



HEINEKEN

DIGITAL BRAND AUDIT
A RETROSPECTIVE OVERVIEW | 2016

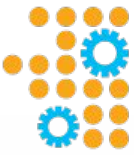


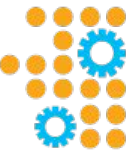
Table of Contents

Key Insights	3
Key Metrics	5
Key Metrics: Volume	6
Key Metrics: Geography	8
Key Metrics: Content Sources	9
Key Metrics: Demographics	10
Key Metrics: Topic Trends	12
Influencers: Authors	14
Sentiment & Emotion: Sentiment Analysis	17
Sentiment & Emotion: Emotion Analysis and Examples	19



SUMMARY

KEY INSIGHTS



- **Heineken** continues to be seen as **an aspirational brand**, often being linked to conversations around other premium experiences or brands.
- The relationship between **Ultra SA** and **Heineken** produces a large amount of **positive** user generated content (5% of all content for the year).
- The **#ShapeYourCity** campaign was successful from a user generated content perspective with **16% of all content** for the year coming from this campaign.
- The **Rihanna - Heineken** incident produced a ground swell of **debate** in South Africa. However, there was a significant amount of **negative content** produced around this trending topic and many users felt that Heineken was **too silent** in responding to questions from online communities.



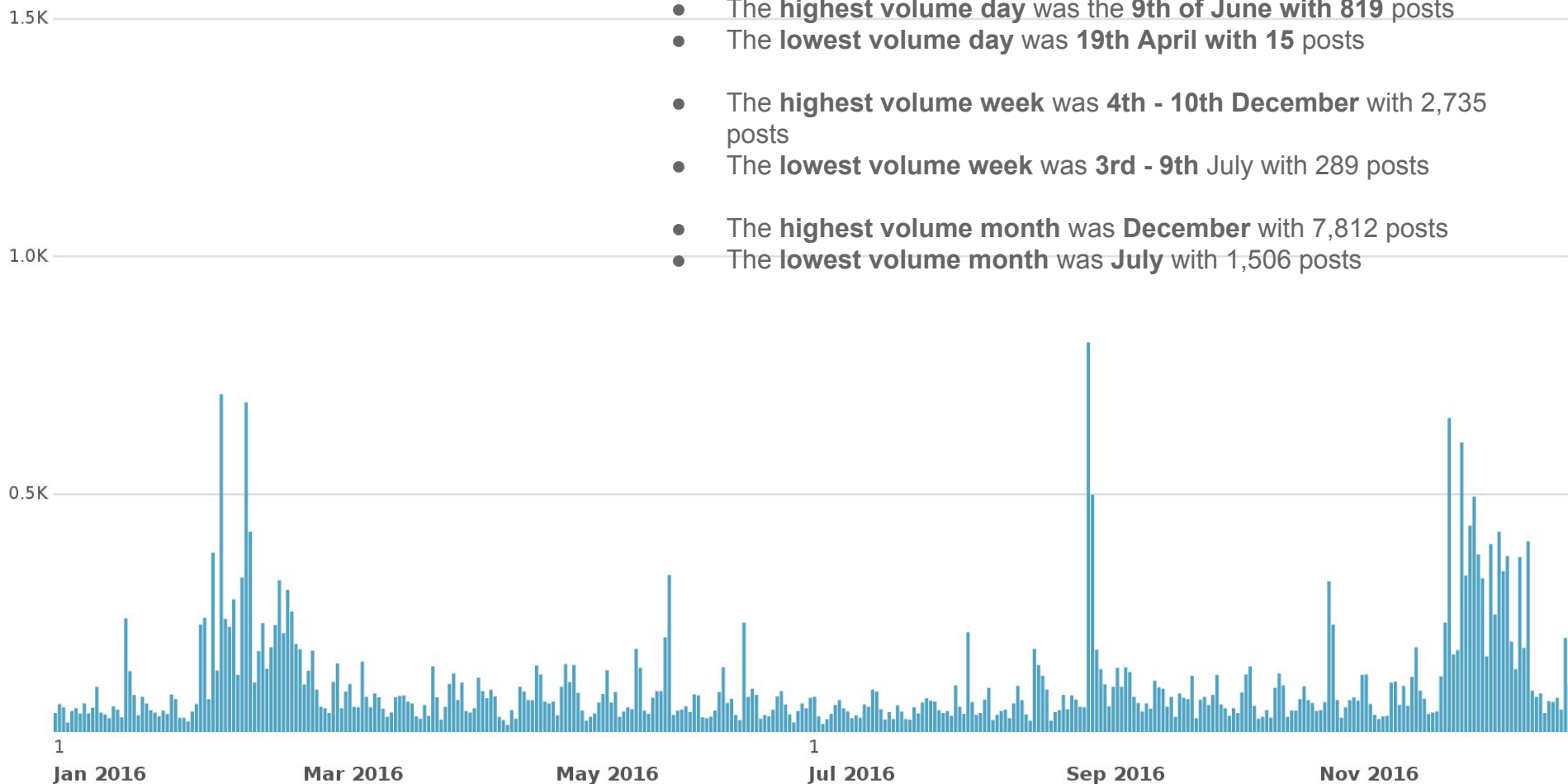


KEY METRICS



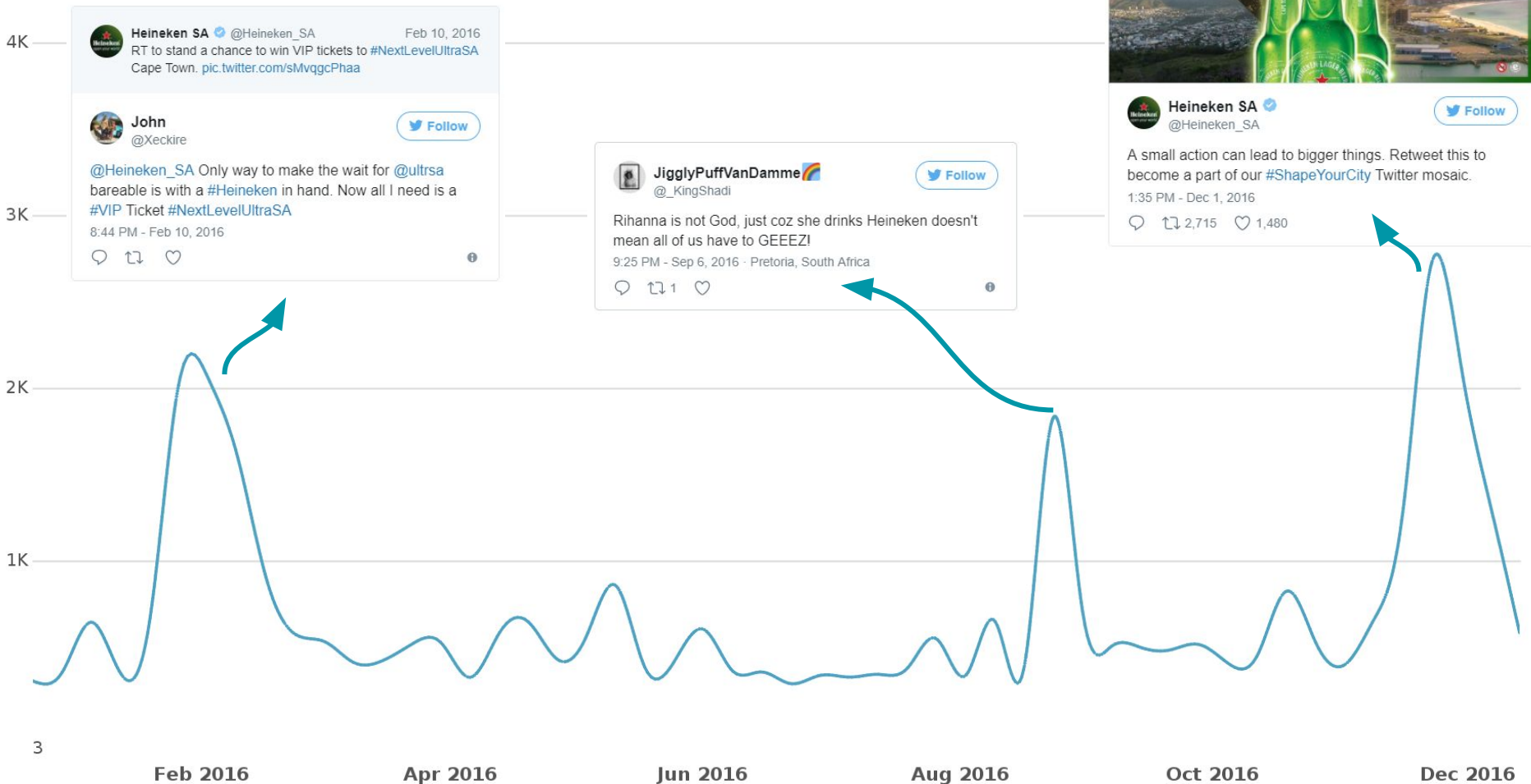
KEY METRICS

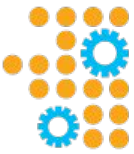
- A total of **36,987** relevant posts were identified in 2016 - showing that Heineken was top of mind for a significant number of users.
- The **highest volume day** was the **9th of June with 819** posts
- The **lowest volume day** was **19th April with 15** posts
- The **highest volume week** was **4th - 10th December** with 2,735 posts
- The **lowest volume week** was **3rd - 9th July** with 289 posts
- The **highest volume month** was **December** with 7,812 posts
- The **lowest volume month** was **July** with 1,506 posts





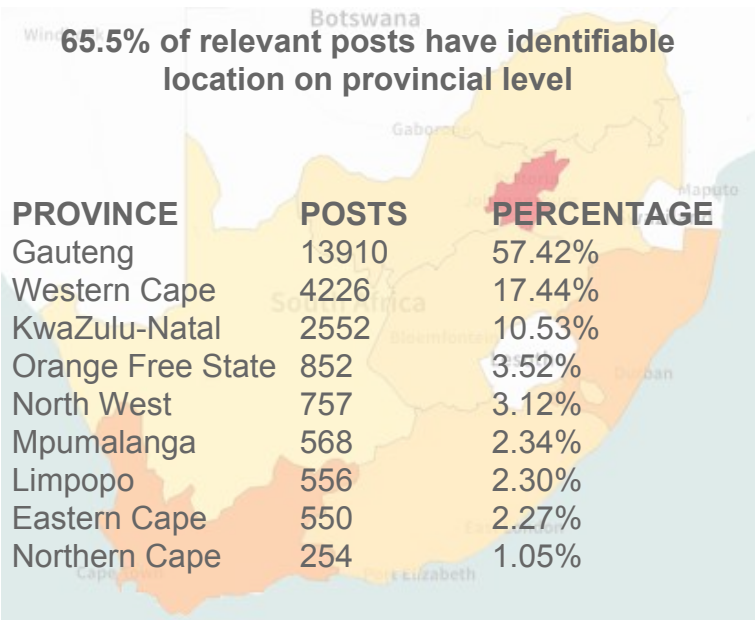
There were 3 major spikes in volume in 2016.





KEY METRICS

65.5% of relevant posts have identifiable location on provincial level



- Of the posts with identifiable location on city level, 39.5% originated from Johannesburg.
- Cape Town (16.4%) and Pretoria (15.3%) contributed over a third of the conversation.
- Ubomba had the highest relevant posts per capita, of any South African city, at 7092 post per million. Notably, Rustenburg and Polokwane ranked in the top ten while only contributing a combined 2.8% of the conversation.



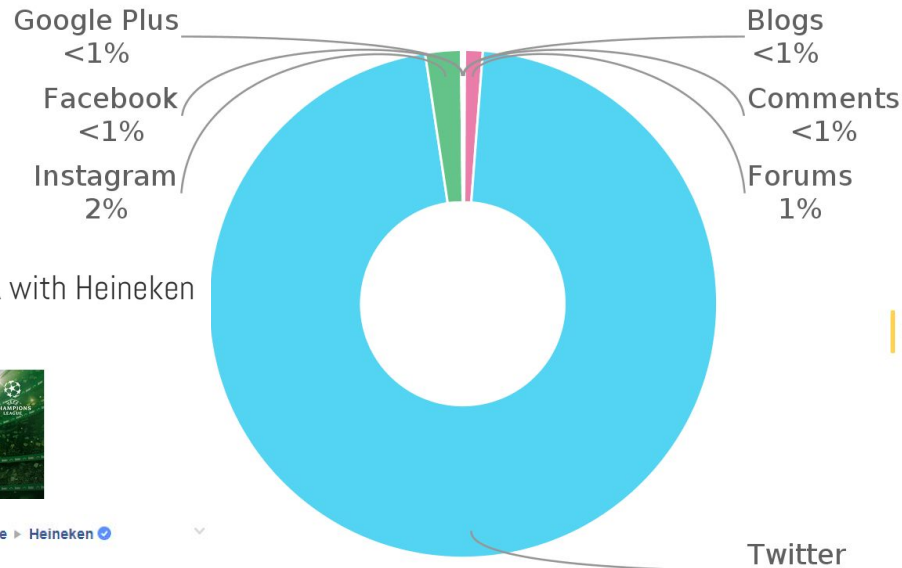
58.3% of relevant posts have identifiable location on city level

CITY	POSTS PER CAPITA (per million)	% OF TOTAL
Ubomba	7092.2	0.02%
Johannesburg	2480.93	39.50%
Pretoria	2463.38	15.28%
Rustenburg	1723.14	1.33%
Kuruman	1599.04	0.07%
Polokwane	1404.26	1.43%
Mmabatho	1350.21	0.65%
Bloemfontein	1341.07	2.88%
Cape Town	1098.29	16.36%
Kroonstad	1038.54	0.50%

CONTENT SOURCES



KEY METRICS



Luis Figo headed to SA with Heineken

Posted on February 10, 2016 by Jabu



Mothupi Tetelo Wa-Author Mabanne ▶ Heineken
July 6, 2016

Helow.

I have been drinking Heineken for more than years but didn't get reward yet. Please don't lock me out when giving awards to the customers.

Thank You Heineken — 🍺 drinking Heineken beer in 📍 Witbank Emalahleni Mpumalanga Province.



Sandile MJ
@MJ_Sandile

Follow

A friend who does not drink just came with 6 pack of heineken and gave it to me. What a blessed sunday

6:44 AM - 14 Aug 2016



Tau'ri · 2 years ago

[The city's Priya Reddy said, "It covers most of the building and raises issues of safety and visibility"]

How peculiar: when it's the Heineken advertising occupying the very same space, there are no issues of safety and visibility whatsoever. Oh well, maybe it's me not understanding the depth of the statement.

9 · Reply · Share



KayoZen · 2 years ago

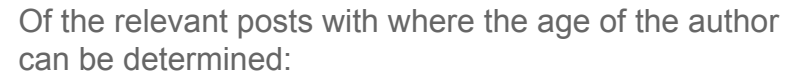
Perhaps Reddy prefers to punt the 'virtues' of alcohol over freedom and democratic rights. #DownWithReddy

2 · Reply · Share

Twitter

- The day with the highest number of Blog posts was the 1st of March with 3 posts.
 - Focus on content post Ultra event.
- The day with the highest number of Forum contributions was the 9th of November with 12 posts.
 - Mostly posts by a user - TRF_heineken
- The highest number of Facebook mentions occurred on the 11th of January with 2 mentions.
 - Focus on upcoming Shimmy Parties in Cape Town
- The day with the highest number of Twitter contributions was the 6th of September with 811 tweets.
 - Major response to the Rihanna - Heineken news.

17% of relevant posts have an identifiable age



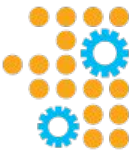
- 9% were 17 and under
- 7% were between 18 and 24
- 14% were between 25 and 34
- 70% were 35 and above



Male
67%



DEMOGRAPHICS - AFFINITIES

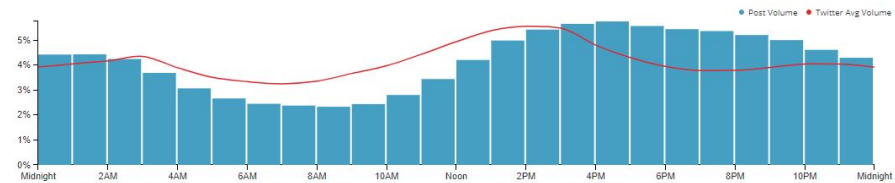


KEY METRICS

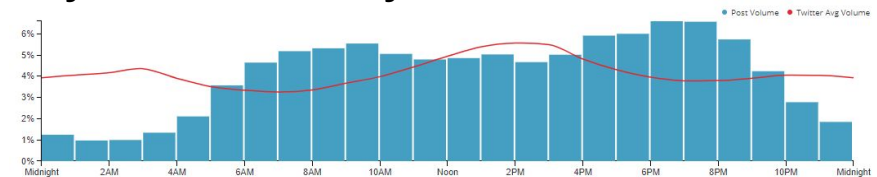
We are able to generate affinity groupings by analysing the types of users who create and interact with the Heineken Brand. We found that:

- Users were 385 times more interested in blogging in comparison to the rest of Twitter in South Africa
 - This highlights the significant value to your supporters place on creating vibrant branded content through a blog.
- The Xhosa Language was also a major differentiator. Users who interacted with the brand were more than 1000 times more likely to see affinity in this language in comparison to the rest of Twitter in South Africa.
 - It is clear that there is value in developing content for this sub-audience.
- Users were 158 times more likely to see affinity with the city of Johannesburg in comparison to the rest of Twitter in South Africa.
 - This could inform future visual branding and further highlights the aspirational nature the brand plays in South Africa.

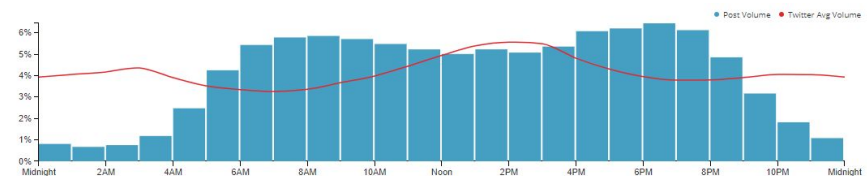
Affinity to Blogging Day and Time Activity Levels:

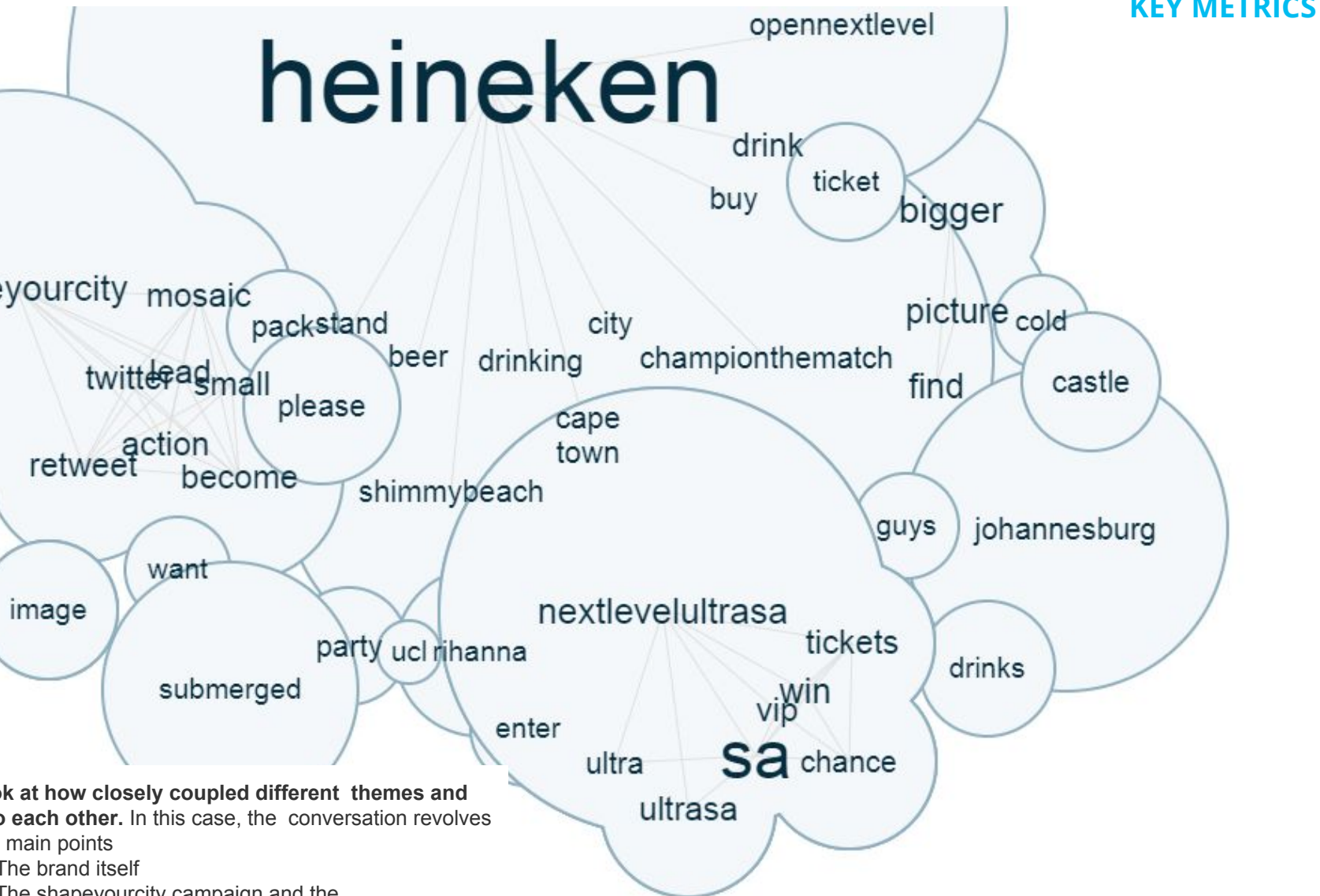


Affinity to the Xhosa Language Day and Time Activity Levels:



Affinity to Johannesburg Day and Time Activity Levels:





Clusters look at how closely coupled different themes and topics are to each other. In this case, the conversation revolves around three main points

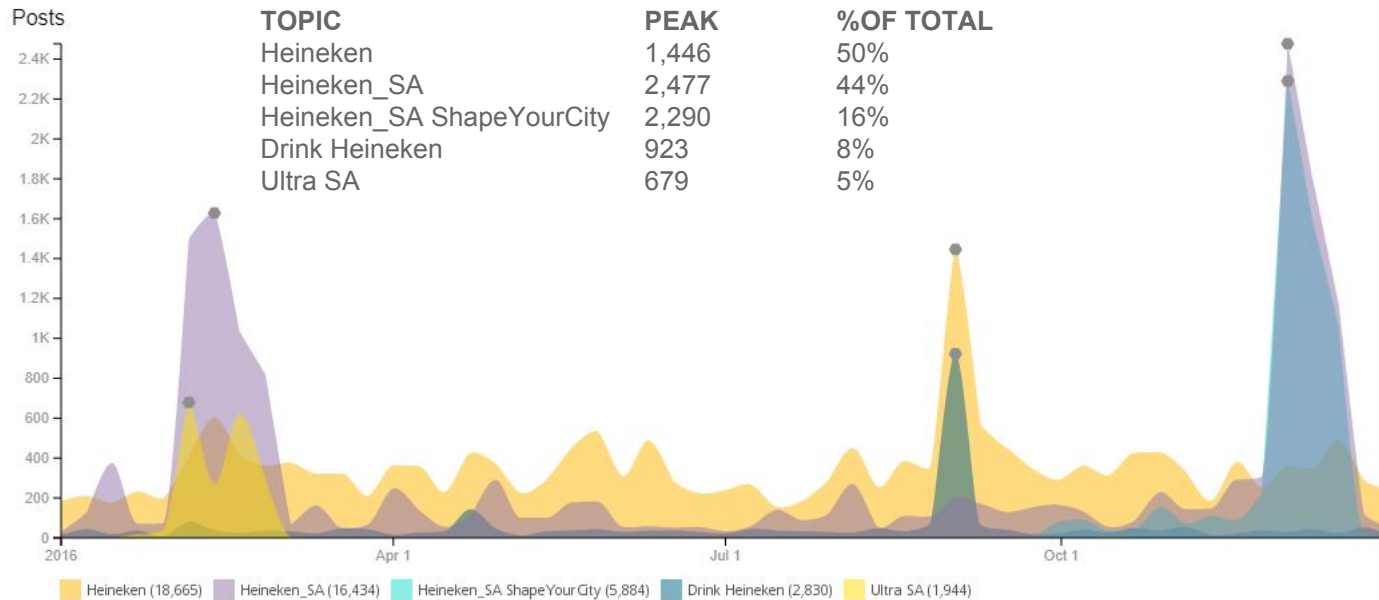
1. The brand itself
2. The shapeyourcity campaign and the
3. Nextlevelultrasa campaign.

TOPIC TRENDS



TOPIC WAVE TRENDS

KEY METRICS



Miss.Connie™
@MissM_connie

Follow

Replying to @Heineken_SA

I'll be shaping up my City by paring my favorite Beer with Good Food
[#SHAPEYOURCITY](#)



11:56 PM - 8 Nov 2016



POTTY MOUTH
@MissChissilV

Follow

So because Rihanna drinks Heineken, as women our taste buds should adjust accordingly. Interesting 😊

6:21 AM - 9 Sep 2016

1 Retweet 1 Like



T | StayFreshFinale
@TemarahTayla

Follow

I need to make sure when y'all check out the hash tag [#NextLevelUltraSA](#) YOU ONLY SEE MY NAME. [#UltraSA2016](#) [#CPT](#) @ultrasa @Heineken_SA

10:52 PM - 22 Feb 2016 from Cape Town, South Africa

1 Retweet 1 Like



Afro iyangbusisa
@MAX__DBN

Follow

YOU CANT SAY YOU A BEER DRINKER WHILE YOU DONT DRINK HEINEKEN

2:52 AM - 18 Sep 2016

1 Retweet 1 Like



#BelieveKOTW
@SPHEctacula

Follow

Thank u for having us @heineken_sa!
[#ChampionTheMatch](#) [#KOTW](#)
[#MoneyOnPSG](#) [instagram.com/p/BB2-qjCCYg5/](#)

11:34 AM - 16 Feb 2016

1 Retweet 2 Likes



INFLUENCERS

MOST PROLIFIC











Twitter Handle	Followers	Percentage of Total
@Heineken_SA	3,047	30%
@TemarahTayla	547	5%
@DWELLAS	178	2%
@Xeckire	168	2%
@DjSthenjwa	144	1%
@AmbitiousChino	130	1%
@YuleD	110	1%
@i_Nkululeko	89	1%
@ItsTheRealBizZ	87	1%
@GivtedFloyd	78	1%

MOST PROLIFIC PUBLIC ACCOUNTS:

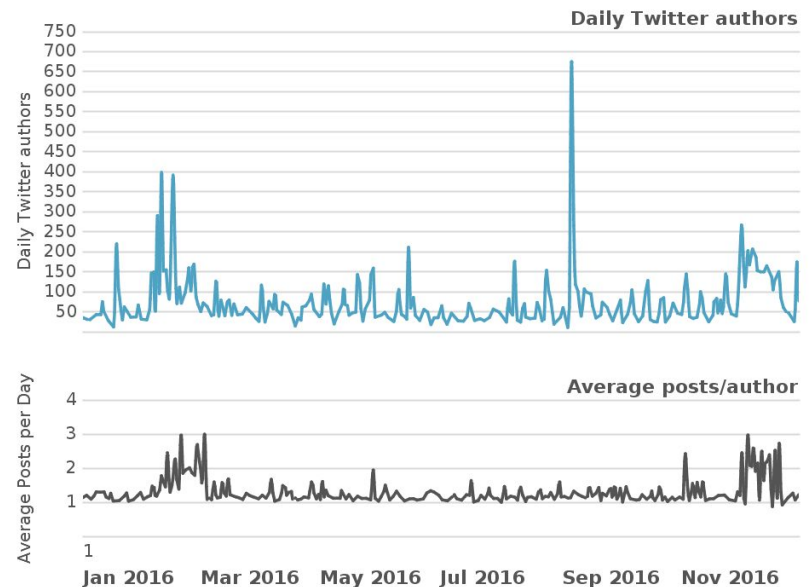
@TemarahTayla | Temarah Tayla
Brand Communication Specialist |
#FutureBillionaireing | Aspiring Radio
Presenter |  **Z A I L** | Followed by
@thegame

@DWELLAS | Thabelo Makoaela
Orlando Pirates fan| Food lover| House
Music| I can't dance but I can move my
head| Check my avi and tell me what do u
see| Ka tsatsi le Leng| Sound Engineering

MOST INFLUENTIAL

	Cape Town Calligapton Cape Town, South Africa	28,703 followers	99,151 followers	190,717 followers	91
RT @mendesSA Cape Town, let's have you @thephotographer to be a set of 4 kites. https://cango.to/GCZC posted on 13/11/18 10:44 AM GMT					
(Closest score and author metrics as of Dec 7, 2018)					
	News24 South Africa	186,260 followers	3,789 followers	1,918,893 followers	85
https://co.za/0481161/ https://news24.co.za https://news24.co.za/0481161/ posted on 0/14/18 5:25 AM GMT					
(Closest score and author metrics as of Sep 14, 2018)					
	JudestBothe London, United Kingdom	25,455 followers	218,243 followers	327,054 followers	81
RT @judestbothe you want a free ticket to USA in #photography? #photostudioUSA with @mendesSA https://co.za/22417670-AM-GMT					
(Closest score and author metrics as of Feb 24, 2018)					
	GJ Fresh South Africa	104,157 followers	24,010 followers	1,200,225 followers	80
[] #90m is always RT AT!! #90m (G) Culture in Bloomington, Free State https://co.za/405026-12-33-PM-GMT					
(Closest score and author metrics as of Apr 30, 2018)					
	Egophink	764 followers	85 followers	901,651 followers	80
The author's post could not be retrieved. The author may have deleted the post or made the post private.					
(Closest score and author metrics as of Mar 3, 2018)					
	Richard Simmonds South Africa	174,647 followers	186,974 followers	503,595 followers	79
RT @mendesSA 3A small action and lead to bigger things. https://co.za/22417670-AM-GMT					
(Closest score and author metrics as of Dec 17, 2018)					
	SuperSport TV	90,118 followers	491 followers	1,340,279 followers	79
What do you make of "Chadler", a lifetime so far? Can they keep 71G out in the 2nd half? RT @davidall @chadlerandchadler @mendesSA https://co.za/214161-12-17-PM-GMT					
(Closest score and author metrics as of Feb 16, 2018)					
	The Points Guy @thepointsguy	29,895 followers	1,806 followers	241,169 followers	79
@thepointsguy @Canada 08:14 They offer @mendesSA mini cars as you departure best? https://co.za/101119-12-07-PM-GMT					
(Closest score and author metrics as of Oct 11, 2018)					
	nCA South Africa	129,850 followers	830 followers	955,584 followers	78
RT @mendesSA @nCA 3A small action and lead to bigger things. https://co.za/22417670-AM-GMT					
(Closest score and author metrics as of Jun 29, 2018)					
	Joan Stewart South Africa	108,529 followers	4,475 followers	7,892 followers	78
RT @joanstewart @mendesSA you want a free ticket to USA in #photography? #photostudioUSA with @mendesSA https://co.za/22417670-AM-GMT					
(Closest score and author metrics as of Mar 17, 2018)					

DAILY AUTHORS & POSTS PER AUTHOR



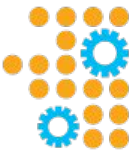
The human contributors with the highest General Influencer Score were:

Joubert Botha
DJ Fresh
Euphonik

@JoubertBotha
@DJFreshSA
@euphonik

In 2016 there were **130 Million** Impressions of the **Heineken Brand** online.

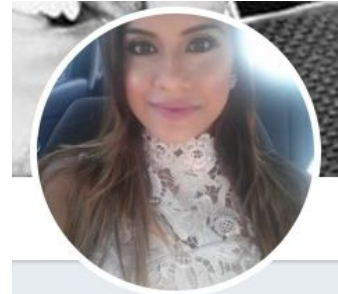
Authors - Low Influencer Score



MOST PROLIFIC

@Xeckire	160	<div></div>
@Courtty_93	42	<div></div>
@LizzyKoos	41	<div></div>
@ArchieKoos	37	<div></div>
@whitneymostert	30	<div></div>
@GrowbrandsZA	27	<div></div>
@RodneyKoos	26	<div></div>
@RealChaslen	25	<div></div>
@TeamAmtCHINO	24	<div></div>
@masipatm	19	<div></div>

KEY METRICS



Courtney Govender

@Courtty_93

📍 South Africa

📅 Joined November 2013

Tweets **491** Following **395** Followers **66** Likes **123**

@Heineken_SA @euphonik @LanceGovender is a #trueULTRAnaut!! This was HIS prep for ULTRA 2015!! #NEXTLEVELULTRASA
<https://t.co/kyB0nMWMiZ>

— Courtney Govender (@Courtty_93) Feb 28, 2016

@Heineken_SA @euphonik @LanceGovender Ive never seen my brother so EMOTIONAL!! HE CRIED to say that he was the #NEXTLEVELULTRASA WINNER!!

— Courtney Govender (@Courtty_93) Feb 28, 2016



John

@Xeckire

Jolling all day every day!

📍 South Africa

📅 Joined November 2011

Tweets **276** Following **36** Followers **20** Likes **41**



John

@Xeckire

Follow

The best things in life #3: Celebrating the end of long week with a @Heineken_SA in hand. #NextLevelUltraSA
8:13 PM - Feb 10, 2016



John

@Xeckire

Follow

Replying to @euphonik
@euphonik @Heineken_SA the #FOMO is really starting to get to me! Pleas remake my year and give me these tickets
🙏🙏🙏 #NextLevelUltraSA

10:41 PM - Feb 22, 2016



whitney mostert

@whitneymostert

Loves Life :-), Realist but soft hearted, Thankful. Yeah Baby.

📍 Johannesburg, South Africa

Tweets **799** Following **179** Followers **102** Likes **176**



Heineken SA

@Heineken_SA

13 Dec

Fancy yourself a city shaper? Tell us how you #ShapeYourCity to win a set of VIP tickets.
pic.twitter.com/nvHOP8msJ0



whitney mostert

@whitneymostert

Follow

by appreciating and celebrating our diverse love for music and art in Johannesburg. #SHAPEYOURCITY

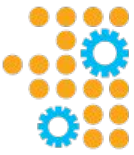
12:47 PM - Dec 13, 2016 · Sandton, South Africa





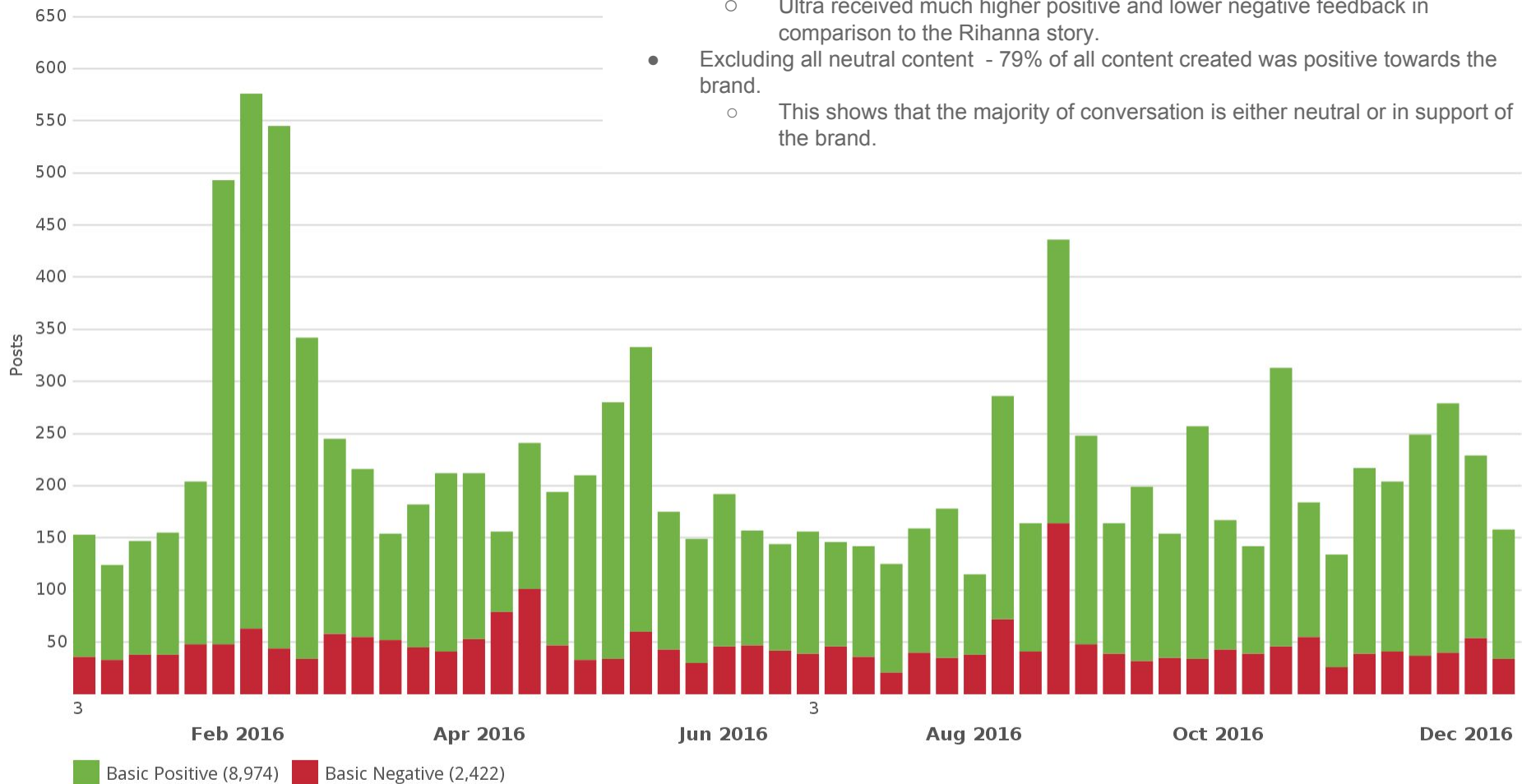
SENTIMENT & EMOTION

SENTIMENT ANALYSIS

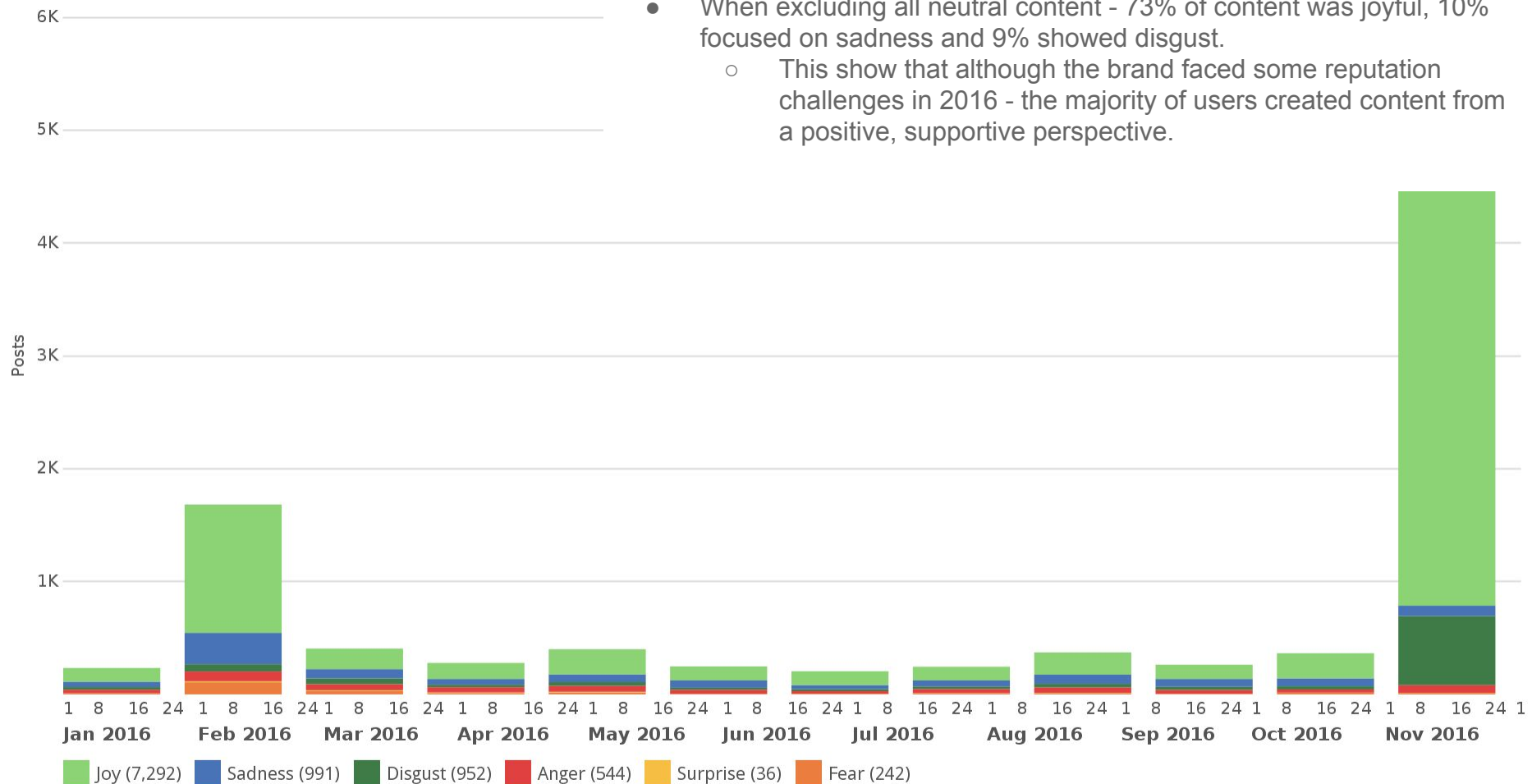


SENTIMENT & EMOTION

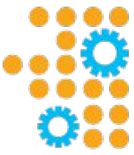
- Of the **36,987** relevant posts in 2016, 31% of the content was either positive or negative towards the brand.
- It is interesting to note the difference in sentiment response with Ultra SA vs the Rihanna story.
 - Ultra received much higher positive and lower negative feedback in comparison to the Rihanna story.
- Excluding all neutral content - 79% of all content created was positive towards the brand.
 - This shows that the majority of conversation is either neutral or in support of the brand.



- 37% of content in 2016 evoked an emotional response. Highlighting the passionate way in which users discuss the brand online.
- When excluding all neutral content - 73% of content was joyful, 10% focused on sadness and 9% showed disgust.
 - This show that although the brand faced some reputation challenges in 2016 - the majority of users created content from a positive, supportive perspective.



EMOTION ANALYSIS - JOY EXAMPLES



SENTIMENT & EMOTION

 **Linda**
@_Bownze [Follow](#)

Jameson and Heineken my happiness

10:26 AM - 18 Dec 2016

 **Timothy Mochware**
@OTK_luv [Follow](#)

Would like to thank @Heineken_SA for the wonderful gift, much love!



7:13 AM - 1 Jun 2016 from Johannesburg, South Africa

2 Likes  

 **Heineken SA**  @Heineken_SA 7 Dec
Cape Town, tell us how you #ShapeYourCity to win a set of 4 tickets. pic.twitter.com/g47DlyOGGE

 **Lwazi_M**
@xolelwanx [Follow](#)

by being happy and sharing my happiness with others over some Heineken drinks .
#SHAPEYOURCITY

9:58 AM - Dec 7, 2016

 1  

 **Oneal**
@OnealAfrica [Follow](#)

Thank you @Heineken_SA for a great day. #NextLevelUltraSA was legendary, Thank you Natasha & team. #UltraSA2016



 **Mr Sesika**
@O_thusitse [Follow](#)

You gave me life when you introduced Heineken in this world. Thank you God

6:41 AM - 17 Jul 2016

 **Likers Of Things**
@Likers_2Do [Follow](#)

Thank You @Heineken_SA for the experience and awesome insights of beer making! #MeetHeinekenSA



EMOTION ANALYSIS - SADNESS EXAMPLES



SENTIMENT & EMOTION

 **Supreme Leader.**
@Danny_boyM [Follow](#)

My love for Heineken is slowly dying 🥺🥺🥺🥺.

6:57 PM - Aug 21, 2016


💬 ↻ ❤️ ⓘ

 **njabulo mbatha**
@fourrforty [Follow](#)

Heineken is so expensive 💔💔.

4:20 PM - Sep 22, 2016

💬 ↻ ❤️ ⓘ

 **Kgosi Ümar Ubdül**
@_Kgosi_Omar_ [Follow](#)

Since im prune to drinking Windhoek draught,
heineken tsstes bitter now 😞😞😞😞

6:38 AM - May 2, 2016

💬 ↻ ❤️ ⓘ

 **IG: clogis**
@Clogikins [Follow](#)

I ain't got time to play today shame. Heineken is
busy bleeding me dry. 😞😞

11:32 AM - Jun 11, 2016

💬 ↻ ❤️ ⓘ

 **Isithunywa**
@_Incekú [Follow](#)

That Heineken made me so sleepy @nsikzen 😞😞
😞

4:46 PM - Dec 21, 2016 · Durban, South Africa

💬 1 ↻ ❤️ ⓘ

 **Censored.**
@ChisalaMipata [Follow](#)

Heineken hangover is so heavy 🥺🥺🥺

9:10 AM - Jul 3, 2016

💬 ↻ ❤️ ⓘ

EMOTION ANALYSIS - DISGUST EXAMPLES



SENTIMENT & EMOTION



ibhubesi

@Audriinah_

Follow

Heineken tastes like shit thou 🤢🤢🤢🤢

5:48 AM - Feb 15, 2016



iamJuelz_SA

@iamJuelz_SA

Follow

I'd rather drink water than to drink Castle lite or Heineken 🤢🤢🤢

12:42 PM - Feb 6, 2016



DeepHouse Junkie

@Exmatic

Follow

Heineken is poison 🤢

11:21 AM - Oct 27, 2016



Helen Gibbings

@HelgaHoney

Follow

@Heineken This is despicable you should be ashamed

3:40 PM - Apr 30, 2016



Okuhle

@lindoMaphalala

Follow

If hatred had a taste, it would taste like Heineken...

10:18 PM - Aug 21, 2016



Mo'gyel

@fifimoeng

Follow

Heineken is disgusting. How tf do yal dsrink this shit?

12:03 AM - Aug 31, 2016



THIZOZO

@Mokoena_TK

Follow

Heineken causes me to Vomit

12:43 PM - Nov 19, 2016



CONTACT US
info@vibrand.co.za

