



brandwatch



Unilever

Brandwatch Induction

Discover vital consumer insights and marketing opportunities from the billions of online conversations happening everyday

22 June 2017

Agenda



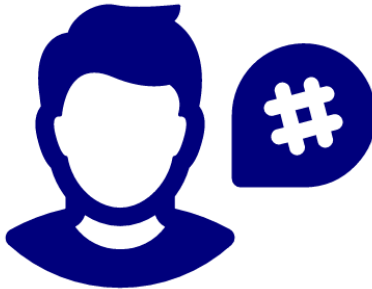
What is Brandwatch?



A social listening tool

The icon depicts a central megaphone inside a circle, surrounded by six smaller icons: an envelope, a thumbs-up, a play button, a speech bubble, and two nodes connected by lines.

Key brand mentions and consumer sentiment

The icon shows a hand giving a thumbs-up next to a smartphone displaying a list of text messages or social media posts.

Influence of KOLs

The icon features a silhouette of a person's head and shoulders next to a speech bubble containing a hashtag symbol (#).

Receive custom alerts

The icon is a large, dark bell with an exclamation mark inside, symbolizing an alert or notification.

Core purpose and importance:

- Keep track of key consumer insights to prevent brand dissonance
- Identify potential marketing opportunities and threats
- Assess impact of recent campaign or activation
- Determine effectiveness of KOLs

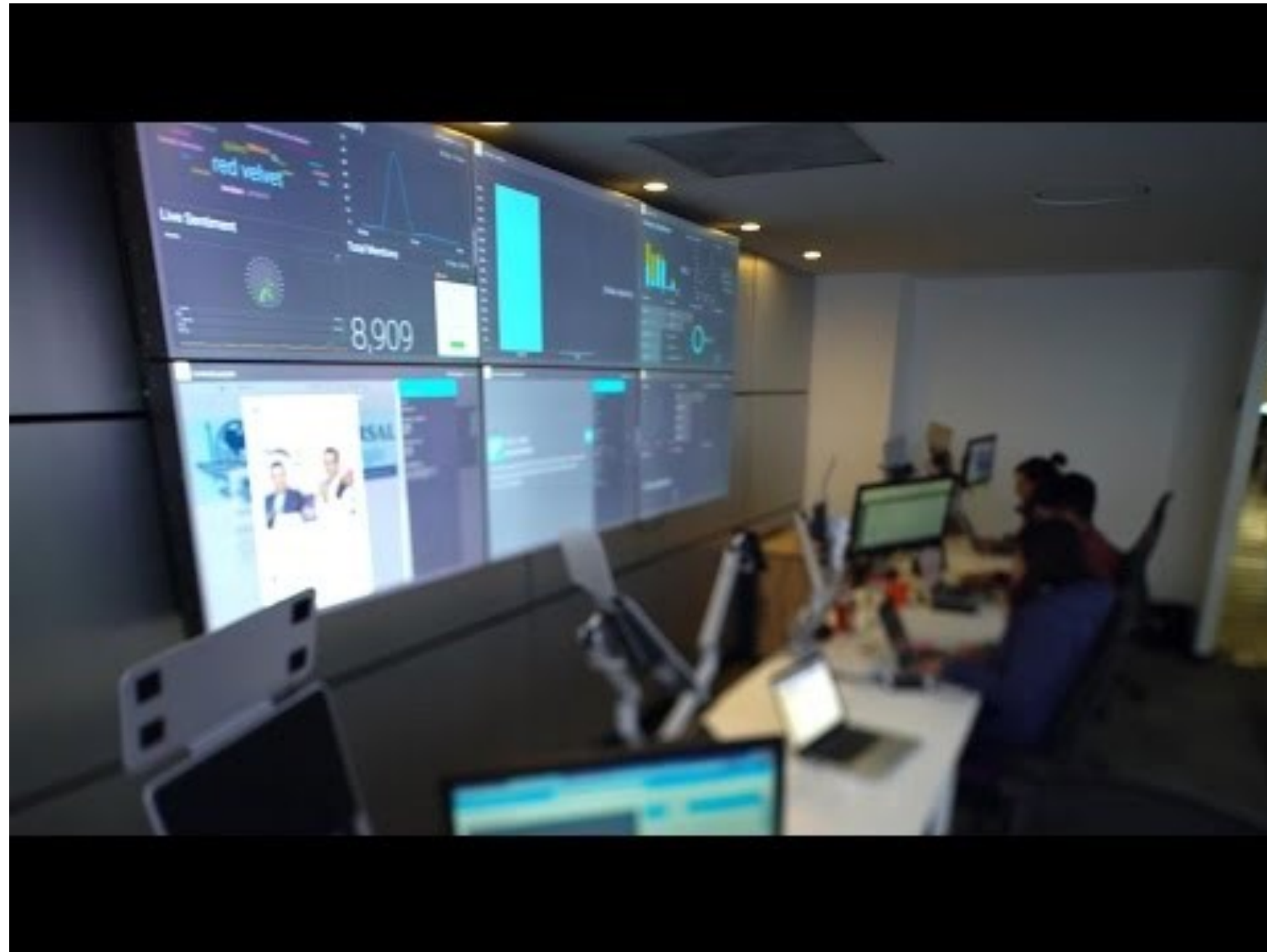
A Brandwatch Case Study: Bimbo



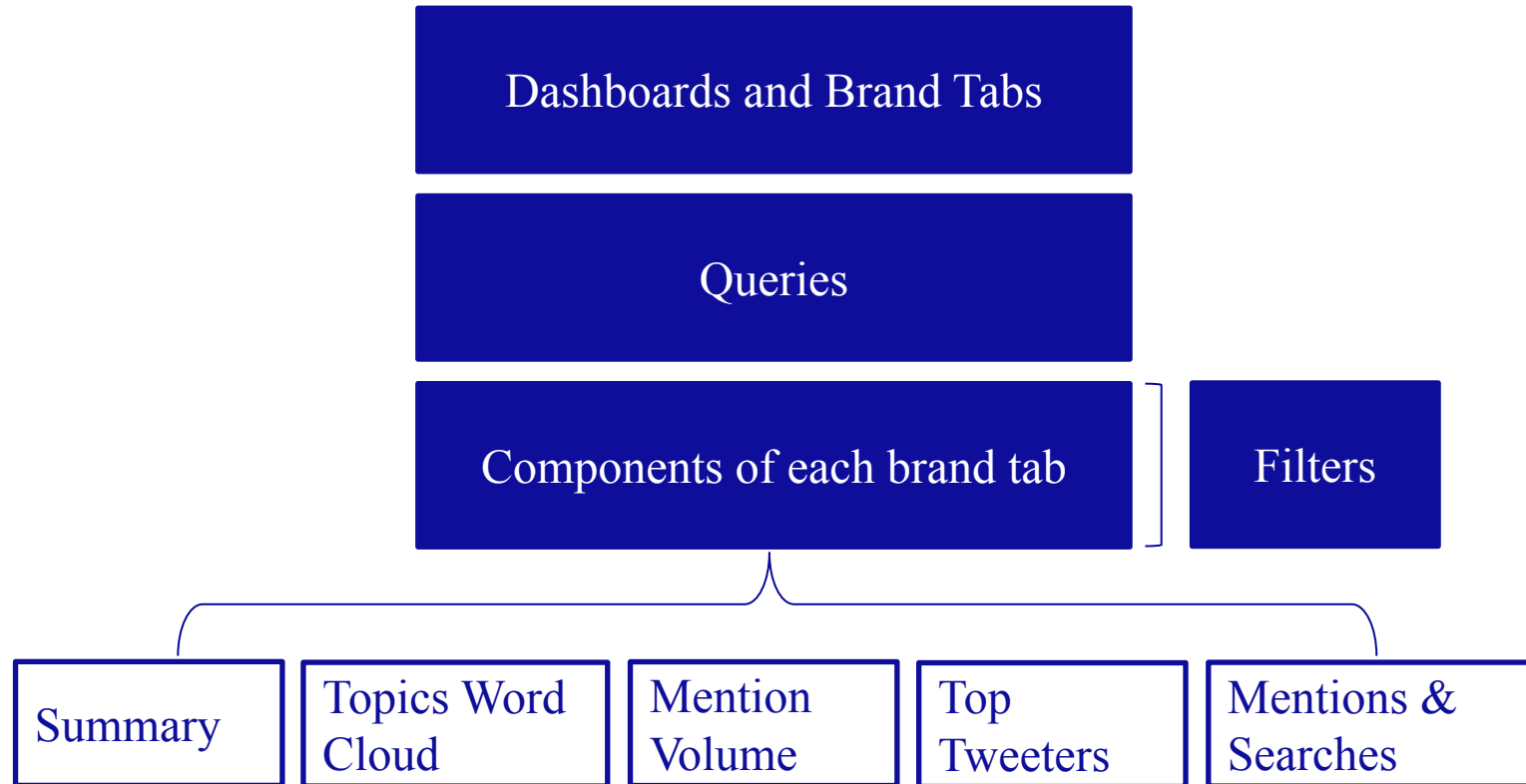
A market opportunity for Gansito Red Velvet:

Using Brandwatch, Bimbo increased product sales by 12%, generating \$580,000 in sales

How did they do this?



Brandwatch 101



Key Brandwatch Indicators



brandwatch

1. Consumer Sentiment

- Positive, Negative or Neutral
- E.g. Negative sentiment surrounding Chef Wan festive special dinner

2. Impact Score And Influence

3. Page Type

Site Categories: **Twitter** Emotions: **Hate** Mention Type: **Organic (Not Retweet)**
US Unilever Brands: **Magnum** Tags: **Magnum Cannes** **EU Magnum DACH** **Organic Conversation**

Tengkorakz Best - facebook.com Likes: 1 7 Jun
It's a special kind of pleasure to dine alongside loved ones with Chef Wan's 4-Course Festive Special this Ramadhan. Only RM59 per pax, at Magnum Mid Valley and Magnum Putrajaya.
"@MagnumMalaysia why cant u just provide the menu here instead of asked your potential customer to call? Maybe they have difficulty to make a phone call... just my 2 cents"
Engage
Query: Magnum Malaysia FB
Site Categories: **Facebook** Mention Type: **Organic (Not Retweet)**
Tags: **Not Retweet** **EU Magnum DACH** **Organic Conversation**

Hetal Mavani - facebook.com 5 Jun
It's a special kind of pleasure to dine alongside loved ones with Chef Wan's 4-Course Festive Special this Ramadhan. Only RM59 per pax, at Magnum Mid Valley and Magnum Putrajaya.
"Magnum sadly no vege options - I just called to confirm."
Engage
Query: Magnum Malaysia FB
Site Categories: **Facebook** Mention Type: **Organic (Not Retweet)**
Tags: **Not Retweet** **EU Magnum DACH** **Organic Conversation**

Filters
Sentiment & Page Type **ON**
Sentiment **▼**
Negative **×**
Page type **▼**
Exclude Page Type **▼**
Media Type **▼**
Author
Impact
Forum thread
Blog
Twitter
Site
Location
Site visitors
Workflow
Category

Key Brandwatch Indicators



1. Consumer Sentiment





2. Impact Score and Influence

3. Page Type

- **Impact score** – potential impact of an author, site or mention
- Can be seen under components ‘Mentions and Searches’ & ‘Top Tweeters’

Mentions & Search | Magnum Malaysia FB, SG - Mag... | Last 365 days (UTC+08:00) | Tag filter | View | Export | Filters

Mentions 1 - 20 of 2356 | Delete | Spam | More Actions | Live stream | Columns

	TITLE	SENTIMENT	PAGE	IMPACT	TWITTER		LOCATION
			TYPE	TOTAL	FOLLOWERS	GENDER	COUNTRY
01	 Rubashini Murugan @rubatheawesome 22nd Jun I so gonna try the magnum red velvet ice cream but but I need someone to share it with me because I hate white chocolate Retweets: 0 Replies: 0 Impressions: 712	Negative	Twitter	50	712	Unknown	Malaysia
02	 @lmaojay 22nd Jun My magnum creation. #gorgeous #travel #culture #beautiful #view #photography #photographer #photooftheday #instadaily #instagood #instagramers #exotic #adventure #sky #icecream #magnum #food #foodpom...	Positive	Instagram	63	0	-	Malaysia
03	 @mirthegreat_ 21st Jun macaroon free, cookies free, tudung free, 2cartons of Magnum ice-cream for free Retweets: 0 Replies: 1 Impressions: 712	Neutral	Twitter	39	712	Unknown	Malaysia
04	 RawChefYin @rawchefyin 21st Jun Raw Vegan "Magnum" Ice Cream Bars by #RawChefYin. Have been wanting to make these for ages but... instagram.com/p/BVmbBqpDRFY/ Retweets: 0 Replies: 0 Impressions: 43	Neutral	Twitter	27	43	Unknown	Malaysia

Key Brandwatch Indicators



1. Consumer Sentiment

2. Impact Score and Influence

3. Page Type

- **Influence** – Increases when an author gets more replies, retweets and comments on their posts
- Can be seen under ‘Top Tweeters’
- Identify effectiveness of KOLs

Tweeters | SG - Magnum MY | Last 365 days (UTC+08:00) | View | Export | Filters

Columns

TWEETER	MATCHING TWEETS	SENTIMENT			IMPACT	TWITTER	DEMOGRAPHICS		KRED	
		POS	NEG	NEU			TOTAL	FOLLOWERS	ACCOUNT TYPE	GENDER
@ArifJemali	1	0	0	1	3	400625	Individual	Male	983	9
@theianseerawr	1	0	0	1	3	6025	Individual	Female	955	10
@LawakOrgSarawak	1	0	0	1	3	31823	Individual	Unknown	928	6
@shxthxrxxlshxt	2	0	0	2	3	3819	Individual	Male	917	10
@NabielFiqy	1	0	0	1	3	30493	Individual	Male	897	9
@neyrashazeyra	2	0	0	2	3	7853	Individual	Male	892	10
@malaysiandigest	3	0	0	3	3	38229	Organisational	-	892	6
@Ery_Farieha	1	0	0	1	3	2007	Individual	Female	890	10
@itshazmi	5	0	0	5	3	150	Individual	Unknown	890	10
@ekazainals	1	0	0	1	3	111	Individual	Unknown	888	9
@limmengkeong	1	1	0	0	3	3661	Individual	Male	888	9
@fellysophia	2	0	0	2	3	1317	Individual	Unknown	879	9
@rainappeungzb	1	0	0	1	3	1388	Individual	Female	876	9
@BFMradio	1	1	0	0	3	171469	Organisational	-	875	6

Key Brandwatch Indicators

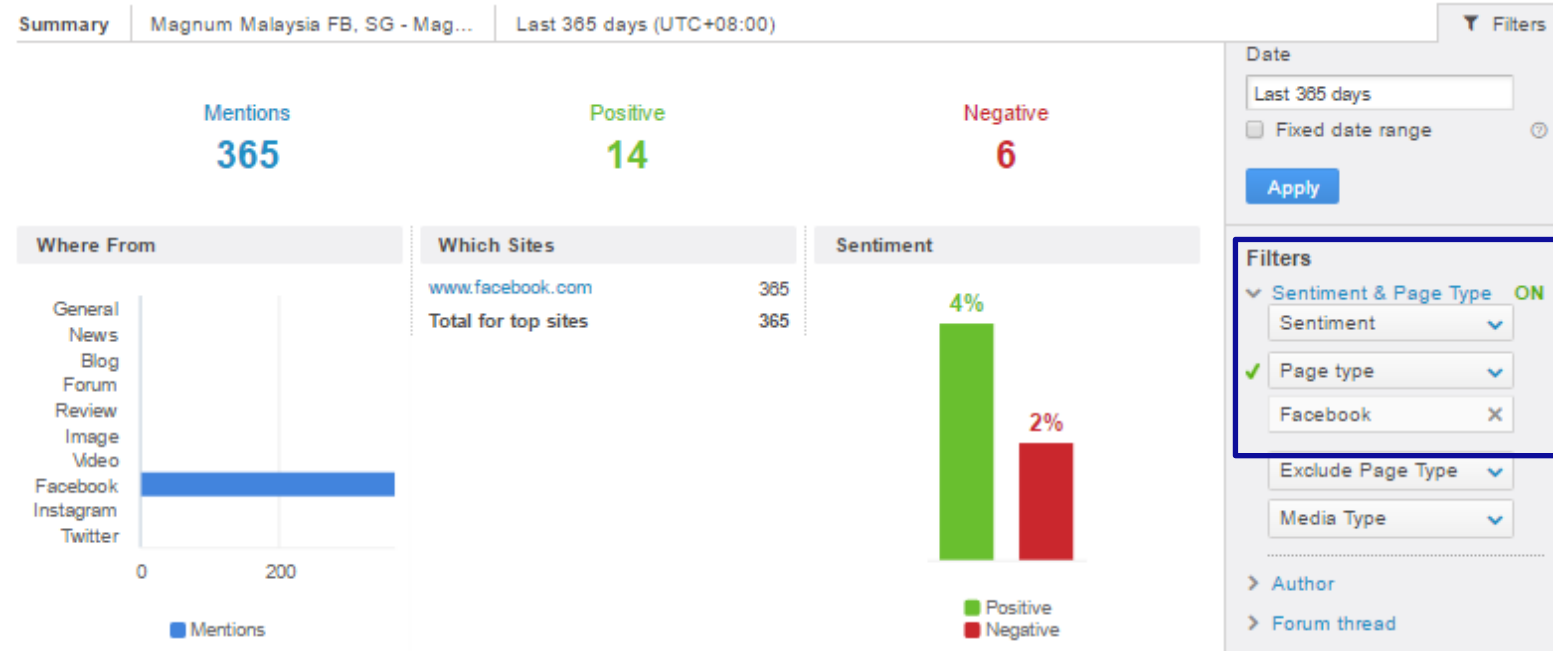


1. Consumer Sentiment

- News, blog, forum, video, Facebook, Instagram etc.
- Evaluate the effectiveness of each social media channel and specific digital campaigns

2. Impact Score and Influence

3. Page Type



Key Takeaways

Brandwatch can provide highly valuable information

Identify marketing opportunities

Mitigate potential crises

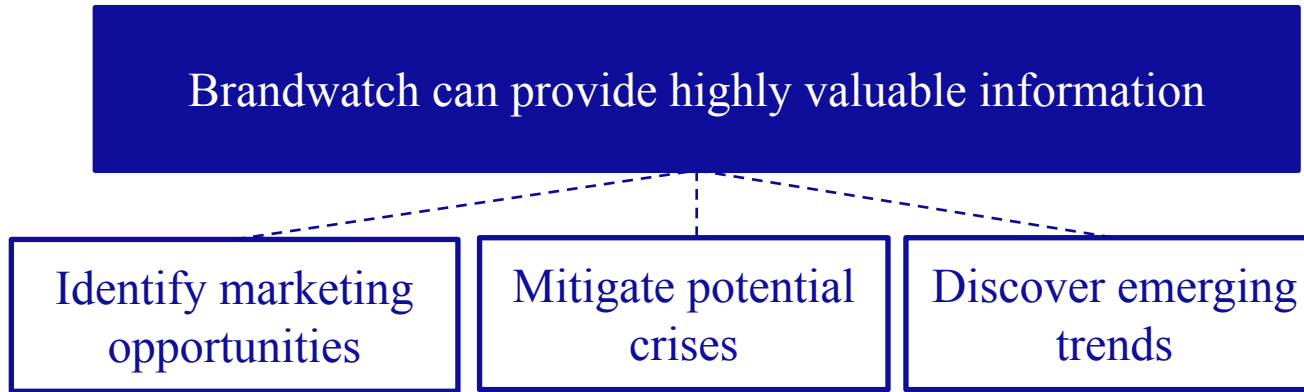
Discover emerging trends



Key Takeaways



Brandwatch can provide highly valuable information



Challenge:

- Inability to check Brandwatch everyday
- Time consuming to use

Solution:

- Custom alerts
- Threshold alerts

The screenshot displays a central feed of social media posts with corresponding alerts on the right side. The top post is from Twitter user @sophiatzhang, discussing an Axe commercial. An alert next to it indicates an 'Increase in positive sentiment' and that the 'Brand manager alerted'. Below this is a TechCrunch article titled 'Why did Unilever pay \$1B for Dollar Shave Club?', with an alert indicating 'Press coverage' and that the 'PR team alerted'. The bottom post is from Twitter user @thebodycoach, mentioning a Ben and Jerry's advert. An alert next to it indicates 'Influencer engagement' and that the 'Marketing team alerted'.



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Q & A

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