



Subway Brand & Market Analysis

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. We'll discuss how this idea can be applied within Social Radar to create powerful focus group-like filtering, enabling you to analyze data only from individuals matching virtually any desired profile.

Objective

In this report, Infegy will analyze conversations happening online around Subway and its competitors to better understand the unique advantages available in the marketplace for brand management and strategic messaging. Additionally, Infegy will research how perceptions of the Subway brand differs between people who are very passionate about healthy food options versus the general population.

Solution

To analyze the difference between passionate healthy eaters and the general population we have constructed an audience segment defined by individuals who have been very passionate about eating healthy over the course of the last year. This will enable us to analyze dialog from within that group for comparison against the general population.

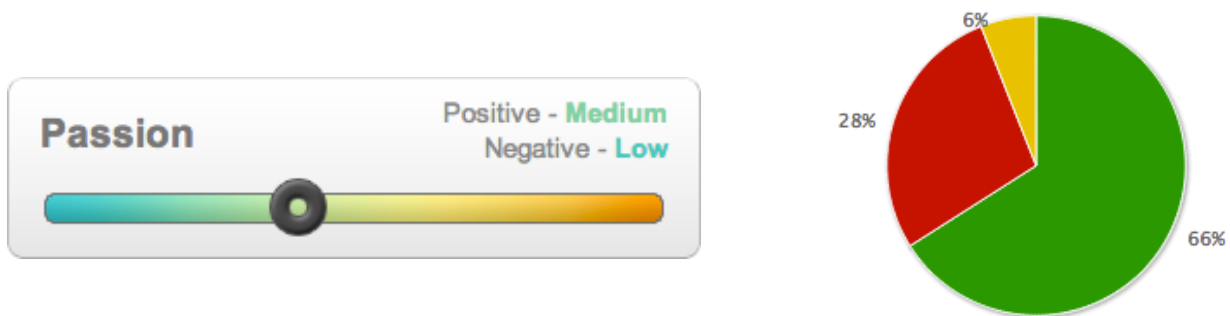


Healthy Eating Audience Analysis

General Population Baseline

First, we will look at Subway's perception within the general population.

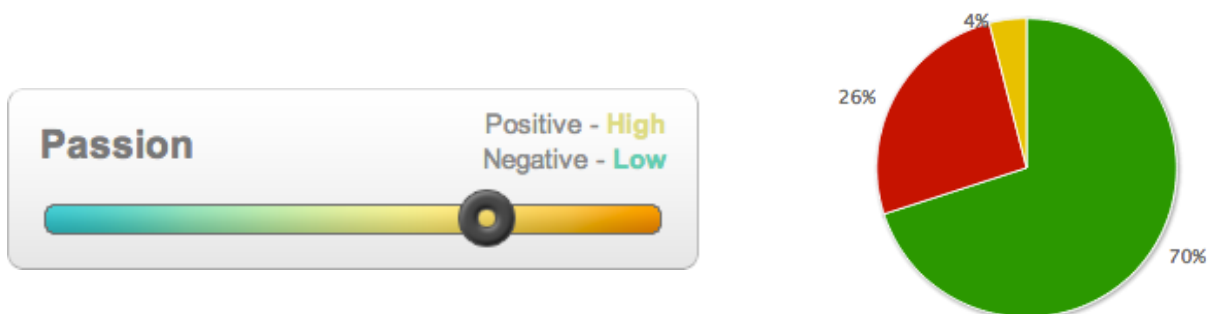
Sentiment gives us a key measure of our brand's favorability. This measures the percentage of commentary about the brand that was positive, negative or mixed. We see that amongst the general population, sentiment for Subway is quite good, with **66%** of commentary being positive, with a medium scoring passion index, indicating hints of



Healthy Eating Audience Segment

Next, we will analyze our segment of healthy eaters to compare to the general population.

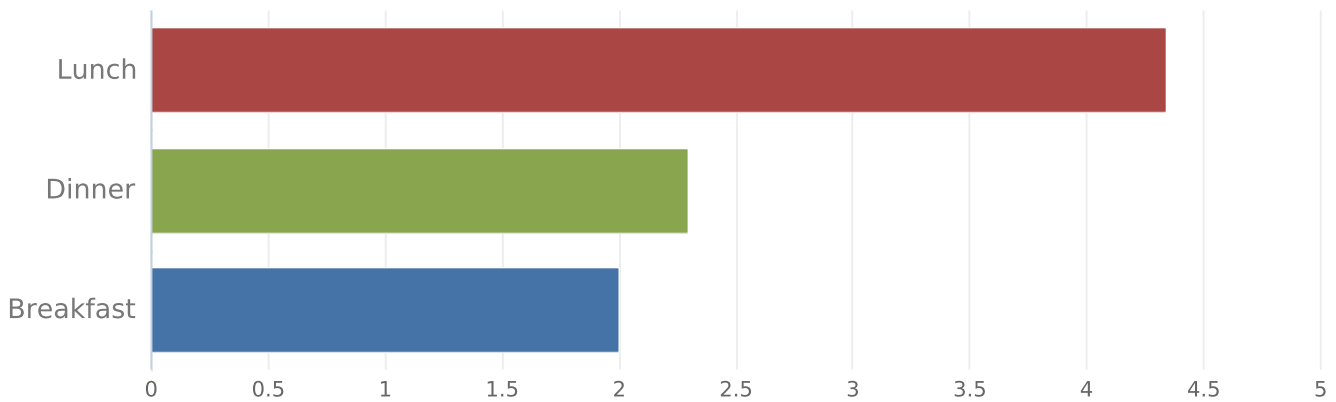
For this group, the brand's sentiment exceeds expectations. Amongst our audience, positivity is notably higher, at **70%**. We also see much higher passion, indicating these consumers are much more passionate about this brand than the general population.



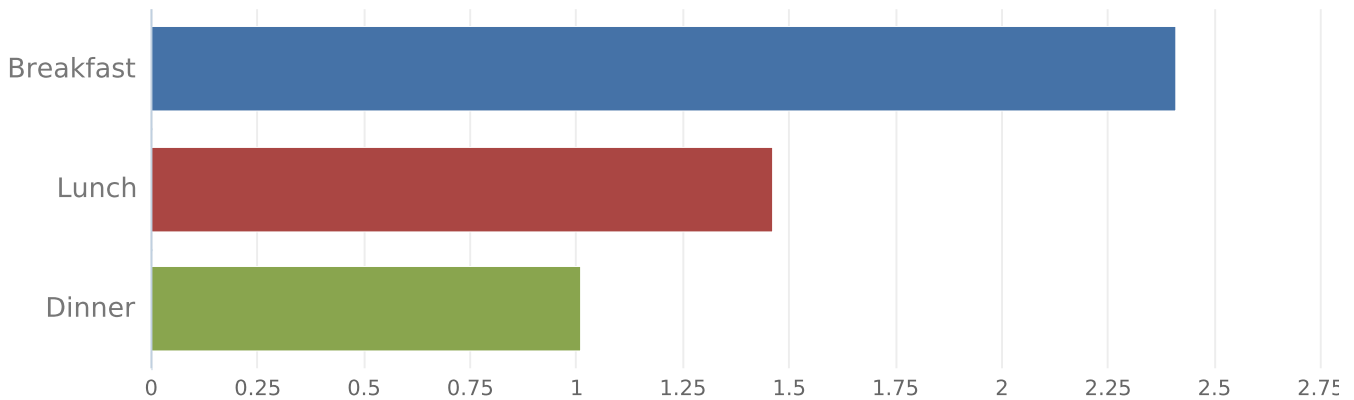
Subway Competitive Analysis

Subway Time of Day Analysis

Here we will compare the level of interest within Subway and McDonalds for multiple meals throughout the day. Share of voice gives us a key measure of our brand's most popular meals. This measures the percentage of commentary about the brand that was dedicated to breakfast, lunch, and dinner. We see in the chart below that Subway is most popular during Lunch with 4.5% of the conversation dedicated to this specific meal.



Conversely, we see in the following chart a clear difference between McDonalds and Subway. Unlike Subway, where lunch was the most dominant meal, McDonalds most popular meal of the day is breakfast. Additional research can be performed to better understand popularity of specific menu items along with drivers of positive and negative sentiment.



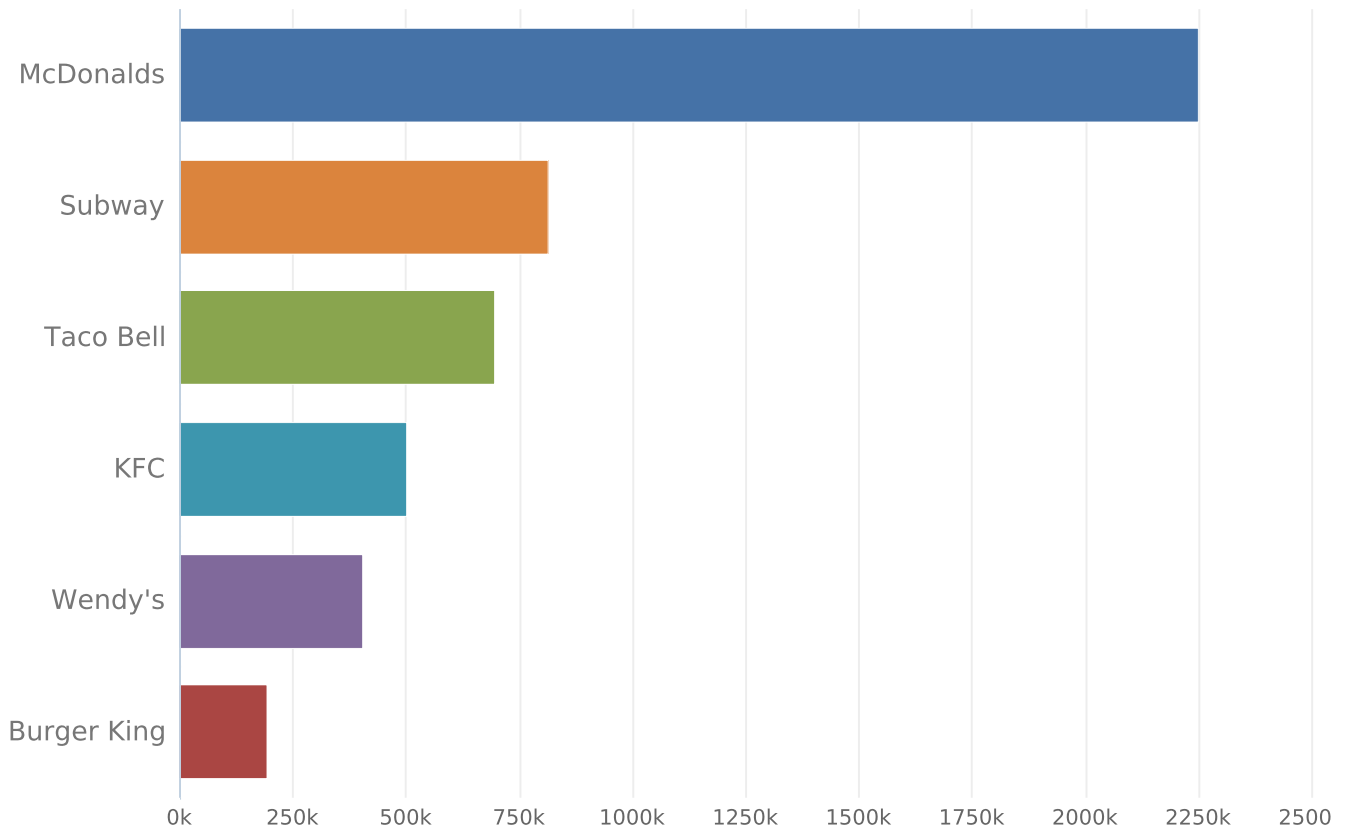
Subway Competitive Analysis

Subway 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.

Competitive Analysis - Volume

Below is an analysis of total brand mentions over the date range spanning from April 9th, 2013 to May 9th, 2013. This chart reflects McDonalds dominance amongst online dialog from a volume perspective. However, sentimental analysis is crucial in determining a brand's true advantage and is analyzed on the following page.



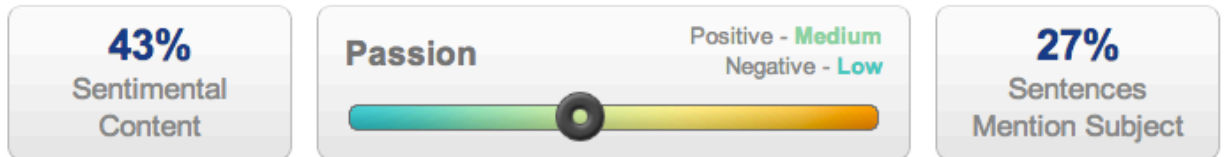
Subway Competitive Analysis

Competitive Analysis Linguistic Research

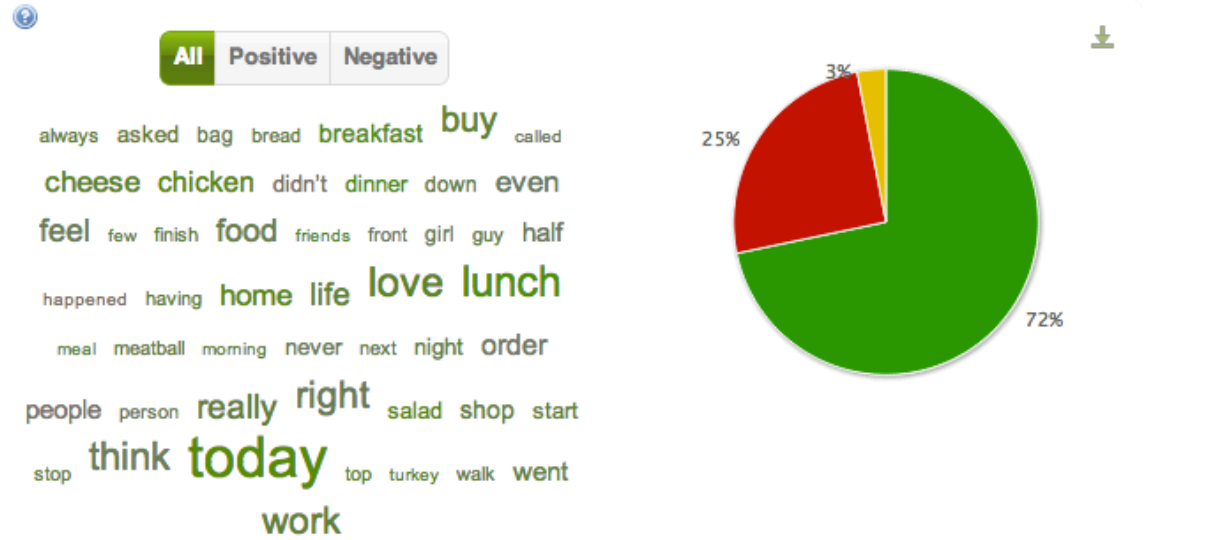
What follows is a linguistic analysis of the conversations surrounding Subway and top competitors. Similar to our volume analysis on the previous page, the date range spans from April 9th, 2013 to May 9th, 2013.

Subway

First, we will look at Subway's analysis for comparison against the select competitors. Initially we see Subway conversations offer the most positivity with a strong passion ranking. Further categorization of Subway conversations reveal the themes of health, price, and taste are most prevalent within the brand conversations.



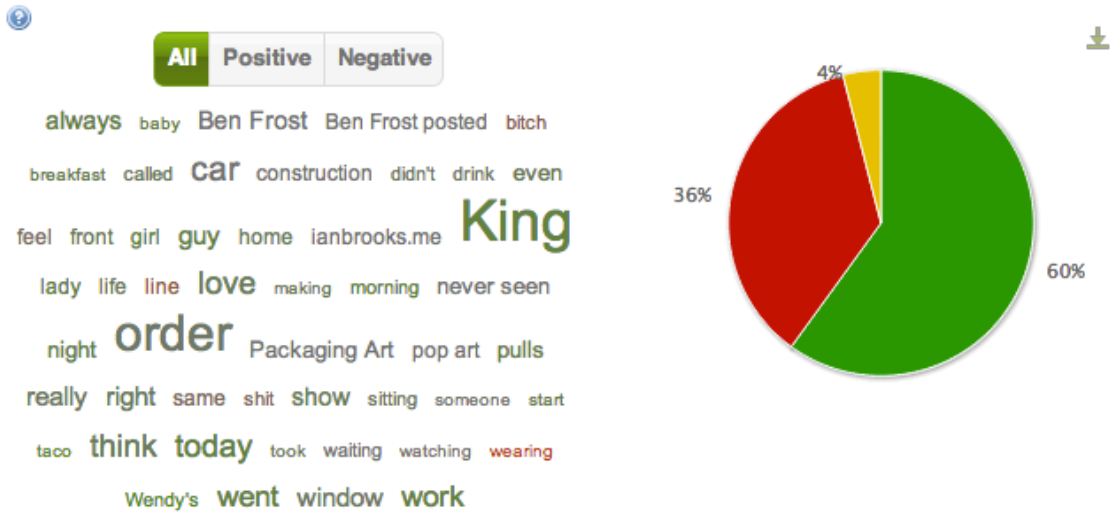
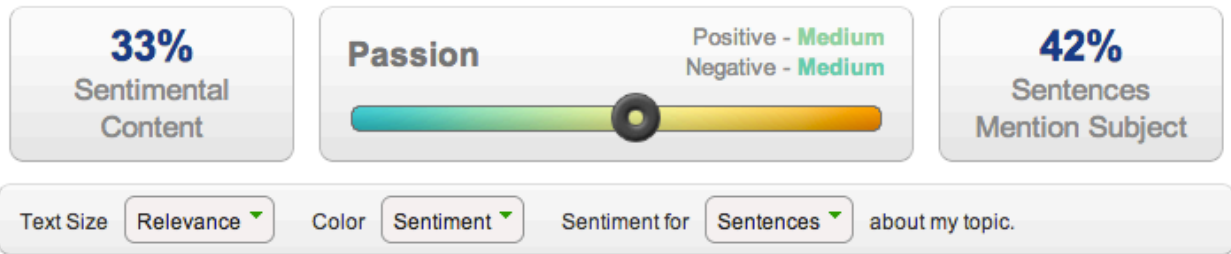
Text Size Relevance Color Sentiment Sentiment for Sentences about my topic.



Subway Competitive Analysis

McDonalds

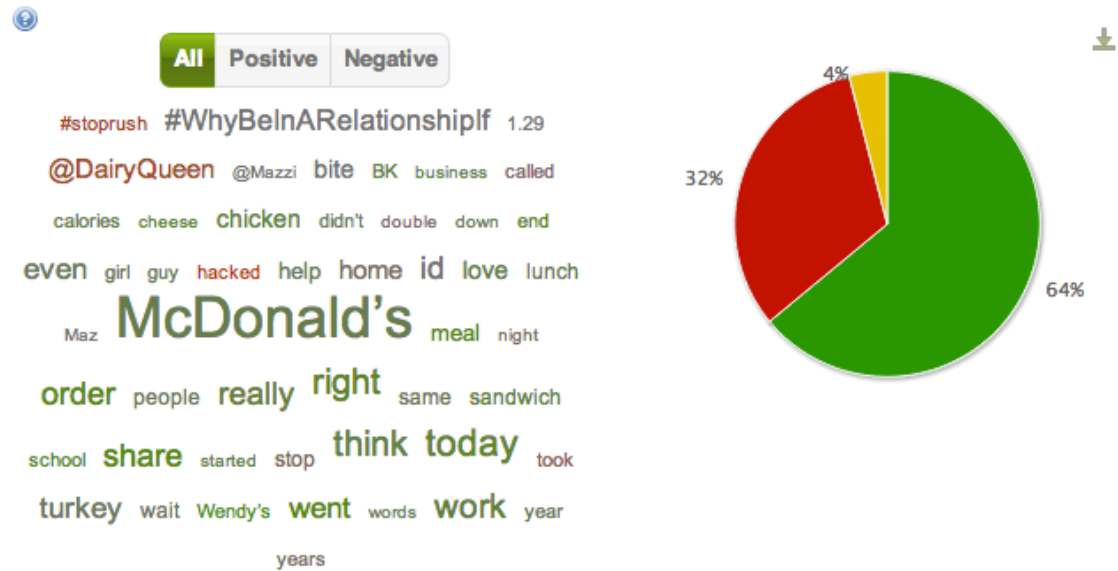
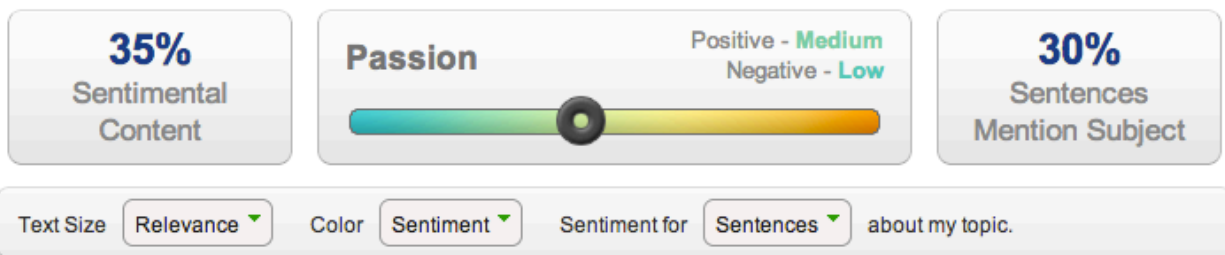
McDonalds enjoys a large volume of online conversations but further analysis of the discussion shows great percentage of negative conversations within higher negative passion than other restaurants in the space. Additionally, we found two major spikes in conversations. The first referencing a recent news story about a 14-year old burger that had not decomposed over the years. The second major trend references a popular artist, Ben Frost, and his recent designs using McDonalds fry boxes.



Subway Competitive Analysis

Burger King

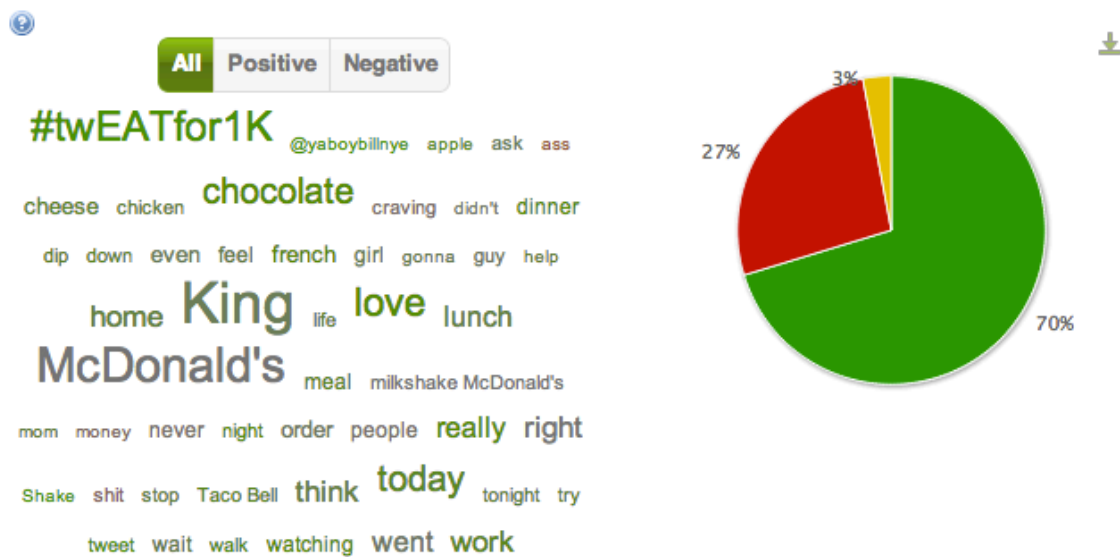
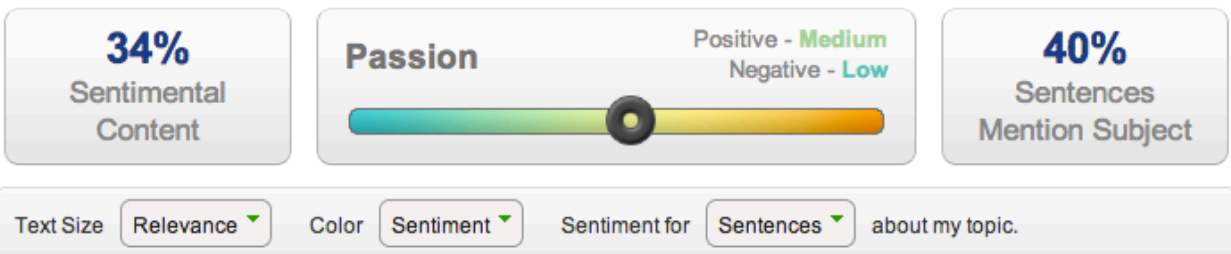
Burger King's major drivers of conversation revolve around a campaign launched online to stop companies from supporting conservative radio talk-show host, Rush Limbaugh. Additionally, conversations continue to trend online regarding the hacking of Burger King's Twitter account, which made the Burger King account look like McDonalds.



Subway Competitive Analysis

Wendy's

Wendy's consumers are growing more positive over time and this shows through the high sentiment and passion scores. Over the last 30-days a recent campaign is gaining traction online. Working to create a larger presence online for their Flatbread Grilled Chicken sandwich, Wendy's has launched a campaign called "#twEATfor1k", which allows you to tweet pictures of your sandwich for a chance to win \$1,000.



Subway Summary

Closing

The data provided, and other metrics from within Social Radar, have offered great insight into Subway's potential for continued growth. Opportunities for growth exist within the breakfast market as well as working on strategies to appeal to the passionate target base of the health conscious customers. This market and competitive research, available using Social Radar's wealth of historical data and proprietary analysis, will continue leading the way.

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.

