



## SURVEY DESIGN



## MAIN FINDINGS, CONCLUSIONS AND RECOMMENDATIONS



## SURVEY DETAILED FINDINGS

SOCIAL MEDIA PRESENCE & EFFICIENCY

**POSTS' TARGETING**

CONTENT CATEGORIES

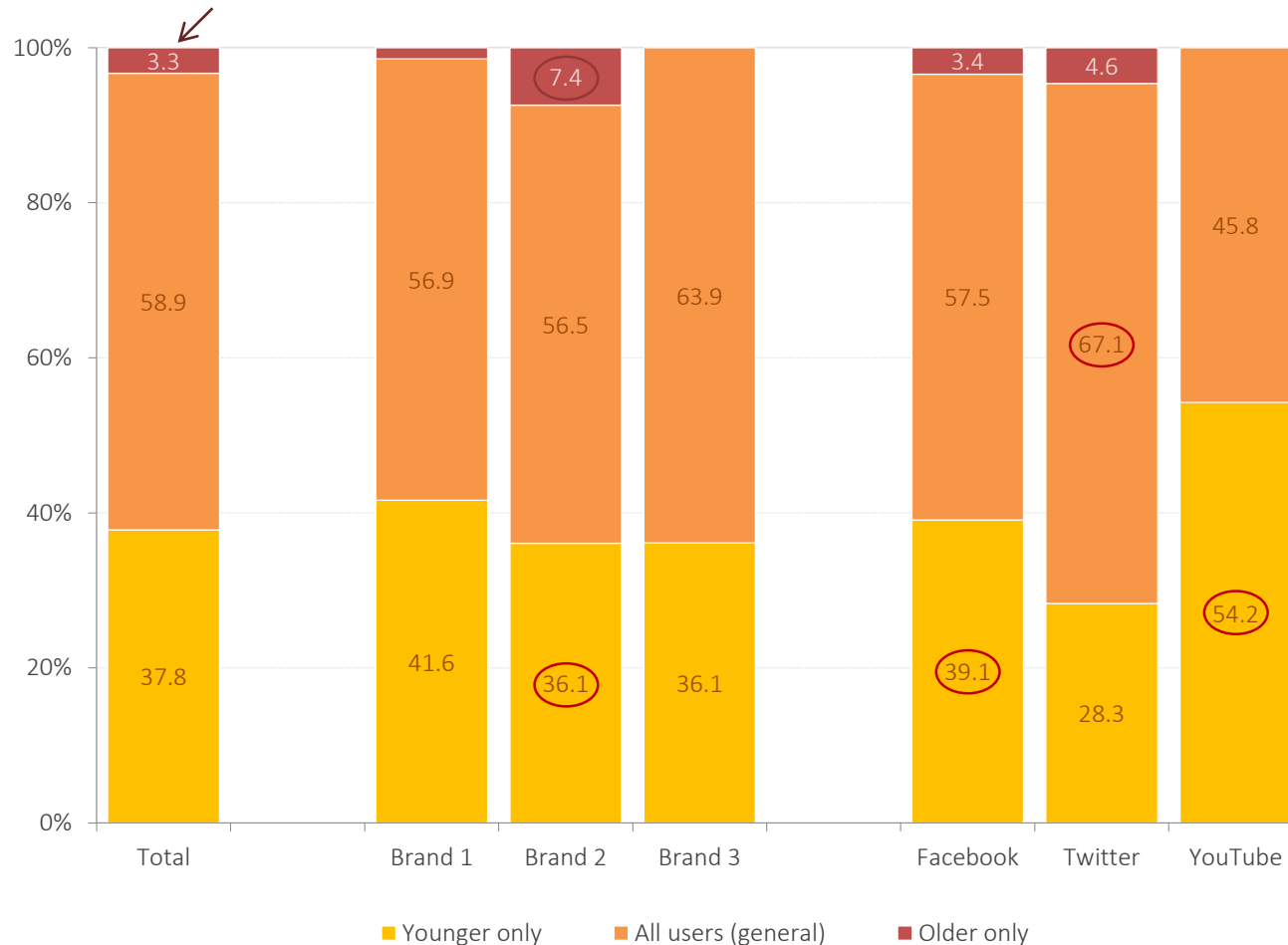
VOICE OF CUSTOMERS: SENTIMENT ANALYSIS

TRENDS

SOCIAL MEDIA EXCLUSIVITY & COMMENTS DELETING

# POSTS' TARGETING: POSTS BY SEGMENT TARGETED

PROPORTION OF POSTS ADDRESSING YOUNGER USERS ONLY, OLDER USERS ONLY OR ALL USERS (GENERAL). BY COMPANIES AND SOCIAL MEDIA.



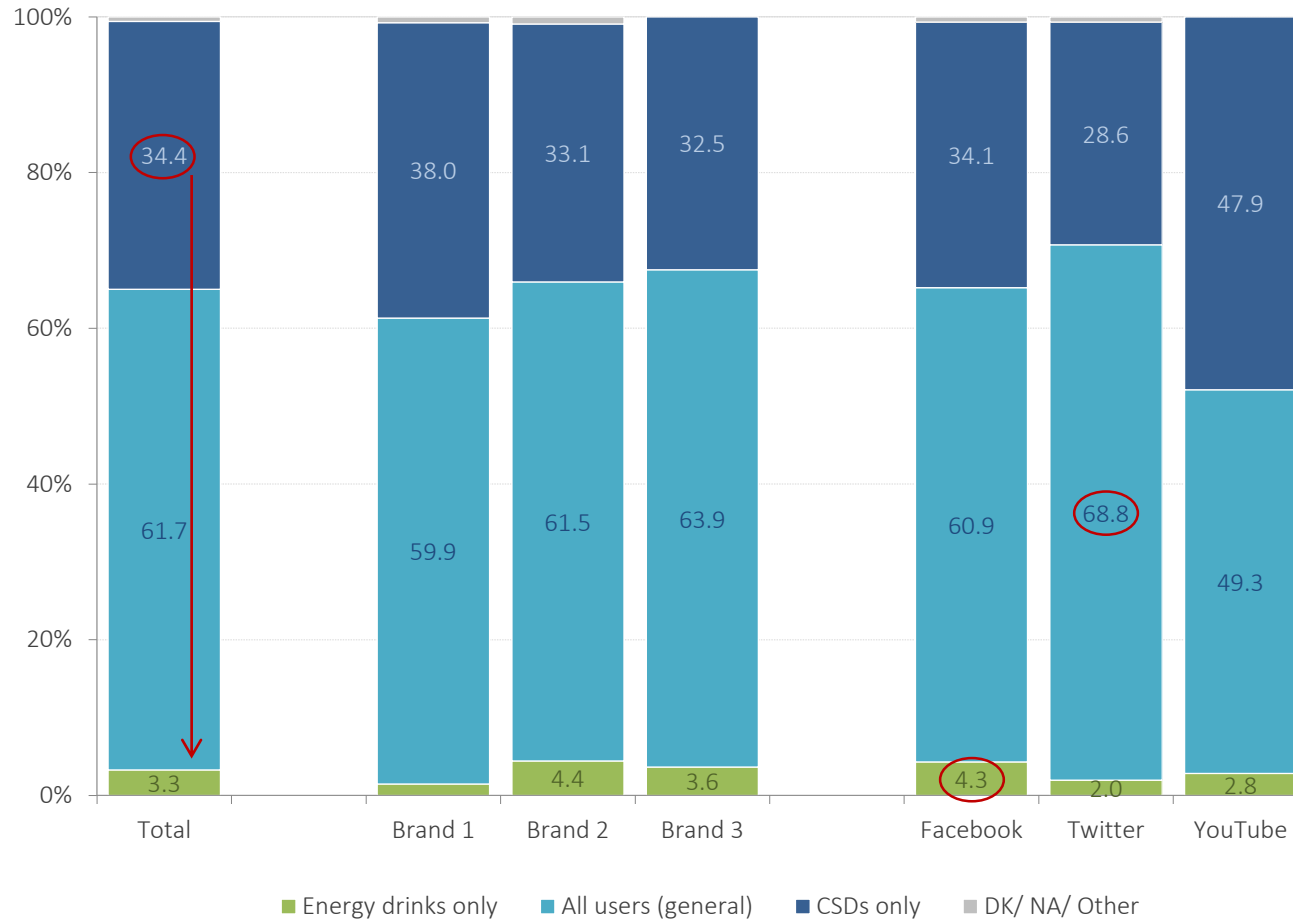
- Extremely low proportion of posts addressing older users exclusively.
- Compared to other two companies, Brand 2 tends to more separate posts addressing younger only users exclusively from those addressing older users only.
- **Facebook** and **YouTube** – higher proportion of posts addressing younger users exclusively.
- **Twitter** – prominently higher proportion of posts being addressed to all users.

UNIT: % (SHARE OF POSTS)

BASE: TOTAL NUMBER OF POSTS IN MAY - AUGUST PERIOD, N=886

# POSTS' TARGETING: POSTS BY SUBSCRIPTION TYPE TARGETED

PROPORTION OF POSTS ADDRESSING ENERGY DRINKS USERS ONLY, CSD USERS ONLY OR ALL USERS (GENERAL). BY COMPANIES AND SOCIAL MEDIA.

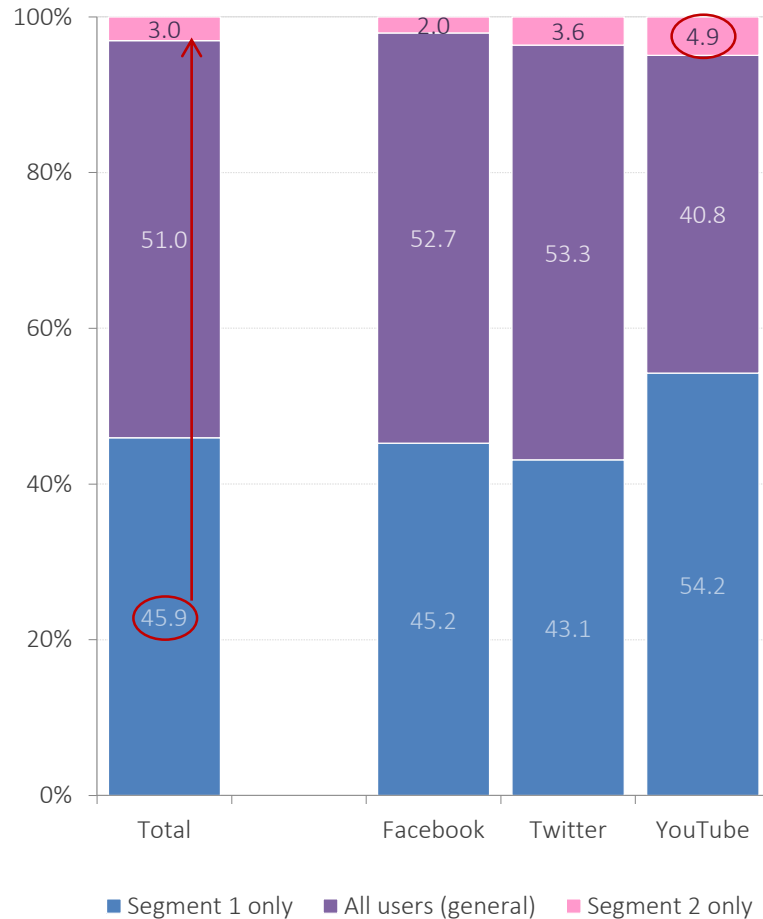


- Prominently stronger focus on CSD users in general as well as at all 3 companies.
- Facebook – somewhat over-proportional presence of posts addressing energy drinks users exclusively.
- Twitter – prominently higher proportion of posts being addressed to all users.

UNIT: % (SHARE OF POSTS)  
 BASE: TOTAL NUMBER OF POSTS IN MAY - AUGUST PERIOD, N=886

# POSTS' TARGETING: POSTS BY CONNECTION TYPE TARGETED

PROPORTION OF POSTS ADDRESSING SEGMENT 1 USERS ONLY, SEGMENT 2 USERS ONLY OR ALL USERS (GENERAL). BY COMPANIES AND SOCIAL MEDIA.



- Dominance of posts related exclusively to Segment 1 over those related to Segment 2 only.
- Somewhat stronger presence of posts related to Segment 2 on **YouTube**.

UNIT: % (SHARE OF POSTS)

BASE: TOTAL NUMBER OF POSTS IN MAY - AUGUST PERIOD, N=886