

Brand Reputation Sample



Key Takeaways:

- Data is based on a 30 day period
- Raw data (results) are included at the end of the report
- Explanation of results are included as needed

Potential issues that need to be addressed

- https://twitter.com/Ann_Michaels/status/1247899597143289864 (*customer needs delivery assistance*)
- https://twitter.com/Ann_Michaels/status/1246662013021040640 (*missed delivery*)
- https://twitter.com/Ann_Michaels/status/1247395101413908480 (*employee kudos for great service*)

People to follow and/or engage with

- <https://twitter.com/██████████>
- <https://twitter.com/██████████>
- <https://twitter.com/██████████>
- <https://twitter.com/██████████>
- <https://www.instagram.com/██████████>

Content of interest

- <https://www.businesswire.com/news/home/20200303005570/en/2020-Global-Ice-Cream-Market---Outlook> (Industry specific study)
- <https://www.wirtzresidential.com/our-favorite-lakeview-spots-for-cool-treats/> (local blogger with strong following; may want to connect for brand promotion)

RESULTS OVER TIME

Results **636**



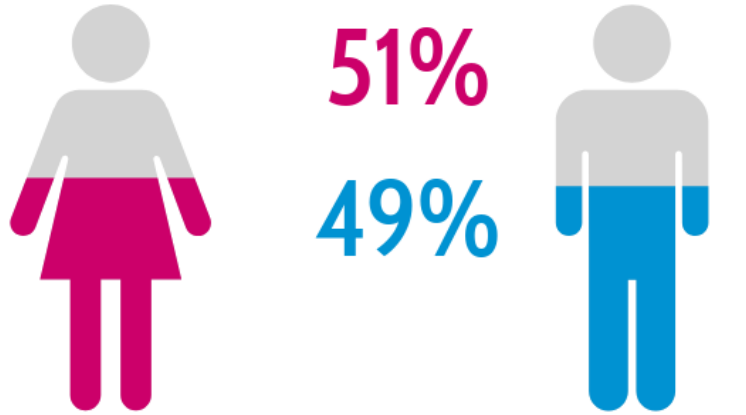
Share of voice peaked on 3/16 & 3/17

Results indicate peak was a result of a new product promotion & audience reaction to it.

Overall audience sentiment during this two day period was positive (87%). However, negative content increased on 3/18 due to product not being available at all locations.

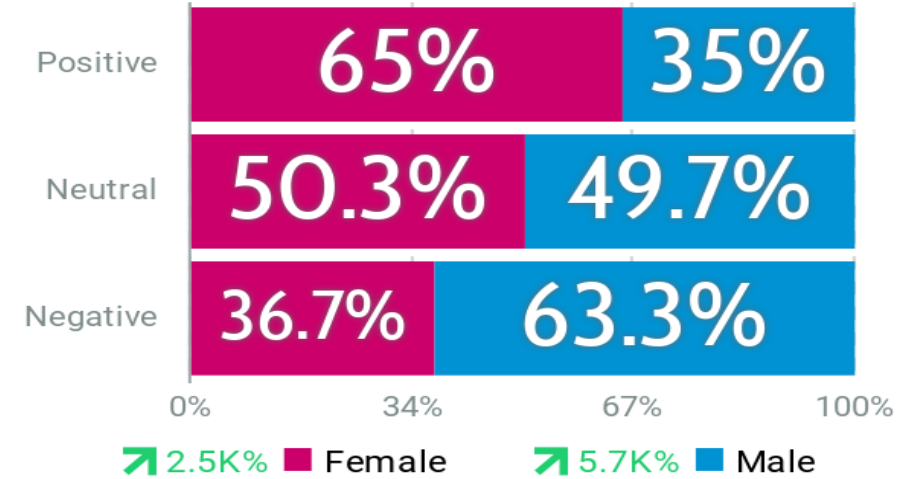
No significant trends noted in sentiment across gender demographics.

GENDER

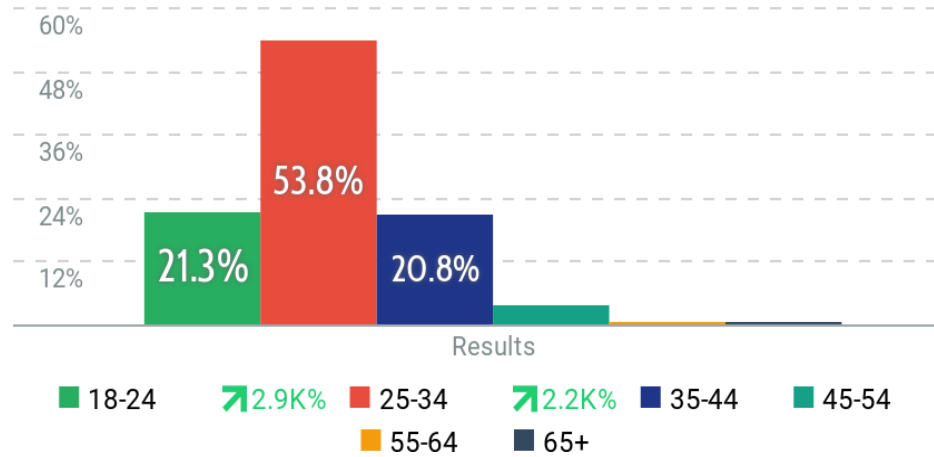


↗2.5K% ● Female ↗5.7K% ● Male

SENTIMENT BREAKDOWN: GENDER

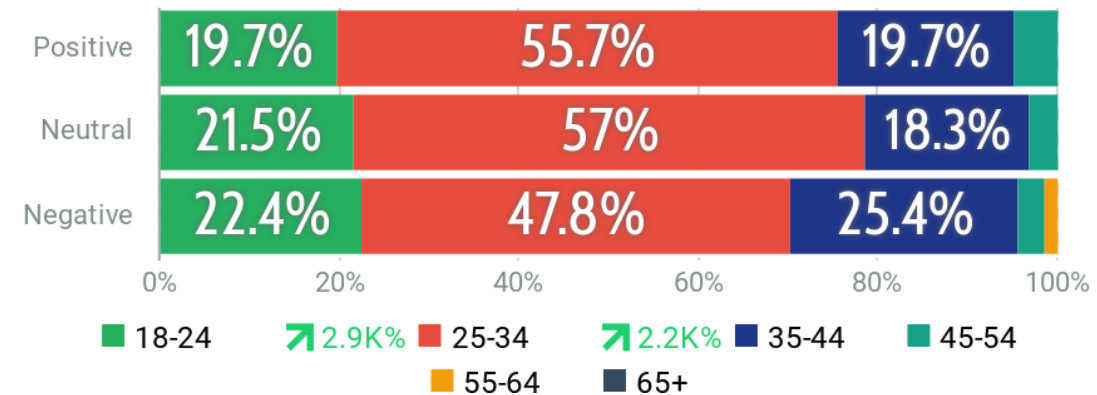


AGE



No significant trends noted in sentiment across age demographics.

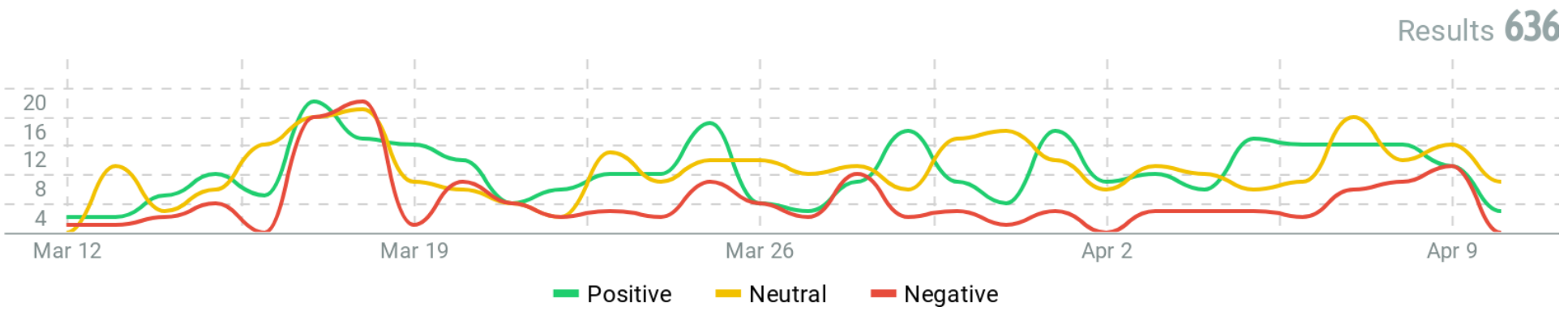
SENTIMENT BREAKDOWN: AGE



Brand mentions increased significantly compared to prior 30 day period.

Half of content was neutral, with the remaining distribution of positive/negative as noted.

SENTIMENT: LAST 30 DAYS



BRAND MENTIONS

636

↑ 1.1K%
Compared to previous 30D

SENTIMENT DISTRIBUTION

39% Positive
19% Negative

NET SENTIMENT

33.9%

↙ 61.1%

Compared to previous 30D

Net sentiment dropped compared to previous 30 day period.

Two dips in Net Sentiment occurred on 3/18-19 and 3/26-30.

The initial drop is attributed to lack of new promotional product availability.

The second drop is attributed to issues with delivery services during that period of time.

NET SENTIMENT OVER TIME



SENTIMENT KEY DRIVERS



NEUTRAL

POSITIVE

Keywords & hashtags associated with sentiment.

Yellow keywords/hashtags are attributed to neutral content, while green keywords/hashtags are used in conjunction with positive content.









It is suggested that keywords denoted in green are incorporated into social communication and followed to monitor conversations in these areas.

The remaining pages contain actual raw data - conversations collected during the 30-day period.

Click on results to view full content.

Please note that Facebook results cannot be clicked through to the user pages due to privacy restrictions by law.

Relevant Content (Content Curation)

<p> RT @Oberweis: 🍫 #shar... RT @Oberweis: 🍫 #sharehappiness - Repost lynmeyr · · · Gael wants to say thank you to our delivery milk man for b...</p> <p>@mamaceleste8 Twitter published on 04/10/20 at 11:37 AM</p>	N/A	<p> RT @ayeugotanypercs: ... RT @ayeugotanypercs: when i die bury me with a gallon of oberweis chocolate milk</p> <p>@cursedpeep Twitter published on 04/10/20 at 3:28 AM</p>	N/A
<p> Don't deny that joy a s... Don't deny that joy a sweet tooth can bring! We can all use a picker upper these days and what better way than...</p> <p>@eats314 Twitter published on 04/10/20 at 11:37 AM</p>	N/A	<p> when i die bury me with a... when i die bury me with a gallon of oberweis chocolate milk</p> <p>@ayeugotanypercs Twitter published on 04/10/20 at 3:28 AM</p>	1
<p> RT @CoachTM3: @Glenb... RT @CoachTM3: @GlenbardSouthFB @Cubs @coach_monk @DGS_Football @CoachTimLester @GBS_baseball1 @S...</p> <p>@GlenbardSouthFB Twitter published on 04/10/20 at 10:54 AM</p>	N/A	<p> RT @ayeugotanypercs: me... RT @ayeugotanypercs: me n the gallon of oberweis chocolate milk at any time of day pic.twitter.com/E01Y6NVuI5</p> <p>@Nokoooooooooooo Twitter published on 04/10/20 at 1:36 AM</p>	N/A
<p> @GlenbardSouthFB @Cubs... @GlenbardSouthFB @Cubs @coach_monk @DGS_Football @CoachTimLester @GBS_baseball1 @SuptLarson @bills...</p> <p>@CoachTM3 Twitter published on 04/10/20 at 10:53 AM</p>	2	<p> RT @ayeugotanypercs: me... RT @ayeugotanypercs: me n the gallon of oberweis chocolate milk at any time of day pic.twitter.com/E01Y6NVuI5</p> <p>@delfreydo Twitter published on 04/10/20 at 12:02 AM</p>	N/A
<p> Someone Oberweis I will gladly forego fancy, specific packaging for limited-time flavors.</p>	N/A	<p> @ayeugotanypercs ober... @ayeugotanypercs oberweis chocolate milk is so frickin good</p>	N/A

Relevant Content (Content Curation)

 [@SethAbramson 1. My dog...](#)

@SethAbramson 1. My dog 2. My Kindle and smart phone 3. Kroger pick up 4. Oberweis delivery 5. My sister and n...

[@aff753](#) | Twitter | [published on 04/09/20 at 11:33 PM](#)

N/A

 [RT @ayeugotanypercs: me...](#)

RT @ayeugotanypercs: me n the gallon of oberweis chocolate milk at any time of day [pic.twitter.com/E01Y6NVuI5](#)

[@ily_darla](#) | Twitter | [published on 04/09/20 at 9:34 PM](#)

N/A

 [@Oberweis Can't get th...](#)

@Oberweis Can't get through on customer service phone line. Trying to connect with someone about a late delivery

[@sonofclete](#) | Twitter | [published on 04/09/20 at 9:24 PM](#)

N/A

 [Someone](#)

Michael Berger next time we go to oberweis

[Someone](#) | Facebook | 04/09/20 9:11 PM

N/A

 [Tuesday night, we walke...](#)

Tuesday night, we walked to Oberweis. Tonight, we have the fireplace going. As annoying as Illinois weather can be, I...

[@cdudley90](#) | Twitter | [published on 04/09/20 at 8:57 PM](#)

N/A

 [bernie's on tv and my ...](#)

bernie's on tv and my mom said he looks like he's sitting in an empty oberweis [pic.twitter.com/p78nPwA7rO](#)

[@hadiya_afzal](#) | Twitter | [published on 04/09/20 at 8:25 PM](#)

N/A

 [RT @ViennaBeef: This ...](#)

RT @ViennaBeef: This @Oberweis sandwich has all of your major food groups: ✓ #Bread ✓ #Gardiniera ✓ #Italia...

[@Kelly_and_Annie](#) | Twitter | [published on 04/09/20 at 8:10 PM](#)

N/A

 [when i open the fridge and...](#)

when i open the fridge and the oberweis bottle of chocolate milk start givin me that look [pic.twitter.com/A2qmP...](#)

[@ayeugotanypercs](#) | Twitter | [published on 04/09/20 at 8:03 PM](#)

N/A

 [if i could marry oberwei...](#)

if i could marry oberweis chocolate milk i would

[@ayeugotanypercs](#) | Twitter | [published on 04/09/20 at 8:01 PM](#)

N/A

 [me n the gallon of ober...](#)

me n the gallon of oberweis chocolate milk at any time of day [pic.twitter.com/E01Y6NVuI5](#)

[@ayeugotanypercs](#) | Twitter | [published on 04/09/20 at 7:58 PM](#)

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Thank you!

To learn more about brand reputation monitoring, please contact us at your convenience.

Amanda Brown, Business Development Manager
Ann Michaels & Associates
www.annmichaelsltd.com
630.922.7804 ext. 700
abrown@annmichaelsltd.com