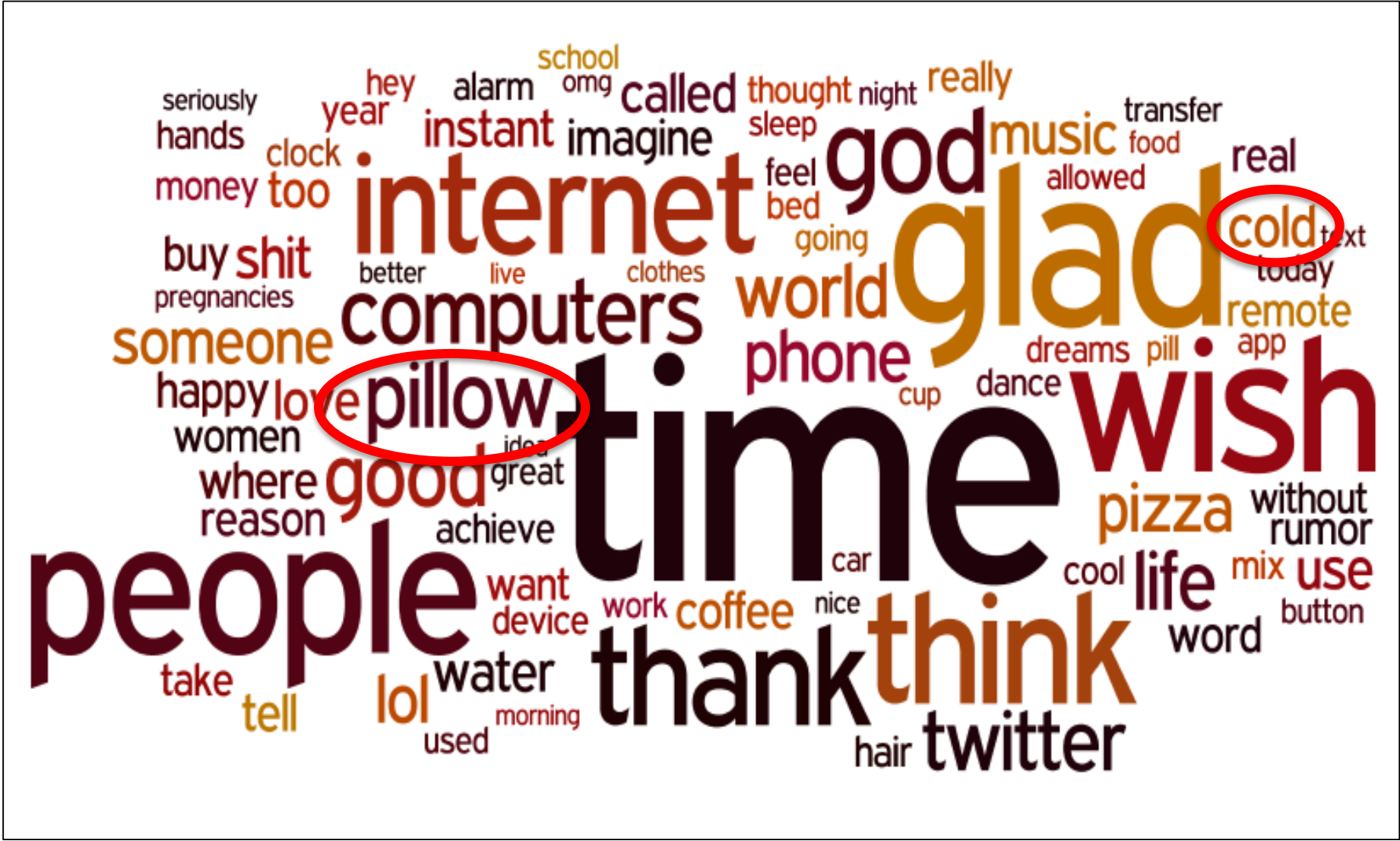
BLOG

Waterproof iPod & Swimbuds Bundle

Learn More!

Free Shipping
On All
USA
Orders!







i ♥ bob marley

@_gobshite



wish someone invented a pillow that stayed cold all night

Retweeted by † princess

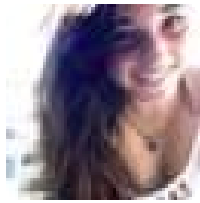
[Reply](#) [Retweet](#) [Favorite](#)

8
RETWEETS

1
FAVORITE

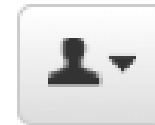


5:27 PM - 22 May 12 · [Embed this Tweet](#)



Colette Donnelly

@cdonnelly94



I wish someone invented a pillow that always has a cold side.

Retweeted by Ashley Upton

Reply Retweet Favorite

5
RETWEETS

3
FAVORITES



4:32 AM - 17 Jul 12 · [Embed this Tweet](#)



Jimmy Marsh

@Jimmy_Marsh8



 Follow

I would love if someone invented a pillow that always had a cool side

[Reply](#) [Retweet](#) [Favorite](#)

1

RETWEET



1:33 AM - 16 Apr 12 · [Embed this Tweet](#)



Adam Phoenix

@adamphoenix2



Imagine if someone invented a pillow that stayed cold forever!

 Retweeted by Chris(py bacon)

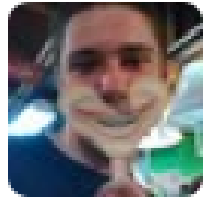
 Reply  Retweet  Favorite

10
RETWEETS

3
FAVORITES



3:37 PM - 16 Sep 12 · [Embed this Tweet](#)



Alec Cooper

@CoopDaddy22



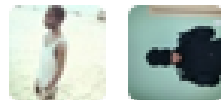
Why hasn't someone invented a permanently cold pillow

Retweeted by Charhat Singh

[Reply](#) [Retweet](#) [Favorite](#)

2
RETWEETS

1
FAVORITE



9:59 AM - 25 Aug 12 · [Embed this Tweet](#)



zoey thompson.

@zoeythompson17



has someone invented a pillow that doesn't get warm and stays cold??? Cause they should!! They'd get sooo much money.. I'm a fucking genius!

 Reply  Retweet  Favorite

11:17 AM - 21 Aug 12 · Embed this Tweet



Soothing, cooling comfort on your favorite regular pillow

[HOME](#)[FAQS](#)[ORDER NOW](#)

BUY ONE GET ONE*

*Just pay add'l \$6.95 P&H

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\$12.99

PLUS \$6.95 P&H



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WINTER SALE!

**GET YOUR FREE GIFT
WHEN ORDERING TODAY**



Features & Benefits

“I wish someone **made...**”



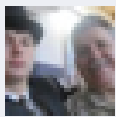
Zach Sunderman

August 12 at 7:08am · 🌐

I love the smell of bonfire smoke. I wish someone made a scented candle that could mimic it.

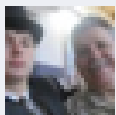
Share

👍 8 people like this.



Chris Belair they do, its called wood

August 12 at 4:00pm · 👍 1



Chris Belair <http://www.amazon.com/Captivating-Candles-Campfire-Scented-Candle/dp/B002JFT0ZU>



Captivating Candles Campfire Smoke Scented Candle 8 oz

www.amazon.com

Whittle a stick and grab the marshmallows! This scent will take you back to your...

[See More](#)

August 12 at 4:00pm · 👍 1



Joshuaa
@saintJpay



I wish someone made a drink that tastes like the smell of lenor.

[← Reply](#) [↻ Retweet](#) [★ Favorite](#)

10:09 AM - 26 Sep 12 · [Embed this Tweet](#)

“Will someone please create
a...”



perryevans

@perryevans



Follow

Someone please create a "bought it" check box for retargeted ads.

[↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)

RETWEETS

8

FAVORITES

3



7:36 PM - 14 Aug 2013



Christine Bohan

@ChristineBohan



Follow

Yo, could someone please invent an app that shows where all the bike racks in Dublin are? And maybe if there's spaces too, if that's ok? Ta.

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

RETWEETS

4


FAVORITE

1





[View in iTunes](#)

 This app is designed for both iPhone and iPad

Free

Category: [Utilities](#)

Updated: 09 August 2012

Version: 1.1

Search for 'Dublin Bikes' on the App Store: 12 Results

Customer Reviews

Does not work ★

by Spritzzzz

iPhone 4 iOS6, app does not work. The map function is pointless – no streets, roads etc shown, just a blank screen with icons representing where the bike stations are supposed to be located. Also data re bike availability is not accurate. Finally location does not work , tried to use it but the app had no idea where I was!

[...More](#)

Just not accurate enough to be of any use ★

by G-Funk_ie

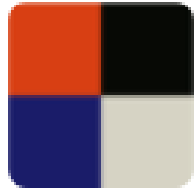
The station information is sometimes completely off – even when you load a new part of the map you have to then click the reload button to draw down fresh data. From the feedback above I downloaded All Bikes Now – JC Decaux's own app – simpler, more accurate and faster. Much much better than this.

OK if it was up to date ★

by Swanzer

Downloaded today and verified at a couple of stations that the availability was up to date. The stations list is not up to date though so you need to add the new ones in ASAP if this app is to be relevant. Station 73 in Francis Street is an example of this as it is showing on the db website but not in the app. Feedback link in app causes the app to

[...More](#)



Nicholas Teague

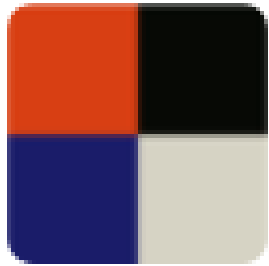
@GatorWatt



Someone please create the app so that every time I see a quoted economic data point I can easily link to the historical trend line. Go :)

 Reply  Retweet  Favorite

10:40 AM - 24 Mar 12 · [Embed this Tweet](#)



Nicholas Teague

@GatorWatt

*Following power generation and energy market trends,
tweeting mostly about other stuff.*

Orlando, FL · <http://www.linkedin.com/in/nicholaste>

893

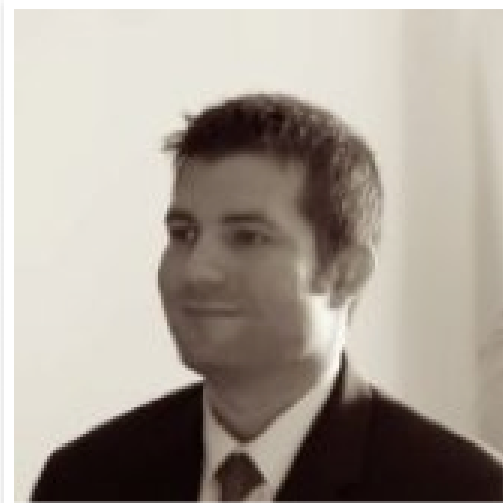
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FOLLOWING

140

FOLLOWERS



Nicholas Teague

Marketing, Wind Power Services at Siemens Energy

Orlando, Florida Area | Renewables & Environment

Previous Siemens Energy, Nick Teague and Associates, LLC, Stellar - Power & Utilities

Education Master of Science (M.S.), Industrial and Systems Engineering at University of Florida

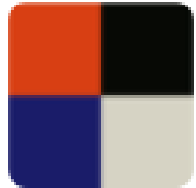
Send Nicholas an InMail



192
connections

 www.linkedin.com/in/nicholaste

 Contact Info



Nicholas Teague

@GatorWatt



Someone please create the app so that every time I see a quoted economic data point I can easily link to the historical trend line. Go :)



Reply

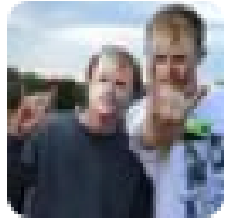


Retweet



Favorite

10:40 AM - 24 Mar 12 · Embed this Tweet



Conor Hartley

@_c0nor



Someone please create an app that allows me to boil a kettle from a different room.



Reply



Retweet



Favorite

2

RETWEETS



9:10 PM - 4 Mar 12  from Leeds, Leeds · [Embed this Tweet](#)

what would you control?





Karrah Miller

@K_MILL90



Follow

why has no one invented a see-through toaster yet so you can see exactly how toasted your toast is getting...? #charcolforbreakfast

Reply Retweet Favorite More

RETWEET

1

FAVORITES

10



2:10 PM - 11 Feb 2014



Magimix by Robot-Coupe Vision Toaster

★★★★☆ [Read Reviews](#) ▶

Sugg. Price: \$350

Our Price: \$249.95

Exclusive

1

ADD TO CART ▶

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▼ Summary

Experience the only toaster with a viewing window that lets you watch the toasting process in action. Set the toaster to an automatic brown setting, or simply press a button to pop up your toast when it's browned just the way you like.

- Four quartz heating elements produce crisp, uniformly browned toast.
- Four preprogrammed heat settings include Toast, Bagel, Reheat and Defrost.
- Extra-wide slots accommodate the thickest bagels and toast.
- Durable stainless-steel construction





Michael Scott

@custymcnoob



Someone please create an iPhone app that lets you control the cabbie's stereo

[Reply](#) [Retweet](#) [Favorite](#)

3:26 AM - 18 Feb 12 · [Embed this Tweet](#)



Prince Philip

@philippownall



Sports talk on the radio...I think passengers should have control of the radio in a taxi...
[#headache](#)



12:10 PM - 9 Sep 2012



amanda ndebele

@Badder_Dan_Bad



When im sat in the front seat im soo tempted to control the radio [#taxi](#)



5:58 PM - 22 Dec 2013



Matt Hodges

@hodgesmr



Drunk-Matt would totally pay a few bucks to control the radio in a taxi. Touch Tunes in a cab—why is this not a thing?



3:08 PM - 23 Feb 2014

DISCOVER
**TUDOR FASTRIDER
BLACK SHIELD**

TUDOR
WATCH YOUR STYLE

SCIENCE MEETS T

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FOLLOW WIRED [Twitter] [Facebook] [RSS]

Spotify and Uber Join Forces to Play Your Favorite Music While You Ride

BY MARCUS WOHLSEN 11.17.14 | 11:39 AM | PERMALINK

[Facebook Share] 1.5k [Twitter Tweet] 690 [Google+ +1] 54 [LinkedIn Share] 137 [Pinterest Pin It]



To conclude....







Thank You

@stephenoleary

@olytico