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actionable insights

A Tale Of Two Brands - Starbucks And Nike

Eight Minutes and Forty-Six Seconds...

- George Floyd was murdered by Minneapolis PD Officers on May 25, 2020,
- In the US, an estimated 26 million people participated in protests against the murder,
- Global protests took place in over 2,000 cities and 60 countries,
- Social media played a crucial role in the events as video of the murder circulated broadly,
- A Change.org petition that went viral online demanding the arrest of the officers involved netted over 15 million signatures.
- Riots, violence, and looting led to thousands of arrests and hundreds of millions of dollars in damage,
- For better or worse, brands, politicians, celebrities took to social media to express support, outrage and more for the events and Black Lives Matter,

A Case Study: Nike and Starbucks - Brand Sentiment & Social Justice - May-June 2020

- **We wondered...**

In the aftermath of May 25, we wanted to see if we could detect whether brands that had previously adopted social justice issues in their messaging would be affected by the heightened public opinions around the issue.

We wanted to see if a brands' position on issues worked for or against them and what we could read from online chatter on Twitter.

- **So, we looked...**

Focused solely on Twitter, we targeted Starbucks and Nike as our 'target brands'. Nike and Starbucks were selected as both brands have inserted themselves into the racial inequality discussion.

For Starbucks, we tracked the chatter that evolved following a series of steps and missteps the brand took to align themselves support of the issues at hand.

Similarly, we tracked Nike during the same period to detect how the brand was interacting with the unfolding events.

In each instance, we analyzed general sentiment and notable keywords that emerged related to each brand.

We assessed the sentimental intensity for these keywords and our AI platform created both contextual and full-length examples of these keywords in use to give us a better sense of how the brands were appearing in the chatter.

- **We found.....**

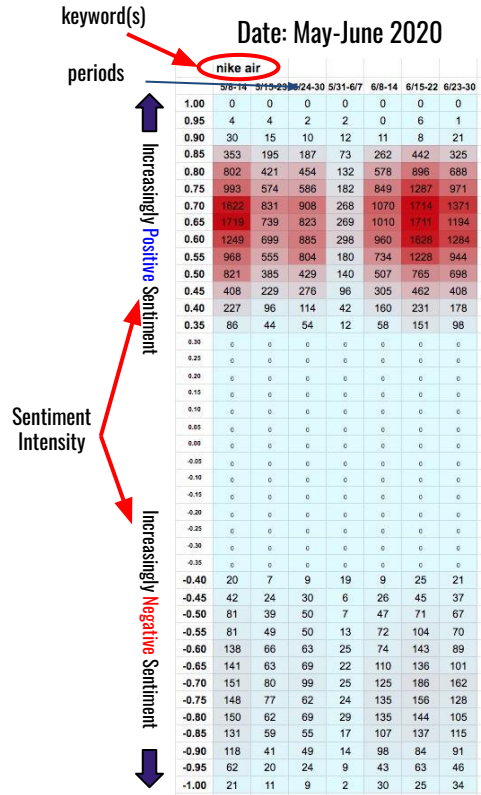
Not only did we see two very different expressions of sentiment related to each brand during the study period, we saw how missteps - or consistency - can have a significant impact on a brand's perception and, ultimately, health.

A Quick Primer: What You Are About to See.....

Our analysis;

On the following pages, using heatmaps, we show the sentiments and associated details detected across an 8 week span (split into weekly segments), specifically;

- Overall positive and negative sentiment for both Starbucks and Nike at the brand level. We will see the overall sentiment distribution with volumes for the varying levels of sentiment intensity for each brand across the full period of May and June 2020 by week.
- A drill-down into the most notable keywords that were associated with each brand based on total mentions. As above, we present the positive and negative sentiment distribution connected to each word. Again, our heat map depicts positive and negative sentiments distributed by volume to illustrate the relative intensity of either positive or negative sentiment for either the brand or the most notable key words. The scale ranges from -1.00, negative scores being negative and the closer to a value of either -1 or +1 being the most intense.
- Where appropriate, we present consecutive time periods to help demonstrate the ebb and flow of the sentiment intensity over time. Example on the right:
 - 7 periods for the keywords 'nike air'.
 - A visible, strong positive sentiment is indicated by the darker red shades corresponding to high volumes of word instances at a particular sentiment value.
 - Negative sentiments are much smaller (as indicated by the relatively less-dark red shading).
- Finally, we present some of the details, both as contextual examples and full sentence examples generated by the AI-powered platform to show how keywords are used and what language they accompany.



**Case Study:
Nike: Good News
May-June 2020**

Nike Total Sentiment Distribution: Twitter May - June 2020

What Did We Find?

1. We saw consistently positive sentiments associated with the Nike brand with large volumes of tweets registering sentiment values above 0.60 (darker red = higher volumes).
2. Negative sentiments remained relatively stable with minor fluctuations from period to period but all were well below the positive sentiment volumes.
3. For the 2 periods that correspond with the start of the racial unrest that followed the murder of George Floyd on 5/25 and the US Memorial Day Weekend, we see a marked decrease in volumes across the both sentiment ranges (periods 5/24-30 & 5/31-6/7).

This was a persistent, clearly identifiable detail for both brands.

Date: May-June 2020

	5/1-7	5/8-14	5/15-23	5/24-30	5/31-6/7	6/8-14	6/15-22	6/23-30
1.00	0	0	0	0	0	0	0	0
0.95	42	28	25	18	8	15	45	35
0.90	101	149	110	107	66	91	158	151
0.85	5,252	6,918	3,876	2,387	1,352	5,138	7,265	6,482
0.80	2,136	3,860	2,121	2,228	785	3,011	4,322	3,388
0.75	4,176	6,554	3,483	3,476	1,406	5,933	7,837	5,524
0.70	5,570	9,384	4,855	5,361	1,814	7,769	10,348	7,511
0.65	4,835	9,122	4,190	5,136	1,347	5,085	7,747	5,129
0.60	2,974	6,379	2,936	4,120	1,267	3,816	6,563	4,701
0.55	2,007	3,845	2,183	3,354	794	2,907	4,617	3,367
0.50	1,484	3,165	1,818	1,848	570	1,979	3,186	2,468
0.45	901	1,652	1,033	1,164	376	1,194	1,818	1,483
0.40	538	938	549	568	216	787	983	712
0.35	273	473	466	320	72	404	568	316
0.30	0	0	0	0	0	0	0	0
0.25	0	0	0	0	0	0	0	0
0.20	0	0	0	0	0	0	0	0
0.15	0	0	0	0	0	0	0	0
0.10	0	0	0	0	0	0	0	0
0.05	0	0	0	0	0	0	0	0
0.00	0	0	0	0	0	0	0	0
-0.05	0	0	0	0	0	0	0	0
-0.10	0	0	0	0	0	0	0	0
-0.15	0	0	0	0	0	0	0	0
-0.20	0	0	0	0	0	0	0	0
-0.25	0	0	0	0	0	0	0	0
-0.30	0	0	0	0	0	0	0	0
-0.35	0	0	0	0	0	0	0	0
-0.40	74	101	75	49	42	373	116	111
-0.45	225	267	169	205	76	301	301	254
-0.50	387	423	285	333	157	417	514	473
-0.55	546	581	386	446	256	517	760	754
-0.60	645	903	545	590	265	651	940	1,040
-0.65	760	1,080	652	673	337	721	1,151	1,233
-0.70	873	1,098	705	865	372	808	1,370	1,553
-0.75	833	1,234	758	786	409	839	1,318	1,780
-0.80	852	1,198	844	902	371	846	1,267	2,053
-0.85	792	1,231	660	822	299	719	1,173	1,994
-0.90	710	1,283	467	707	204	565	797	2,249
-0.95	223	296	137	195	77	177	271	498
-1.00	79	104	89	70	29	131	123	200

Nike Notable Keywords: Twitter May - June 2020

When We Drill Down, What Do We Find?

Date: May-June 2020

Increasingly Positive Sentiment

Increasingly Negative Sentiment

nike air								air jordan								air max								air force							
5/8-14	5/15-23	5/24-30	5/31-6/7	6/8-14	6/15-22	6/23-30		5/8-14	5/15-23	5/24-30	5/31-6/7	6/8-14	6/15-22	6/23-30		5/8-14	5/15-23	5/24-30	5/31-6/7	6/8-14	6/15-22	6/23-30		5/8-14	5/15-23	5/24-30	5/31-6/7	6/8-14	6/15-22	6/23-30	
1.00	0	0	0	0	0	0	0	1.00	0	0	0	0	0	0	0	1.00	0	0	0	0	0	0	0	1.00	0	0	0	0	0	0	0
0.95	4	4	2	2	0	6	1	0.95	0	1	0	0	0	3	1	0.95	1	1	1	1	0	1	1	0.95	1	0	1	0	0	2	0
0.90	30	15	10	12	11	8	21	0.90	2	2	2	0	1	2	2	0.90	10	6	4	6	5	3	10	0.90	11	5	3	2	1	3	5
0.85	353	195	187	73	262	442	325	0.85	42	53	24	0	38	62	58	0.85	243	114	119	45	170	279	195	0.85	34	18	19	11	17	38	34
0.80	802	421	454	132	578	898	698	0.80	115	79	103	0	144	157	138	0.80	480	233	234	80	305	496	366	0.80	97	52	73	7	81	126	91
0.75	993	574	586	182	849	1287	971	0.75	166	181	140	0	164	309	273	0.75	421	206	225	70	411	615	390	0.75	171	70	156	22	171	187	123
0.70	1632	831	908	268	1070	1714	1371	0.70	278	199	173	0	242	324	278	0.70	778	356	457	124	418	722	627	0.70	255	111	141	47	202	386	214
0.65	1715	739	823	269	1010	1711	1194	0.65	261	203	193	0	220	351	266	0.65	883	279	368	105	449	723	457	0.65	351	155	159	48	211	394	269
0.60	1249	699	885	298	960	1636	1284	0.60	307	244	214	0	199	374	306	0.60	530	274	379	125	384	643	459	0.60	227	125	203	58	200	294	241
0.55	968	555	804	180	734	1228	944	0.55	179	166	104	0	117	251	207	0.55	362	224	476	78	330	481	354	0.55	228	109	152	36	215	336	201
0.50	821	385	429	140	507	765	698	0.50	138	81	59	0	80	141	156	0.50	310	152	191	57	199	287	253	0.50	207	79	118	25	147	255	162
0.45	408	229	276	96	305	462	408	0.45	56	53	69	0	57	103	94	0.45	127	80	116	41	116	142	123	0.45	146	62	77	27	100	161	130
0.40	227	96	114	42	160	231	178	0.40	23	13	5	0	22	25	24	0.40	74	34	46	21	48	97	63	0.40	83	31	38	11	57	64	46
0.35	86	44	54	12	58	151	98	0.35	6	4	4	0	4	22	7	0.35	39	27	32	7	29	41	28	0.35	26	9	11	4	16	71	36
0.30	0	0	0	0	0	0	0	0.30	0	0	0	0	0	0	0	0.30	0	0	0	0	0	0	0	0.30	0	0	0	0	0	0	0
0.25	0	0	0	0	0	0	0	0.25	0	0	0	0	0	0	0	0.25	0	0	0	0	0	0	0	0.25	0	0	0	0	0	0	0
0.20	0	0	0	0	0	0	0	0.20	0	0	0	0	0	0	0	0.20	0	0	0	0	0	0	0	0.20	0	0	0	0	0	0	0
0.15	0	0	0	0	0	0	0	0.15	0	0	0	0	0	0	0	0.15	0	0	0	0	0	0	0	0.15	0	0	0	0	0	0	0
0.10	0	0	0	0	0	0	0	0.10	0	0	0	0	0	0	0	0.10	0	0	0	0	0	0	0	0.10	0	0	0	0	0	0	0
0.05	0	0	0	0	0	0	0	0.05	0	0	0	0	0	0	0	0.05	0	0	0	0	0	0	0	0.05	0	0	0	0	0	0	0
0.00	0	0	0	0	0	0	0	0.00	0	0	0	0	0	0	0	0.00	0	0	0	0	0	0	0	0.00	0	0	0	0	0	0	0
-0.05	0	0	0	0	0	0	0	-0.05	0	0	0	0	0	0	0	-0.05	0	0	0	0	0	0	0	-0.05	0	0	0	0	0	0	0
-0.10	0	0	0	0	0	0	0	-0.10	0	0	0	0	0	0	0	-0.10	0	0	0	0	0	0	0	-0.10	0	0	0	0	0	0	0
-0.15	0	0	0	0	0	0	0	-0.15	0	0	0	0	0	0	0	-0.15	0	0	0	0	0	0	0	-0.15	0	0	0	0	0	0	0
-0.20	0	0	0	0	0	0	0	-0.20	0	0	0	0	0	0	0	-0.20	0	0	0	0	0	0	0	-0.20	0	0	0	0	0	0	0
-0.25	0	0	0	0	0	0	0	-0.25	0	0	0	0	0	0	0	-0.25	0	0	0	0	0	0	0	-0.25	0	0	0	0	0	0	0
-0.30	0	0	0	0	0	0	0	-0.30	0	0	0	0	0	0	0	-0.30	0	0	0	0	0	0	0	-0.30	0	0	0	0	0	0	0
-0.35	0	0	0	0	0	0	0	-0.35	0	0	0	0	0	0	0	-0.35	0	0	0	0	0	0	0	-0.35	0	0	0	0	0	0	0
-0.40	20	7	9	19	9	25	21	-0.40	5	4	1	0	2	3	3	-0.40	5	0	1	1	3	10	7	-0.40	7	3	3	0	3	10	9
-0.45	42	24	30	6	26	45	37	-0.45	8	7	5	0	5	7	4	-0.45	14	8	13	3	7	12	14	-0.45	14	6	9	3	11	23	9
-0.50	81	39	50	7	47	71	67	-0.50	8	10	2	0	7	11	14	-0.50	16	6	32	1	12	14	16	-0.50	32	10	16	3	16	28	21
-0.55	81	49	50	13	72	104	70	-0.55	12	9	3	0	12	21	15	-0.55	15	12	17	2	25	25	19	-0.55	30	15	11	3	21	34	22
-0.60	138	66	63	25	74	143	89	-0.60	21	11	5	0	7	22	18	-0.60	21	13	21	6	21	38	27	-0.60	56	24	19	9	22	47	23
-0.65	141	63	69	22	110	136	101	-0.65	16	12	11	0	11	26	24	-0.65	44	23	16	5	28	34	30	-0.65	41	18	28	7	37	44	33
-0.70	151	80	99	25	125	186	162	-0.70	22	28	28	0	27	52	65	-0.70	36	15	34	8	25	33	37	-0.70	56	23	24	6	54	56	36
-0.75	148	77	62	24	135	156	128	-0.75	16	20	7	0	24	14	18	-0.75	43	21	19	8	35	38	45	-0.75	48	24	25	11	40	66	47
-0.80	150	62	69	29	135	144	105	-0.80	28	7	8	0	33	32	25	-0.80	23	17	19	9	22	29	25	-0.80	58	28	26	9	66	50	37
-0.85	131	59	55	17	107	137	115	-0.85	18	5	10	0	16	19	23	-0.85	37	13	8	9	26	39	35	-0.85	39	19	20	5	43	49	38
-0.90	118	41	49	14	98	84	91	-0.90	13	5	4	0	7	12	21	-0.90	33	17	18	7	9	32	22	-0.90	48	11	20	2	62	31	28
-0.95	62	20	24	9	43	63	46	-0.95	1	3	2	0	6	5	7	-0.95	11	9	7	4	8	24	9	-0.95	38	4	9	4	21	24	26
-1.00	21	11	9	2	30	25	34	-1.00	2	5	0	0	7	3	5	-1.00	4	0	4	0	5	7	22	-1.00	9	9	4	1	19	7	6

- 2 periods that correspond with the start of racial unrest that followed the murder of George Floyd/Memorial Day period, we see a marked **decrease** in volumes across the sentiment range (periods 5/24-30 & 5/31-6/7) - for all keyword examples.
- Sneaker fans drive the positive sentiments. As Nike brings new shoes to market, brand loyalists enthusiastically share information and comment about the coming releases. A significant portion of the chatter is centred around Nike product lines.
- Positive sentiment volumes outweigh keyword mentions associated with negative sentiments by a notable margin. Overall, the chatter is notably positive.
- In addition to keywords related to specific Nike product lines, strongly positive sentiments related to shopping/product acquisition are also detected. People remain focused on the product/brand.

Nike - Notable Keywords: Twitter May - June 2020

Did We Find Anything Negative? When?

- The 2 periods that followed the murder of George Floyd contain changes in the chatter. Specifically, we see Nike being associated with strong negative sentiments in several instances; 'loot nike', 'nike store' and 'people' stand out.
- The keywords tied to negative sentiments are not directly related to the brand or product. Instead, Nike is used as a reference to activities unrelated to the brand - 'loot nike' being a good example. It is not connected to negative sentiments about the brand specifically.
- Many of the negative sentiment examples are isolated or short-term instances such as 'nike conference' that is related to a corporate event that was staged during the pandemic. Generally, the negativity is neither significant nor sustained for Nike.

Date: May-June 2020

	loot nike		loss		nike conf		nike shoe			nike store		people			
	5/31-6/7	6/23-30	5/15-23	5/24-30	5/31-6/7	6/15-22	6/23-30	5/31-6/7	6/15-22	5/31-6/7	6/8-14	6/15-22	6/23-30		
1.00	0	0	0	0	0	0	0	0	0	0	0	0	0		
0.95	0	1	1	1	1	8	5	1	4	1	3	3	7		
0.90	2	1	4	2	10	32	33	3	9	2	13	19	8		
0.85	3	0	7	4	70	244	196	6	51	6	37	53	31		
0.80	3	3	19	6	93	437	439	13	64	17	50	60	57		
0.75	4	7	12	21	119	561	523	18	103	16	52	55	58		
0.70	7	16	18	29	101	458	493	16	103	22	57	61	88		
0.65	8	14	35	27	86	376	373	28	130	19	65	59	64		
0.60	11	14	19	28	97	293	315	26	97	21	60	61	69		
0.55	9	15	25	20	49	234	213	16	74	27	42	53	58		
0.50	9	13	29	30	36	135	151	11	72	17	50	51	45		
0.45	7	3	26	14	16	109	119	11	41	7	36	39	32		
0.40	4	5	10	8	12	53	59	2	38	12	22	15	23		
0.35	3	1	2	3	9	26	28	4	14	2	6	10	6		
0.30	0	0	0	0	0	0	0	0	0	0	0	0	0		
0.25	0	0	0	0	0	0	0	0	0	0	0	0	0		
0.20	0	0	0	0	0	0	0	0	0	0	0	0	0		
0.15	0	0	0	0	0	0	0	0	0	0	0	0	0		
0.10	0	0	0	0	0	0	0	0	0	0	0	0	0		
0.05	0	0	0	0	0	0	0	0	0	0	0	0	0		
0.00	0	0	0	0	0	0	0	0	0	0	0	0	0		
-0.05	0	0	0	0	0	0	0	0	0	0	0	0	0		
-0.10	0	0	0	0	0	0	0	0	0	0	0	0	0		
-0.15	0	0	0	0	0	0	0	0	0	0	0	0	0		
-0.20	0	0	0	0	0	0	0	0	0	0	0	0	0		
-0.25	0	0	0	0	0	0	0	0	0	0	0	0	0		
-0.30	0	0	0	0	0	0	0	0	0	0	0	0	0		
-0.35	0	0	0	0	0	0	0	0	0	0	0	0	0		
-0.40	2	2	12	4	2	10	13	2	13	3	10	18	6		
-0.45	9	9	10	23	10	40	44	6	28	8	23	41	34		
-0.50	15	17	44	30	23	65	77	17	60	28	65	78	63		
-0.55	22	31	56	48	50	121	156	27	73	38	94	131	100		
-0.60	19	42	90	84	40	141	196	27	97	48	148	148	165		
-0.65	40	95	119	99	45	188	224	30	142	47	130	219	179		
-0.70	32	137	123	128	60	255	279	39	137	50	129	209	196		
-0.75	44	235	108	127	52	211	263	34	153	62	164	243	212		
-0.80	30	421	103	140	57	210	289	38	187	53	161	256	205		
-0.85	23	380	96	99	44	195	266	29	135	44	119	215	183		
-0.90	13	570	48	66	23	146	191	26	90	29	92	115	110		
-0.95	4	173	11	14	12	30	31	3	21	7	10	20	18		
-1.00	4	38	5	8	2	12	16	3	18	1	6	17	7		

↑ Increasingly Positive Sentiment
↓ Increasingly Negative Sentiment

Nike - Notable Keywords & Keyword Contexts: Twitter May - June 2020

Keyword	Context	Example
Positive: Nike Air	'jordan nike air force love', 'jordan nike air force what', 'wear your nike airs', 'love the nike air though',	'selling brand new pair nike air jordan xxxiv sneakers the white black orbit red colorway size ebay', 'nice sizes for the triple black nike air max are available for free shipping buy here promotion use code jun checkout offer ends', 'women nike air force essential icon clash black gold available now for only with free shipping off promotion use code jxs checkout', 'check out new men nike air force max black white size via',
Positive: Air Jordan	'high and air jordan low', 'the air jordan flint', 'air michael jordans via', 'the air jordan hyper',	'selling brand new pair nike air jordan xxxiv sneakers the white black orbit red colorway size ebay' 'nike air jordan retro mid chicago bred toe mens black red white new', 'nike air jordan retro high bloodline size black gym red white', 'off white nike air jordan sail'
Positive: Air Max	'the air max anniversary nike', 'nike air max wear them', 'nike air max sensation', 'nike air max are sweet'	'over off free shipping grab the nike air max react mystic red pink blast for retail sizes available here', 'the nike air max white black just dropped with free shipping buy here', 'over off free shipping grab the nike air max particle grey for retail sizes available here', 'where buy the nike air max orange duck camo via', 'dropping tomorrow nike air max orange camo june for',
Negative: Loot Nike	'nike store looting where black', 'loot the nike store behind'	'yeah sure that why these protesters killed bunch black people burners black housing and looted black owned stores because nothing says justice like stolen nikes and tvs', 'nope black lives only matter when nasty white people are involved nothing like looting sports shop and stealing pair nikes make you get over the grief though', 'are you trying say only black people were looting the nike store',
Negative: Nike Store	'walking the nike store and', 'targets and nike stores', 'and enter nike store you', 'their should nike store cvs', 'nike store crash for some'	'and just google the queues outside the london nike store today too zero social distancing and lot bame shoppers ignoring the rules and they are greater risk what wrong with these people', 'shops opened around the country today social distancing observed except nike oxford street where the ignored the rules and acted though they were looting the store comes naturally suppose', 'why people are not looting nike stores'
Negative: People	'hates white people for nike', 'been scamming the people for', 'why people keep going', 'those oppressed people', 'the people she caused the', 'people have lost',	'and then they can come and burn your shit down ohhhg wait that would assuming you could afford buy not worry white people', 'like you forget white people boycotted nike burning they own shoes', 'and nike actually cares about black people', 'people killing for nike and shit', 'all people think when they see nike shoes now looting',

Use Case Example: Nike Brand Sentiment - May-June 2020

What Next?

- **Brand Health:**

We were able to see that the unrest, though potentially volatile, had little impact on the brand. The bulk of the chatter was centred around their products. Indeed, negative sentiments were only related to events tangentially related to the brand (looting for example). We might even surmise that their past solidarity with issues related to racial justice insulated them from criticism.

- **Consumer Insights:**

There was abundant evidence that not only showed strong positive sentiments about the brand, but further, what specific lines were especially notable or important and, how people talked about acquiring certain shoes.

The analysis revealed preferences about retail, online shopping and, in some instances, issues that may exist regarding access to new releases.

- **Messaging Language:**

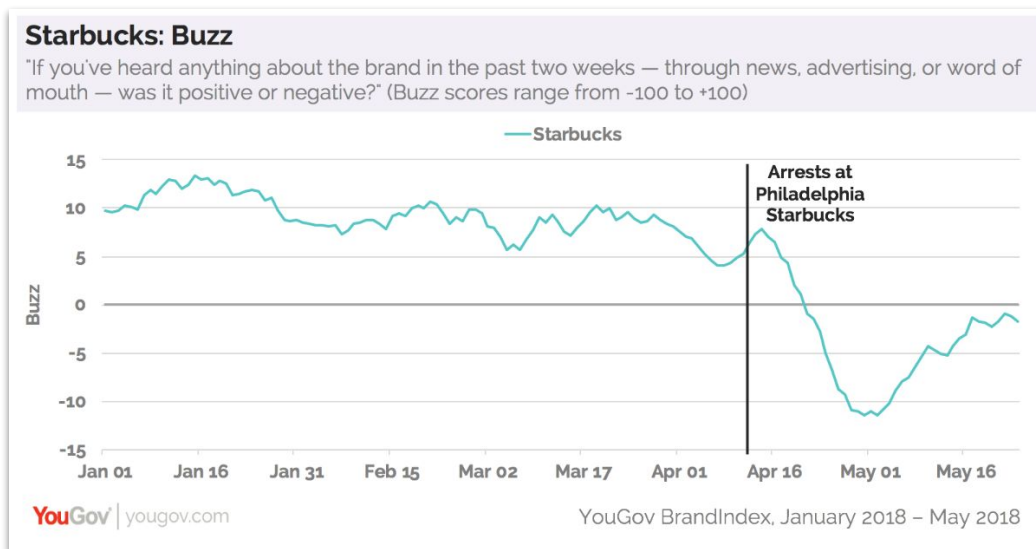
Throughout the analysis, the platform - via the AI generated contextual and sentence examples - was able to illustrate the specifics of how people talk not only about the brand but what particular details are most often detected when fans talk about particular lines such as Air Jordans.

Adopting the language of the consumer via this analytical technique will help craft more resonant messaging and could help guide or inform particular points of focus.

Case Study:
Starbucks: Not So Good News
May-June 2020

Starbucks' Track Record On Racial Equality Has Been Uneven

- Starbucks has struggled to adopt and publicly articulate a believable position on racism.
- In April 2018, one of their stores in Philadelphia attracted unwanted attention after two Black patrons were arrested for sitting at a table as they waited on a friend to join them.
- Prior to that, Starbucks initiated their notorious 'Race Together' campaign in 2015, ostensibly aimed at promoting racial equality. The significant, broadscale public push-back led to the withdrawal of the campaign.



Starbucks: May-June 2020 Timeline

05/25: Starbucks CEO Howard Schultz appears on CNN to talk about racism

Howard Schultz: We need to talk about race in America

Starbucks CEO Howard Schultz appears on CNN to talk about racism. He discusses the company's commitment to social justice and the importance of addressing racial bias in the workplace.



06/01: Starbucks Twitter: Publicly states opposition to racism.

Starbucks Coffee @Starbucks

We will confront racism to create a more inclusive and just world. We stand in solidarity with our Black partners, customers and communities. We will not be bystanders.

2:47 PM · Jun 1, 2020 · Twitter Web App

3.8K Retweets and comments 10.6K Likes

06/10: Starbucks seeks to bar employees from wearing 'BLM' messages.

Starbucks Won't Let Employees Wear Gear That Supports Black Lives Matter Because It Is Political Or Could Incite Violence

Starbucks Coffee @Starbucks

As partners took to the streets in hundreds of cities across the United States and the globe to support Black Lives Matter and deny police brutality, Starbucks, like many major American companies, rushed to publicly proclaim its support for the movement and pledged to do more to combat racial injustice.

9:03 AM · Jun 10, 2020 · Twitter Web App

2.4K Retweets and comments

06/04: Starbucks Twitter: Reiterates opposition to racism

Starbucks Coffee @Starbucks

Black lives matter. We are committed to being a part of change. You can find educational resources at sbux.co/learn.

We are committed to taking action, learning, and supporting our Black partners, customers and communities. We will continue to seek to confront racial injustice. We have partnered with Brown Skin University to bring and provide programming and training and Black resources and training. You can access these chapters at the link in our bio. Our work does not end here.

8:03 AM · Jun 4, 2020 · Twitter Web App

2.4K Retweets and comments

Starbucks reverses its stance and will now let baristas wear 'Black Lives Matter' apparel

Starbucks Coffee @Starbucks

Black Lives Matter. We continue to listen to our partners and communities and their desire to stand for justice together. The Starbucks Black Partner Network co-designed t-shirts with this graphic that will soon be sent to 250,000+ store partners.

8:06 AM · Jun 12, 2020 · Twitter Web App

06/12: Public furor about 06/10 reversals forces Starbucks to publicly reverse course.

Standing together against racial injustice

Starbucks Coffee @Starbucks

Starbucks is proud to announce that we have designed a new t-shirt to support the Black Lives Matter movement. The t-shirt features the words "Standing Together" and "Black Lives Matter" in a stylized font. We are excited to see our partners and customers wearing this t-shirt and standing in solidarity with the Black community.

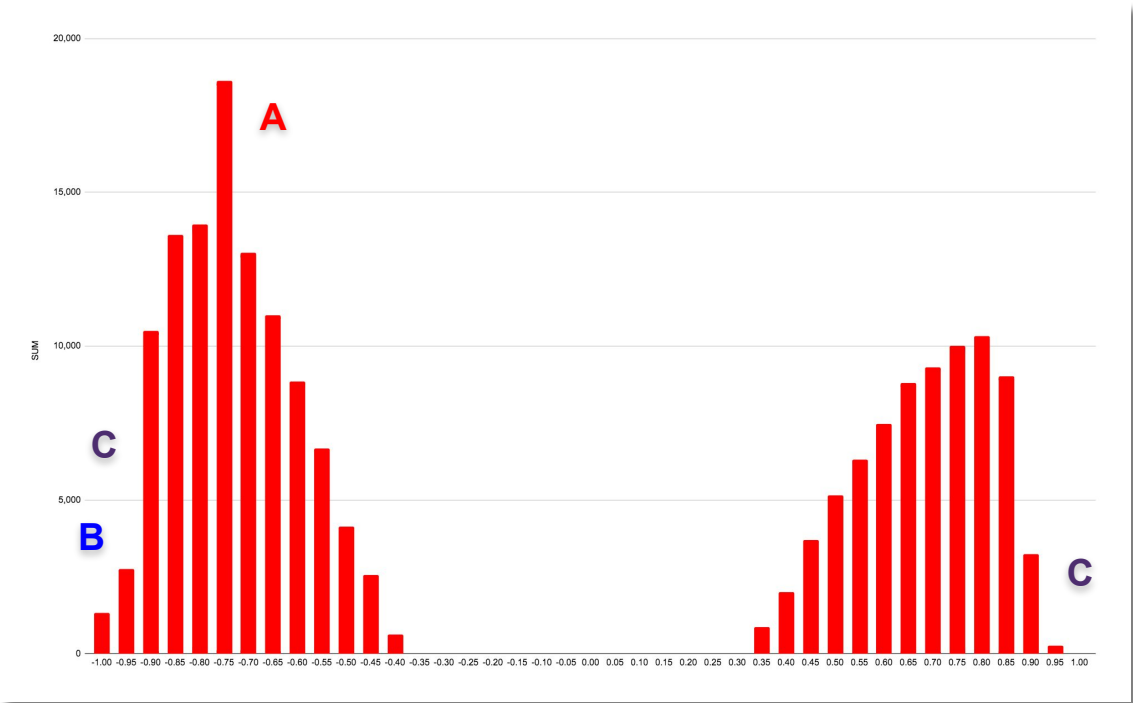
8:06 AM · Jun 13, 2020 · Twitter Web App

May 25 2020

June 1/20

June 13 2020

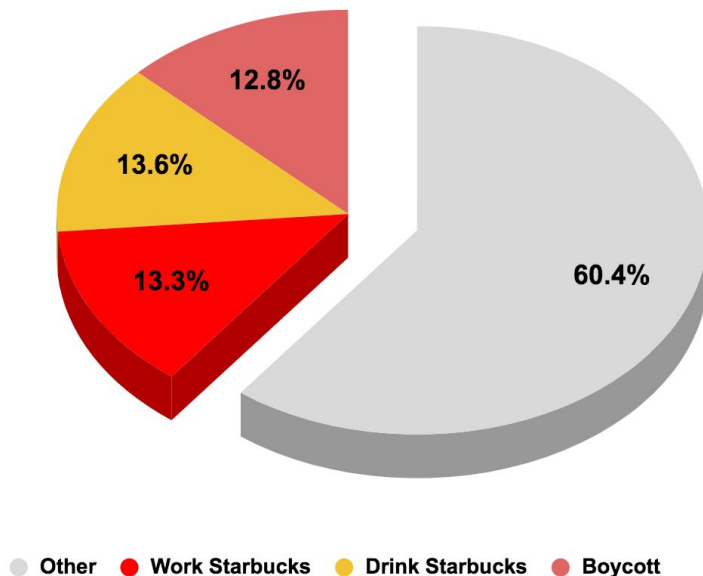
Starbucks Sentiment Distribution: Twitter May-june 2020



- For the full period of May 1 - June 30, sentiment as expressed and detected by zeitgeist solely on Twitter has a pronounced negative skew **A**
- Within the negative sentiment range, emotional intensity related to Starbucks has been very strong (>-0.75) for the period. Including rare values of -1.0 that are indicative of extremely intense negative emotional intensity towards Starbucks. **B**
- Starbucks' strong positive and negative sentiment values with notable volumes of strong sentiments displayed (people aren't terribly ambivalent about the company). **C**

Starbucks Aggregate Sentiment Distribution: Twitter May-June 2020

May-June 2020 - Total Keywords - 3 Big Issues Account For Almost 40%



- For the entire May-June period, we detected over 890k keyword mentions on Twitter.
- Of these, 3 stood out and accounted for almost 40% of the volume.
- These were the keyword bi-grams for 'drink Starbucks', 'work Starbucks', and 'boycott Starbucks'.
- They weren't good news items for the brand. We will see a noticeable correlation between the brand's activities and the public's reaction to them.

Starbucks Keyword Sentiment Distribution: "Boycott Starbucks" Twitter May-June 2020

- After expressing support for the anti-racist/BLM movement and then being called out for restricting their employees' expression support, negative sentiment volumes jump massively (~200% vs the week prior). Note the extremely intense sentiments in the -0.90 to -1.00 range.
- The following 2 weeks saw the intensity of negative sentiments abate. However, they remained both very intense and above the levels detected in the first week.
- **IMPLICATIONS:** Starbucks efforts, though well-intended poured gasoline on a bad situation and amplified discontent.

"boycott starbucks"			
	05/31-06/07	06/08-14	06/15-22
1.00	0	0	0
0.95	1	0	0
0.90	0	1	1
0.85	0	4	1
0.80	0	17	4
0.75	1	11	6
0.70	1	16	8
0.65	1	24	8
0.60	3	24	7
0.55	3	12	5
0.50	3	16	12
0.45	1	13	8
0.40	1	7	5
0.35	2	1	2
0.30	0	0	0
0.25	0	0	0
0.20	0	0	0
0.15	0	0	0
0.10	0	0	0
0.05	0	0	0
0.00	0	0	0
-0.05	0	0	0
-0.10	0	0	0
-0.15	0	0	0
-0.20	0	0	0
-0.25	0	0	0
-0.30	0	0	0
-0.35	0	0	0
-0.40	0	5	0
-0.45	0	8	5
-0.50	2	19	16
-0.55	3	44	21
-0.60	3	61	30
-0.65	12	77	42
-0.70	21	108	41
-0.75	18	121	62
-0.80	19	145	62
-0.85	47	121	52
-0.90	7	69	40
-0.95	1	19	7
-1.00	5	37	8

↑ Increasingly Positive Sentiment

↓ Increasingly Negative Sentiment

- **05/25:** George Floyd Murdered
- **05/25:** Starbucks CEO Howard Shultz appears on CNN to talk about racism
- **06/01:** Starbucks Twitter: Publicly states opposition to racism.
- **06/04:** Starbucks Twitter: Reiterates opposition to racism
- **06/10:** Starbucks revealed to be against employees wearing 'BLM' messages.
- **06/12:** Public furor about 06/10 revelations forces Starbucks to publicly reverse course.

Starbucks Keyword Sentiment Distribution: “Boycott Starbucks” Twitter May-June 2020

Keyword	Negative Context	Negative Summary*	Positive Context	Positive Summary*
“Boycott”	<ul style="list-style-type: none"> • 'and everyone should boycott them', • 'destroy america boycott starbucks', • 'only wanna boycott the fact', • 'need defund starbucks and boycott', • 'starbucks and boycott them for', • 'bad want boycott starbucks needs', • 'boycott starbucks have', • 'shut down starbucks now owned' 	<ul style="list-style-type: none"> • 'just like people are boycotting chick fil what about starbucks.' • 'ariana really boycotting starbucks.', • 'boycotting starbucks even tho really need some coffee.', • 'boycotting starbucks for good.', • 'boycotting starbucks now.', • 'guess will boycotting starbucks too.' 	<ul style="list-style-type: none"> • 'literally pass starbucks just get', • 'every black person boycotts starbucks', 'starbucks caves will', • 'left threats boycott', • 'ethical pickle boycott starbucks try', • 'when liberals boycott starbucks they', • 'boycotters chick fil starbucks quick', • 'chick fil starbucks quick question', • 'yes because all your conservative', • 'your conservative boycotts the past' 	<ul style="list-style-type: none"> • 'can all please support the boycott for racist homophobic companies all people can restrain from chick fil and starbucks you can too.', • 'have actually been doing well with chick fil and starbucks boycott', • 'starbucks caves will actually print black lives matter shirts after woke left threats boycott', • 'starbucks reveals new black lives matter shirts following boycotts like follow tlg worldwide.', • 'you all patriots boycott starbucks pass along']

* All summary statements are generated based on live comments.

Starbucks Keyword Sentiment Distribution: "Drink Starbucks" Twitter May-June 2020

- Sentiment distribution for the keywords "drink Starbucks" follows the pattern seen on the preceding pages. However, in this instance, we see a very significant spike in sentiment on both positive and negative ends of the spectrum. Once again negative sentiment values stand out - both for the absolute change and the skew towards more intense negative values.
- A 'hangover effect' is evident as the sentiment intensity does not dissipate and maintains momentum at higher levels for at least 2 weeks. Negative sentiments outweighs positives. Any positive gains they may have hoped to realize by trying to align with the movement are likely offset by the negative narrative.
- **IMPLICATIONS:** Starbucks efforts to align themselves in support of the issue had a negative impact on brand sentiment. Though it did generate incremental chatter that was both positive and negative, the latter was much more significant (especially when the sentiment in this case was skewed slightly more positive *before* they elected to insert themselves in the matter). Not only did Starbucks attract negative attention, it had a ripple effect that effectively 'out-shouted' the positive sentiments.

		"drink starbucks"			
		05/31-06/07	06/08-14	06/15-22	06/23-30
	1.00	0	0	0	0
	0.95	2	8	4	1
	0.90	23	50	45	47
	0.85	65	160	212	171
	0.80	114	232	243	209
	0.75	89	203	242	193
	0.70	80	187	236	197
	0.65	77	167	226	176
	0.60	63	173	178	154
	0.55	61	124	141	122
	0.50	42	106	140	88
	0.45	28	77	91	71
	0.40	14	47	52	37
	0.35	6	29	20	23
	0.30	0	0	0	0
	0.25	0	0	0	0
	0.20	0	0	0	0
	0.15	0	0	0	0
	0.10	0	0	0	0
	0.05	0	0	0	0
	0.00	0	0	0	0
	-0.05	0	0	0	0
	-0.10	0	0	0	0
	-0.15	0	0	0	0
	-0.20	0	0	0	0
	-0.25	0	0	0	0
	-0.30	0	0	0	0
	-0.35	0	0	0	0
	-0.40	1	13	12	9
	-0.45	13	37	59	219
	-0.50	28	65	109	82
	-0.55	51	127	156	147
	-0.60	62	160	193	266
	-0.65	56	202	206	252
	-0.70	74	209	249	275
	-0.75	67	224	259	283
	-0.80	88	230	278	273
	-0.85	92	267	274	275
	-0.90	66	212	208	210
	-0.95	13	53	33	34
	-1.00	6	26	21	14

Increasingly Positive Sentiment

Increasingly Negative Sentiment

- **05/25: George Floyd Murdered**
- **05/25: Starbucks CEO Howard Shultz appears on CNN to talk about racism**
- **06/01: Starbucks Twitter: Publicly states opposition to racism.**
- **06/04: Starbucks Twitter: Reiterates opposition to racism**
- **06/10: Starbucks revealed to be against employees wearing 'BLM' messages.**
- **06/12: Public furor about 06/10 revelations forces Starbucks to publicly reverse course.**

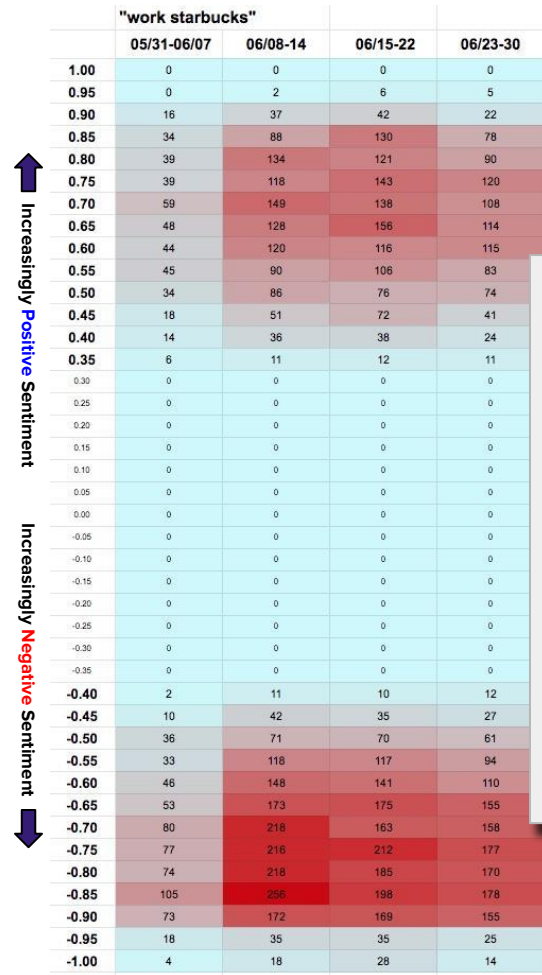
Starbucks Keyword Sentiment Distribution: “Drink Starbucks” Twitter May-june 2020

Keyword	Negative Context	Negative Summary*	Positive Context	Positive Summary*
“Drink”	<ul style="list-style-type: none"> • 'get bad drink but bad', • 'anything besides starbucks lol', • 'then only drink free and', • 'brother and drinks from starbucks', • 'sips his drink inconvenience fee', • 'betas males drinking cold latte', • 'starbucks made drink wrong three', • 'high but starbucks you failed', • 'why started going starbucks and', • 'unnecessarily wild starbucks experience today', 	<ul style="list-style-type: none"> • 'not even drink coffee but fuck starbucks.', • 'fuck starbucks not drink coffee like that anyway.', • 'starbucks coffee fucking disgusting why people drink this.', • 'will not buy drink any starbucks coffee any longer.', • 'see any black people drinking starbucks.' 	<ul style="list-style-type: none"> • 'buy one starbucks drink day', • 'favorite summertime drink omg', • 'ingredients popular starbucks low sugar', • 'the local starbucks are open', • 'birthday drink', • 'literally favorite drink from starbucks', • 'about the starbucks coffee got', • 'starbucks can drink cups for', • 'the starbucks drinks and chick', • 'bread from starbucks hits soo', • 'starbucks this morning', • 'morning free drink and surprised', • 'favorite coffee drink with over', 	<ul style="list-style-type: none"> • 'starbucks drinks you should try.', • 'lol just got free drink starbucks.', • 'hours before you can drink cup coffee from starbucks.', • 'same tho but starbucks drink for.', • 'did the barista the starbucks target put your drink.', • 'what good iced coffee drink starbucks.', • 'what new starbucks summer drinks.', • 'buying drinks starbucks and car.'

* All summary statements are derived from live comments.

Starbucks Keyword Sentiment Distribution: "Work Starbucks" Twitter May-June 2020

- Sentiment distribution for the keywords "Work Starbucks" shows a troubling change following Starbucks anti-racism/BLM messaging and issues; negative sentiments related to working for the company spike significantly and remain high for the following weeks. Positive sentiments show a similar spike but are notably lower and less intense (less skewed towards +1.00) than negative values.
- **IMPLICATIONS:** Starbucks already had stronger negative sentiments from a 'work' perspective. Positioning themselves as anti-racist drove positive and negative sentiment volume but negative sentiments significantly outweigh positive sentiments AND the stronger negative sentiments persist at higher levels over time. Further to this, the negative sentiments are much more intense. What role does this play when seeking top quality employees should they retain a negative sentimental association as an employer?



↑ Increasingly Positive Sentiment

↓ Increasingly Negative Sentiment

- **05/25:** George Floyd Murdered
- **05/25:** Starbucks CEO Howard Shultz appears on CNN to talk about racism
- **06/01:** Starbucks Twitter: Publicly states opposition to racism
- **06/04:** Starbucks Twitter: Reiterates opposition to racism
- **06/10:** Starbucks revealed to be against employees wearing 'BLM' messages
- **06/12:** Public furor about 06/10 revelations forces Starbucks to publicly reverse course.

Starbucks Keyword Sentiment Distribution: “Work Starbucks” Twitter May-June 2020

Keyword	Negative Context	Negative Summary*	Positive Context	Positive Summary*
“Work”	<ul style="list-style-type: none"> • 'always wanna stop starbucks', • 'starbucks you work for burns', • 'people who work starbucks for', • 'cannot keep working starbucks forever', • 'cut half working for starbucks', • 'starbucks when work and cannot', • 'ruin innocent working class people', • 'waitress and also worked starbucks', • 'imagine working starbucks worker', • 'and customers work are mean', • 'for every starbucks employee they', • 'store you work low employees', • 'that hate starbucks anything other', 	<ul style="list-style-type: none"> • 'used work starbucks.', • 'needs working starbucks.', • 'this was the thing that bothered the most while working starbucks.', • 'just found out have one more week working starbucks crazy.', 'that would been very distracting had been starbucks when worked one.', • 'cannot even get starbucks before work corona why you have treat like this.', • 'went starbucks and barista was not working.' 	<ul style="list-style-type: none"> • 'working for starbucks this pandemic', • 'like hard working bee will', • 'gets finished working her scooter', • 'real even work starbucks honest', • 'young kid working starbucks keep', • 'all friends work starbucks catching', • 'things liked disney starbucks and', • 'let work starbucks and', • 'world work starbucks not remember', • 'the home starbucks from dawn', • 'surprised with starbucks work', 	<ul style="list-style-type: none"> • 'want work starbucks are hiring richmond hill click the link our bio for details this job and more shift supervisor store indigo hillcrest', • 'want work starbucks are hiring laval click the link our bio for details this job and more shift supervisor store carrefour laval', • 'want work starbucks are hiring rutherford click the link our bio for details this job and more shift supervisor store rutherford drive thru.', • 'want work starbucks are hiring england click the link our bio for details this job and more shift supervisor store dulwich sainsbury', • 'want work starbucks are hiring bismarck click the link our bio for details this job and more shift supervisor store state and bismarck',

* All summary statements are derived from live comments.

Starbucks Keyword Sentiment Distribution: Other Notable Key Words

- One-time instances of intensely negative chatter were detected in the midst of crisis - notably, negative associations pertaining to words such as:

- “support BLM”
- “Support”
- “ban employee”
- “life matter”

- IMPLICATIONS:** In each of these particular instances, Starbucks found its' brand name being used alongside words that trace directly to the events of the day and unlike Nike, the words are directly connected to their actions. Had they said and done a whole lot less, they might have attracted a lot less negative attention.

	"support blm"		"support"		"ban employee"		"life matter"		
	06/08-14		05/31-06/07	06/08-14		06/08-14		06/08-14	
1.00	0		1.00	0		1.00	0	1.00	0
0.95	4		0.95	1	2	0.95	3	0.95	2
0.90	2		0.90	6	42	0.90	2	0.90	12
0.85	15		0.85	19	49	0.85	1	0.85	28
0.80	14		0.80	18	65	0.80	0	0.80	66
0.75	26		0.75	65	56	0.75	13	0.75	113
0.70	26		0.70	19	57	0.70	12	0.70	155
0.65	18		0.65	17	50	0.65	7	0.65	142
0.60	39		0.60	17	43	0.60	14	0.60	139
0.55	21		0.55	14	51	0.55	13	0.55	101
0.50	12		0.50	10	27	0.50	14	0.50	74
0.45	10		0.45	6	27	0.45	36	0.45	71
0.40	5		0.40	2	17	0.40	1	0.40	32
0.35	2		0.35	1	9	0.35	2	0.35	9
0.30	0		0.30	0	0	0.30	0	0.30	0
0.25	0		0.25	0	0	0.25	0	0.25	0
0.20	0		0.20	0	0	0.20	0	0.20	0
0.15	0		0.15	0	0	0.15	0	0.15	0
0.10	0		0.10	0	0	0.10	0	0.10	0
0.05	0		0.05	0	0	0.05	0	0.05	0
0.00	0		0.00	0	0	0.00	0	0.00	0
-0.05	0		-0.05	0	0	-0.05	0	-0.05	0
-0.10	0		-0.10	0	0	-0.10	0	-0.10	0
-0.15	0		-0.15	0	0	-0.15	0	-0.15	0
-0.20	0		-0.20	0	0	-0.20	0	-0.20	0
-0.25	0		-0.25	0	0	-0.25	0	-0.25	0
-0.30	0		-0.30	0	0	-0.30	0	-0.30	0
-0.35	0		-0.35	0	0	-0.35	0	-0.35	0
-0.40	3		-0.40	2	6	-0.40	3	-0.40	8
-0.45	18		-0.45	7	12	-0.45	7	-0.45	31
-0.50	17		-0.50	14	29	-0.50	15	-0.50	65
-0.55	41		-0.55	14	54	-0.55	33	-0.55	86
-0.60	56		-0.60	22	101	-0.60	19	-0.60	152
-0.65	79		-0.65	20	116	-0.65	60	-0.65	153
-0.70	92		-0.70	45	115	-0.70	74	-0.70	191
-0.75	101		-0.75	40	122	-0.75	89	-0.75	225
-0.80	91		-0.80	36	146	-0.80	104	-0.80	276
-0.85	109		-0.85	34	121	-0.85	96	-0.85	183
-0.90	86		-0.90	26	92	-0.90	66	-0.90	183
-0.95	16		-0.95	6	27	-0.95	318	-0.95	320
-1.00	9		-1.00	2	9	-1.00	75	-1.00	99

Increasingly Positive Sentiment

Increasingly Negative Sentiment

- 05/25: George Floyd Murdered
- 05/25: Starbucks CEO Howard Shultz appears on CNN to talk about racism
- 06/01: Starbucks Twitter: Publicly states opposition to racism.
- 06/04: Starbucks Twitter: Reiterates opposition to racism
- 06/10: Starbucks revealed to be against employees wearing 'BLM' messages.
- 06/12: Public furor about 06/10 revelations forces Starbucks to publicly reverse course.

Starbucks Keyword Sentiment Distribution: “Support Blm” Twitter May-june 2020

Keyword	Negative Context	Negative Summary*
<p>“Support BLM”</p>	<ul style="list-style-type: none"> • 'you afraid upsetting racist customers', • 'longer buying drinks here', • 'longer buying drinks here #Boycottstarbucks', • 'never come back your stores', • remember this week', • 'encouraged supporting black lives not', • 'supporting black lives not much', • 'please boycott these', • 'please boycott these hypocrites', • 'damn all that diversity training', 	<ul style="list-style-type: none"> • 'starbucks now very pro black lives matter but will not let employees wear anything supporting the movement wearing pro blm pins shirts would violate dress code policy because the accessories advocate political religious personal issue.', • 'like can understand restaurant chain not wanting bring anything political into their restaurants but the same time starbucks said that they're trying hard support the blm movement like come man you might well let the employees wear the stuff.', • 'this wasted words coming from you after the eternal memo forbids employees from wearing blm pins anything support the movement way spit the face your black employees glad not work for you guys anymore and will never step foot starbucks.', • 'you really cared about black lives then you would allow your employees wear blm support items like you with pride items this not for debate boycott starbucks.', • 'imagine drinking from starbucks knowing that they support the black lives matter movement just find out that they fire their employees that wear anything related blm could not.', • 'starbucks will not let employees wear gear that supports black lives matter because political could incite violence say wearing pro blm pins shirts would violate dress code policy they advocate political religious personal issue.', • 'starbucks banned employees from wearing anything supporting the blm movement told all dunkin was better.', • 'figured there was more not like starbucks all not support the blm movement.', • 'fuck starbucks they not support blm.', • 'has this been confirmed the other day starbucks had put out statement that employees were not wear anything support blm.'

- Starbucks efforts to align with the issues of the day were unhelpful and ignited considerable vitriol as people clearly did not believe that the company was honestly supportive.
- There were mentions of people no longer wanting to patronize the chain, work for the chain, and solidarity with the staff who were called out for expressions of support for BLM.
- As we've seen in the preceding charts, not only did this show up in a single period, but instead there is lingering hangover of intense negative sentiment towards Starbucks. People are focused on the company's politics rather than their products.

* All summary statements are based on live comments.

Starbucks Keyword Sentiment Distribution: "Need Starbucks" Twitter May-June 2020

- This is one chart that no brand manager wants to see. For a brand as widely available and still capable of eliciting strong positive sentiments, having consumers 'need' your brand is, arguably, the Holy Grail.
- IMPLICATIONS:** As with earlier findings, not only do we see strong upticks in negative sentiments immediately following some of their missteps, that negativity persists at levels higher than prior to their doing anything for at least another 2 weeks. How does sustained negative sentiment look on a balance sheet?

↑ Increasingly Positive Sentiment
↓ Increasingly Negative Sentiment

"need starbucks"				
	05/31-06/07	06/08-14	06/15-22	06/23-30
1.00	0	0	0	0
0.95	3	3	4	5
0.90	3	17	16	12
0.85	19	53	51	39
0.80	31	68	64	62
0.75	33	72	70	57
0.70	28	90	68	83
0.65	31	91	60	75
0.60	19	86	64	68
0.55	27	71	56	50
0.50	28	88	62	49
0.45	11	49	61	38
0.40	16	28	28	15
0.35	3	9	14	11
0.30	0	0	0	0
0.25	0	0	0	0
0.20	0	0	0	0
0.15	0	0	0	0
0.10	0	0	0	0
0.05	0	0	0	0
0.00	0	0	0	0
-0.05	0	0	0	0
-0.10	0	0	0	0
-0.15	0	0	0	0
-0.20	0	0	0	0
-0.25	0	0	0	0
-0.30	0	0	0	0
-0.35	0	0	0	0
-0.40	4	5	7	3
-0.45	7	35	23	17
-0.50	24	57	52	36
-0.55	28	123	87	65
-0.60	33	131	111	92
-0.65	64	181	125	126
-0.70	54	183	145	129
-0.75	57	184	151	129
-0.80	54	183	148	148
-0.85	30	187	128	163
-0.90	42	133	115	137
-0.95	9	25	27	24
-1.00	1	15	10	4

- 05/25:** George Floyd Murdered
- 05/25:** Starbucks CEO Howard Shultz appears on CNN to talk about racism
- 06/01:** Starbucks Twitter: Publicly states opposition to racism
- 06/04:** Starbucks Twitter: Reiterates opposition to racism
- 06/10:** Starbucks revealed to be against employees wearing 'BLM' messages
- 06/12:** Public furor about 06/10 revelations forces Starbucks to publicly reverse course.

Starbucks Keyword Sentiment Distribution: “Need Starbucks” Twitter May-june 2020

Keyword	Negative Context	Negative Summary*
“need Starbucks”	<ul style="list-style-type: none"> • 'shitty restaurant will hitherto avoid', • 'drink their coffee anymore when', • 'altercation philly', • 'racists corporations need take stand' • 'only drinking dunkin donuts' • 'since your prefer coddle racists' • 'man fuck starbucks' • 'employees silencing your employees just' • 'will experiment with new pick', • 'please explain your hypocrisy' 	<ul style="list-style-type: none"> • 'will stop going starbucks not want server wearing blm when they take coffee order businesses need learn that when they take side they piss lot people off stay out politics.', • 'starbucks prohibits employees from wearing clothes supporting black lives matter not comfortable knowing they support racist people blm shirt makes you feels uncomfortable you need fuck off.', • 'starbucks bans employees from wear anything support black lives matters another company that needs their coffee sucks anyway.', • 'need find black owned coffee shop done with starbucks.', • 'white people like need for starbucks.', • 'need coffee are not doing starbucks.', • 'need coffee but fuck starbucks.', • 'really need coffee but starbucks being pos.', • 'bro need some coffee but not fucking with starbucks.'

- Starbucks not only attracted the wrong attention (increased negative sentiments) they also drove the intensity of that negativity even deeper. They even managed to rekindle reminders of past problems as people mentioned the problems in Philadelphia over a year ago.
- Per the chart above, we can clearly see that they steered the discussion away from their products and experience and straight into politics. In so doing, they have triggered considerable discussion of customers spending elsewhere (there were notable mentions of Dunkin' Donuts, Tim Hortons and even Panera).
- As indicated in the summary sentences, there were enough instances of people openly stating that Starbucks should have steered clear of politics that the platform's AI was able to generate a specific sentence related thereto.

Use Case Example: Starbucks Brand Sentiment - May-June 2020

So, What Next Starbucks?

- **Brand Health & PR:**

Were we Starbucks, we might consider easing away from trying to be part of any social justice issues. At best, they came off as inconsistent, at worst, they tarnished their brand health (further) by drawing attention to an aspect of the brand this is not key to their core business; coffee and their brand experience.

- **Consumer Insights:**

The trends - and in particular, the intensity thereof, suggests that Starbucks should be both monitoring where consumer sentiment is headed and paying very close attention to the meanings of the words that consumers use - both the negative AND the positive - in order to sharpen their messaging.

Accentuate the positive, minimize the negative. History has shown that when brands become saddled with a persistent negative reputation, resources are diverted to correct or address them at the expense of supporting the core brand message. Marketing budgets are usually never enough so the less spent trying to fix mistakes the better!

- **Messaging Language:**

Sometimes, it's best to stick to your core. Though tempting to try for potential gains by aligning your brand with a cause, there are times when speaking up simply carries too much risk.

Had Starbucks known beforehand that they were already seen as not credible on this topic, they might have saved themselves further efforts down the line and said nothing.

**WHO ARE WE?
WHY zeitgeist?
WHAT DO WE DO?**

zeitgeist

actionable insights

Why zeitgeist?

Metrics dominate our world; clicks, likes, dwell times, traffic....all numbers.

But how do we capture the **colour**?

How do we know how consumers *feel*?

- **Qualitative** often feels mired in the past, too often it can feel slow, expensive and sample-limited
- Focus groups can be tedious, small and given to bias and groupthink,
- Surveys & polls are sample-limited, can be costly and biased,
- Incentive-based opinion solicitation is inherently flawed - money talks, money makes a consumer talk regardless of what they may really think.

What is zeitgeist?

zeitgeist finds, tracks, listens and understands what actual consumers are saying;

- **IN THE WILD** - The online world is a giant microphone and a vast sea of opinions and views about your brand, product or service.
- **YOUR CONSUMERS ARE TALKING** - Without prompting, incentives or outside influence, consumers have come to use the web as an exchange of information about products, brands and services.
- **THERE'S A TON TO LEARN** - enthusiast sites, consumer forums, reviews, and more contain a potentially overwhelming, yet critically important wealth of information for marketers of all levels and stripes.

zeitgeist, how?

Using a newly developed, AI-powered platform, **zeitgeist** is able to read and understand views, opinions and feelings about brands, products or services.

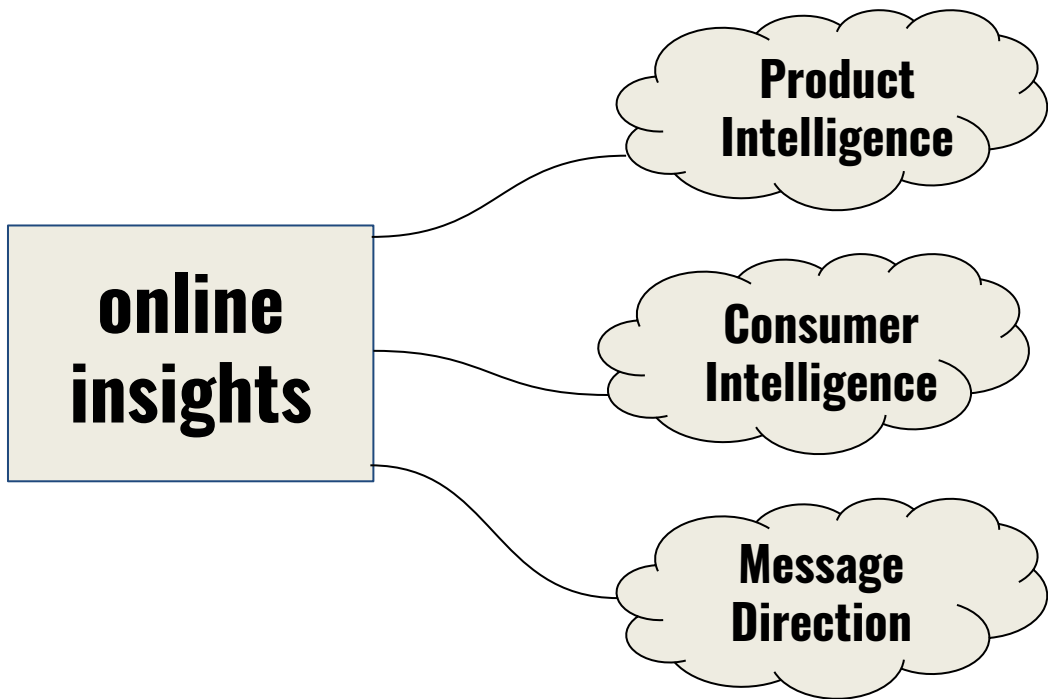
We get our arms around the massive volumes of data and provide valuable insights in a way never before possible

- Forums/Communities: There are an estimated 75,000+ user-generated/managed communities about products, brands, services and more.
- Reviews: If you have a business, brand or service, you're likely reviewed on at least Google. Virtually every McDonald's in Toronto has 100's of reviews about service, cleanliness, staff, products.

Consumers want to talk about you.

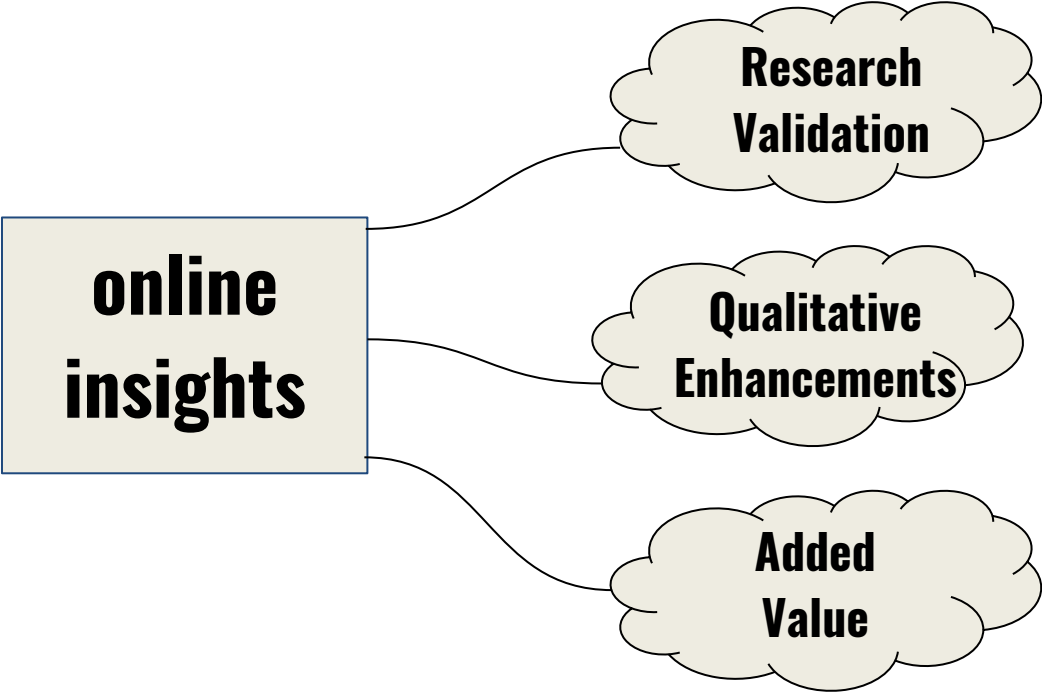
Consumers are talking about you!

zeitgeist applications: brand/product/service marketers



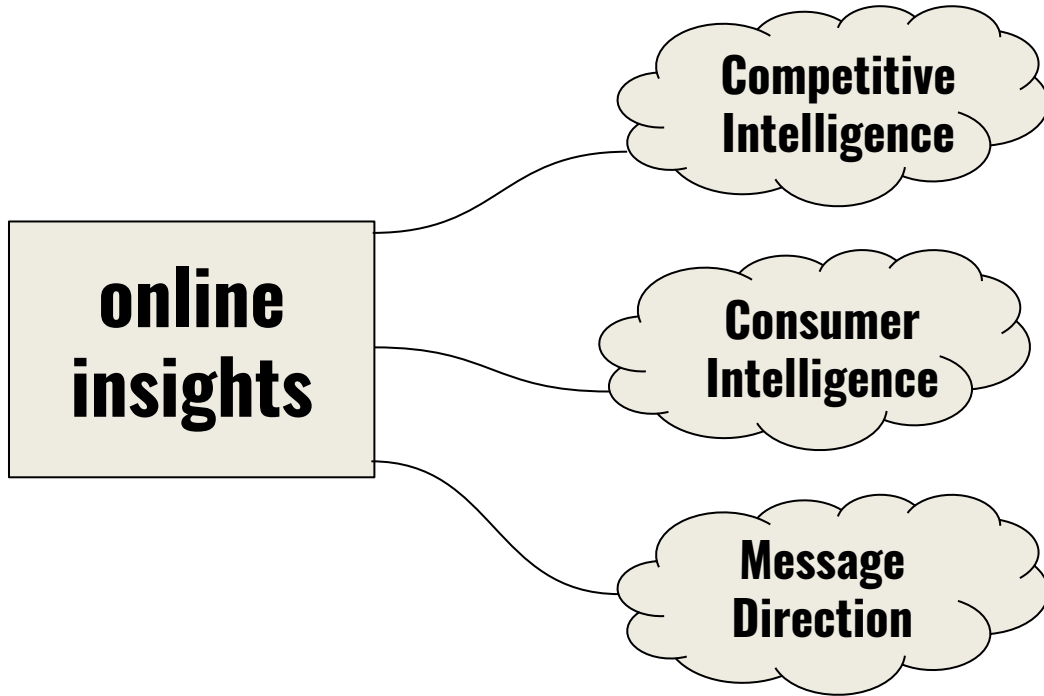
- Learn about category love/hate details
- Find out what specific language is used for different brands
- Gain deeper insights into the way consumers talk about a client or it's competitors
- Acquire a broader understanding of the important details associated with your target consumer such as product use, competitive details, how, when or where they use a particular brand
- Hear very clearly what particular language a consumer uses when talking about a brand - 'learn their language'
- Apply acquired insights to craft very specific wording, sentiments and 'voice' to replicate, resonate and connect with a target

zeitgeist applications: research suppliers



- Put zeitgeist in the toolkit and start by determining whether assumptions are correct; is the client chasing the right issue or merely a common misconception?
- Is the qualitative question set reflective of the actual consumer mindset?
- Inserting zeitgeist prior to a focus group can help narrow and focus the efforts and you to more meaningful answers, earlier.
- Add zeitgeist to your qualitative offerings to create higher transaction values per client project
- Adding deeper, verified intel to your service offering can increase value perceptions and drive stronger relations and client retention

zeitgeist applications: advertising agencies



- Learn about product love/hate details
- Get a read of new product/product developments as consumers discuss them online
- Find out what's missing or what you need to ask more about

- Glean salient details about your consumer that can help you resonate with them.
- Understand what drives their thinking by hearing what they think about your product based on their unprompted comments and opinions.

- Hear and adopt the specific language that is used by those with whom you seek to connect - and sell to
- Understand whether your current messaging, language and intentions are being adopted by your consumers.
- Listen and learn to adapt or evolve your message language as consumer's language changes

The World Is Awash in Data.....and the world LOVES to Count it.....

- **2.5 quintillion bytes of data are produced by humans every day**
- **4.5+ billion internet users worldwide**
- **3.1+ billion social media users**
- **300 billion emails sent each day**
- **500 million Tweets a day**
- **By 2030, nine in every ten people aged six and above will be digitally active.**
- **91% of 18-34-year-olds trust online reviews as much as personal recommendations**
- **66% of companies use online advertising**

.....and on and on.....BUT HOW DO WE MAKE SENSE OF IT ALL?

After We're Finished Counting, What Does It All Mean?

- Significant volumes of data are expressions, in language, of people's views, opinions, interpretations, and experiences.
- Does a count alone give us sufficient insight to really understand how people feel about issues, topics, brands, services and more?
Simply put, NO
- Qualitative analysis has existed for decades but while online quantitative measurement tools have evolved and become widely used, we still lack the ability to better understand feeling, sentiment and emotion

How We Work:

zeitgeist works with our clients to discover the right approach to understanding the sentiments and emotions critical to their business objectives.

- 1. Our clients identify brands, products, competitors, topics of interest**
- 2. We help identify relevant sources of language-based intelligence - communities, enthusiast sites, forums, social media, reviews and anywhere their consumers are talking about their brand, product or service.**
- 3. We capture all relevant associated conversations, comments, posts and more across major online communities/sources**
- 4. We process, analyze and summarize this content using ML/AI/NLP/Sentiment Analysis to generate emotional insights, critical keywords and associated language that can help brands optimize future brand marketing initiatives.**
- 5. zeitgeist provides easy-to-understand reporting on our findings including locations, implications and potential next steps.**

ABOUT

Our Foundation: Putting the Latest NLP/ML/AI to work:

- **Advanced Technology IP** - Pushing the boundaries of research & development in AI-driven rich-media analysis, specifically for business research applications
- **Data Science Research & Innovation** - Changing traditional paradigms of data analysis/visualization and crafting new business insight from the vast data reservoirs of online chatter

Our Goal: Put Our Clients at the Front of the Pack by:

- Continuously learning from reviews, social posts, blogs related to product, company, public policy or persons to generate actionable insights informed by sentiment analysis.
- Describing and recommending top experiential scenarios as described in the chatter to create a better understanding of those who interact with a brand, product or service (and more).
- Defining and recommending keywords that are connected to highly emotional contexts in chatter to drive positive business outcomes.
- Surfacing and recommending audience profiles to use, by social channel, behavioral, activities and interest-based attributes.

DISCOVER.

Our AI platform quickly gathers online public data related to your product, brand, category or industry.

We clean, de-noise, and organize data by user-provided or system-generated categories.

We extract and display meta data such as source, location, and date.

ANALYZE.

We show you exactly what your users are talking about with emotional context.

Chatter Intelligence ranks keywords by emotional intensity and frequency.

Our AI continuously generates its own summarized opinions and associated emotions through emoji-based infographics.

ENGAGE.

Our social media tool recommends and builds engagement with online communities based on our chatter analysis.

In doing so, we help craft laser-focused ad campaigns to emotionally connected and primed audiences.

Watch as your ad engagement improves and cost per click goes down.

CONTINUOUSLY LEARN.

Our AI platform tracks relevant chatter intelligence over time, and evolves with your online communities.

We continuously update our analytics to reflect shifts in the narrative.

ENABLE DEEPER SEARCH.

Our powerful search function allows users to dive deeper into collected and analyzed chatter data.

Utilize filters to further refine results by source, emotions, and keywords.

COMPARE COMPETITION.

Perform the same detailed chatter analysis for all of your top competitors.

Learn what customers are saying across the entire spectrum of your industry.

Chatter Intelligence gives you the edge necessary for leadership in customer experience.