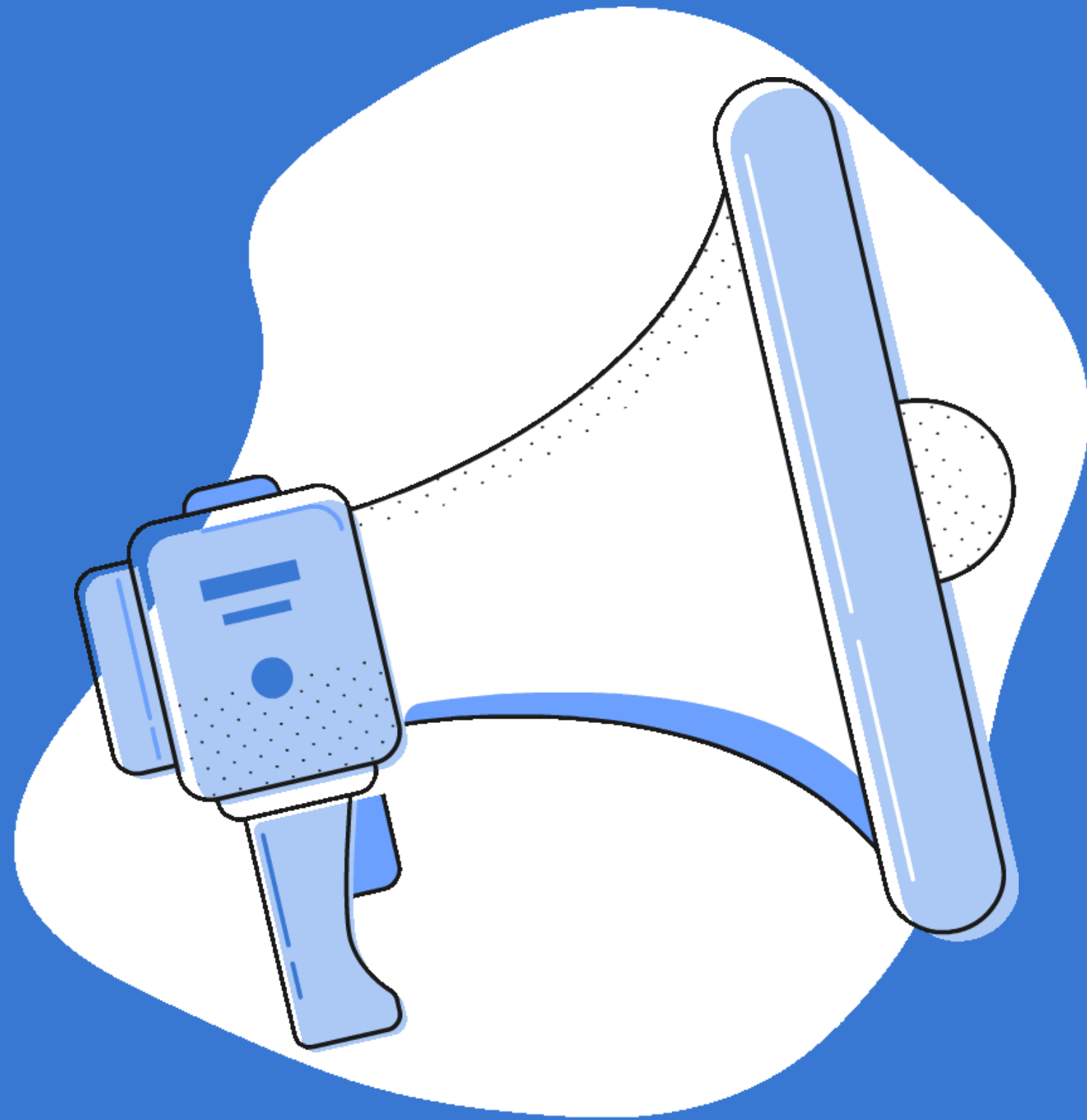


# Tell me How you Really Feel

Live-streaming Tweet Sentiment





# Why do we need sentiment analysis?

To identify brand shortfalls and improve customer experience

# How not to increase brand awareness:

# Hallmark



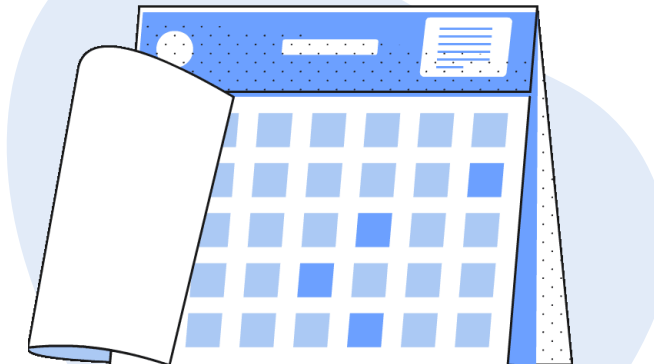
Aired an ad  
featuring a lesbian  
couple



Received backlash  
from conservative  
twitter following,  
#boycottHallmark  
removed ad



More backlash from  
liberal twitter  
following,  
#boycottHallmark  
re-aired ad



Started Countdown to  
Christmas with  
negative sentiment  
from conservatives and  
liberals

# How to increase brand awareness: The IKEA Sleepover Strategy



IKEA identified  
facebook group "I  
wanna have a  
sleepover at IKEA"

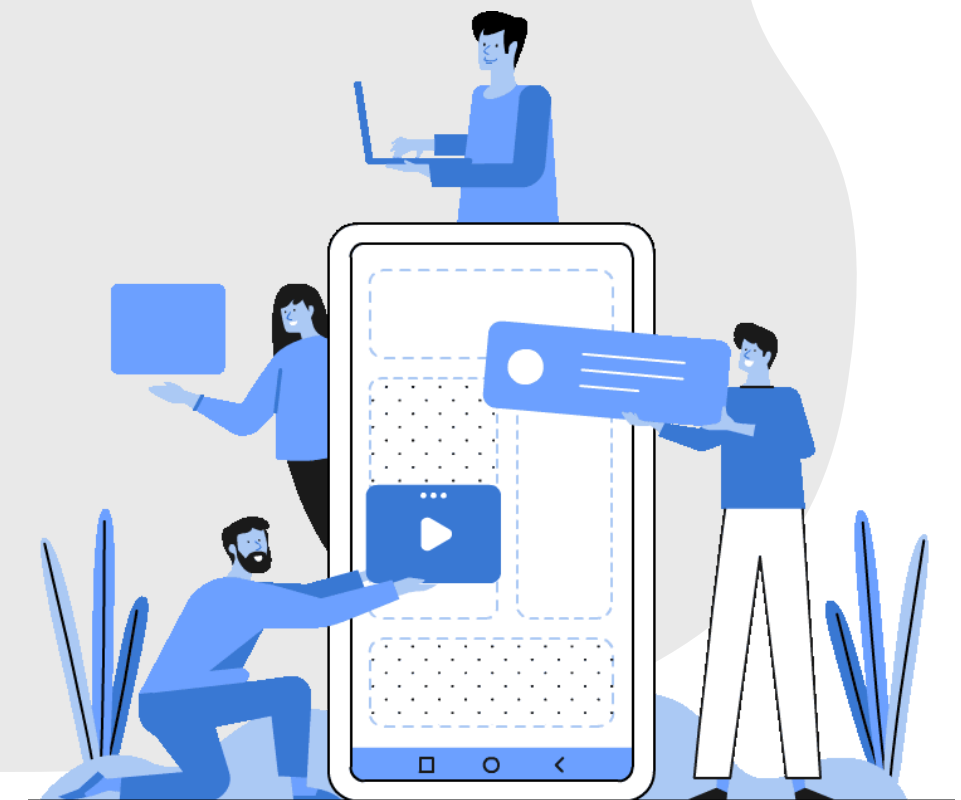
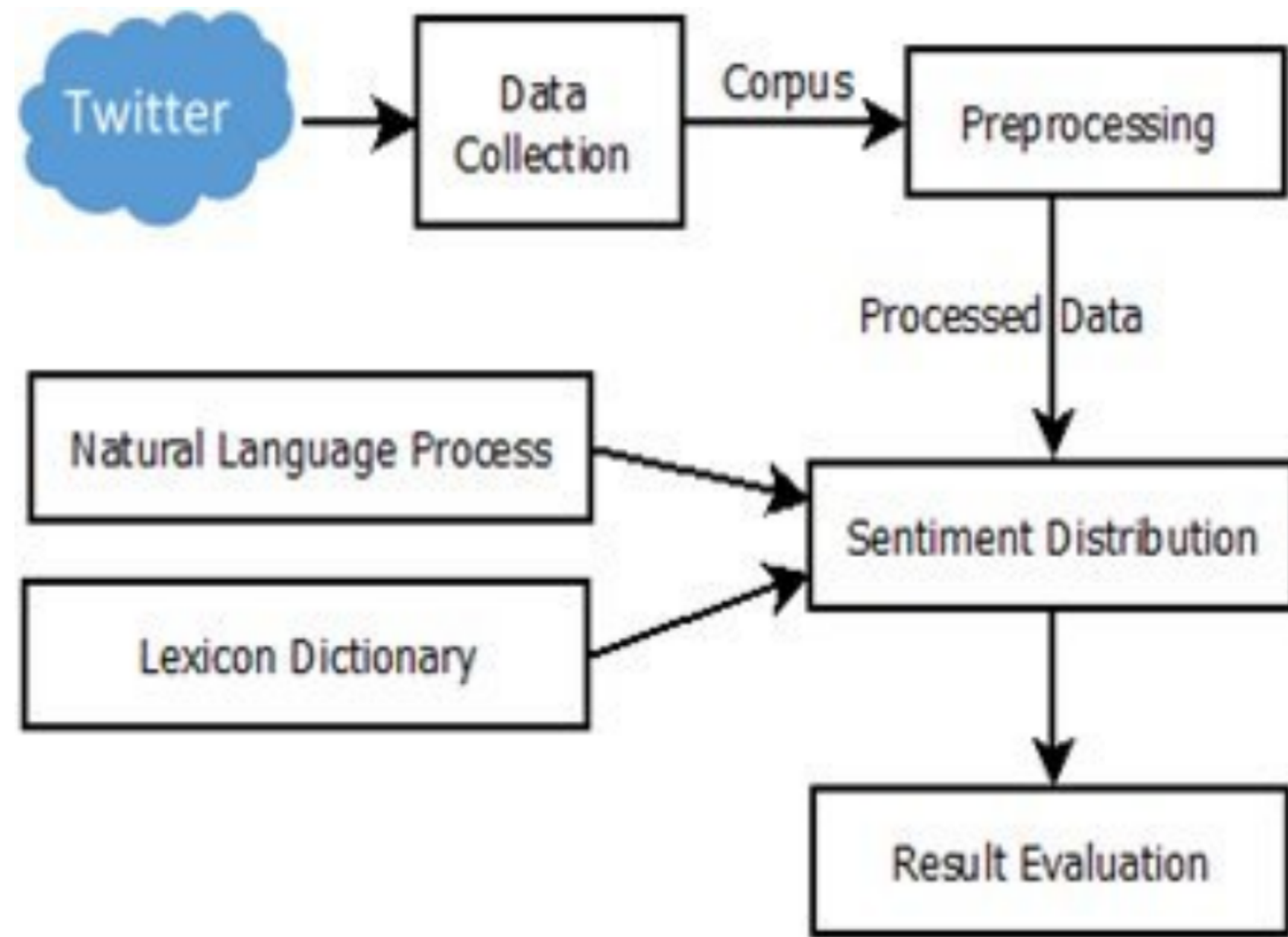


IKEA selected 100  
members out of the  
group for a  
sleepover



IKEA website  
receives additional  
15,000 click-  
throughs

# Analyzing Twitter data

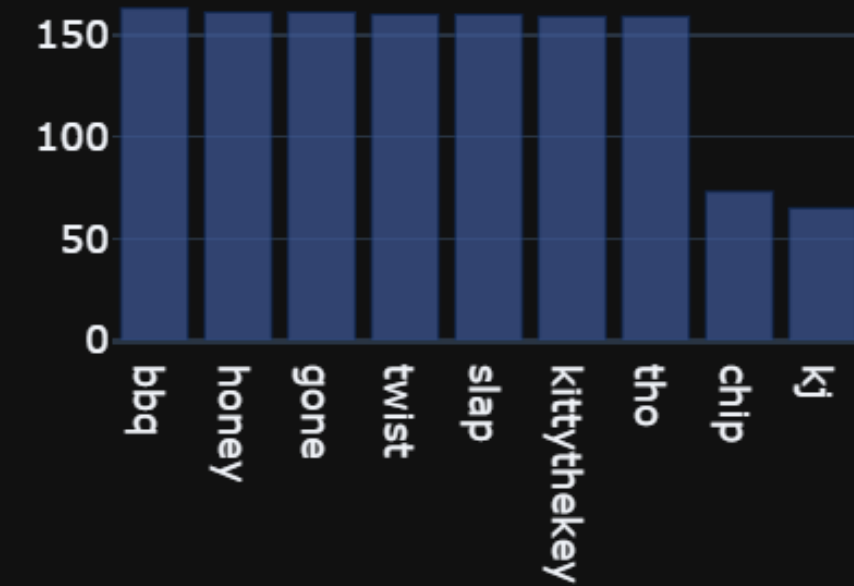
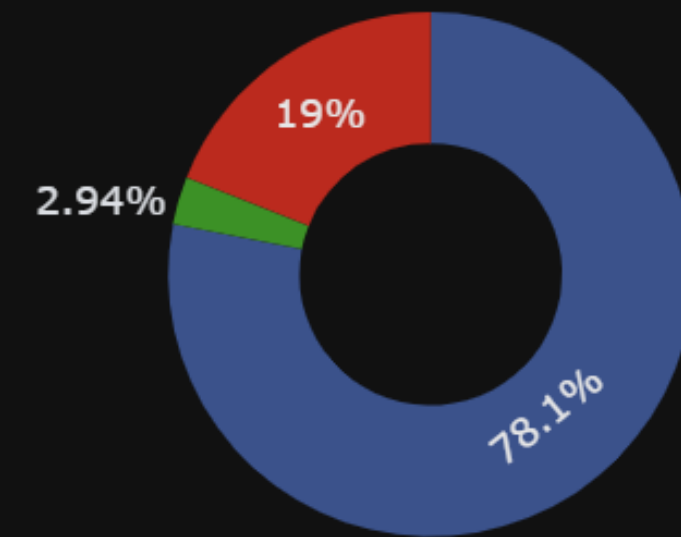
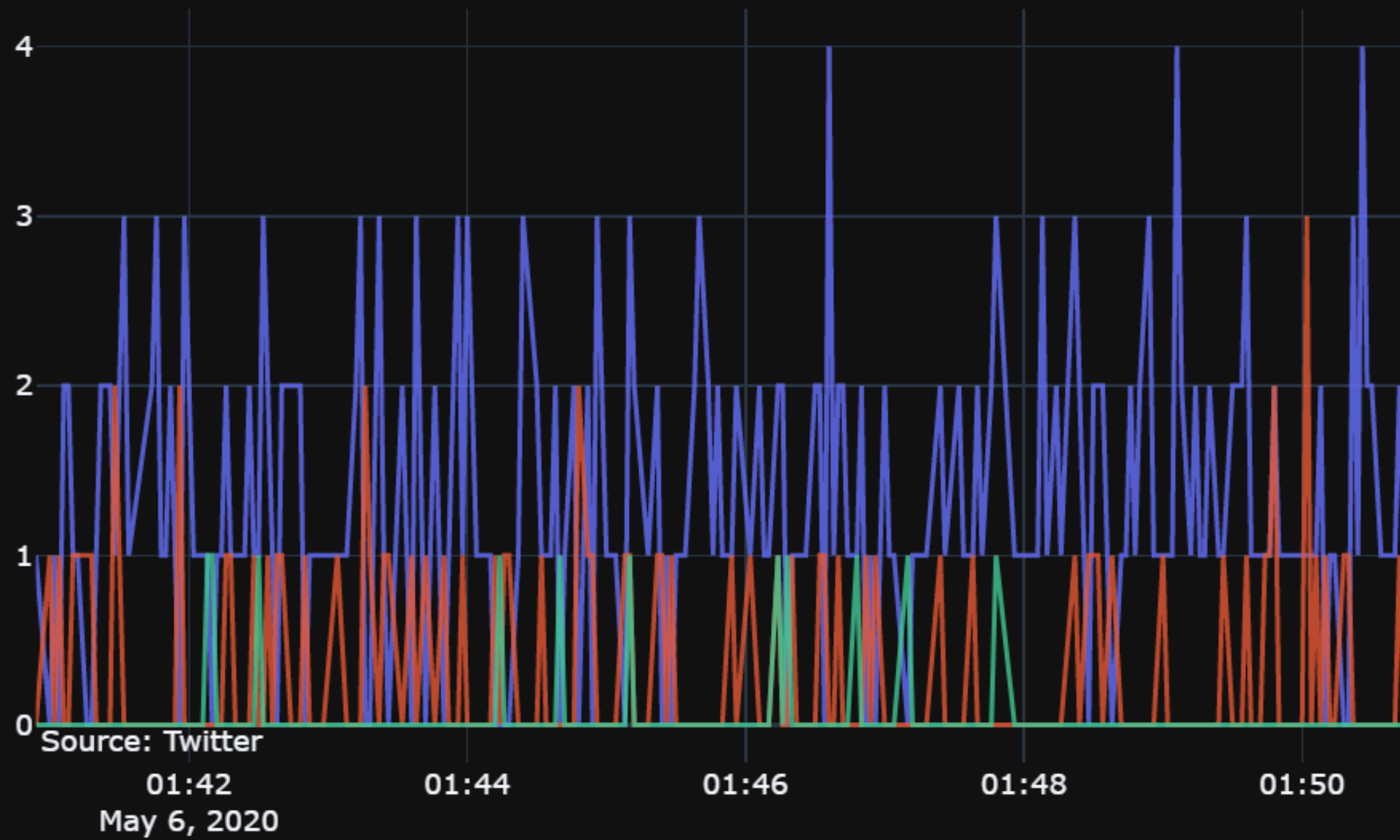




# Demo Time!

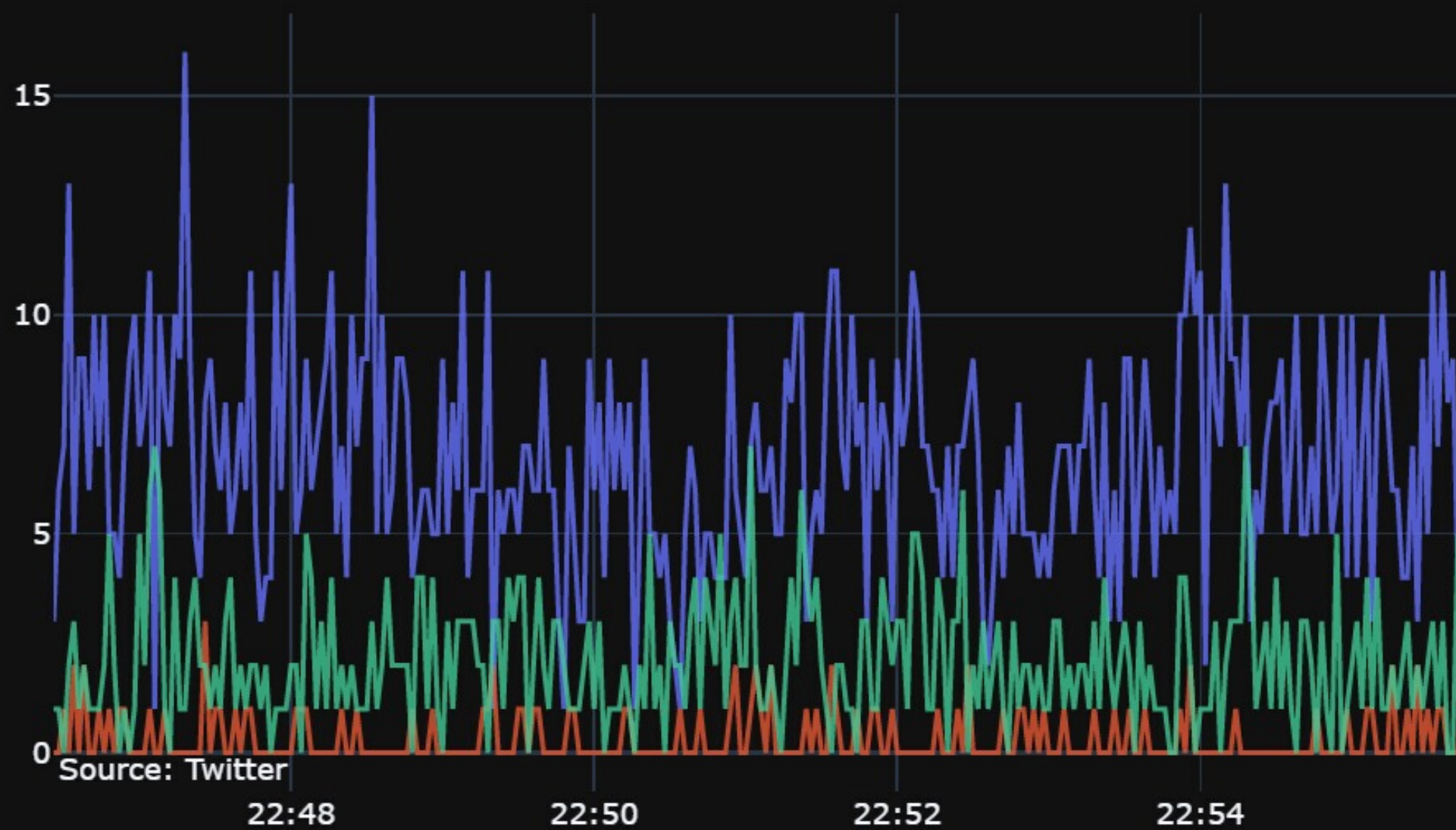


# Real-time tracking '374' 'fritos' mentions on Twitter 05-06 01:50 UTC

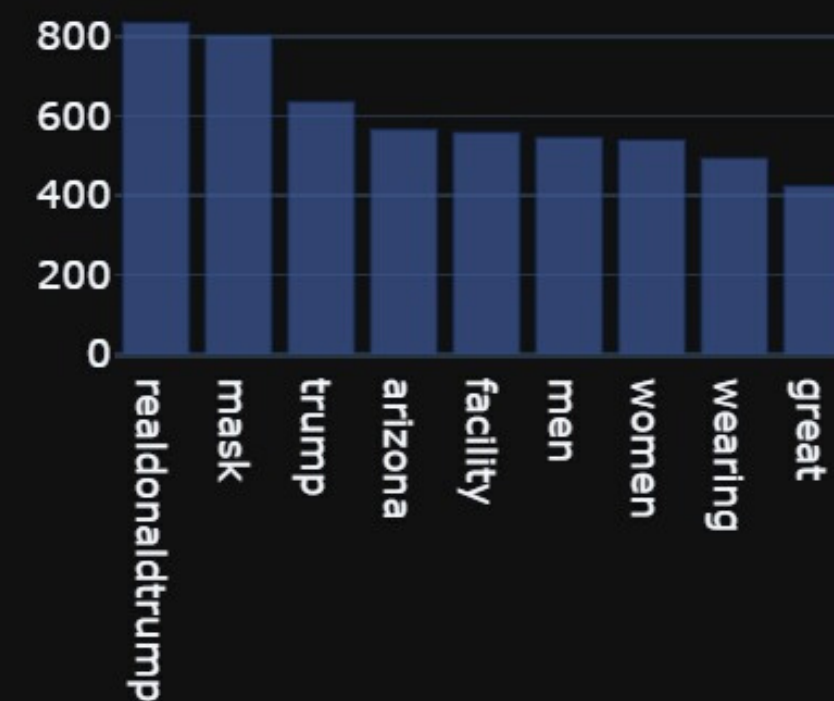
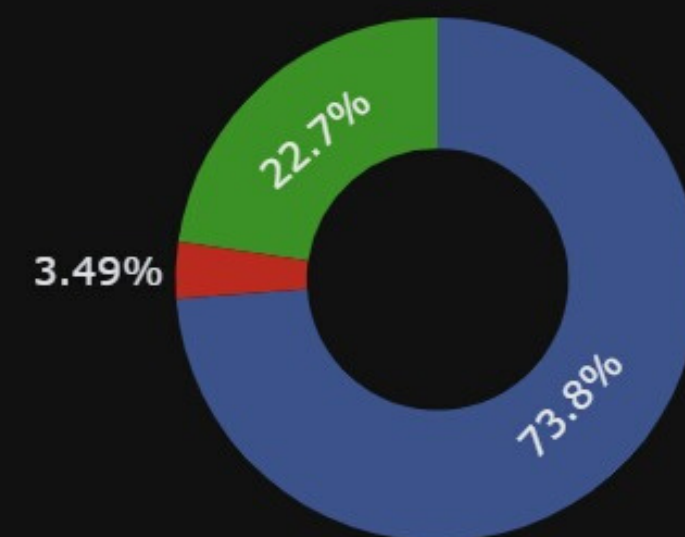




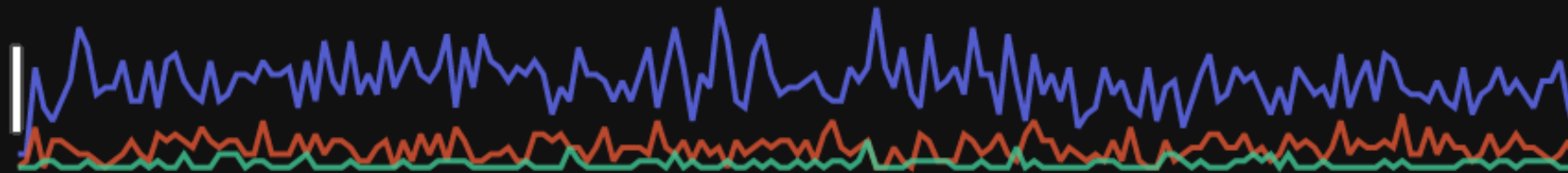
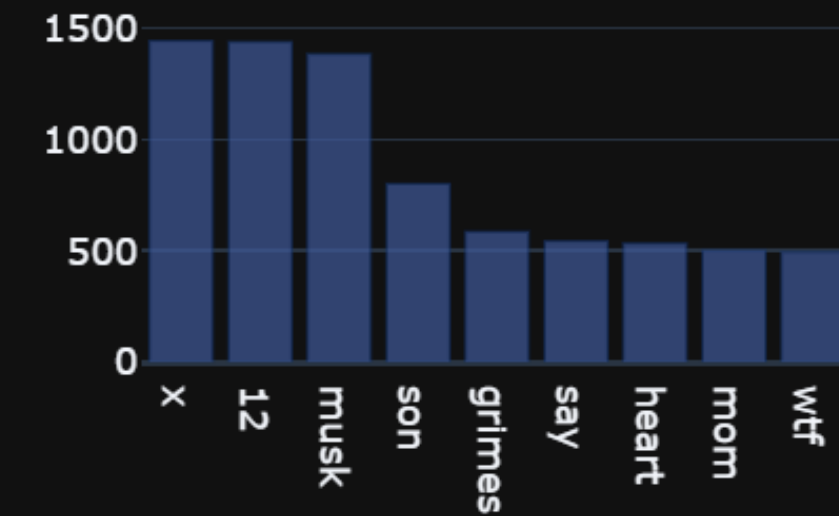
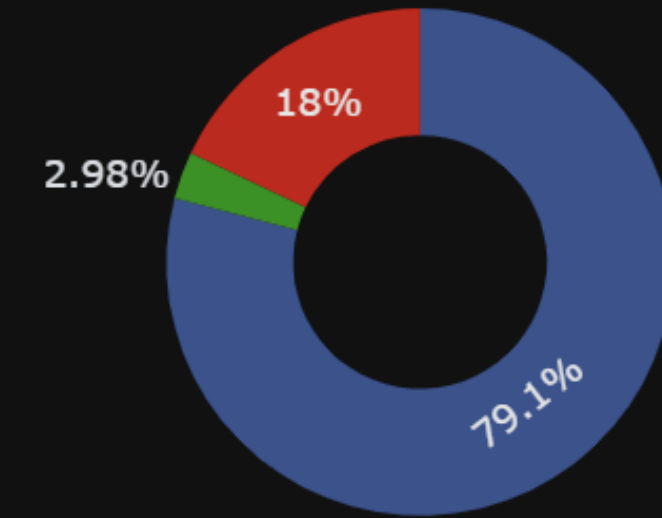
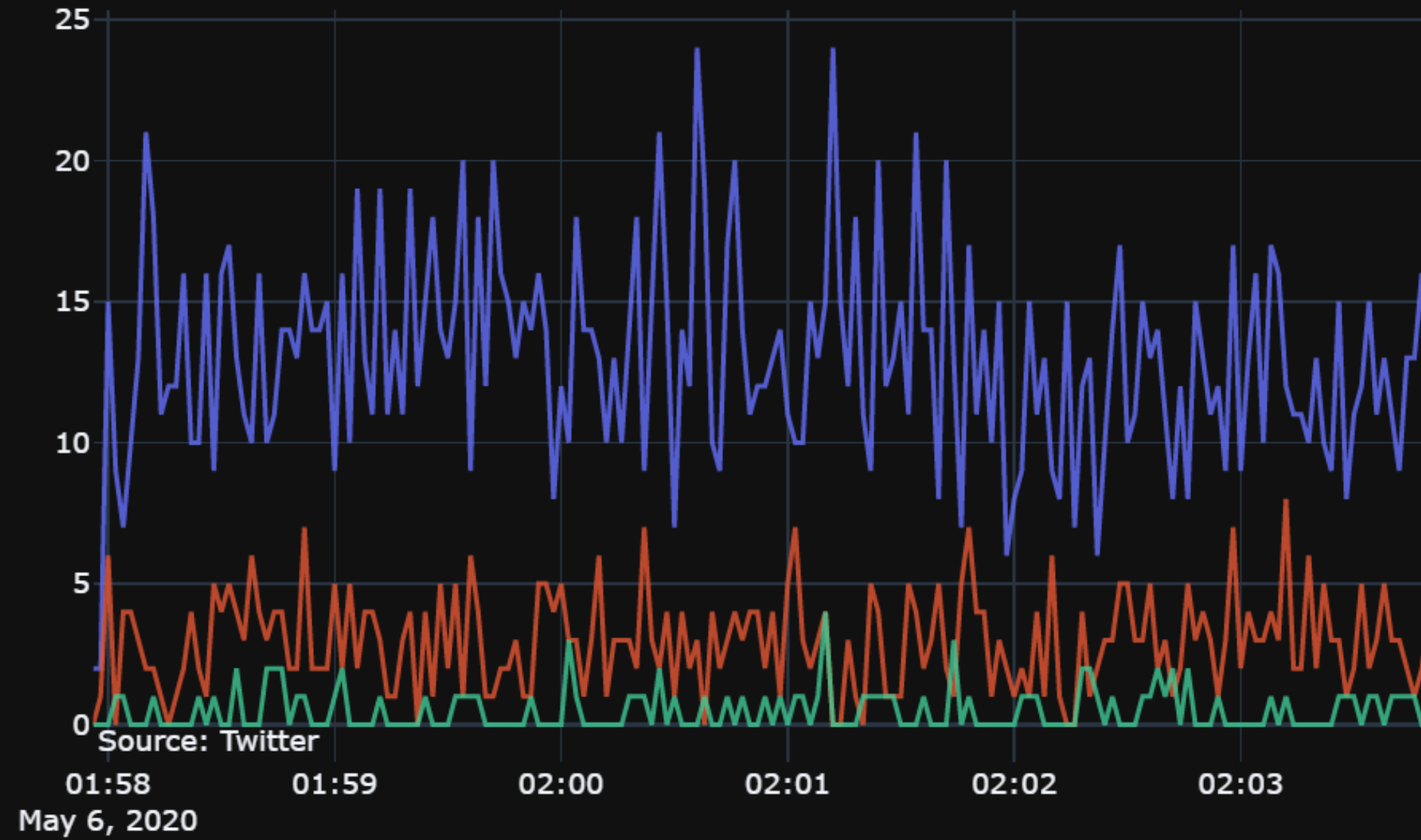
# Real-time tracking '2552' 'honeywell' mentions on Twitter 05-05 22:55 UTC



May 5, 2020



# Real-time tracking '2918' 'Elon' mentions on Twitter 05-06 02:03 UTC



# Thanks for listening!

Fantastic  
40%



Awesome  
60%