



Tom's of Maine Analysis

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Who is Tom's of Maine?



Oral Care



Bath & Body



Deodorant & Antiperspirant

Mission: "to serve our customers by providing safe, effective, innovative, natural products of high quality"



\$ 58.3M in 2022



Founded in 1970



Bought by Colgate in 2006

Environmental Conscious Family's

Who:

- Micro Influencers
- Profile Management

Where:

- Amazon reviews
- Tiktok profile
- Twitter profile
- Instagram profile
- Youtube account
- Good matter's blog



- **30%** of consumers begin their product research reading reviews on Amazon
- **70%** of consumers consider recommendations from their social circles to be trustworthy
- **46%** of consumers trust online reviews

Idea

Communication of core values has lead to continued annual growth



What are the factors that drive positive sentiment towards Tom's of Maine between January 2012 and January 2023?

Strategy: focus on channels with high level of consumer interaction

Approach



Data Sources

Twitter, Amazon,
Reddit

Scraped Twitter Data

Filtered out
toothpaste-related
data



Sentiment over Time

Method: Vader
Sentiment Intensity
Analyzer



Topic Discovery

BERTopic to identify
common themes

Using results, tested
what topics key terms
belong to

Word2Vec to identify
word associations
with different
toothpaste brands



Alternative Method

SentenceTransformer to
calculate
SBERTembeddings

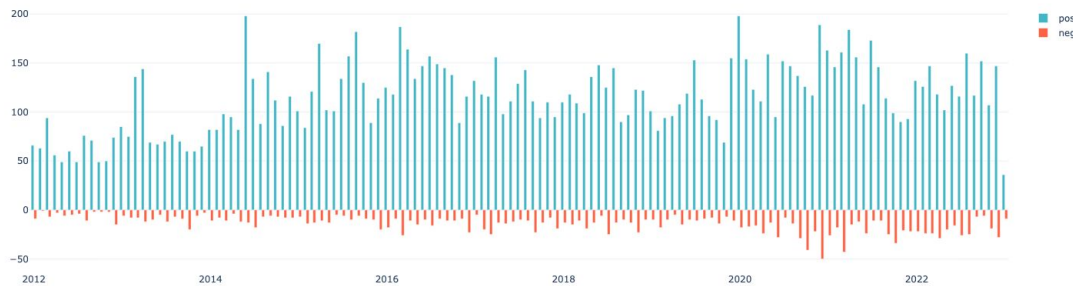
TSNE & PSA for
dimensionality reduction,
K-means to produce labels

Random samples of 1000

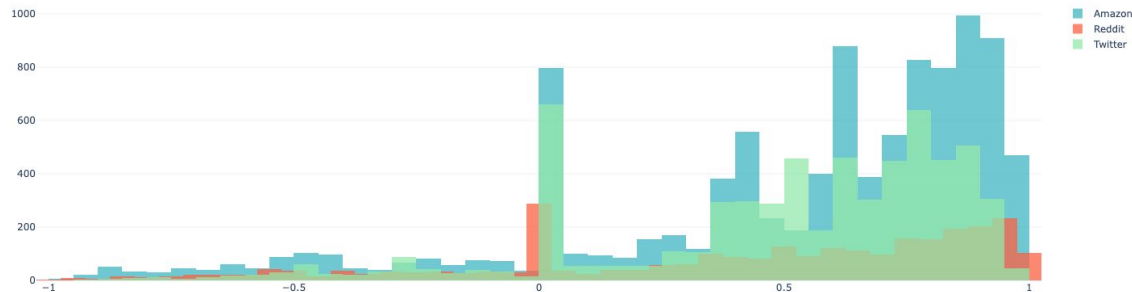
No obvious, well-defined
cluster, or clear
characteristics shared
within clusters

Findings

Number of Positive and Negative Sentiment By Month



C_Score Distributions



- **79% of sentiments are positive**
 - C_score threshold = +/- .05
- **Sentiments have been consistently positive throughout 2012 to 2022**
 - Average monthly C Score has been consistently above 0.4
 - Number of positive counts constantly surpass negative counts

- **Sentiment distribution is skewed toward positive across platforms**

What are consumers talking about?

Topic Discovery

Flavor

Kids

Fluoride
free

Clean

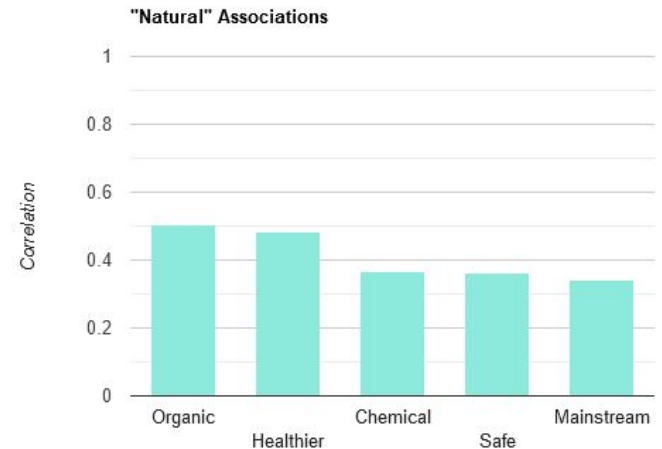
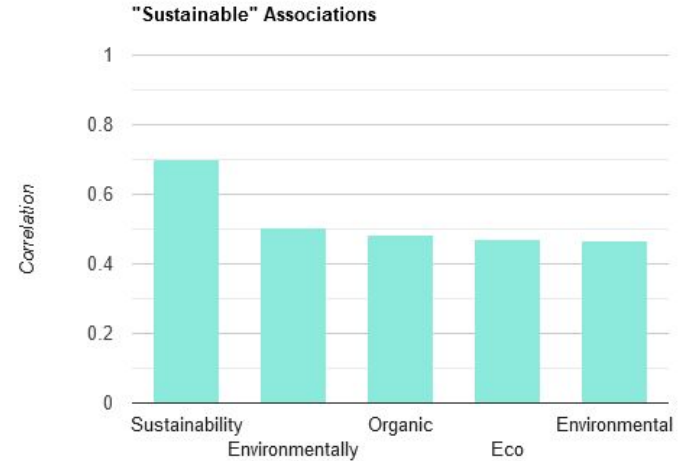
Value

- Giveaways and influencer posts gained the most interactions.
- Captioned video posts and customer replies received high view counts

Post	Post Type	Interactions
I'm giving away a year's supply of @TomsofMaine body washes and beauty bars! Enter here http://bit.ly/2g8m5LG #NaturallyInspired #Ad	Photo with Caption, Influencer post	2897
Minty kisses come naturally in our house! @TomsofMaine Whole Care Mouthwash keeps mouths clean with naturally-derived ingredients and no alcohol. #WhyISwitched #ad http://bit.ly/2uZGWL1	Photo with Caption, Influencer post	2786
We made a #SillyBrushing song. Watch with your kids and sing along! http://bit.ly/SillyBrush	Video with caption	Views = 871

Findings

- **Word2Vec Analysis**
 - Word associations with Tom's of Maine vs. Competitors
 - Linked more closely with "sustainable" and "natural" than other brands
- Other brands have very weak associations with these and similar words.
- Eco-friendly image important to brand identity



Implications

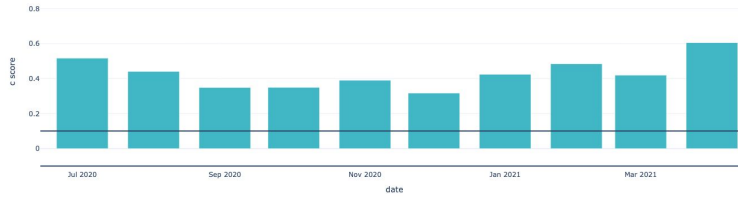
What has contributed to positive sentiment in the past?

- History, Promise, Consistency
 - Sustainable ingredients
 - Loyal customer base
- Good Matters blog
 - Stories and tips on living a more natural life
- Employee Volunteering
 - 5% of employees paid time in volunteer work



Implications

September 2020 - December 2020



Average Sentiment Score by Month



November 2020

The Associated Press (AP) made an investigation on the brutal treatment of women in the production of palm oil

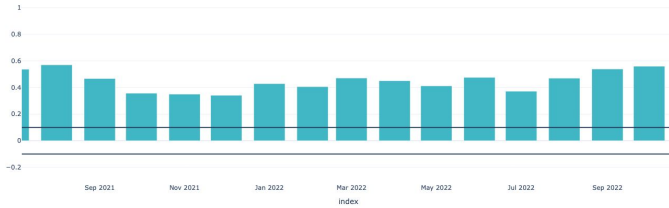
December 2020

Colgate-Palmolive which acquired Tom's of Maine (2006) decided not to respond to the accusations

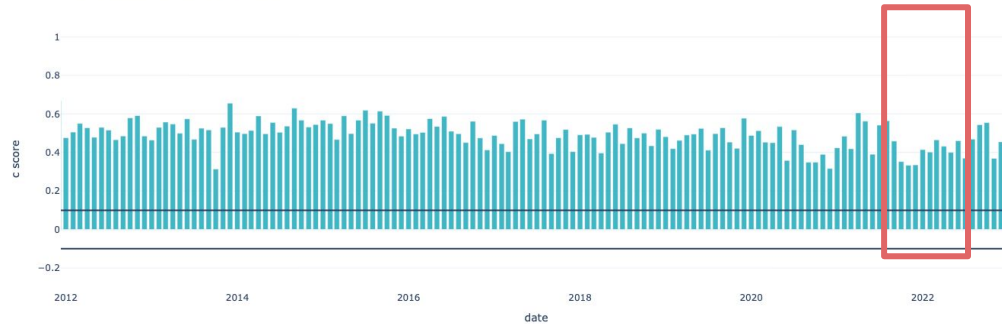
Implications

October 2021 - February 2022

Average Sentiment Score by Month



Average Sentiment Score by Month



October 2021

A California woman has filed a class action lawsuit against Tom's of Maine, claiming the company's toothpaste is not "all natural" as advertised.

Since Then

They made an apology post about misleading their customers on their products and promised to follow their mission statement

Current Position in Market



DONATIONS

The company donates 10% of its profits to charitable causes under its Giving for Goodness mission



ORGANIZATIONS & EVENTS

The company creates their community by hosting events, sponsoring activities, and partnering with like-minded organizations.



SUPERFAN PROGRAM

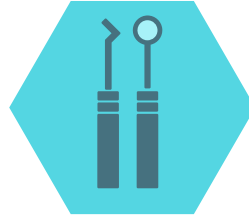
Effective ambassadors who are simply being paid to endorse your products. Their authenticity and passion for the product carries the most weight

Recommendations On Superfans

INCREASE SOCIAL
MEDIA ACTIVITY



GET FEEDBACK



USE SUPERFANS ON
TARGET AUDIENCE



OFFERS &
SPECIAL DEALS

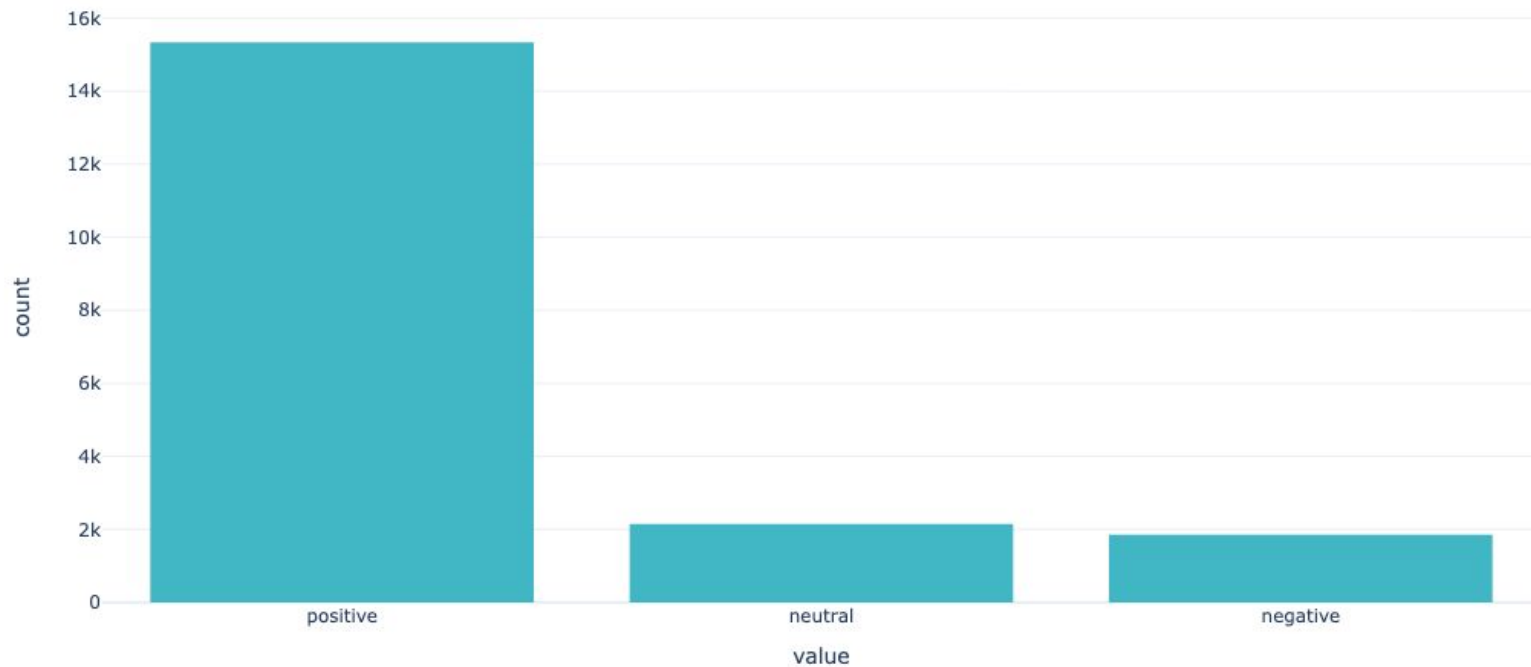


SEGMENT
SUPERFANS BY
SURVEYS



Appendix

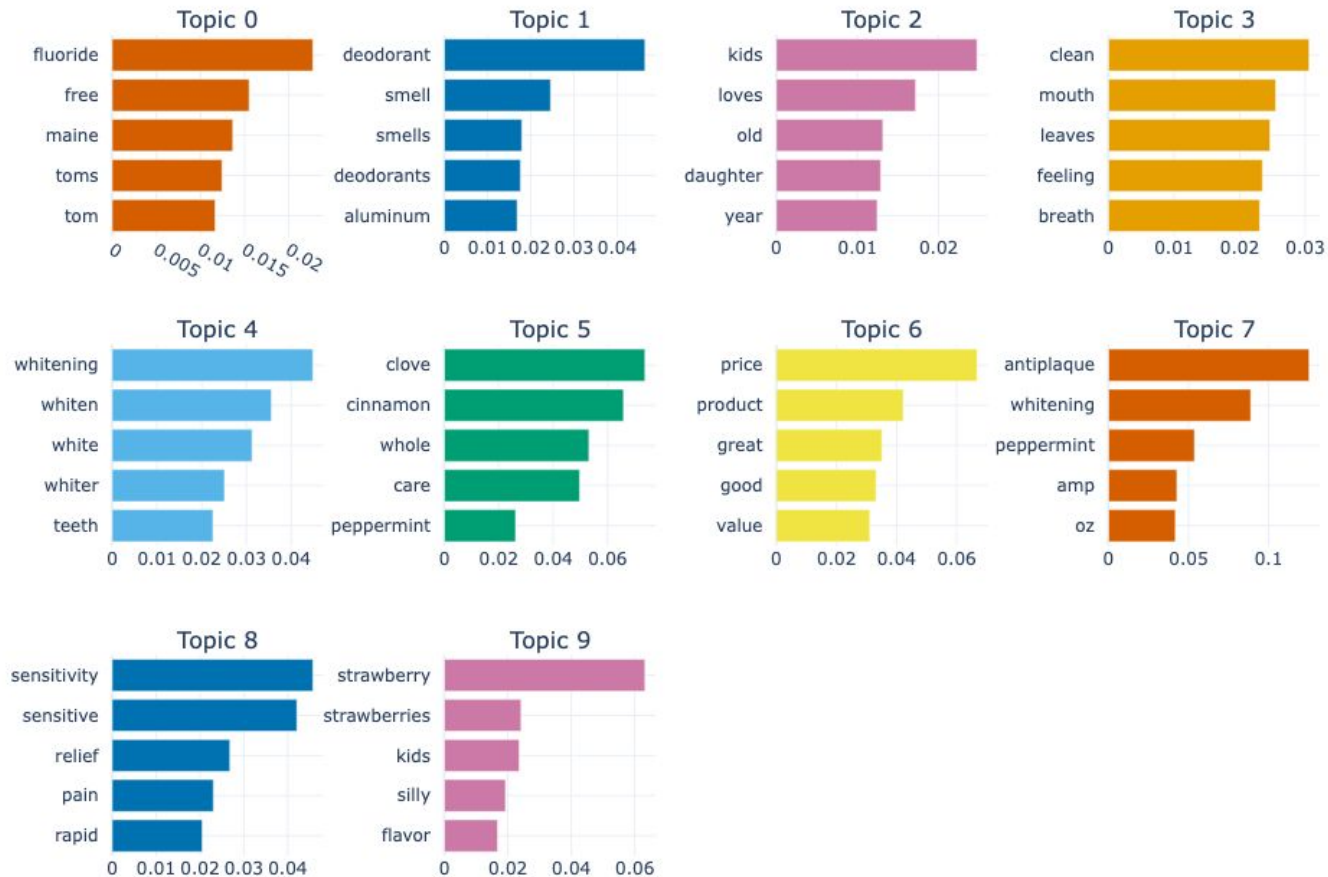
Sentiment Distribution Towards Tom's of Maine



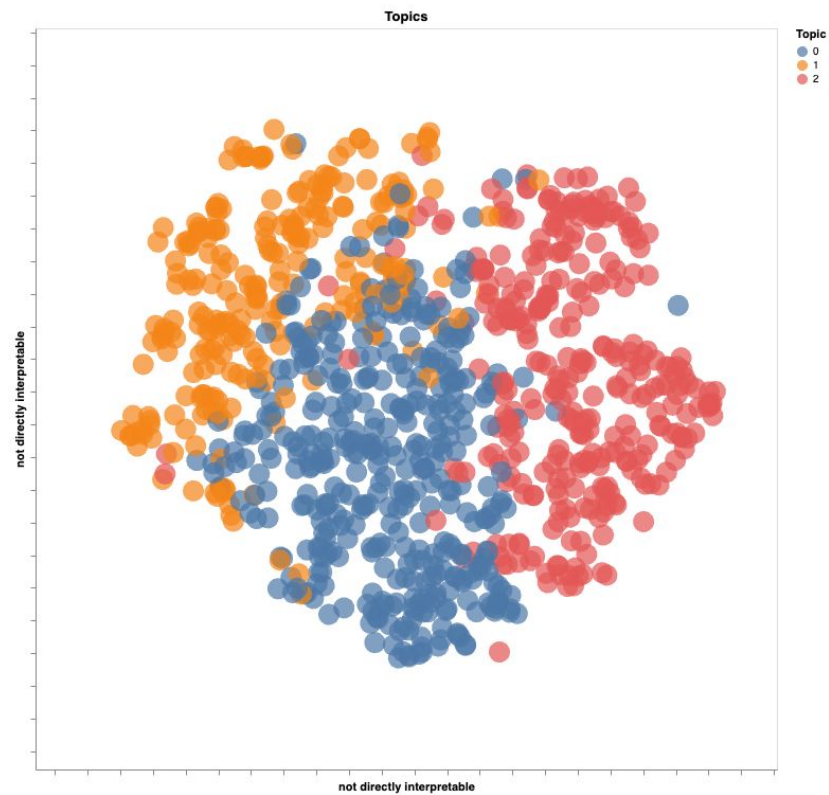
Average Raw Sentiment Score by Year



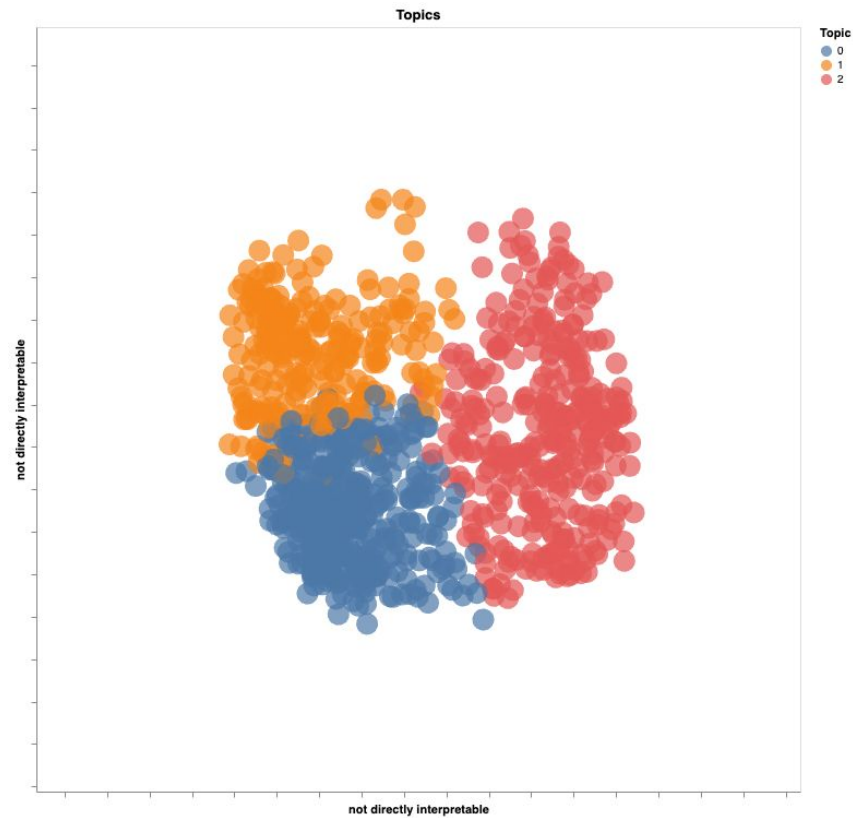
Topic Word Scores



Dimensionality reduction using TSNE



Dimensionality reduction using PCA



Posts with Highest Interaction

Post	Post Type	Interactions
I'm giving away a year's supply of @TomsofMaine body washes and beauty bars! Enter here http://bit.ly/2g8m5LG #NaturallyInspired #Ad	Photo with Caption, Influencer post	2897
Minty kisses come naturally in our house! @TomsofMaine Whole Care Mouthwash keeps mouths clean with naturally-derived ingredients and no alcohol. #WhyISwitched #ad http://bit.ly/2uZGWL1	Photo with Caption, Influencer post	2786
It's #BCorpMonth! This month, we're celebrating & sharing stories about Certified #BCorps. With over 3,000 companies, spanning 150 industries & 71 countries, we have 1 unified goal: driving a global movement of people using business as a force for good. #VoteEveryDay	Photo with Caption	267
How does nature inspire you? Tweet us with #NaturallyInspired for a chance to win! We'd to see your pics! Rules: http://bit.ly/NaturallyInspi...	Photo with Caption	234
Don't forget to share your best #BTS tips tonight for a chance to win one of our 10 prize packs! #GreenSchoolFund	Text	191

Posts with High View Counts

Post	Post Type	Views
We made a #SillyBrushing song. Watch with your kids and sing along! http://bit.ly/SillyBrush	Video with caption	871
Hi There, Dave here! You could find our partners and affiliates information at this link https://tomsofmaine.com/our-promise/ou	Reply	309
Do good, for real. That's our mission. And we're committed to joining you in the fight to save our planet. #DoGood #giveback	Video with caption	303
Please let us know if you have any more questions! Thank you for choosing Tom's of Maine.	Reply	227
Have you been trying to go #plasticfree? What tips would you give others who are trying to do the same? #PlasticFreeJuly	Video with caption	208