

“Taste the Feeling” Flash Insights Summary

PURPOSE: Insightpool aggregated every Facebook interaction relative to “Taste the Feeling” over a two week window beginning on January 21st. The purpose of this flash analysis was to determine initial conversations and receptivity around the announcement of the campaign by Coca-Cola leadership which was kicked off by an article in Advertising Age on January 19th. The analysis utilizes Facebook Topic Data which is the real-time stream of data captured from 100% of the conversations and interactions taking place in Facebook globally.

(1) **Overall Conversation Level & Cycle Drivers:** As is typical with announcement cycles such as this one the overall conversation peaked early, but had good momentum as particular market activation came in to support it. In this case the social conversation was driven by four distinct cycle points - (a) Media; (b) Advocates; (c) Shared Content; (d) 3rd Party. Over the two week span measured each of these sources fueled the continued conversation.

Recommendation: this cycle analysis should become a preplanned best practice view for future media cycle launches. Given Coca-Cola’s position in the market and global footprint it is highly likely that this social response cycle will exhibit consistent patterns in future activations that can be planned against and monitored for.

(2) **Emotional Resonance:** The interactions with ‘Taste the Feeling’ exhibited strong positive indicators across almost all content sources. Over 95% of the feelings associated with the campaign were positive (led by association’s with ‘Happy’ and ‘Love’).

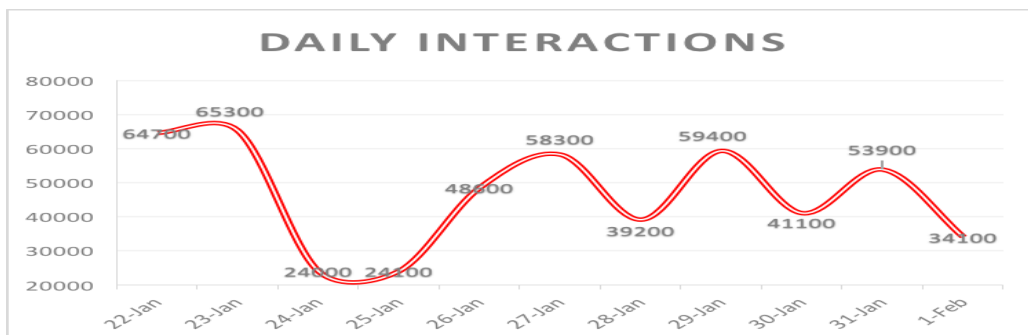
Recommendation: The campaign is showing strong initial reception (and minimal backlash related to change). Continue to build on current positive momentum with communications rollout and explore opportunities to seed in organic positive testimonials/UGC to power the campaign voice with citizen advocates.

(3) **Think Global, Act Local:** The campaign did generate a global conversation tied to Taste the Feeling, but the intensity of global interactions was driven by specific market activation. Markets like the Philippines who adroitly tied the campaign into their primary activation saw a strong lift in conversation in their region.

Recommendation: Coordinate rollout with local markets to build consistency of campaign activation across each region. Link to advocate activation to drive strong uptake across regions with personalities who resonate across that region.

(4) **3rd Party Piggyback:** The final conversation cycle was driven by 3rd party players looking to capitalize on the conversation Coke started to further their own agendas and marketing efforts. As it comes to Coca-Cola Newton’s Third Law of Motion holds true - “For every action, there is an equal and opposite reaction.”

Recommendation: This type of activity should be anticipated and monitored constantly. Associations with the campaign included basic health issue appropriation (see CrossFit ‘Toxicity’ example) as well as outright illegal trademark use for commercial purposes where immediate remediation efforts should be put in motion.



409,800
Total Interactions

Media

- Ad Age
- Marketer audiences
- 25-34

Advocates

- Avicii, Conrad Sewell
- International appeal
- Philippines, Columbia

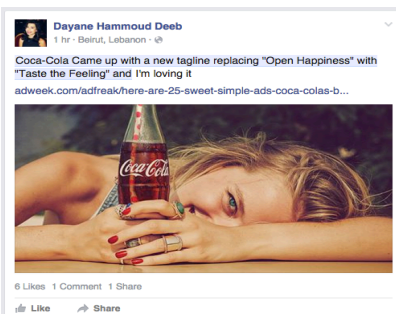
Shared Content

- GIF program
- Emotional outlet
- Highly sharable

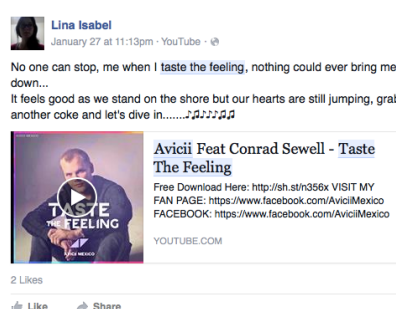
3rd Party

- Health appropriation
- Brand/Media target
- US-centric

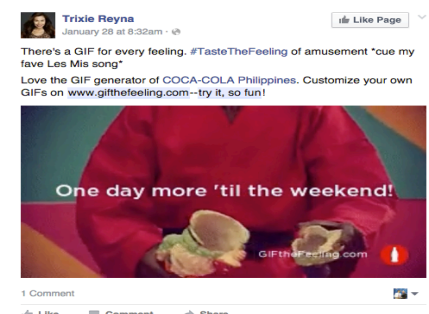
Media - Sample Post



Advocates - Sample Post

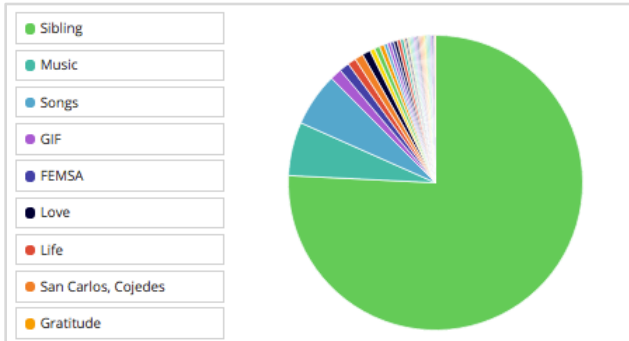


Shared Content - Sample Post



Campaign Conversation Topics

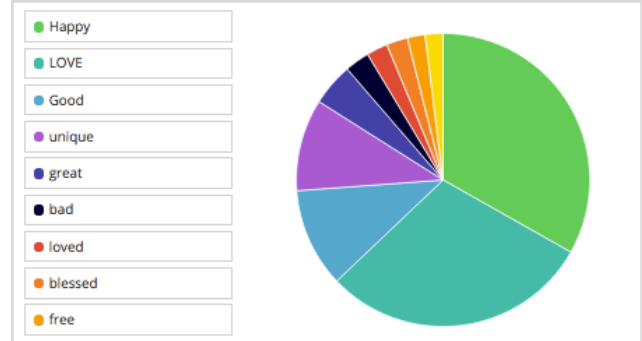
‘Siblings’ content was the primary topic driver during the measured period. Beyond that emotional and music cues led the associated conversation topics.



Note: topic data was limited to run period of 1/25/16 to 2/1/16 due to second drill down filter setup

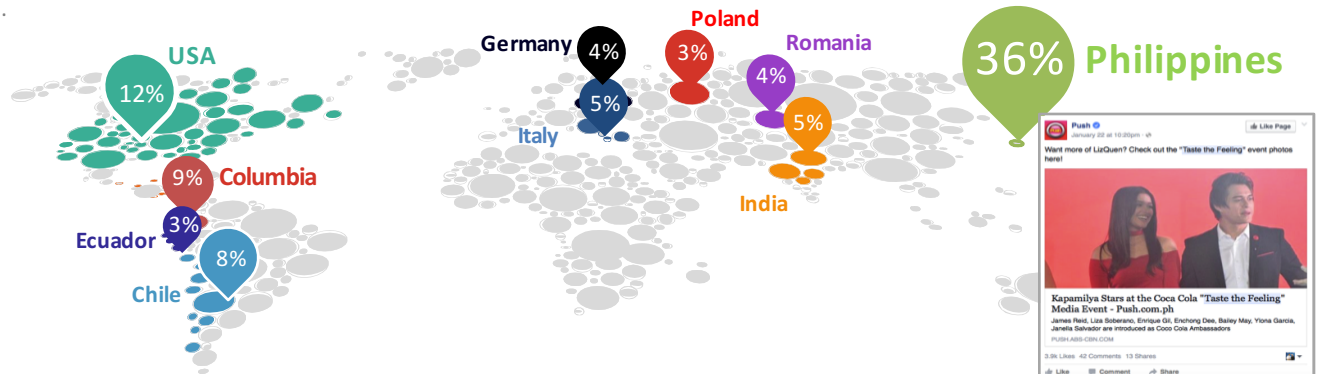
Emotional Response

Strong concentration of positive emotional associations with the campaign. Over 95% of feelings were positive with the highest negative feeling (‘bad’) only comprising 2% of interactions.



Think Global, Act Local

The Philippines and parts of Latin America (notably Colombia) exhibited high conversation levels based off of local activation efforts tied into the campaign. This is highlighted by the 36% of all interactions that were generated by the Philippines due to their tie in of advocate content to the campaign.



Top Drivers & Link Associations

The intended campaign content drove the majority of the link activity for the Taste the Feeling, but 3rd Party Piggyback activity related to health related appropriation by other brands and agencies and illegal trademark use did show material interaction levels during the insights period. CrossFit in particular had significant interactions with its social activity aimed at the campaign. When a cross-referenced view of ‘Share Happiness’ was engaged it showed a significant social conversation around commercial material tied to the illegal use of Coke trademarks that have significant negative brand potential (‘Share a Round with ISIS’)

41.1% - [GIF the Feeling](#)

39.9% - [Avicii/Coke Lander](#)

8.6% - [ISIS Share Happiness Link](#)

9.1% - [Philippines Link](#)

1.2% - [Media Link](#)

