

**DATA**iNTELLIGENCE

# SOCIAL INTELLIGENCE

Brings **VALUE** by identifying  
intention & perceptions.



## WHAT IS?

Analysis of high level of online mentions to investigate conversations around brands, hot topics (e.g. festivals) or behaviors (e.g. cooking).

## WHY WOULD YOU NEED IT?

Social Intelligence is a valuable Data Solution for staying informed about public sentiment, competitive landscape, emerging trends and customer preferences, all of which are crucial for making informed business decisions.

# SOCIAL INTELLIGENCE

## CASE STUDY

BRAND

### OBJECTIVE:

Identify trends and understand public perception of festivals in Romania, as well as of brands associated with festivals.

Untold is one of the most popular Romanian festival, over 30 brands associated with this event in the past year, with different type of activities. We performed a very complex quantitative and qualitative social intelligence analysis to identify:

- \* which are the main topics of interest and areas of discussions ?
- \* which are the brands with the highest number of positive sentiments/mentions?
- \* which are the main sources of communication of brands during festivals ?

These are just some examples of outcomes specific to this Social Intelligence analysis.



Total number of mentions

2019

2021

20 002

19 279

Total number of brands mentions

2019

2021

1 474

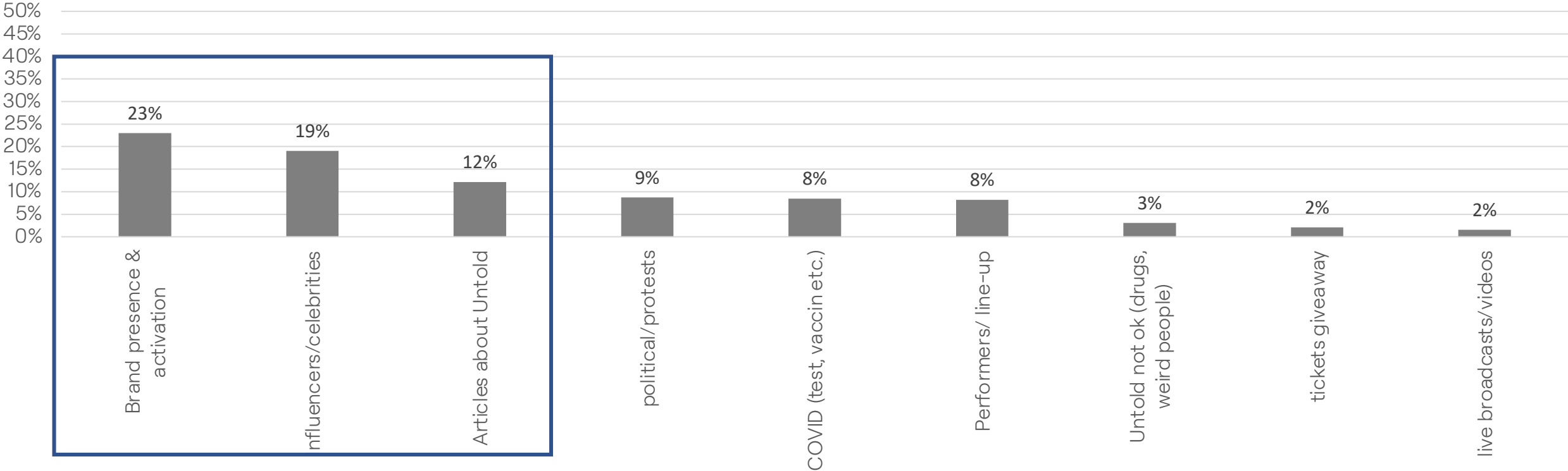
740

# Main topics of interests & areas of discussions surrounding Untold

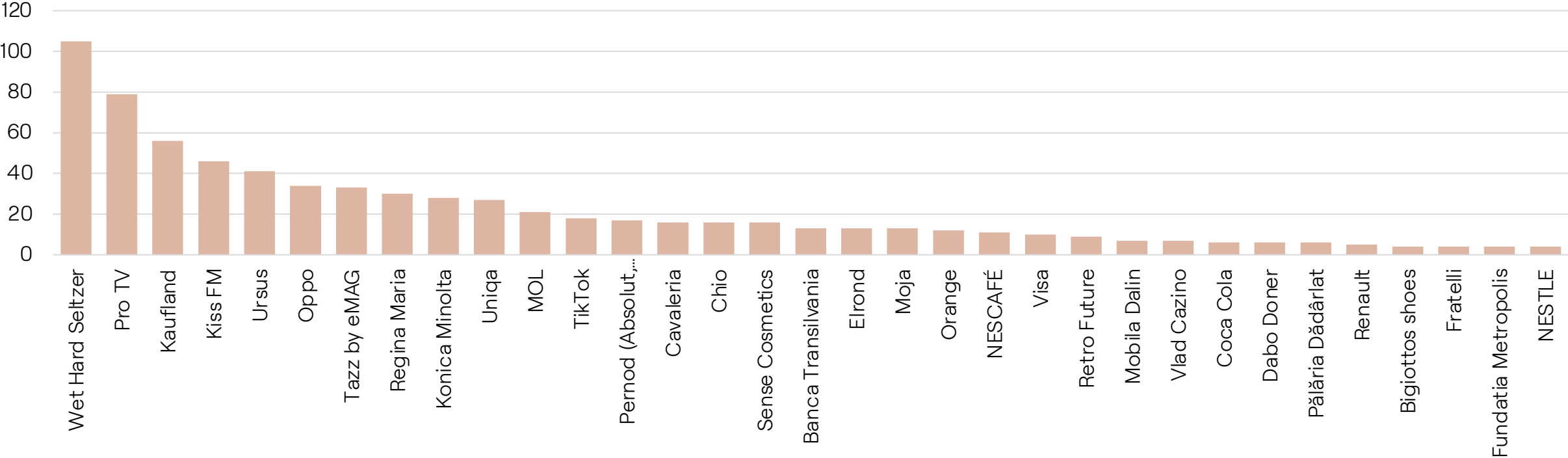
Main festival topics remain on brands presence and activations, on a decreasing trend compared to 2019. Majority of posts were about influencers who wear, consume or use products from their portfolio. These public persons had also their own posts about the Untold experience, most of them tagging also certain brands.

Influencers and celebrities main content creators when it comes to festivals/events.

This year the focus was also on new areas, as protest and COVID related mentions. People were concerned about the organization of this event comparing it with the beginning of school where there were more restrictions.



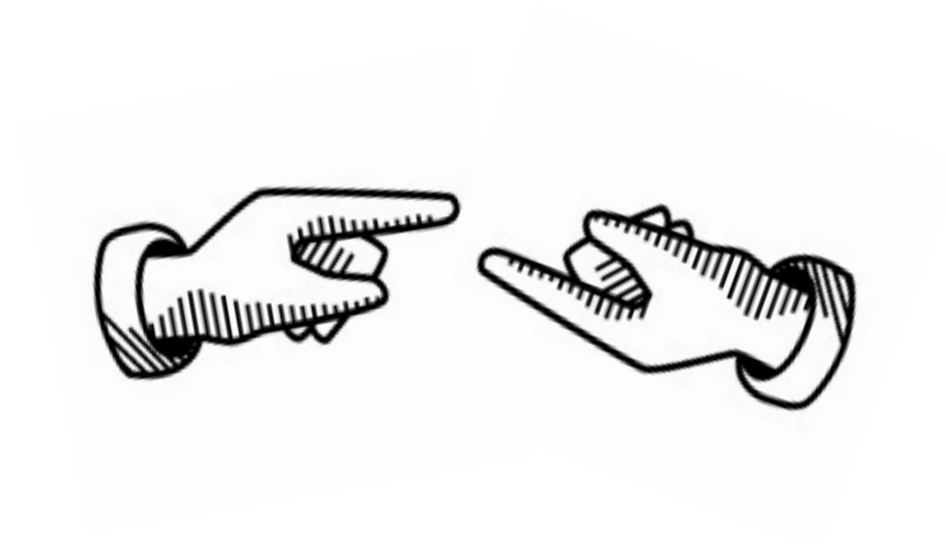
Top brands in terms of mentions are **Wet Hard Seltzer** (launched during the event), **PRO TV** and **Kaufland**.







# LET'S STAY IN



[www.dataintelligence.ro](http://www.dataintelligence.ro)

[www.facebook.com/DataIntelligencebyPublicisGroupeRomania](https://www.facebook.com/DataIntelligencebyPublicisGroupeRomania)

<https://www.linkedin.com/showcase/90952161/>

---

**DATA**iNTELLIGENCE

Powered by  Publicis Groupe