



## Social Media Analytics Report February 1 to February 23, 2018 By Jazlynn Pastor

### Purpose

The following briefing will analyze Ben & Jerry's Twitter performance between February 1 to February 23, 2018 compared to its competitor, Haagen-Daaz.

### Method

- Use Meltwater's social analytics tool to examine Ben & Jerry's Twitter performance from February 1 to February 23, 2018
- Built a search using terms of various spellings to gather as many mentions of the brand:
  - ◆ Ben & Jerry's, ben & jerry's, ben and jerrys, ben & jerry, ben&jerrys, ben and jerry, benandjerrys, ben&jerry's, benandjerry's, ben&jerrys ice cream, benandjery, benandjerys, ben&jery, ben&jerys, @benandjerrys
- Built a search for its competitor, Haagen-Dazs
- Created a Meltwater *Benchmark* dashboard to compare the performance between Ben & Jerry's and Haagen-Dazs

### Background

- Ben & Jerry's has a far greater Media Exposure and Share of Voice compared to Haagen Dazs, but the Sentimore Score fluxuates
  - ◆ Ben and Jerry's account has been running for 8 years, and Haagen-Dazs for 6
  - ◆ Greater amount of tweets, followers, and lists
- Ben and Jerry's, @benandjerrys, as of February 1:
  - ◆ Joined January 2009
  - ◆ Following 72.8K users
  - ◆ 331K followers
  - ◆ 35.4K tweets
  - ◆ 4,986 photos and videos
  - ◆ Liked 10.5K tweets
  - ◆ 6 lists
- Haagen-Dazs, @HaagenDazs\_US, as of February 1:
  - ◆ Joined June 2012
  - ◆ Following 296 users
  - ◆ 38.7K followers
  - ◆ 17.1K tweets
  - ◆ 612 photos and videos
  - ◆ Liked 11.9K tweets
  - ◆ 2 lists

## Consumer Insights

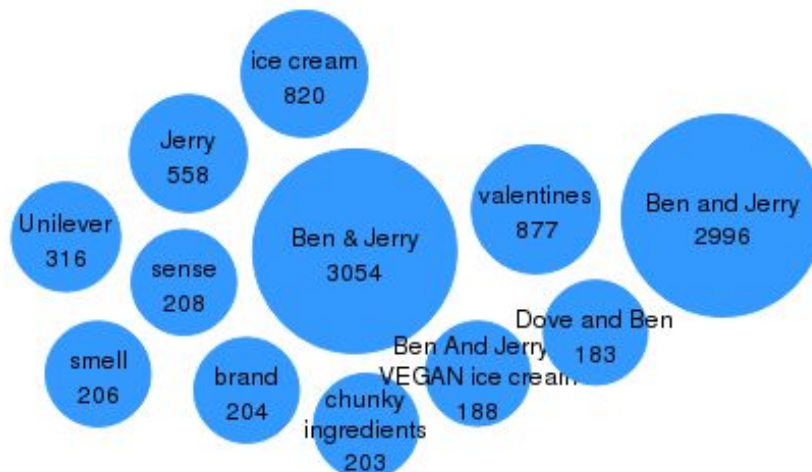
Sentiment: Slightly more positive than negative

- 21.3% difference between happy and dissatisfied Ben & Jerry's consumers with 42.9% neutrality
- As positive sentiment increases, negative sentiment decreases and vice-versa
- Highest points of positive sentiment occurred
  - ◆ February 7: 399 positive tweets to Ben & Jerry's being dairy free option, marijuana becoming legal, and Valentine's Day approaching
  - ◆ February 20: 212 positive tweets recognizing Ben and Jerry's ethics of massaging its cows, flavors that are being sold for half price, what buyers want to try, and satisfaction when eating Ben & Jerry's ice cream

Ben & Jerry's Sentiment



Trending Themes: “Ben & Jerry,” “Ben and Jerry,” “Valentines”



- Ben & Jerry's consumers are talking about the brand itself; “the brand is now the buzz”
- The variations of ways to spell the brand is working and being used

→ The brand is becoming attached to holidays, recognized for its ingredients, and affecting the senses

### Top 5 Posters:

- Those gaining the most reach while mentioning of Ben & Jerry's are People (@people), Food & Wine (@foodandwine), BuzzFeed (@BuzzFeed), CBS News (@CBSNews), and What the F\*\*\* Facts (@WhatTheFFacts)
  - ◆ Each have a reach of 6M+ with a neutral or positive sentiment
  - ◆ Top mentions include new flavors that are “lower-calorie” and healthful
  - ◆ Additional notable users who have a reach over 3-4M are Financial Times (@FinancialTimes), Women's Health (@WomensHealthMag), TODAY (@TODAYshow), and Gizmodo (@Gizmodo)
- The top posters reflect a liking to health conscious foods, which demographics Ben & Jerry's is reaching too, and the platforms that are being reached

## **Competitor Insights**

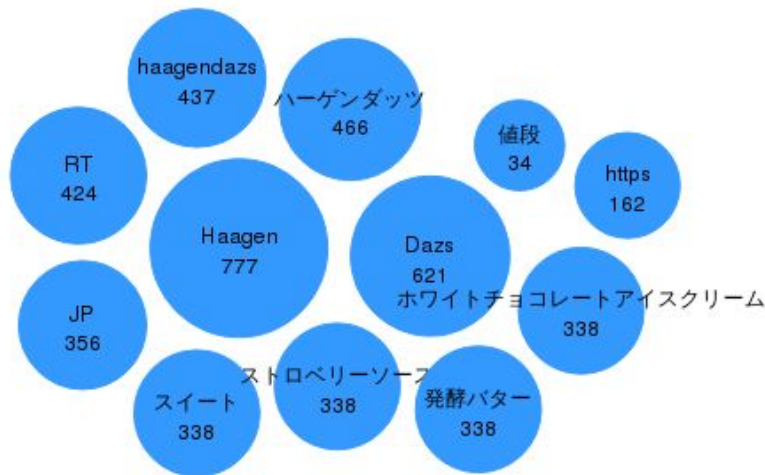
### Sentiment: Overall positive

- 58.3% difference between happy and dissatisfied Haagen-Dazs consumers with 20.1% neutrality; Haagen-Dazs consumers are 37% happier than Ben & Jerry's consumers
- As positive sentiment increases, negative sentiment decreases and vice-versa
- There are distinct points of high negative responses (greater than 25%)
  - ◆ The 2 highest points of negative sentiment occurred on February 7 (19 tweets) and February 20 (8 tweets)
  - ◆ The messages were misinterpreted and actually relate to positive experiences but have been deemed as negative due to how the tweet was phrased

Haagen-Dazs Sentiment



### Trending Themes: “Haagen,” “Dazs” “haagendazs”



- Consumers are talking about the brand itself; “the brand is now the buzz”
- The variations of ways to spell the brand is working and being used
- The brand is growing internationally in places like China and Japan

Share of Voice (SOV) in Figure 1:

- From February 1 to 23, Ben & Jerry’s voice (88.32%) was 7 times greater than Haagen-Dazs (11.68%)

Media Exposure in Figure 2:

- From February 1 to 23, Ben & Jerry’s had 10,752 (88.3%) shared compared to Haagen-Dazs’ 1,422 (11.7%)



Figure 1

**Key Takeaways**

- While Ben & Jerry’s has a greater Twitter presence and engagement with its consumers, its competitor also accomplishes its global outreach
  - ◆ Simultaneously, Ben & Jerry’s is growing as a brand that can attach itself to holidays
- Ben & Jerry’s succeeds in its reach and mentions via other Twitter users;
  - ◆ It also growing as a healthful brand leading to its promotions of on food or news based accounts
- While there is a 58.3% difference between happy and dissatisfied Haagen-Dazs consumers, Ben & Jerry’s still had a running lead on Twitter from February 1 to 23 through its Media Exposure, Share of Voice, Trending Theme, and positive Sentiment and Engagement



Figure 2