

READY FOR REDDIT?

Presentation to the
Brand Management Team
Pernod Ricard Wine & Champagne Portfolio

OVERVIEW

- Brand Team request
- Is there an opportunity?
- Methodology
- Analysis
- Recommendations and Next Steps

BRAND TEAM REQUEST

- Seeking new awareness opportunities
- Specifically inquired about increasing exposure on reddit



- Why?
 - Brand Team has experimented with r/wine
 - Keto is a larger user base: (r/wine = 106k and r/keto = 1.7m)
 - Perceived Lifestyle Fit – they are asking about wine online

IS THERE AN OPPORTUNITY?

80% fat and low carbs, but “pairable” recipes



REALLY want to rationalize not giving up alcohol



MANY portfolio wine brands fit the ideal profile



METHODOLOGY

QUESTION:

- Can we infer if the r/wine and r/keto subreddits are similar or different?

IMPLICATIONS:

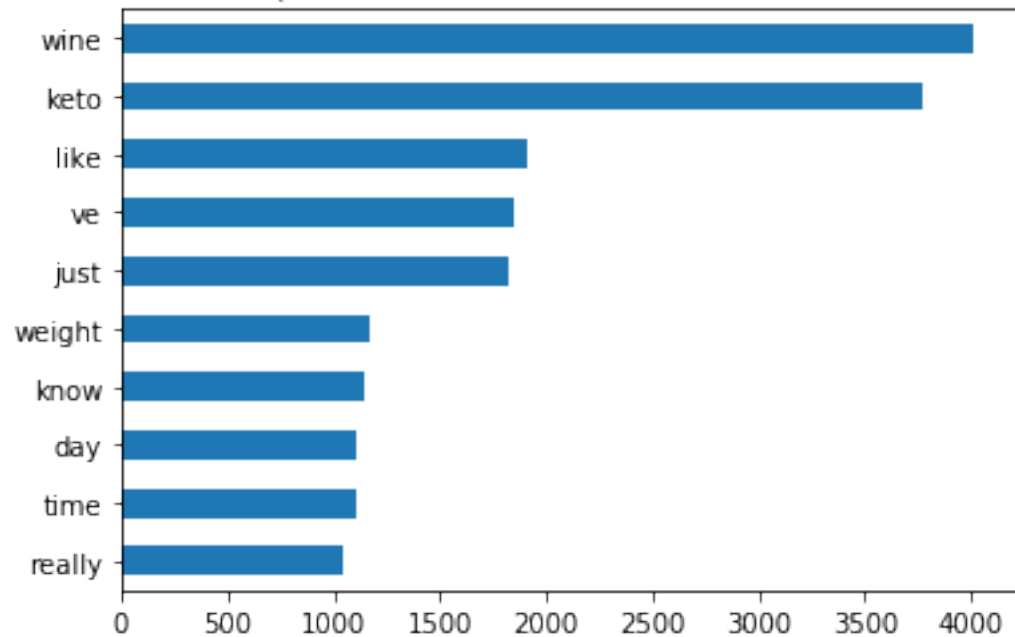
- If similar, it may be an investment opportunity to drive trial and awareness of brands among keto consumers.
- If not, more evaluation will be needed.

APPROACH:

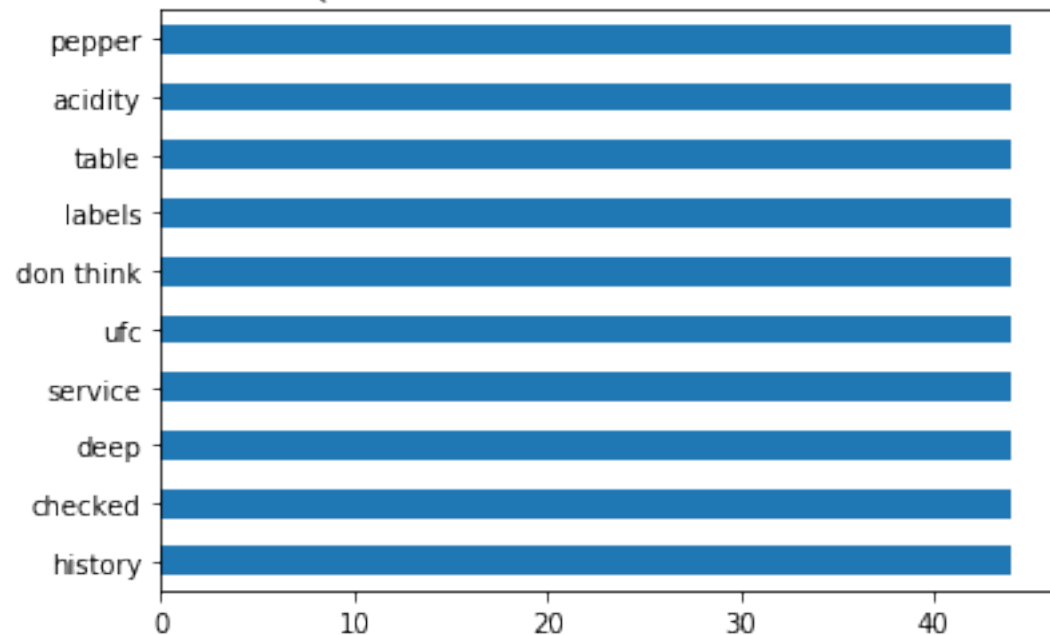
- Capture an equal amount of text based reddit posts from both subreddits (2800 each)
- Use Natural Language Programming (NLP) and Text Feature Extraction methods to classify reddit posts
- Build regression models that will help address the question
- Evaluate results and share recommendations

ANALYSIS

MOST FREQUENT WORDS IN KETO AND WINE SUBREDDITS



LEAST FREQUENT WORDS IN KETO AND WINE SUBREDDITS

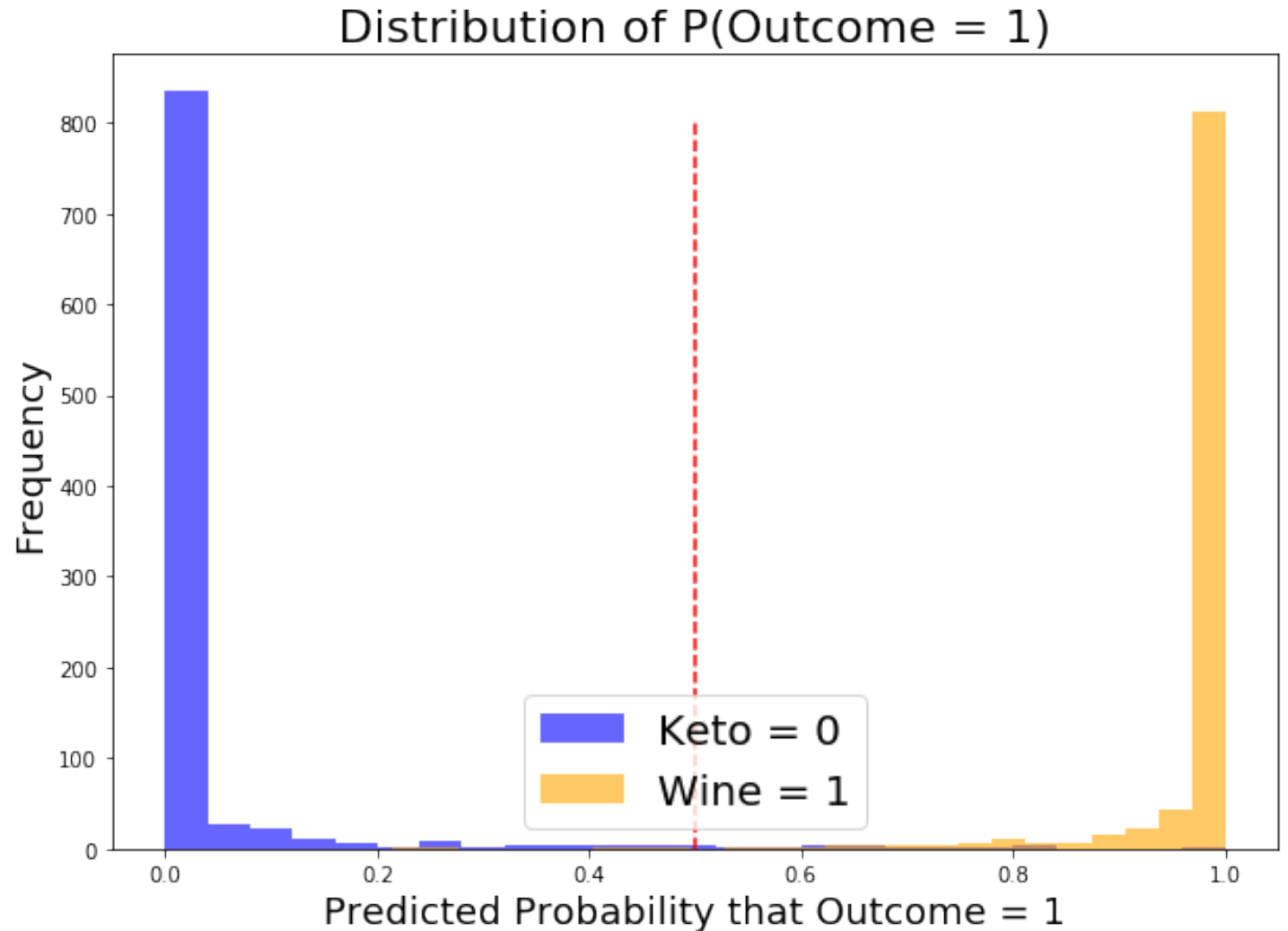


Pernod Ricard

ANALYSIS

OBSERVATIONS

- Distribution of outcomes show a very clear distinction between these two subreddits
- Even if the two words with the highest frequency were removed from the analysis, there would be very little overlap in their distribution



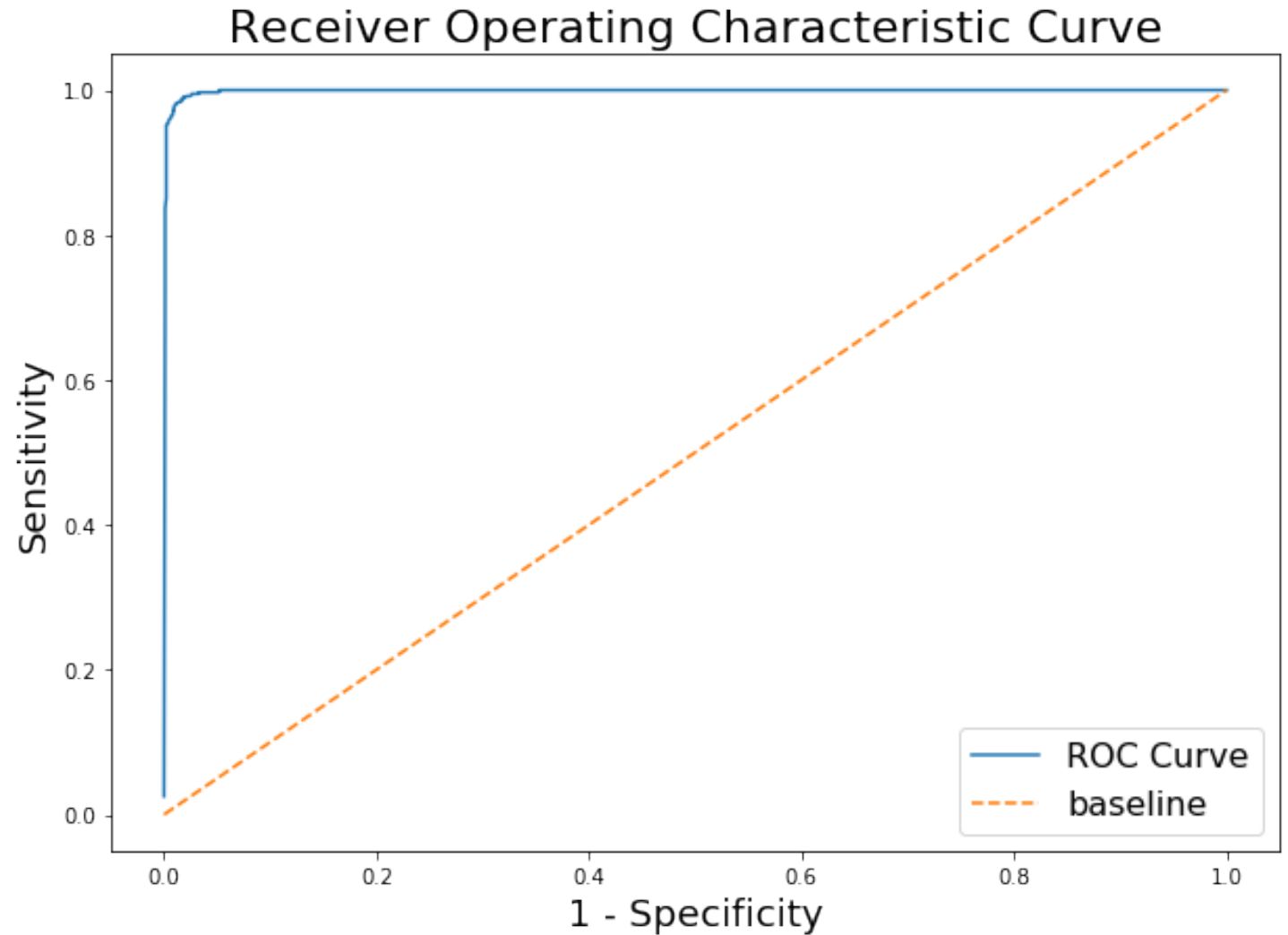
ANALYSIS

ACCURACY

- 98.4% of observations predicted correctly
- High accuracy infers the two subreddits are dissimilar

ROC CURVE

- 99.2% sensitivity indicates we are correctly predicting positives
- Baseline – no majority (50/50)
- The further away from the baseline, the more difference is inferred



Recommendations and Next Steps

- Activating r/keto not viable without more analysis at this time
 - It could be a great “wine pairing” marketing opportunity
 - This particular forum may not be ready for it
- Consider evaluating other subreddits
 - r/weight watchers (41k), r/loseit (2.0m), r/nutrition(684k)
- Open analysis to other social media platforms and channels