

# How Social Insights are Preparing Brands for an Unconventional Summer



# Speakers



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# Housekeeping

- This webinar will run for 1 hour
- If you have questions, message the chat. We'll answer them at the end during the Q&A session.
- If you have questions after the webinar, get in touch with your dedicated contact or reach out at [team@synthesio.com](mailto:team@synthesio.com).
- If you share anything on social media during the webinar, use [#SynthesioLive](#).





COVID-19 is just part of our lives now. Here's how everything is changing. Not new normal, new *abnormal*.



# Your (Our) Anxieties

- How to adjust business strategies?
- What does the future have in store for us?
- Will a 2nd wave hit?
- Will we be able to retain our staff/resources to keep going?
- Which marketing activities to focus on with smaller or no budget?
- How do I relate to my customers?
- How can we provide support?



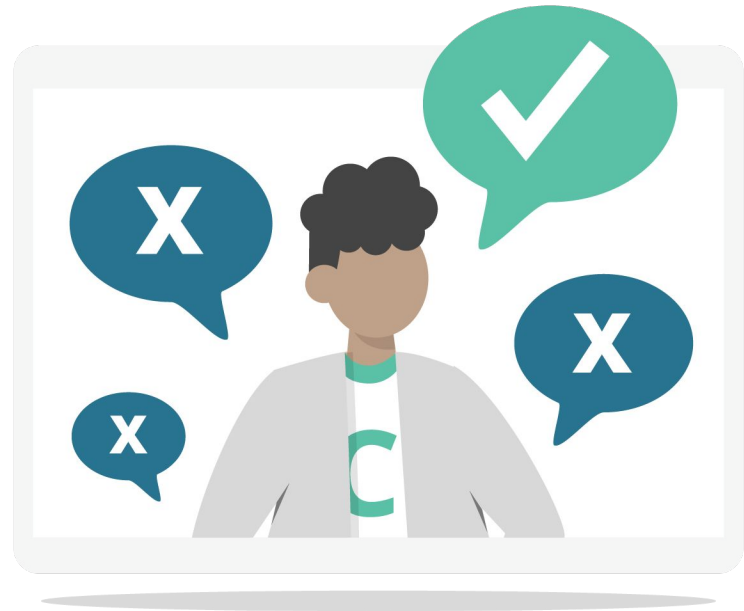


As we navigate the ever-changing landscape,  
**social intelligence** helps keep us agile as we try  
to uncover how consumers are evolving



# Why Social Listening Matters During the Pandemic

- Our pandemic lifestyles are changing our orientation to brands
- Online word of mouth is the only word of mouth
  - Your consumers daily routines
  - Their innovations and creativity
  - Declarations - What consumers plan to do post-quarantine
  - Frustrations, what do they miss
  - Epiphanies, what they now think differently about







## Ipsos - Key Dimensions For Fostering Close Relationships

**Certainty**

**Control**

**Fair  
Treatment**

**Belonging**

**Status**

**Joy**





# Approaches to Social Insight

## Different POVs (We've Observed)

### Ineffective = Narrow

- Brand-focused perspective
- Looking at "right now"
- Emphasis on "traditional" inputs like Twitter
- Inattentive to consumer / public POV

Thinking as a brand first

### Effective = Broad

- "Empathetic" listening
- Go broad: realtime + longitudinal/historical
- Forums and blogs = insight into public mood
- Divorce research from brand

Thinking like a consumer

COVID helps us let go of some bad habits and reset with a better consumer-focused angle



# Approaches to Social Insight Lenses

The way we parse the data matters: Humans are talking about their experiences, not talking at brands.

## Simple

COVID as a lens...

Highlights how brand directly is affected

## Moderate

Time as a lens...

Explore data using time as a key filter/view

## Advanced

Lifestyle as a lens...

Queries on human experiences knowing COVID is a context

Are we overlaying frameworks to uncover real thoughts or to tell us what we want to hear?  
Are we focusing on all consumer behaviors or only ones with a brand?



# Abnormal Summer Lifestyle "Protest" Trends

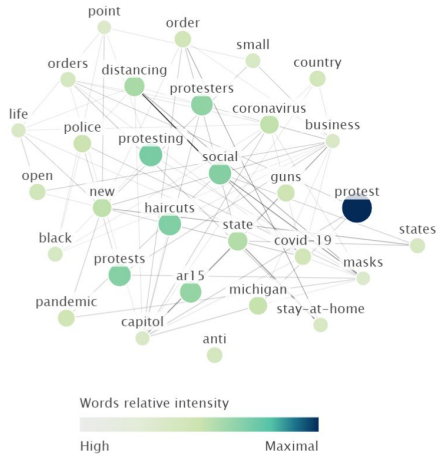


# Abnormal Summer Lifestyle Divergent Narratives...

Word Network

2020/02/01 - 2020/12/31

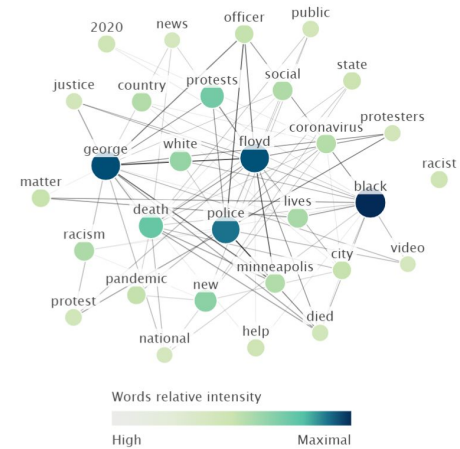
Lens: Reopen Keywords



Word Network

2020/02/01 - 2020/12/31

Lens: BLM Keywords

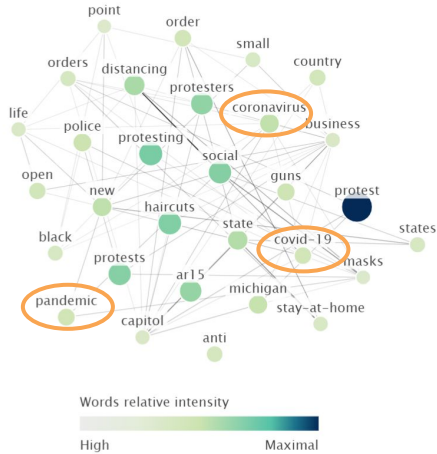


# Abnormal Summer Lifestyle ... Similar Context

Word Network

2020/02/01 - 2020/12/31

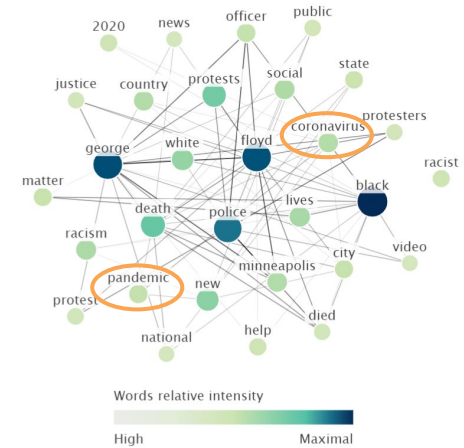
Lens: Reopen Keywords



Word Network

2020/02/01 - 2020/12/31

Lens: BLM Keywords

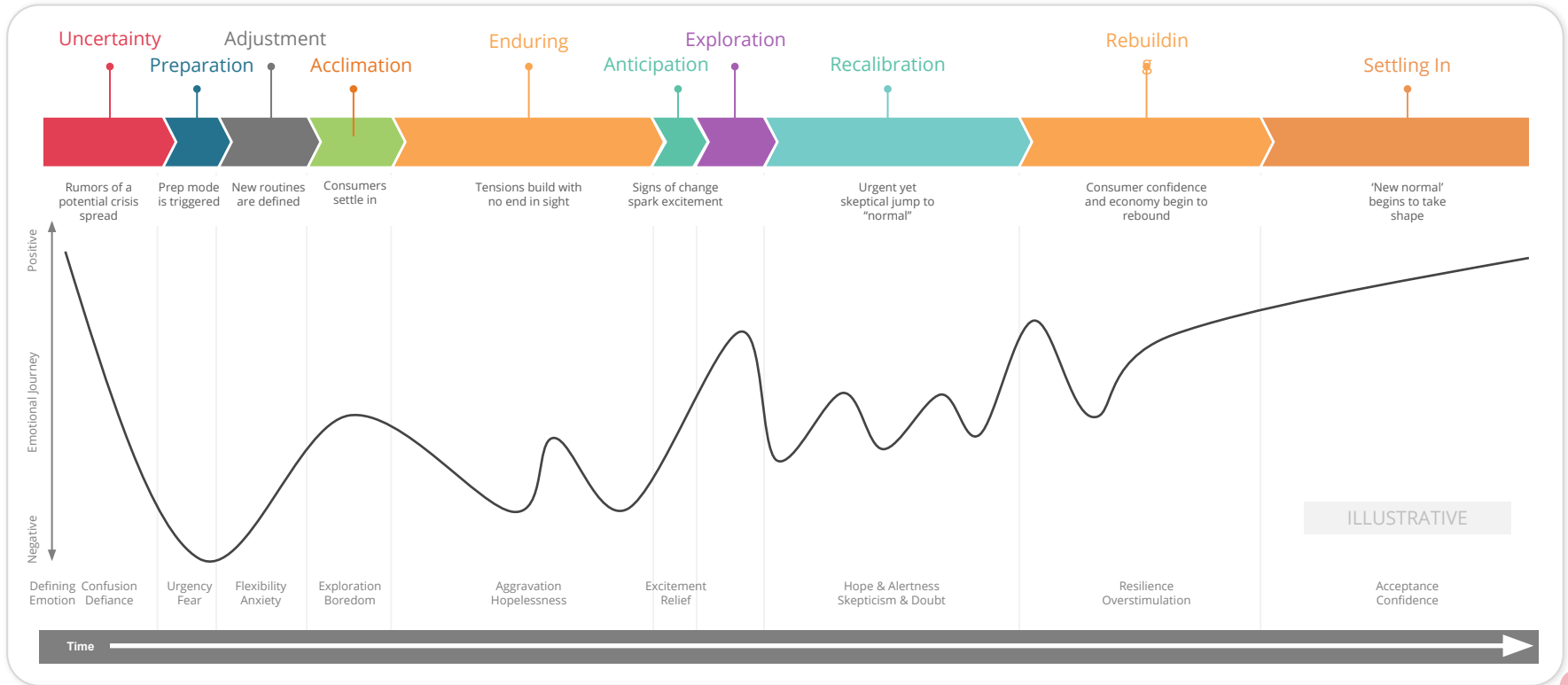




# The Human Experience of Living Through a Pandemic



# Understanding the COVID-19 Emotional Journey Can Help Anticipate What Comes Next And The Roles Brands Can Play





# Early On, Social Conversation Revealed How this Emotional Journey Has Unfolded with Food

Uncertainty



Preparation



Adjustment



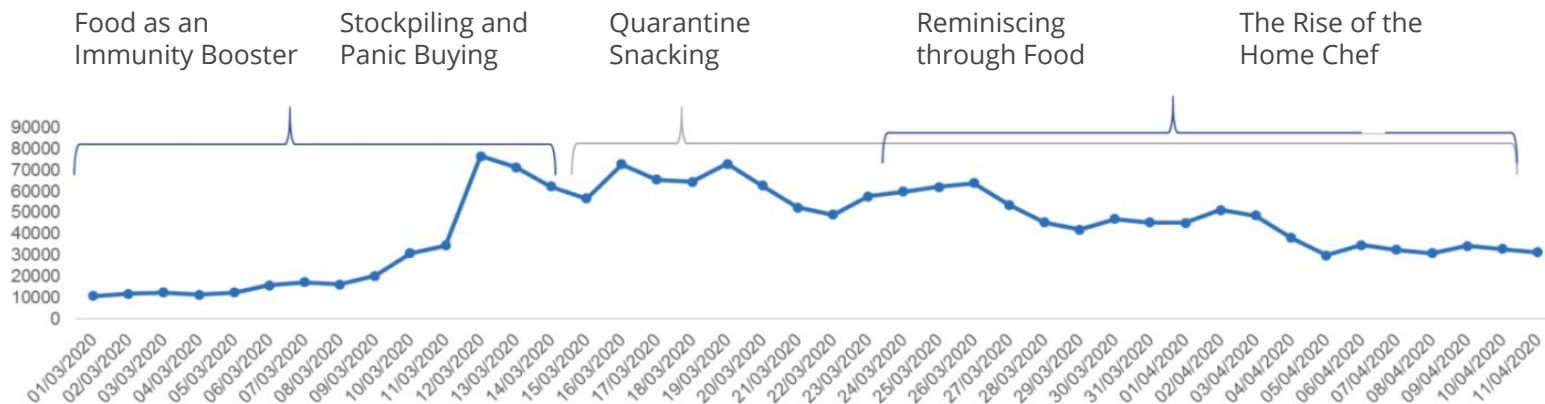
Acclimation



Endurance



Anticipation



Source: Synthesis: Global Conversation on FOOD linked to COVID-19 and Coronavirus, March 1-April 15, 2020



# The Experience Through this Continuum Continues to Come to Life via Social, Particularly When Looking at Memes

**Uncertainty** Adjustment  
**Preparation**

**Acclimation**

**Enduring**

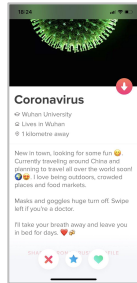
**Anticipation**

**Exploration**

**Recalibration**

**Rebuilding**

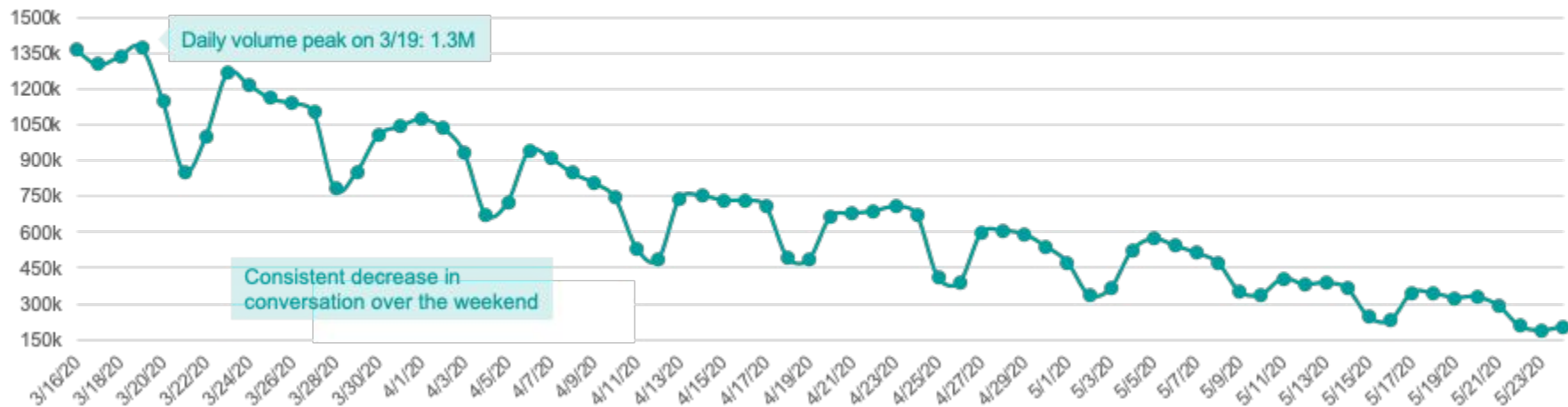
**Settling In**



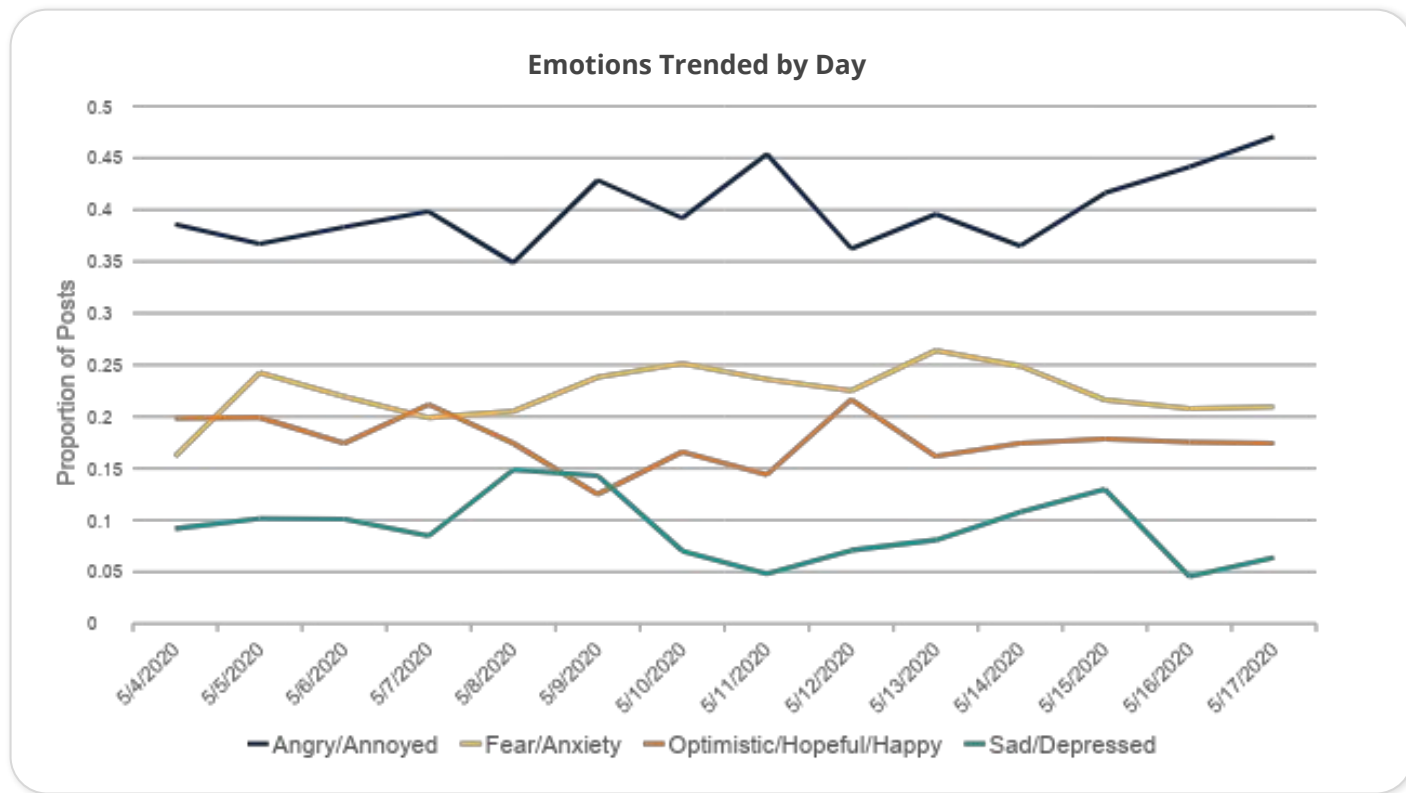
## We Can Also See That People are Tired, Indicated by a Steady Decline in Social Conversation on COVID

COVID-19 was mentioned more than **2M** times over the past week, with a consistent decline in conversation citing COVID outright due to Americans having acclimated to the situation and **no longer making direct references to the virus**. While conversation overall declined week over week, we are starting to see the decline leveling off.

### Coronavirus Mentions Public Mentions, 3/16 – 5/24



## And When Discussing COVID in Social, We See Predominant Feelings Of Anger Fueled by the Daily News Cycle



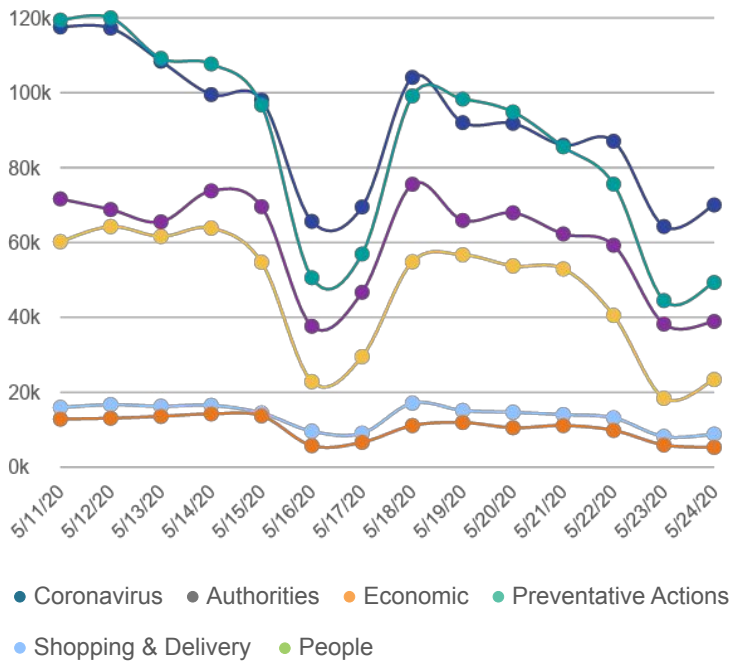
# With More Attention on Re-openings, Social Reiterates Divide on Safety Measures to Prevent Spread

**60%** of Americans say they are maintaining social distance

**50%** report wearing a mask all the time

**18%** report seeing **others** wearing masks or maintaining social distance

According to Ipsos Polling, and Reiterated in Social Conversation



## SOV by Topic

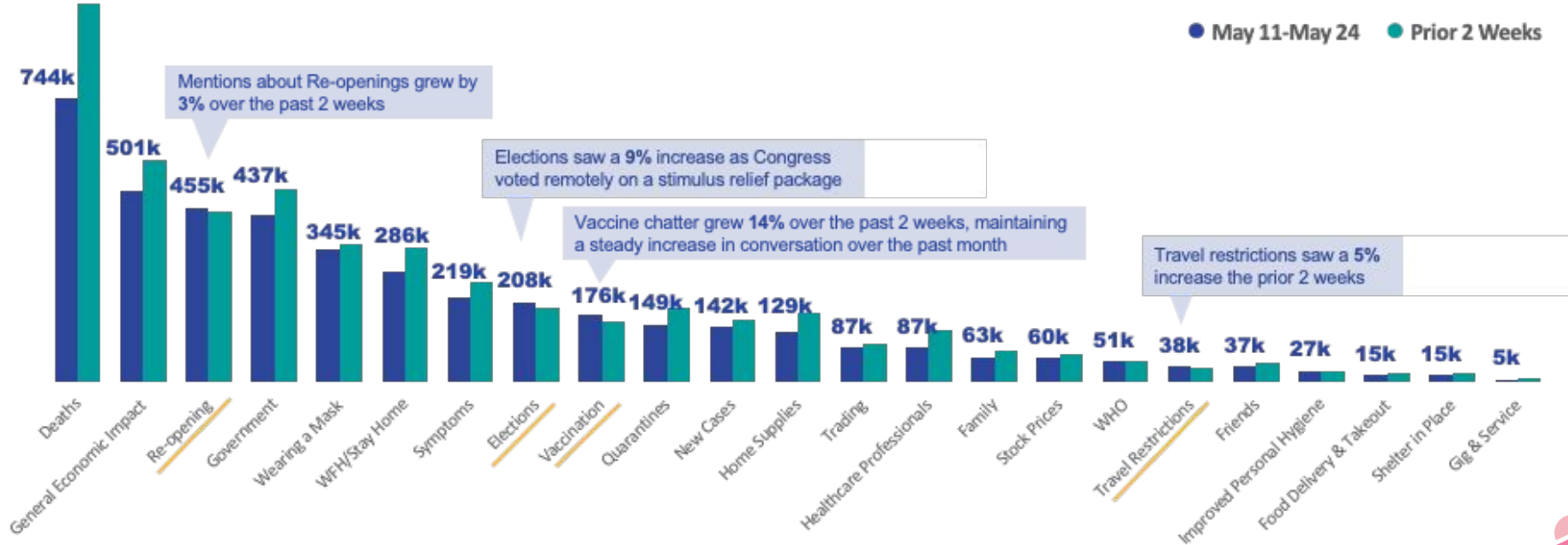


+8%



# Social Conversation About Coronavirus Also Reveals Growing Concern About the Longevity of the Crisis and Reopening

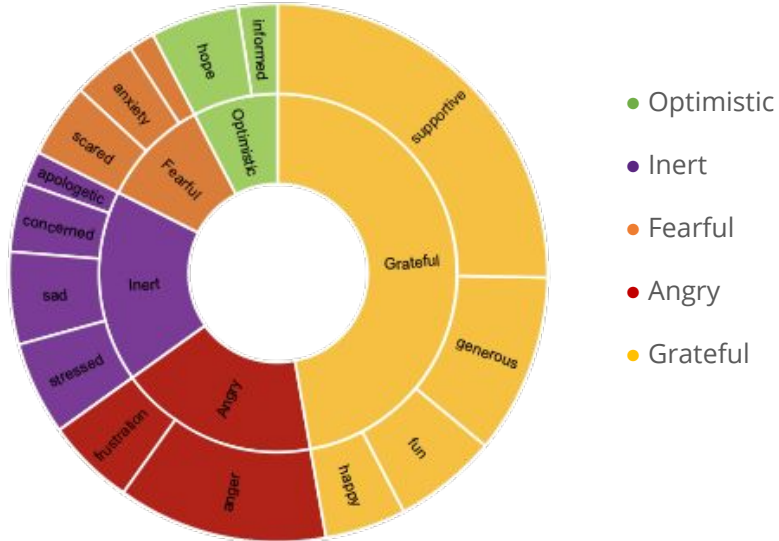
While consumer conversation is still focused on the number of deaths and economic impacts, those conversations are in decline. News of states and businesses reopening is now the 3<sup>rd</sup> most discussed COVID topic and conversation about vaccinations has increased steadily over the past month.



# When We Shift the Conversation Lens to People's Lifestyle, Gratitude Dominates Reiterating an Effort to Maintain Hope

Social Buzz (5/26-6/07)

Share of buzz broken out via AI text analytics processing



## #WereInThisTogether



Twitter User

@twitteruser

My son drove us the long way home from grocery store just to look at the green world today.

7:45 PM · May 16, 2020 · [Twitter for Android](#)



Twitter User

@twitteruser

We hope everyone is staying home and staying safe during this pandemic. Sending you all love and light during this time 🍷

[#stayhome](#) 🏠 [#covid19](#) [#covid](#) [#staysafe](#) [#stayhealthy](#)  
[#love](#) [#positivevibes](#) [#positivity...](#)  
[instagram.com/p/CAN3n9FA36a/...](#)

11:21 AM · May 15, 2020 · [Instagram](#)

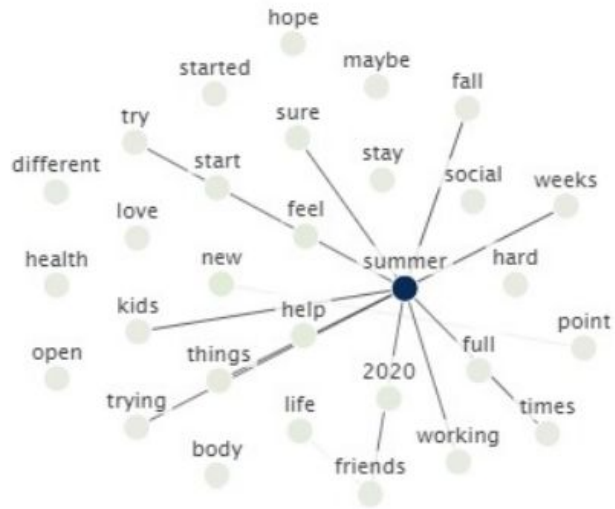




# Amid States Re-opening, Health and Wellness Conversation Reveals Renewed Efforts to Get In Shape for Summer

Top words and hashtags associated with summertime Health & Wellness show consumers are looking to feel their best, even if they plan on staying home.

## Top 30 Words: Summer Health & Wellness



**Twitter User**  
@twitteruser

For those tryna lose weight and get their summer body on, eating less + intermittent fasting will produce better results than doing lots of cardio

1:27 PM · May 24, 2020 · Twitter for iPhone

**Twitter User**  
@twitteruser

I hate to be one of those dudes that flexes muscles like it's the meaning of life, but I'm going to start working out my chest, arms, and core and do day-to-day updates. Calisthenics only. Any tips are appreciated! [#fitness](#) [#summerbody](#) [#LollHateHashtagging](#)

9:37 PM · May 24, 2020 · Twitter for Android

**Twitter User**  
@twitteruser

Just bought a new bathing suit for the first time in 4 years because I'm not gonna let me weight gain stop me from enjoying my summer anymore.

7:56 PM · May 24, 2020 · Twitter for iPhone

## Top Hashtags: Health & Wellness

<a href="#">#fitness</a>	<a href="#">#health</a>
<a href="#">#summer</a>	<a href="#">#motivation</a>
<a href="#">#workout</a>	<a href="#">#exercise</a>
<a href="#">#lift</a>	<a href="#">#love</a>



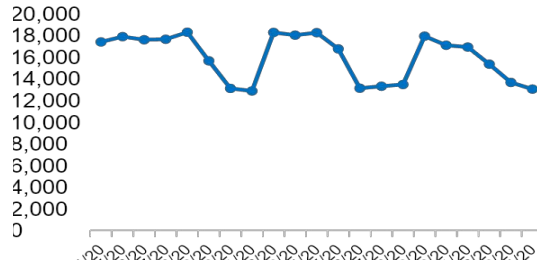
# With Social Distancing Still Suggested, People Also Seek to Utilize Their Personal Outdoor Space to Safely Socialize

Summer 2020 is all about the backyard, as consumers look to their outdoor space to make the most of the summer without travel. Additionally, backyards enable safe socially distant hangouts with friends and family.



# Social Conversation About Cooking Continues to be High, Focused on Enjoying Home-Cooked Meals or Finally Eating Out

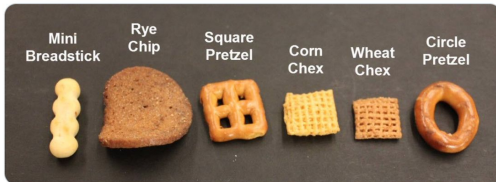
## US Daily Volume of Shopping, Cooking, Eating Conversation



A Twitter user sparked a viral discussion online by asking followers their favorite Chex Mix piece



what's the best chex mix piece



5:16 PM · May 20, 2020 · Twitter for iPhone

Instagram User



914 likes

InstagramUser

Today's bake is my grandmother's cinnamon rolls! They make me so happy! I remember all the happy times we spent baking these on Saturdays! I am so thankful to have her recipe boxes.

HAPPY  
(32%)

HELPFUL  
(12%)

Instagram User  
Jersey City, New Jersey



27 likes

InstagramUser

Happy Monday folks!

Just wanted to show off last night's dinner... Zoodles with baked eggplant, Parmesan! Expect my mozzarella cheese smelled funny... so it's more like baked eggplant with a Mexican cheese twist? It was still delish!! And now I have healthy leftover for either lunch or dinner today



# With The Increase Of Home Cooking, Consumers Express An Increased Appreciation Of Their Kitchen Appliances

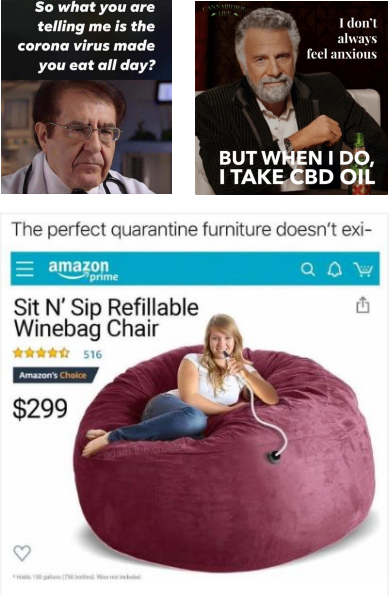
Conversations around cooking and baking also reveal that they are looking forward to using their appliances and new skills to entertain post-quarantine.





# People are Still Coping with Traditional and New Indulgences

What started as indulging solely to cope has started to evolve for some, using it to inspire more creative pursuits beyond the standard “happy hour”, including reaching for CBD as they try out new methods to relax.



So what you are telling me is the corona virus made you eat all day?

I don't always feel anxious  
**BUT WHEN I DO, I TAKE CBD OIL**

The perfect quarantine furniture doesn't exist

amazon prime

Sit N' Sip Refillable Winebag Chair

★★★★★ 516

Amazon's Choice

\$299


\*Photo: 100 games/100 Games/100 Games/100 Games



**Twitter User**  
@twitteruser

It's 11:38pm. I'm drinking whiskey and eating Cinnamon Toast Crunch dry out of the box in bed while watching Judge Mathis. This has without a doubt been the worst two weeks of my life, thanks a lot coronavirus

12:40 AM · Mar 27, 2020 · Twitter for iPhone



**Twitter User**  
@twitteruser

Wonder if my shortness of breath is COVID-19 or a result of eating my bodyweight in Stouffer's lasagna and white bread

12:30 AM · Mar 27, 2020 · Twitter for iPhone



**Instagram User**  
Las Vegas, Nevada



174 likes

**InstagramUser** There is not enough coffee in the world to wake me up was my mood during most of the coronavirus shutdown.

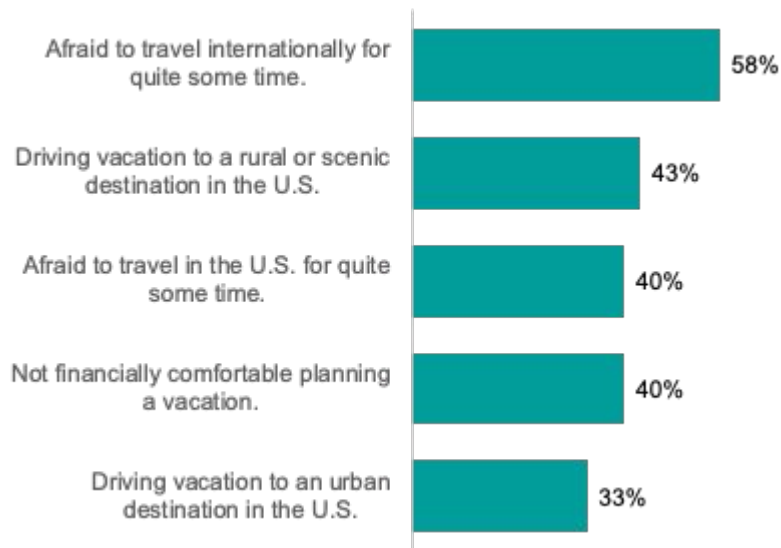
I don't have to leave my house for my cup of joe (win for social distancing!) and the CBD/caffeine combo keeps me focused, awake & buzzing with creativity. Instead of 4-5 cups of coffee, I drink just one & still am in WFH beast mode all day.



## Vacation and Travel Plans for 2020 Shift Into a Different Gear Focused on Road Trips over Flying

Fear is driving travel plans. Those who do plan to travel, will likely go closer and **feel safer taking a car** than a plane.

You wanna travel so bad that you didn't notice this was a cake



Source: Ipsos MarsCom Commercial COVID Survey; (n=1113) May 28 – May 29, 2020



# Parents Looking Forward to Summer Travels Plans Seek Local Activities and Alternatives To Fill The Time

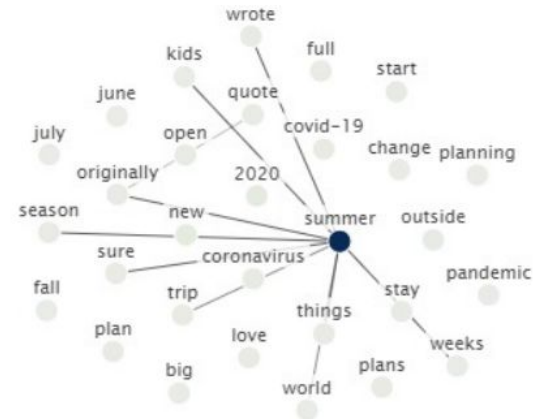
Top words in Summer Travel conversation indicate originally scheduled plans are changing, causing many to stay home. This especially impacts parents as they search for ways to occupy their children throughout the summer.

“ The coming week will see the end of the school year for my kids and the second time that one of my kids will celebrate a birthday without a party. It will see them looking to the approaching summer with no summer camp and no swim team.

“ We have a possible beach trip and a camping trip, but that's it so far! That Summer heat gets me and these kids only want to stay outside! If places don't open this Summer, I guess we will be inside cleaning and watching tv all day. 😊

“ Normally we travel (a road trip at least), but that doesn't look very likely in our part of the world right now. So we are planning fun family activities at home and I have a list of sewing projects and crafts.

## Top 30 Words: Summer Travel





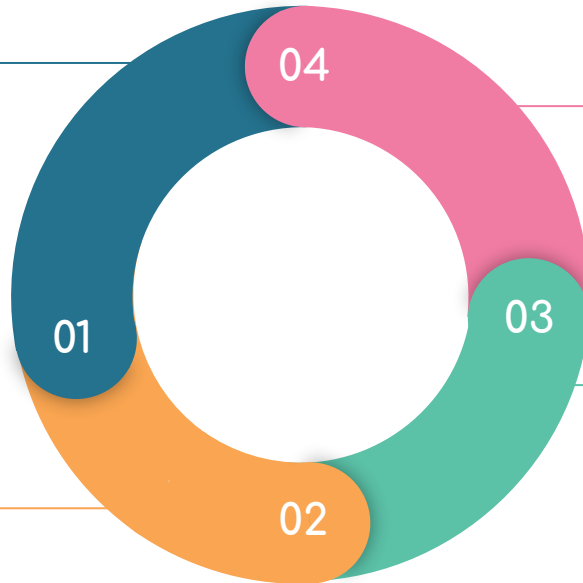
# Social Topics to Watch Going into Summer 2020

## Reopenings

The term is growing as the country reopens - how quick will the uptake be?

## Economic Impact

What will the impact be for people struggling to survive through the summer?



## Protests

Protests continue to take place across the country - how will this impact summer plans?

## Health and Wellness

Indulgence as a coping mechanism had a rise during quarantine, will it come back with continued anxiety?





DEMO

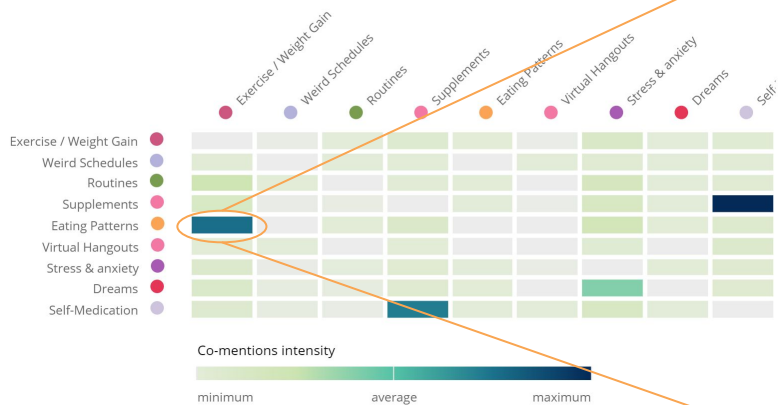


# Demo / Insight Showcase

## What is Staying Healthy?

### Which Topics Tend To Be Mentioned At The Same Time?

8th March 2020 - 8th June 2020



### Top-hashtags from co-mentions

2020/03/08 - 2020/06/08

HASHTAGS	FREQUENCY
#fitness	70
#nutrition	41
#fasting	29
#factorfiction	28
#im	28
#overeasy	28
#health	22
#diet	16
#weightloss	16
#exercise	15
#workout	14





Q&A



## Keep posted:

- Recording and Slides will be shared via email
- Upcoming webinar for Synthesio customers: ***Injecting Quality and Confidence Across Your Social Data***
  - Tues, **June 30th** 11 AM EST/ 8 AM PST/ 5 PM CET
- Stay tuned for the our next Ipsos and Synthesio webinar in July with Ipsos MORI!
- Any questions for our speakers? Contact Vijay at [vijay@synthesio.com](mailto:vijay@synthesio.com) and Menaka at [menaka.gopinath@ipsos.com](mailto:menaka.gopinath@ipsos.com).

