

Tracking the Impact of Campaign on Brand Performance for a Leading Confectionery Company

CLIENT

A Leading Confectionery Company

INDUSTRY

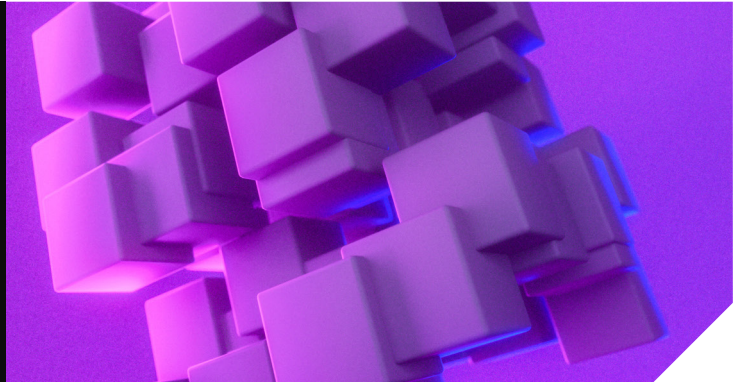
CPG



BUSINESS REQUIREMENTS

A leading global confectionery company learned from customer backlash during Christmas 2018 related to its Advent Calendar. In response, they launched a bold, satirical social media campaign for Christmas 2019. The team planned to respond to messages from loyal customers with a series of satirical cartoons, roasting people, etc., that led to an increase in brand popularity or awareness. The goal of this project was to leverage social metrics that could be used to measure the impact of the Advent calendar campaign on sales.

C5i SOLUTION APPROACH



C5i leveraged the social media campaign analysis framework to evaluate the impact of the campaign on brand performance:

- Used multiple data sources, such as owned social, social listening, and sales data to identify and correlate the campaign success with funnel metrics & sales
- Analyzed social metrics including content performance, engagement, listening trends, and brand image/perception for both the parent brand and the Advent Calendar
- Defined social proxies and derived relevant brand funnel metrics to be used in the modeling process
- Conducted additional analysis around campaign performance (including engagement trends, conversation volume, and specific perceptions), and integrated insights to address the core business question

BUSINESS IMPACT

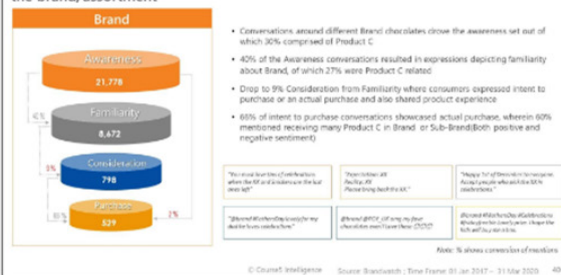


- At an overall level, social listening metrics come out to be the most important driver of sales, along with positive perceptions
- Statistically, with 96% confidence, we can say that the 20% uplift in sales was due to the campaign (vis-à-vis there are 4% chances that this uplift can be due to other promotional activities run during the post-campaign period)
- The results paved the way to integrate and correlate social media data to arrive at campaign impact on sales

SNAPSHOTS OF THE STUDY

Brand Funnel Analysis

Lower awareness to purchase conversion because people are familiar with the brand, but do not consider buying it possibly, due to negative perception around the brand/assortment



Ability to replicate a primary research funnel using social media (SM) analytics to augment the results

People's perceptions were mostly against 'Product C hate' compared to Brand, but still garnered negative mentions for Brand due to other chocolates

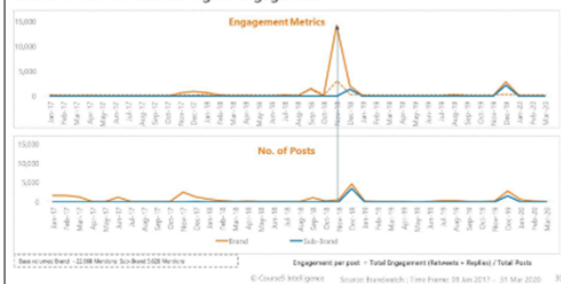


Delving deeper into the key question on negative perception on a product and its impact on brand using SM analytics

Brand Engagement & Emotion Analysis

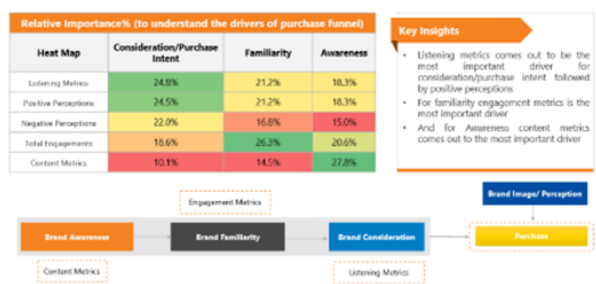
Owned+ Organic

The number of posts observed a peak in Dec'18. However, a cynical video tweet shared in Nov'18 received higher engagement



Using SM Analytics to monitor the engagement

Understanding the precise role of each social metric for brand funnel



Insights on the key drivers leveraging advanced analytics

ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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