

Mintel Comperemedia analyzes Super Bowl LVI advertising to provide insights on emergent and unique branding moments

Case Study:

Comperemedia,
a Mintel Company

Industry:

Market Intelligence

Employee Count:

1300

Headquarters:

London, England

Founded:

1972

Specialties:

Consumer research,
market research,
new product
analysis, competitive
intelligence

Background: Qualifying market intelligence with consumer perspectives

As the world's leading market intelligence agency, Mintel's analysis of consumers, markets, new products and competitive landscapes provides a unique perspective on global and local economies. Comperemedia, a Mintel company, analyzes brands' marketing strategies, with expert recommendations on how to innovate and stay competitive. Known for a thorough and holistic approach to market intelligence, Comperemedia uses Infegy Atlas to tap into the consumer voice and perspectives shared across social media, particularly for time-based campaigns and campaign measurement.

"As our only source for social listening data, Infegy Atlas plays a substantial role in our research projects. While the majority of our research is rooted in paid media, Infegy's social listening data helps us complete the story by providing the consumer's perspective and sentiment."

– Lierin Ehmke, Manager at Comperemedia

The Challenge: Gauging audience response and bracing for surprise brand moments

As part of their initiative to deliver prompt and actionable reporting on major market events, the team at Comperemedia decided to publish a report on the impact and methods various brands used when it came to incorporating social media tactics into marketing around Super Bowl LVI. To this end, they needed timely, multifaceted, and contextualized data to:

- Measure audience response to the various brand moments during and immediately after the event.
- Determine high-impact and approachable social media advertising strategies – for online-only ads, as well as social media messaging that complemented the television ads.
- Provide exclusive insights and recommendations that set them above their competitors.





"With Infegy Atlas, we can develop more complete recommendations for our clients than we could using our proprietary data alone. This allows us to provide a unique perspective beyond what our competitors are able to deliver."

– Amanda Vitrano,
Senior Analyst at
Comperemedia



Furthermore, on the day of the event, Coinbase presented a national television ad with a QR code that prompted audiences to go online to the company website. Comperemedia hadn't originally planned to include Coinbase in the report, but they recognized this to be a unique brand moment worthy of further scrutiny.

Solution: Activating timely and contextualized data for thorough analyses

Comperemedia tapped into a partnership consultant at Infegy. Together, the two teams worked in advance of Super Bowl LVI to create queries that would monitor the conversations around relevant brands five days before and five days after the event.

Comperemedia activated Infegy Atlas to:

- Identify trends and measure volume of the conversations around the various brands.
- Analyze sentiment, passion and emotions shared by social users, particularly in response to unique brand moments.
- Identify relevant demographics associated with consumer engagements with the brand moments.

The speed-to-insight facilitated by Infegy Atlas and supported by Infegy's unlimited search allowed the teams to adapt and run new queries alongside the prebuilt ones. This became especially pertinent when it came to examining Coinbase.

The teams constructed a brand new query into Coinbase's strategy. Comperemedia found that even though the company was disparaged online due to their website crashing, nuanced sentiment analysis from Infegy Atlas showed that the overall brand message was not impacted negatively. Comperemedia's Omni solutions provided further data showing that there was a 5.8% greater spend the week after the post when compared to the year before. Thus, they proved that Coinbase's unique approach was actually successful from a marketing stance. Comperemedia was able to include this in their report, adding further value even under adaptive conditions.



"Infegy's stellar customer service, as well as its full coverage of social media channels and unlimited queries, has satisfied all of our needs within the social listening space."

– Lierin Ehmke,
Manager at
Comperemedia



Comperemedia used Infegy Atlas for...

- ✓ *Intuitive and approachable data visualizations*
- ✓ *Diverse dataset that covers all important social media channels*
- ✓ *Data exporting functions which facilitate robust analysis*
- ✓ *Data structuring which facilitates topic comparison*
- ✓ *Ability to compare datasets over different windows of time*

Results: Providing expert recommendations with rigorous research and insights

Backed by the partnership with Infegy's Client Success team, robust social data from Infegy Atlas, and combined with their proprietary omnichannel analysis, the team at Comperemedia was able to expedite their research and go to market with a net-new report, all in just 3 weeks from Super Bowl LVI's airing. Their multifaceted intelligence approach prompted insights and recommendations for social media marketing, as well as an overview of impactful and emergent brand moments. Since Comperemedia and Mintel's customers rely on them to keep a pulse on high visibility and emergent branding moments, this report stands as another example of the continued value they bring to their clients.

About Infegy:



Founded:
2007



Headquarters:
Kansas City, Missouri - USA



Industry:
**Social Listening,
Data Analytics, SaaS**



Solutions:
**Brand Management
Competitive Intelligence
Consumer Behavior & Insights
Market Research**

