

How A Leading Food & Beverages Brand Achieved Better Consumer Understanding With **Brillio's Sentiment Analysis**



About The Client

The client is the world's leading Food & Beverages brand, sold in more than 150 countries.

The Problem

Consumer Packaged Goods is an industry plagued with stiff competition and shifting customer loyalties. The client wanted to grow its Green Tea product category and was looking to understand consumer preferences for this beverage. The client approached Brillio to leverage Digital technologies for this exercise.

Top Green Tea Benefits and Supporting Verbatim



Top Green Tea Barriers- Demography Deep Dive



The Solution

Brillio worked with the client to define key questions that needed to be answered:

- What are consumer preferences for green tea as a product?
- What factors drive brand preference for consumers and how does the client brand measure up?
- How does the client brand compare to competition?
- Are we tapping in to the right market? What are the unexplored opportunities?

The answers were out there. In the consumer chatter on Social Media and other online channels. Brillio's Text Mining Framework along

with our Voice of Customer (VoC) analytics platform helped the client conduct detailed Sentiment Analysis and mine this data trove.

Over 31,000 conversations were analysed using text blob sentiment classification technique with polarity and subjectivity scores:

- Assign polarity and subjectivity to each message text to classify as a positive or negative sentiment
- Index the conversations based on Indian population active on social media
- Analyze the sentiments based on WHO- Demographic profile, WHEN- time of day, WHAT- qualitative verbatim analysis, WHY & WHY NOT- benefit and barriers

Business Benefits

Based on the study findings Brillio's experts made several recommendations to the client to meet their business objectives. These included recommendations on:

- Key messages for brand campaigns – target population, preferred flavors, consumption drivers etc.
- Improvements in celebrity endorsements

- Addressing specific consumer needs in diverse markets
- Key challenges in product adoption – taste, price, etc.

The client is now using these recommendations to draw out a learning plan to help the green tea category tip to the next level.