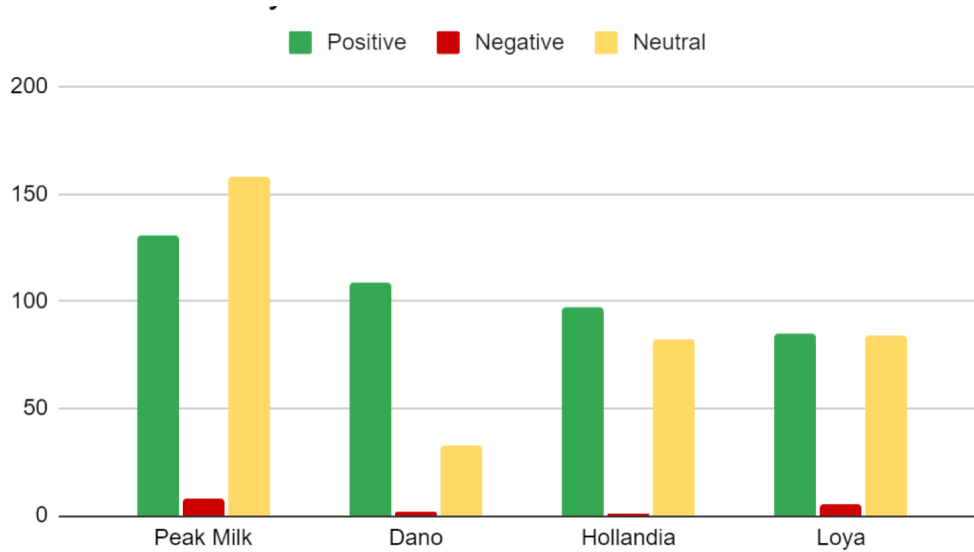


Share of Voice Analysis (SOV)

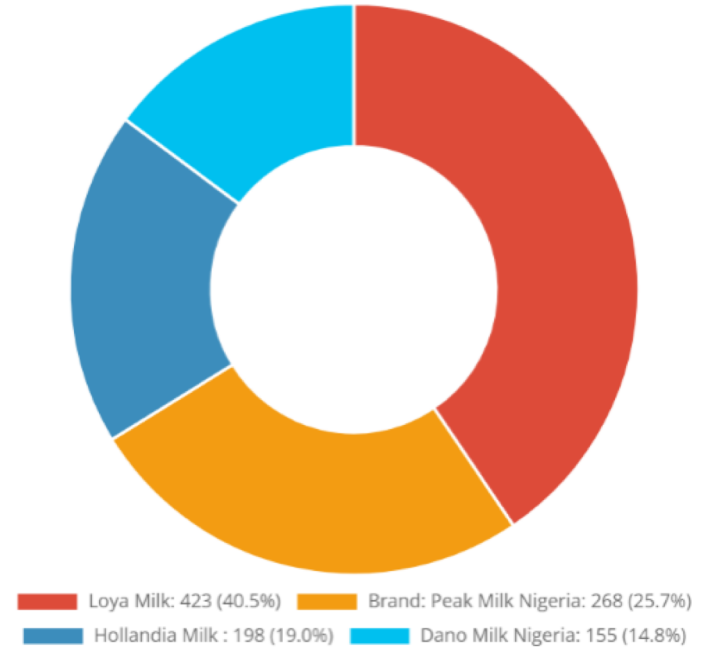
Diary Industry

Sentiment Analysis



- Peak milk has the highest positive, negative and neutral sentiment
- Hollandia Milk has the lowest negative sentiment.
- Loya Milk outperformed it's category brands SOV due to a higher web mention asides from socials. This was influenced majorly by mentions from past brand ambassador like Don Jazzy and some recent ambassadors. Also major ecommerce and budding e-commerce platforms formed part of it.

Share of Voice



Content Analysis Dairy Products

21%



- Video Content
- Promotions
- Brand ambassador & Influencer contents
- Event sponsorship & Partnerships
- Always on content
- Tactical Contents

15%



- Always On
- Video Content
- Trivia Contents
- Brand ambassador & Influencer contents
- Tactical Contents
- Promotions
- UGCs

1.4%



- Always On
- Video Content
- Trivia Contents
- Brand ambassador & Influencer contents
- Promotions
- Tactical Contents

0.4%



- Always On Content
- Video contents
- Promotions
- Social Community
- Event Sponsorship & Partnerships
- Brand ambassador & Influencer contents
- Tactical Contents

THANK YOU