

BRAND OPPORTUNITY SOCIAL MEDIA MINING

A tool to decode the associations consumers hold about your brand through social media and mine for culture-led brand opportunities

WHY THIS STUDY IS IMPORTANT

Social media mining unlocks the power of analyzing **observed** behavior, rather than **reported** behavior, giving us deeper, harder hitting consumer insights. These insights are designed to educate, inspire, and ignite a brand to connect on a deeper level with their fans and to find their role in culture.

OUR APPROACH

Collider Lab's data science team developed a complex algorithm that works by capturing hundreds of thousands of key terms and phrases on social media and filters them into clear patterns and brand opportunities.

WHERE IT'S WORKED BEFORE



TACO BELL FAN CULT STUDY

Taco Bell was looking for a fresh well of ideas, something to inspire thinking outside of the calendar. We created 7 unique spaces of social media data, specific to Taco Bell's brand and fanbase, and ideated ways for it to ignite the brand & fan passion hot spots to make a splash in culture.

HAAGEN DAZS

Haagen Dazs wanted to lead more cultural moments, both in the ice cream world and in larger culture. We cross-referenced their consumer social media data with a cultural event calendar to find those moments.



WHAT IT COULD DO FOR YOUR BRAND

The Brand Opportunity Social Media Mining Study keeps your brand on the pulse of how your people interact with your brand.

1. Help you ignite fan passions, start new brand rituals, capitalize on cultural opportunities, and stay ahead of category trends.
2. Keeps your brand on the pulse of your consumer's daily online behavior, you can have the clearest idea of who they are, how they interact with your brand, and what opportunities you can create to connect with them.

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TO SET UP AN INTRODUCTORY CALL

COLLIDER LAB