



Demo report

Audience Insights

youscan.io



Content

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Methodology

BACKGROUND

Today, social media listening is a comprehensive solution for marketing research, which, in turn, reinforced by audience interests analysis, might arm marketers with a useful data and insights about their consumers.

DATA COLLECTION AND PROCESSING

Data: WOM brand mentions on social networks, forums, blogs, review sites, online media. Over 20k mentions in total.

Research period: December 2019 - May 2020.

Geography and language: United States, English.

Approach: removing mentions that are irrelevant for the research objectives, content analysis and study of the sentiment of a statistically representative sample.

GLOSSARY

Mention – a publication (post, comment, review) in which the brand name was recorded.

WOM (word-of-mouth) – a type of publication in which users share their experience of consuming a product or service, discuss and compare brands, complain, thank, recommend, ask questions.

Affinity Index – an index showing how characteristic a particular feature of the target audience is on social media compared to the general sample within category.

Sample of WOM-
mentions collected

40 723

WOM-mentions relevant
for research

19 756

Key points

1. The main audience of the brand is users aged **25 to 34**. Both men and women are equally active.
2. A significant number of mentions of IQOS were generated in **California, New York, Florida** and **Texas**. They predominantly were neutral toward the brand.
3. The brand's information field significantly depends on collaborations with **Macro influencers** (over 300k subscribers) that is represented by the reach metrics and the interests of subscribers.
4. The value of the affinity index demonstrates that compared to the average rate within the category, IQOS users tend to be more interested in **entertainment content, news pages** and accounts of **singers and bands**.
5. The brand's audience often compares IQOS with competitors (in particular, GLO). They are also concerned about its **effect on health** and the **peculiar smell of the product**.
6. **Smell** of the product and **health effects** were mostly mentioned in a negative way, while publications about staff performance in IQOS (IQOS Space) branded stores, the high level of service provided and comparison with competitors were praised by users.
7. The analysis confirms that IQOS was **well received** by consumers of other smoking products.
8. Analysis of images with the brand's logo showed that IQOS is **often found in indoors photos**. It can be concluded that users really appreciate the ability to use the product without having to go out.

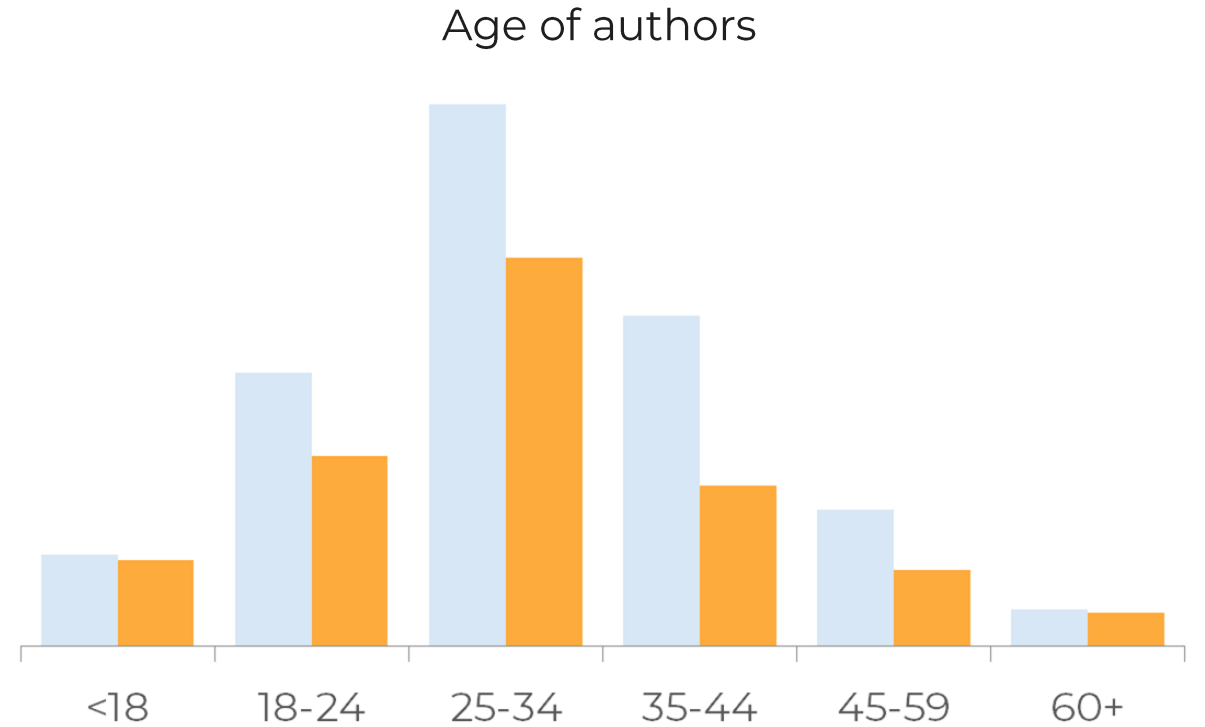
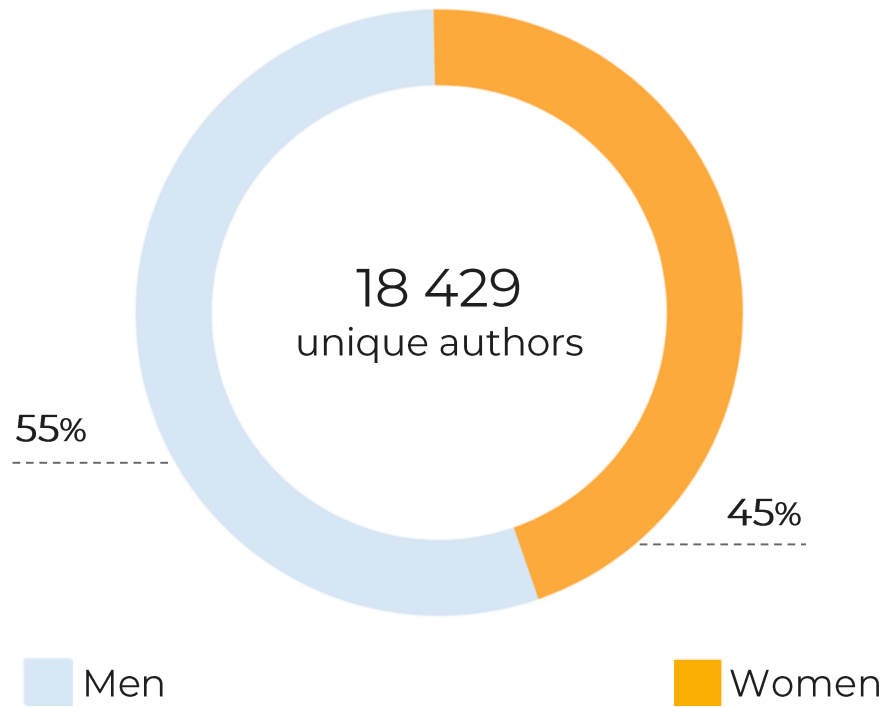
Part 1

Socio-Demographic Profile



Demography

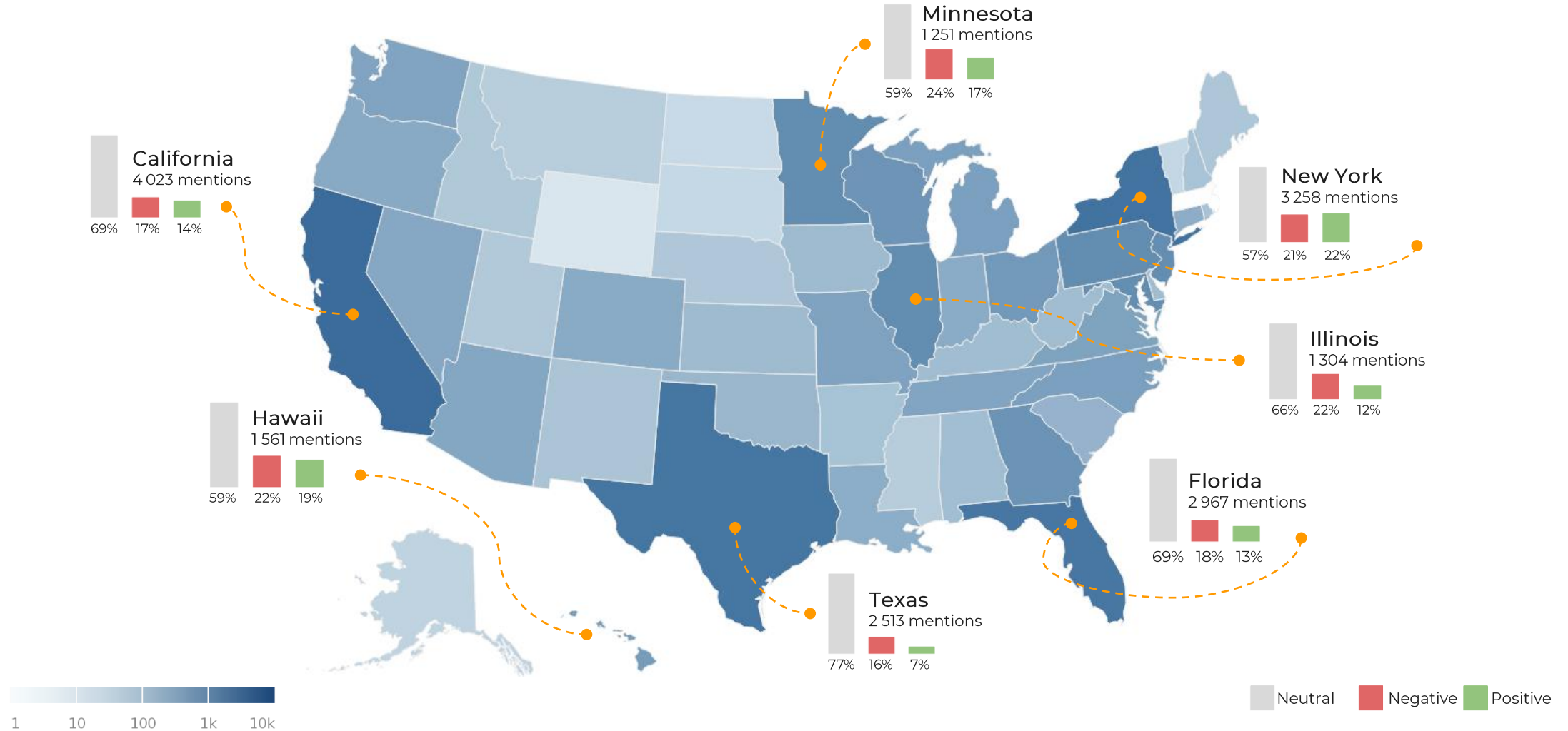
Key audience are users aged 25 to 34.



* Information about gender was available in 13,721 mentions, information on age - in 9,206 mentions

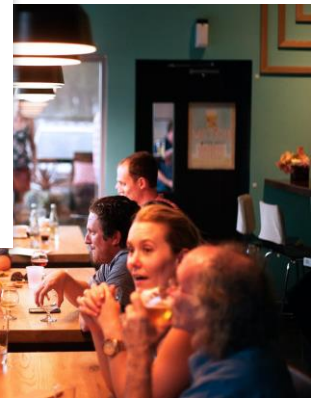
Location of users

The largest number of mentions of IQOS was recorded in California, New York, Florida and Texas.



Part 2

Opinion Leaders



Top authors by engagement

An engagement rate allows brands to identify popular authors and influencers whose audience actively interacts with the published content, in order to involve them in promotion campaigns or to collaborate on an ongoing basis.

POW! WOW! Worldwide

@powwowworldwide

311k subscribers

ER post
73



Noelle Downing

@noelledowning

391k subscribers

ER post
18



Luda Weigand КЕРК

@luda_

181k subscribers

ER post
14



Eugenie Grey

@feralcreature

397k subscribers

ER post
6,1



Caleb Thill

@calebthill

43k subscribers

ER post
5,7



$$ER = \frac{\text{Total engagements on a post}}{\text{Total followers}} * 100\%$$

Promoters and detractors

Promoters



Luda Weigand KEPK
181k subscribers



Rickey Smiley
250k subscribers



Noelle Downing
391k subscribers

Detractors



Eric Siu - Leveling up
44k subscribers



Robyn Frost
7k subscribers



Karin Housley
14k subscribers

Top positive mentions by engagement



choko_riki

57,6k subscribers

IS IT WORTH TAKING IOOS
Definitely worth it. I can talk
about its benefits forever.
IOOS PROS:

- ❑ Does not smell like cigarettes. There is no combustion process.
- ❑ It tastes like regular tobacco.
- ❑ You can smoke in the kitchen and with open window there will be no smell after 10 minutes [...]

♥ 4k 💬 19



alisia_beatiful_

54,8k subscribers

My face fully embodies the
whole situation in the world. I
couldn't even imagine that a
year could be like that!! I
would like to snap at sugar
and IOOS. My stress level is at
the limit, but I will not break
and will keep discipline until
the end, which I advise all of
you 🍷🐱

♥ 2k 💬 32



yourfirstlove

43k subscribers

[...] 31. Buy IOOS for relatives to
stop them smoking cigarettes
32. Buy a car 33. Renew
wardrobe. Have you already
made a list of your goals? You
need to talk specifically, not
veiled. Then they will guide
you and will definitely come
true

♥ 1k 💬 72



diana_acid

62k subscribers

[...] Then the spices will not
reveal their entire bouquet by
the end of the teapot, and you
will not burn out from the
spices))) thus, it comes out
insanely tasty and soft 🧑🏻♀️💕
And yes! The restaurant has a
hookah area where you can
smoke IQOS 🍷🍷🍷 [...]

♥ 1k 💬 90

Top negative mentions by engagement



lora_dust

658k subscribers

[...] The waiter offered a choice of water: free filtered, or Spanish for 10\$. Our meal was hazed with hookahs and "IOOS" from neighbouring tables. [...]

♥ 9k 💬 127



crislomoda

257k subscribers

[...] I am grateful that my parents don't smoke. They didn't set a bad example for me! I hope to teach others to respect everyone's choice, and maybe bring down this trend! P.S. IOOS it is cigarettes too and it is stink too!

♥ 3k 💬 174



natalieroyce

261k subscribers

[...] in my hand you can find (smoking device🤔) IOOS that is famous for its poop smell [...]. It remains only to expand the range of flavors with smoke with the smell of onions and unwashed armpits of a homeless tramp.

♥ 2k 💬 244



veronikagotch

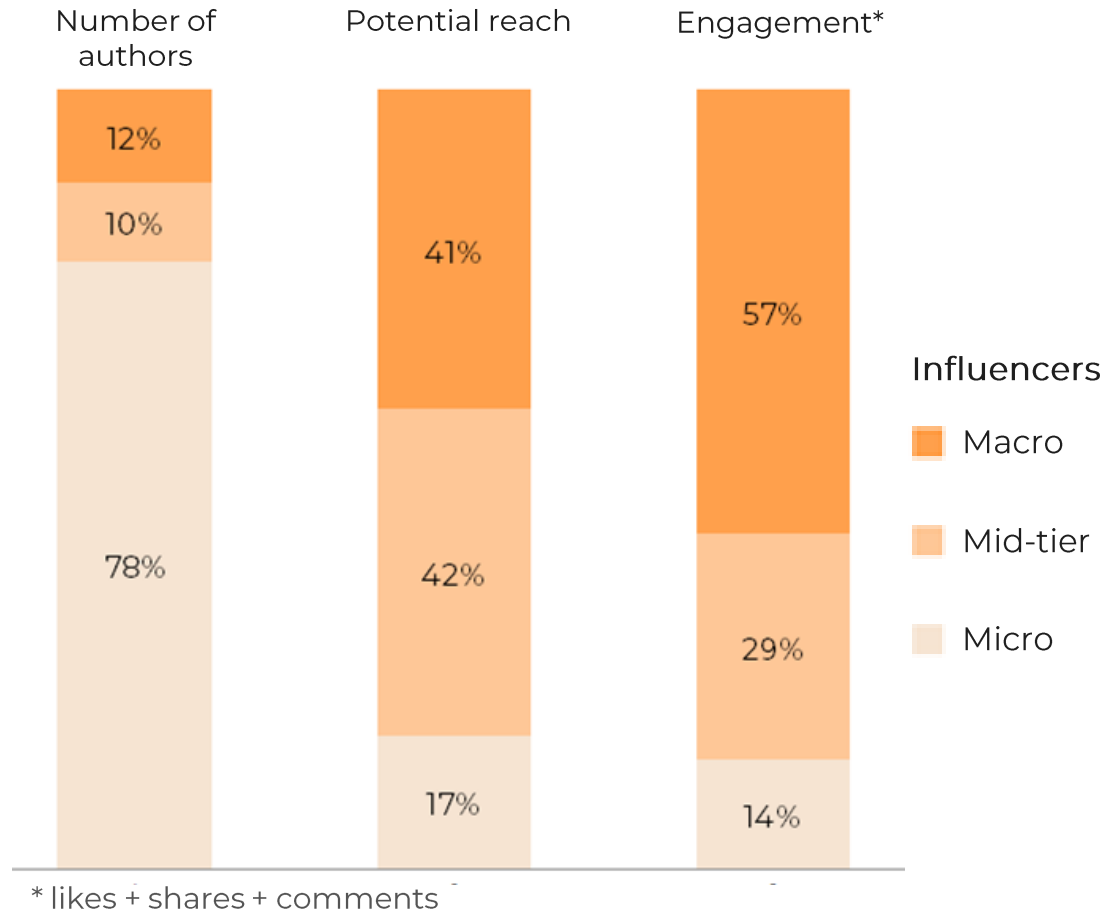
44,9k subscribers

Personally, I hate cigarettes. 🤔And people who smoke on the street, minibus drivers who smoke along the way. And even this aikos pisses me off. Who shares my feelings - put "➕" in the comments. [...]

♥ 2k 💬 68

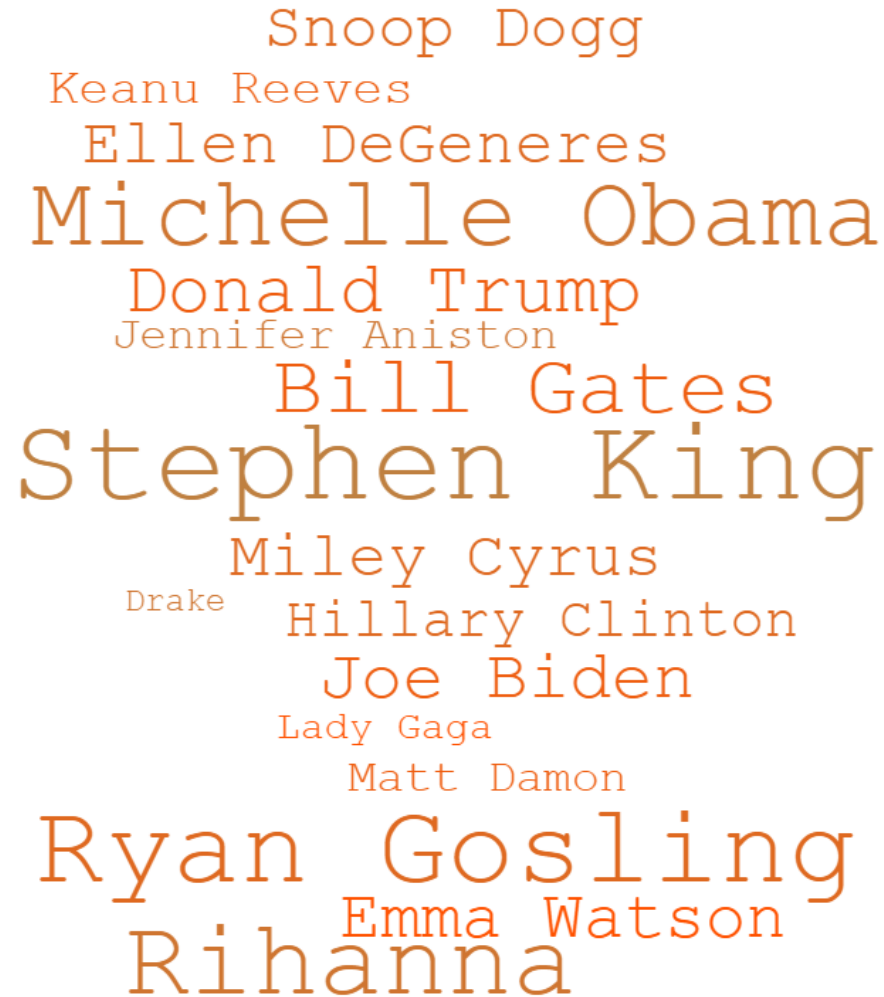
Effect from involvement of opinion leaders

Macro influencers generated vast majority of the effect in IQOS social media presence.



Less than 1% of the authors with more than 100k subscribers produced half of potential reach and 3/5 of engagement. For example, posts by Noelle Downing (391k subscribers) almost $\frac{1}{3}$ of the total potential reach) received 24k likes and more than 2,061 comments – that's 30% of total engagement.

The most frequently mentioned persons



Number of mentions



Stephen King
114



Ryan Gosling
92



Rihanna
83



Michelle Obama
66



Bill Gates
47



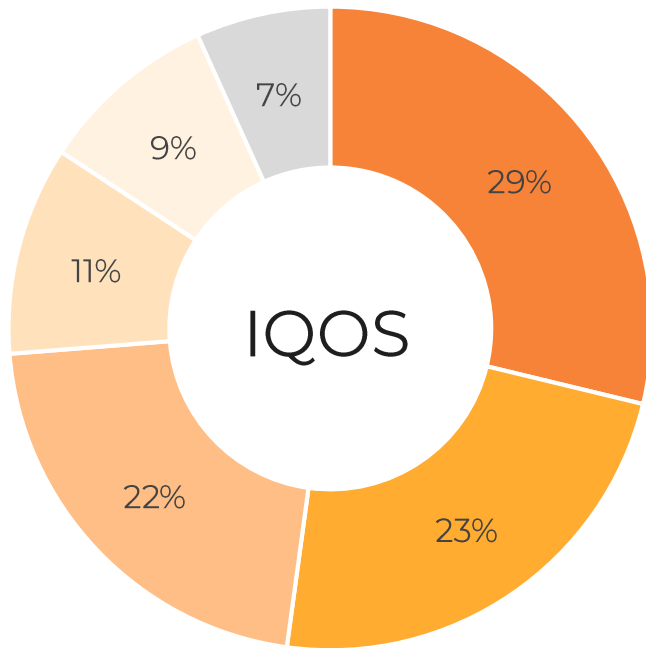
Donald Trump
41

Part 3

Interests of the Audience



Top interests



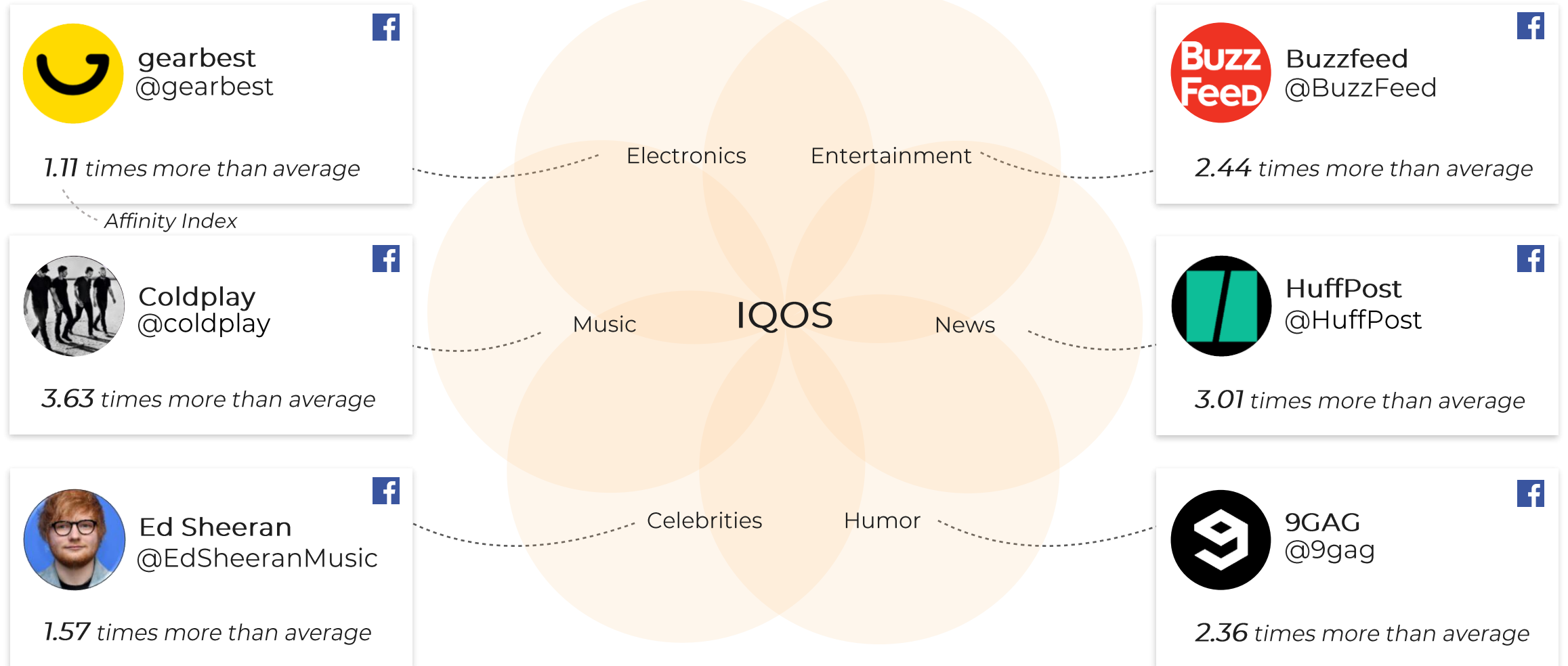
Those authors who directly admitted to using IQOS in their posts were selected.

Their profiles were analyzed for which subscriptions and recent publications, what allowed us to identify **the most common interest groups** among them.

* A total of 1,396 mentions from IQOS users on Facebook and Instagram were analyzed.

Top pages

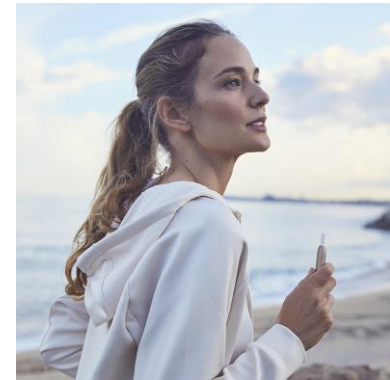
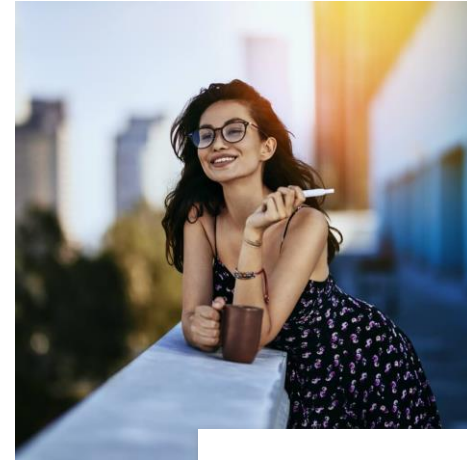
Some accounts had a bigger-than-average follower base in comparison with the accounts' average popularity among consumers within the category.



*Based on generalized data from 3 samples of brands' consumers: IQOS – 10.003, GLO – 8.885, JUUL – 6.746 on Facebook.

Part 4

Consumption Models



Key topics

A total of 14,240 mentions contained these topics. Several topics may have been mentioned in one publication.

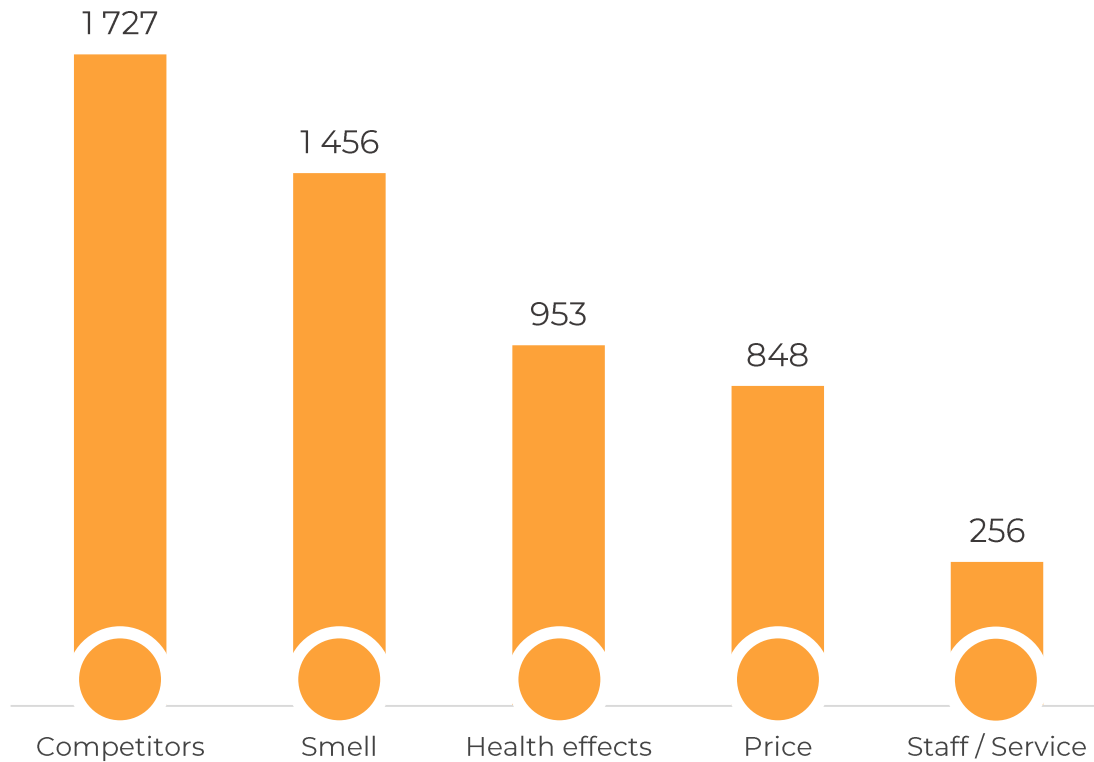
There is a trend in consumers posts for **general comparisons of IQOS with the other brands** in category. Most user preferred IQOS in such publications.

IQOS smell was ambiguously perceived by some users: someone found it absolutely normal, for some IQOS smelled like "dirty socks".

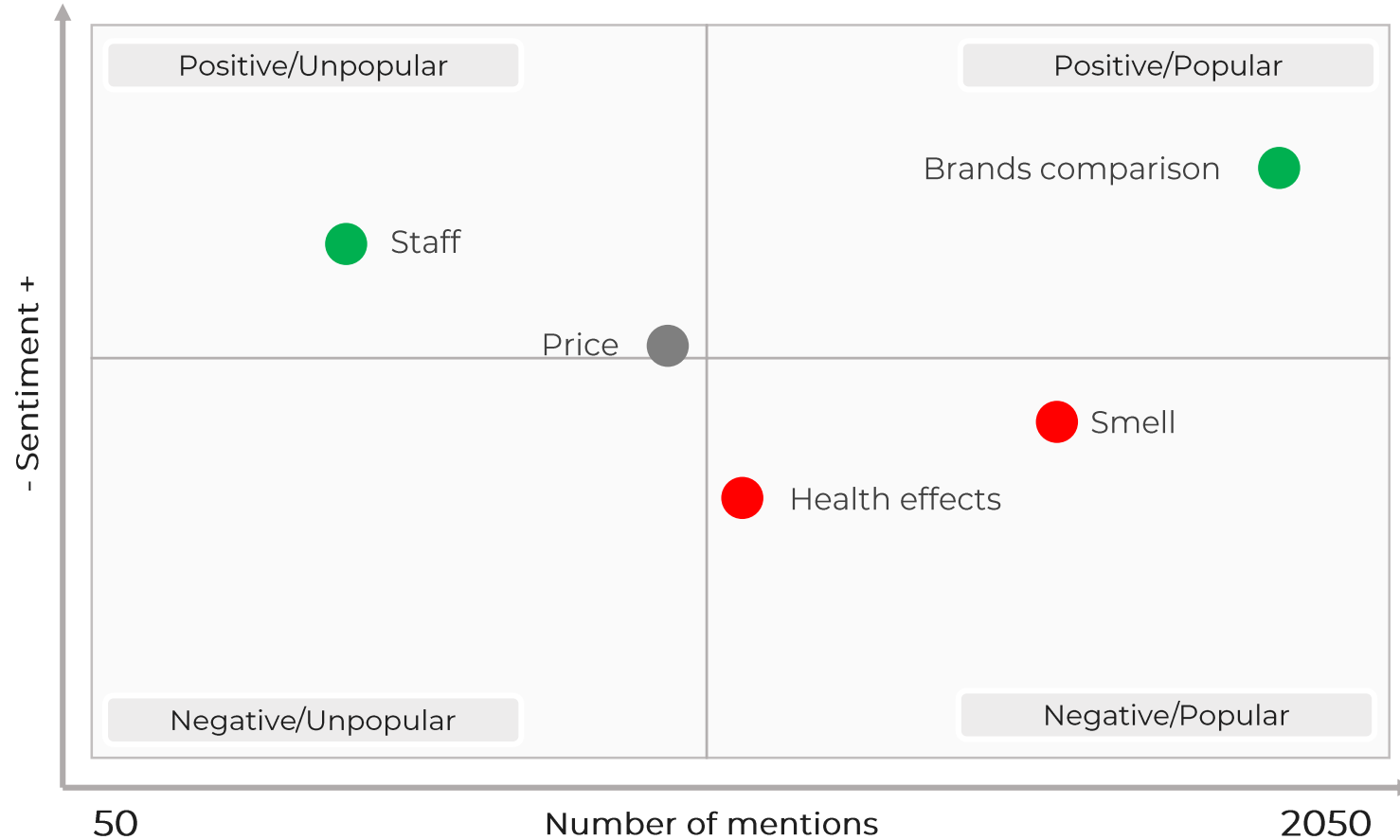
Apart from that, users were **concerned about the health impact** of IQOS. This topic was statistically significant by the number of mentions. Since the product is relatively new, people worry about side effects of using it after a certain period of time.

The consumers actively discussed the **price of IQOS**, which is considered slightly overpriced.

Visitors were satisfied with **the quality of service** provided in IQOS Space stores.



Brand perception



The dominant trend on the web is IQOS' **superiority to its competitors**. Another, though less popular, positive trend is about the **high level service** in IQOS brand stores.

However, there was the tendency for negative publications about IQOS **effect on health** and **smell** of the product.

* In total, 17 240 mentions of IQOS users on Facebook and Instagram were analyzed; 9 342 of them were positive and 7 898 negative

Sentiment



■ Positive ■ Neutral ■ Negative



Most users find IQOS to be **the most acceptable alternative to smoking**.



People are pleased to announce that they **start using** IQOS. They share their **first impressions** and are also interested in the experiences of others consumers.



Generally IQOS Space receives positive reviews for **the work of its staff, the quality of service and a wide range of products**.



The smell of IQOS often causes negative emotions among consumers: they compare it with the smell of **dirty socks, public toilet or unwashed body**.



The negative perception is often caused by a **relatively high price**. IQOS is considered to be more expensive than vaping or cigarettes. Some users also believe that the price may differ depending on region or supplier.

* In total, 17 240 mentions of IQOS users on Facebook and Instagram were analyzed; 9 342 of them were positive and 7 898 negative



Most of the photos were taken indoors, which confirms the fact that IQOS is appreciated for ability to use it without going outside.

ABOUT YOUSCAN

A social listening platform powered by image recognition technology.

We help companies improve by listening to their customers online.

YouScan in-house research team analyzes social media data and finds actionable insights for your business.

Contact research team

