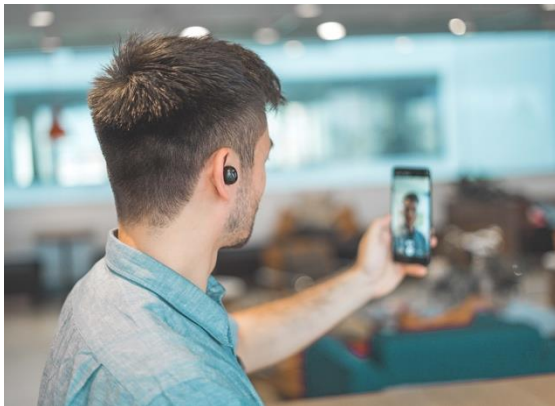.krow

Brandwatch

April 2020

The most powerful listening platform in the world

Brandwatch uses data from **100 million sources** and over **1.3 trillion individual posts** to help brands identify and understand their audiences. In real time.

How are people talking to each other?

What are they saying?

And what do they really mean?

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Why do we need Brandwatch now?

These are unprecedented, fast-moving times. And every single one of us is thinking, feeling and behaving differently, often from one day to the next.

It's a time to listen. To empathise. And to respond to our customers' new needs, views and behaviours, as quickly and effectively as we can.

Brandwatch helps us identify and understand these shifting mindsets, moods and motivations. Giving us the information we need to keep communicating appropriately during this difficult time.
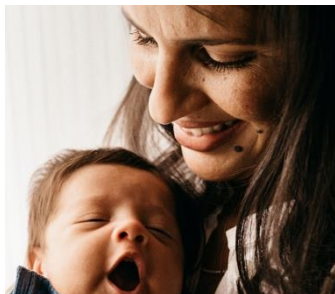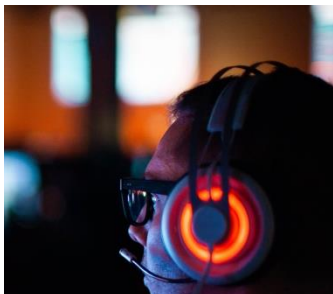
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What you hear might surprise you

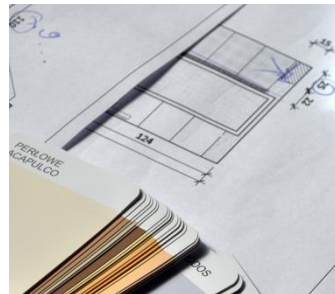Here's just a few things Brandwatch has told us…

In challenging times, the dominant emotion in online conversation is joy. Community is bringing us closer during COVID.
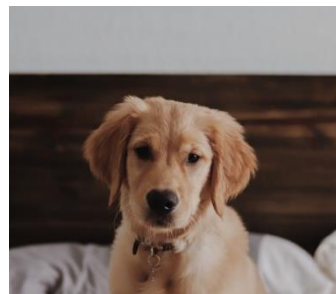
Adult gaming conversation is growing massively, including family quizzes and planning a future home.

People are closer than ever, thanks to virtual pubs and gatherings.

People are gaining joy from browsing furniture and renovation ideas.

Dog owners are happier than cat owners during isolation.

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Our Brandwatch Packages

1. SNAPSHOT

Single research question, including set-up

Review of historic data (up to one year)

Research to identify keywords, queries and categories

One day of analysis, including: volume of mentions/impressions, sentiment and top topics

Report capturing learnings and observations, and a minimum of three actionable insights

2. EXPLORE

'Snapshot' package, plus:

Review of historic data (up to two years')

Exploring audience insights gleaned from 'Snapshot' analysis

Three days' analysis, including: In depth data cleaning, further insights around your objective and any trends

Report capturing learnings and observations, and a minimum of five actionable insights

3. DEEP DIVE

'Snapshot' and 'Explore' packages, plus:

Up to three research questions

Exploration of key topics and insights

A total of ten days' analysis*

Report capturing learnings and observations, and a minimum of eight actionable insights

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*Depending on available data

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How Brandwatch works

Brandwatch searches data from websites, forums and social platforms, including historic data going back two years.

We create a bespoke query based around the information you need, then let it pick up on relevant conversations to provide sentiment analysis.

Brandwatch also lets us present the relevant data visually. So, it's simple to understand marketing measurements, competitor activities, and trends.

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Thank you

—

Sam Bettis
Social Media Director

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