

「Social Listening report」

July 2018

A blue L-shaped graphic consisting of two perpendicular lines of equal length.

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Routine and Semantic buzz – why?



For many brands their buzz is "obscured" by a great presence of similar messages that play a secondary role for the brand, but still carry somewhat reduced importance. If filtered from overall buzz and shown separately, the goal of clearer analysis is achieved.



These similar messages are usually messages from ... and from ...

Such messages are called Routine Buzz, as they represent routine operations for their authors and their content rarely changes.



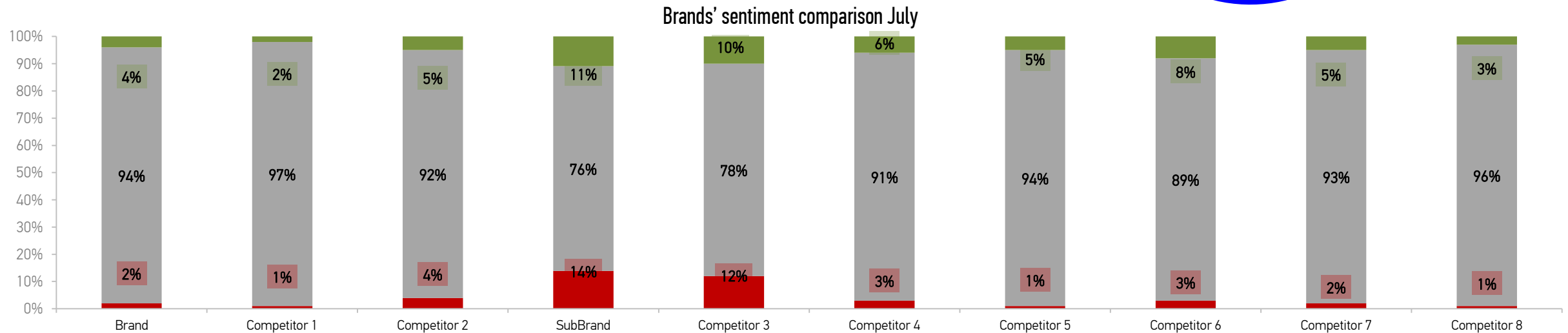
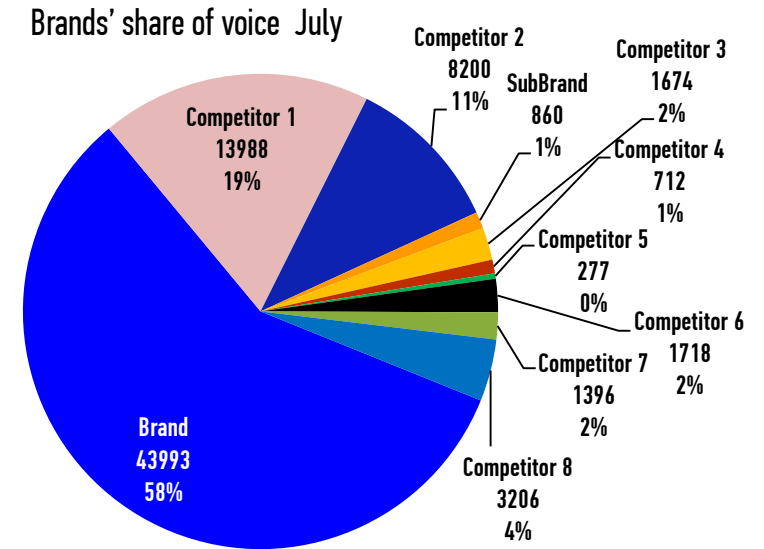
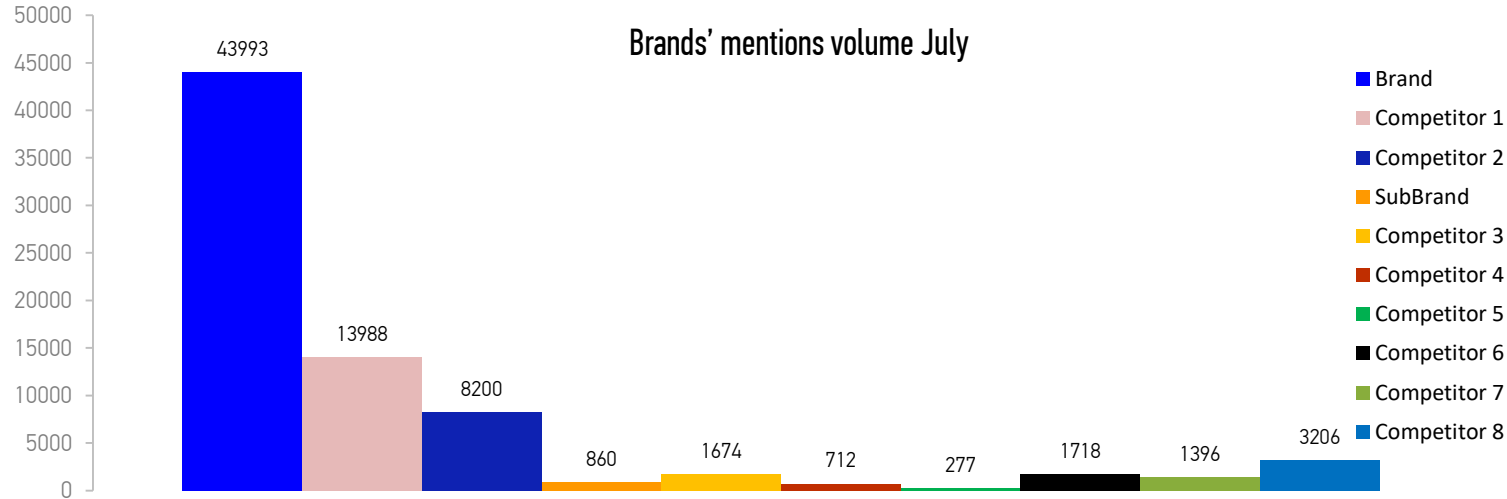
Messages that hold real information value to the brand and are not used as a part of someone's routine are grouped under Semantic Buzz, as messages that carry knowledge of what happens to the brand and its consumers.

 **July 2018**

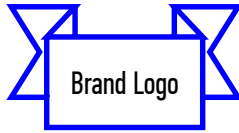
Overview



Brand rules the competition



... activity enhances Brand leading role



Brand

Buzz volume increased by +7 913 units (+22%), **Authors** - by +3 186 units (+18%).

Mentions' sentiment. The amount of **neutral mentions** increased by +7 902 units (+24%). Reason: restored activity of ..., using branded hashtag, messages from ...

The number of **positive mentions** decreased by -105 units (-5%) due to less REVIEWS WEBSITE reviews.

The amount of **negative mentions** increased by +116 units (+15%) due to viral messages about ...

Topics of interest. The number of mentions about ... increased by +71 units (+12%) due to negative mentions. Negative mentions increased in number after changes in viral posts ...

Amount of ... related mentions dropped by -216 units (-42%) due to declining amount of Proberry reviews.

The number of mentions about ... increased by +2 units (+2%) with insignificant fluctuations (2-4 units) in all the sentiments.

Subbrand

Buzz volume decreased by - 623 units (-42%). Reason: ... low activity.

Mentions' sentiment. **Neutral mentions** decreased by - 647 units (-50%) due to less ... activity on vk.com and ok.ru social networks, **positive mentions** are mostly stable, **negative** ones increased in volume by +30 units (+35%). Reason: sharing of the viral articles ...

Competitors

Buzz volume was relatively stable for Competitor 1, Competitor 3, Competitor 5. There was an increase for Competitor 7 (maximal among the competitors, grew by + 434 units) and Competitor 6 (+234 units), while some brands had a decrease in volume of mentions, for example Competitor 2 (-288 units), Competitor 4 (-184 units), Competitor 8 (-170 units). The reason behind is the same – changes in the activity of ... and ...

Mentions' sentiment for all the brands either remains the same or improves: increase of positive mentions prevails over the increase of negative ones or positive mentions' decrease is less obvious. Reason – rising number of ... positive activity in various categories, mostly connected with ... Competitor 2 main positive driver – work of influencing agents.



Brand



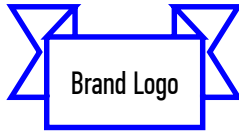


Brand

Buzz Comparison



Brand's activities help support high mentions level among ...



Routine buzz

Buzz volume increased by +7 396 units (+25%). ... activity rose by +87 units (+4%). ... activity increased by +7309 units (+27%). The number of **unique authors** in general increased by +2 997 units (+24%). Reason: restored users' activity after sharp seasonal decline of activity on social media platforms.

Almost all the mentions can be considered to be of **neutral sentiment**, the amount of negative mentions by ... makes only 0,01% (4 units).

Dynamics. All the spikes of activity are connected with viral posts and peaks in their sharing pattern.

Semantic Buzz

Buzz volume increased by +517 units (+7%). The number of **Authors** increased by +189 units (+4%), **OTS** increased by +67%. Reason: use of hashtag ..., posts by ..., surveys for subscribers on ... public pages.

Positive mentions volume decreased by -86 units (-4%). Reason: declining amount of REVIEWS WEBSITE reviews. The major decrease was in activity of ... with less reviews (-163 units/ -11%), while there was an increase in the positive activity of ... (+84 units/ +39%). Reasons of increase – posts about ... or it was recommended by ... (categories ..., ...).

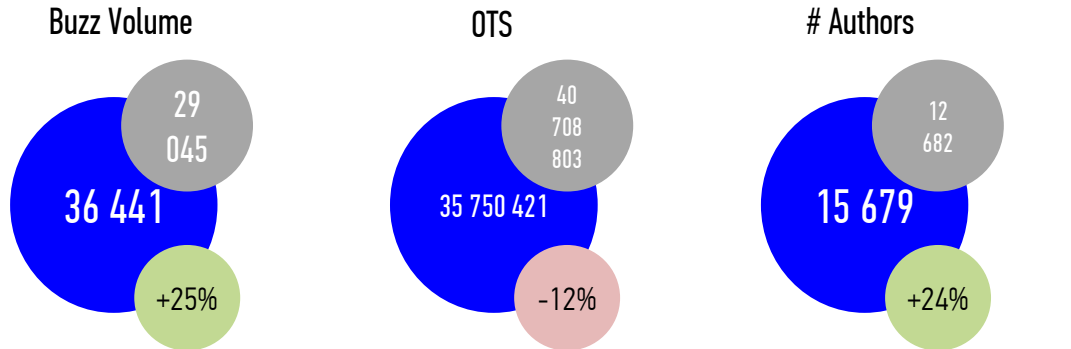
Neutral mentions increased by +491 units (+11%). The neutral activity of ... increased by +577 units / +63% due to posts about ..., ... activity increased by +362 units (+19%) with sharing of the hashtag ... and discussing ... on public pages. There was a decrease in the activity of ... (-306 units / -81%) as well as in the activity of authors in the category ... (-233 units/ -30%). Reason – changes in volume of viral messages.

Negative mentions increased by +112 units (+14%) mainly by (+102 units/ +17%) and ... (+61 units / +197%). Reason – negative viral posts about ...

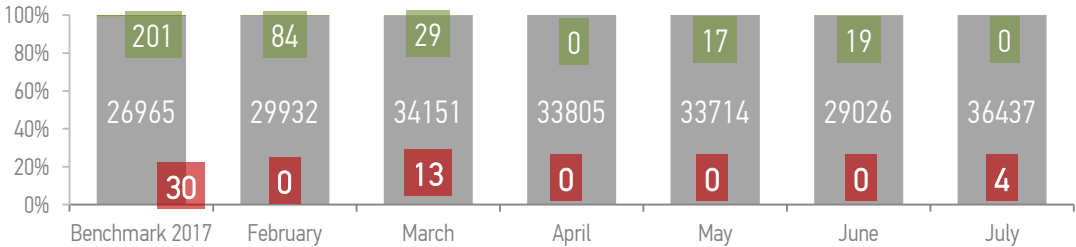
Brand is mentioned less but on major platforms



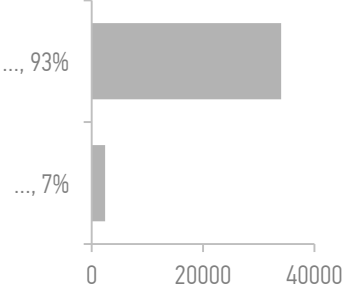
Routine Buzz



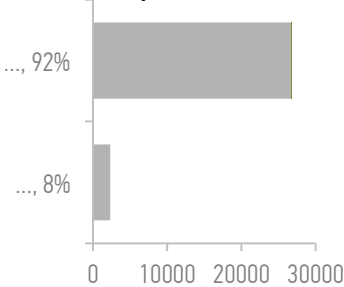
Routine Buzz mentions sentiment



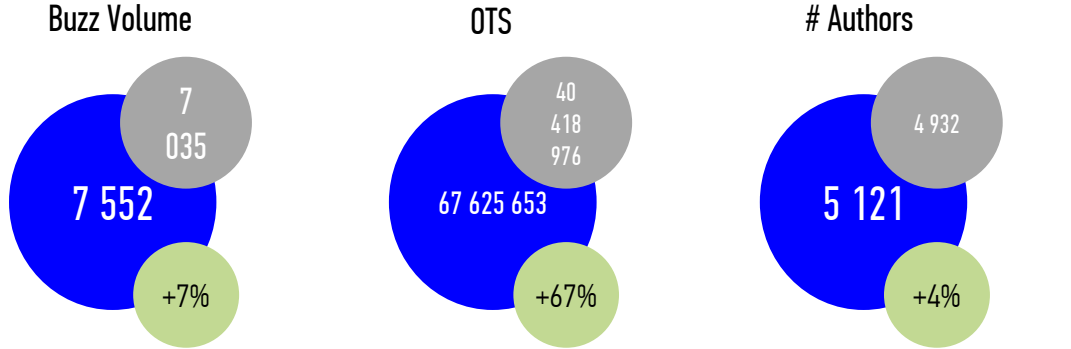
Buzz authors



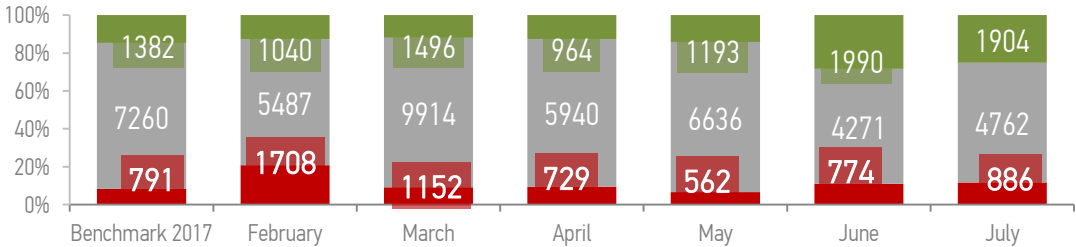
Buzz authors, previous month



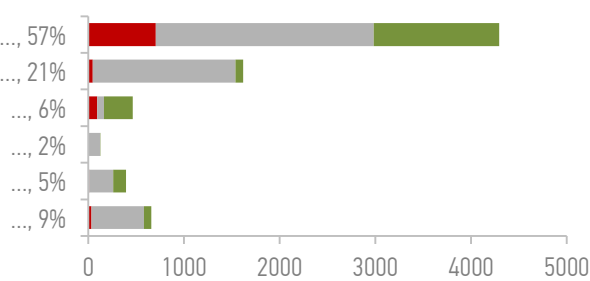
Semantic Buzz



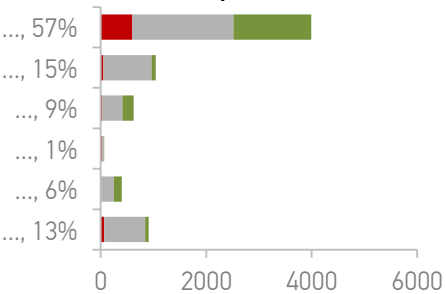
Semantic Buzz mentions sentiment



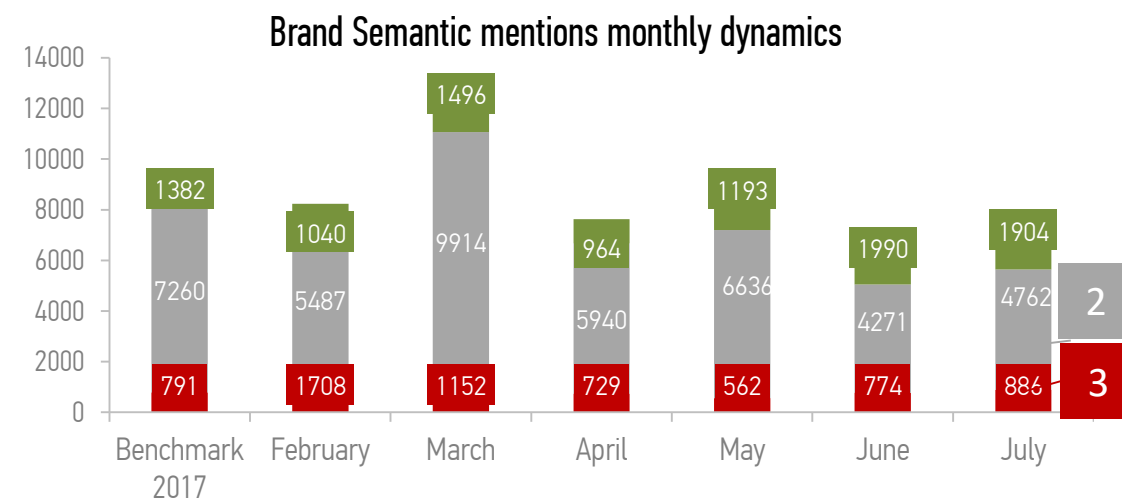
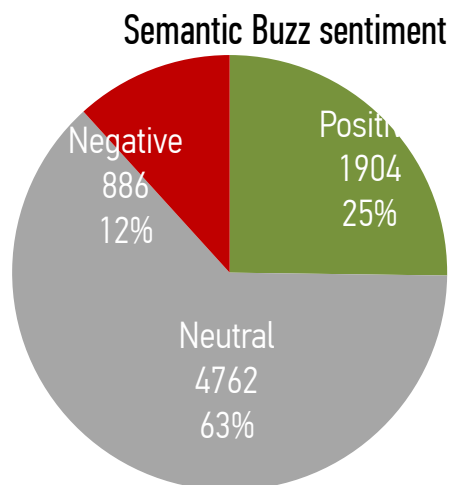
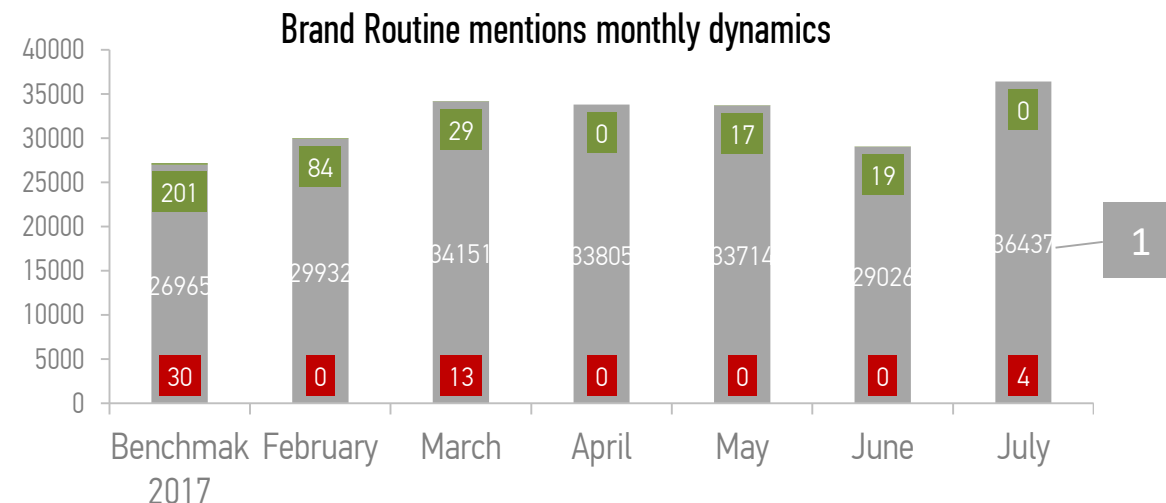
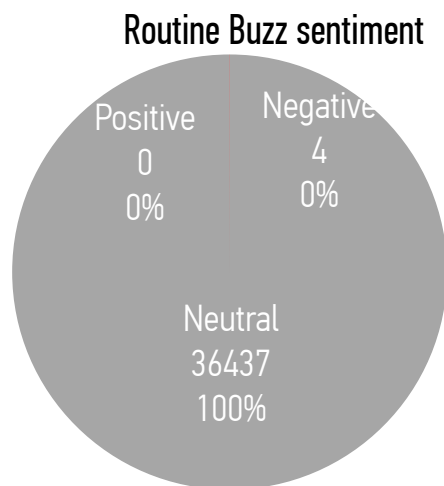
Buzz authors



Buzz authors, previous month

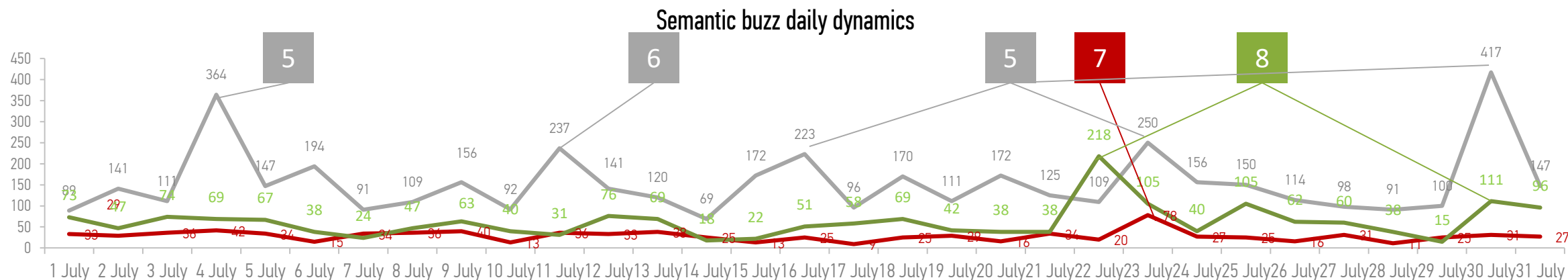
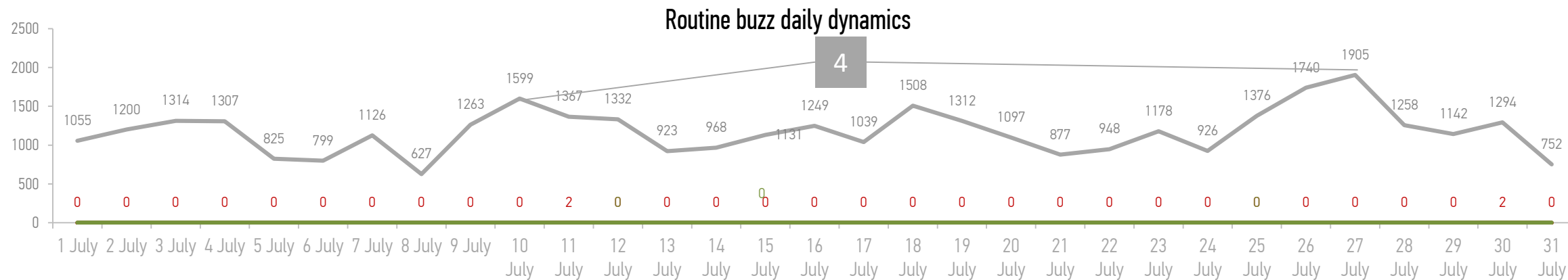


Completion of ... activity makes Semantic Buzz neutral mentions drop

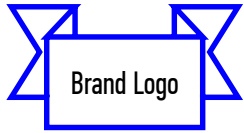


... giveaway in exchange for ... leads to Semantic Buzz sharp rise

Brand Logo



Viral messages create sudden rise of positive Semantic Buzz



Mentions' sentiment

- 1 Restored ... activity.
- 2 ... activity in selling ...; restored ... activity in discussing ...
- 3 Increased amount of posts about poor ... and ... switching to another type of ...

8 Posts about ... to whom brand either was recommended by ... or they just like it.

Buzz Dynamics

- 4 Miscellaneous viral posts about ..., posts about ...
- 5 ... activity in selling ...
- 6 Sharing the message about ... with brand.
- 7 Post about a ... to consume brand.

Brand Overview

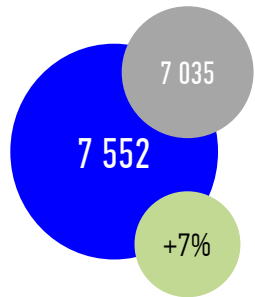
Semantic Buzz



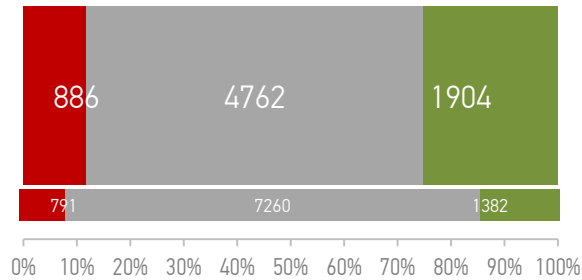
Discussions about ... on vk.com public pages resume



Buzz Volume

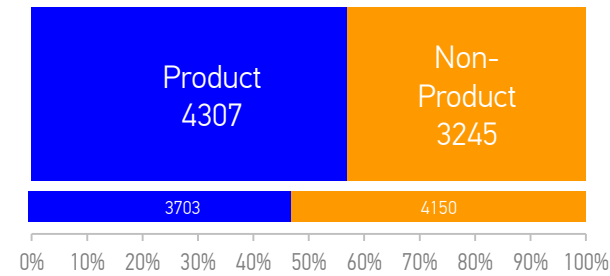


Brand mentions sentiment

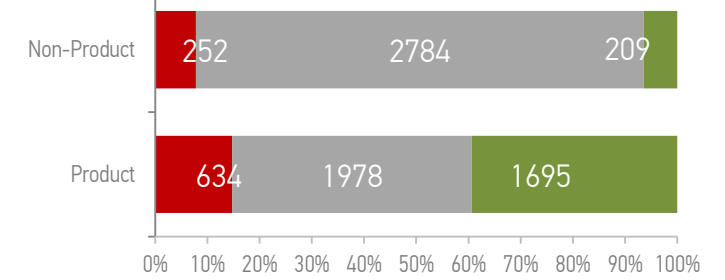


Benchmark
2017

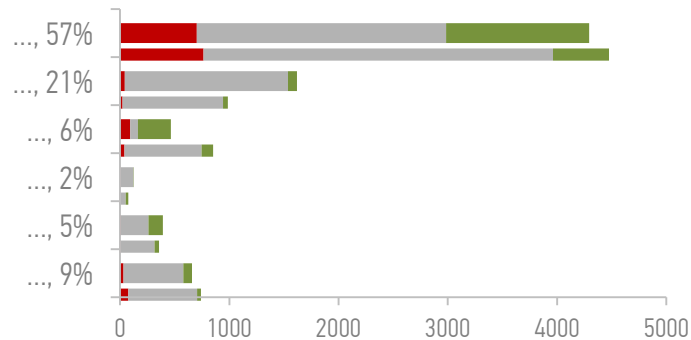
Brand buzz structure



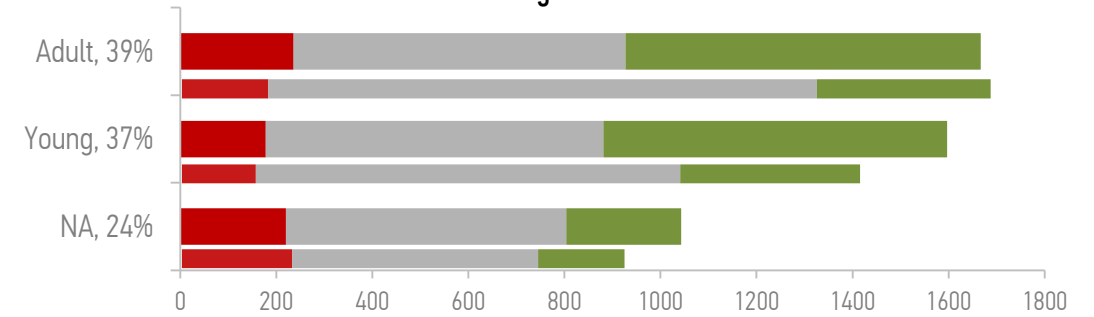
Product vs. Non-Product



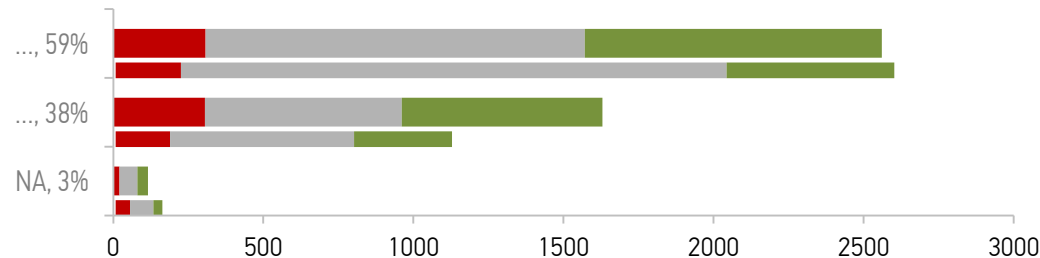
Buzz authors



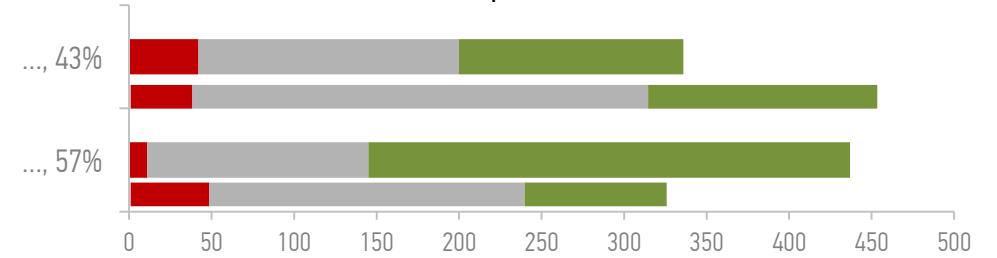
Age



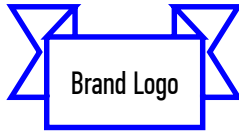
Clients



Line-ups



Viral posts about ... define sentiment



Product buzz

Buzz volume increased by +381 units (+10%). Reason - viral posts about ... or need it to ...; growth in ... discussions on ... public pages.

Positive mentions decreased by -152 units (-8%) in the following categories: ... (-156 units / -44%), ... (-153 units / -47%), ... (-134 units / -28%), ... (-113 units / -42%) as well as in some other categories, which are mentioned frequently on REVIEWS WEBSITE website. Reason: less amount of REVIEWS WEBSITE reviews left by

Neutral mentions became more abundant by +448 units (+29%). The major increase was in ... messages (+452 units / +38%) due to the viral messages by ... on ... consuming ... There was an increase in the number of neutral mentions in ... (+58 units / +44%). Reason – rise in the amount of ... discussions on vk.com.

Negative mentions increased by +85 units (+15%). The major increase was in ... (+130 units / +148%), ... (+73 units / +86%), ... (+69 units / 100%). Reason - viral post about a ..., post about a missing ...

The number of mentions about ... increased by +71 units (+12%) due to negative mentions. Negative mentions increased in number due to fluctuations in viral posts about ...

Non-product buzz

Buzz volume increased by +136 units (+4%) with ... posts and sharing the hashtag ...

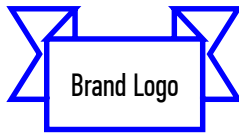
Positive mentions increased by +66 units (+46%) with slightly more messages about ... (+18 units / +43%) due to a post by ... There was an increase of mentions in the category ... (+17 units / +41%), ... (+11 units / +100%) due to ... posts. Reason – a bigger amount of posts on ... public pages.

Neutral mentions increased by +43 units (+2%) within the following categories: ... by ... and ... (+687 units / +58%), ... (+81 units / +203%). Reason – using the hashtag ..., posts selling ..., survey activity on ... public pages. In the following categories there was a decrease of mentions - ... (-656 units / -79%) и ... by ... and ... (-127 units / -24%).

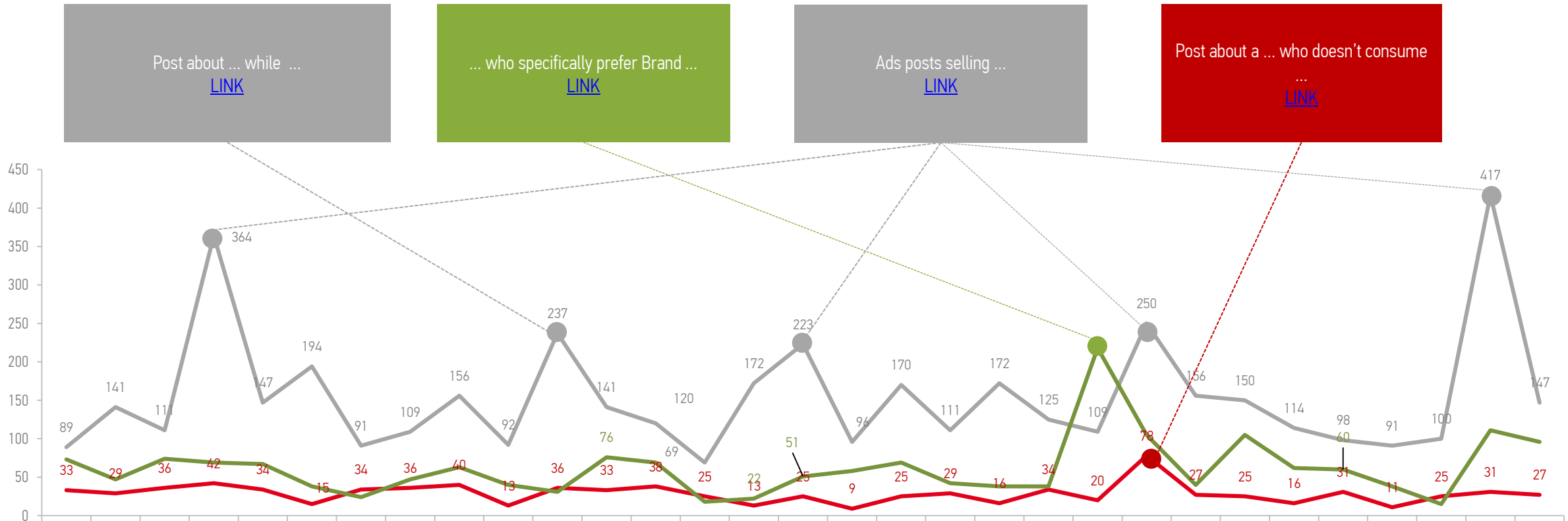
Negative mentions increased by +27 units (+12%). The amount of negative mentions increased mainly in ... (+31 units / +78%). The increase is connected with discussions of ... on public pages.

The number of mentions about ... increased by +2 units (+2%) with insignificant fluctuations (2-4 units) in all the sentiments.

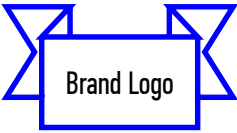
An entrepreneur's own advertisement helps maintain high mentions level



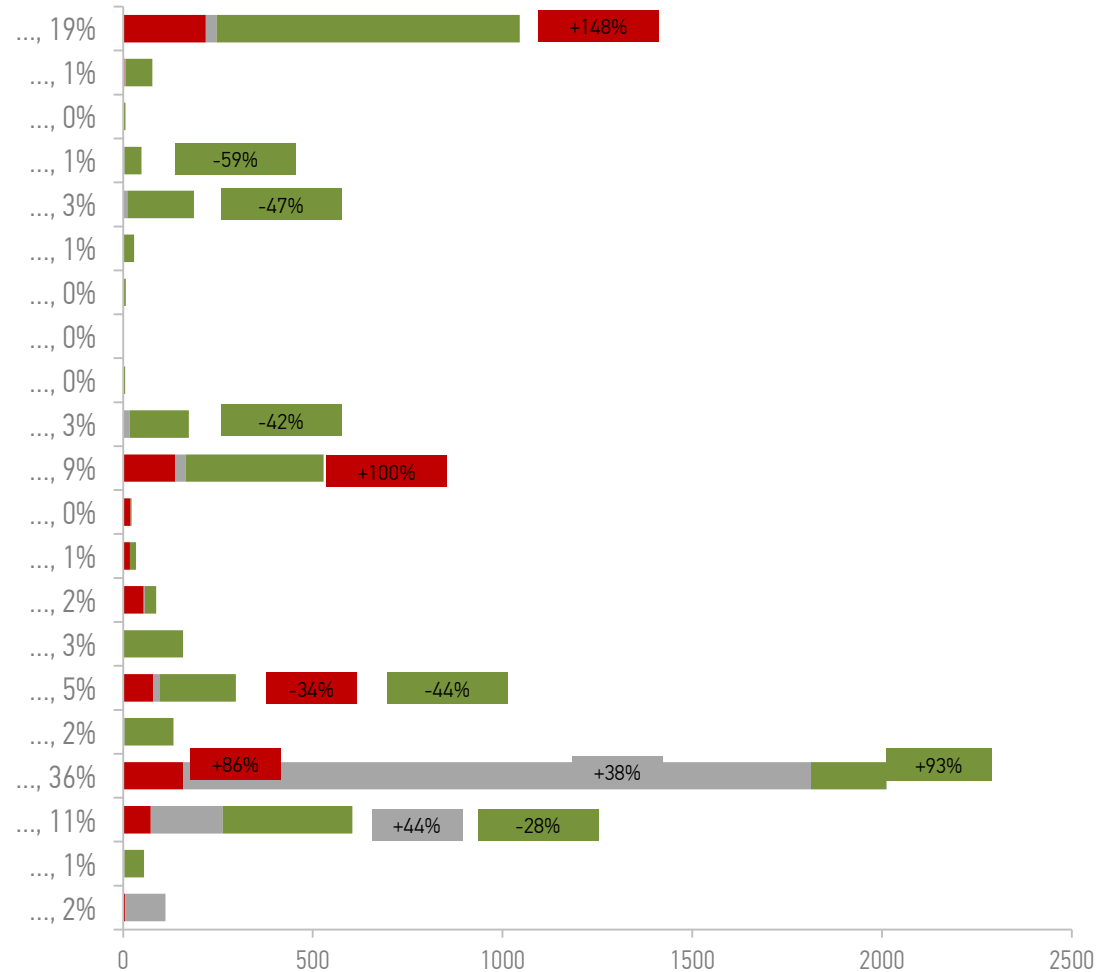
Brand mentions daily dynamics



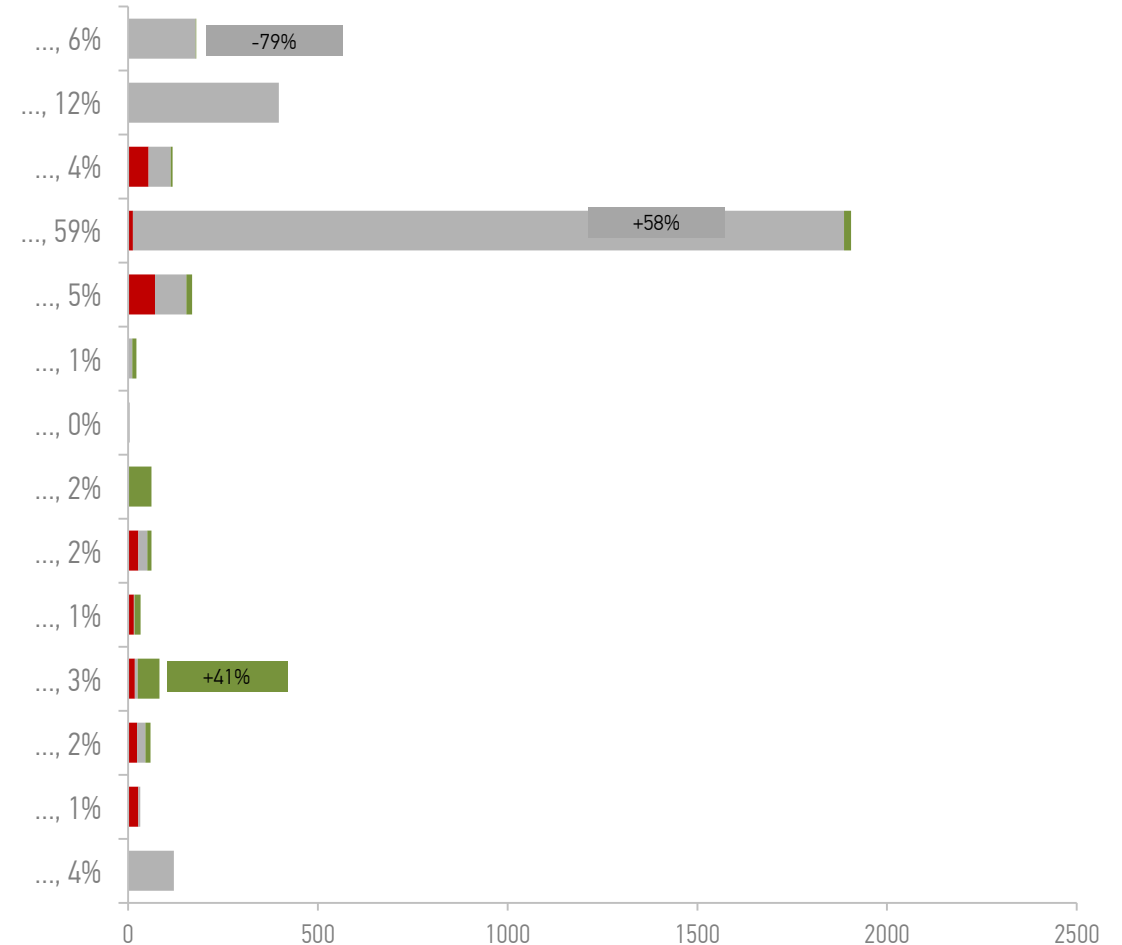
Semantic Buzz – Topics



Product related topics



Non-product related topics



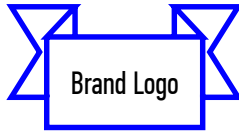
Brand

Clients Overview

Semantic Buzz



Low reviewing activity on REVIEWS WEBSITE evened out by viral messages



Category 1

Buzz volume increased by +330 units (+15%). Reason – fluctuations among viral posts, ... 'activity.

Positive mentions increased by +86 units (+10%) mostly due to posts about good ... (+123 units / +39%), ... (+59 units / +107%), ... (+49 units / 30%). Reason – ...' resumed activity on ... public pages, viral messages about ... who in particular consume ...

Neutral mentions increased by +208 units (+20%) mostly in the categories ... (+201 units / +23%) and ... (+42 units / +47%) due to above said reasons.

Negative mentions increased by +36 units (+13%). The main rise was in ... (+35 units/ +61%) after a viral post about a ... who doesn't consume even

Category 2

Buzz volume increased by +3 units (+0%).

Positive mentions decreased by -263 units (-28%) in the categories ... (-186 units / -35%), ... (-144 units / -54%), ... (-103 units / -42%) and some other categories represented on Proberry review website. Reason – less REVIEWS WEBSITE reviews left by ... on the website.

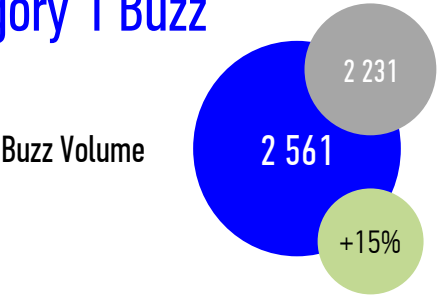
Neutral mentions increased by +219 units (+50%). There was a rise in the category ... (+242 units/ +76%). Reason - posts about ..., more ...-related questions about ...

Negative mentions increased by +47 units (+18%) in the following categories- ... (+94 units/ +303%), ... (+71 units/ +394%), ... (+48 units/ +112%), but was partially compensated with insignificant decreases in all other categories. Reason for increase - viral post about a missing ...; increased amount of ... discussions on ... public pages.

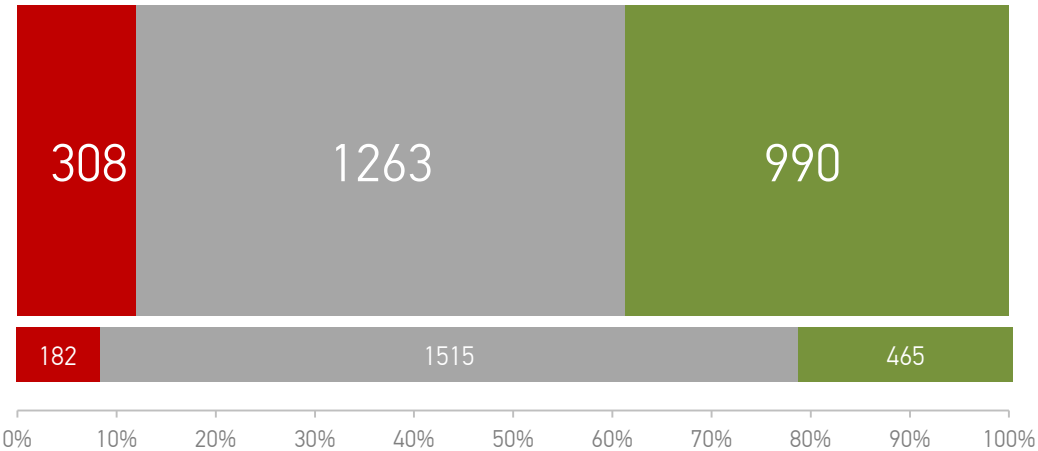
Buzz volume is relatively stable



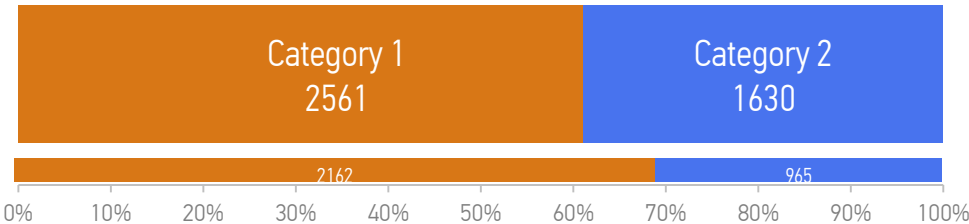
Category 1 Buzz



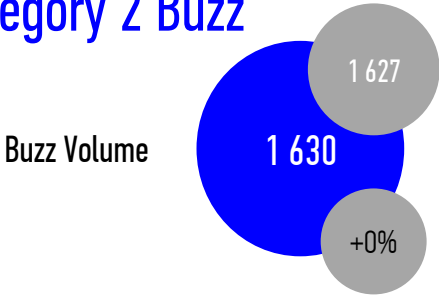
Category 1 buzz sentiment



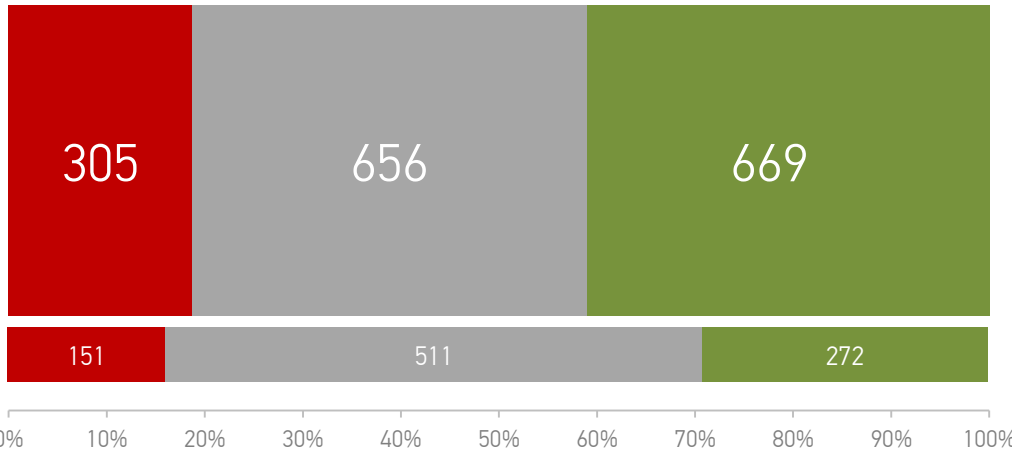
Brand Client buzz volume



Category 2 Buzz



Category 2 buzz sentiment

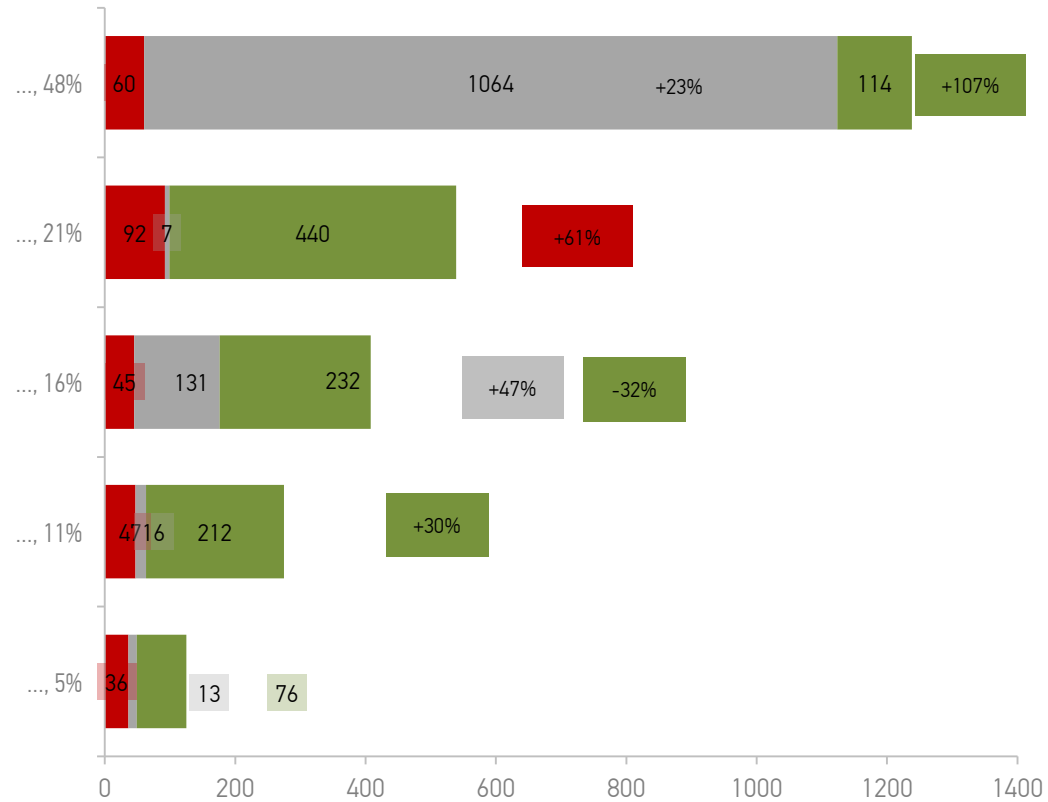


Benchmark
2017

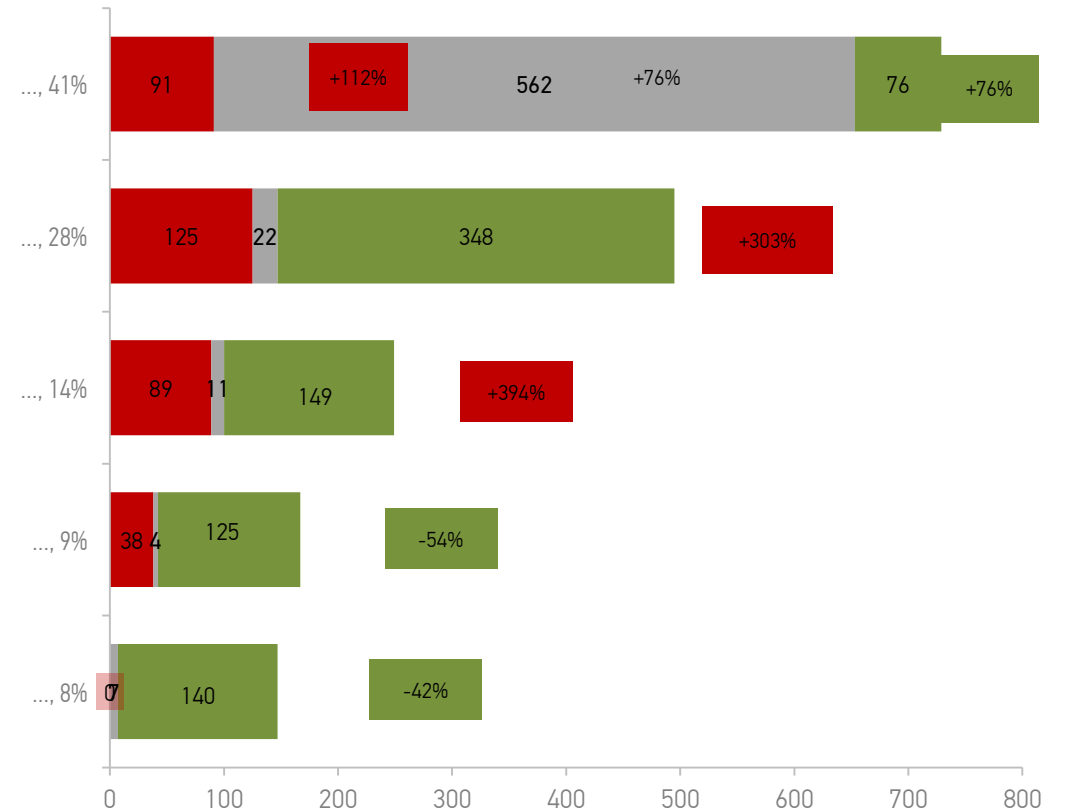
Viral posts help increase the number of *MESSAGE CATEGORY* posts



Category 1 related important topics



Category 2 related important topics



Brand

Line-ups Overview

Semantic Buzz



Line 1 line-up discussions are mostly present on vk.com public pages



Line 1 line-up

Buzz volume decreased by -73 units (-18%)

Positive mentions dropped by -121 units (-14%) mostly in the category .. (-170 units/ -83%). Reason – less viral posts where the .. was recommended for

Neutral mentions increased by +43 units (+37%). There was a small increase in the categories ... (+25 units / +40%), ... (+17 units/ +53%). Reason - changes in the viral posts contents.

Negative mentions increased by +5 units (+14%). Insignificant fluctuations took place in several categories.

Line 2 line up

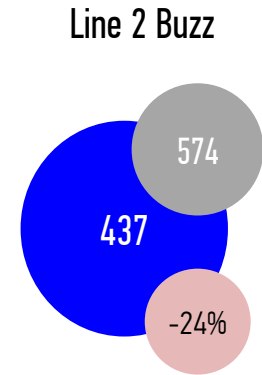
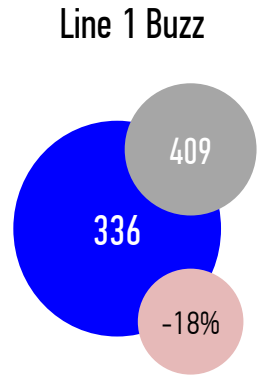
Buzz volume decreased by -137 units (-24%).

Positive mentions dropped by -145 units (-33%) in the following categories: ... (-100 units/ -35%), ... (-51 units/ -40%) and some other mentioned in reviews on Proberry website. Reason – decreasing amount of Proberry reviews.

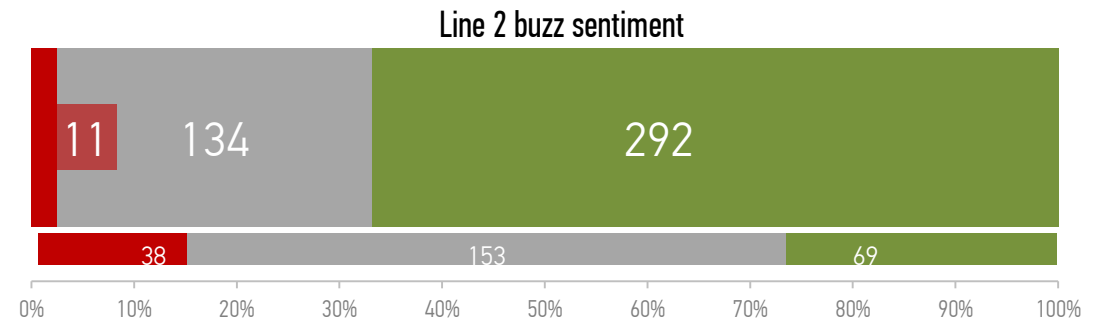
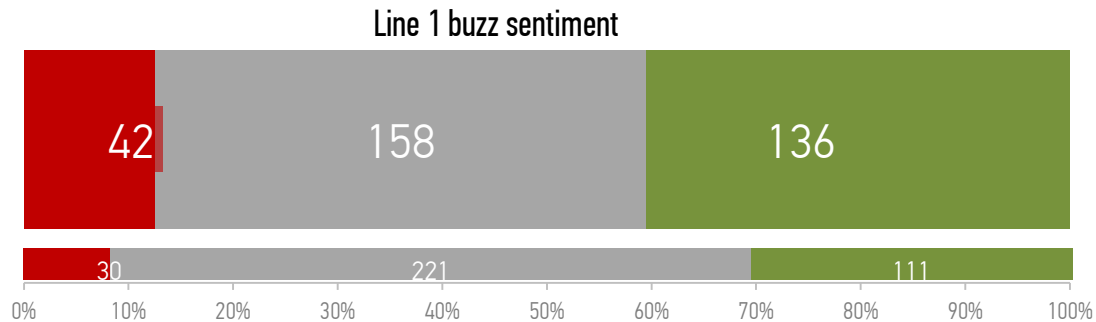
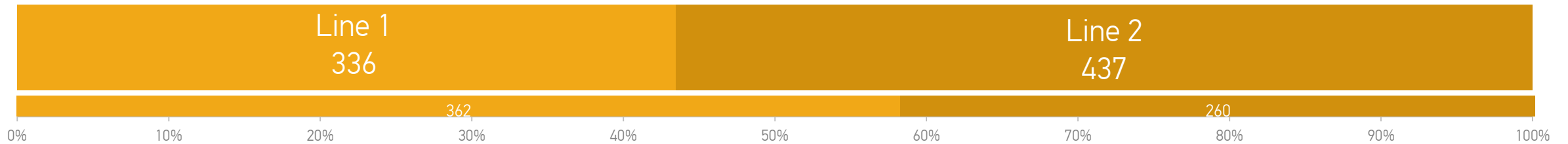
Neutral mentions increased by +23 units (+21%). The major rise was in the category ... (+45 units/ +60%), several other categories had a small decrease of mentions. Reason - changes in the viral posts contents.

Negative mentions dropped by -15 units (-58%). Some decrease occurred in several categories, including ... (-11 units / -100%). Reason - changes in the discussions on ... public pages.

Line 2 line up got less attention



Brand Line-ups buzz volume



Brand

Brand Activities Overview

Semantic Buzz



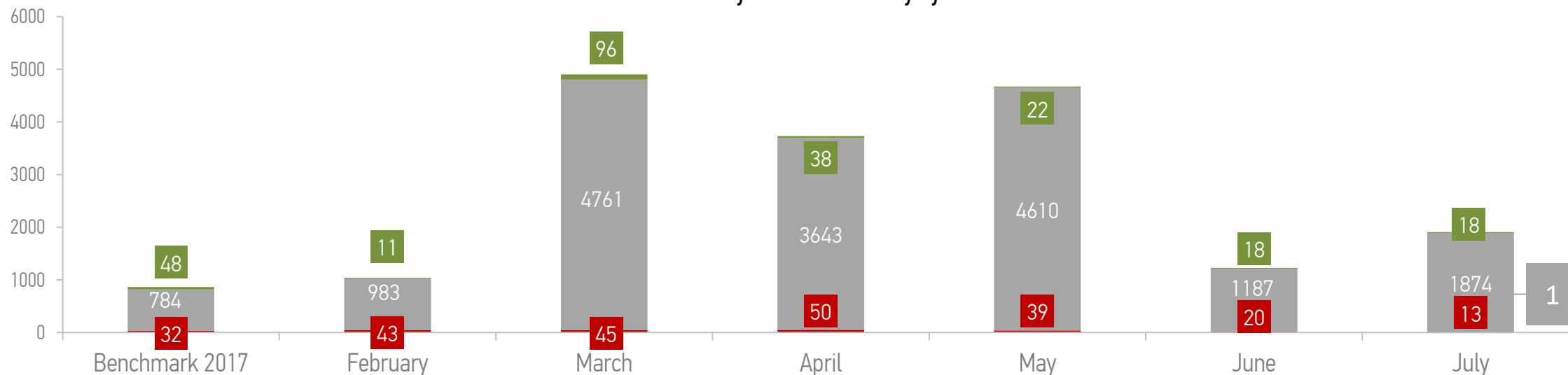
Rise in sharing of the ... hashtag



1 **Neutral mentions** increased by +687 units (+58%). Reason – hashtag activity ..., as well as increased amount of posts by ... who offer ... as a gift with purchase of a ...

The main activity this month – ... – reached 672 posts (OTS – 4 811 237) in July.

Brand Brand Activity mentions monthly dynamics



Brand

Consumption drivers and barriers



Consumption Drivers and Barriers



Drivers	Monthly Growth	In 2018	Barriers	Monthly Growth	In 2018
... requests from ...	+15 017	63 868	...	+52	786
Discounts and Promotions	+1 003	10 170	Overtly obsessive recommendations by ...	+12	693
Prizes given by public pages for their promotion	+31	2 542	Shifting to ...	+24	622
Recommendations by ...	+114	647	High price, not much lower than ...	+15	295
... line-ups are considered to be one of the most high-quality ...	+47	604	Idea about ... not being stable and its change significantly from ...	+8	236
Can be a substitute for ...	+119	381	High number of negative reviews	+8	192
... are suit for ...	+12	282	... production	+12	185
Recommendations by ... from which ...	+4	268	...	+4	129
Much higher quality compared to ...	+58	229	...	+7	54
Presents, gifts and prizes from the brand	+18	181	... counterfeits	+2	37
Reasonable price	+15	109	Problems with delivery ...	0	35



Brand

Reviews and ratings



Reviews and ratings



Month	Total Products	Total reviews	Average rating	Monthly reviews	Monthly rating
July	5 580	48 071 ↑	4,46 ↑	118 ↓	4,83 ↓
iRecommend	163	1446	4.52	23	4,68
Otzovik	145	1431	4,61	25	4,72
OZON	213	970	4.78	63	4,92
<u>ONLINE SHOP1</u>	298	31818	4.41	7	5
<u>ONLINE SHOP2</u>	220	12389	3.94	—	—
Yandex.market	4541*	5	4,5	0	0



SubBrand



SubBrand

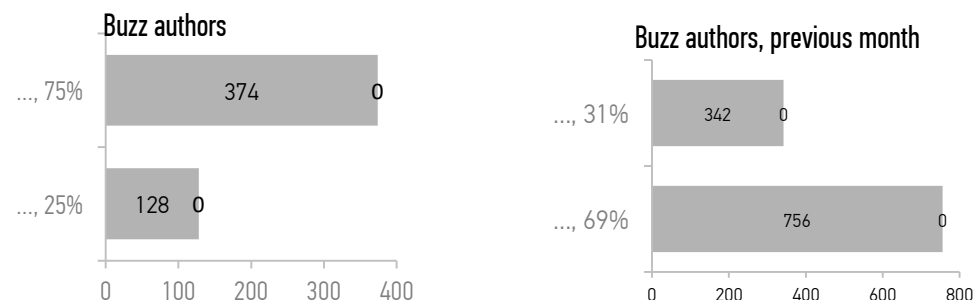
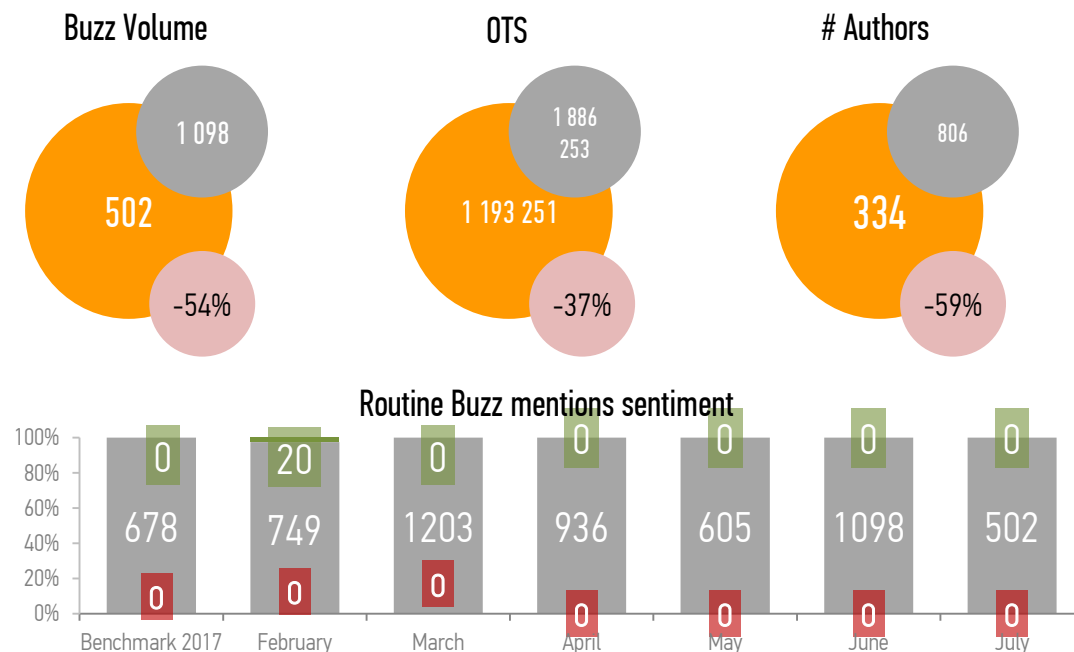
Buzz Comparison

10

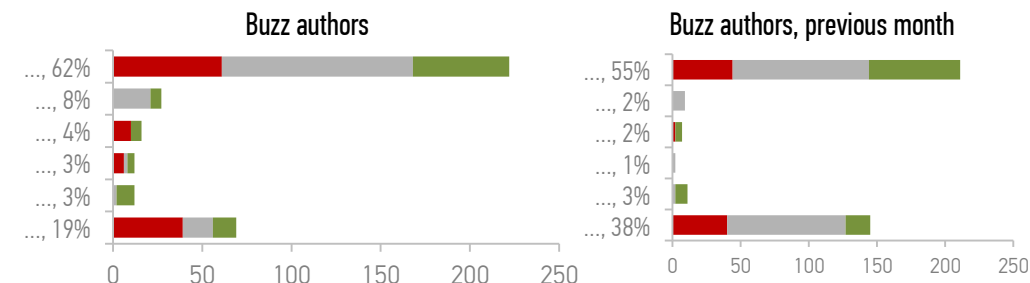
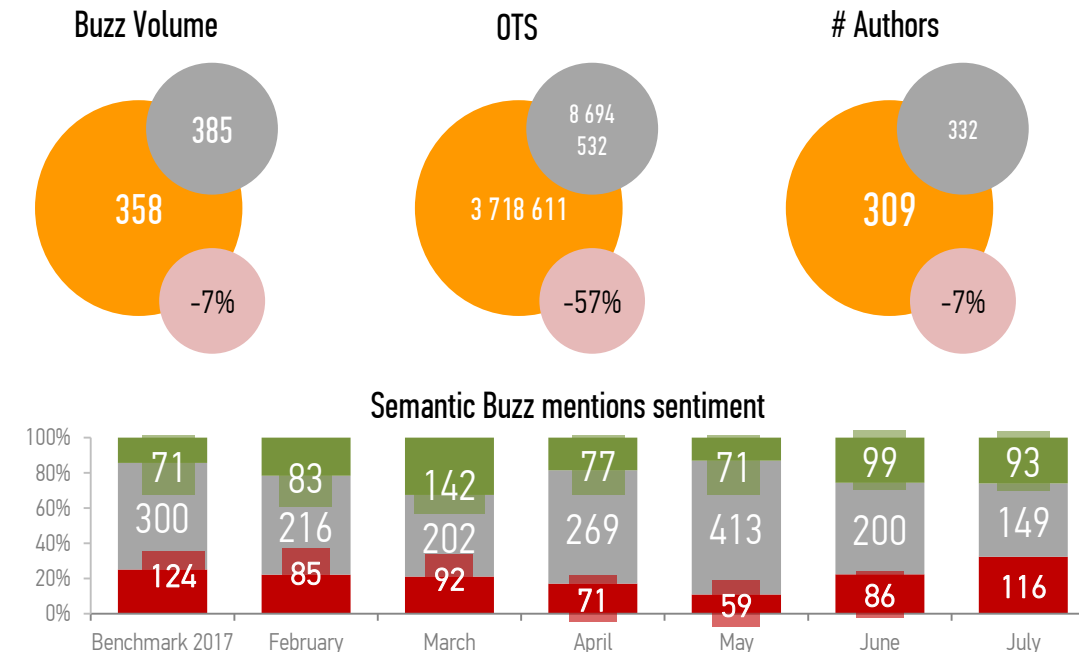
... low activity influences Routine buzz



Routine Buzz



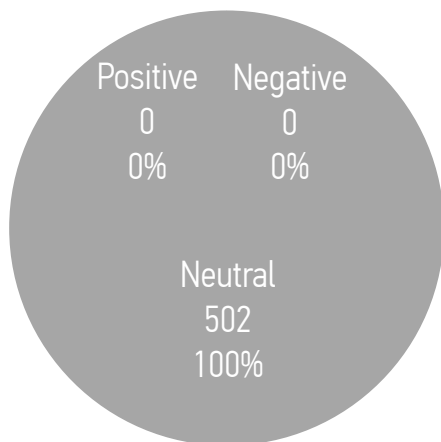
Semantic Buzz



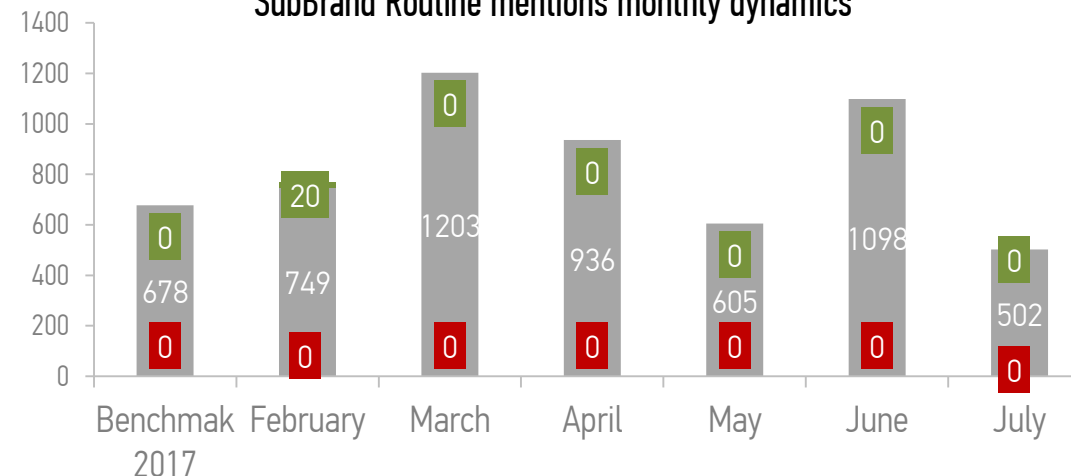
Negative mentions prevail over the positive ones first time in 4 months



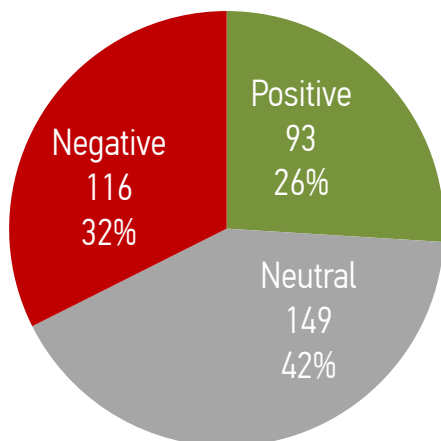
Routine Buzz sentiment



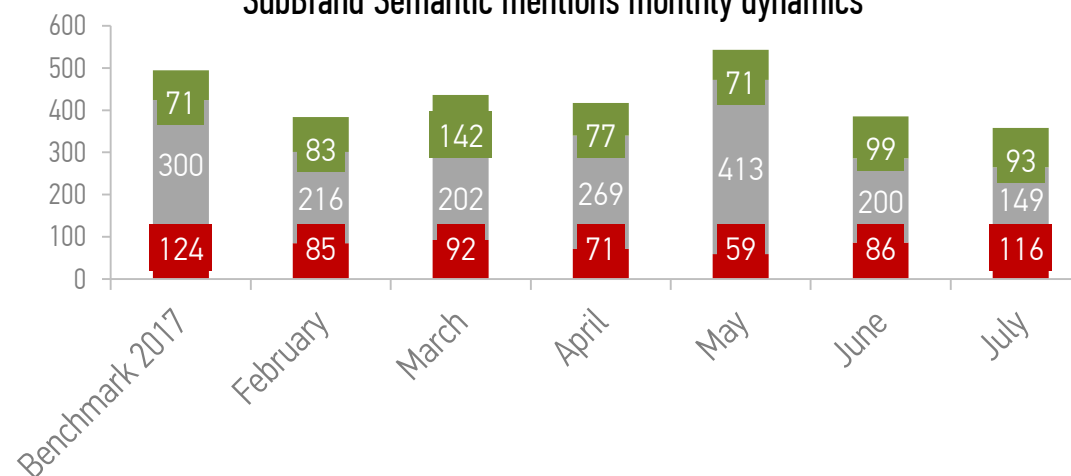
SubBrand Routine mentions monthly dynamics



Semantic Buzz sentiment



SubBrand Semantic mentions monthly dynamics



SubBrand Overview

Routine Buzz



... seasonal drop of activity

Buzz volume went down by -596 units (-54%).

Reason – ... low activity.

OTS dropped by -693 000 people (-37%). Reason - ... low activity on vk.com and ok.ru public pages.

Sentiment all mentions are neutrally coloured.

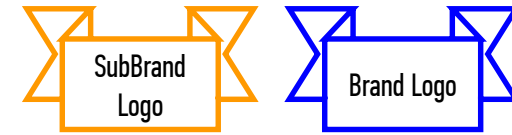
Authors ... activity rose by +32 units (+9%). Reason - a ... organized by a ONLINE SHOP1. ... activity decreased by -628 units (-83%). Reason – ... seasonal drop of activity, as it's the summer holiday season.

SubBrand Overview

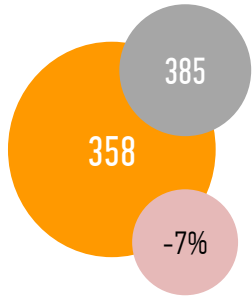
Semantic Buzz



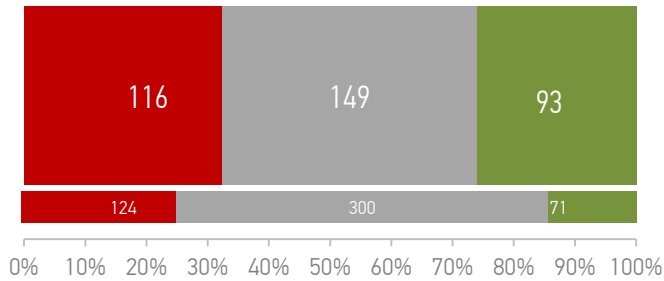
Viral posts led to negative mentions rise



Buzz Volume

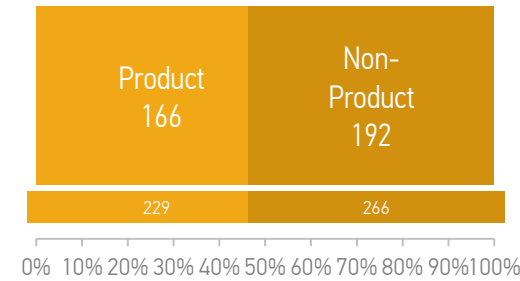


SubBrand mentions sentiment

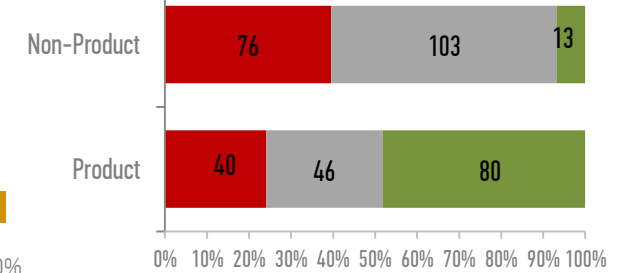


Benchmark
2017

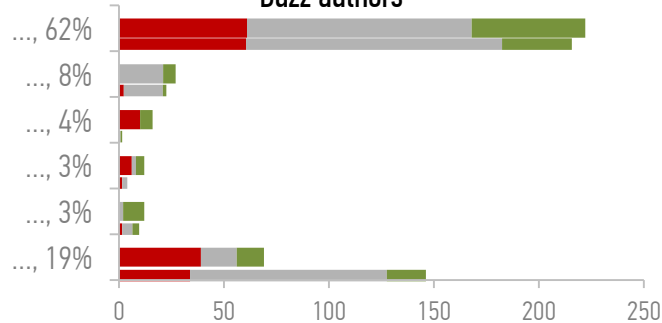
SubBrand buzz structure



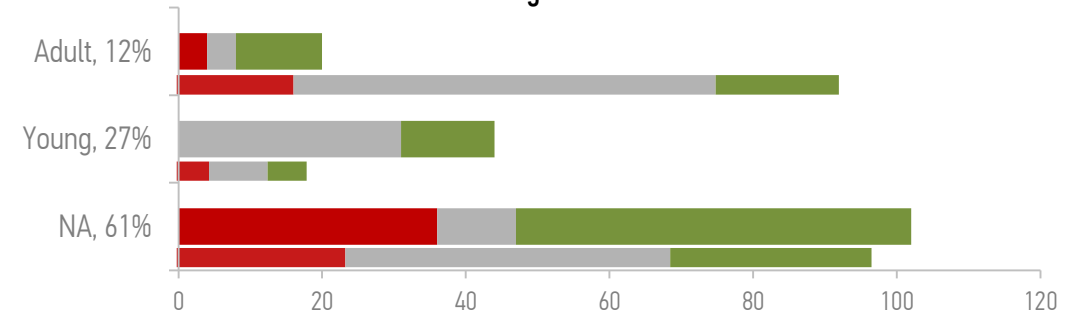
Product vs. Non-Product



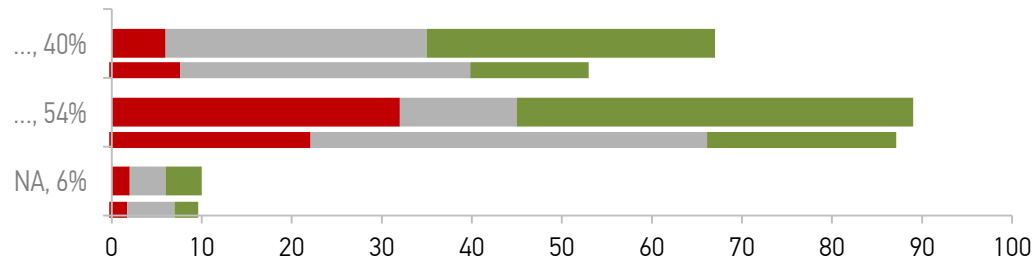
Buzz authors



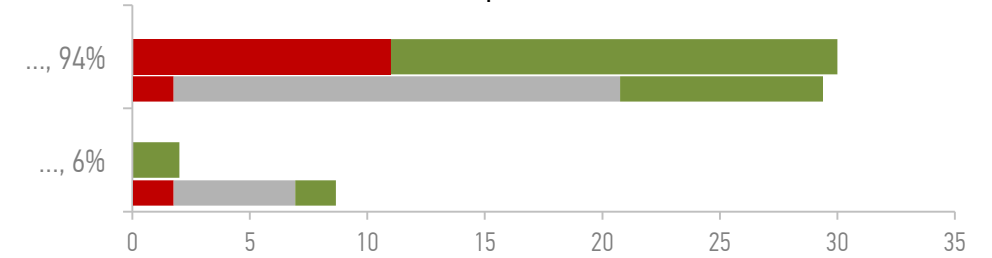
Age



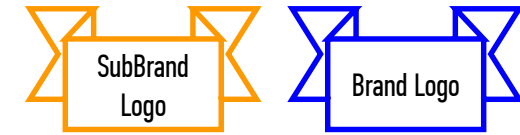
Clients



Line-ups



Main product-related subject – ..., non-product related – ...



Product buzz

Buzz volume Increased by +2 units (+1%).

Sentiment Neutral mentions increased by +2 units (+5%). Positive mentions – by +4 units (+5%). Reason – ... are Competitor 5 talking more about ... of the Negative mentions dropped by -4 units (-9%).

Authors ... activity dropped by -7 units (-6%). Reason – less ... left by Volume of mentions by ... increased by +5 units (+100%). Reason - sharing of the ... about a ... with Activity of ...dropped by -10 units (-23%). Reason – ... was not shared in July.

Clients ... mentions dropped by -14 units (-14%). Reason – less ... by mentions rose by +8 units (+14%) Reason – high activity of

Non-Product buzz

Buzz Volume dropped by -29 units (-13%). Reason - brand's low activity. ... initiated the discussion of ... launch.

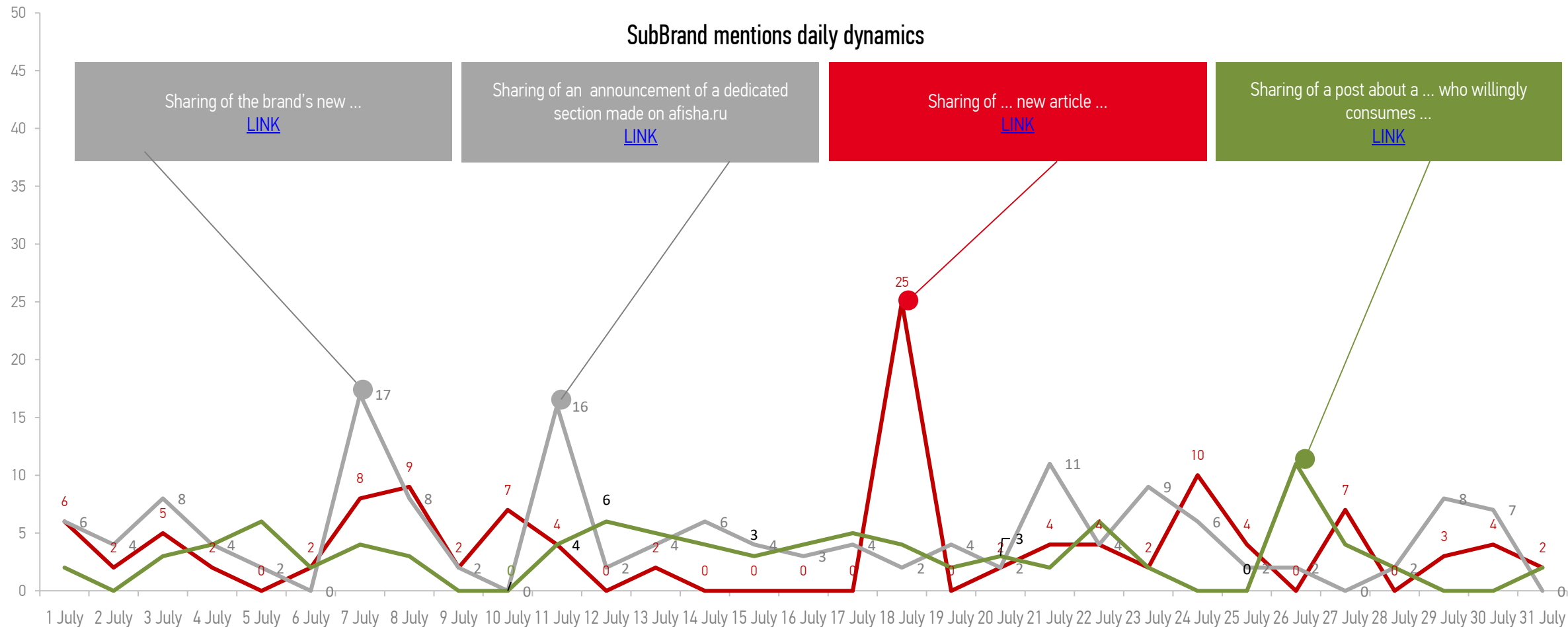
Sentiment Neutral mentions decreased by -53 units (-34%). Reason - brand's low activity. Positive mentions decreased by -10 units (-43%). Reason – less posts comparing brand's ... with ... one. Negative mentions increased by +34 units (+81%). Reason - sharing the viral articles [LINK1](#), [LINK2](#).

Authors Activity of ... decreased by -66 units (-65%). Reasons – completion of ..., that was actively being announced on ... public pages and communities. The activity of ... rose by +18 units (+18%). Reasons – sharing the brand's new video, as well as announcement of a dedicated section made on afisha.ru Activity of ... increased by +10 units (+143%). Reasons - the announcement of

Spikes of neutral activity connected to ...



SubBrand mentions daily dynamics

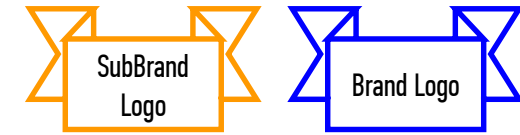


SubBrand

Consumption drivers and barriers

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Consumption Drivers and Barriers



Drivers	Monthly Growth	In 2018	Barriers	Monthly Growth	In 2018
Promotions in shops	+137	659	...-produced ... perceived as of a low quality	+9	74
Brand's activity	+53	522	Affiliation with ... that also produces ...	+27	69
Recommendations by ...	+8	145	...	+8	32
... perceived status of the ...	+4	80	High price	+2	27
Charity	0	36	Low or absent availability of some products	+4	24
Reputation of a ...	0	15			

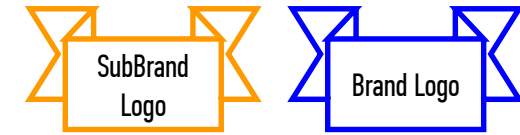
SubBrand

Overall conclusions

Semantic buzz



Hashtag activity ... attracts ... attention



Buzz volume dropped by -27 units (-7%). Reason - brand's low activity.

OTS Decreased almost by -5 mln users (-57%). Reason - mentions took place in small communities.

Mentions sentiment The amount of **neutral mentions** decreased by -51 units (-26%). Reason - brand's low activity. The amount of **positive mentions** decreased by +6 units (-6%), at the same time **negative mentions** increased by +30 units (+35%). Reason - sharing of the viral articles – [LINK1](#), [LINK2](#).

Authors ... activity rose by +11 units (+5%). Reason - brand's new activity ... gained popularity. Activities of authors in the category ... decreased by -76 units (-52%). Reason - ... communities low activity after the completion of Activity of ... increased by +18 units (+200%). Reasons - announcement of Activity of ... increased by only +1 unit (+9%).



Competition



Competition

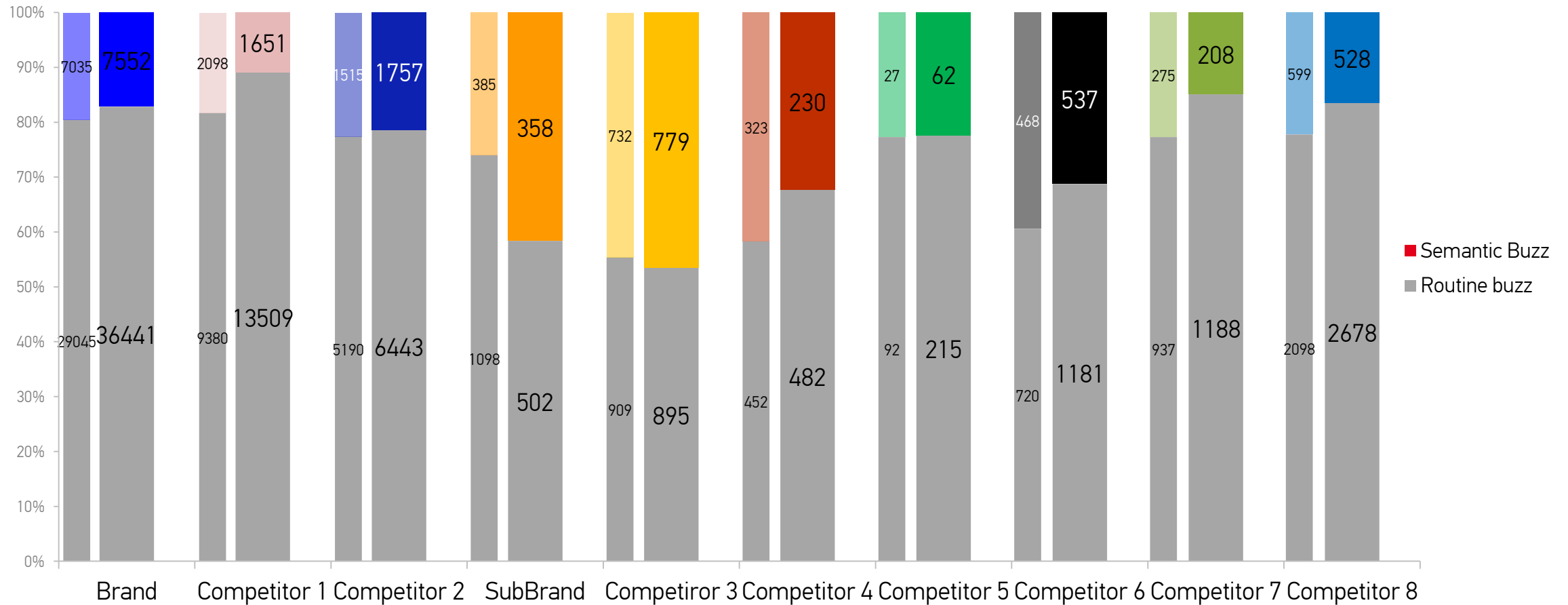
Buzz comparison

15

Competition – Buzz Comparison



Brands' mentions buzz comparison, June (left), July (right)

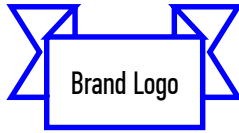


Competition

Overview



... heavily depend on ... activity



Competitor 1

After a decrease during the last month, **Buzz volume** improved by +21 unit. **Neutral mentions** increased by +288 units due to Routine buzz. **Negative mentions** decreased by -195 units, **positive mentions** decreased by -72 units. Posts connected with ... are mostly about ... or

Competitor 2

Buzz volume decreased by -288 units. Only **neutral mentions** had a decrease of -423 units, negative and positive mentions increased by +30 and +105 units accordingly. **Positive mentions** are continuously made by *influencing agents* of the brand. **Negative mentions** made by ..., who are not satisfied with ... influence on

SubBrand

The most sharp drop in **Buzz volume** among the competitors – -493 units due to **neutral mentions** – ... ads. **Negative mentions** increased by +45 units, **positive mentions** – by +16 units. Rise in negative mentions was influenced by ... viral post about Positive mentions are mostly made by ... who share stories about ... positive impact on ... or they make

Competitor 3

Buzz volume is stable. **Neutral mentions** increased by +70 units, **positive mentions** increased by +13 units, but they were compensated by **negative mentions'** decrease of -80 units. Negative opinion is often connected with Brand's activities are mostly made of reposts of free ... about ... organized by the brand.

Competitor 4

Buzz volume decreased by -184 units. The decrease took place in all mentions' sentiments. **Negative mentions** by ... are mostly connected with ... negative impact on Positive mentions made by ... are about ..., as well as

Competitor 5

Buzz volume is stable. **Positive mentions** are generated by ..., who often write about ... improvements, as well as ... to other

Competitor 6

Buzz volume increased by +234 units after June's decrease. There was an increase in Routine buzz, **neutral mentions** increased by +212 units, **positive mentions** – by +39 units and were almost solely represented by ... by

Competitor 7

Buzz volume increased by +434 units (maximal growth among competitors). **Neutral mentions** increased by +369 units due to Routine buzz growth. While discussing ... either by ... or ... **positive mentions** significantly outweigh **negative mentions**.

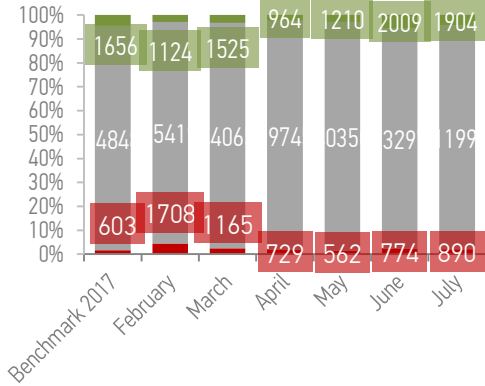
Competitor 8

Buzz volume decreased again by -170 units. The share of Routine buzz increased due to ads by ... and **Positive mentions** are represented by ... describing ..., **negative mentions** are frequently seen among ... complaints.

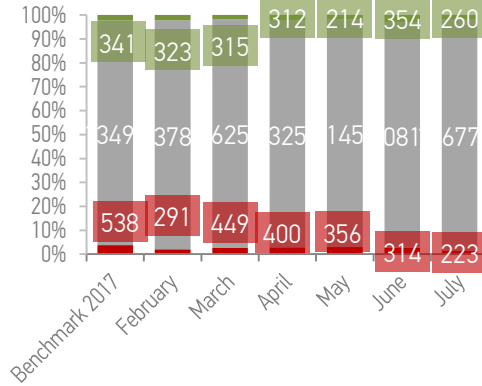
Buzz sentiment

Brand Logo

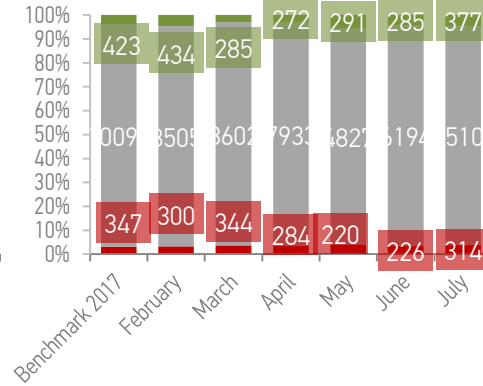
Brand mentions sentiment



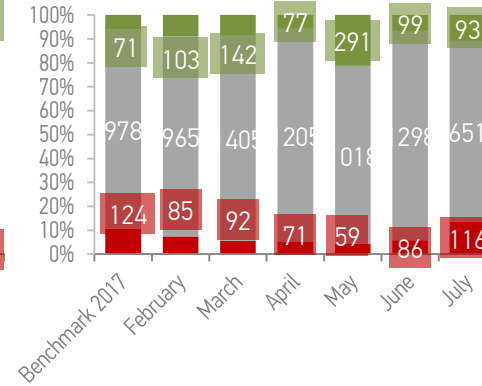
Competitor 1 mentions sentiment



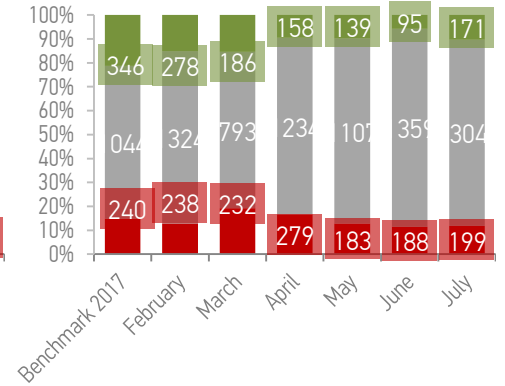
Competitor 2 mentions sentiment



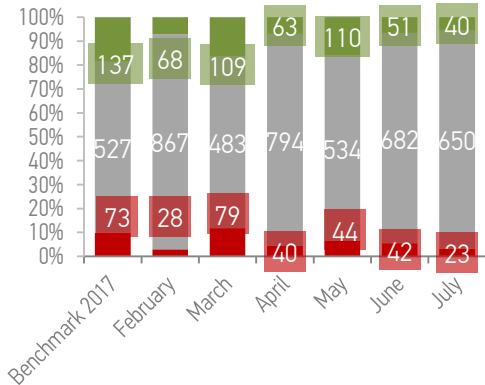
SubBrand mentions sentiment



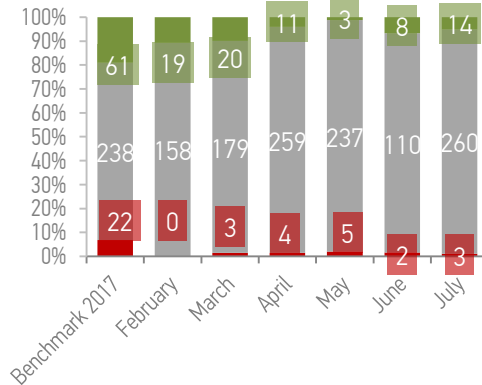
Competitor 3 mentions sentiment



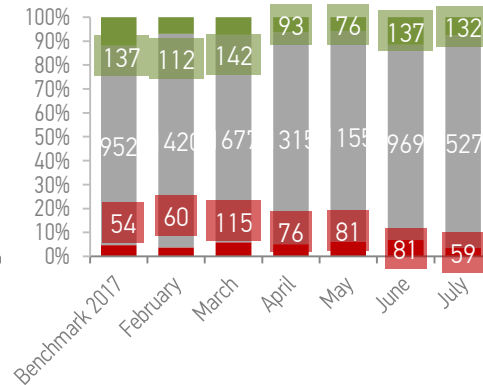
Competitor 4 mentions sentiment



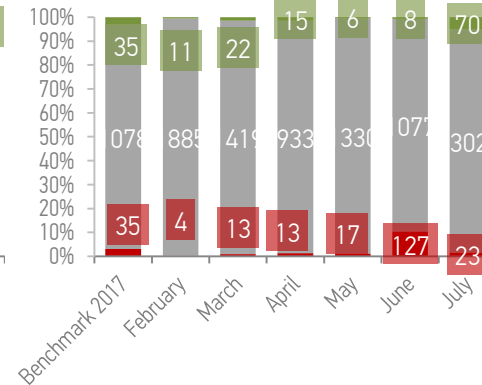
Competitor 5 mentions sentiment



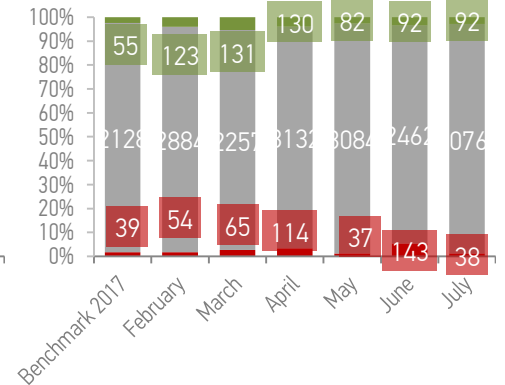
Competitor 6 mentions sentiment



Competitor 7 mentions sentiment



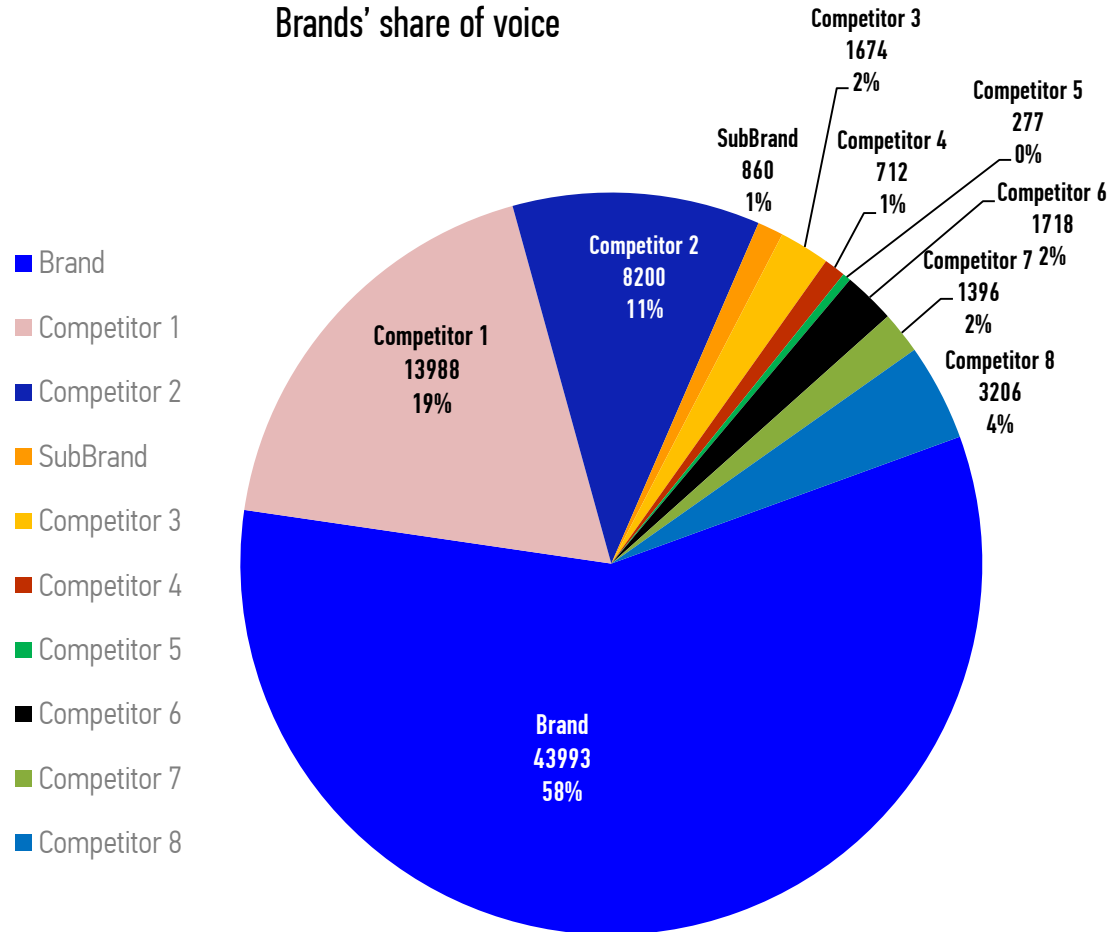
Competitor 8 mentions sentiment



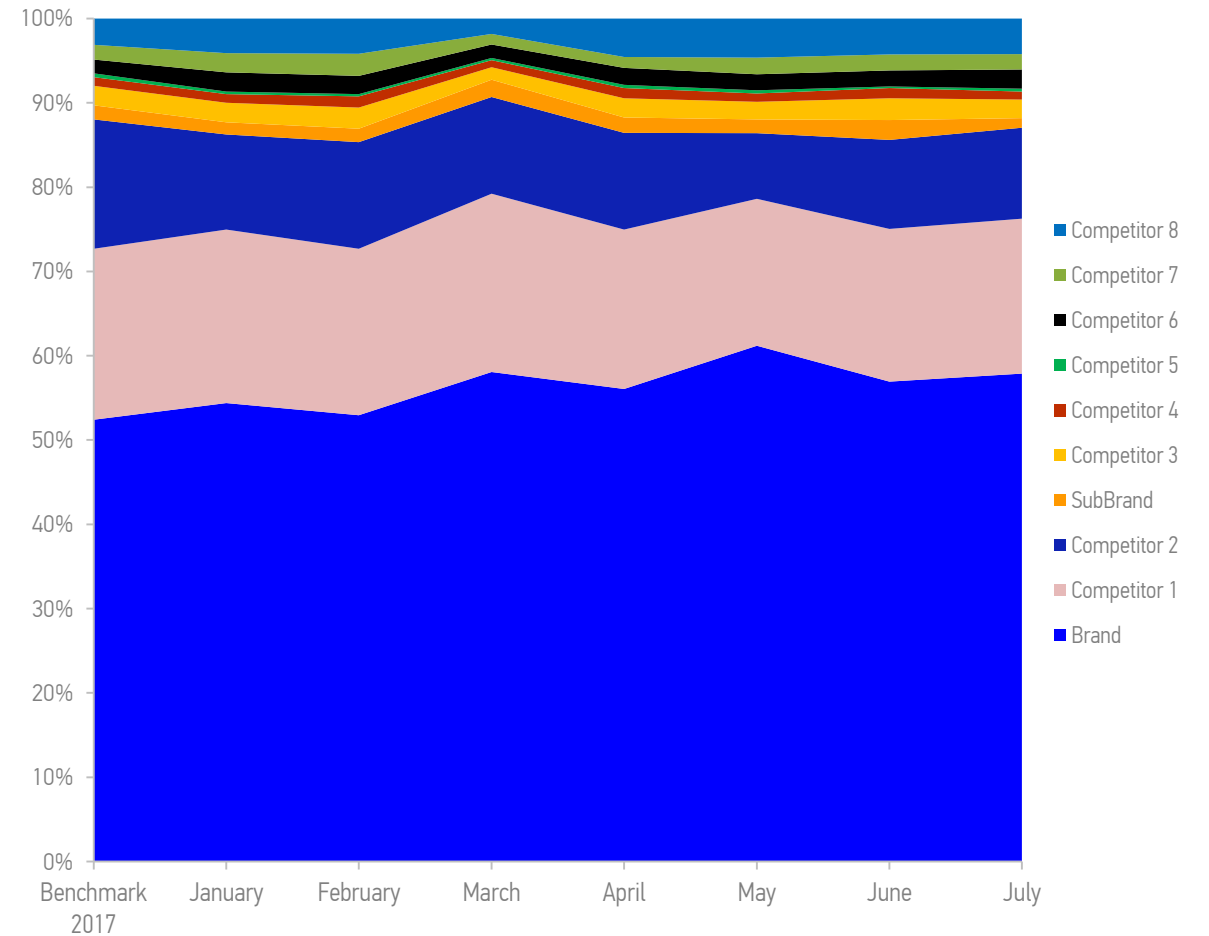
Share of voice



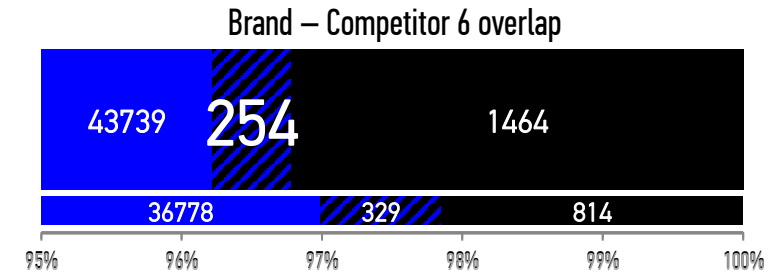
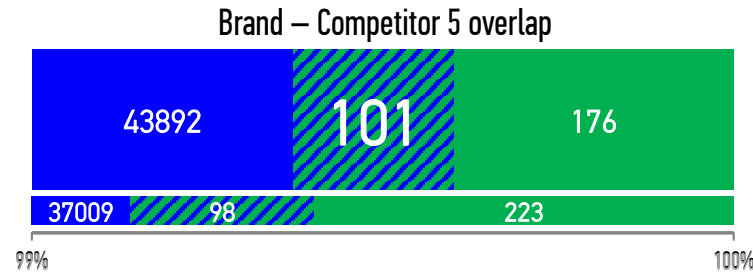
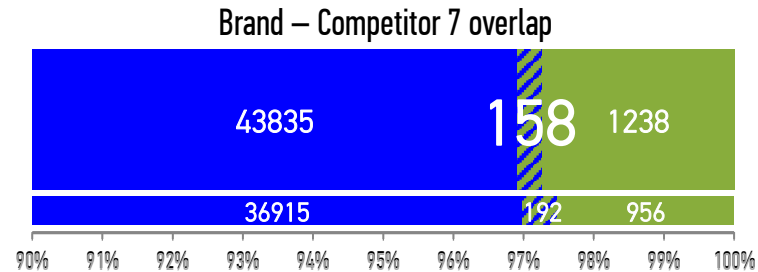
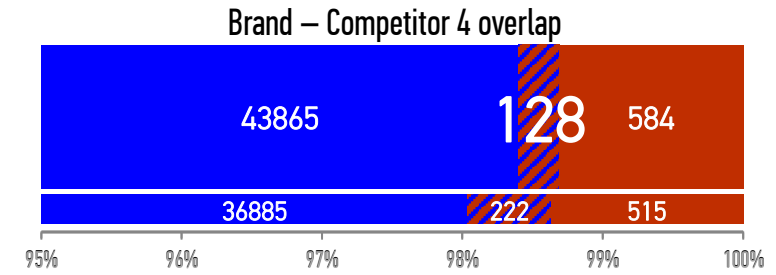
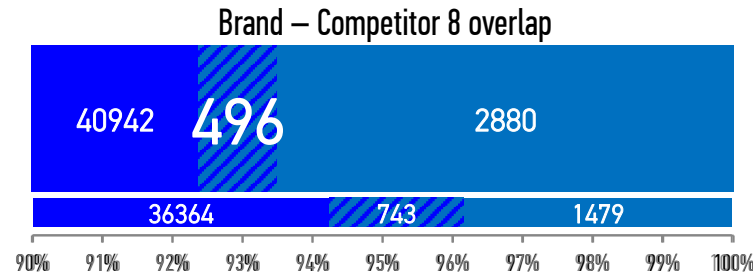
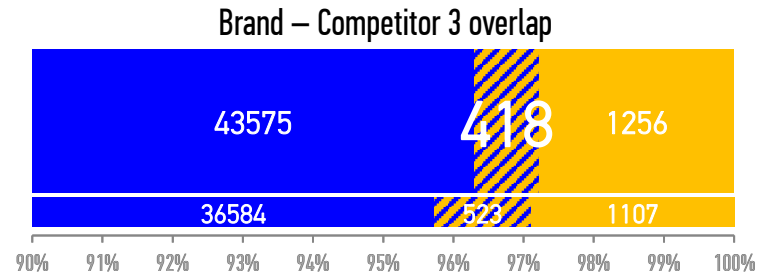
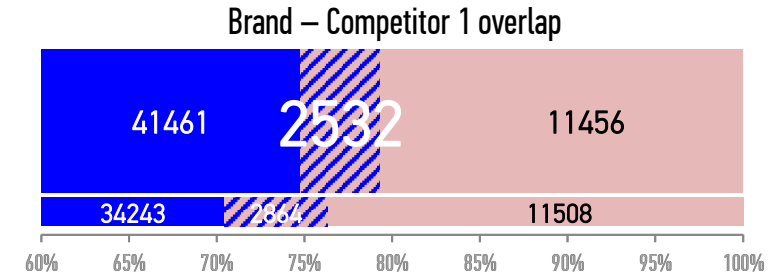
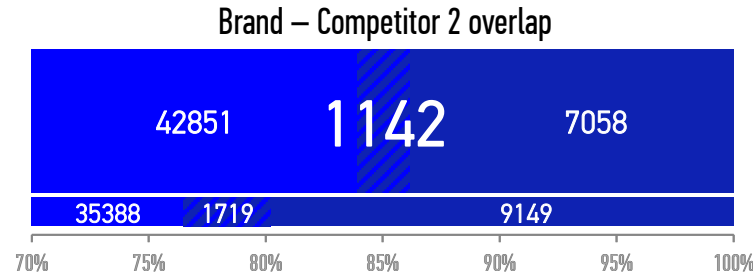
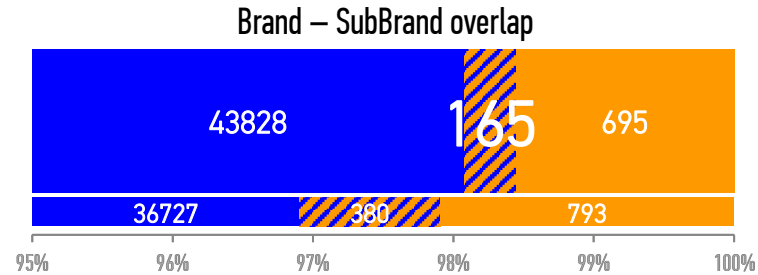
Brands' share of voice



Brands' mentions monthly dynamics



Mentions overlap – Brand

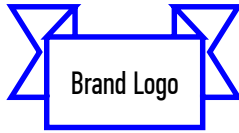


Competition

Consumption drivers and barriers

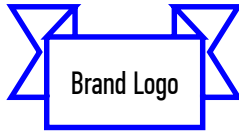


Consumption Drivers and Barriers



Brand	Drivers	Barriers
Competitor 1	<ul style="list-style-type: none"> High retail availability Activities for ... Option to have ... Positive experience with ... 	<ul style="list-style-type: none"> Produced ... Hazardous ... High ... level Frequent too expensive for ...
Competitor 2	<ul style="list-style-type: none"> Recommendations of the brand in comparison articles Efficient line of ... Some ... are not made in ... Collaboration with availability 	<ul style="list-style-type: none"> ... among ... Perceived drop in quality due to production relocation to refuse to consume ... No observable is a marketing strategy Low price Have no ... for ... manufacturing
Competitor 3	<ul style="list-style-type: none"> Considered as a higher-quality ... High quality ... Recommendations of other ... Frequent promotions by ... 	<ul style="list-style-type: none"> Excessive amount of ... No ... of the ... available Incompatible with ... Contains ...
Competitor 4	<ul style="list-style-type: none"> Perceived high quality of the brand Recommendations by ... 	<ul style="list-style-type: none"> High price ... Not suitable for ... Contains ... High level of ...

Consumption Drivers and Barriers



Brand	Drivers	Barriers
Competitor 5	<ul style="list-style-type: none"> Considered as a ... Trust in ... production quality ... 	<ul style="list-style-type: none"> High price New ... Low
Competitor 6	<ul style="list-style-type: none"> Considered as a highest quality Brand's viral activity Low price for a ... Great production variety NEW Small amount of ... 	<ul style="list-style-type: none"> Problems with ... Unavailability in distant regions and small towns No differentiation for Size of ... NEW No ... for ... NEW Incorrect or imprecise ... NEW ...
Competitor 7	<ul style="list-style-type: none"> Economic option from Competitor 8 producer Great price – quality ratio ... production Has a line of ... 	<ul style="list-style-type: none"> No Problems with availability Complaints about ... if switching from other ...
Competitor 8	<ul style="list-style-type: none"> ... availability ... production Lower price compared to Competitor 3 Balanced ... Has a line of 	<ul style="list-style-type: none"> No ... Low ... Individual Rumors about counterfeit products Excessive ... Refuse to buy ... after poor cooperation with the brand on social media

Competition

Reviews and ratings

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Reviews and ratings

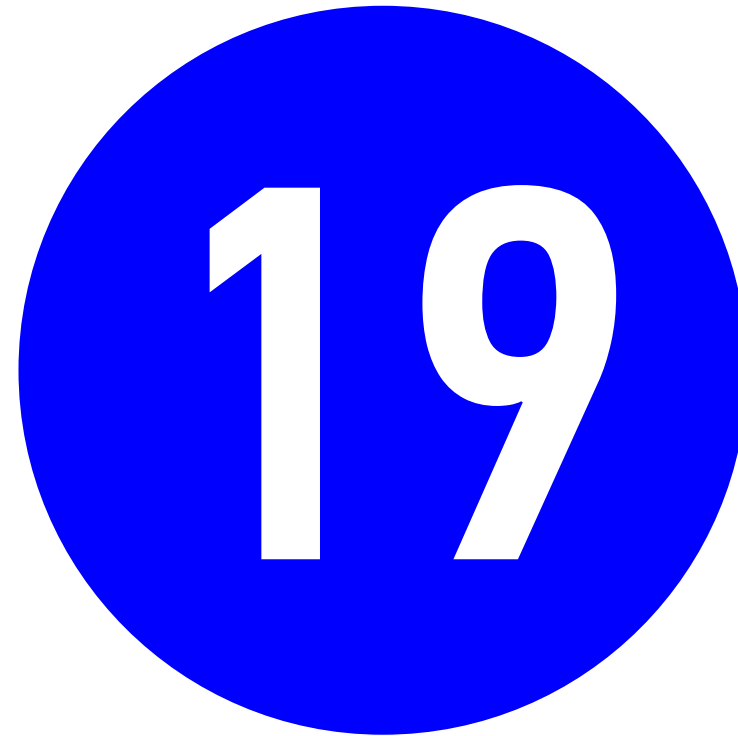


Brand	Total Products' cards	Total reviews	Average rating	Difference – average*	July reviews	July rating	Difference–monthly*
Brand	5 580	48071	4.46	+0.04	118	4.83	-0.11
Competitor 1	99	979	4.16	+0.02	70	4.44	-0.41
Competitor 2	114	604	4.33	0.00	7	4.69	+0.06
SubBrand	52	163	4.40	-0.02	1	1	+1.00
Competitor 3	34	520	4.51	0.00	6	3.83	-0.17
Competitor 4	21	147	4.57	+0.01	2	4.00	-0.25
Competitor 5	17	153	4.50	-0.01	1	1.00	-4.00
Competitor 6	22	160	4.55	0.00	0	0.00	-4.50
Competitor 7	24	57	3.63	-0.01	1	5.00	+1.00
Competitor 8	56	125	4.33	0.00	7	4.88	-0.04

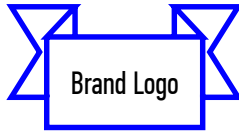
* - Some previously published old reviews were deleted

Competition

Overall conclusions



Competition overall conclusions



Competitor 1

Takes 2nd place in number of mentions and 4th place in July rating based on reviews. Small increase in Buzz volume due to ... and ... activities. Among Activities ... and ... is mentioned.

Competitor 2

Takes 3rd place in number of mentions and 3rd place in July rating based on reviews. Massive amounts of *positive mentions* being made by influencing agents.

SubBrand

Takes 8th place in number of mentions and 8th place in July rating based on reviews. The most significant decrease of mentions among the competitors. Rise in *negative mentions* prevails over rise in *positive mentions*, negative rise was influenced by ... article about ... manufacturing.

Competitor 3

Takes 5th place in number of mentions and 6th place in July rating based on reviews. In Activities related posts there were messages about ... organized by the brand.

Competitor 4

Takes 9th place in number of mentions and 5th place in July rating based on reviews. *Positive mentions* by *Users* are mostly about ..., as well as

Competitor 5

Takes 10th place in number of mentions and 7th place in July rating based on reviews. Buzz volume almost hasn't changed.

Competitor 6

Takes 6th place in number of mentions and 9th place in July rating based on reviews. *Positive mentions increased* and they are almost solely represented by

Competitor 7

Takes 7th place in number of mentions and 1st place in July rating based on reviews. The most significant increase in mentions among competitors.

Competitor 8

Takes 4th place in number of mentions and 2nd place in July rating based on reviews. Resumes the tendency of decreasing buzz volume.



Thank You