

## Brand Presence Report

### Search Request

- **Time Period:** 14th Jul 2017 – 14th Jan 2018 (6 months)
- **Language:** English
- **Sources:** Blogs, Boards, News, Reviews, Twitter, Facebook, Instagram
- **Topic:** Smoking

### Content

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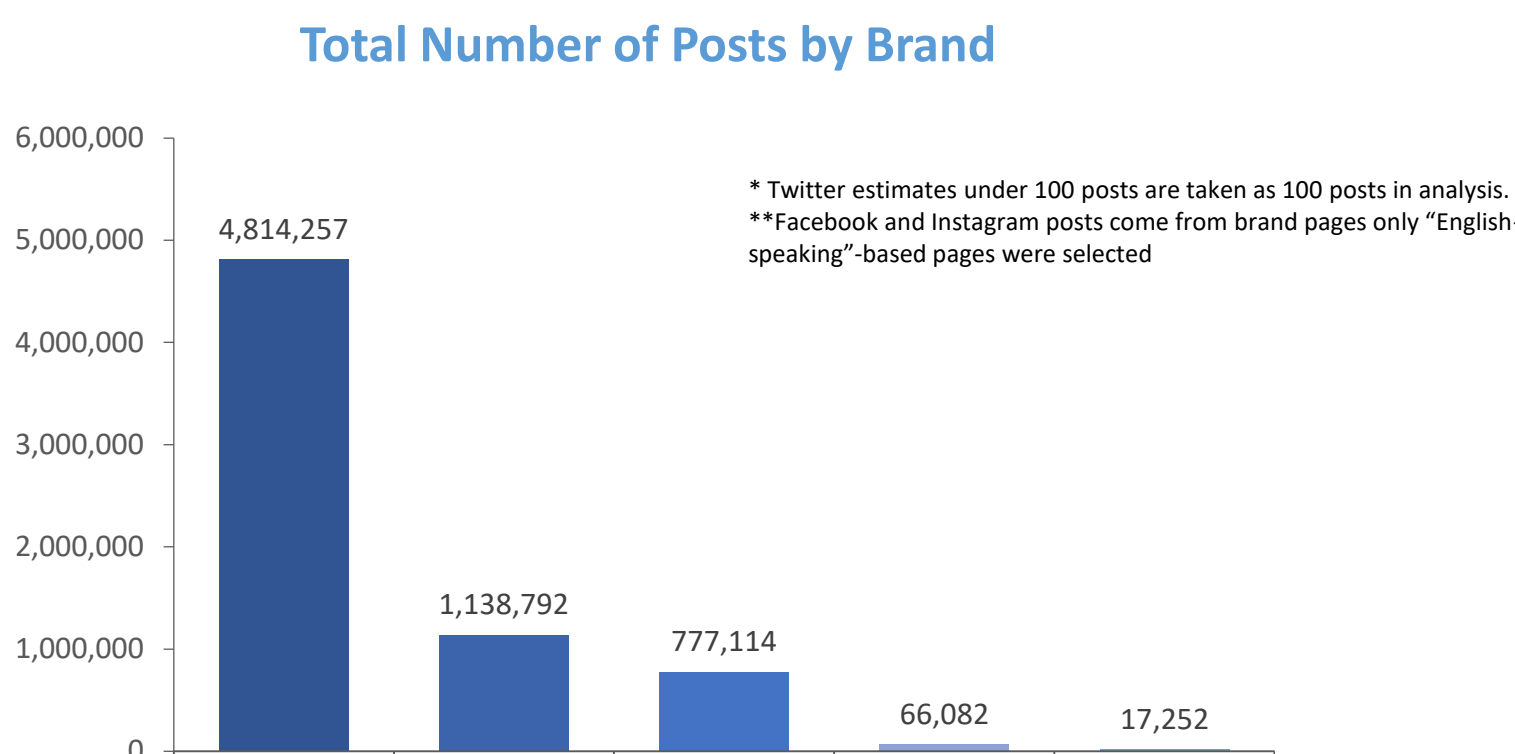
### Summary

Brand 4 has the largest number of posts among the five brands, while Brand 1 has the smallest. Twitter is the source with the highest share of posts for all brands. In a random sample of posts included in this report, the brands are mentioned in regards to selling or promoting (Brand 4/Brand 5), emotional connection - for and against vaping, health implications of e-cigs and usage. Due to the sheer number of posts discovered, in-depth analysis of topics and sentiment for further improvements in terms of customer engagement and targeting is recommended.

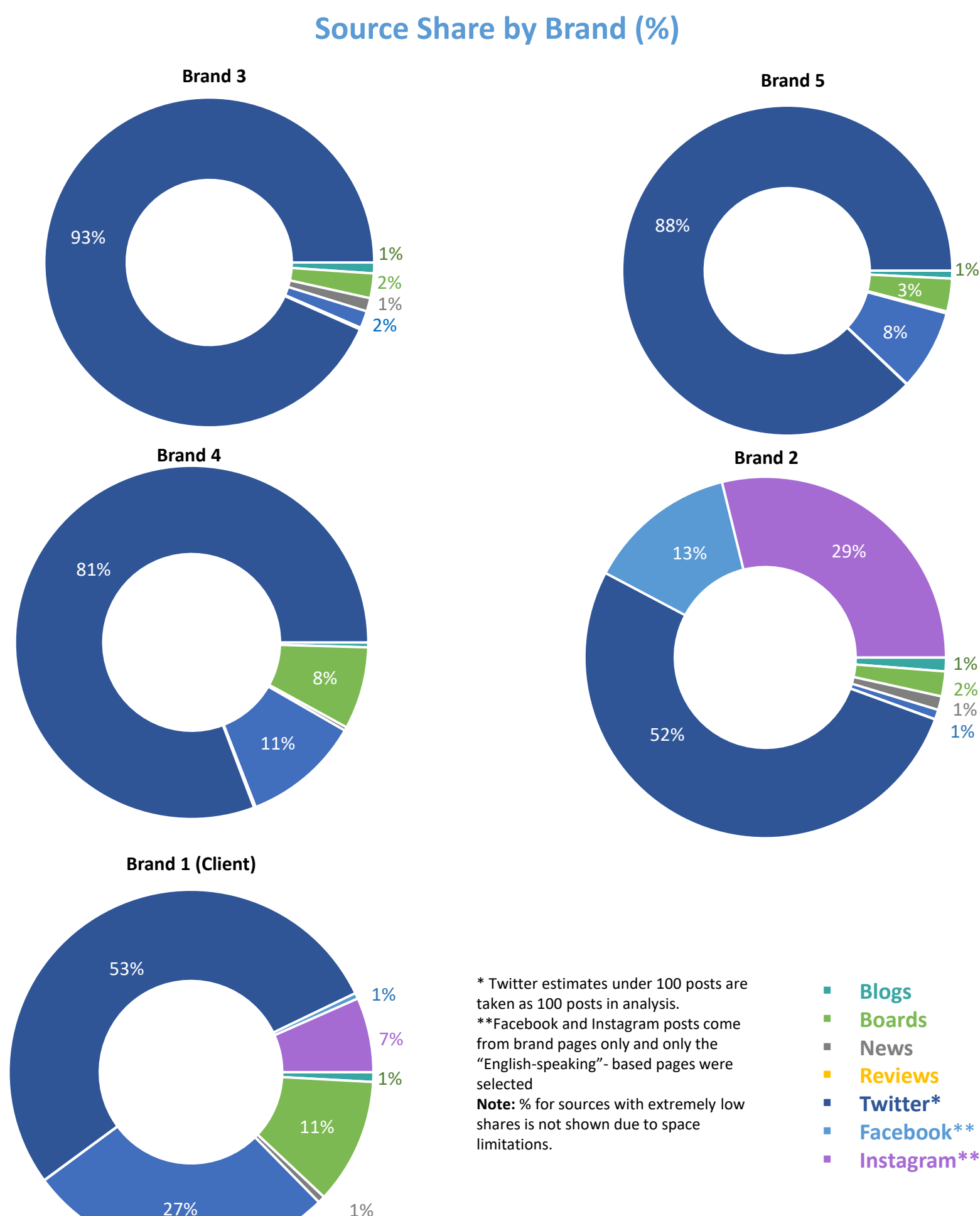
### Search Description

Brand Name	Search Term Examples
Brand 1 (Client)	("#Brand1\" OR \"Brand 1\" OR \"Brand1\"...) OR (to:Brand1 OR from:brand1) OR ... OR (brand1 AND NOT (to:...OR ... OR "..."))
Brand 2	("#Brand2\" OR \"Brand 2\" OR \"Brand2\"...) OR (to:Brand2 OR from:brand2) OR ... OR (brand2 AND NOT (to:...OR ... OR "..."))
Brand 3	("#Brand3\" OR \"Brand 3\" OR \"Brand3\"...) OR (to:Brand3 OR from:brand3) OR ... OR (brand3 AND NOT (to:...OR ... OR "..."))
Brand 4	("#Brand4\" OR \"Brand 4\" OR \"Brand4\"...) OR (to:Brand4 OR from:brand4) OR ... OR (brand4 AND NOT (to:...OR ... OR "..."))
Brand 5	("#Brand5\" OR \"Brand 5\" OR \"Brand5\"...) OR (to:Brand5 OR from:brand5) OR ... OR (brand5 AND NOT (to:...OR ... OR "..."))

### Total Number of Posts by Brand



### Source Share by Brand (%)



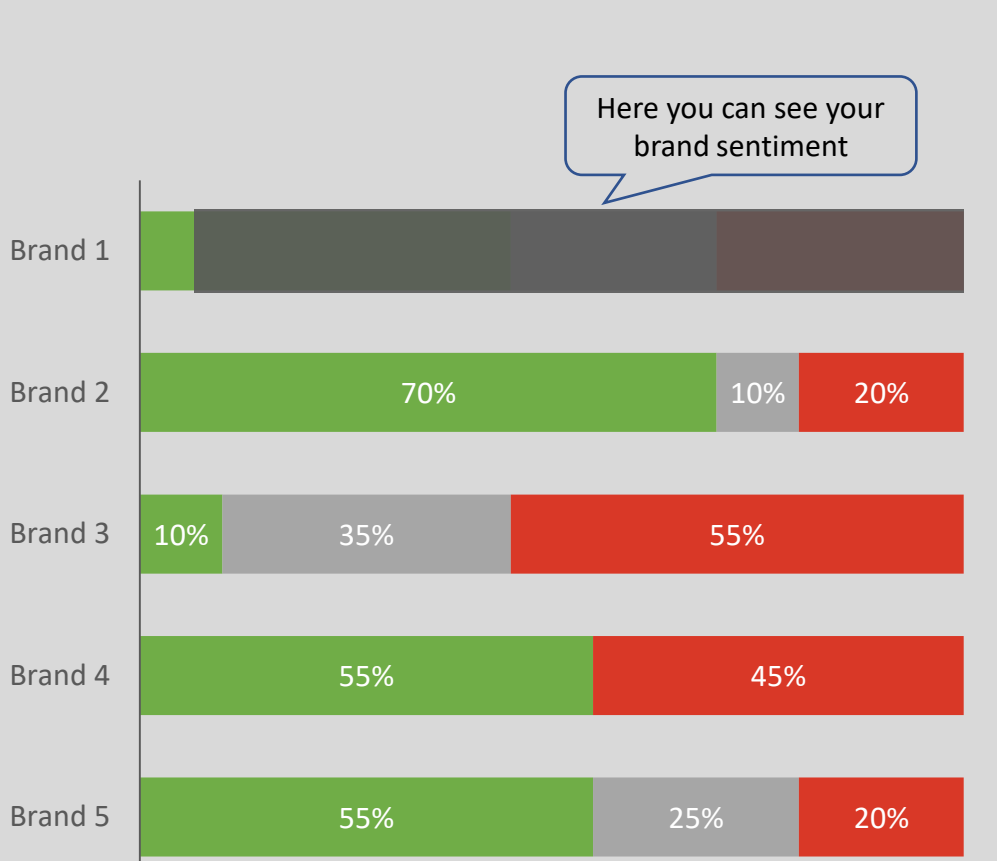
### Random Sample of Posts



### Findings & Recommendations

- The initial search for Brand 1 returned a lot of “noise” (i.e. irrelevant posts) as this term also has other meanings – related to popular music software, surnames etc. In order to eliminate this noise, the search query for these terms had to be restricted by including terms relevant to the topic
- Twitter, Facebook and Instagram accounts for the brands were included into the search query.
- Brand 4, Brand 3 and Brand 5 are mentioned more than Brand 1 – the client brand, and Brand 2. Brand 4 has the largest number of posts by a large margin, with 4,814,947 posts in the 6-month period, the closest being Brand 3 with just over 1 million.
- In the random sample of posts included in this report, it seems that the conversations are related to selling or promoting Brand 4/Brand 5, emotional connection - for and against vaping, health implications of Brand 3 and overall product usage.
- Twitter is the largest source of posts for all brands.
- Expansion of brand presence on other platforms and higher engagement with fans on Facebook and Instagram brand pages is advised. In-depth analysis of topics and sentiment for further improvements in terms of customer engagement and targeting is recommended.
- Additional analysis will allow the company to benchmark their activities and/or brand image and perception vs. the competition; evaluating brand performance through the market’s perspective. Ad campaigns by different competitor brands may be assessed on their effectiveness, and the brand can observe competitors’ initiatives, applying the learning to improve its own presence and image.

## Social Benchmark Preview



### Social Benchmark

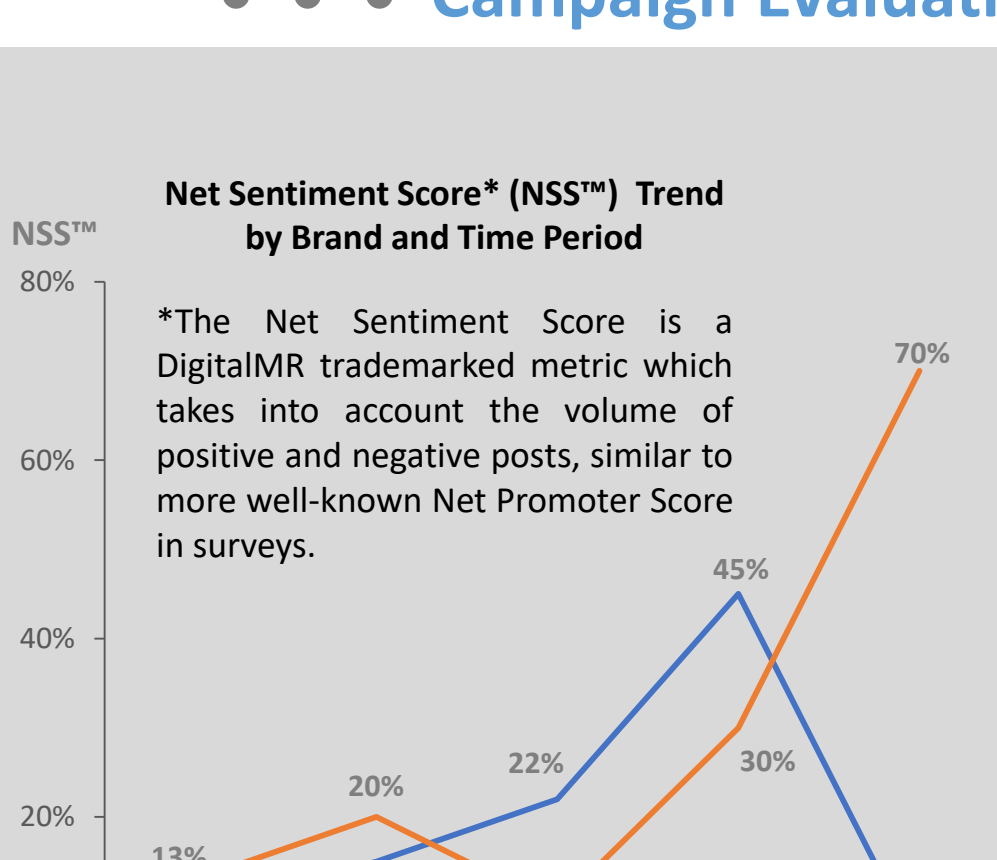
A Social Benchmark report can help you identify and evaluate your brand’s social media presence in comparison to other brands, including the competition, and identify opportunities for growth or improvement.

### Sentiment by Key Topics

Discover the consumer sentiment associated with your brand and the competition. Action it for your benefit by investigating and improving on negative sentiment and leveraging positive sentiment.

\* Chart is based on dummy data for illustrative purposes.

## Campaign Evaluation Preview



### Campaign Evaluation

A Campaign Evaluation can help you monitor and evaluate the performance of digital or multichannel campaigns and measure their impact on brand performance and success. It is not enough to just know if a campaign is successful or not – which you can do by reading the engagement metrics – you also need to know why it is successful or not by knowing what people say about it. You can also benchmark your campaigns with those of your competitors

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