

THE CHALLENGE

Uncovering social media trends for rapid leveraging

Staying on Top of Brand Perceptions, Sentiment, Competitor Activities and Market Trends



Client Industry

Financial Services

Markets

16 countries across Africa, Middle East, Eastern Europe & Central Asia

Objectives

- Early identification of social media trends that can be leveraged for marketing, promoting offers and other outreach
- Track brand and competitor perceptions
- Measure campaign performance

Implementation & Approach

- Monitoring social media conversations across key markets in each region, including focus on market-specific platforms such as VK in Russia
- Investigation and analysis of captured social media conversations by local language analysts to uncover trends and nuances

Outcome

- The surge of gaming related content in Saudi Arabia during the pandemic was identified and allowed the client team to plan a collaboration with a leading game developer to provide exclusive deals and experiences for their customers in the Kingdom
- In March 2021, South African influencers and social media users posted content about being locked up and longing to be outside. Search trends showed an increase in searches for resorts, safaris and other outdoor activities. By being made aware of this, the client was able to put together an exclusive package deal campaign with domestic holiday providers to leverage the demand.

Conversations related to Online shopping and gifting

KENYA	NIGERIA	SOUTH AFRICA
<ul style="list-style-type: none">• What to buy your Mother for Christmas or the holiday• Christmas shopping for children - conversation is on the rise, mothers are seeking for suggestions, ideas and more• Global users posting throwback images of their trips to Kenya and wishing how they could travel once again this holiday season• Conversations around buying and gifting mobiles• Oppo and Samsung were the most popular brands• One trader Nov 21 - 29 weeks and apparel entrepreneurs promoted - users requested others to shop from them this holiday season• Online shopping sites are heavily promoting their products - generating high levels of engagement too	<ul style="list-style-type: none">• What to buy your parents for Christmas or the holidays• Conversations around buying and gifting mobiles - Oppo and Samsung were the most popular brands• "Buy me to plastic shopping bag" message has showed this week - users are urging others to opt for sustainable packaging methods instead• Shop from MadeInAfrica brands message has also picked up this week - messaging of buying local and the addition of a new hashtag #MadeInAfrica trend kept the #HowTheShop Matters Campaign• Online shopping sites are promoting their products - generating high levels of engagement too - Spur Nigeria stood out the most and was well recommended	<ul style="list-style-type: none">• Sporting gear - content is on the rise this week - biking gear, running shoes etc.• "Buy me to plastic shopping bag" message has also showed this week - users are urging others to opt for sustainable packaging methods instead• Gifting books to your loved ones using Amazon• PlayStation 5 on the Christmas wish list and recommended as a good gift

Conversations related to Travel

A collage of social media posts from South Africa. The posts show users discussing staying at local accommodations, influencers sharing travel tips, and users expressing a desire to travel and see the outdoors. One post features a person sitting on a beach, another shows a person in a hat, and others are text-based posts with photos of landscapes or travel-related items.