



HEINEKEN

DIGITAL BRAND REVIEW
JUNE 2017

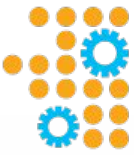


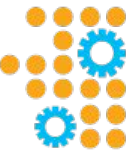
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SUMMARY

KEY INSIGHTS

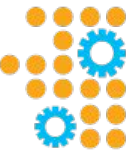


- The Champions League is a key event in June. It contributed over 40% of the conversation for the entire month.
 - Although there was high engagement - the majority of content was Retweets. There is a need to focus on developing conversations around these events.
- The Heineken brand, within the digital landscape, is geographically located with the main centers in South Africa. This fits in well with the brands identity and helps to develop the aspirational nature of the brand. There were some complaints from community members outside these areas that Heineken has forgotten about them.
- The gender breakdown has remained stable.
 - There is an opportunity to make use of the Champions League event to create content for your Female audience, this could focus on women who love the game.
- The brand was talked about in positive manner in general for the month - there were no major reputational issues that required engagement from the brands perspective.





KEY METRICS

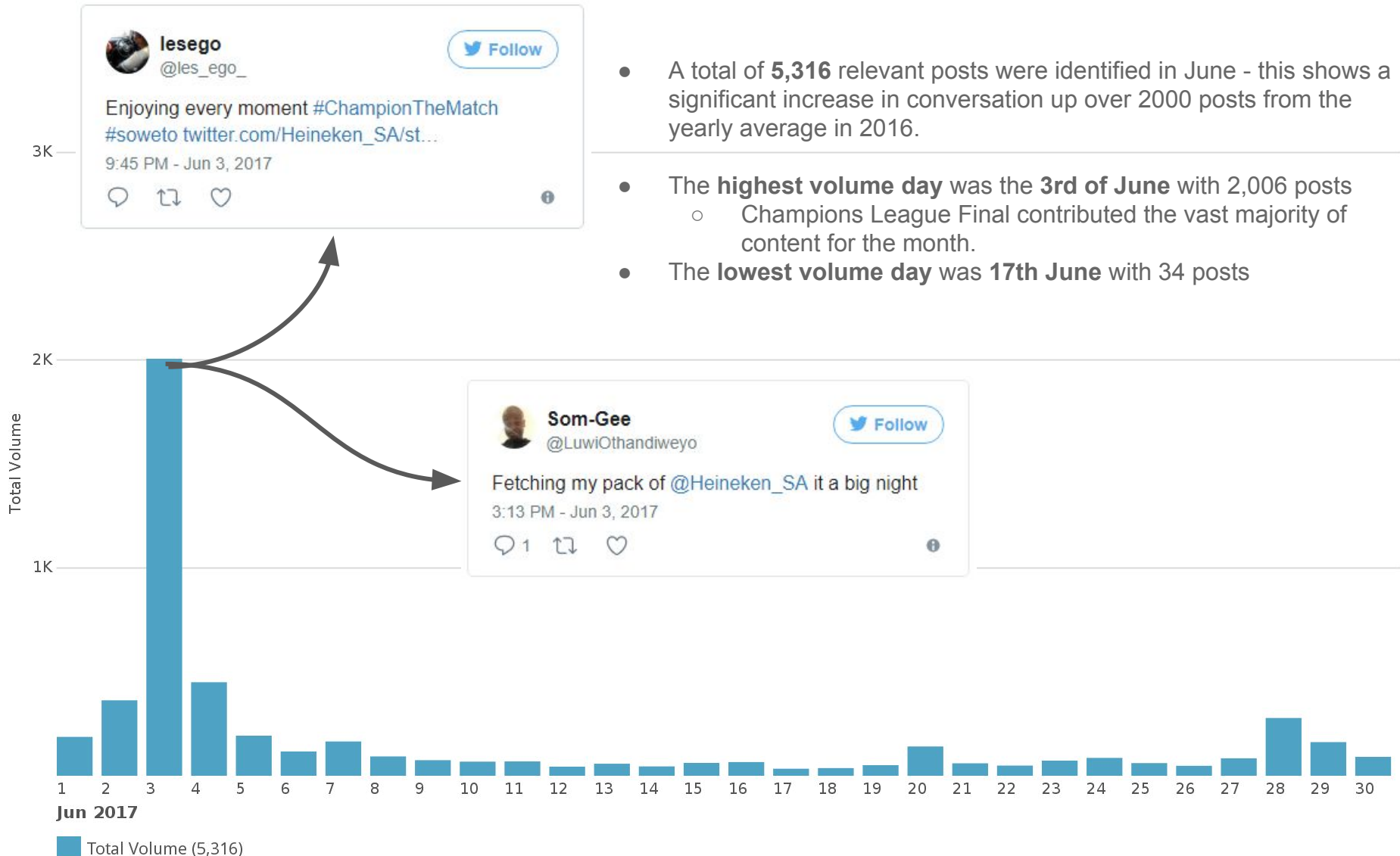


Metric	June 2017 vs 2016 Average	2016 Monthly Average	June 2017 vs June 2016	June 2016
Volume	5316 +42%	3082 Posts	5316 +64%	1908
Positive Sentiment	2116 +65%	748 Posts	2116 +69%	655
Negative Sentiment	220 +8%	202 Posts	220 +22%	159

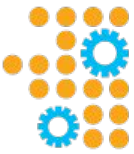
- Significant growth in volume and subsequent positive sentiment posts.
- Good to see that negative sentiment posts have not grown at the same rate.
- Shows a general trend of growing positivity around the brand online.



KEY METRICS



- A total of **5,316** relevant posts were identified in June - this shows a significant increase in conversation up over 2000 posts from the yearly average in 2016.
- The **highest volume day** was the **3rd of June** with 2,006 posts
 - Champions League Final contributed the vast majority of content for the month.
- The **lowest volume day** was **17th June** with 34 posts



KEY METRICS

61% of relevant posts have identifiable location on provincial level

PROVINCE	POSTS	PERCENTAGE
Gauteng	2196	67.38%
KwaZulu-Natal	365	11.20%
Western Cape	236	7.24%
Orange Free State	105	3.22%
North West	91	2.79%
Mpumalanga	89	2.73%
Eastern Cape	88	2.70%
Limpopo	75	2.30%
Northern Cape	14	0.43%

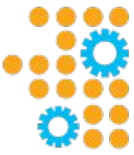
- Of the posts with identifiable location on city level, 51.5% originated from Johannesburg.
- Pretoria (14.5%), Durban (9.2%) and Cape Town (6.7%) were the only other cities to contribute over 5% of the conversation.



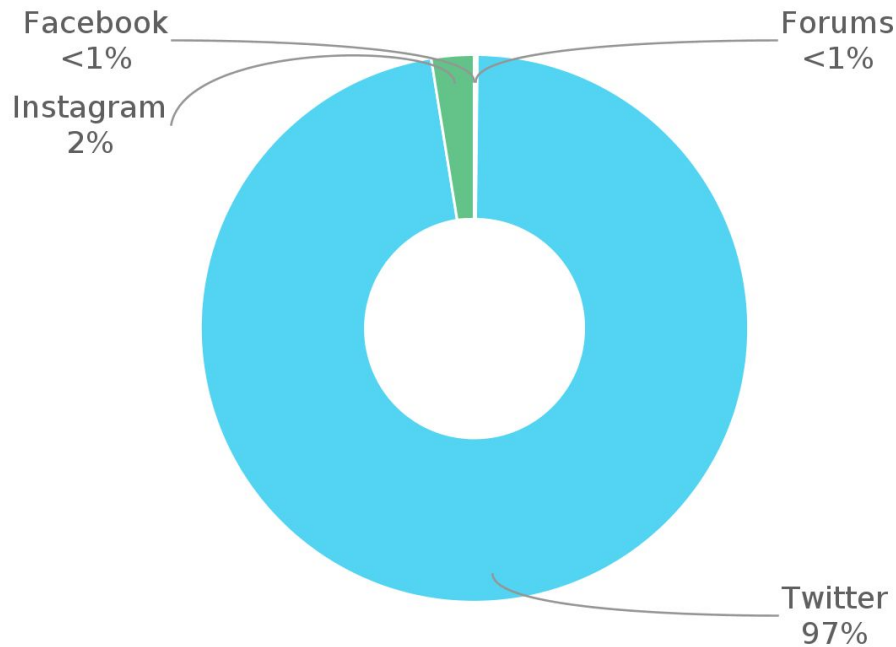
55% of relevant posts have identifiable location on city level

CITY	POSTS PER CAPITA (per million)	% OF TOTAL
Johannesburg	1516	51.53%
Pretoria	426	14.48%
Durban	270	9.18%
Cape Town	197	6.70%
Benoni	83	2.82%
Bloemfontein	72	2.45%
Polokwane	39	1.33%
Port Elizabeth	39	1.33%
Vereeniging	38	1.29%
Mbombela	32	1.09%

CONTENT SOURCES



KEY METRICS

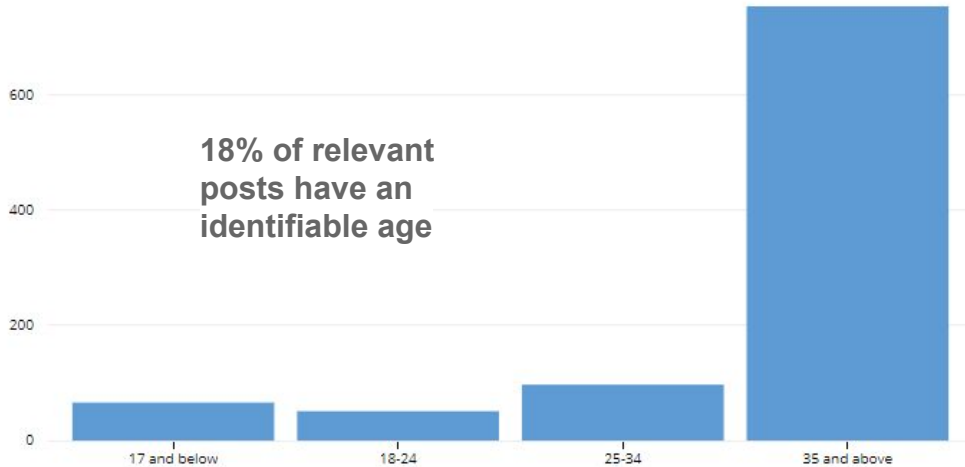


- The day with the highest number of Forum contributions was the 15th of June with 5 posts.
- There were only 2 Facebook mentions for the month.
- The day with the highest number of Twitter contributions was the 3rd of June with 1,962 tweets.
 - Linked to the Champions League Final
- The day with the highest Instagram posts was the 3rd of June with 44 posts.

DEMOGRAPHICS



KEY METRICS

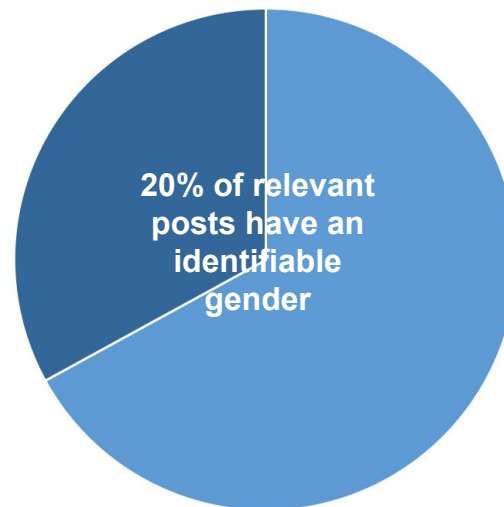


Of the relevant posts with where the age of the author can be determined:

- 7% were 17 and under
- 5% were between 18 and 24
- 10% were between 25 and 25
- 78% were 35 and above



Female
33%



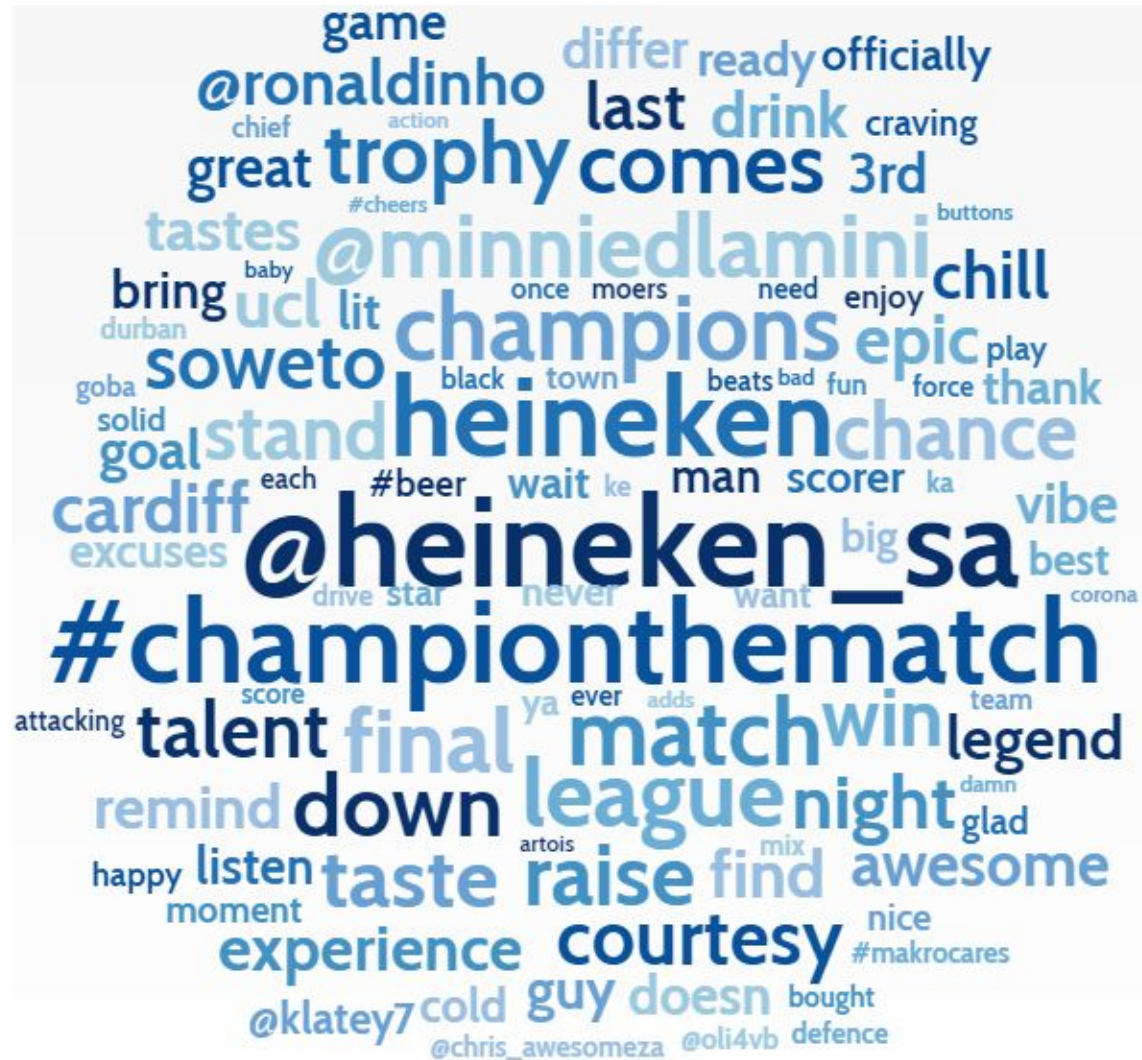
Male
67%

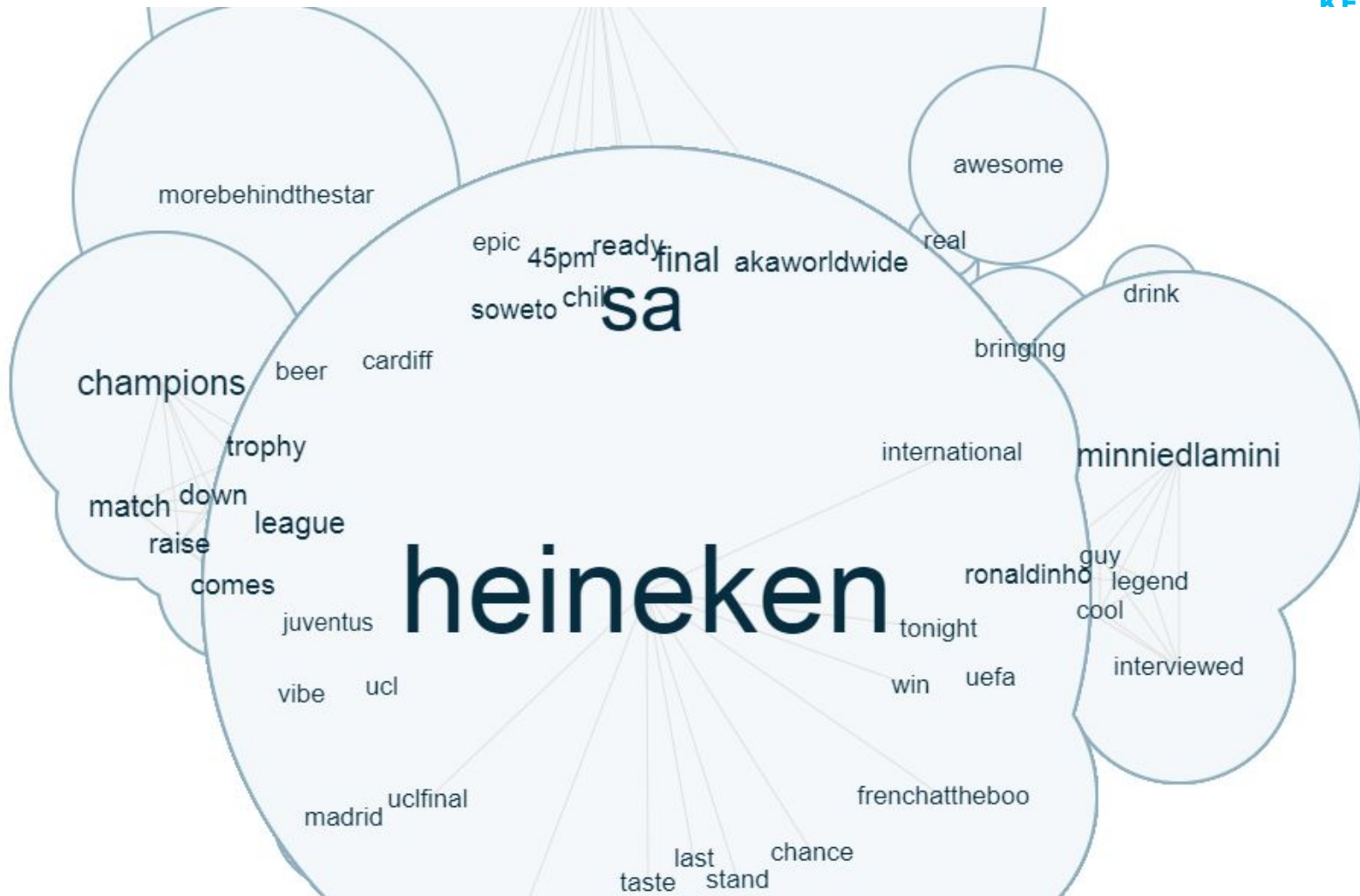


KEY METRICS: FEMALE WORD CLOUD



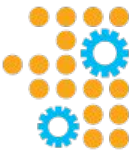
KEY METRICS: MALE WORD CLOUD





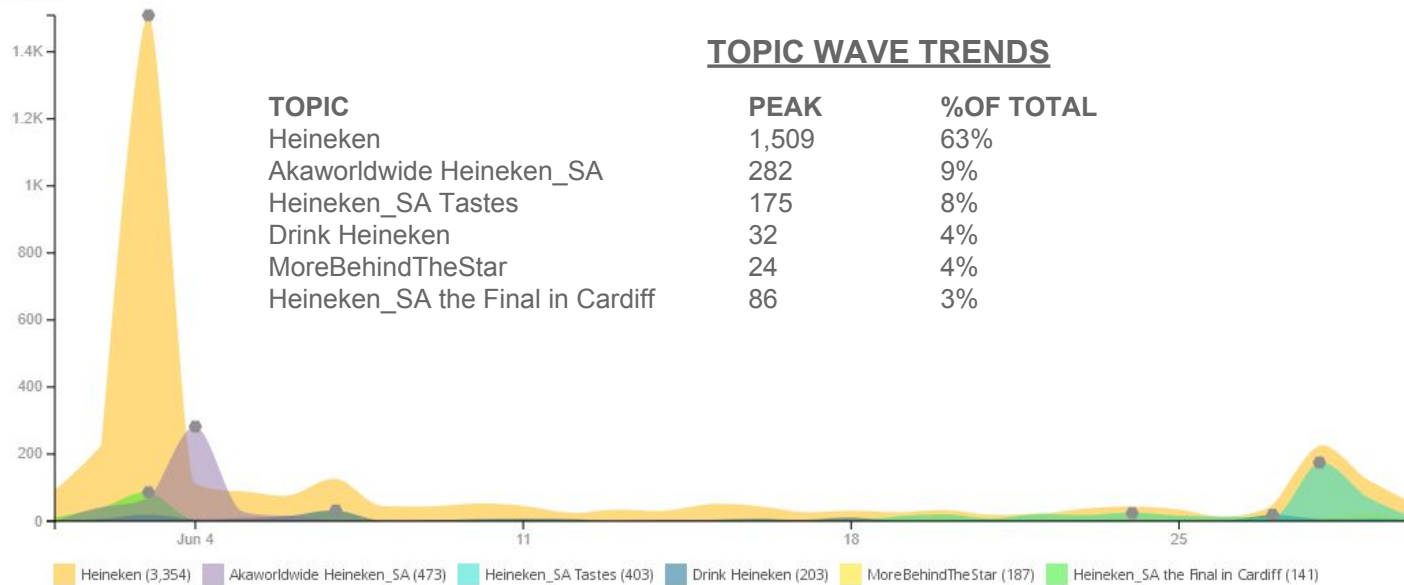
Clusters look at how closely coupled different themes and topics are to each other. In this case, the conversation revolves almost exclusively around the link between Heineken and the Champions League Final.

TOPIC TRENDS



KEY METRICS

Posts



#UbeansMaCarvela
@AdvMjaji

Ngatsi kutoba busy tonight — drinking Heineken at Emtsangaleni wall street - Naas, Kamaqhekeza, Mpumalanga fb.me/1ndZjw9n6

6:19 PM - Jun 2, 2017

The Gentleman
@SihleZondi3

Awesome event by @Heineken_SA and that performance by @akaworldwide was even better!! Very impressive!! 🌟 #ChampionTheMatch

12:25 AM - Jun 4, 2017

Kamza
@KamzaMbatha

@Heineken_SA UCL Ticket Giveaway:

Q: How many goals have Juventus conceded en route to this year's UCL final in Cardiff?

#ChampionTheMatch

12:09 PM - Jun 2, 2017

Heineken SA @Heineken_SA

Tastes differ, but from Argentina to Zambia, ours doesn't. #MoreBehindTheStar pic.twitter.com/ZCVgeOTUla

19 Jun

HUSSEIN_GADAFFI
@TshepoMukwevho

a taste that stood the time_original recipe

7:17 PM - Jun 24, 2017

Rere
@Rouchiray

This is actually not that bitter like Heineken wow ❤️ I don't care about ama standards wala..think I found myself a new drink ❤️

2:02 PM - Jun 16, 2017





INFLUENCERS

MOST PROLIFIC

@Heineken_SA	591	<div></div>
@LicenseLiquor	133	<div></div>
@juniorforexSA	44	<div></div>
@CredoVDaniels	43	<div></div>
@OG_KamoGEE	37	<div></div>
@Fana_N	27	<div></div>
@YuleD	21	<div></div>
@KeaMercia	21	<div></div>
@amelle_hahn	21	<div></div>
@MasixoleBedesho	15	<div></div>

MOST PROLIFIC PUBLIC ACCOUNTS:

@juniorforexSA | Junior Forex
Account Manager. Forex analyst. Forex
couch . Signal provider. Trade with the
most reliable forex broker.

@OG_KamoGEE | Mr. IronHip
*UJFM 95.4 presenter on #TheEgoTrip,
 Co-presenter on The Game on UJFM
 95.4, Socialite, Realist, CRAZY AF, God
 fearing man.*

MOST INFLUENTIAL

Newz24
Newz24
Africa
215,085
Tweets
3,781
Following
2,217,143
Followers
84

ICAP warned over circumcision deaths [http://CapMphoD101](#)
posted on Tue 12 04 PM GMT

(Klout score and author metrics as of Dec 1, 2012)

Times LIVE
Times LIVE
South Africa
182,191
Tweets
870
Following
797,101
Followers
82

KZN health reports concerns over circumcision device [http://kznnews.co.za/2012/12/04/kzn-health-reports-concerns-over-circumcision-device/](#)
posted on Mon 12 04 PM GMT

(Klout score and author metrics as of Dec 1, 2012)

Africa
Africa
108,252
Tweets
1,309
Following
304,436
Followers
81

MPI RT @Tataneine: Chief Mkhurhwa says voluntary male circumcision is working to prevent HIV infections. Word of mouth is crucial. [read@812](#)
posted on Thu 11 03 PM GMT

(Klout score and author metrics as of Dec 1, 2012)

Steve Hofmeyr
Steve Hofmeyr
South Africa
97,919
Tweets
416
Following
234,925
Followers
80

Cumulative circumference
posted on Sat 12 03 AM GMT

(Klout score and author metrics as of Dec 1, 2012)

helenville
Cape Town, South Africa
84,581
Tweets
2,158
Following
1,094,350
Followers
79

Abstinence education helps kids on Vigs to women.
posted on Wed 12 01 PM GMT

(Klout score and author metrics as of Dec 1, 2012)

SABC News
SABCNewsOnline
South Africa
37,561
Tweets
72
Following
33,890
Followers
79

E Cape news's sector fails for urgent circumcision summit [http://CapMphoGQjg](#)
posted on Tue 12 01 PM GMT

(Klout score and author metrics as of Dec 18, 2012)

Gareth Cliff
GarethCliff
South Africa
29,918
Tweets
282
Following
1,561,618
Followers
78

RT @Germelande: "Gefährdeten! Germany needs religious circumcision ban!g. Child's right to body integrity rules over parents' rights"
posted on Sat 12 01 PM GMT

(Klout score and author metrics as of Dec 1, 2012)

Khayange Dlamini
KhayangeDlamini
71,497
Tweets
978
Following
61,585
Followers
78

There needs to be regulation in place. RT @fithred360: Eastern Cape officials to meet on circumcision deaths [http://bit.ly/1dZttdg](#)
posted on Tue 12 01 PM GMT

(Klout score and author metrics as of Dec 21, 2012)

Sikhululo Matheka Lule-Cake
Lule-Cake
South Africa
175,740
Tweets
3,635
Following
386,703
Followers
77

@mthethethi RT @ghythemmy Yabakufaka ib Shanaa. Please!!!!!! Andika thixo i real chat track @ib
posted on Fri 12 03 PM GMT

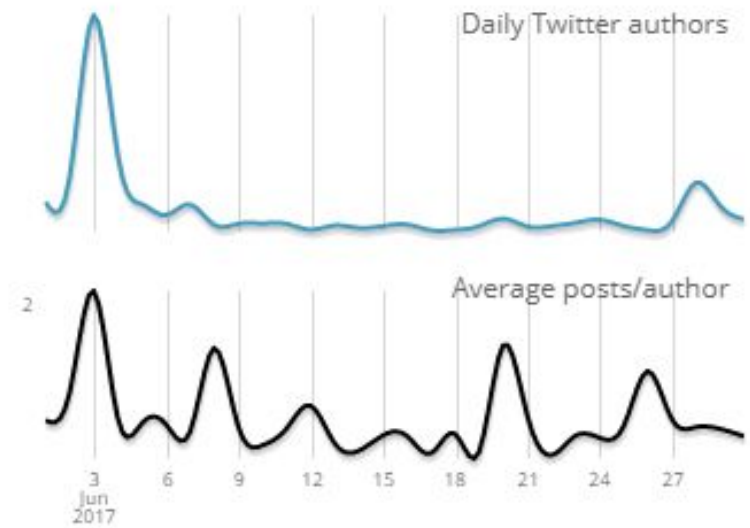
(Klout score and author metrics as of Dec 1, 2012)

Aki Anastasiou
AkiAnastasiou
Johannesburg, South Africa
28,559
Tweets
929
Following
177,642
Followers
74

RT @Bemmer: @AKAnastasiou Gladys702 just mailed the JSA and MBC on #wValkids. Mothers are loving their babies. Skied...
posted on Sat 11 03 AM GMT

(Klout score and author metrics as of Dec 1, 2012)

DAILY AUTHORS & POSTS PER AUTHOR



The human contributors with the highest General Influencer Score were:

AKA

FIKILE MBALULA
MIKE DE VOS

@akaworldwide

@MbalulaFikile
@MariusSoU

In June there were **40 Million** Impressions of the **Heineken Brand** online.

Authors - Low Influencer Score



MOST PROLIFIC

@whitneymostert	9	
@victorchrisboy	9	
@SirHlokza_SA	5	
@musa_gp	5	
@jetvalentine	4	
@ndaba159	4	
@MandlaSmindlos	4	
@SeanAcemusic1	4	
@Nkukzin150	4	
@HlammyMayevu	4	



whitney mostert
@whitneymostert

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

📍 Johannesburg, South Africa

📅 Joined August 2010

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



whitney mostert
@whitneymostert

[Follow](#)

#ChampionTheMatch score Madrid 2-1 Juve #soweto #heineken

8:24 PM - Jun 3, 2017 · Johannesburg, South Africa

🗨️ 🔄 ❤️



THEKINGOFFB **BOSS**
@victorchrisboy

Instagram.com/victorchrisboy...
Bookings:victorchrisboy@gmail.com✉️
Facebook.com/victorchrisboy...
@RickRoss Idols Become Rivals Video

📍 SA|Durban|Joburg|Mpumalanga

🌐 Facebook.com/chrisboyvictor...

📅 Joined July 2015

Tweets **89.7K** Following **2,200** Followers **3,030** Likes **206K**

THEKINGOFFB **BOSS**
@victorchrisboy

[Follow](#)

@MinnieDlamini is on the Heineken Champions Cruise with Brazilian professional footballer, @10RonaldoInho .

10:51 PM - Jun 5, 2017

🗨️ 🔄 ❤️



Jethro Valentine
@jetvalentine

Jenthers

📍 Cape Town, South Africa

📅 Joined April 2011

🖼️ [Photos and videos](#)

Tweets **645** Following **328** Followers **248** Likes **56**

Jethro Valentine
@jetvalentine

[Follow](#)

Shout out to all my homies at the #Soweto UEFA Champions League Final viewing. @Heineken_SA #ChampionTheMatch

8:28 PM - Jun 3, 2017

🗨️ 🔄 1 ❤️ 1

RT @MinnieDlamini It's over!!!! 🏆🏆 @realmadriden are CHAMPIONS for sure!!!! @Heineken_SA #ChampionTheMatch #UEFAFinal 🏆

Minenhle Dlamini
@MinnieDlamini

[Follow](#)

It's over!!!! 🏆🏆🏆 @realmadriden are CHAMPIONS for sure!!!! @Heineken_SA #ChampionTheMatch #UEFAFinal 🏆

10:38 PM - Jun 3, 2017

🗨️ 14 🔄 64 ❤️ 220

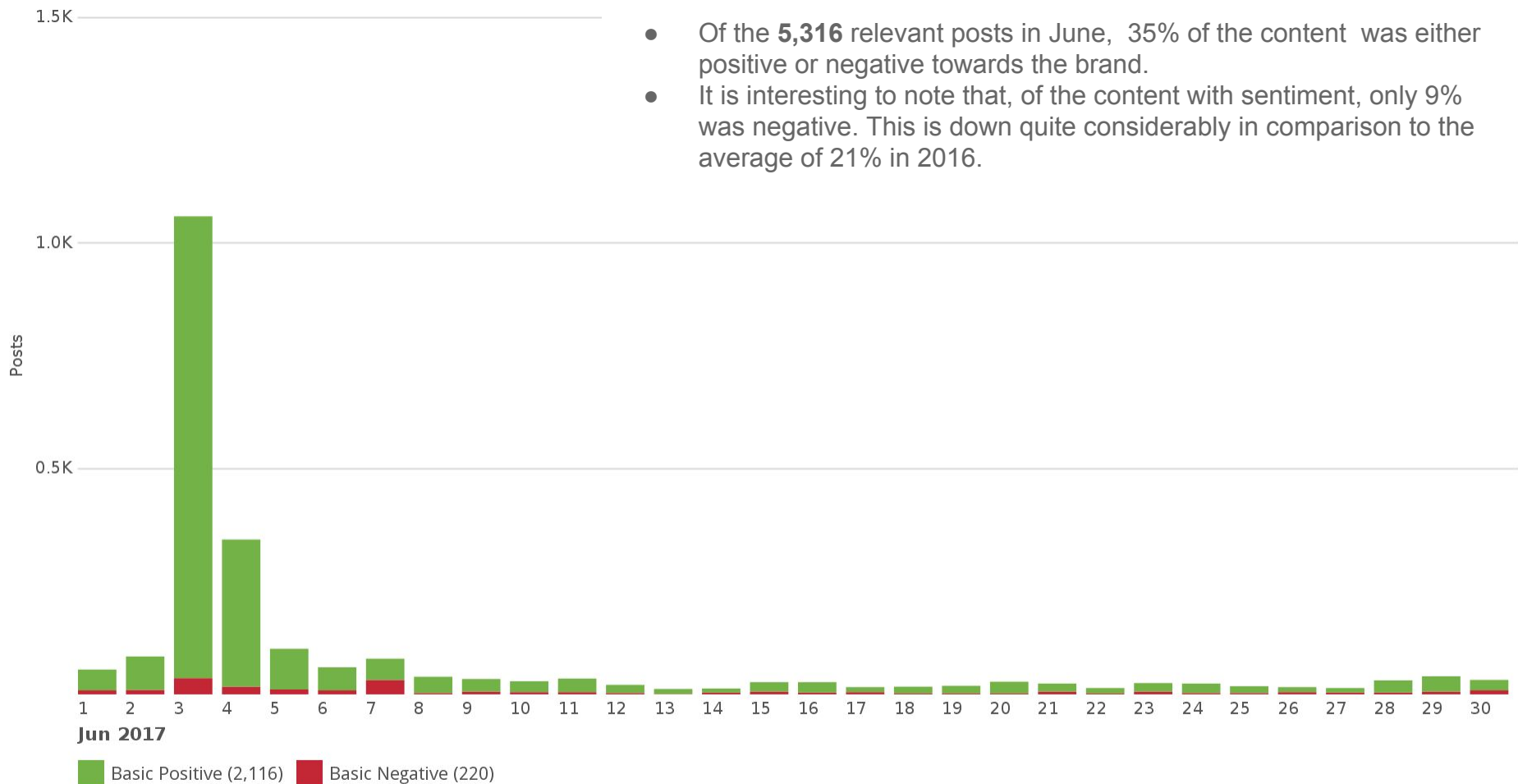


SENTIMENT & EMOTION

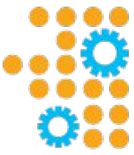
SENTIMENT ANALYSIS



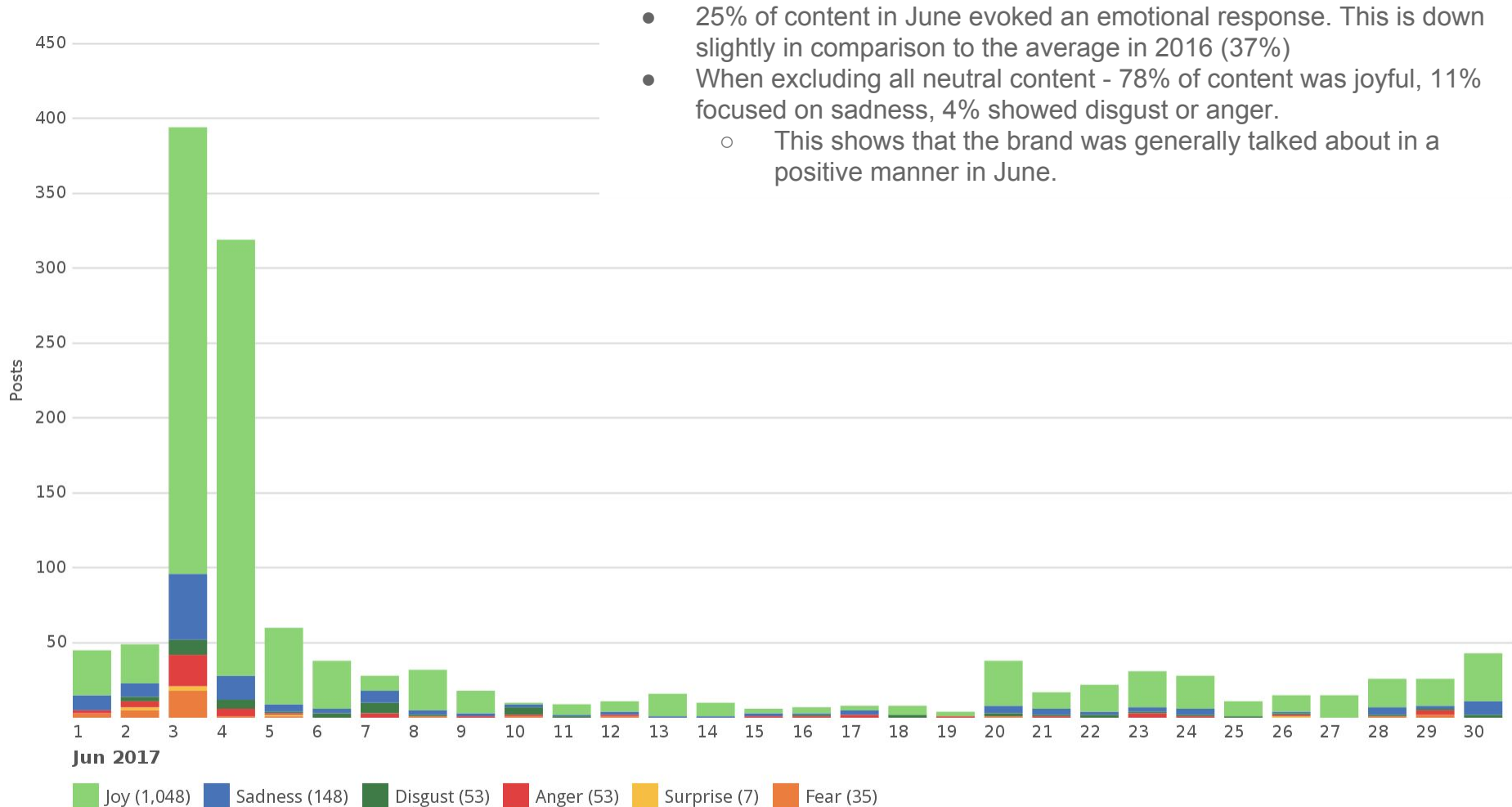
SENTIMENT & EMOTION



EMOTION ANALYSIS



SENTIMENT & EMOTION



EMOTION ANALYSIS - JOY EXAMPLES



SENTIMENT & EMOTION



Kamza
@KamzaMbatha

Follow

Thanks @Heineken_SA for the opportunity to be part of a great & historic night! 🍷
#ChampionTheMatch

11:16 AM - Jun 9, 2017

1 1 2

lesego
@les_ego_

Follow

Enjoying every moment #ChampionTheMatch
#soweto [twitter.com/Heineken_SA/st...](https://twitter.com/Heineken_SA/status/863844444444444444)

9:45 PM - Jun 3, 2017

1 1 1

Hlami Chilli-Bite
@HlammyMayevu

Follow

@heineken_sa thank you so much for a good treatmnt#ChampionTheMatch

8:28 PM - Jun 3, 2017

1

HM Tshego Khumbane
@HRHKhumbane

Follow

About last night. Thank you @heineken_sa for an awesome night! #ChampionTheMatch #Soweto...
[instagram.com/p/BU6iWYYFvaG/](https://www.instagram.com/p/BU6iWYYFvaG/)

12:40 PM - Jun 4, 2017 · Johannesburg, South Africa

1

Frog Prince
@I_Is_SlyGunz99

Follow

ThankX for a great night @Heineken_SA
#ChampionTheMatch

8:58 AM - Jun 4, 2017 · South Africa

1

EMOTION ANALYSIS - SADNESS EXAMPLES



SENTIMENT & EMOTION



Pika Mbele

@MbelePika

Follow



out of all beers they had to chose Heineken!!!



9:00 AM - Jun 7, 2017



IG:

@_BafanaMthembu

Follow

Heineken is bad guys. I don't know why I still have a gf 🤔🤔🤔🤔

8:22 AM - Jun 4, 2017 · South Africa



1



Sessobello Lelo

@juvenilepolitix

Follow

I can't afford weed, it's too expensive in South Africa
#WeedMustFall

I can't afford Heineken, it's too... fb.me/4X5QjHxyC

12:16 AM - Jun 21, 2017



Todani P Munzhedzi

@PaulMunzhe

Follow

When is heineken having a special like all these
other liquors and beers 🤔🤔🤔

8:17 PM - Jun 15, 2017



1



Keletso Lehlokoe

@Kelz_CEO

Follow

Won't lie @Heineken_SA ruined football for me.
#ChampionTheMatch.

2:13 AM - Jun 4, 2017



SihleMthi'

@Chle_cee

Follow

Heineken is a kak beer the hangover 🤔 this would
have never happened with my beloved Windhoek

11:41 AM - Jun 17, 2017



EMOTION ANALYSIS - DISGUST EXAMPLES



SENTIMENT & EMOTION

 **Buli** 😊❤️
@Beelebrity

Beer?Beer? Nah fuck it no, I haaaate the smell of beer 🤢🤢🤢🤢 Esp.
Windhoek,Heineken,Hansa,Black and Castle Light
🤢🤢🤢 Ooh I can't 🤢🤢

7:21 AM - Jun 30, 2017

1 1 1

 **k.**
@Kate_xxii

Heineken smells SO much 🤢

6:27 PM - Jun 29, 2017

1 1 1

 **iFormer Sbethi**
@nguOdwa_

Heineken is disgusting when it's lukewarm, no Lebo.

1:23 PM - Jun 3, 2017


1 1 1

 **Musingo the Smith**
@CallMe_Singo

🤢🤢🤢🤢 no. But if you picked Heineken over Black Label then clearly you taste is disgusting.

6:05 PM - Jun 16, 2017

1 1 1

 **Tumi_B**
@Tumi_Black

No more Heineken...this thing makes me sick as hell maan 🤢🤢🤢

12:17 PM - Jun 10, 2017

1 1 1

 **Pearls_2_Swine**
@Rowland_1820

Other than the fact it tastes like cat piss, this is another reason to boycott Heineken!!

2:13 PM - Jun 6, 2017

1 1 3

CONTACT US
info@vibrand.co.za

