

Identifying Virality & Shareability Quotient of PR campaigns

INDUSTRY
Telecom

CLIENT
A Leading Telecom
Operator



BACKGROUND

A leading telecom operator in India wanted to understand the impact of their recent PR campaigns, launches, and press releases through social media. They also wanted to understand the type of campaigns resonating the most with consumers for analyzing the most viral content and taking cues for future news releases and PR campaigns.



METHODOLOGY

- Defining the metrics that provide virality & shareability
- Aligning formulae and concepts with the client (involving the PR team and the available metrics through listening tool)
- The metrics like reach, impressions, & engagement received from the client PR team, while the social listening team looked at metrics, such as number of shares/retweets, engagement/posts, and sentiments to create a score card that would determine the impact of PR activities

IMPACT



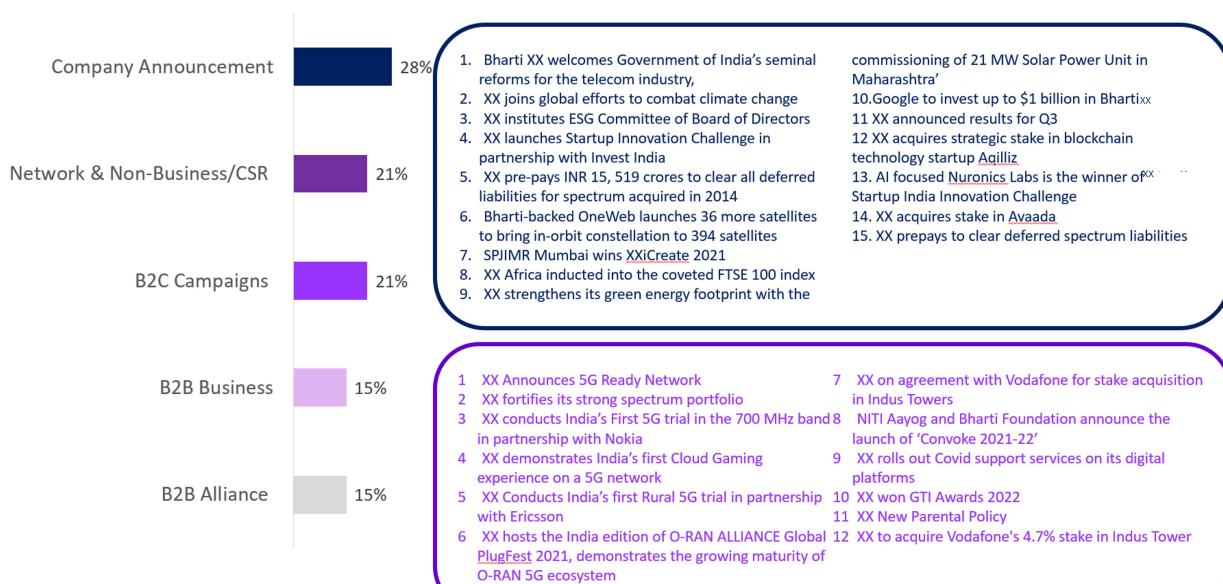
- A unified analysis & score card provided the PR team to measure their campaign efforts across different types of campaigns, such as partnerships, launches, philanthropy, and other
- The score card also provided insights on mapping relevant influencers with the specific type of campaign
- Recommendations on future campaigns and messaging to create increased digital engagement

Google's investment in Brand XX generated higher talkability because of higher engagement, while XX's efforts to combat climate change generated higher shareability quotient per overall tweets published by XX

Social	Bharti XX welcomes Government of India's seminal reforms for the telecom industry (15-16 Sep'21)	XX joins global efforts to combat climate change (20-22 Sep'21)	XX institutes ESG Committee of Board of Directors (15-17 Nov'21)	XX launches Startup Innovation Challenge in partnership with Invest India (9-12 Dec'21)	XX pre-pays INR xyz to clear all deferred liabilities for spectrum acquired in 2014 (17-20 Dec'21)	XX Africa inducted into the coveted FTSE 100 index (27-31 Jan'22)	XX strengthens its green energy footprint with the commissioning of 21 MW Solar Power Unit (25 - 29 Jan'22)	Google to invest up to \$1 billion in Bharti XX (28 Jan'22 - 1 Feb'22)
Total campaign tweets	15	42	43	126	181	265	124	5,582
Total Engagement generated (likes+ retweets+ comments)	126	49	178	335	292	338	115	14,592
Total retweets (XX Published)	25	11	19	51	35	102	115	2,198
Other Mentions (Twitter & Forums)	0	167	6	148	59	43	29	1,759
Total retweets generated by other twitter mentions	0	167	0	137	4	9	8	1,156
Total Retweets (Retweets of XX published+ Retweets of other tweets)	25	178	19	188	39	111	123	3,354
Total Impressions	174,063	2,673,064	4,882,340	4,620,422	6,297,941	16,947,186	10,372,552	720,187,275
Total talkability - Active and Passive Buzz	126	383	184	620	355	390	152	17,507
Shareability quotient - Active Buzz	167	424	44	149	22	42	99	60
Maximum Retweets Generated by:	1. 25 retweets for xxnews 2. Among Organic	1. 8 retweets for xx news 2. 165 for KaivalyaComm	1. 5 retweets for CNBC18 2. 1 for pglfmc, TelecomBot, EU_Sustain	1. 14 retweets for Airtel India 2. 124 for Omkar Rai	1. 13 Retweets for Redbox India 2. 2 for CNBCTV18Live	1. 26 for daily_trust 2. 2 for MwangoCapital	1. 80 retweets for 'Partha R Chary' 2. 5 for economics times	1. 183 retweets for 'Aviral Bhatnagar' 2. 97 for StockPro_Official
Total Consumer mentions	0	162	4	131	16	26	12	1,284

Inputs of Share-ability Quotients Inputs of Talk-ability

Campaign's SoV | 50+ Campaigns



Time Period :- Jan'21 to Oct'22

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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