



# Carbonated Beverage Report

## Introduction

Social Radar, the industry's most advanced social analytics and consumer insight platform, has a unique trait. When collecting dialog from the web, every piece of content found is attributed to what we call a "source". This source is, for example, an individual blog, Twitter user or Facebook profile. This attribution enables us to use the content collection of a source to understand many interesting attributes of each source by analyzing the content that has been produced. This allows us to approach our research much like a focus group, in which we develop a number of hypotheses which can then be supported by data analyzed within our platform.

## Objective

In this report, Infegy will analyze conversations happening online around competing carbonated beverage brands to better understand the unique advantages available in the marketplace for product development, brand management, and strategic messaging. This analysis will primarily be product centric, focusing on consumers' preferences and perceptions of themes including quality, taste, expectations, and health. The date range for this research spans from March 1st, 2013 through May 31st, 2013.

## Solution

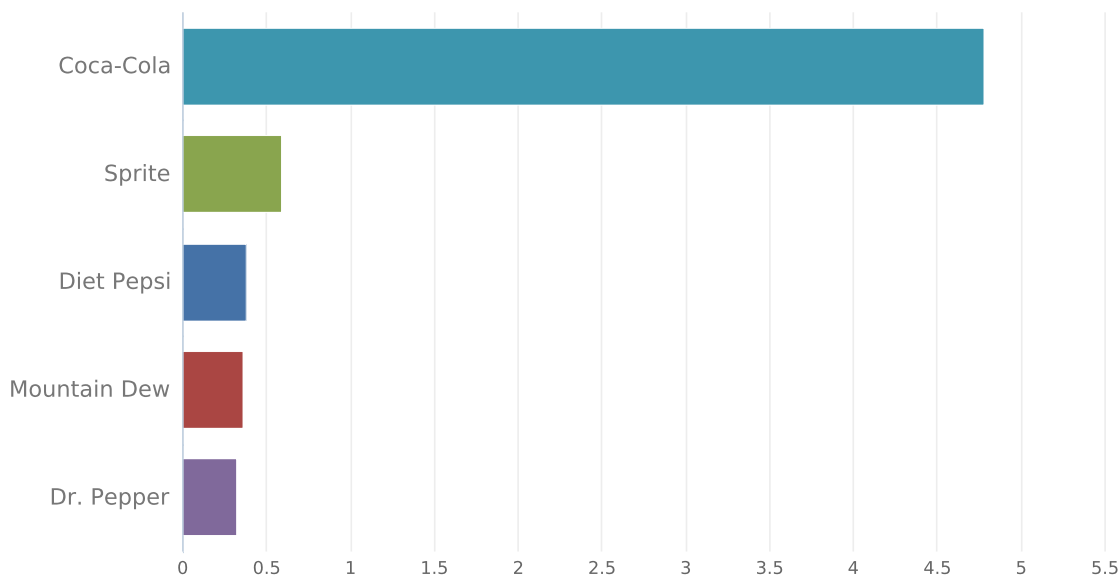
To analyze what drives conversation and preference among several competing products, Social Radar will segment online audiences into specific groups. This will enable us to analyze dialog from within particular consumer groups to better understand what aspects of these products create preference toward brand advocacy or sensitivities which are potentially damaging a brand's perception.



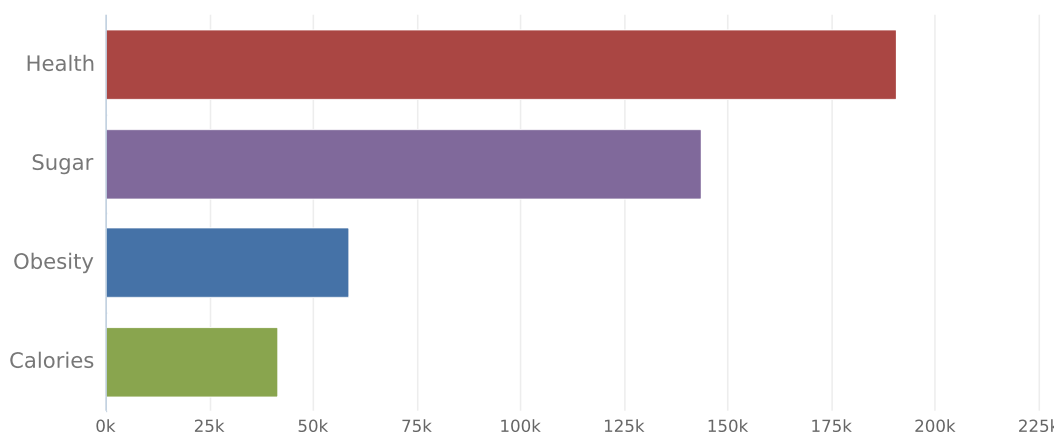
# Audience Analysis

## Health Conscious Consumer analysis

Here we will compare the level of interest within several competing carbonated beverage products within conversation mentioning both soda and sugar. Share of voice gives us a key measure of our brand's most popular topics within a particular type of conversation. This measures the percentage of commentary about the brand that was dedicated to soda, specifically concerning sugar. We see in the chart below that Coca-Cola is by far the most popular with 4.8% of the conversation dedicated to this issue.



Within Coca-Cola, we see drivers of conversation are health-related. Nearly 200,000 conversations reference health with Coca-Cola, followed by concern with the amount of sugar and calories in the product, and obesity. These volumes are not seen within competing products, which indicates competitors will likely be able to stay under the radar if such health conversations spark for their brands based on a consistent dominance within Coca-Cola conversation.



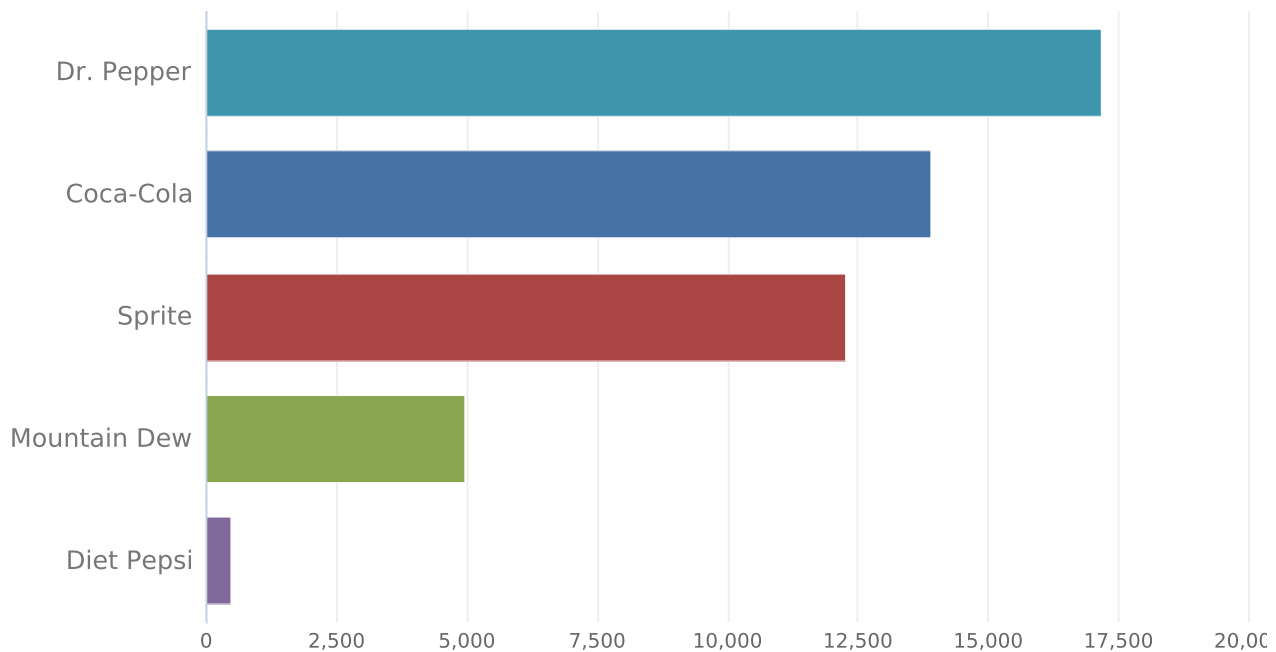
# Competitive analysis

## Competitive Analysis

In the following section, Infegy will analyze the differences between the total amount of conversation and the topics that are driving the most discussion online.

## Preferential share of voice

Below is an analysis of share of voice for each product over the date range spanning from March 1, 2013 to May 31, 2013. This chart reflects Dr. Pepper's dominance amongst online dialog from a volume perspective within conversations regarding consumers' favorite soda. However, linguistic analysis is crucial in determining a brand's true advantage and is analyzed in the following pages through sentiment scores and passion indices.



# Competitive Analysis

## Competitive analysis - Linguistic Research

Next we perform linguistic analysis for conversations surrounding several top competitors. Consistent with our volume analysis on the previous page, the date range spans from March 1, 2013 to May 31, 2013.

### Coca-Cola

Initially, we see Coca-Cola conversations offer the most positivity with a medium passion ranking. Further analysis of Coca-Cola conversations reveal the themes of health, price, and taste are most prevalent within the brand conversations. "Fizzy" was also a notable topic mentioned in 9% of conversations with 60% positivity, suggesting many consumers enjoy the fizziness of Coca-Cola.

Among conversations about Coca-Cola over the three-month time range, taste was a topic 15% of the time. Of these discussions, 67% positively talked about taste along with Coca-Cola. The most discussion of taste in regards to Coca-Cola occurred on March 26, 2013, when it was mentioned in 74% of conversations surrounding the soda.

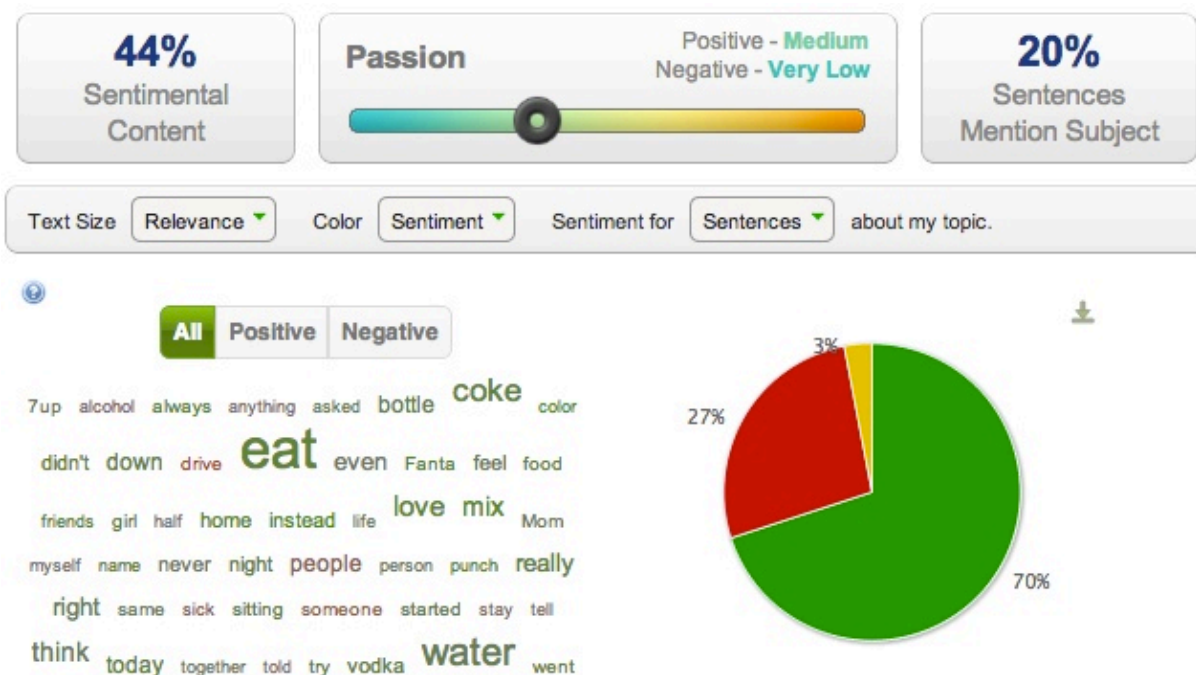


# Competitive Analysis

## Sprite

While Sprite's overall presence as a "favorite soda" among consumers ranked right in the middle of all products analyzed, Sprite shows the greatest percentage of positive conversations. Moreover, Sprite also holds the lowest negative passion score among all competitors in the space. Consumers discuss comparisons with competing products, 7up and Fanta, and in such conversations, Sprite is favored. Sprite is also popularly mentioned as being mixed with alcoholic beverages such as vodka.

Interestingly, on March 13, "taste" was mentioned in 32% of posts about Sprite. Notably, the majority of people talking about Sprite are women (54%). Conversations mentioning both taste and Sprite were mentioned by females 70% of the time.



# Competitive Analysis

## Mountain Dew

Mountain Dew's major drivers of conversation include a preference for its branded products Kickstart, Code Red, and Baja Blast. Many consumers mention an issue with Mountain Dew keeping them from falling asleep and feeling restless. Although this analysis is meant to be product focused, brand conversations continue to trend negatively around an advertisement from artist, Tyler the Creator, and Mountain Dew sponsored celebrity, Lil' Wayne, which have led consumers to express boycotting purchase of the product.

Similar to many of the competing products analyzed, we see a medium amount of positive passion toward toward the product, but unlike it's competitors, Mountain Dew is referenced with a very low quality with a positivity of just 35%. Mountain Dew must work to regain trust of much of its consumer base in order to bounce back as it is ranked lowest as a "favorite soda" from those carbonated beverages which are not diet.

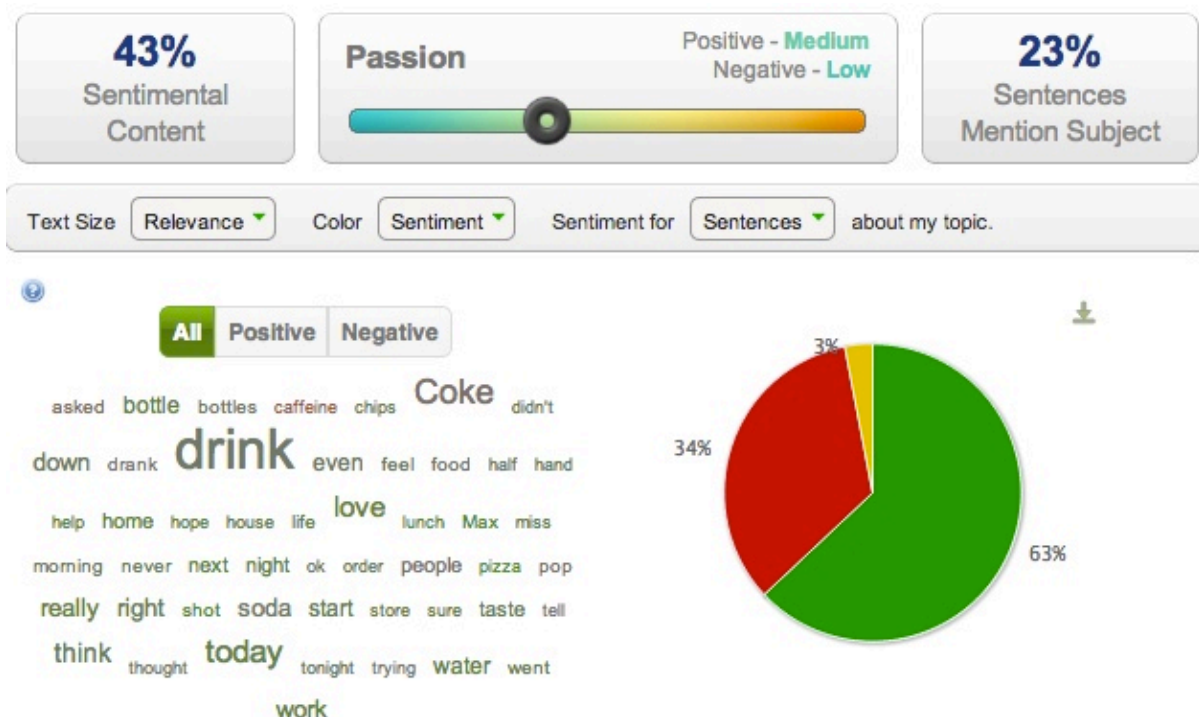


# Competitive Analysis

## Diet Pepsi

Diet Pepsi's major drivers of conversation revolve around a health-conscious consumer base. While overall share of voice with health-related issues is trending downward when compared with the three months prior, this audience is still concerned with the negative health effects drinking Diet Pepsi could potentially cause. Specifically, consumers are concerned with the aspartame in Diet Pepsi sodas, mainly due to the association of poisoning with the additive. Consumers also compare Pepsi Max and Diet Pepsi, with Pepsi Max being referenced with a high positivity (92%).

Among conversations about Diet Pepsi overall, "love" is referenced 14% of the time, which is indicative of a sizable consumer base which greatly enjoys the product. Diet Pepsi notably has the highest female gender distribution among all competitors analyzed at 61% female.



# Competitive Analysis

## Dr. Pepper

Dr. Pepper consumers are growing more positive with product references over time. This is evident through the high positive passion index and the second highest sentiment score (65%) among its competitors. Cherry Dr. Pepper is also discussed frequently within this conversation with a high positivity. Taste related conversations were mentioned with a positivity of 86% which supports its lead in the space as a "favorite soda" among consumers.

Through further research, we see a significant amount of discussion regarding a recent consumer preference of replacing coffee with Dr. Pepper. This is an opportunity for Dr. Pepper to craft messages to its target demographic and encourage them start their day with Dr. Pepper, or engage via social channels and ad placement in the morning hours.





# Carbonated Beverage Summary

## Closing

The data provided, and other metrics from within Social Radar, have offered great insight into many carbonated beverage products' potential for continued growth. Opportunities for growth exist within the health-conscious market and for those most concerned with taste. Although Sprite, Dr. Pepper, and Coca-Cola seem to have the most preference and passionate consumers, the brands must continue to work to keep its advocates loyal through strategies which appeal to a diverse base of soda consumers. This market and competitive research, available using Social Radar's wealth of historical data and proprietary analysis, will continue leading the way. Further research into this market and many others is available instantly with access to our platform.

## About Infegy

Founded in 2006 in Kansas City, Missouri, USA, Infegy was born to create the future of market research and consumer insight. From day one, Infegy's goal has been to leverage the exponential growth of content shared online to better understand consumers. Early on Infegy began working with agencies to improve their in-house research. For these agencies, Social Radar's incredible speed and flexibility was an immediate fit. Since then, Infegy has been expanding markets within enterprise, PR, research and analysis organizations and the financial industry.

