

MAZ x POW-DER

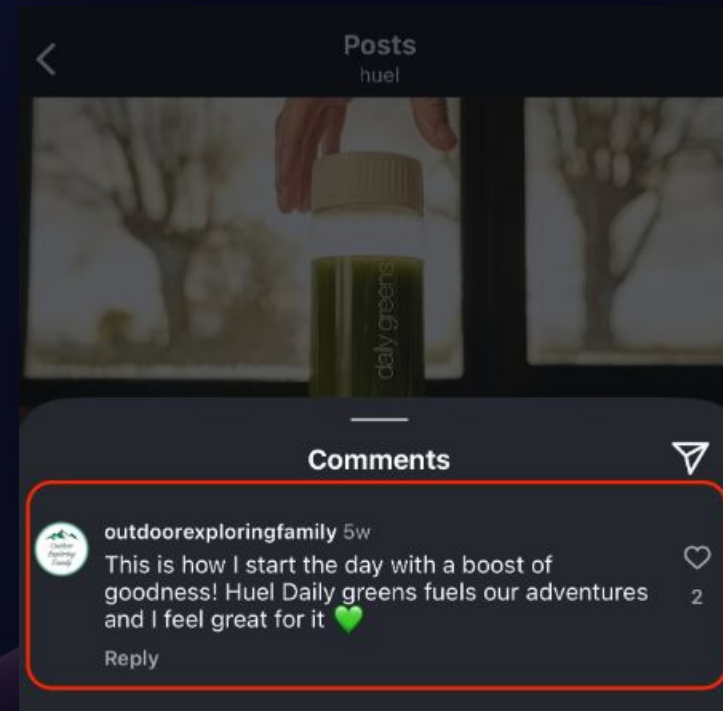
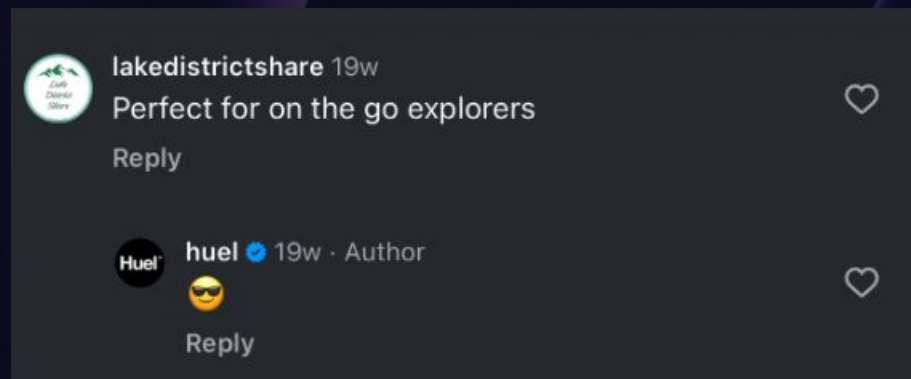
Social Listening & Sentiment Analysis

An analysis of consumer sentiment across nutrition & meal replacement brands

HUEL Analysis

HUEL is a British meal replacement brand that offers nutritionally complete products in multiple forms from Powder whey type shakes to premixed drink, bars, & even savory dehydrated dinners.

HUEL has a strong consumer base and they love to give their opinions.



Audience Insights & Conversation Topics

When diving into conversations around HUEL there are few common topics of discussion.



Price Sensitivity

Consumers regularly talk about how expensive HUEL is. This is not a sentiment unique to HUEL but is certainly a deal breaker for many.



jakedanx 20w

45 quid a month for the greens and it doesn't even last 30 days. I always made sure the scoop serving was level. Maybe I got a dud bag. Very disappointing 😞



1

Reply



Rhys

It's sooooo expensive tho nobody buys em

2023-6-21 Reply

♡ 46



— View 6 replies ▾



Nutritional Authenticity

There's a spectrum of sentiment here from "does it absorb in my body the right way" to outright skepticism. Some question the quality of the ingredients as well.



Cyberstride

huel is garbage.

2024-4-23 Reply

♡ 1



Cyberstride ▸ Huel

you're selling slop full of anti nutrients....and oxidised engine lubricant. what you're selling isn't food.

2024-4-23 Reply

♡ 1



Mike Halton

Ye and don't eat Huel....fresh veg, fresh proteins, we need these things to support our immune systems

2023-2-23 Reply

♡ 1



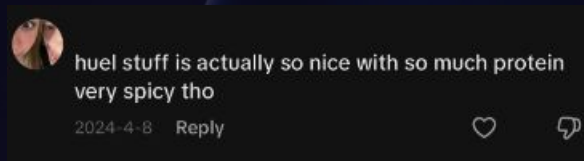
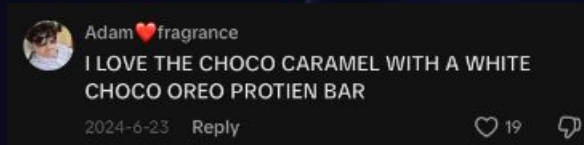
Audience Insights & Conversation Topics

BUT ITS NOT ALL BAD!



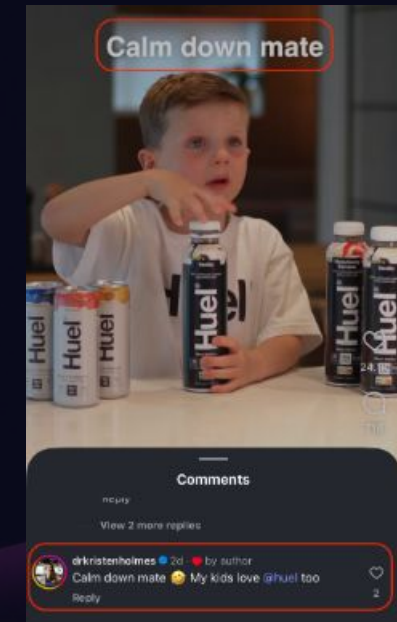
Flavor & Taste

With products like this its never 100% but HUEL has earned its place in being arguably one of the best tasting products in this market. Something "HUELEGINS" regularly discuss.



They Love Their Influencers

We also learned the HUEL audience often responds positively to HUEL collabs. Connecting with content that's either funny or inspiring.

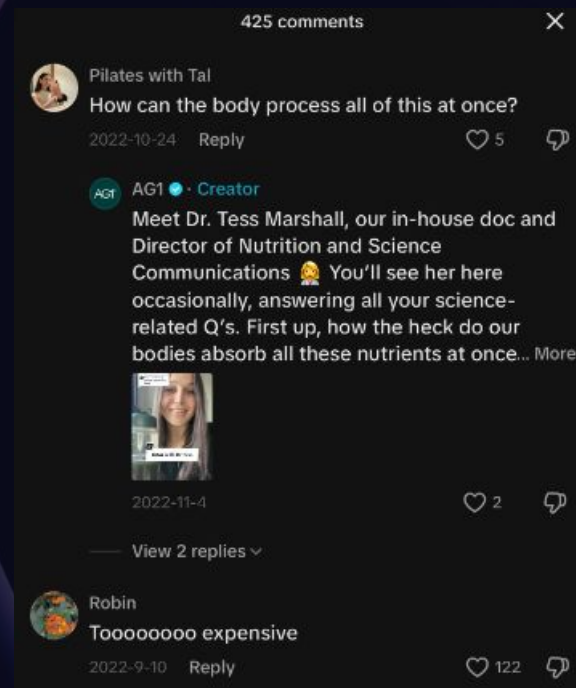


Similar Brands: AG1 & Muscle Milk

We also took a look at a few other brands to find to assess and compare their consumer base.

AG1

- Heavily leverages influencers, experts (doctors/nutritionists), and athletes. The pay off is strong positive response & credibility when it comes to nutrition & legitimacy as a nutrition product.
- Even with skeptics AG1 responds with content that reassures the consumer. Credibility in their nutrition is a massive part of their message.



Muscle Milk

- Quality control concerns have emerged in recent years, leading to a loss in market share & reputation. The lack of personalized attention further hurts the brand.
- The few positive responses they've received in recent posts has been centered around must try recipes.



COMMON THEMES ACROSS ALL THE BRANDS

Across all brands we assessed in the meal replacement space, there were several recurring themes that were front & center among consumers as seen through their interactions with each of the brands.



Cost Sensitivity

The first thing that comes to mind is affordability & if sustainable at that price



Nutrition

Consumers are regularly concerned with how nutritious these products actually are & if their ingredients are of high quality to support those nutritious claims.



Yum Factor

Flavor & variety is a discussion that is always happening. Consumers always point out what they like, what they don't, and their enthusiasm at the mention of a new flavor.



Recipes

Being nutrient first products there's a limit to how tasty they are out of the box. Consumers regularly responded positively & engaged with content around new recipes & flavors.



Expert Input

All of the brands have the same concerns among their consumers when it came to nutrition. Regularly having experts who hold legitimate credentials create content lending their expertise always sparked curiosity, credibility, & conversation



Influencer Connection

Influencers are a massive part of these brands marketing. Their role in creating engagement has been vital, both for getting the word out but also in legitimizing the product. When supported by expert analysis we saw tons of positive sentiment & engagement.

Content Performance Analysis

Our analysis reveals clear patterns in what resonates with HUEL's audience versus what fails to generate meaningful engagement. These insights can guide future content development.

What's Working	What's Not Working	Where Opportunity Lies
Low-production, authentic, trending style content	High-production, overly polished content only works 50% of the time	Creating nutritional based content aiming to educate & capture the busy professionals i.e. LinkedIn
Influencer collaborations	Product centric content without context outside of new product drops	Diversity among platforms & tuning more into the tone of each platform & leveraging trends.
Expert& Influencer Backed Analysis & content	When content is sponsored there is a lot of negative sentiment (positive sentiment non-existent). Organic reach has much higher positive sentiment.	Using twitter to get a feel for what the consumer loves, hates, & wishes they had. Creating this 1 on 1 conversation.
Recipe & Tips videos	Content that focuses more on "marketing" & lacks information around consumer concerns	Leaning heavy into generally educating & backing it up with legitimate experts & studies to build credibility.
Humor-based content	Canned responses especially to negative feedback	Creating content around the experiences people in this space have like forgetting to wash the protein shake bottle to build a connection with the consumer.

Dr. Mike Israetel: Potential Brand Ambassador

Dr. Mike Israetel represents a great potential partnership for POW-DER, bringing scientific credibility & experience in the fitness & nutrition space to a massive audience.

Trusted Authority

Given his background as an MD & his approach to explaining all things related to this niche he has become a trusted voice among many in the space among consumers, professional athletes, & influencers alike

Engaged Audience

He has a highly engaged audience that regularly have discussion, make recommendation, & joke around in the comments. They all clearly have a strong sense of loyalty with him.

Informed Following

Dr.Mikes audience is at least somewhat informed with foundational fitness & nutrition knowledge. They are also a diverse group from the casual averaging person interested in health to health nerds to professional athletes & other experts.

Content & Consistency

His content is diverse but consistent. Discussing & analyzing everything from fitness techniques to health myths. He also appears in alot of podcasts & interviews as an expert in the nutrition, health, & fitness niche. It doesn't hurt that he's also funny.



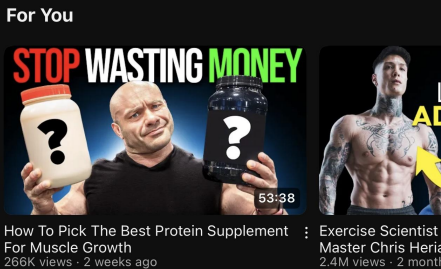
Ethan Suplee's Weight Loss Journey: How He Lost Over 200 Pounds!
4.2M views · 4 years ago



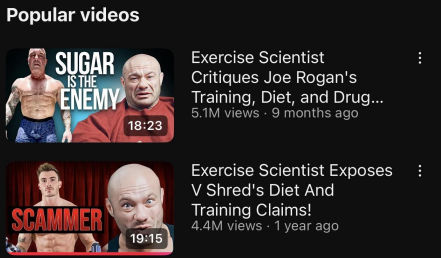
Exercise Scientist Critiques Sam Sulek's Workouts
4M views · 1 year ago



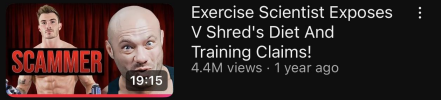
The Best Supplements For Muscle Growth And Health
4M views · 1 year ago



How To Pick The Best Protein Supplement For Muscle Growth
266K views · 2 weeks ago



Exercise Scientist Critiques Joe Rogan's Training, Diet, and Drug...
5.1M views · 9 months ago



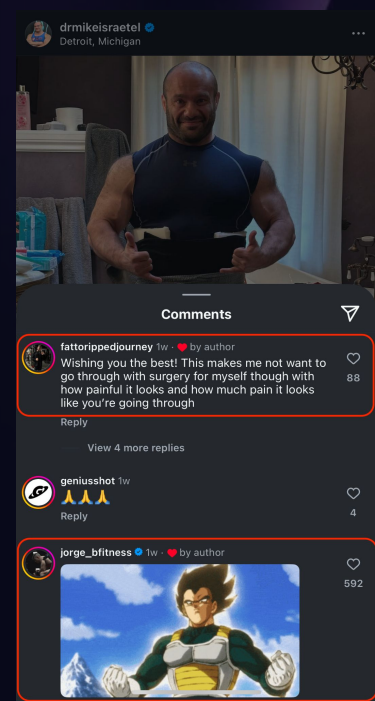
Exercise Scientist Exposes V Shred's Diet And Training Claims!
4.4M views · 1 year ago

What Do Dr.Mikes People Talk About?

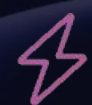
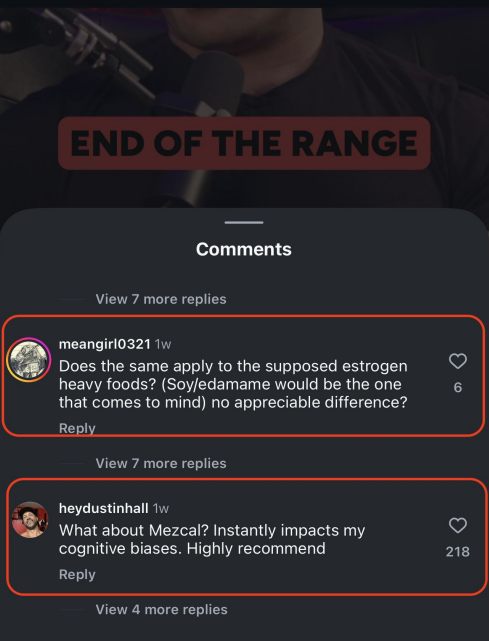
Dr.Mikes following although large, has a very small community feel to it. They all have a shared passion for the content but beyond that they support each other. Whether its motivation, educating & sharing experiences, or even just joking with or about Dr.Mike. The lighthearted atmosphere makes it welcoming.



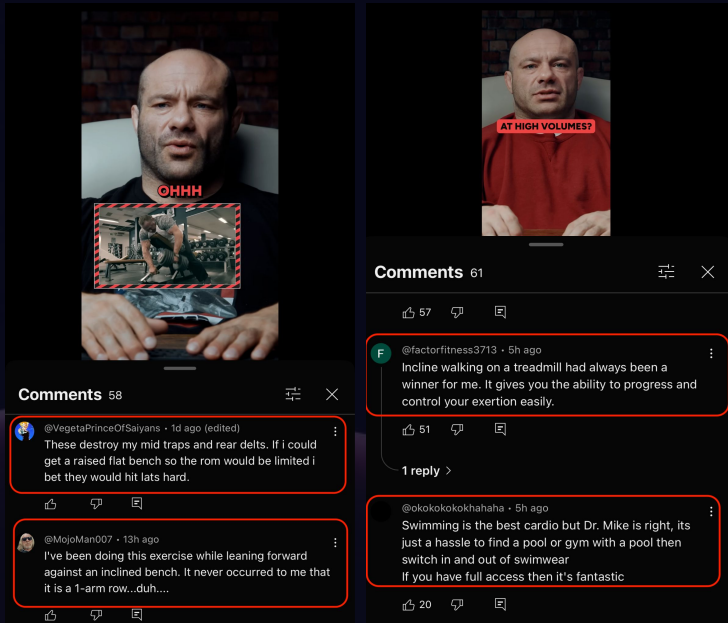
Loyal & Emotionally Invested
Dr.Mikes Audience care not just about his content but about him the human being.



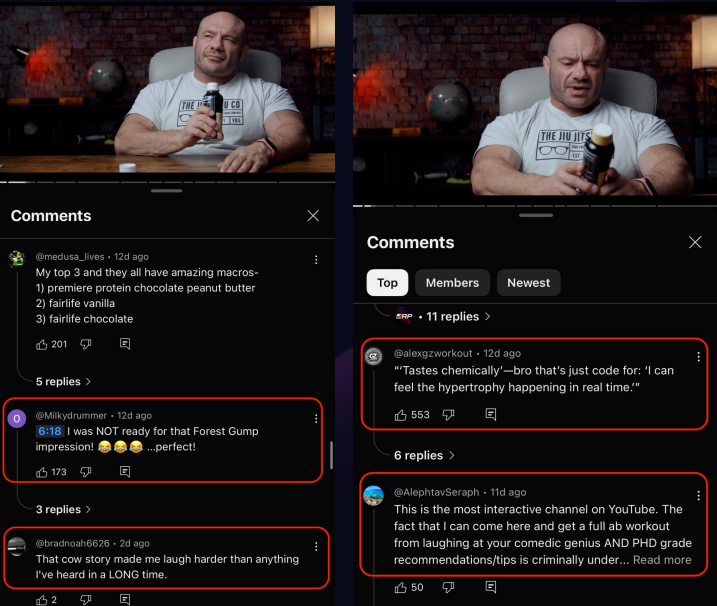
Curious
His community is very curious. Regularly asking questions in the comments section.



Experienced & Informed
They don't just ask questions they answer them too. Theory are an informed group & are always happy to help each other.



Lighthearted
Potentially the most common theme across all his content is how much his following laughs & enjoys his stories.



Creative Concepts

Myth Busting

With a new “expert” showing on to social media everyday platforms are being flooded with inaccurate information, sometimes fooling even the best of us. Leveraging Dr.Mikes credibility as a doctor & scientist with a myth busting series would be a great way to address misconceptions about meal replacement.

Getting Swoll

Just because you ingest nutrient doesn't mean they're always being absorbed efficiently. Different nutrients get absorbed in different ways & sometimes better or worse in different forms. With Dr.Mikes experience in fitness & science we could create content around how best to integrate meal replacement to maximize its benefits in our routine, even leveraging science-backed recipes.

The Experience

There's nothing like going to gym walking up to the dumbbell rack and finding only 1 of the 2 weight you need. May someone misplaced it? You looking for it only to find you missed 30 mins of your workout. Or when you sit at a lat machine after someone whos much bigger than you, not thinking to reduce the weight, and almost tear your arms off. Finding experience that happen to people everyday and creating funny content around them is a great way to get engagement. Also it never hurts to make people laugh.

Platform Recommendations

Tiktok

Tiktok content will have to be very “tiktok-ey” but it's become THE go to search engine for Gen-Z & a growing number of millennials. Creating a mix of informative & also relatable content would be a great way to spread brand awareness without the “marketing”.

Youtube/Shorts

Dr.Mikes biggest platform is youtube. Creating content that's youtube dedicated would get alot of eye balls & lead to more eyeballs on other platforms.

Expand LinkedIn Presence

There is a massive opportunity on linkedin to educate people on nutrition. There are alot of voices that talk about their credentials with our establishing what they are. Even more voices giving you “solid information” without any scientific backing. Creating content around nutrition and fitness from a scientific perspective educating people not only what to do or what to eat but also the functions of how it actually works & its impact on our bodies. All backed by scientific sources.

Thank You!

