

FINDINGS - Search tool

Sentiment Analysis over the years & across media

Responsive dashboard: You can change the dates, but also click on a Publisher name in the bottom right corner to filter by this specific Publisher and click on either Positive or Negative



The dashboard allows to identify which industries inspire the more articles and if they are, on average, perceived positively or negatively as well as the publishers doing a bad communication for Unilever.
This gives two levels of action: Industry level & Press Relationship. All over the dashboard the color code is as follows:
- Blue is positive sentiment
- Purple is negative sentiment

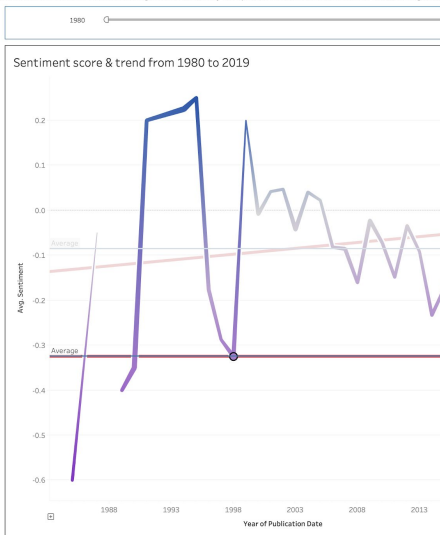
Each graph allows you to dig deeper into the dataset and find different insights on Unilever reputation. The center graph gives an overview of the reputation trend with the filters you activated (years, industry, publishers or sentiments). Starting with a broad view you can zoom in the dataset from different angles.

Avg. Sentiment score per Industry (Top 10)

Industry Agriculture 15

Word cloud by names

name milk research nature
birth ehlers farmers COWS
calf dairy farmers paddock
cow milkers challenge one
customers experience woman calves agency



Bubble chart Trend chart Word cloud Top Industry Donut chart Dashboard 1

unilever cows 1998



Settings

Tools

About 897,000 results (0.52 seconds)

books.google.fr › books

The Global Corporation: Sustainable, Effective and Ethical ...

Laura P. Hartman, Patricia H. Werhane - 2013 - Business & Economics

... Consumer Confidence is Dented by Mad Cow Disease: **Unilever** Counts Cost ... Benefits of Food Awareness," London Financial Times, November 7, **1998**, 5.

FINDINGS - Search tool

Sentiment Analysis over the years & across media

Responsive dashboard: You can change the dates, but also click on a Publisher name in the bottom right corner to filter by this specific Publisher and click on either Positive or Negative share of the donut chart in upper right corner.



The dashboard allows to identify which industries inspire the more articles and if they are, on average, perceived positively or negatively as well as the publishers doing a bad communication for Unilever.

This gives two levels of action: Industry level & Press Relationship. All over the dashboard the color code is as follows:

- Blue is positive sentiment
- Purple is negative sentiment

Each graph allows you to dig deeper into the dataset and find different insights on Unilever reputation. The center graph gives an overview of the reputation trend with the filters you activated (years, industry, publisher or sentiment). Starting with a broad view you can zoom in the dataset from different angles.

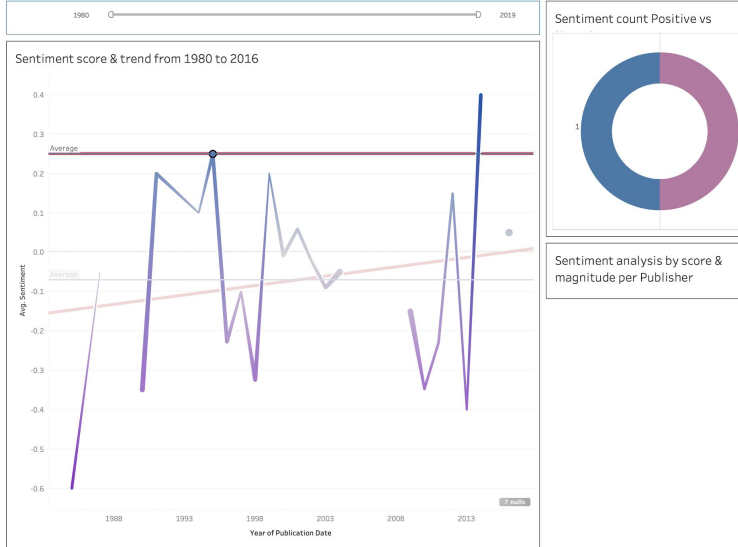
Avg. Sentiment score per Industry (Top 10)

Industry

Agriculture -0.6

Word cloud by names

animals farmers
dairy farmers
half cows



The company has a commitment to small-scale Vermont family dairy farmers and purchases all of its dairy products from a local cooperative of such farmers, above market prices (Rosin, 1995). As

unilever dairy farmer 1995



All



Images



News



Videos



Maps



More



Settings



Tools

About 304,000 results (0.62 seconds)

Images for unilever dairy farmer 1995



Farms with payment delay (% of all delivering farms)	Average % Payment D
33.6	1
35.9	1
34.9	1
38.2	1
37.1	1
33.8	6
27.6	1
22.4	6
15.9	4
10.5	2



→ More images for unilever dairy farmer 1995

Report images

books.google.fr > books

Greening the Corporation: Management Strategy and the ...

Peter Thayer Robbins - 2001 - Business & Economics

At the end of 1995 there were 700 employees and sales were US\$155 million. ... In April 2000, Ben & Jerry's agreed to a unique takeover by Unilever, ... The company has a commitment to small-scale Vermont family dairy farmers and ...

