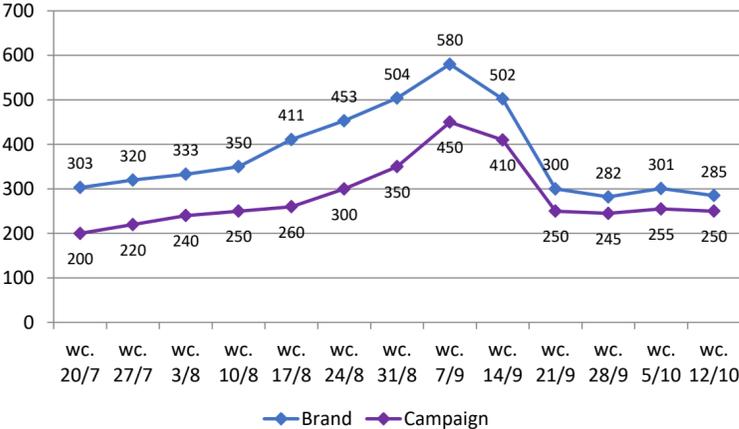# Social Listening Reporting Example
# Campaign Evaluation

Campaign & Brand Trend

Number of Posts about Campaign and Brand per week

The campaign has an impact on the total number of posts about the brand, increasing week by week and reaching the highest number of posts during the week starting 7/9. On most weeks the majority of posts about the brand are in fact about the campaign.

Campaign & Brand Share of Sources
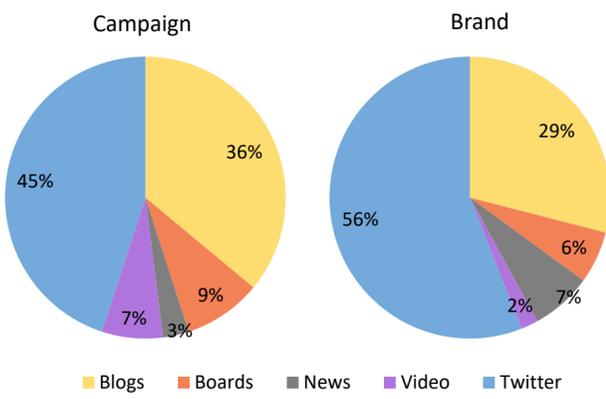
Share of Sources for posts about the Campaign and the Brand

Distribution of posts is quite similar with roughly half of the posts for both the campaign and the brand coming from Twitter. The campaign is more talked about on blogs than news whereas the brand is more talked about on news than blogs.

Blogs Boards News Video Twitter

Key Topics for the Campaign
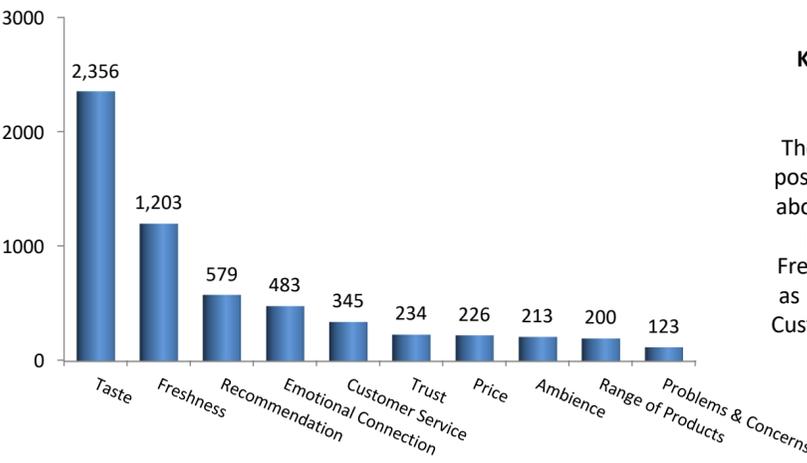
Key Topics identified from Posts about the Campaign

The two most popular topics within posts talking about the campaign are about the product itself, with ~3,500 posts mentioning Taste and/or Freshness. Brand related topics such as Emotional Connection, Trust, and Customer Service also come up in the key topics.

Net Sentiment Score (NSS™) Trend for Campaign and Brand
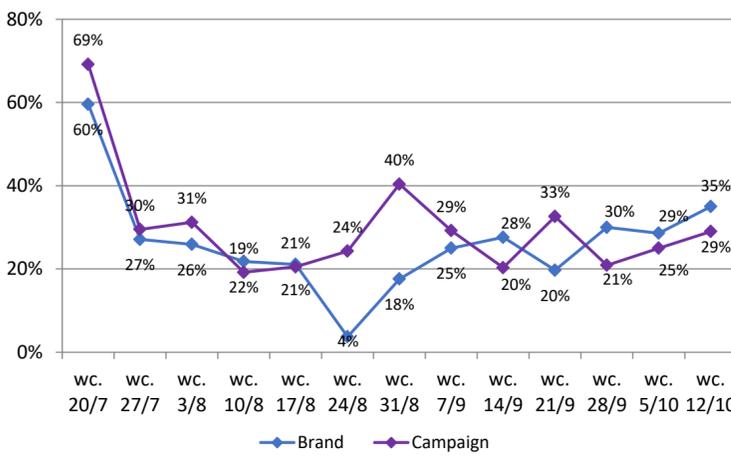
Net Sentiment Score (NSS™) for the Campaign and Brand per week

Almost halfway through the campaign the brand NSS decreased sharply while the campaign NSS slightly increased. During the following week the campaign NSS had a more steep increase from 24% to 40%, helping the brand NSS go up from 4% to 18%.

Net Sentiment Score (NSS™) Trend for the Campaign by Topic
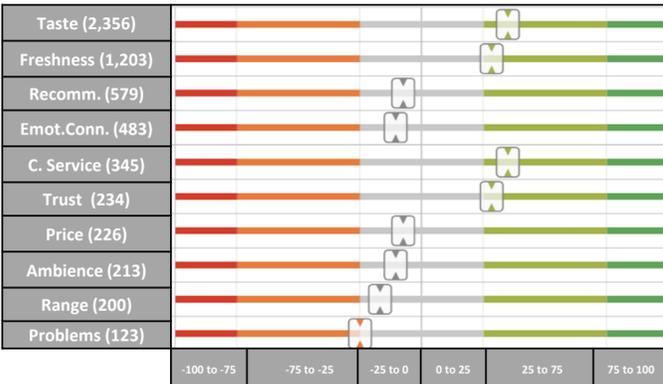
Net Sentiment Score (NSS™) of Top 10 Topics identified in Posts about the Campaign

Topics such as Taste, Freshness, Customer Service, and Trust have a high NSS, meaning the campaign is doing well in these areas. None of the Topics have a bad NSS however more aspects such as Problems & Concerns, Range of Products, and Emotional Connection could be improved in order to generate more positive posts and a higher NSS.

Campaign & Brand Sentiment
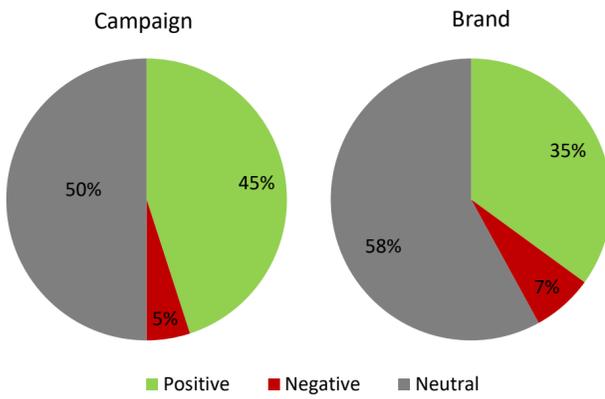
Share of Positive, Negative, and Neutral Sentiment for the Campaign and Brand

The share of negative posts is very similar for both the campaign and the brand. Even so, the campaign has managed to generate more positive sentiment than the brand, with 45% of posts about the campaign being positive vs. 35% of posts about the brand.

Positive Negative Neutral

Examples of Positive & Negative Posts

"Boycott Campaign X! The company has absolutely no regard or respect for the environment. Maybe if we stop buying their products they will start caring…."

"So our friends at @Brand are giving away 1,000 free Product Y to charity! Well done!"

"@Brand just bought your product to find out it has nothing to do with the product I have known and used for years without a problem! #whychange??"

"Campaign X, the best I've seen in a while. If you disagree you're simply wrong ☺"

Examples of posts about the Campaign and Brand classified as Positive and Negative

The client should aim to rectify mistakes that are mentioned in negative posts about their campaign and brand and perhaps even reach out to some consumers to apologise and discuss on a personal level. Positive attributes brought up in consumer posts could be leveraged by sharing further to promote the campaign and brand and improve their overall image.

Conclusions & Recommendations

Does it make sense for the client to invest in Social Listening & Analytics moving forward?

Yes it does. Tracking a new or existing campaign alongside the brand is helpful in establishing not only how successful or unsuccessful the campaign has been in order to inform and adapt future campaigns, but also whether a campaign has an impact on how the brand is perceived by consumers. In this case the brand sentiment has improved as a result of the campaign.

It is also beneficial to be able to see which channels are preferred when consumers talk about your campaign and brand, and which specific elements of the campaign come up in conversations, in order to target less popular channels and elements of the campaign or boost popular channels and promote successful elements even further in the next campaign.

Furthermore, doing this on a regular basis would enable you to compare the performance and success of various campaigns and how each impacted the brand image.