



d+i developing
ideas

LLORENTE & CUENCA

2015 ECUADORIAN ONLINE INFLUENCE GRID

Online Influence Study

January, 2016

Index

About the Online Influence Grid	3
General Conclusions	4
Conclusions drawn from the Ranking of Managers and Companies	5
Conclusions drawn from the Ranking of Companies and Brands	13
Conclusions drawn from the Ranking of Public Institutions	14
Although Ecuadorian politicians are increasingly influential, managers still have minimal presence in the digital sphere	18
Methodology	19
Team of Specialists	21





About the Online Influence Grid

Thanks to the growth of the Internet people and organizations are increasingly interested in online information and communication. The network has become the space where people show their compliance or voice their criticism or rejection of individuals or groups –regardless of their activity on the Internet or lack thereof–, but is also the domain where the latter influence their online audiences.

In this context, the **Online Influence Grid** developed identifies the most influential individuals, organization, companies and brands on the Ecuadorian network.

This study, carried out for the third year running, determines which players have the greatest influence on their audiences. Compared to the 2013 and 2014 rankings, the survey has recorded significant differences. However, President Rafael Correa remains in the lead of the 50 most influential people.

The **Online Influence Grid** includes a general ranking of the 50 most influential people, public institutions and companies and brands on the network. As regards individuals, the results have also been broken down by category: politicians, managers, journalists, athletes and people from the entertainment industry. More detailed information can be found at: <http://www.mapadepoderecuador.com>

In order to measure the level of online influence, it is applied a methodology proven in markets with a higher degree of Internet penetration such as Spain, Mexico, Colombia and Peru. Data collection and analysis for this study were conducted over four months, from August until November 2015.

Who will lead this year's rankings? The methodology of the study will be explained below as well as the results which shall determine the online leaders in Ecuador.



General Conclusions

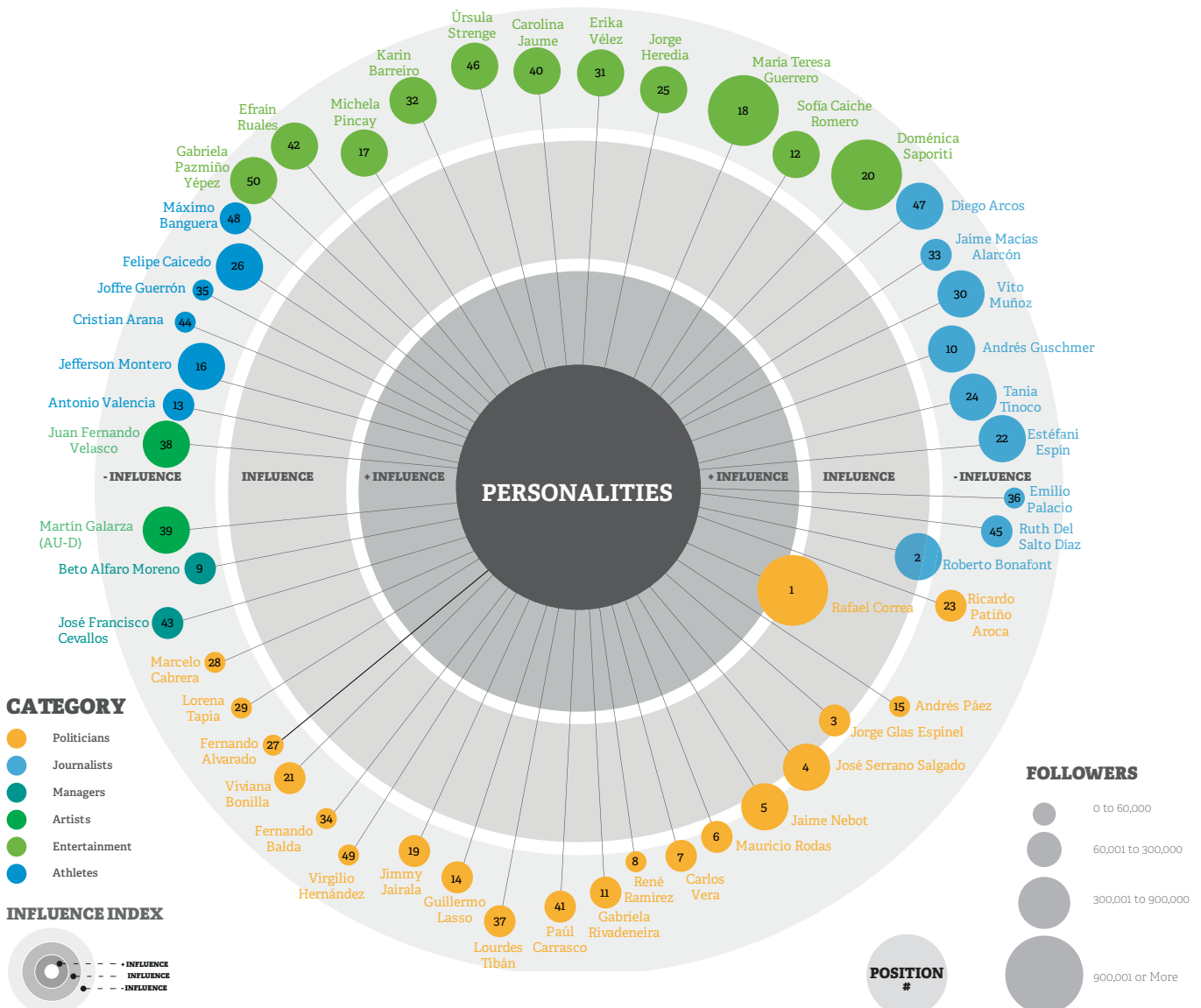
- President Rafael Correa, for the third year running, leads the ranking with an influence score of 77.9/100. Although the result is four points lower than that of 2014, he still ranks first on the aforementioned list.
- It should be noted that some new members have entered the Top 10: sport journalist Andres Guschmer, Beto Alfaro Moreno –Vice-President of Barcelona Sporting Club BSC–, Rene Ramirez – National Secretary for Higher Education– and José Serrano –Minister of Interior–.
- The 50 most influential individuals' ranking is led by Politicians (40 %), followed by People from the entertainment sector (22 %) and Journalists (18 %).
- Within the category of Journalists Andres Guschmer has risen from the 21st to the 2nd place of the ranking, only trailing behind Roberto Bonafont, still topping the list.
- Following a “temporary” removal of his Twitter account, Antonio Valencia came back to lead the Influence Grid of athletes, pushing Jefferson Montero into second place (2014’s most influential athlete).
- Flor María Palomeque has dropped significantly in the artists’ ranking. The actress is currently 6th, despite having led the chart in 2014. The top place now belongs to singer Juan Fernando Velasco.
- The entertainment sector did not experience any significant changes, although some of the ten leading members swapped places. Actress Sofia Caiche now leads the ranking.
- Managers have enhanced their presence and managed to enter the Top 50. Beto Alfaro Moreno – Vice-President of BSC– and Jose Francisco Cevallos –President of the aforementioned enterprise– illustrate this phenomenon. Both lead the list and ranked 9th and 43rd respectively in the general ranking.



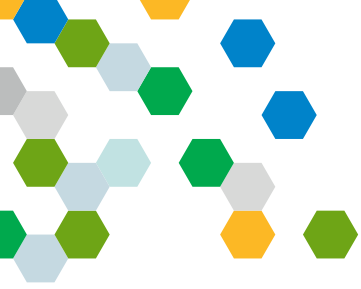
Conclusions drawn from the Ranking of Managers and Companies

- Entrepreneurs still have a low influence on social networks, although minimal improvements have been recorded compared to the previous year. Currently, 22 businessmen scored over 10 influence index points, compared to just 17 executives in 2014.
- Entrepreneur participation has increased on Twitter by 4 % within one year. Out of 276 analyzed businessmen, 19 % have an account, although participation is still low.
- Only three managers have a blog or a personal website: businesswoman Joyce de Ginatta, Isabel Noboa –Chief Executive Officer of Consorcio Nobis– and Alvaro Noboa –Chief Executive Officer of Corporacion Noboa–.

TOP 50 PERSONALITIES (EVERY CATEGORY)



Source: own elaboration



50 MOST INFLUENTIAL INDIVIDUALS BROKEN DOWN BY CATEGORY

Category	Share	People
Politicians	40%	20
Entertainment	22%	11
Journalists	18%	9
Athletes	12%	6
Artists	4%	2
Managers	4%	2

Source: own elaboration

FIRST 20 POSITIONS OF THE RANKING BY CATEGORIES: MANAGERS

	Name	Position in General Rank	Influence Score
1 st	Beto Alfaro Moreno	9	43.7
2 nd	José Francisco Cevallos	43	30.5
3 rd	Blasco Peñaherrera Solah	149	24.2
4 th	Esteban Paz	198	22.3
5 th	Joyce de Ginatta	216	21.3
6 th	Pablo Arosemena	222	21.2
7 th	Richard Martínez	229	21
8 th	Jorge Yunda	259	20.2
9 th	Ricardo Medina	337	18.4
10 th	Christian Del Alcázar Ponce	357	18
11 st	Isabel Noboa	464	15.4
12 nd	Paola Carvajal	467	15.3
13 rd	Carlos Pérez Barriga	470	15.2
14 th	Felipe Ribadeneira	506	14.5
15 th	Roque Sevilla	563	13.4
16 th	José Manuel Casas	569	13.2
17 th	Kamal El Chiriti	570	13.2
18 th	Henry Kronfle	574	13.1
19 th	Enrique Beltrán	600	12.5
20 th	Andrew O'Brian	606	12.4

Source: own elaboration



FIRST 20 POSITIONS OF THE RANKING BY CATEGORIES: POLITICIANS

	Name	Position in General Rank	Influence Score
1	Rafael Correa	1	77.9
2nd	Jorge Glas Espinel	3	52.1
3rd	José Serrano	4	50.4
4th	Jaime Nebot	5	47.6
5th	Mauricio Rodas	6	45.7
6th	Carlos Vera	7	44.4
7th	René Ramírez	8	44.3
8th	Gabriela Rivadeneira	11	43.2
9th	Guillermo Lasso	14	42.2
10th	Andrés Páez	15	40.8
11st	Jimmy Jairala	19	39.4
12nd	Viviana Bonilla	21	37.6
13rd	Ricardo Patiño	23	36.6
14th	Fernando Alvarado	27	35.9
15th	Marcelo Cabrera	28	35.7
16th	Lorena Tapia	29	35.2
17th	Fernando Balda	34	33.1
18th	Lourdes Tibán	37	32.1
19th	Paúl Carrasco	41	30.8
20th	Virgilio Hernández	49	29.9

Source: own elaboration

FIRST 20 POSITIONS OF THE RANKING BY CATEGORIES: JOURNALISTS

	Name	Position in General Rank	Influence Score
1 st	Roberto Bonafont	2	55
2 nd	Andrés Guschmer	10	43.7
3 rd	Estéfani Espín	22	36.9
4 th	Tania Tinoco	24	36.3
5 th	Vito Muñoz	30	35
6 th	Jaime Macías Alarcón	33	33.4
7 th	Emilio Palacio	36	32.7



	Name	Position in General Rank	Influence Score
8 th	Ruth Del Salto Díaz	45	30.3
9 th	Diego Arcos	46	30.1
10 th	Ana María Cañizares	52	29.4
11 st	Denisse Molina	55	29.2
12 nd	Martín Pallares	59	28.9
13 rd	Alfonso Laso	66	28.5
14 th	Xavier Bonilla	69	28.3
15 th	Christian Espinosa	72	28.2
16 th	Carlos Jijón	77	27.8
17 th	Marlon Puertas	80	27.6
18 th	Teresa Arboleda	103	26.7
19 th	Carlos Galecio	104	26.7
20 th	María Grazzia Acosta	105	26.6

Source: own elaboration

FIRST 20 POSITIONS OF THE RANKING BY CATEGORIES: ATHLETES

	Name	Position in General Rank	Influence Score
1 st	Antonio Valencia	13	43
2 nd	Jefferson Montero	16	40.5
3 rd	Felipe Caicedo	26	36
4 th	Joffre Guerrón	35	32.9
5 th	Cristian Arana	44	30.4
6 th	Máximo Banguera	48	30.0
7 th	Franklin Salas	87	27.3
8 th	Félix Borja	89	27.3
9 th	José Cevallos Jr.	91	27.3
10 th	Iván Kaviedes	95	27.1
11 st	Segundo Castillo	101	26.8
12 nd	Cristhian Noboa	108	26.5
13 rd	Fidel Martínez	109	26.5
14 th	Edison Preciado	112	26



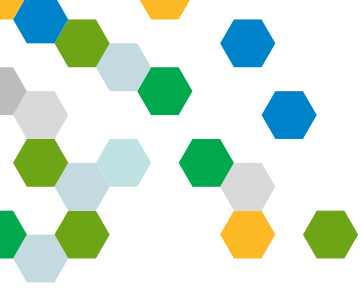
	Name	Position in General Rank	Influence Score
15 th	Joao Plata	165	23.4
16 th	Iván Vallejo	185	22.7
17 th	Jefferson Pérez	193	22.5
18 th	Alex Aguinaga	195	22.4
19 th	Pedro Quiñónez	206	21.8
20 th	Luis Quiñónez	218	21.3

Source: own elaboration

FIRST 20 POSITIONS OF THE RANKING BY CATEGORIES: ARTISTS

	Name	Position in General Rank	Influence Score
1 st	Juan Fernando Velasco	38	31.9
2 nd	Martín Galarza	39	31.2
3 rd	Daniel Betancourt	61	28.9
4 th	Pamela Cortés	65	28.6
5 th	Nikki Mackliff	70	28.3
6 th	Flor María Palomeque	74	28.1
7 th	Carlos Andrés Vera	116	25.8
8 th	David Reinoso	119	25.6
9 th	Hugo Idrovo	123	25.4
10 th	Sergio Sacoto Arias	137	24.8
11 st	Jorge Ulloa	141	24.7
12 nd	Fausto Miño	144	24.3
13 rd	Nataly Valencia	161	23.6
14 th	Mirella Cessa	172	23.1
15 th	Jorge Luis del Hierro	179	22.9
16 th	Raúl Santana	196	22.3
17 th	Israel Brito	197	22.3
18 th	Orlando Herrera	204	21.9
19 th	Karla Kanora	232	21
20 th	Sebastián Cordero	244	20.6

Source: own elaboration



FIRST 20 POSITIONS OF THE RANKING BY CATEGORIES: ENTERTAINMENT

	Name	Position in General Rank	Influence Score
1 st	Sofía Caiche Romero	12	43.1
2 nd	Michela Pincay	17	40
3 rd	María Teresa Guerrero	18	40
4 th	Doménica Saporiti	20	38.9
5 th	Jorge Heredia	25	36.2
6 th	Erika Vélez	31	34
7 th	Karin Barreiro	32	34
8 th	Carolina Jaume	40	30.9
9 th	Efraín Ruales	42	30.6
10 th	Úrsula Strenge	47	30.2
11 st	Gabriela Pazmiño Yépez	50	29.8
12 nd	Paola Farías	57	29
13 rd	Diego Spotorno	60	28.9
14 th	Constanza Báez	62	28.8
15 th	María Fernanda Ríos	64	28.6
16 th	Ronald Farina	73	28.1
17 th	Doménica Mena	76	27.8
18 th	Mariela Viteri	79	27.6
19 th	Wendy Vera	81	27.5
20 th	Cinthya Coppiano	88	27.3

Source: own elaboration



GENERAL RANKING OF ENTREPRENEURS AND MANAGERS

	Name	Occupation	Influence Score
1 st	Beto Alfaro Moreno	Vice-President of Barcelona Sporting Club	43.7
2 nd	José Francisco Cevallos	Former football player, President of Barcelona Sporting Club	30.5
3 rd	Blasco Peñaherrera	Former President of the Chamber of Commerce of Quito	24.2
4 th	Esteban Paz	Leader of the University Sports League of Quito	22.3
5 th	Joyce de Ginatta	Businesswoman – President of FIE	21.3
6 th	Pablo Arosemena	President of the Chamber of Commerce of Guayaquil	21.2
7 th	Richard Martínez	Chief Executive Officer of the Chamber of Industries and Production	21.0
8 th	Jorge Yunda Machado (Loro Homero)	President of Sports Team El Nacional and TV/Radio Manager of Canela	20.2
9 th	Ricardo Medina	Manager and Owner of Ecuagol.com	18.4
10 th	Christian Del Alcázar Ponce	CEO of Top Shows	18.0
11 st	Isabel Noboa	Chief Executive Officer of Consorcio Nobis	15.4
12 nd	Paola Carvajal	General Manager of TAME	15.3
13 rd	Carlos Pérez Barriga	Director of El Universo	15.2
14 th	Felipe Ribadeneira	President of the Ecuadorian Federation of Exporters	14.5
15 th	Roque Sevilla	CEO of Future Group	13.4
16 th	José Manuel Casas	CEO of Otecel (Telefonica)	13.2
17 th	Kamal El Chiriti	General Manager of PDVSA	13.2
18 th	Henry Kronfle	President of the Chamber of Industries of Guayaquil	13.1
19 th	Enrique Beltrán	Former CEO of Banco Internacional	12.5
20 th	W. Andrew O'Brian	CEO of Corporación Quiport (Quito Airport)	12.4
21 st	Santiago Gangotena	Founder of Universidad San Francisco de Quito	11.2
22 nd	Patricio Alarcón	President of the Chamber of Commerce of Quito	11.2
23 rd	Jaime Mantilla	Entrepreneur - Former Director of Journal Hoy	7.3
24 th	Carlos Gallegos	General Manager of Yanbal	6.3
25 th	Alejandra Rivas Mantilla	Managing Director of LLORENTE & CUENCA Ecuador	5.4
26 th	Efraín Vieira	CEO of Banco Pacífico	4.4
27 th	Alfredo Peña Payró	General Manager of Industrial Organization GRAIMAN	4.2
28 th	Fernando Alfredo Barcelona Antón	General Manager of Almacenes Boyaca	3.6
29 th	Patricio Espinosa	Manager of IBM	3.5
30 th	Santiago Delgado	CEO of Productos Avon	2.4



	Name	Occupation	Influence Score
31 st	Álvaro Noboa	CEO of Corporación Noboa	2.0
32 nd	Andrés Cordovez	General Manager of Seguros Equinoccial	2.0
33 rd	Eduardo Maruri	President of Maruri	1.6
34 th	Luca Gabella	General Manager of Dinadec	1.6
35 th	Mario Patricio Barzallo	General Manager of Cooperativa de Ahorro y Crédito CREA	1.2
36 th	René Cordero Ledergerber	General Manager and Legal Representative of Legal Mutualista Pichincha	0.6
37 th	Francisco Naranjo	CEO of Banco Internacional	0.6
38 th	Roberto Jouvín	General Manager of Mabe Ecuador	0.6
39 th	Luis Bakker	President of Pronaca	0.6
40 th	Richard Peet	General Manager of Sweet & Coffe	0.6
41 st	Juan Pablo Eljuri	General Manager of Almacenes Juan Eljuri	0.6
42 nd	Raúl Chegade	General Manager of Artefacta	0.6
43 rd	Carlos Luis Lecaro	CEO of Administradora de Fondos Génesis	0.6
44 th	Guillermo Tálbot	General Manager of Banco del Austro	0.6
45 th	Norberto Purtschert	CEO of Floralp	0.6
46 th	Vinicio Troncoso	Vice-President of Corporate Affairs of Cervecería Nacional	0.6
47 th	Floresmilo Alvear	General Manager of Cooperativa JEP	0.6
48 th	Iván Velasteguí	General Manager of Empresa Eléctrica Quito	0.6
49 th	Carlos Morejón	General Manager of Honda	0.6
50 th	Juan Xavier Cordovez Ortega	General Manager of Expalsa Exportadora de Alimentos	0.6
51 st	Antonio Borrero Vega	General Manager of Elecaastro	0.6
52 nd	Ana Dolores Román	General Manager of Pfizer	0.6
53 rd	Manuel Van Oordt Fernández	CEO of Airline (LAN)	0.6
54 th	Roberto Ponce Noboa	President of Tuisfruit	0.6
55 th	Juan Pablo Vela Troya	General Manager of Indurama	0.4

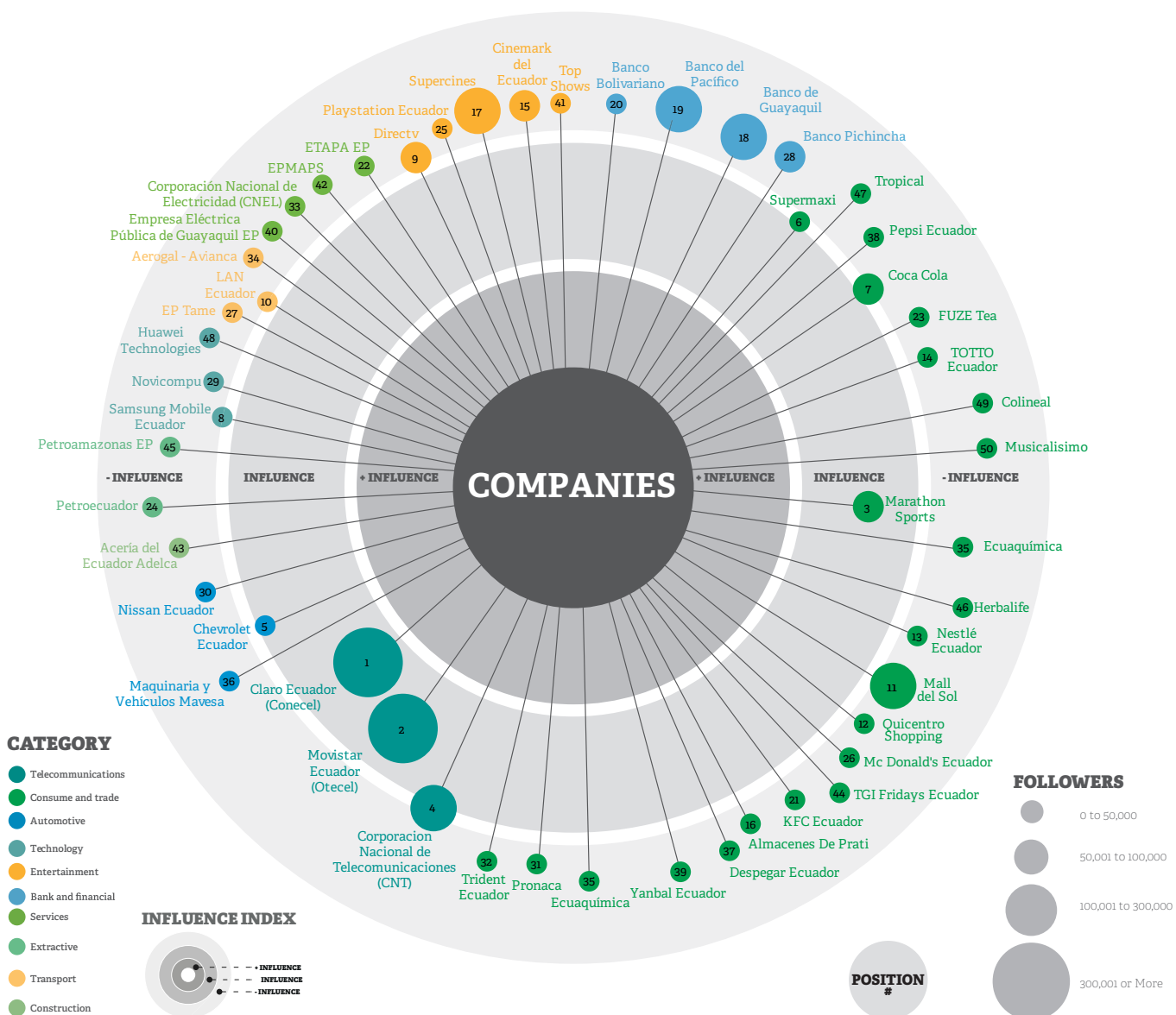
Source: own elaboration

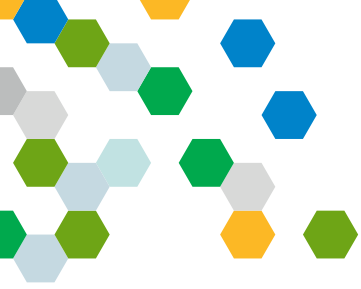


Conclusions drawn from the Ranking of Companies and Brands

- In 2015, telecommunications enterprise Claro led the ranking with an influence score of 58.8/100. Movistar, former leader in 2014, ranked second in 2015 –54.8/100– four points lower than Claro. Marathon Sports ranked third with a score of 51.8/100, and thus remains in the same position as last year.
- There have been two new incorporations among the Top 10: DirecTV, which rose from the 12nd place in 2014 to the 9th place in 2015 and Supermaxi, which took a significant leap jumping from the 36th place to the 6th place.

TOP 50 COMPANIES AND BRANDS

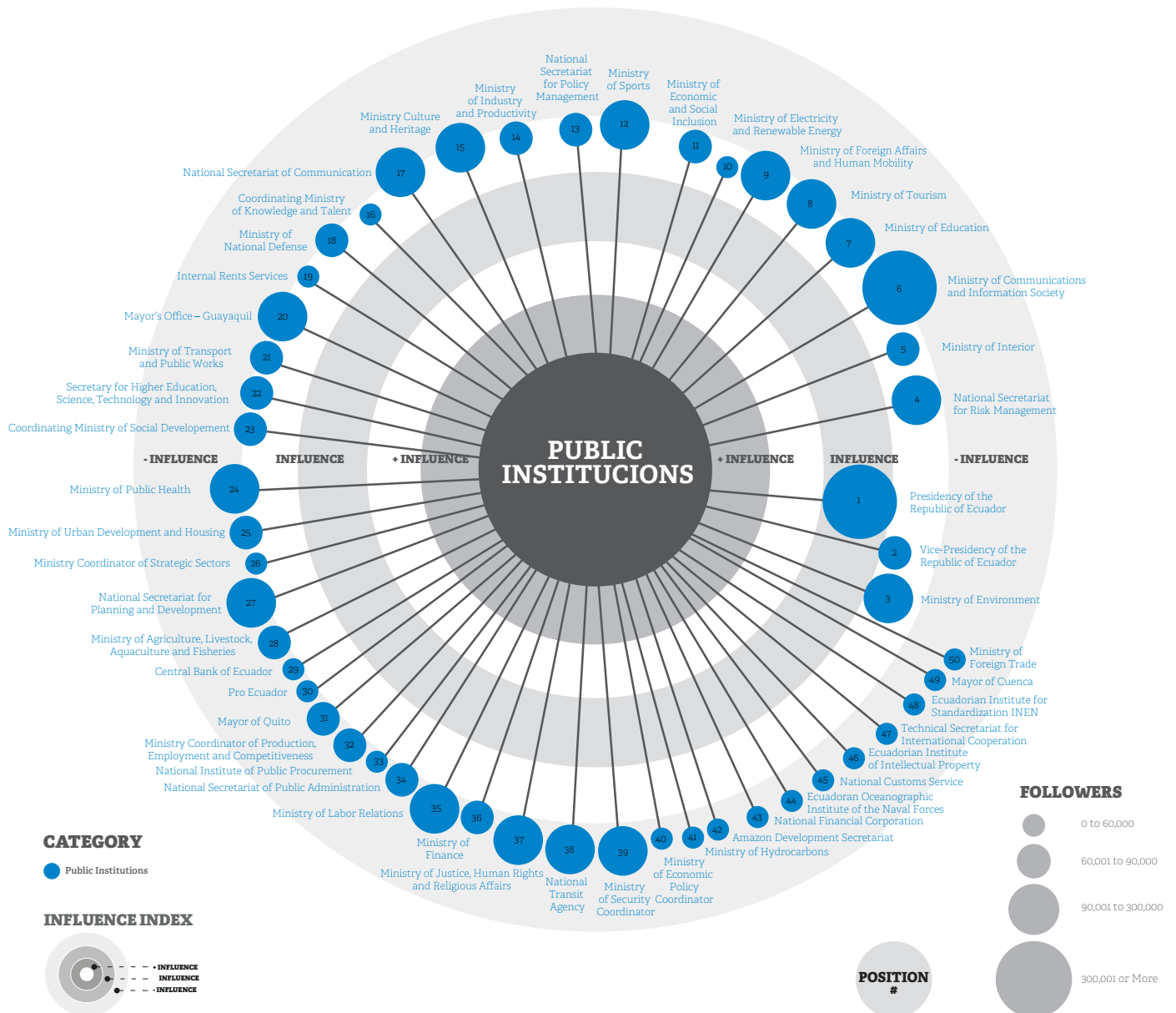




Conclusions drawn from the Ranking of Public Institutions

- Public institutions have enhanced their influence in the field of digital communication. This phenomenon is illustrated by the President of the Republic, who achieved a score of 70.9/100 thanks to his interactions on both social networks and his personal website. Similarly, the Vice-President ranked 2nd with a score of 59.8/100.
- Likewise, there have been some novelties among the 10 leading institutions in 2015: the Ministry of Environment, the National Secretariat for Risk Management, the Ministry of Communications and Information Society, the Ministry of Tourism, the Ministry of Foreign Relations and the Ministry of Electricity and Renewable Energy.

TOP 50 PUBLIC INSTITUTIONS





FIRST 20 POSITIONS OF THE RANKING BY CATEGORIES: MASS MEDIA

	Name	Influence Score
1 st	Ecuavisa	87.5
2 nd	El Universo	77.8
3 rd	El Comercio	73.3
4 th	Tc Mi Canal	66.1
5 th	Teleamazonas	65.7
6 th	El Ciudadano	61.3
7 th	Vistazo	60.0
8 th	Expreso	58.2
9 th	Gama TV	55.8
10 th	La Hora	55.1
11 st	ANDES	55.0
12 nd	Líderes	53.1
13 rd	América Economía	52.5
14 th	La República	52.4
15 th	Últimas Noticias	51.5
16 th	Ecuador Inmediato	50.3
17 th	Ecuador TV	48.7
18 th	Diario Crónica	47.5
19 th	Revista Generación XXI	47.3
20 th	Estadio	47.2

Source: own elaboration

FIRST 20 POSITIONS OF THE RANKING BY CATEGORIES: PUBLIC INSTITUTIONS

	Name	Influence Score
1 st	Presidency of the Republic of Ecuador	70.9
2 nd	Vice-Presidency of the Republic of Ecuador	59.8
3 rd	Ministry of Environment	56.9
4 th	National Secretariat for Risk Management	56.4
5 th	Ministry of Interior	56.0
6 th	Ministry of Communications and Information Society	55.4



	Name	Influence Score
7 th	Ministry of Education	54.6
8 th	Ministry of Tourism	54.2
9 th	Ministry of Foreign Affairs and Human Mobility	54.1
10 th	Ministry of Electricity and Renewable Energy	53.7
11 st	Ministry of Economic and Social Inclusion	53.2
12 nd	Ministry of Sports	52.2
13 rd	National Secretariat for Policy Management	51.4
14 th	Ministry of Industry and Productivity	51.3
15 th	Ministry of Culture and Heritage	51.2
16 th	Coordinating Ministry of Knowledge and Talent	51.1
17 th	National Secretariat of Communication	51.0
18 th	Ministry of National Defense	50.8
19 th	Internal Rents Service	50.2
20 th	Mayor's Office – Guayaquil	50.1

Source: own elaboration

FIRST 20 POSITIONS OF THE RANKING BY CATEGORIES: UNIVERSITIES

	Name	Influence Score
1 st	Universidad San Francisco de Quito	44.5
2 nd	Universidad Central del Ecuador	44.0
3 rd	Universidad Católica de Santiago de Guayaquil	43.6
4 th	Universidad Técnica Particular de Loja	42.6
5 th	Universidad de Las Américas	41.5
6 th	Universidad de Cuenca	41.1
7 th	Escuela Superior Politécnica del Litoral ESPOL	40.3
8 th	Universidad del Azuay	40.0
9 th	Escuela Sup. Politécnica de Chimborazo	37.3
10 th	Universidad Andina Simón Bolívar (Quito)	34.7
11 st	Escuela Politécnica Nacional	33.6
12 nd	Universidad Particular Internacional SEK	30.2
13 rd	Universidad Técnica de Cotopaxi	30.2



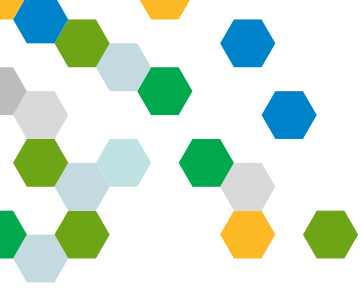
	Name	Influence Score
14 th	Universidad de Altos Estudios Nacionales	27.9
15 th	Universidad Técnica de Ambato	26.9
16 th	Univ. Tecnológ. Empresarial de Guayaquil	26.8
17 th	Univ. de Especialidades Espiritu Santo	25.5
18 th	Universidad de las Artes	25.1
19 th	Universidad Tecnológica Ecotec	24.5
20 th	Yachay Tech	24.4

Source: own elaboration

FIRST 20 POSITIONS OF THE RANKING BY CATEGORIES: CULTURAL ORGANIZATIONS

	Name	Influence Score
1 st	Centro Cívico Ciudad Alfaro	29.0
2 nd	Teatro Nacional Sucre	26.7
3 rd	Museos de la Defensa	26.3
4 th	Alianza Francesa Quito	24.7
5 th	Teatro Sánchez Aguilar	23.8
6 th	Centro Cultural Sarao	22.8
7 th	Quito Eterno	21.7
8 th	Museo de la Ciudad Quito	21
9 th	Casa de la Música	20.5
10 th	Casa de la Cultura Ecuatoriana Benjamín Carrión	20.4
11 st	Cine Ocho y medio	19.3
12 nd	Teatro Centro de Arte	19.0
13 rd	No mínimo	16.2
14 th	Centro de Arte Contemporaneo	15.1
15 th	Asociación Humboldt	14.4
16 th	Alianza Francesa Guayaquil	13.9
17 th	Centro Cultural de la Imagen	13.3
18 th	Estación libro abierto	12.6
19 th	El pobre diablo	12.5
20 th	Museo Interactivo de Ciencia	10.8

Source: own elaboration



Although Ecuadorian politicians are increasingly influential, managers still have minimal presence in the digital sphere

Digital influence: how real and reliable is it? Let us take a step back: what is it? It is not just a vague concept, **digital influence** has become part of the global conversations and debates held among professionals of the fields of political strategy, communication and marketing, since it is an important element of the hyper-connected environment in which we live and has entailed new challenges which **have changed the rules of the game for politicians, managers, journalists, celebrities, institutions and companies.**

The concept of online influence has become increasingly important in recent years. Claire Cobbledick, a well-known marketing leader of a South African enterprise, defines it as follows: influence = confidence + reach. **Confidence without a global reach is just word of mouth**, few or no people will trust it. **On the opposite, influence combines both concepts and now takes place in the digital universe.**

Ecuadorian politicians, both members of government and the opposition, seem to have understood that they need to be present in the digital domain, **since the number of politicians among the 50 most influential individuals has risen from 22 % in 2014 to 40 %** in this third issue of the Online Influence Grid in Ecuador. Among the people who have enhanced their presence and influence the most, the following should be noted: René Ramírez, Gabriela Rivadeneira, Marcelo Cabrera, Lorena Tapia and Lourdes Tibán. The most prominent case is that of Ramirez, Secretary of Higher Education, Science and Technology, who ranked 8th in 2014 and 8th in 2015.

Rafael Correa, with a score of 77.9/100, remains at the top of the chart for the third year running, although he has dropped four points compared to the result recorded in 2014. His role in national politics, singular dynamism and ability to meet the online challenges make the **President of the Republic the most influential individual on the Ecuadorian network.**

Similarly, journalists are quite influential on the Internet. They recorded the same result as in 2014, as 18 % of the 50 most influential individuals belong to

this sector. Note should be taken of sport journalists such as Roberto Bonafont and Andrés Guschmer and general and political journalists like Estefani Espin, Tania Tinoco and Emilio Palacio.

At the other end of the scale we find Ecuadorian managers, who still lack power on the Internet.

Although this category already has two representatives among the 50 leading individuals, managers are far from handling topical issues of the private sector in the Ecuadorian digital domain. It should be noted that the **most influential people from this sector are football managers and representatives of business associations** such as Blasco Peñaherrera, former President of the Chamber of Commerce of Quito, Pablo Arosemena, President of the Chamber of Commerce of Guayaquil and Richard Martínez, President of the Chamber of Industry and Production. They lead corporate causes. However, **their efforts are weakened due to the lack of participation of the sector as a whole and, let us be clear, a non-existent digital strategy.**

As regards the **leading companies and brands, telecommunication enterprises come out on top once again.** Claro ranked first, particularly thanks to its performance on Facebook. CNT came in 4th place, a clear improvement compared to the performance from the previous year (10th).

What can be done to improve our online influence? **The Ecuadorian Online Influence Grid simply measures certain factors and is not a universal solution.** Being successful does not call for a greater influence. The key is being present, establish relations which enable us to build trust among our stakeholders and achieve our goals: whether it is votes, support, favorable comments or sales. **The key points for any strategy are “presence”, “message” and “relations”.**

Juan Carlos Llanos

Account Manager in Digital Area at
LLORENTE & CUENCA



Methodology

DATA COLLECTION AND INTERPRETATION

The data about the identity of individuals and organizations were collected from August until September 2015.

The systematization and interpretation of said data was carried out from October until November 2015.

Field of study and areas of influence

The field of study was split into two main categories: individuals and organizations. **The total number of individuals analyzed for this study amounted to 1,396. As regards organizations, 708 enterprises were examined. Thus, the total sample size amounted to 2,104 individuals and institutions. The individuals' category also includes Ecuadorian influencers who work or live abroad.**

The analyzed categories were as follows:

- Individuals
 - » Politicians
 - » Managers
 - » Journalists
 - » Athletes
 - » Artists
 - » People from the entertainment industry
- Organizations
 - » Companies and Brands
 - » Public Instituciones
 - » Universities
 - » Cultural Organizations
 - » Mass Media

Collection of information on managers

In order to determine the level of influence of the managers and entrepreneurs who operate in Ecuador, research has been done among the executives of the 500 largest enterprises according to their turnover in 2014 (Source: "Las 500 Mayores Empresas del Ecuador, Revista Vistazo - issue 1,154). This paper includes an analysis of the companies with the greatest influence on Facebook according to Socialbakers (a global analysis tool which publishes annual rankings of the Ecuadorian brands on Facebook).

SPACES OF ANALYSIS

Three spaces have been selected in order to measure the level of online influence of people and organizations:

- Twitter as the main online communication and influence channel.
- Online assets (websites, blogs among others) as online spaces which contain information about a specific person or company.
- Facebook as the social network with the most users in Ecuador. It is exclusively used to complement the analysis of the influence of Companies and Brands.

INFLUENCE INDICATORS

Up to seven indicators for the development of the survey have been established. Each indicator ranges from 0 to 100. All influence indicators in each category –with the sole exception of Companies and Brands– are based on just two environments:

Twitter

- **Followers:** The number of followers is the first indicator to determine the level of influence. It gives a picture of the scope of the messages being conveyed in the account in question. This indicator is directly taken from the Twitter profile of the analyzed user.

1 Source: *Las 500 Mayores Empresas del Ecuador*. Revista Vistazo - edición 1.154 (500 Biggest Ecuadorian Companies. Vistazo Magazine - 1.154 edition)

2 Global analysis tool that provides the annual rankings of Ecuadorian brands on Facebook



- **Number of retuits (RT's):** The main feature that determines the degree of influence of any user. The higher it is, the greater the credibility of their content and scope. This indicator can only be obtained thanks to a pay-per-use tool.
- **Influence –automatic parameters–:** Determined by automatic algorithms obtained thanks to a tool that enables the comparison among indicators.
- **Number of mentions:** Establishes how popular a person or an organization is and their notoriety on Twitter in a specific period of time.

Websites

- **Inlinks:** External links, determines the positioning of the contents of the online influencer. Additionally, it shows the durability of its information over time. This indicator can be obtained through search engine optimization tools (SEO).

Facebook

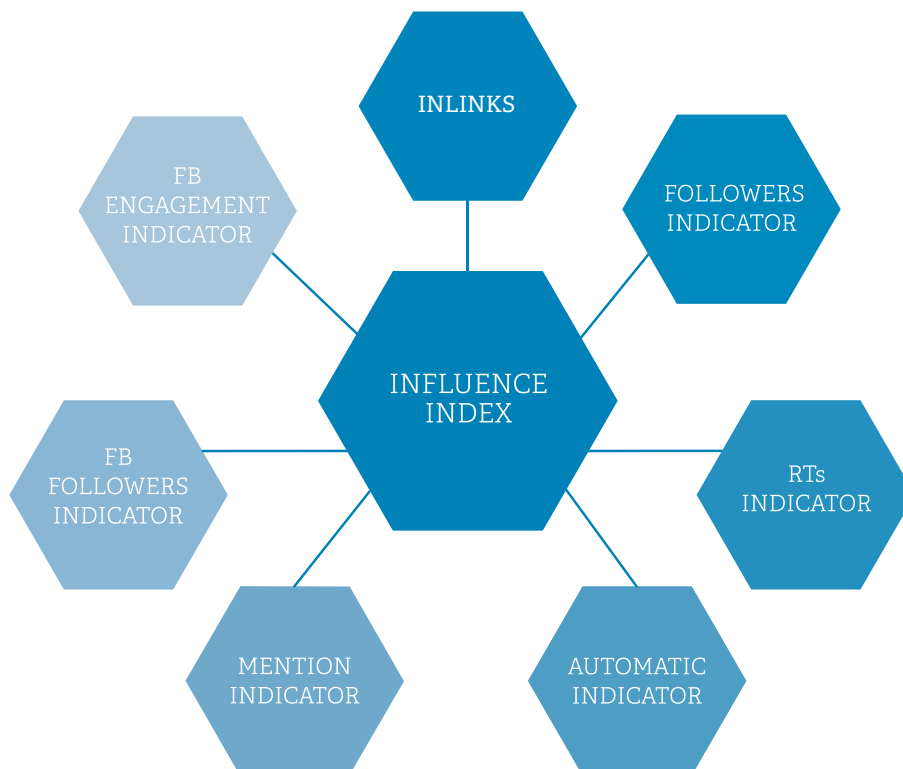
Exclusively used to measure the level of influence of companies and brands.

- **Followers:** The number of people who “Liked” the Facebook profile of a company or brand. This indicator enables the analysis of the level of notoriety that a company or brand may achieve on this social network.
- **Engagement:** Enables the analysis of the interaction between the brand and its audience in a quantitative manner. This indicator is determined by the share of participation based on the total number of People talking about this which can be found in all Facebook groups.

FINAL RESULTS

Once we have the results of the aforementioned measurements we need to add them and calculate the average which results in the **Influence Index** of each of the analyzed individuals and organizations.

Figure 1. Survey indicators



Source: own elaboration

Reputation Management, Communication and Public Affairs

Leader in Spain, Portugal and Latin America

LLORENTE & CUENCA is the **leading Reputation, Communication and Public Affairs management consultancy in Spain, Portugal and Latin America**. The team comprises 21 partners, of which 19 are professionals and two are financial, along with **more than 450 professionals** that provide strategic consultancy services to companies in all business sectors with operations targeted at the Spanish- and Portuguese-speaking markets.

LLORENTE & CUENCA currently has its own offices in **Argentina, Brazil, Colombia, Chile, Ecuador, Spain, United States** (Miami), **Mexico, Panama, Peru, Portugal and the Dominican Republic**. It is also able to offer its services through affiliate companies in **Bolivia, Paraguay, Uruguay and Venezuela**.

In 2015, the firm's international development earned it 56th position on the **Global Ranking of the most important communication companies in the world**, a leader board drawn up by The Homes Report.

It is the **communications firm that has won most awards in the markets where it operates**. So far this year it has won **fifty four awards** through campaigns carried out for clients like Embratur, Coca-Cola Iberia, Avon, Antamina, Gas Natural Fenosa, Gonvarri Steel Industries, CaixaBank, SABMiller or L'Oréal, inter alia, and corporate projects like the launch of the new corporate site, the annual report 2014 or the interactive animation document "Entertainment Territory". Furthermore, it competed in the LinkedIn #PremiosIN2015 to be the company that best communicates on LinkedIn in Spain.

Team of Specialists

Alejandra Rivas

Managing Director at LLORENTE & CUENCA Ecuador
arivas@llorentycuenca.com

Juan Carlos Llanos

Account Manager in Digital Area at LLORENTE & CUENCA
jcllanos@llorentycuenca.com

The authors gratefully acknowledge Juan Pablo Jara for his assistance in the preparation of the study.

www.llorentycuenca.com

LLORENTE & CUENCA

CORPORATE MANAGEMENT

José Antonio Llorente
Founding Partner and Chairman
jallornte@llorenteycuenca.com

Enrique González
Partner and CFO
egonzalez@llorenteycuenca.com

Adolfo Corujo
Partner and Chief Talent and
Innovation Officer
acorujo@llorenteycuenca.com

Jorge Cachinero
Corporate Director of Innovation
jcachinero@llorenteycuenca.com

MANAGEMENT - SPAIN AND PORTUGAL

Arturo Pinedo
Partner and Managing Director
apinedo@llorenteycuenca.com

Goyo Panadero
Partner and Managing Director
gpanadero@llorenteycuenca.com

MANAGEMENT - LATIN AMERICA

Alejandro Romero
Partner and CEO Latin America
aromero@llorenteycuenca.com

Luisa García
Partner and CEO Andes' Region
lgarcia@llorenteycuenca.com

José Luis Di Girolamo
Partner and CFO Latin America
jldgirolamo@llorenteycuenca.com

HR MANAGEMENT

Daniel Moreno
HR Manager for Spain
and Portugal
dmoreno@llorenteycuenca.com

Marjorie Barrientos
HR Manager for Andes' Region
mbarrientos@llorenteycuenca.com

Karina Valencia
HR Manager for North America,
Central America and Caribbean
kvalencia@llorenteycuenca.com

Karina Sanches
HR Manager for
the Southern Cone
ksanches@llorenteycuenca.com

Cink.

Sergio Cortés
Partner. Founder and Chairman
scortes@cink.es

Calle Girona, 52 Bajos
08009 Barcelona
Tel. +34 93 348 84 28

SPAIN AND PORTUGAL

Barcelona

María Cura
Partner and Managing Director
mcura@llorenteycuenca.com

Muntaner, 240-242, 1st-1ª
08021 Barcelona
Tel. +34 93 217 22 17

Madrid

Joan Navarro
Partner and Vice-president
of Public Affairs
jnavarro@llorenteycuenca.com

Amalio Moratalla
Partner and Senior Director
amoratalla@llorenteycuenca.com

José María de Urquijo
Vice-President of Corporate and
Financial Communications
jmurquijo@llorenteycuenca.com

José Isaías Rodríguez
Vice-President of European Affairs
jirodriguez@llorenteycuenca.com

Lagasca, 88 - planta 3
28001 Madrid
Tel. +34 91 563 77 22

Ana Folgueira
Managing Director of
Impossible Tellers
ana@impossibletellers.com

Diego de León, 22, 3rd izq
28006 Madrid
Tel. +34 91 438 42 95

Lisbon

Madalena Martins
Partner
mmartins@llorenteycuenca.com

Tiago Vidal
Managing Director
tvidal@llorenteycuenca.com

Carlos Ruiz
Director
cruiz@llorenteycuenca.com

Avenida da Liberdade nth225, 5th
Esq.
1250-142 Lisbon
Tel. + 351 21 923 97 00

UNITED STATES

Miami

Alejandro Romero
Partner and CEO Latin America
aromero@llorenteycuenca.com

600 Brickell Ave.
Suite 2020
Miami, FL 33131
Tel. +1 786 590 1000

MEXICO, CENTRAL AMERICA AND CARIBBEAN

Mexico City

Juan Rivera
Partner and Managing Director
jrivera@llorenteycuenca.com

Av. Paseo de la Reforma 412, Piso 14,
Col. Juárez, Del. Cuauhtémoc
CP 06600, México D.F.
Tel. +52 55 5257 1084

Panama City

Javier Rosado
Partner and Managing Director
jrosado@llorenteycuenca.com

Av. Samuel Lewis
Edificio Omega - piso 6
Tel. +507 206 5200

Santo Domingo

Iban Campo
Managing Director
icampo@llorenteycuenca.com

Av. Abraham Lincoln 1069
Torre Ejecutiva Sonora, planta 7
Tel. +1 809 6161975

ANDES' REGION

Bogota

María Esteve
Managing Director
mesteve@llorenteycuenca.com

Carrera 14, # 94-44. Torre B – of. 501
Tel. +57 1 7438000

Lima

Luisa García
Partner and CEO Andes' Region
lgarcia@llorenteycuenca.com

Av. Andrés Reyes 420, piso 7
San Isidro.
Tel. +51 1 2229491

Quito

Alejandra Rivas
Managing Director
arivas@llorenteycuenca.com

Avda. 12 de Octubre N24-528 y
Cordero – Edificio World Trade
Center – Torre B - piso 11
Tel. +593 2 2565820

Santiago de Chile

Claudio Ramírez
Partner and General Manager
cramirez@llorenteycuenca.com

Magdalena 140, Oficina 1801.
Las Condes.
Tel. +56 22 207 32 00

SOUTH AMERICA

Buenos Aires

Pablo Abiad
Partner and Managing Director
pabiad@llorenteycuenca.com

Enrique Morad
CEO for Southern Cone
emorad@llorenteycuenca.com

Daniel Valli
Senior Director of New Business
Development for the Southern Cone
dvalli@llorenteycuenca.com

Av. Corrientes 222, piso 8. C1043AAP
Tel. +54 11 5556 0700

Rio de Janeiro

Yeray Carretero
Director
ycarretero@llorenteycuenca.com

Rua da Assembleia, 10 - Sala 1801
RJ - 20011-000
Tel. +55 21 3797 6400

Sao Paulo

Marco Antonio Sabino
Partner and Brazil Chairman
masabino@llorenteycuenca.com

Juan Carlos Gozzer
Managing Director
jcgozzer@llorenteycuenca.com

Rua Oscar Freire, 379, Cj 111,
Cerqueira César SP - 01426-001
Tel. +55 11 3060 3390



d+i developing ideas

LLORENTE & CUENCA

Developing Ideas by LLORENTE & CUENCA is a hub for ideas, analysis and trends. It is a product of the changing macroeconomic and social environment we live in, in which communication keeps moving forward at a fast pace.

Developing Ideas is a combination of global partnerships and knowledge exchange that identifies, defines and communicates new information paradigms from an independent perspective. **Developing Ideas** is a constant flow of ideas, foreseeing new times for information and management.

Because reality is neither black nor white, **Developing Ideas** exists.

www.developing-ideas.com

www.uno-magazine.com



AMO is the leading global network of strategic and financial communications consultancies, with over 940 professional consultants and offices in more than 20 countries.

The network brings together local market leaders with unrivalled knowledge of financial markets and cross-border transactions in the key financial centers of Europe, Asia and the Americas.

Providing sophisticated communications counsel for M&A and capital market transactions, media relations, investor relations and corporate crises, our member firms have established relationships with many S&P 500, FTSE 100, DAX 30, SMI, CAC 40 and IBEX 35 companies.

www.amo-global.com

