Social Media Listening – Case Study
Coca-Cola Superbowl Ad Feb. 2nd

Powered by eListen

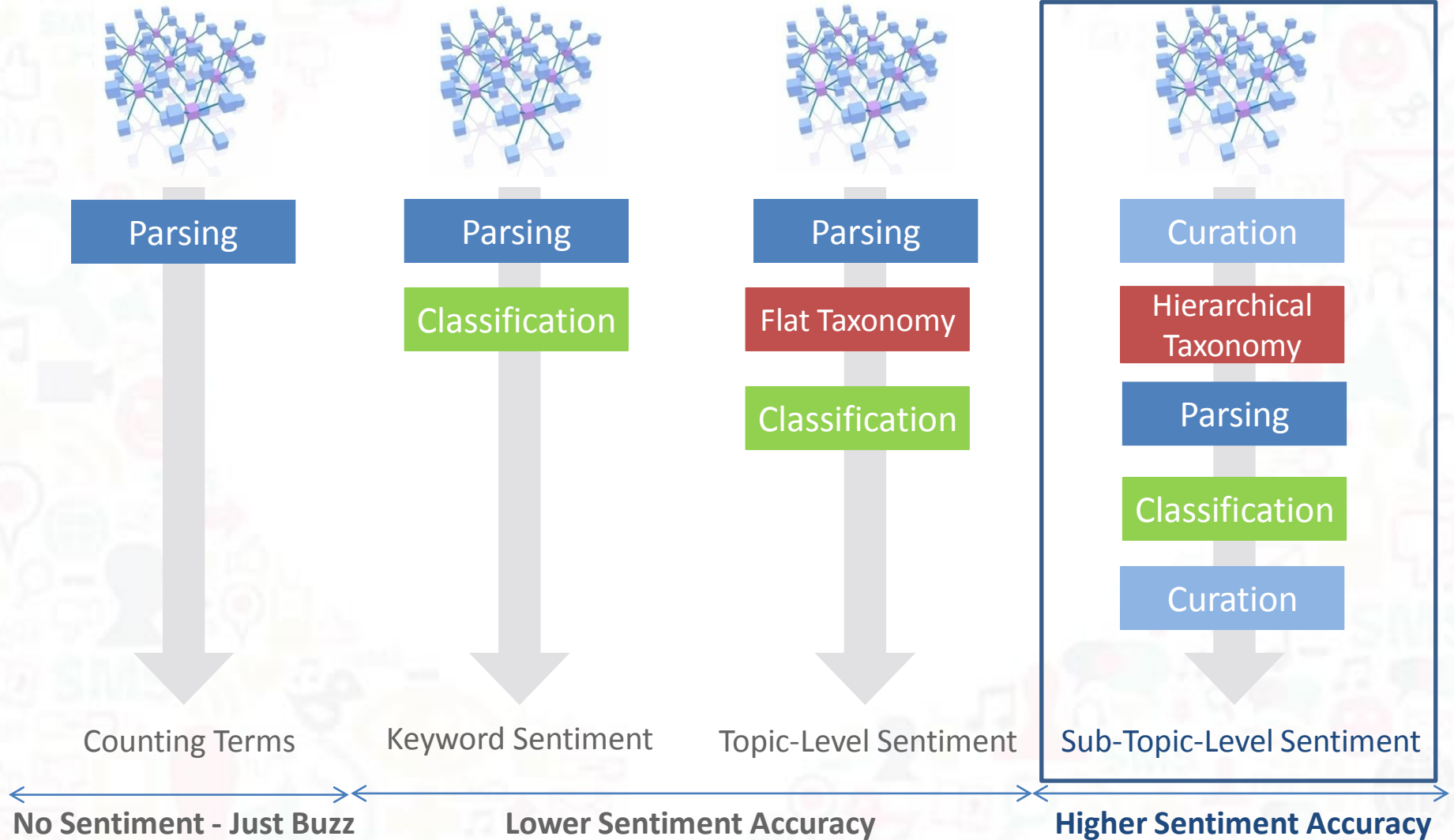July 2014

Contents

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The DigitalMR USP

DigitalMR's
eListen

Parsing	Parsing	Parsing	Curation
	Classification	Flat Taxonomy	Hierarchical Taxonomy
		Classification	Parsing
			Classification
			Curation

Counting Terms | Keyword Sentiment | Topic-Level Sentiment | Sub-Topic-Level Sentiment

No Sentiment - Just Buzz | **Lower Sentiment Accuracy** | **Higher Sentiment Accuracy**

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There is a Lot of Noise

Example: Period: Feb 28 – May 23

'Brand + ad'
'Brand + advert'
'Brand ad'
'Brand + commercial'
'Brand + your friend'
'Brand + test'

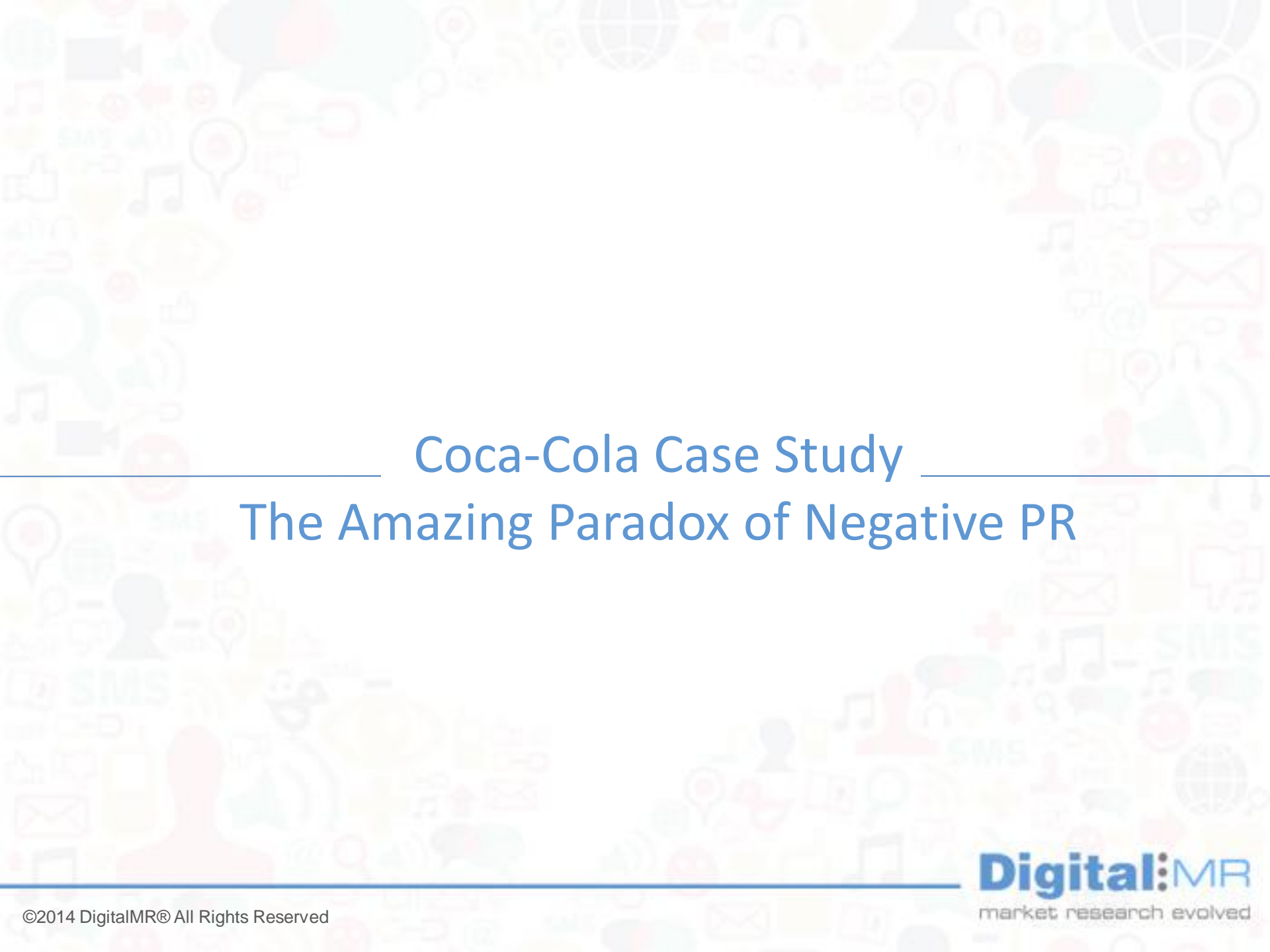| Campaign name and brand		Deduplication	Final Number
22,448 Posts	**3,558 Posts**	**204 Posts**	**177 Posts**
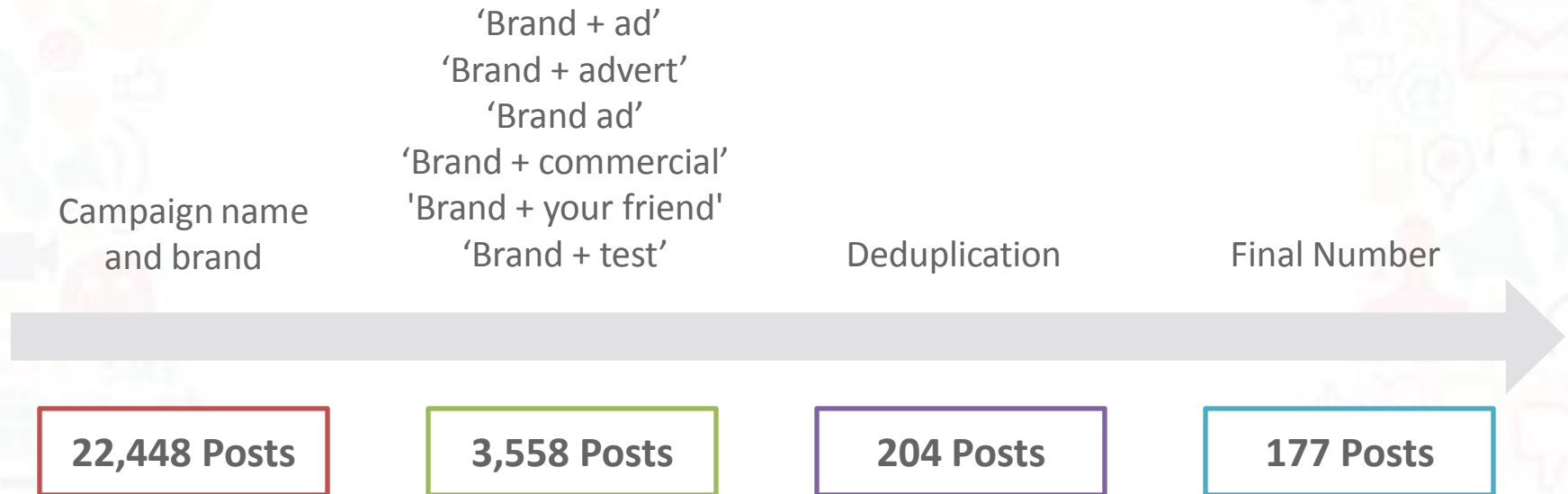
Entering just the name of the campaign as a search term in a monitoring tool delivered 22,500 posts. Three iterations later with the use of **eListen** we discovered that the real number of posts about the specific campaign was **only 177.**

Machine Learning is the new Artificial Intelligence

The DigitalMR Data Scientists can perform big data analytics using supervised and unsupervised machine learning algorithms.
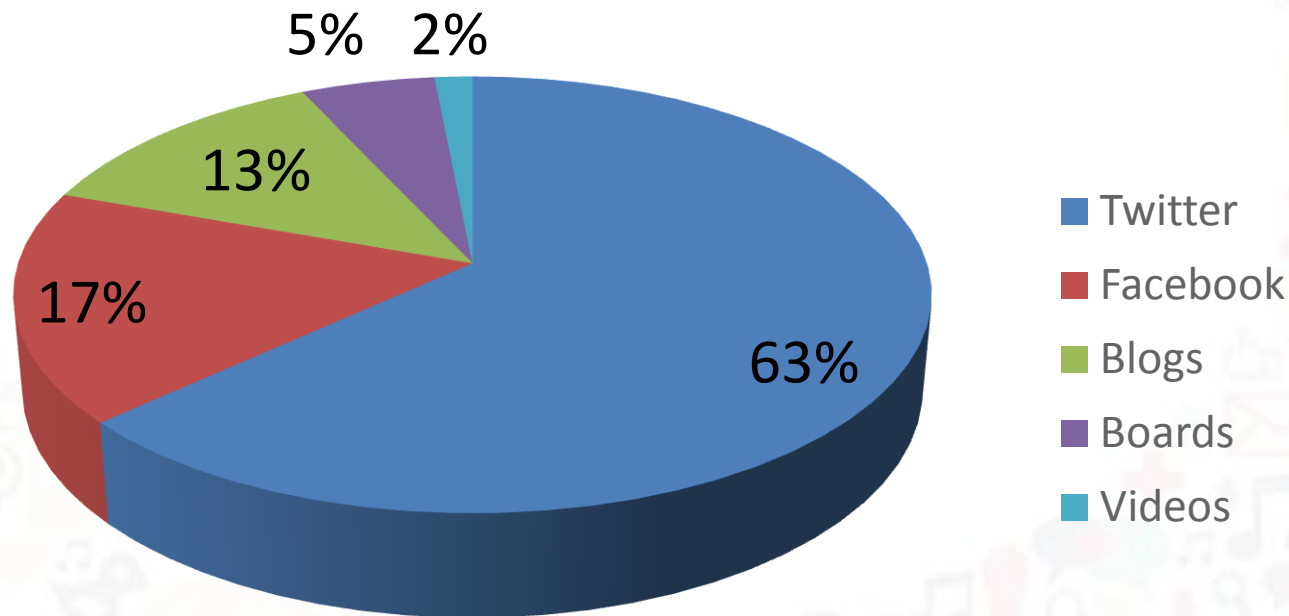
Coca-Cola Case Study
The Amazing Paradox of Negative PR
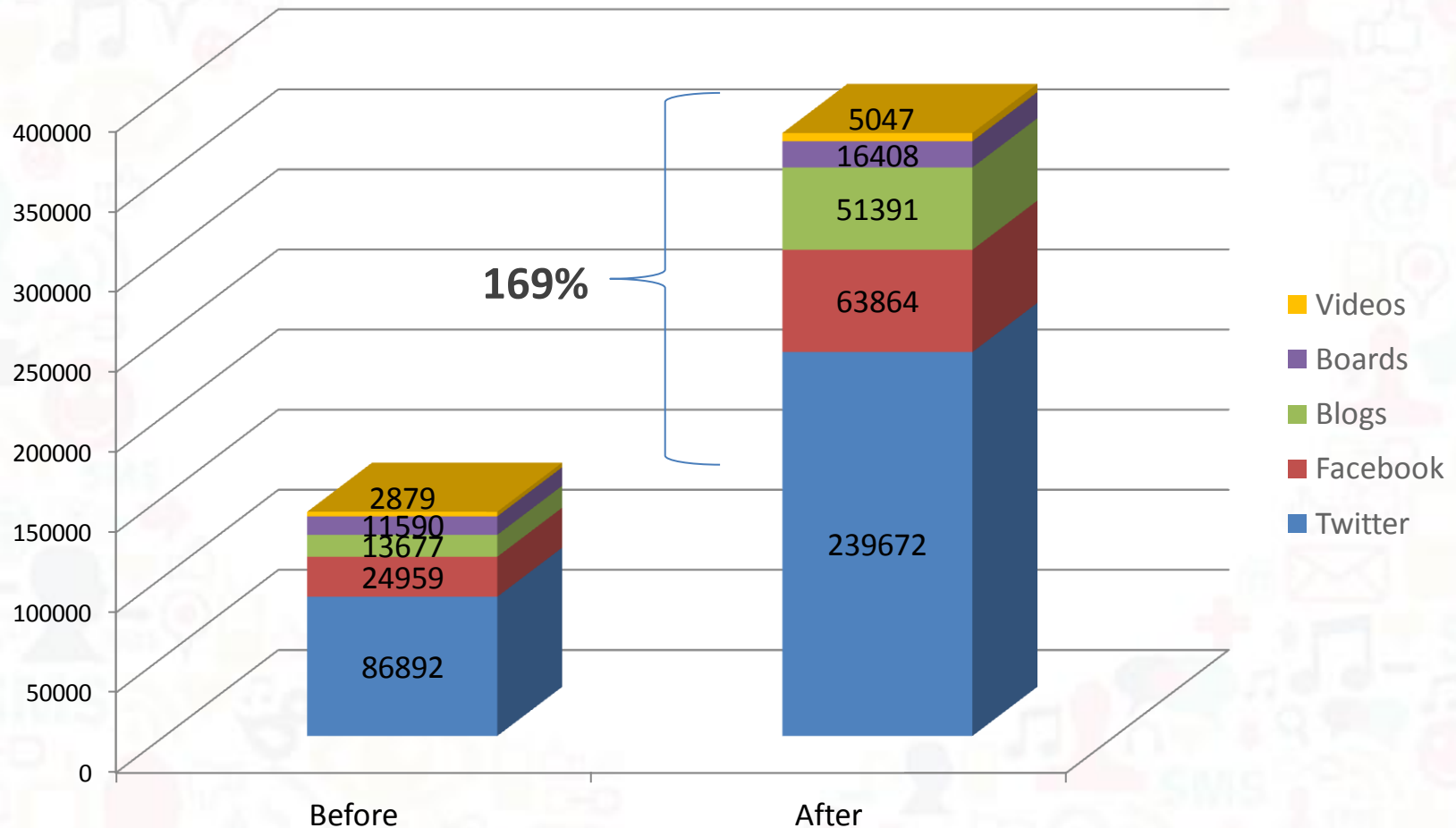
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Share of Source – All Coca-Cola Posts

Jan 25 – Feb 10, 2014

A total of **516,369** posts about Coca-Cola were harvested 8 days before and 8 days after the Superbowl final day on **February 2nd 2014.** The share by source was very similar before and after the ad.

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Number of Posts by Source Before and After the Ad was Aired

169%

Legend
■ Videos
■ Boards
■ Blogs
■ Facebook
■ Twitter

After:
- 5047
- 16408
- 51391
- 63864
- 239672

Before:
- 2879
- 11590
- 13677
- 24959
- 86892

Y-axis: 0, 50000, 100000, 150000, 200000, 250000, 300000, 350000, 400000

During the 8 days following the Superbowl final day, the number of posts about Coca Cola increased by 169% to 376,382 up from 140K

Some of the Posts After the Ad was Aired

"Am I The only one offended by that coke commercial. How can you mix America the Beautiful with Muslim SHIT! FUCK THAT"

"This totally sucked. I get the diversity and we are the "melting pot " but this is an American song and therefore should be sung in ENGLISH. .**Coke I am very appalled by this**"
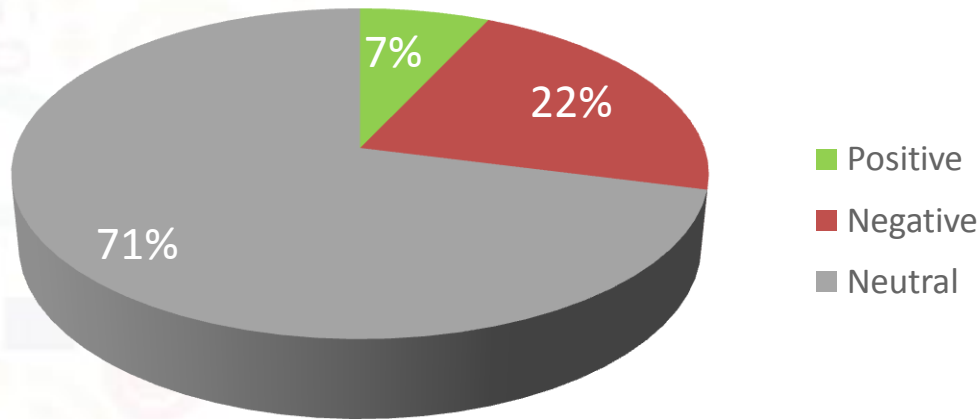
"I am asking all my Facebook friends to boycott Coke and Coke products after their completely offensive Super Bowl ad"

"I'm sick of having diversity and the gay agenda being shoved down my throat. I went to the Coca-Cola FB page and told them so. Will you follow too? Just view the video ad (below) and see a commercial in at least 8 different languages + a kid with "two Dads." Enough is quite enough. **No more Coke, or Coke products for me - EVER.**"

Coca-Cola Sentiment Before & After the Ad was Aired

WEEK BEFORE (139,997 posts)

7%

22%

71%

- Positive
- Negative
- Neutral

The number of neutral comments is the same before and after at ~100,000 the only difference is Its share **has dropped to 1/3** of what it was from 71% to 27%

WEEK AFTER (376,382 posts)

27%

51%

22%

- Positive
- Negative
- Neutral

Surprisingly the negative reaction to the Ad woke up passive readers of social media posts and prompted them to express their disagreement with the racist comments, which indirectly was positive support for Coca-Cola.
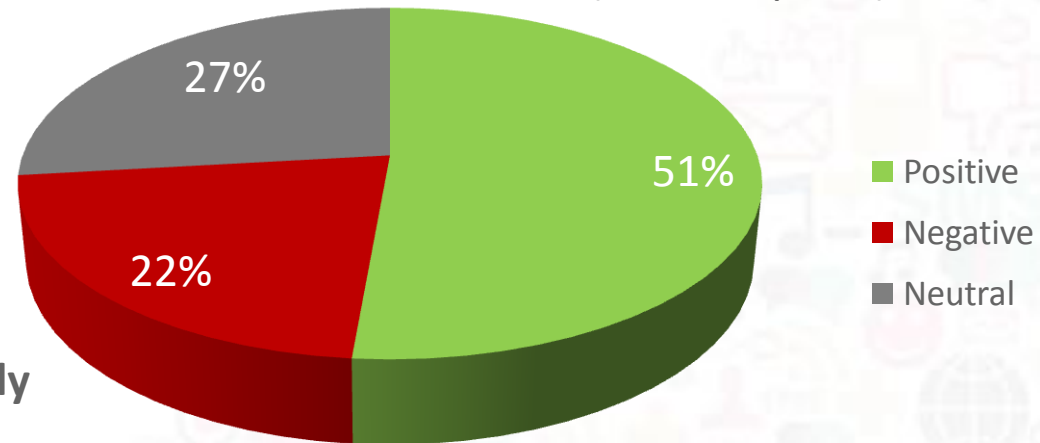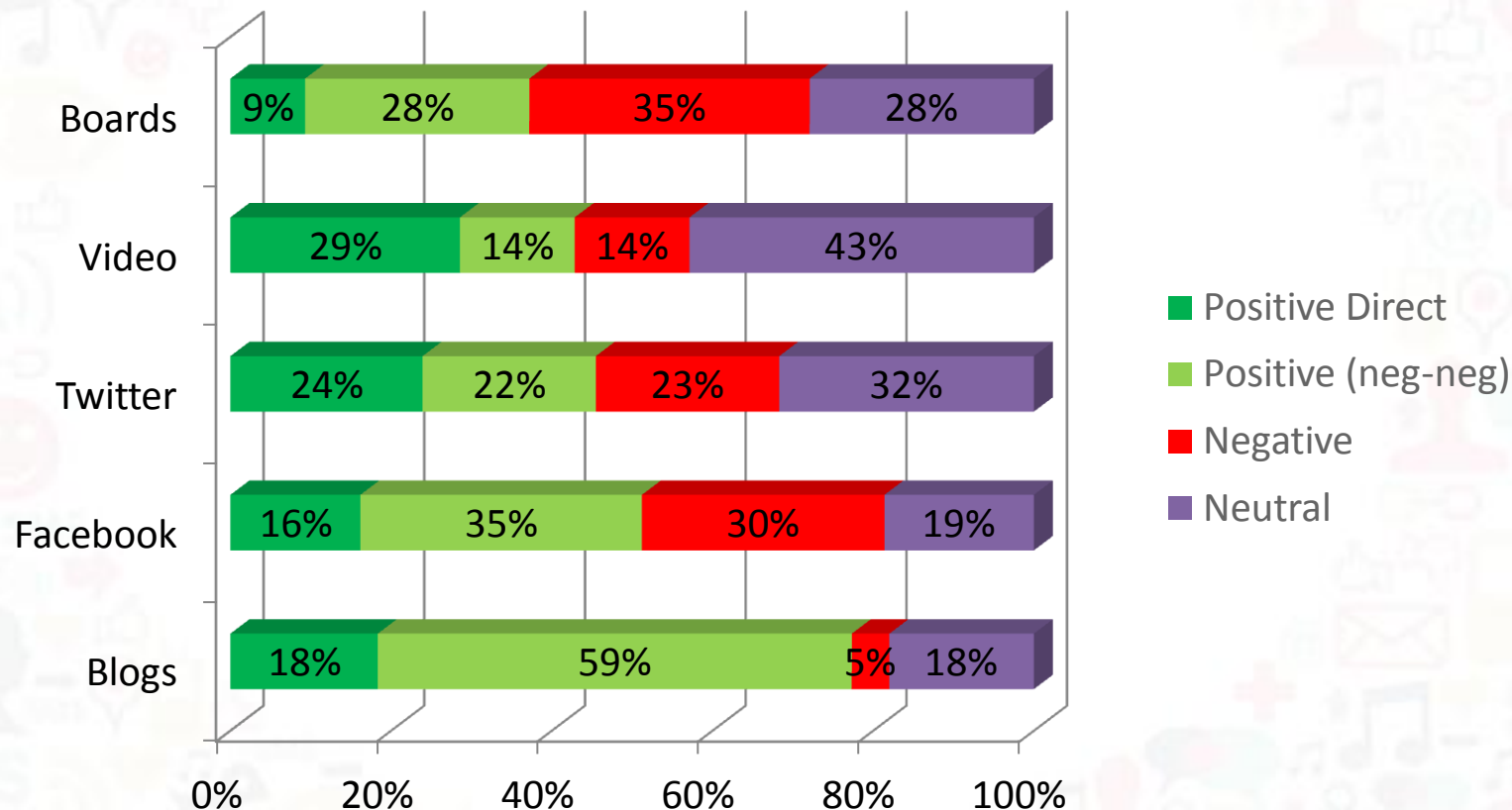
The Reaction to the Negative Reaction

"Hey, you **bigoted assholes** who are boycotting Coca Cola over the bilingual Super Bowl commercial - the song they're singing in the ad is "America The Beautiful", **NOT the national anthem**. So not only are you bigoted assholes, but you fail at Patriotism 101."

"Coke aired this commercial last night and the entire county **shit itself a racial brick**. People, wake the fuck up. This commercial was beautiful and, in my opinion, truly represented America"

"#AmericaIsBeautiful and I can't believe the **disgusting lowlifes and their horrific spelling and grammar bashing Coca Cola** for their Superbowl ad. Special thanks to the ones that thought it was the National Anthem, you idiots. What a bunch of "asswholes.""
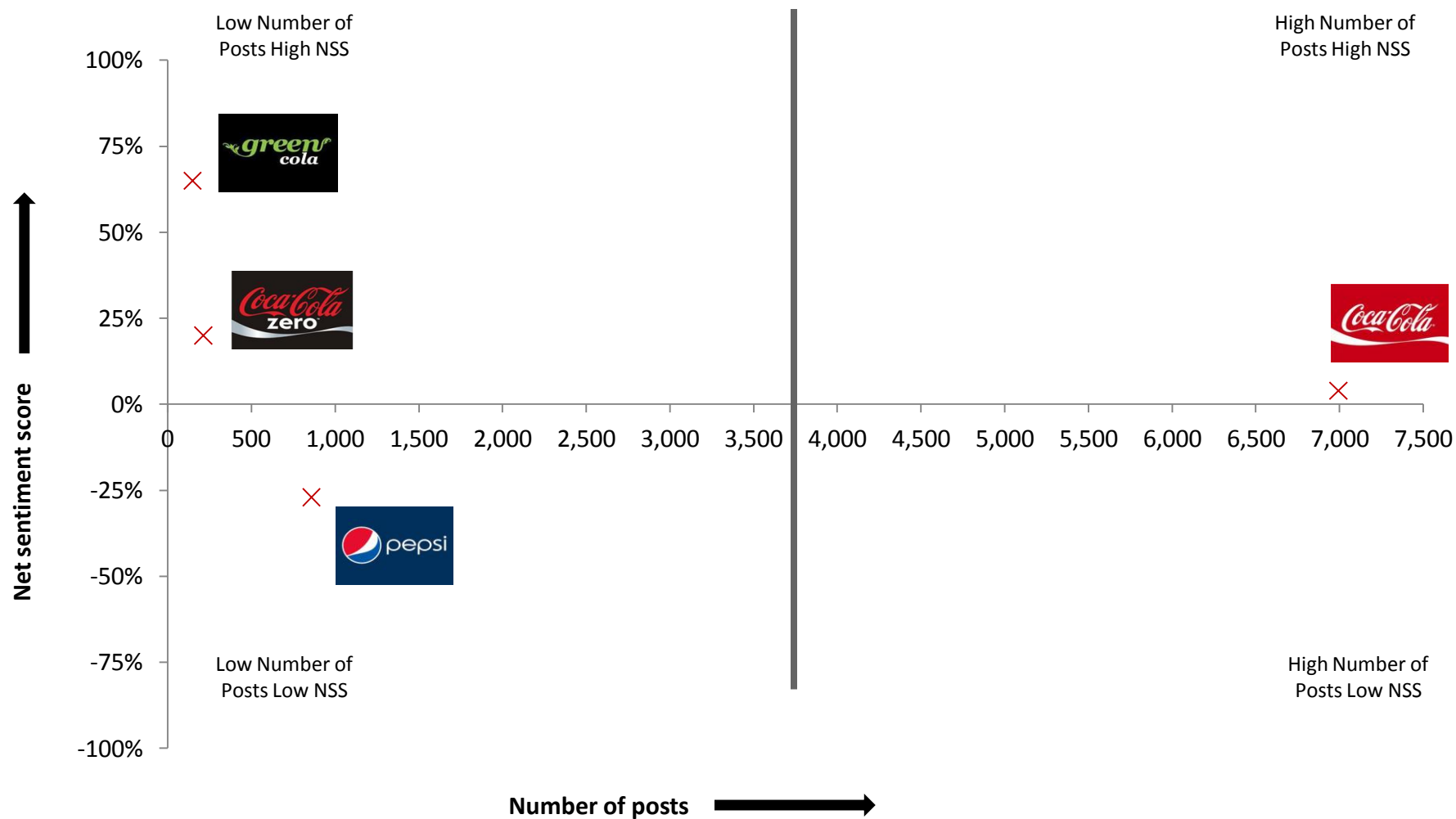
Coca-Cola Sentiment After the Ad was Aired

	Positive Direct	Positive (neg-neg)	Negative	Neutral
Boards	9%	28%	35%	28%
Video	29%	14%	14%	43%
Twitter	24%	22%	23%	32%
Facebook	16%	35%	30%	19%
Blogs	18%	59%	5%	18%

On Facebook, Blogs and Boards the negative reaction to the negative comments about Coca-Cola was by far bigger than the negative comments themselves. Overall it looks as if Coca-Cola received more positive sentiment that it would normally. The negative comments about the Ad criticism **are considered indirectly positive about Coca-Cola.**

Matrix: NSS®= Net Sentiment Score over Frequency of Posts by Brand
Example: Greece, Period: Aug-Oct 2013

Low Number of
Posts High NSS

High Number of
Posts High NSS

Low Number of
Posts Low NSS

High Number of
Posts Low NSS

Net sentiment score

Number of posts

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Market Research Questions that Listening Can Answer for You

How successful is my digital campaign? Reach, Likeability, Purchase intent?

Is there an industry pain that I can discover and address first?

Which are the hot topics for consumers in my product category?

On what sites do consumers post comments about my product category? On which social media sites should I be spending my marketing budget?

What is the share of voice of my brand benchmarked with my competitors?

Which are the most important image attributes for my category?

What is the net sentiment score for my brands Vs competitors

On what attributes does my brand have more positive sentiment than competition?
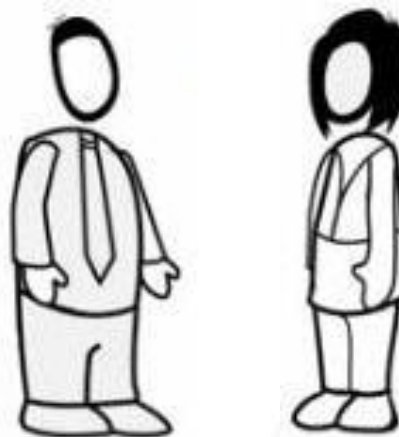
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About DigitalMR

About DigitalMR

DigitalMR was established in April 2010 as the first dedicated provider of holistic online market research. We are a research specialist with technology expertise.

We have a global capability to deliver web based market research in any language.

A unique differentiator is that we combine the skill-sets of market research, software engineers and data scientists under one roof.

We therefore provide high accuracy, flexible, innovative and continually evolving methodologies and platforms for insights.

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Client Testimonial

"DigitalMR is an innovative next-gen research agency on the forefront of all digital research methods and social media research. Through our close collaboration, they have helped us in getting a superior understanding of our clients' needs.

The insights that we gathered from key markets, including China, Latin America (Spanish Globally), UK (English globally) and Russia, formed the foundation for Saxo Bank's new global brand: www.ForexTrading.com .

DigitalMR is one of the most savvy research agencies that I have worked with: experts at tackling global multilingual/multi-cultural studies, in a flexible, result driven and cost efficient way."

Uriel Alvarado
Global Chief Marketing and Public Relations Officer
ForexTrading

Why DigitalMR?

1. We are a next generation marketing research company with a focus on using multiple sources of data, connecting the dots – for this project this translates into a unique ability to seamlessly combine expertise in technology and data analysis and synthesize insights.

2. We have been a thought leader in active web listening/social media monitoring since 2010 ([see eBooks](#)) .

3. We understand and focus on client business issues not just the research method.

4. We try to expand our involvement and ensure appropriate action planning that puts the insights we deliver to work.

5. We strive to make our clients' money work harder for them with a plausible return on investment .

6. We have already delivered successfully similar reports to blue-chips with world class **sentiment accuracy of 80%-91% for multiple languages.**

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Click here to find out more about eListen!

Contact:
Michalis A. Michael
mmichael@digital-mr.com

@DigitalMR_CEO