



SENTIMENT ANALYSIS EDDI PRODUCTS:

TRUNCATED



COMPANY ENGAGEMENT ACTIVITY SINCE INCEPTION



[@MrsMeyersClean](#)

[@Aesopskincare](#)

[@methodproducts](#)
[@methodhome](#) [sic]

[@DrBronner](#)

[@SeventhGen](#)

[@Dove](#)

3K Tweets

4K Tweets

9K + 4K [sic] 13KTweets

30K Tweets

13K Tweets

167K Tweets

11K followers

25K Followers

32K Followers

54K Followers

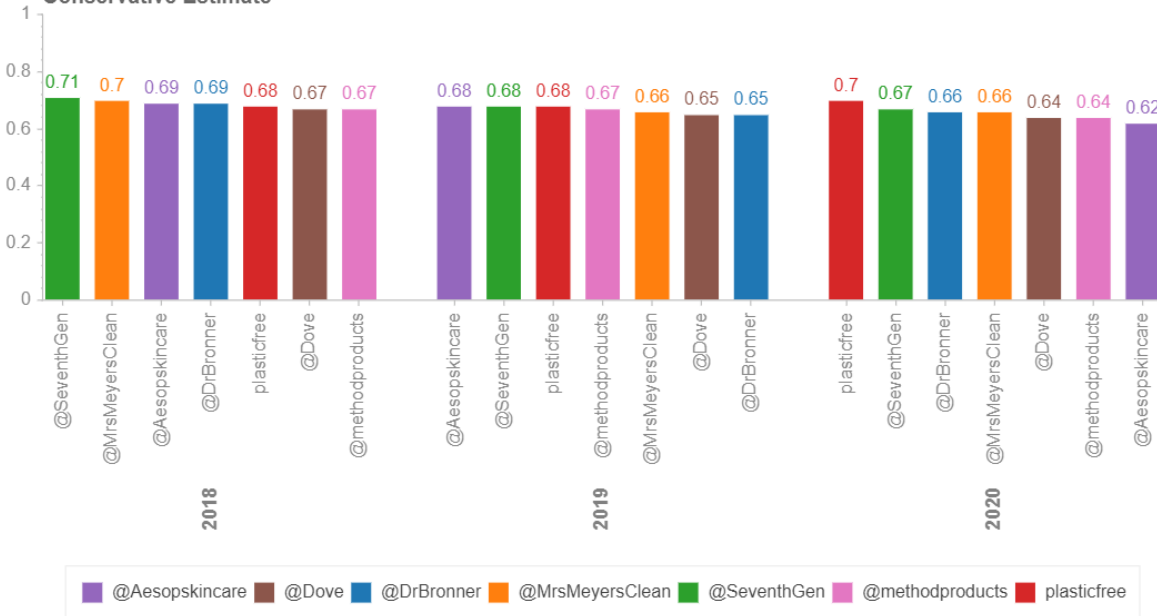
83K Followers

193K Followers

AGGREGATED USER AND COMPANY GENERATED SENTIMENT (ALL SENTIMENT)

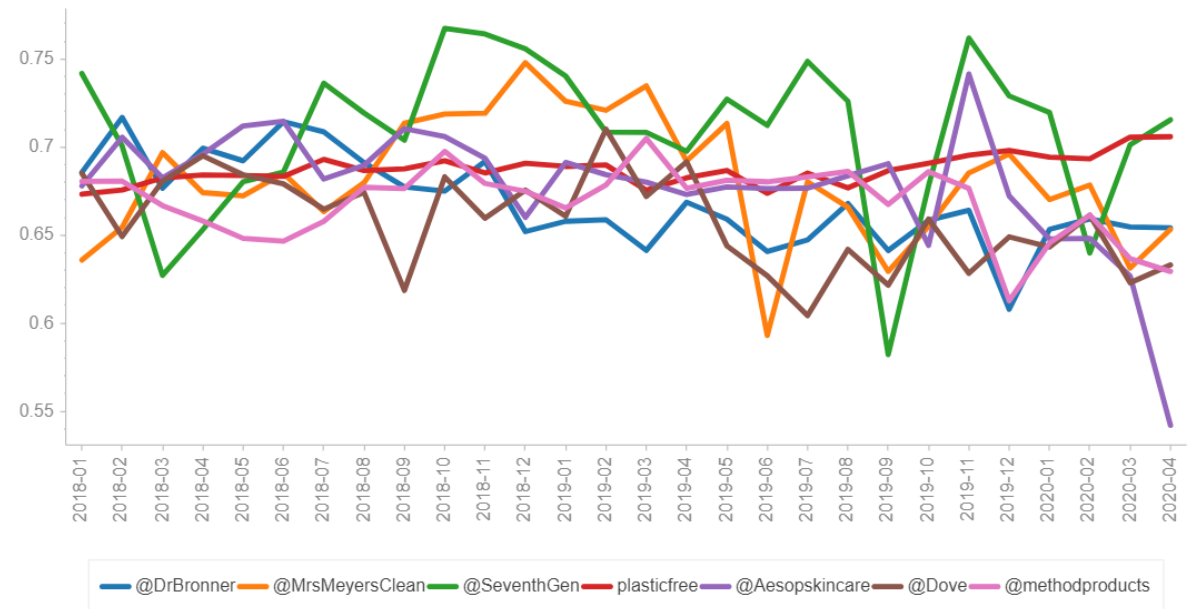
Sentiment

Conservative Estimate



Sentiment

Conservative Estimate

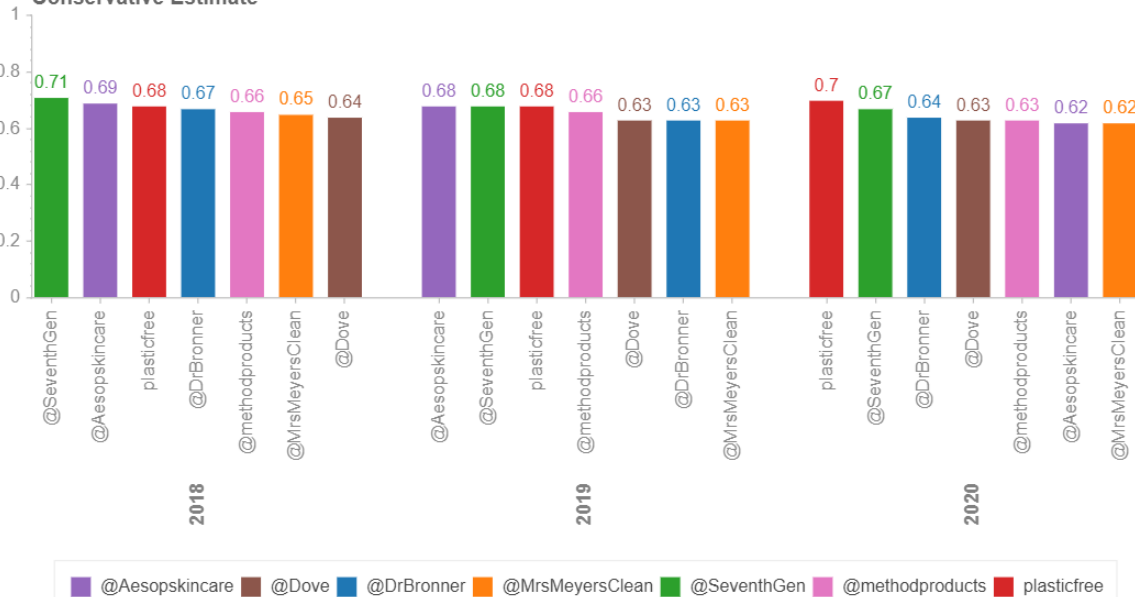


- March experienced drop with 5/7 labels (COVID 19?)
- @Aesopskincare in freefall since 11-2019
- Plasticfree has both low volatility in addition to steadily increasing positive sentiment
- @SeventhGen has high volatility but appears to be the sentiment winner since outset of COVID 19

USER GENERATED SENTIMENT

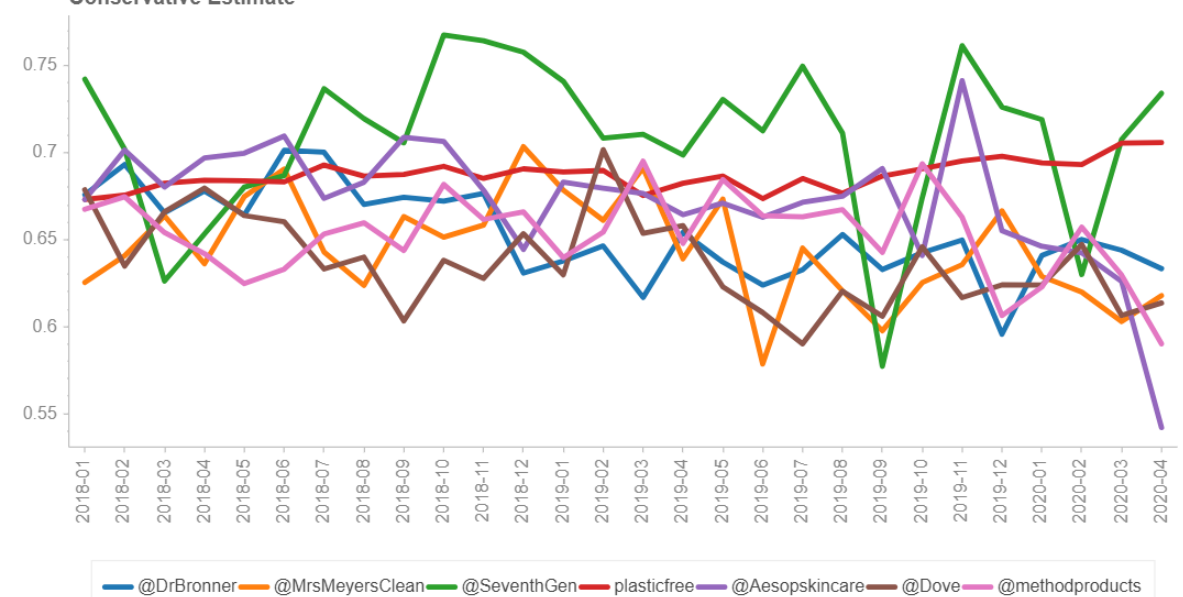
Sentiment

Conservative Estimate



Sentiment

Conservative Estimate



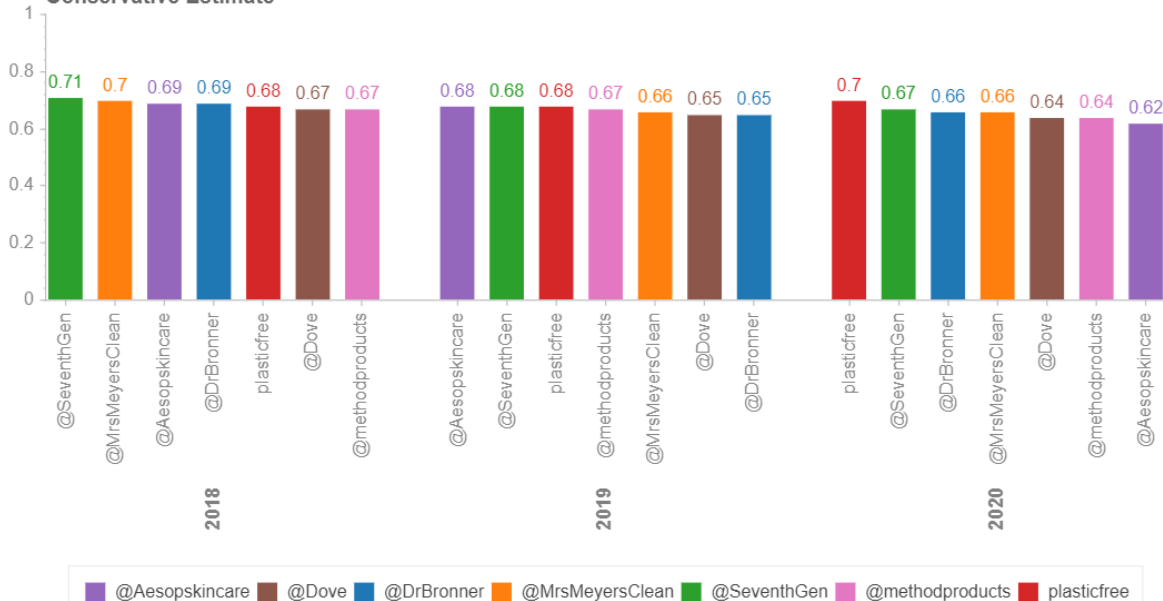
- March experienced drop with 5/7 labels (COVID 19?)
- @Aesopskincare in freefall since 11-2019. Recent bad COVID press for overly dramatic store shuttering images.
- Plasticfree has both low volatility in addition to steadily increasing positive sentiment
- @SeventhGen still leads across brands despite high volatility

ALL SENTIMENT

USER GENERATED

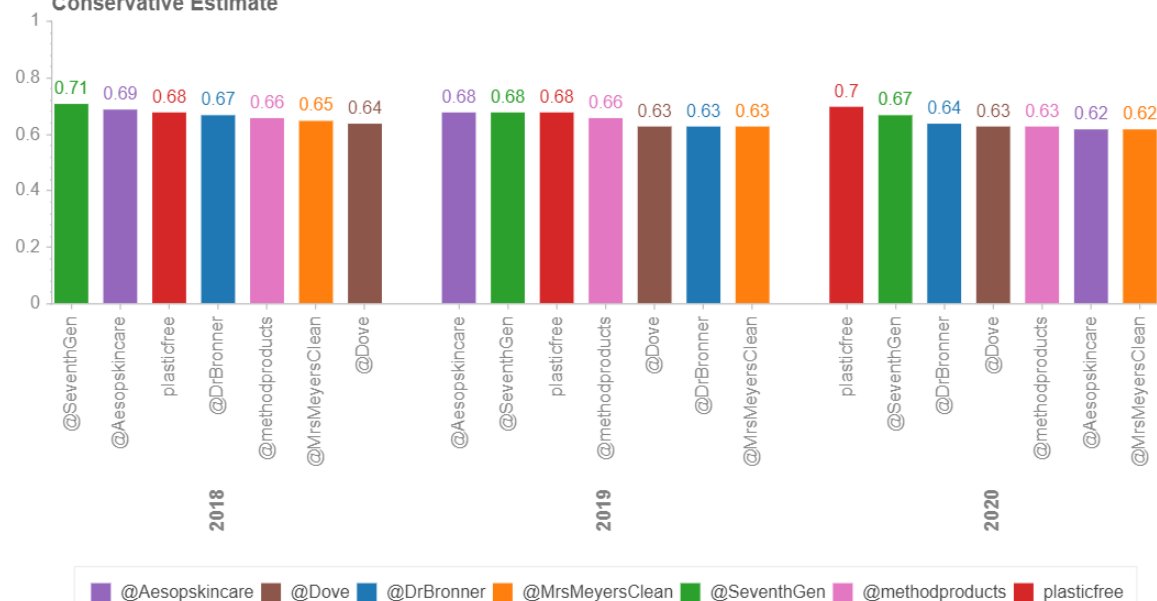
Sentiment

Conservative Estimate



Sentiment

Conservative Estimate



No marked change indicates most sentiment is user generated and therefore a better representation of consumer sentiment

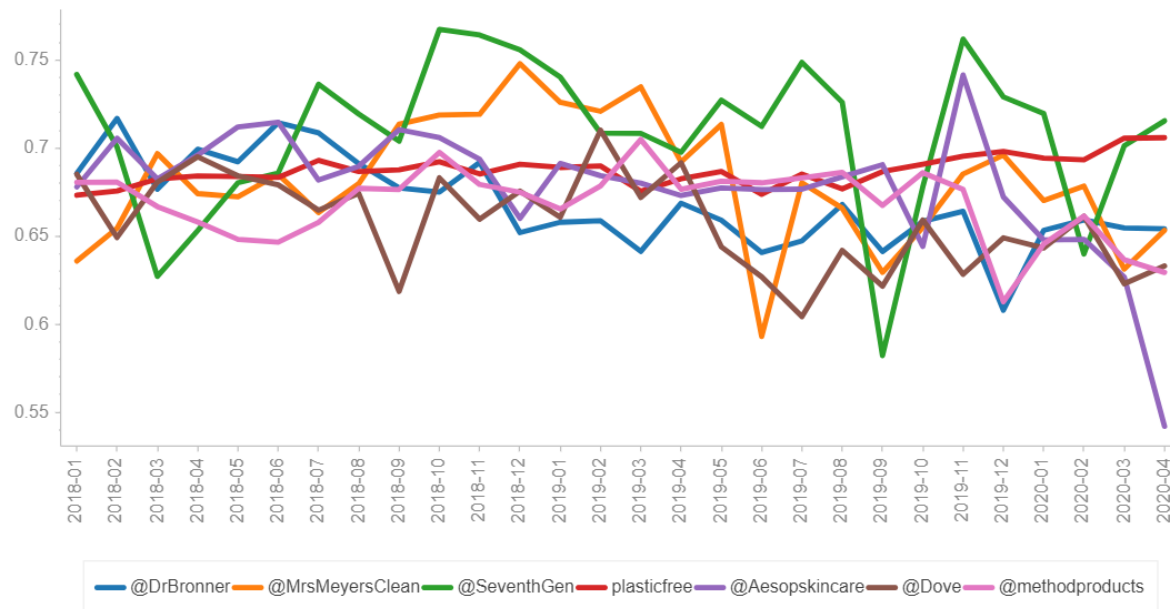
- @SeventhGen
- @Aesopskincare
- Plasticfree (Inherently user generated exclusive)

ALL SENTIMENT

USER GENERATED

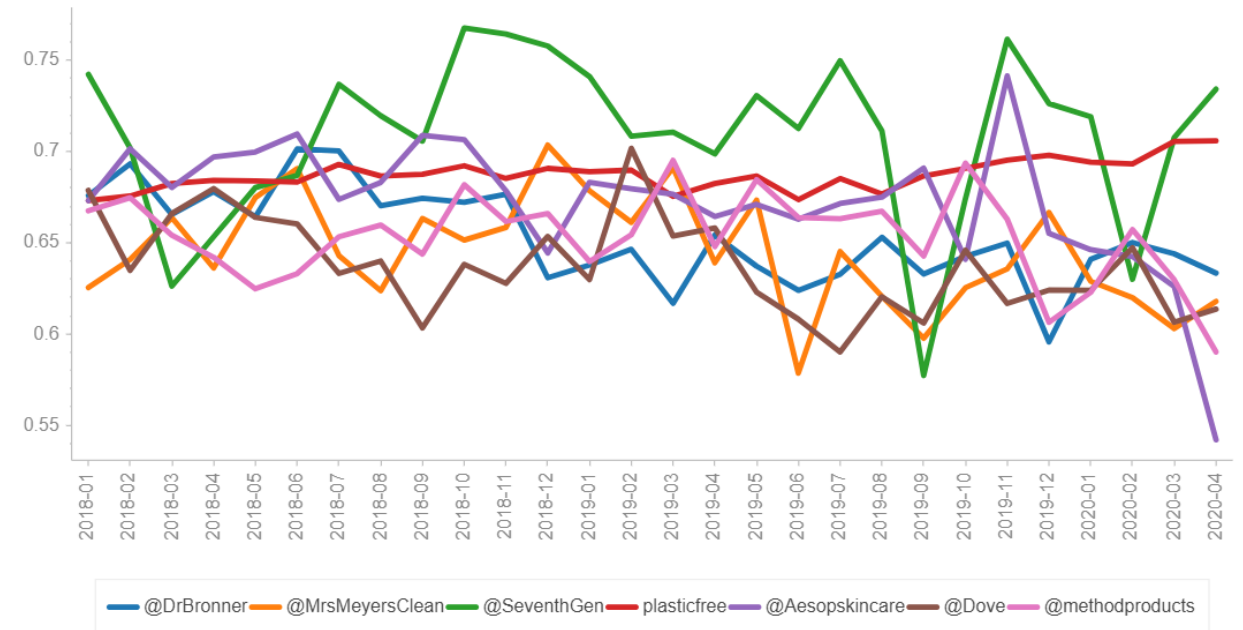
Sentiment

Conservative Estimate



Sentiment

Conservative Estimate



- Most sentiment is user generated across all the examined companies
- Company generated content will slightly pull up aggregated sentiment scores