Background

Social Media sentiment highlighted the 'backlash' to Russian policy in relation to Gay and Lesbian Rights which directly impacted on Sponsors of the Winter Games, seen in many conversations as lending support to Russia's stance on this issue.

Many local Social Contributors called for a boycott of Coke products in Ireland and globally.

Irrespective of company side or values, Brand Reputation remains critical.
Coca-Cola Social Media Reputation Management measurement

84 shares/hr: Dublin gay bar boycotts Coca-Cola in Olympics protest - [sundayworld.com/top-stories/ne...]

@EoghanMcDermott Why are you sponsoring Sochi 2014 when there is such horrific hate crimes against the LGBT community there? Shame on you. Cowards

DailyEdge.ie Dublin pub @Thegeorgebar is boycotting Coca-Cola over its sponsorship of the Sochi Olympics: [edge.ie/I1Kczl2]

Coca-Cola have done it again... love it! Check out their Valentine’s Day campaign [youtube.com/watch?v=RjMhZF...]

Jack @Jackcutter99 I love the Coca Cola You got the love ad so much!!

Powered by iReach Analytics
Coca-Cola had to manage negative reaction to Sochi 2014 Winter Olympics Sponsorship. Social Media can enhance or damage such reputation, so Brand Owners need new tools and techniques to measure and manage ever-changing consumer mood and online sentiment.

Using Social Insights, campaigns are re-directed and re-focused on shifting negative consumer sentiment to positive to protect and enhance Brand Reputation.

Since the Winter Olympics earlier this year, Coke has run strong campaigns around St. Valentine's Day and more recently the Share a Coke Campaign. Consumer Sentiment in Ireland has returned to pre-Winter Olympic levels with Positive Sentiment now outweighing Negative Sentiment.

**Social Media Intelligence – Top Tips**

- Identify key Social Influencers driving the Brand conversations
- Identify and separate Negative and Positive sentiment
- Cut-through Social Noise to get to the heart of the issue
- Understand and engage with fast changing Social Opinions shared over time by consumers
- Identify and analyse common interests between the Brand and those consumers engaging in Brand conversations

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How to use Social Insights to power Marketing Strategy

Free Online Top Tips Briefing on 31st July next

Support the planning, development and execution of market awareness and social media strategy

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