

THE CHALLENGE

Tracking a fast-paced sector across multiple geographies and languages

CASE STUDY

Understanding Market Trends

Staying on top of brand perceptions, consumer sentiment, competitor activities and market trends across the Middle East, Africa, Eastern Europe and Central Asia

Monitoring & Tracking



Monitoring social media conversations across key markets in each region, including focus on market-specific platforms such as VK in Russia

Analysis



Investigation and analysis of captured social media conversations by local language analysts to uncover trends and nuances

Reporting & Findings



Weekly reports and briefings with in-country teams to review findings

THE CHALLENGE

Tracking a fast-paced sector across multiple geographies and languages

CASE STUDY Understanding Market Trends

Staying on top of brand perceptions, consumer sentiment, competitor activities and market trends across the Middle East, Africa, Eastern Europe and Central Asia

TOPIC OF INTEREST | MENA

CONVERSATIONS RELATED TO RAMADAN 2021

QIYAM PRAYERS (UAE / KW):
Kuwaitis and Emiratis discussed their governments' decision to allow Qiyam Prayers at Mosques during the days of Ramadan but limiting 30 minutes. Although some were grateful to be allowed to pray, others argued that 30 minutes would not be enough. Kuwaitis also expressed disapproval over banning the practice in certain areas and limiting the practice to only certain mosques.

ONGOING CONVERSATIONS

- While Health, Sadness for I
- RAMADAN SHOWS: Users
- FAMILY VISIT VISAS (QATAR) restrictions.
- HIGH PRICES (LEBANON / SYRIA)
- UMSRAH (PAKISTAN): Pakistan

SM PERFORMANCE | PAKISTAN (1 of 2)

VISA MENTIONS ON SOCIAL MEDIA

CONVERSATIONS	198
AVG:	95
DRIVING PLATFORM	Facebook
ENGAGEMENT	4,182
AVG:	1,950

CONVERSATION HIGHLIGHTS:

- **Top post:** HBL's QR code offer on Facebook, with 38 comments, 674 likes and 12 shares.
- **Total engagement breakdown:** 297 comments, 3,746 likes, and 139 shares/retweets.
- **VISA was mentioned in ABL's FoodPanda Daraz, VIM, English Tea House, Chashni.**

SAMPLE MENTIONS:

Called @FaysalBank to activate my debit card (which I am mad about because apparently they don't give out @Visa anymore, only @UnionPay_mil whereas currently I am using Visa card from FBL) and guess what the helpline said: "Thori dar baad ka kary, system down hai"

COMPETITOR PERFORMANCE

COMPETITOR (MENA)	VOLUME	ENGAGEMENT
MASTERCARD (MENA)	35	147
AMEX (MENA)	19	419

WHAT ARE THEY POSTING:

MASTERCARD (MENA):

- **Top post:** @PricelessPlanet post with facts about the UAE - Instagram (43 likes).
- **Twitter:** Several tweets and retweets about Mastercard's partnership with Expo2020, Emirates NBD and Network International about the Priceless Planet initiative to fight environmental issues and work towards a greener future.
- **Instagram:** Several videos about Priceless Planet Coalition in partnership with Expo2020, Emirates NBD and Network International (sample 1, sample 2).
- **Instagram (tagged):**
 - **UAE:** 10% off* on your purchases online at Centrepoint using Shariah Islamic Bank, CartNet, MySawa, and CBID Mastercard MyRidePay accepted payments. Priceless Planet Coalition video by Doha Moharrak.
 - **EGYPT:** Potential agreement between Mastercard and the New Administrative City to make it a cashless city - posted by CairoScene.

TRENDING TOPICS / HASHTAGS:

- #Mastercard #PricelessPlanet #Plantforward #StartSomethingPriceless #EarthDay #EarthMonth #sustainability #sustainable #startsomethingpriceless #Expo2020 #Dubai #UAE #ClimateChange #التحدي #التحدي #SceneBuzz

AMEX (MENA):

- **Top post:** Amex Offers and doubling Membership Rewards points - Instagram (7 comments, 222 likes).
- **Instagram / Facebook (KSA):** SAR 15 cashback when spending SAR 150+ on Jahaiz app with Amex Amex Offers and doubling Membership Rewards points.
- **Facebook (ME):** General post about contactless Amex cards. General video for Amex Mobile App.

TRENDING TOPICS / HASHTAGS:

- #AmexLife #AmexOffers #عرض_أمريكاي_البريس #عرض_أمريكاي_البريس

