

Coca-Cola - Brand Reputation Management

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

newswhip.ie
@newswhip_ie

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

Eoghan McDermott
@eoghanmcdermo

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

DailyEdge.ie
@dailyedge

Dublin pub @Thegeorgebar is boycotting Coca-Cola over its sponsorship of the Sochi Olympics: edge.ie/1IKCzll

Summer Styles @SummerStyles69 · Feb 22
@CocaCola I love youuu <3

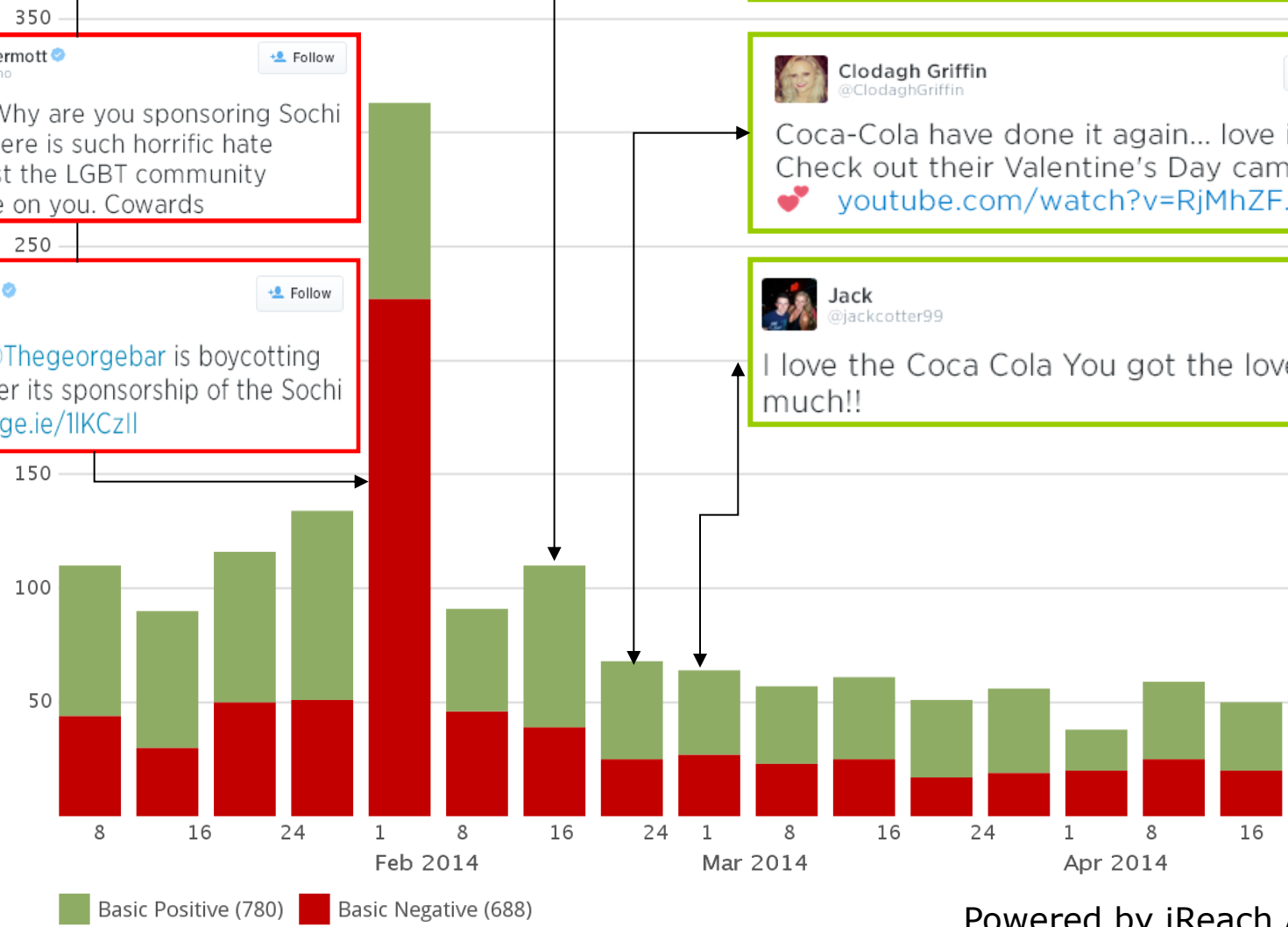
Coca-Cola @CocaCola · Feb 22
@SummerStyles69 Thanks for the love! The feeling's mutual. ^B^W

Clodagh Griffin
@ClodaghGriffin

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

Jack
@jackcoter99

I love the Coca Cola You got the love ad so much!!



Brand Reputation Management

Build reputation and relationship with clients, prospects and general public, resulting in organic growth.



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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