

## **Team Brandwatch- Competitors**

To better understand the granola bar market, we used Brandwatch to analyze our biggest competitor, Clif. Brandwatch follows and analyzes each company and campaign on social media. In today's world, phones and technology are constantly changing. People who used to like to pick up a newspaper now read it on their phone. Consumers want their phone to do and tell them everything. Consumers either hate or disregard anything that is not mobile friendly. For this reason, social media is a huge tool and a staple for any company.

When looking at the snack/nutrition bar category as a whole, the average consumer to post is a young adult between the ages of 18 and 35. These consumers are typically from the US or Canada, and they do most of their posting on either Twitter or Instagram. On Twitter, consumers usually talk about "granola bars," they don't use brand names as much. Consumers talk about the bar they ate, or how they don't eat real food, just bars. The only time Twitter users use brand names, is when mentioning stereotypes of certain bars, such as how Nature Valley is super messy. On the other hand, Instagram seems to contain more brand names. This may be because consumers can follow certain hashtag trends better on Instagram or they are forced to post a picture that includes the bars logo. Whatever the case, Instagram leads to greater brand following whereas Twitter leads to more stories and experiences about the bars.

No matter the social media medium, people tend to post the same things about snack and granola bars. In most posts, the users are either in situations where they are hungry and can't wait till the next meal, are too lazy to make food, or are on the run. These posts all talk about how bars are "lifesavers" and a "staple" in their daily diet. Bars also have a lot of mentions of food/diet blogs. These bloggers tell consumers how to use them as meal replacements to "tide them over" until the next meal. According to Brandwatch, no one bar is superior to the rest in terms of keeping the consumer full. But everyone seems to talk about how KIND bars do as well as everyone else, but taste far superior. This is a big win for KIND and something they can market over other brands.

Of all other snack/nutrition bars, KIND's biggest competitor is Clif. Even though Clif is more of an adventure bar that is built for nutritional purchases, and KIND is more of a snack bar built for the day to day, they are usually consumed by similar people for similar reasons. One thing that we noticed with Clif and social media, is that consumers and those who post use the word "love" a lot. The posts don't usually say that the consumer loves Clif, but that the consumer loves what they can do while enjoying a Clif bar. Clif targets outdoor enthusiasts more than others.

Clif bars are meant to give the consumer lots of energy in each little bite, so they target to those who would need it most: hikers, climbers, sports enthusiasts, etc. These outdoorsy people then love the fact that they can eat their Clif bars during the middle of any of their favorite activities. Because of this, consumers associate Clif with things they love, and this causes them to love Clif even more. This led us to realize one thing that Clif does better than KIND. Clif is more than just a bar, it is an experience, whereas KIND is just a great tasting snack. The experience of Clif is what leads to greater loyalty from its consumers.

Another thing that Clif does better than KIND is social media campaigns. Social media campaigns are a great way to get consumers constantly seeing and thinking about the brand and product. Clif's hashtag right now is "#meetthemoment." Clif started this campaign to engage its consumers to take advantage of every moment and go out and "live more." This works perfectly with their product because they are such an outdoor, adventurous brand. In a way, they are motivating their consumers to use their product in the craziest ways possible. Because Clif consumers are now having amazing experiences with Clif bars, the brand is now becoming more and more valuable and relevant in their lives and mentality. Another way that Clif is using social media to gain an advantage over KIND.

From this assignment, we learned that in order for KIND to keep up with the competition, it needs to boost its social media presence. KIND has plenty of market share with those who want a good tasting, healthy snack, but they are losing a lot of consumers to other brands who use social media to their advantage. We think that if KIND made more use of social media campaigns, it would better engage its

consumers to obtain more brand loyalty. This would also give consumers a way to talk about KIND when not eating KIND bars, and lead to KIND being more top of mind than the other brands.