

**ThoughtBuzz**  
SOCIAL MEDIA INTELLIGENCE IN A CLICK

**TO  
THE  
NEW™**





1. A comprehensive social media monitoring and insights company
2. Offer brands the applications, dashboards & technology to monitor, listen, engage and act on the social media platforms
3. Offer solutions & services in the form of insight to help brands to optimize, build, maintain and grow their brand.
  1. *Full Spectrum Analysis*
  2. *Social Intelligence Matrix*
  3. *Social Audit*
  4. *Persona Analysis*
  5. *Social Content Analysis*
  6. *Celebrity ROI*
  7. *Online Reputation Management*
4. Regional presence includes markets – Singapore, India, Philippines, Malaysia, Indonesia (new), China (new), UAE (new)

# Here to serve you

## Omnio G

Online Monitoring  
Dashboard

Social Media  
Community  
Management

Workflow & Ticketing  
System

Smart Email Alerts

Social CRM

## Social Analytics

Brand Monitoring

Crisis Reporting

Campaign Monitoring

Competitive  
Benchmarking

Daily/Weekly/Monthly  
Reports

## Social Insights

Brand Audit &  
Positioning

Persona Analysis

Celebrity ROI

Social Content Analysis

Lead Generation

# ThoughtBuzz – About Us

TO  
THE  
NEW™

ignite

CREATIVE DESIGN  
& DIGITAL MARKETING

IntelliGrape

ECOMMERCE & CUSTOM  
WEB DEVELOPMENT

TANGERINE

CONTENT CREATION &  
MANAGEMENT

  
ThoughtBuzz

SOCIAL MEDIA  
ANALYTICS

 techsailor

SOCIAL, LOCATION &  
MOBILE (SoLoMo)  
MEDIA SERVICES

To The New is the largest independent companies building SMACK products in Fast Track Asia

Social | Mobile | Analytics | Content | Knowledge



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# Shopping for Consumables

A study on the social media chatter around  
FMCG purchasing behavior of the Filipino Netizen

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Date Range 1<sup>st</sup> Jun'2014 to 20<sup>th</sup> Aug'2014



## Objectives

The purpose of this report is to examine Ecommerce chatters on the web, the key drivers of conversation around the market and Industry, causes of negative and positive brand mentions, and identify key trends and mindset of people hosting these conversations.

## Our approach



### Collection

We listened to conversations and collected the data automatically from a corpus of several million sites, Collection was done on the basis of requirement defined by combinations of keywords. The data was then ran through a layer of text-mining tool to remove noise, refine sentiment and refining themes.

Time Frame: Jun 1<sup>st</sup>, 2014 to Aug 20<sup>th</sup>, 2014



### Analysis

Articles and comments were then evaluated by researchers after removing noise, there from assessing sentiment (negative, positive, neutral and ambivalent of the sample selected) and structuring the information into themes. Which indulged manual as well as automated processes to derive qualitative and quantitative analyses of the results to identify the trends in discussions threads.



### Report

Present all the results from the analysis in this report

## Multilayered Refinement



- Million of web sources
- Multi-level iterations to build comprehensive and relevant queries
- Derived through removal of irrelevant content such as ad links, irrelevant postings etc. through a combination of human analysis and text mining



*From the total relevant universe sample was selected for analysis through Stratified Random Sampling – Data captured across all dates and social media channels, Analysis done through semi manual process which also involves extrapolation of multi tagged tonality & themes*



# Our Methodology

## STEP 1: SELECT CRITERIA FOR THE STUDY

INDUSTRY - FMCG  
GEO - PHILIPPINES  
DURATION - 1st Jun-20th Aug, 2014  
SOURCES - Facebook, Twitter, Blogs, Forums, News & other Social Media Channels

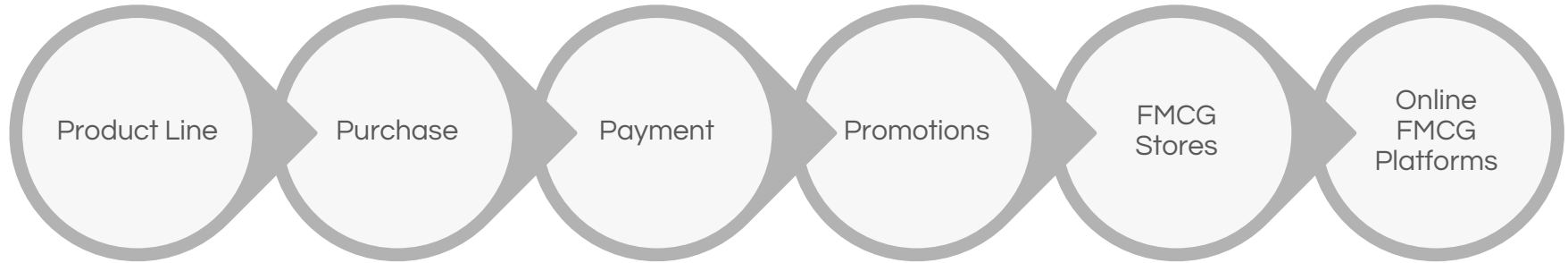
## STEP 2: INDUSTRY SEGMENTATION & CATEGORIZATION, DEMOGRAPHIC BIFURCATION - AGE, GENDER, etc.

- ✓ Product Line
- ✓ Purchase
- ✓ Promotion
- ✓ Sales Channels

## STEP 3: CATEGORY & SUB CATEGORY WISE SENTIMENT

1. CATEGORY  
a. SUBCATEGORY  
+ve  
-ve  
Neutral  
KEY INSIGHTS

THOUGHTBUZZ ANALYTICS



- Foods
- Beverages
- Personal Care
- Alcoholic Drinks
- Stationery and Storage
- Tobacco and Cigarettes
- Home Care



- Retail
- Wholesale
- Online Store
- General Purchase



- Cash
- Credit card
- Voucher
- Cash on delivery
- Bank Deposit
- Paypal
- Debit card
- G-cash
- General Payment



- Commercial
- Promo
- Campaign
- Discount
- Freebie
- Advertisement
- Coupon



- Market
- Supermarket
- Convenience Store
- General Merchandise Stores
- Drug Store
- Department Store
- Bazaar
- Tiangge

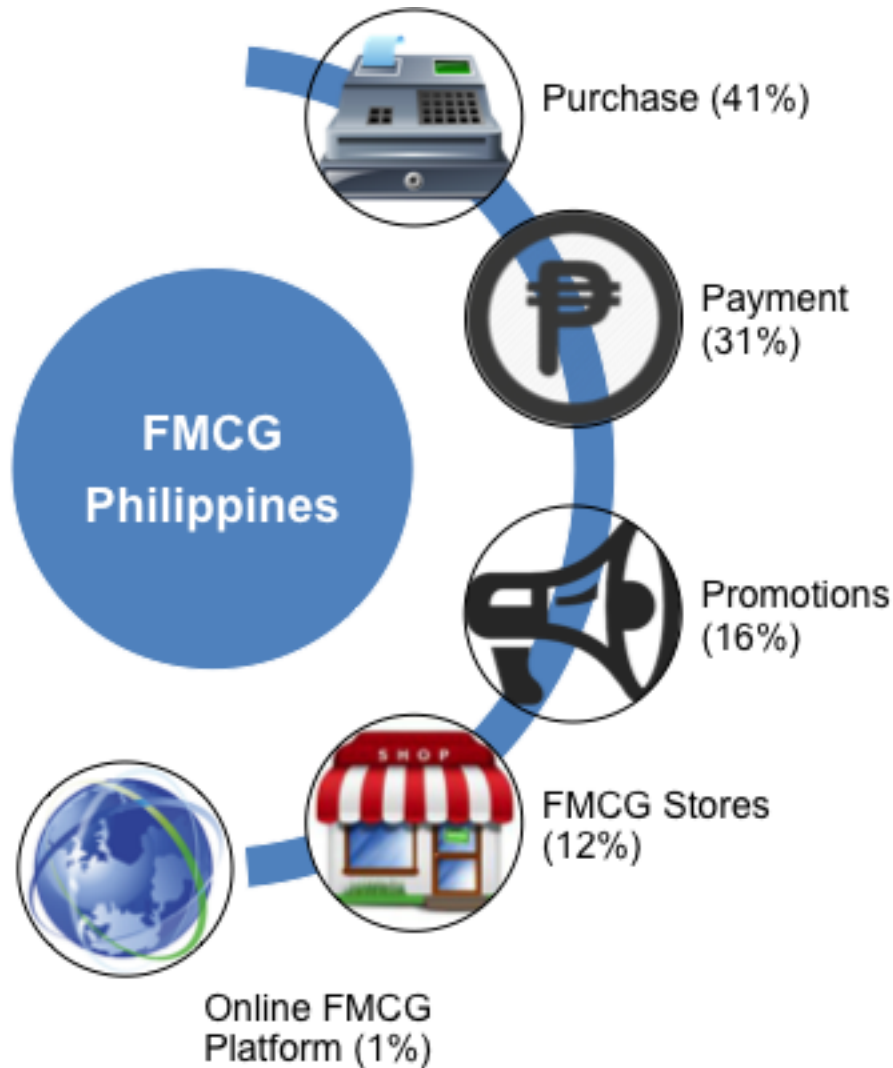


- OLX.ph
- EBay
- Amazon
- Lazada
- Metrodeal
- Alibaba





# Key Discussions – Overview



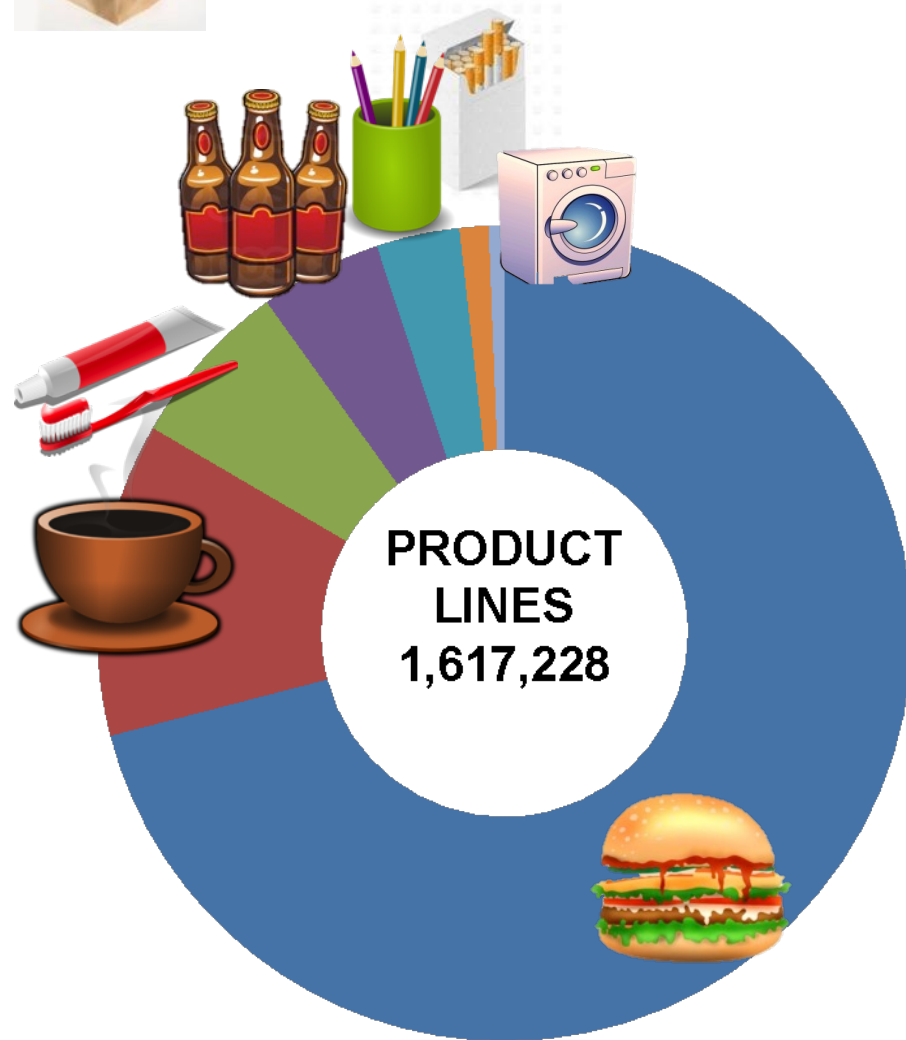
Majority of the discussions and FMCG in the Philippines were related to product purchases and purchase intent

1 out of every 3 discussions were about purchases

60% of the purchase notion buzz was driven by commercials (35%) and promos (27%)

Online markets continue to be the preferred platform for FMCG purchases (48%), followed by e-commerce markets (19%), and general merchandise / sari stores (14%) and convenience stores (13%).

Shopee.ph was the most talked about online FMCG platform (55%), followed by EBay (19%) and Amazon (13%)



## Food dominates the discussions around consumables

- 71% of the chatter is around **food**, and the majority of food purchases discussed were snacks (73%)
- In second place comes **beverages** (12%), where chatter was comprised of mostly coffee (32%), tea (27%) and soft drinks (24%)
- **Personal care** products occupy third place (7%), the greatest number of which were perfumes (17%), followed by cosmetics (16%) and personal wash (15%).

# Gender Analysis

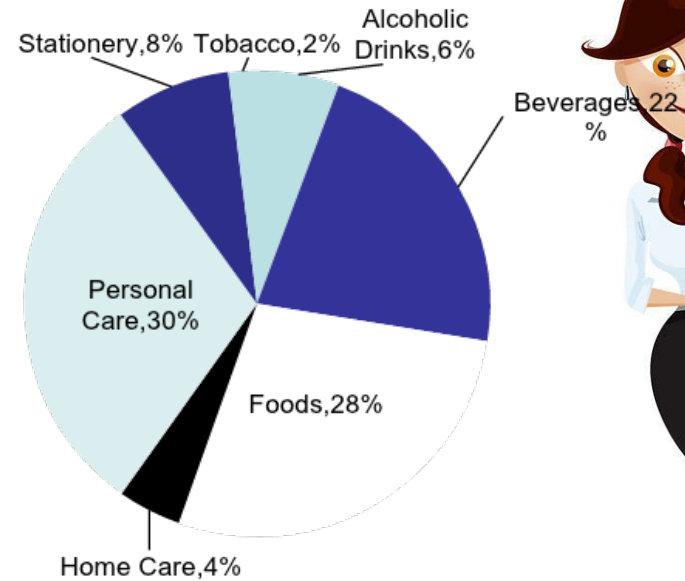
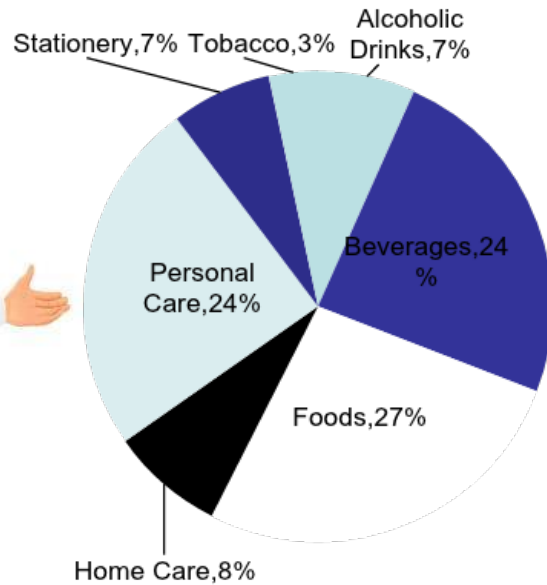
Females were almost **16%** more active than males



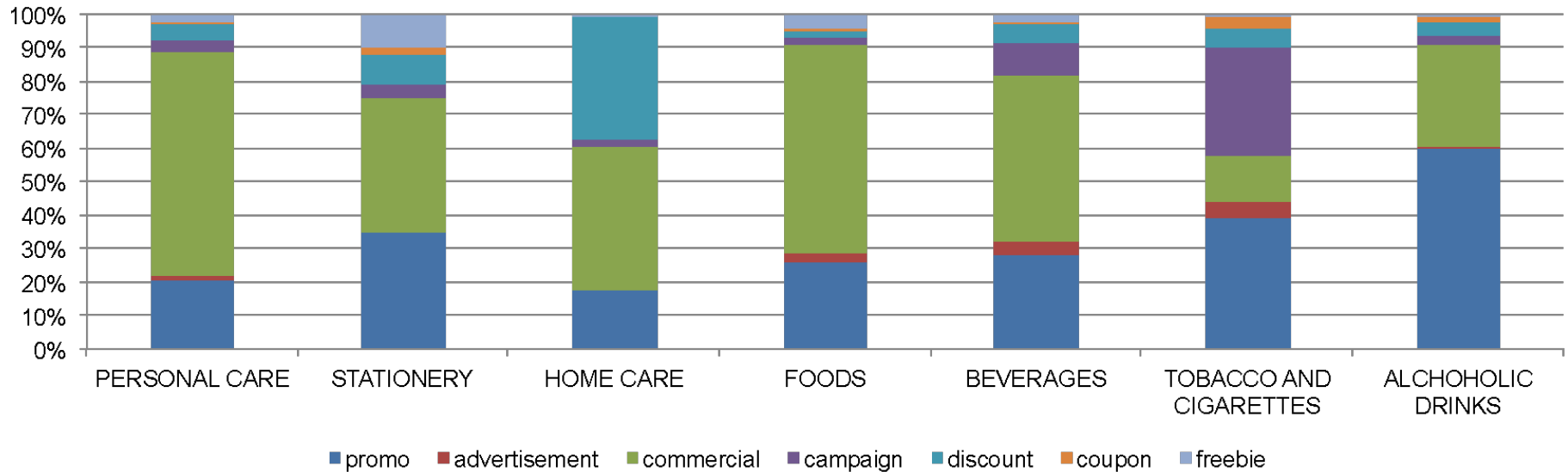
N = 2,535

# Top Product Line Categories – Gender Bifurcation

When it comes to FMCG, gender chatter is almost identical in breakdown with the only significant difference being in personal care



N = 2,535



marben talanay

@MarbenBogs



Follow

Where can your hair take you??

@andreaetorres pang shampoo commercial

na mars 🙌🙌

makeup by @kusieho...

[instagram.com/p/p\\_uINfC3B0/](https://www.instagram.com/p/p_uINfC3B0/)

Reply Retweet Favorite More

RETWEETS

6



8:29 AM - 3 Jul 2014

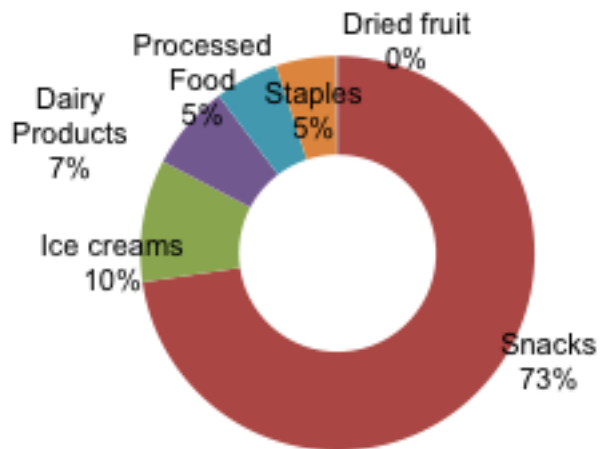


## Commercials spark conversations

- The most discussed commercials are those in the aread of Personal care (68%) and Food (62%)
- Discounts are most discussed in the area of Home Care



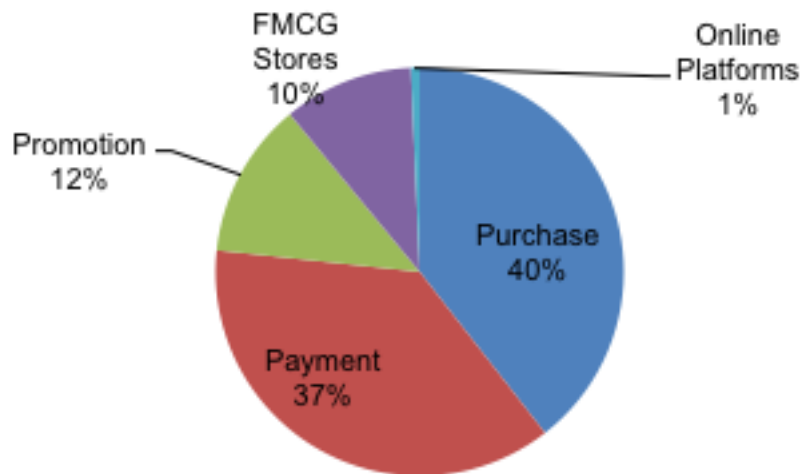
## Product Types



**Almost ¾ of all food mentions were about snacks**

- Snacks and ice cream together represented over 80% of the category breakdown

## Topic Analysis

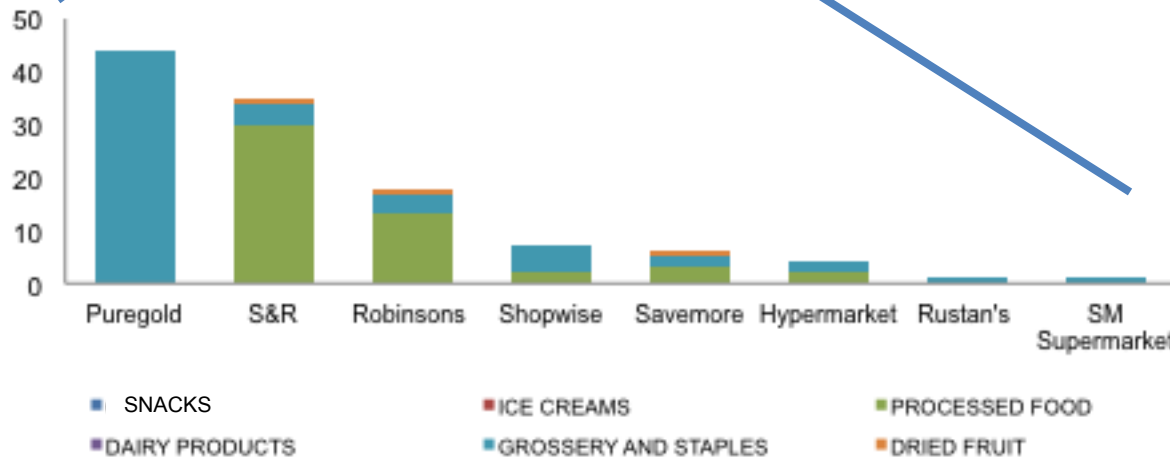
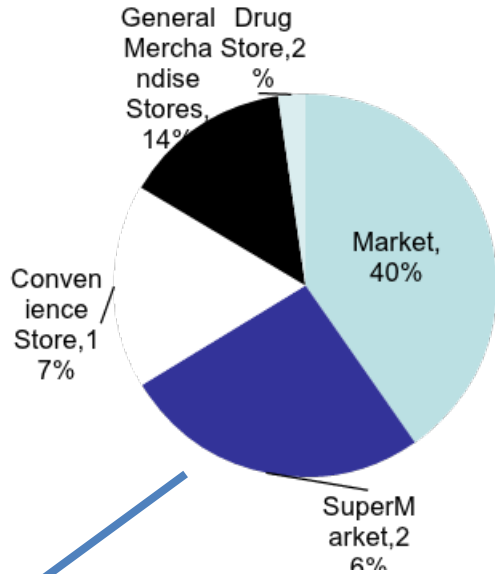


**Almost 80% of all food related chatter centered around purchase, purchase intent and payment**



## The preferred sales channel for food purchases are markets and supermarkets

- People still flock to public markets for snacks, staples and processed foods.
- The next most popular source is supermarkets where people mention Puregold in line with snack purchases and S&R and Robinsons for processed food
- Convenience Stores and General Merchandise / Sari-Sari stores are a common venue for impulse purchase



Market Analyzed: Philippines  
N = 1,147,496



# Foods Top 5 Brands

1.

Oishi

2.



3.



4.



5.

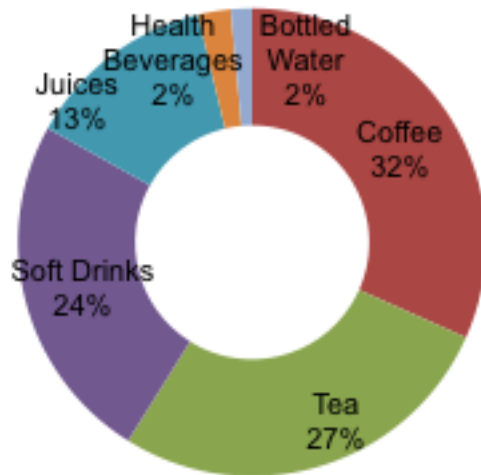






# Beverages

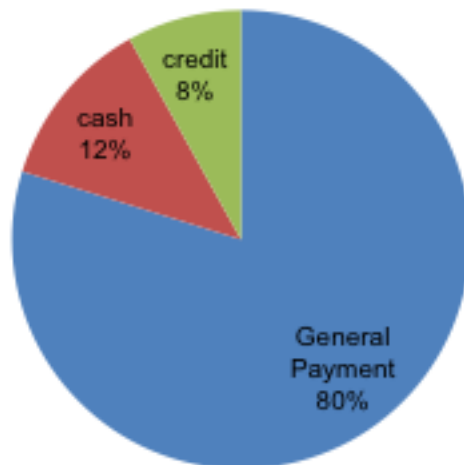
## Product Types



## Coffee and tea together represent 60% of all beverage discussions

- Increasing variants and aggressive promotions have made coffee and tea all day drinks and have also made them more buzz worthy
- Despite the health craze, soda still holds strong, representing a quarter of the chatter

## Payment



## Credit card as a payment option comes closes to cash in Beverages vs any other product line

- Of those that specified how they paid for their beverages, credit card transactions represent 2/3 of the volume of cash transactions

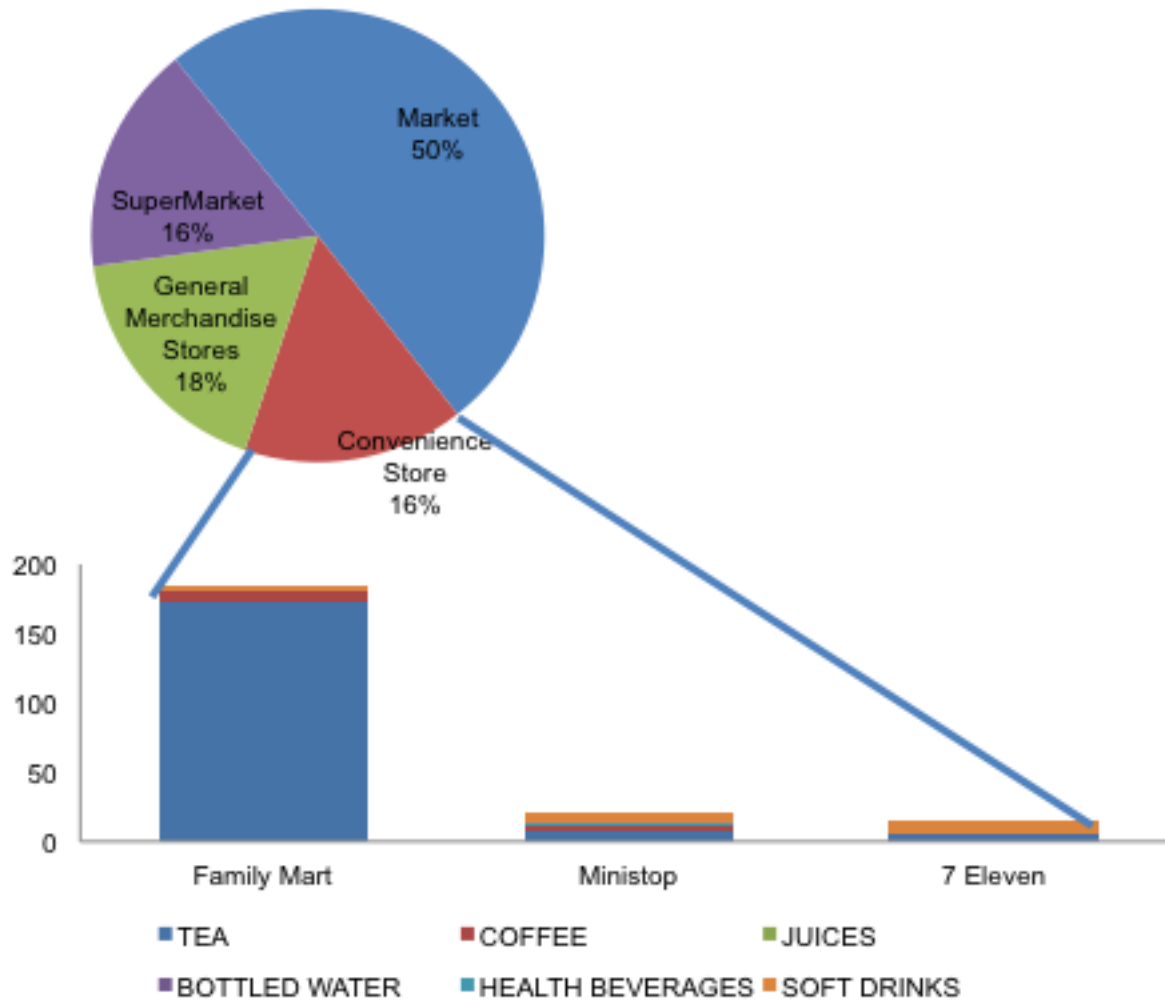


# Beverages

In the Beverage category, convenience stores matter as supermarkets

most commonly mentioned / for tea purchases

n followed next for a more products such as soda, coffee





# Beverages Top 5 Brands

1.

*Coca-Cola*

2.

San Mig  
Coffee

3.



4.

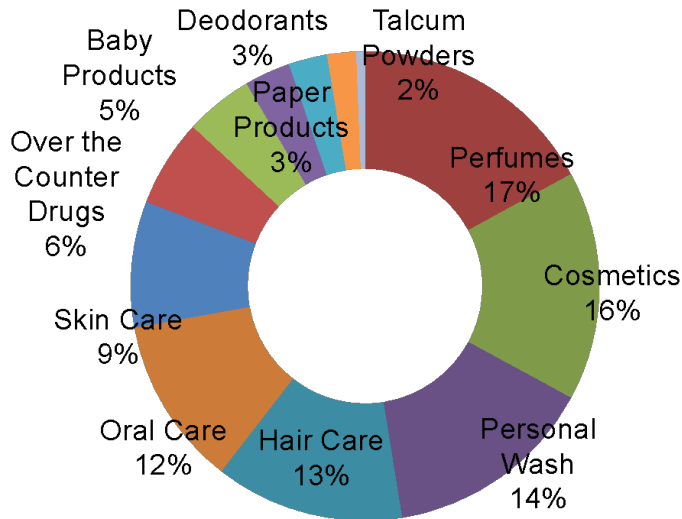


5.

**NESCAFÉ**



## Product Types



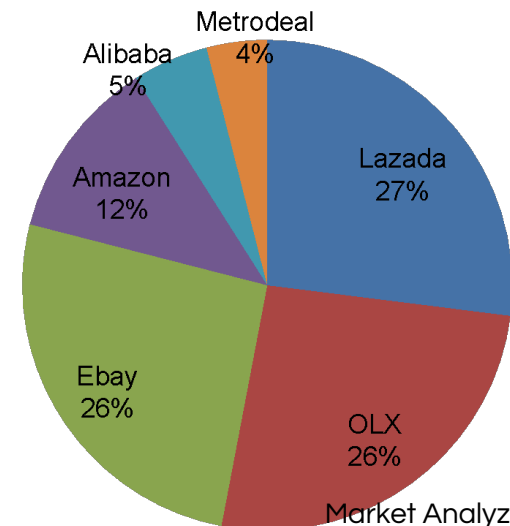
## The most discussed Personal Care purchases were Perfumes and Cosmetics

- Followed by Personal Wash, Hair Care & Oral Care

## People also shop for personal care products online

- Dominating the discussions are Lazada, Ebay and OLX

## Online Platforms

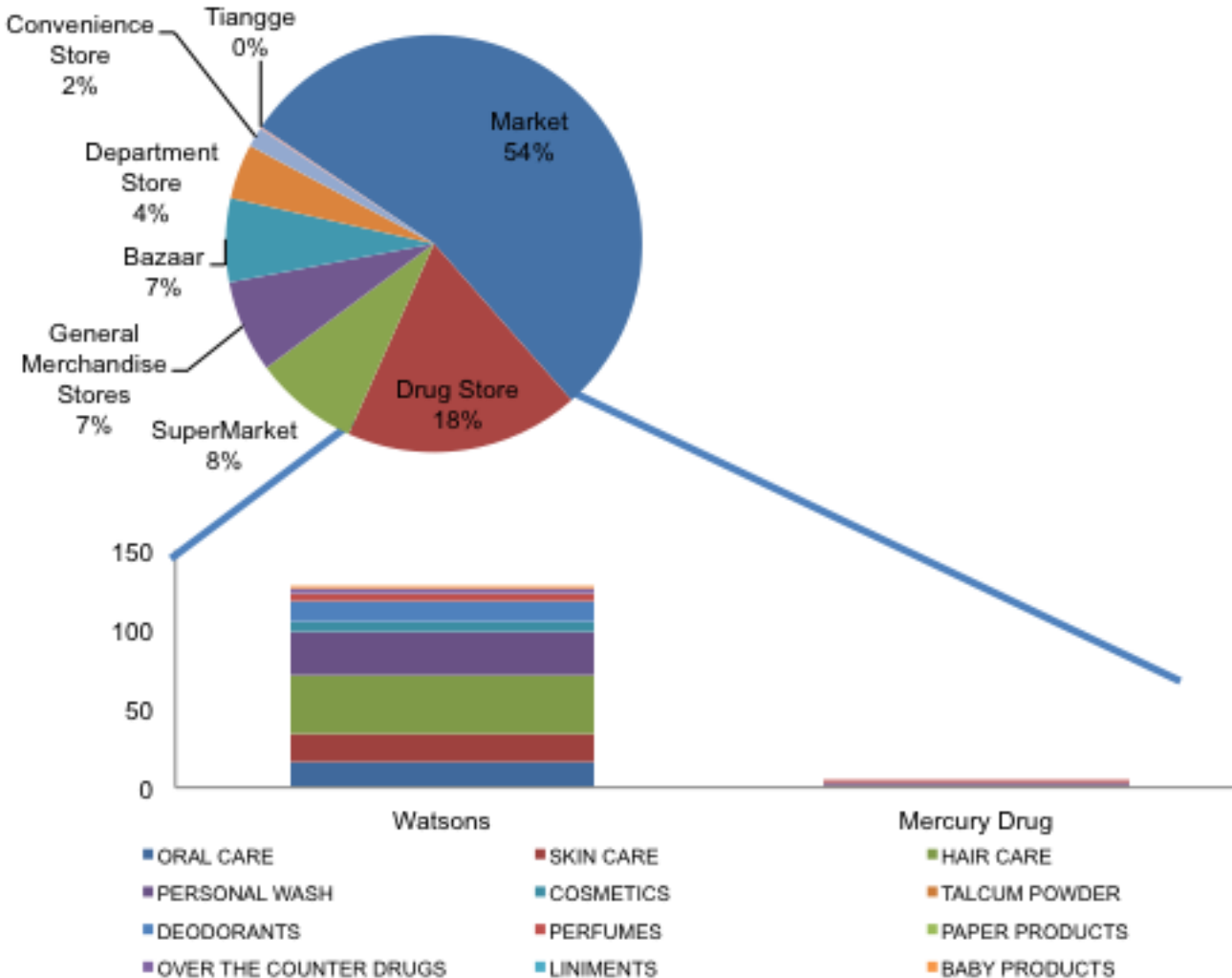


Market Analyzed: Philippines  
N = 108,105



# Personal Care Key Topics

## FMCG Stores



Preferred retail outlet for

Discussed retail outlet for  
with most discussions  
are, personal wash and skin





# Personal Care Top 5 Brands

1.

**Colgate**<sup>®</sup>

2. **SUNSILK**

3. *Rejoice*<sup>™</sup>

4.

**PANTENE**  
PRO-V

5.

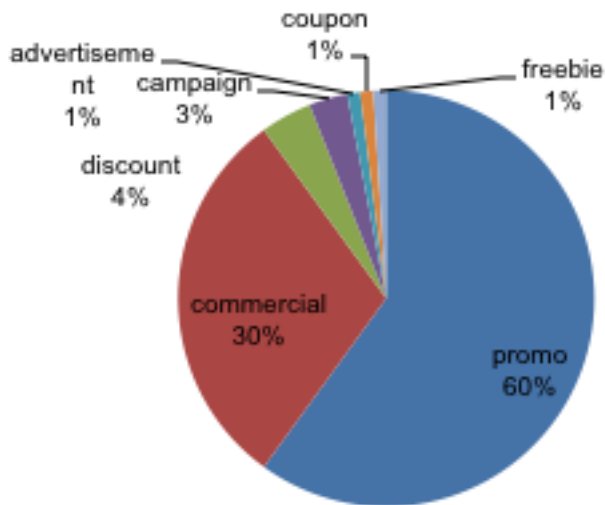
**VICKS**<sup>®</sup>



## Product Types



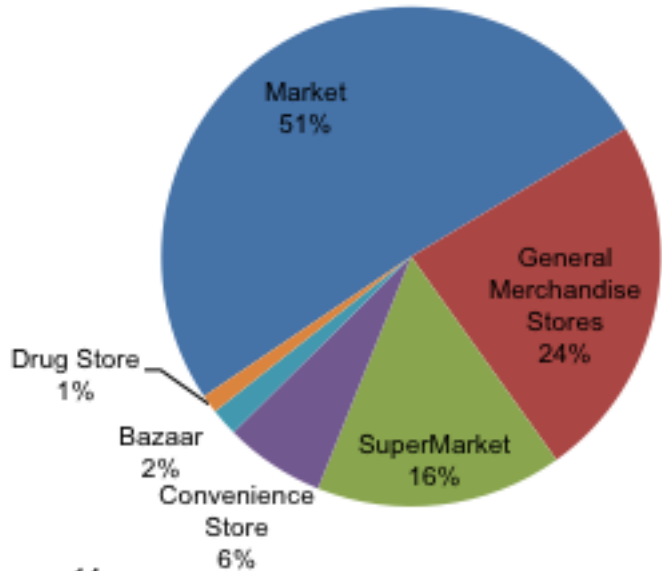
**Beer remains to be the Filipino's favorite alcoholic beverage**



**Promotions and commercials continue to be conversation drivers**

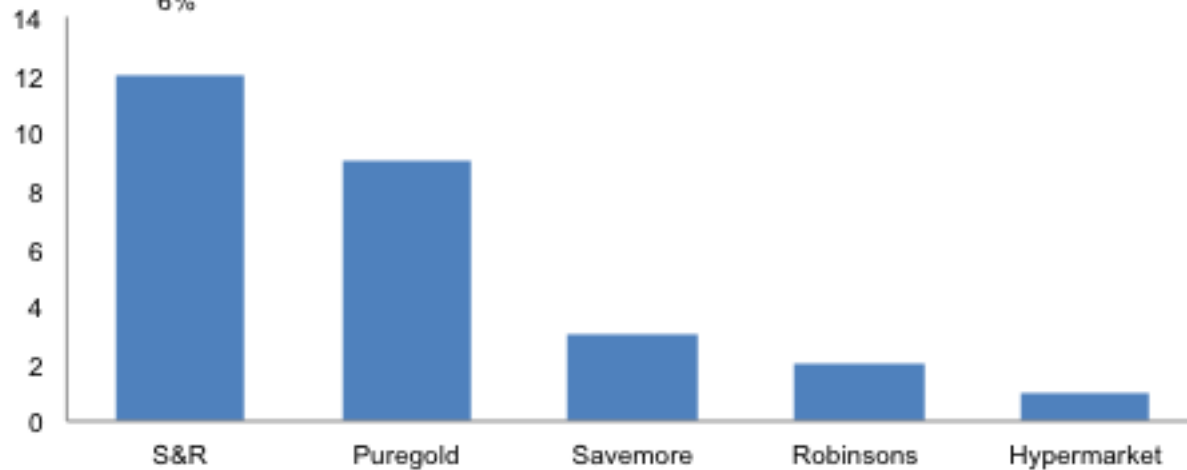


# Alcoholic Drinks Key Topics



and retail outlet for  
bases

merchandise / Sari-sari  
a significant amount of  
re of sometimes also  
out



**S&R**  
Membership Shopping





# Alcoholic Drinks Top 5 Brands

Market Analyzed: Philippines  
N = 78,286

1.



2.



SAN MIGUEL  
CORPORATION

3.



4.



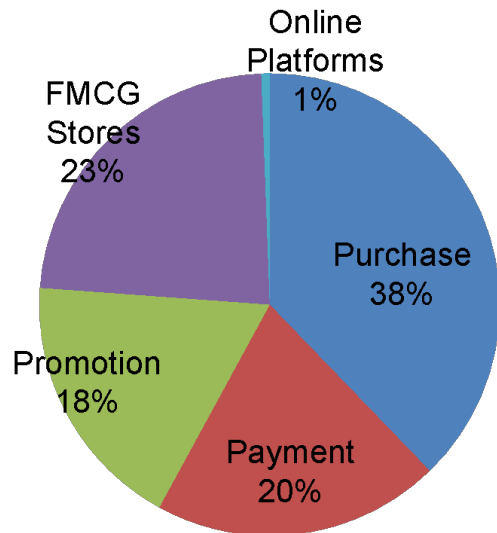
5.





# Tobacco & Cigarettes

## Topic Analysis



**Despite more stringent regulations, tobacco and cigarettes still have a significant following**

- Of th 18.5k mentions of tobacco & cigarettes almost 60% of the chatter was about purchase and payment
- Almost 20% of the chatter was about promotions and advertising or, more specifically, the lack thereof

**Fillpinos also seek out tobacco products online where Amazon clearly dominates the conversations.**

- Online purchases are around paraphernalia such as lighters and e-cigarette gear
- Because of this credit card is commonly mentioned as a payment mode (15% vs 11% cash)

## Online Platforms





# Tobacco & Cigarettes Top 5 Brands

1.



2.



3.



4.



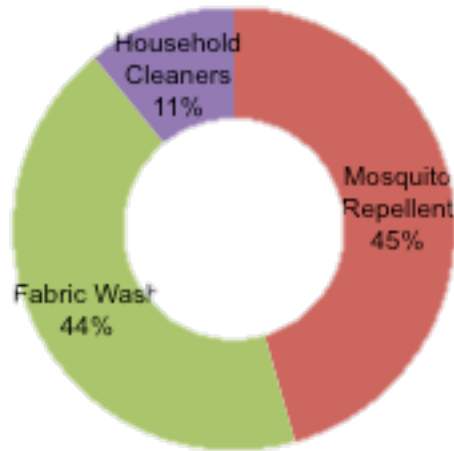
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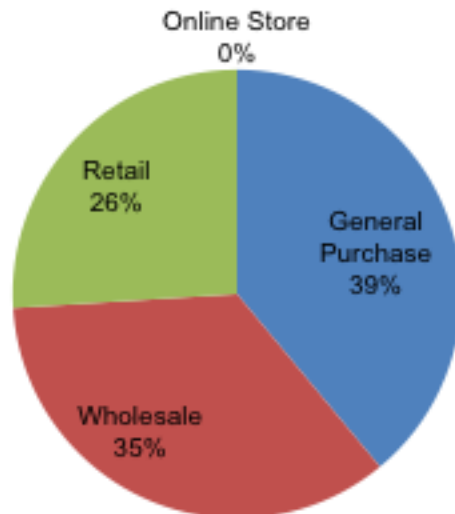
# Home Care

## Product Types



Over the period mentioned conversations on home care products were dominated by Mosquito repellents and Fabric Wash

## Purchase



the area of Home Care people make more an effort at purchasing wholesale

Chatter around wholesale outnumbers that of retail by almost 10%



# Home Care Top 5 Brands

1.

Surf

2.



3.



4.



5.



Some learnings from the brands the online influencers are buzzing about



Get personal with your Influencers



Go for the virtuous cycle of influence



Allow your brand to be hijacked

# Listening Unearths Information that makes you want to learn more



In today's connected world we need to know how to have real dialogues with our consumers.

And our ability to dialogue depends on our ability to listen.

Listen  
Analyze  
Engage  
Enjoy

# Thank You

This report and the information contained there in are based on information from online social media and other publicly available data. ThoughtBuzz does not warrant the accuracy of such information nor is ThoughtBuzz responsible for the content and accuracy of such information. Advisory information may be contained in the report. Any subsequent decisions made based on the data must be made after proper review and assessment of the impact of such information. In no event shall ThoughtBuzz be liable to you or your company for any lost profits, lost revenue, interest, goodwill, lost data, cost of procuring substitute services or for any indirect, incidental, special, or consequential damages of any kind, however arising, that are related to these terms, whether in contract, tort or negligence, or any legal theory.



But wait...



# Brand New analytics platform

- Monitor
- Engage
- Identify



- Facebook
  - Twitter
- Instagram
  - Youtube

# Influencer

# S



**Two months FREE!**





## Influencer Identification

Identify Influencers based on real engagement. Whatever social platform you are own, identifying influencers is critical. Are you looking for your most loyal fans, harshest critics or even those who silently engage with your page, influencers can help in increasing the reach of your brand, service, product or message. We identify influencers based on keeping track of each interaction on your page. You can filter fans on your social accounts based on their interaction with you. This way it's a breeze to not just identify but connect with them as well

## Mobile Optimized

With users spending more and more of their time on mobile, why do you need to be stuck with a laptop to see what's happening on your page. Our product is fully mobile optimized enabling you to keep track of important updates and activity on your social accounts. All graphs, charts that you see on the web are available on mobile and tablet screens as well.



## Cross Platform Analytics

How often have you encountered a situation where you run campaigns on different social platforms but are unable to see an overall view of all the activity on different platforms. We provide a single view dashboard where you can see and compare fan growth, engagement on Facebook, Twitter, Instagram and YouTube simultaneously. You can use this to understand which social platform is working best for which campaigns.

## Competitor Benchmarking

Want to see how you are performing compared to your peers and industry? Simply provide the link of Facebook fan page, Twitter account, YouTube channel or Instagram account and we can show you instantly how are you doing in terms of fan growth, follower analysis, engagement and a host of other metrics. Keep up with your competitors and industry using no more than just a few clicks



## Content Performance

Want to understand which content works best on which social platform? Or which content resonates most with your audience? Fear no more, ThoughtBuzz allows you to see per post metrics on Facebook, Twitter, YouTube and Instagram allowing you to fine tune your content for your audience and platform and get higher engagement and response. In addition to this, we will soon be releasing a recommendations feature through which the system will automatically tell you what kind of content to post to drive engagement on your social platforms

## Instagram Analytics

Instagram lead the way with image only social networks. We are the only social analytics platform that allows you to connect your Instagram account and view top photos by likes and comments, follower and engagement growth. Understand what drives engagement and connect with your followers in a never before seen way





SIGN UP

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View our plans

Log onto [www.thoughtbuzz.com/summit](http://www.thoughtbuzz.com/summit) and click on Sign Up



Register with your username, password and email address

Identify influencers, grow engagement, track competitors all in a single mobile optimized dashboard

f Sign in with facebook

t Sign in with twitter

g+ Sign in with google+

Already Registered User

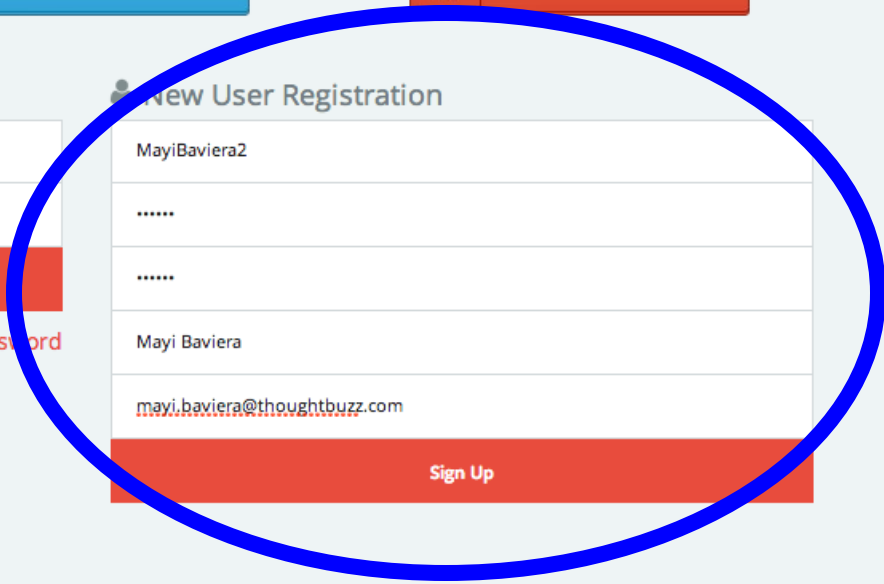
Username  
Password  
Sign In

Remember Me

[Forgot Password](#)

New User Registration

MayiBaviera2  
.....  
.....  
Mayi Baviera  
mayi.baviera@thoughtbuzz.com  
Sign Up





Enter your coupon code

**DIMSUMMIT14**

Click on Premium

Enter a Coupon Code

DIMSUMMIT2014

Apply Coupon

OR

CHOOSE A PLAN

BASIC

No of profiles allowed <i>i</i>	4
Platforms	
Fee	Free
Max Fans <i>i</i>	< 250,000
Data History	30 days

PREMIUM

No of profiles allowed <i>i</i>	8
Platforms	
Fee	199 SGD
Max Fans <i>i</i>	< 500,000
Data History	3 months

ADVANCED

No of profiles allowed <i>i</i>	16
Platforms	
Fee	399 SGD
Max Fans <i>i</i>	< 500,000
Data History	6 months







A prompt will show that you will be provided a FREE Premium Account. Click Ok.

Apply Coupon

OR

CHOOSE A PLAN

BASIC

No of profiles allowed	4
Platforms	   
Fee	Free
Max Fans	< 250,000
Data History	30 days
Support	Email
Email Support	No
API Support	No

GO

PREMIUM





As you are one of our early bird users, please enjoy free 30 days access to our PREMIUM subscription. At the end of this free period, you would need to provide your payment details for continued access.

OK

Support	Phone and Email
Email Support	Yes
API Support	No

GO

ADVANCED

No of profiles allowed	16
Platforms	   
Fee	399 SGD
Max Fans	< 500,000
Data History	6 months
Support	Phone and Email
Email Support	Yes
API Support	Coming Soon

GO





Notifications

Most recent

Unread 0



No notifications available!

Thanks for signing up. We noticed you haven't connected any social platforms yet. To access all the features please choose one of the social platforms below.



Logout

Start accessing your dashboard by linking your Twitter, Facebook, Instagram and Youtube accounts.



GOOD  
LUCK  
&  
HAVE  
FUN

Thank You!

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Facebook.Com/ThoughtBuzz  
[www.ThoughtBuzz.com](http://www.ThoughtBuzz.com)