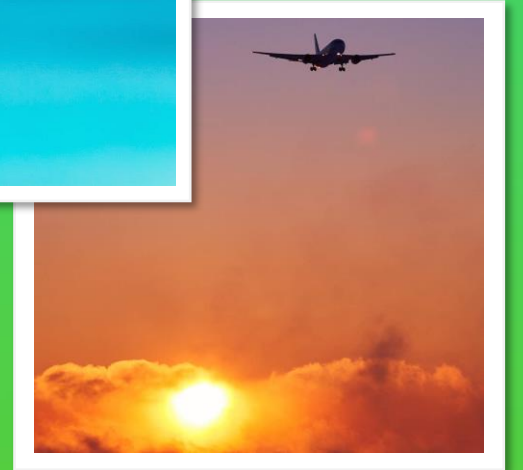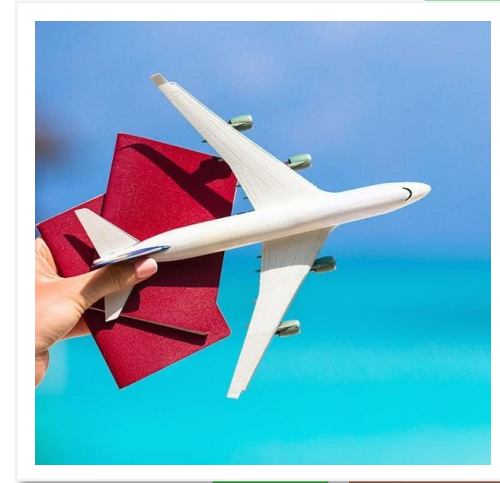YOUSCAN

Demo report

Brand Health Tracking

Agenda

METHODOLOGY

CONCLUSIONS AND RECOMMENDATIONS

SOCIAL MEDIA BUZZ

- Dynamics, number of mention and trends
- Sentiment of mentions
- Main topics of mentions
- Word cloud

AUDIENCE CHARACTERISTICS

- Main sources
- Sentiment distribution by main sources
- Demographics
- Top authors by engagement rate
- Promoters and Detractors

BRAND IMAGE

- Competitor analysis
- SWOT analysis
- Competitiveness comparison

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Methodology

MAIN POINT

A comprehensive assessment of the airline "Airline 1" in comparison with the competitor "Airline 2" in social media: to track trends and identify the strengths and weaknesses.

DATA COLLECTION

The search and collection of mentions was carried out using social media monitoring and analytics system from social networks YouScan, and more than 500,000 web sites (forums, blogs, review sites, online media).

Period: May-October 2019

Geography: Worldwide

Language: English

DATA PROCESSING

Detailed content analysis from all mentions was made. Sentiment was assigned to all relevant mentions and categorization of messages was carried out depending on the content.

Mentions, which content was not in compliance with main point of the study, were not used in the project.

GLOSSARY

WOM (world of mouth). These are messages in which users can share their experience of using a product or service. They can argue, complain, thank, recommend or ask questions.

Conclusions and recommendations

"Airline 2" has higher number of negative mentions (31%) than "Airline 1" due to higher tariff and poor quality of "Airline 2" service

Attention should be paid to the ticket prices, flight schedules and comfort and service on the boat, because these topics were most often discussed

Explore the possibility of simplifying online check-in process and ticket return system to avoid future complaints and dissatisfactions
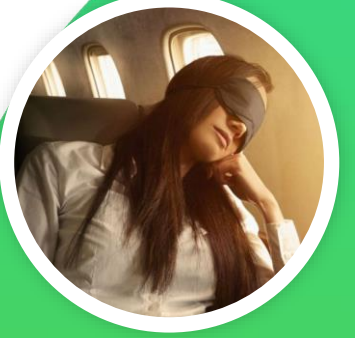
Twitter and Facebook are popular sources. The audience shares reviews on these websites more actively

The most active segment is people 25-34 yo. Both genders have the same activity.

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Part 1

Social media buzz

Dynamics, number of mention and trends

Number of total mentions by month

Airline 1

7 528	4 767	6 802	7 629	3 884	6 724

Airline 2

5 882	2 441	3 555	7 578	1 500	10 559 *

May   June   July   August   September   October

* Mentions about cat, who was not allowed on board

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Sentiment of mentions

Airline 1

28% Positive
32% Negative
83% Neutral

1 785 mentions

😊 Positive

🙁 Negative

😐 Neutral

Airline 2

17% Positive
43% Negative
60% Neutral
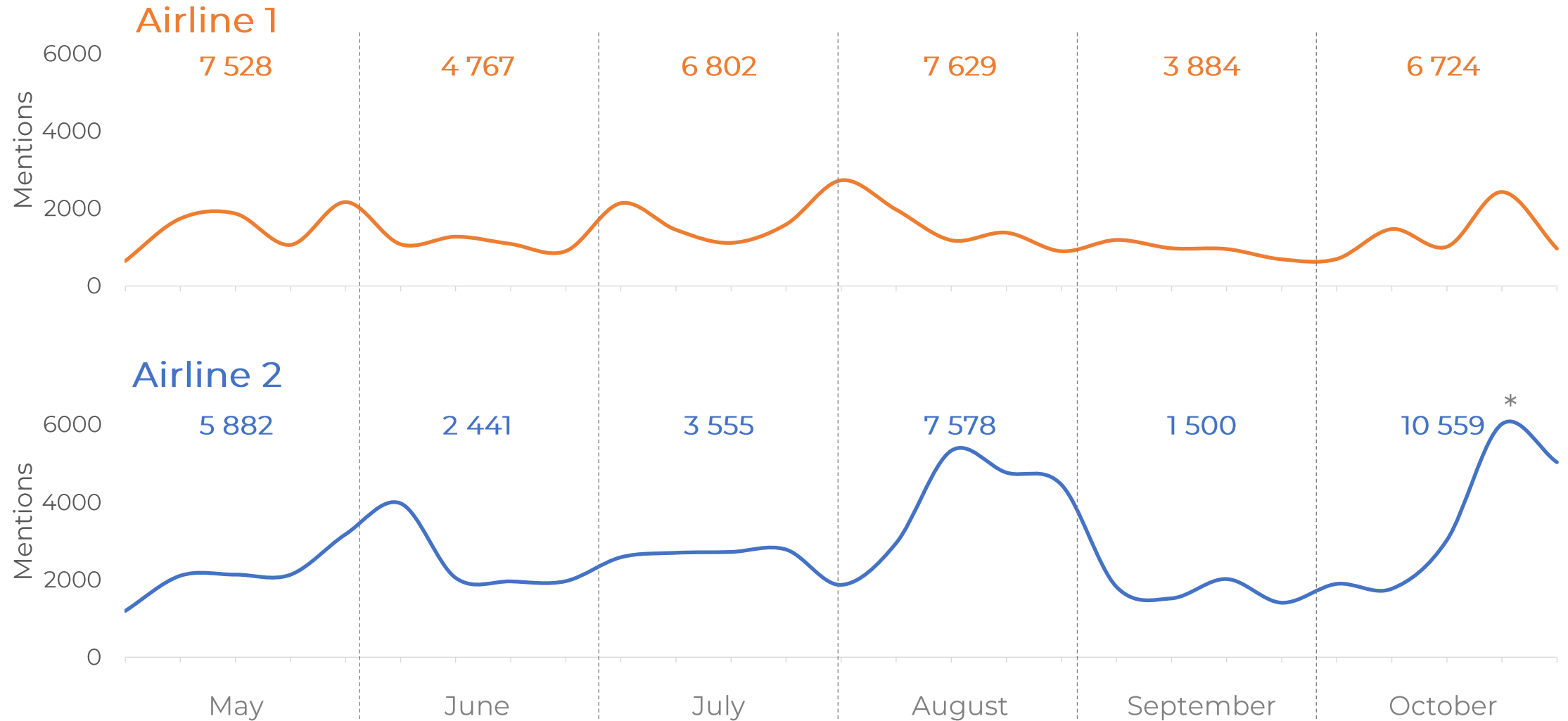
2 085 mentions
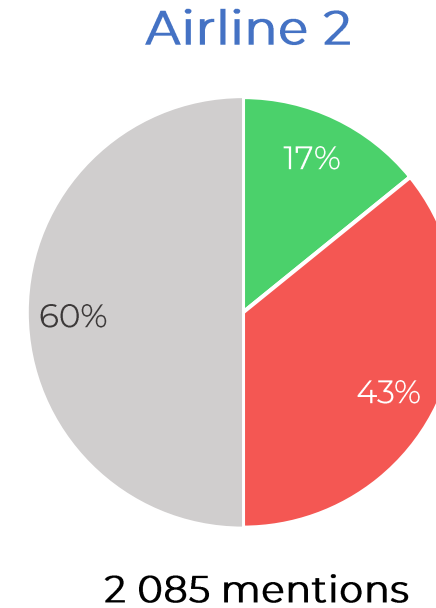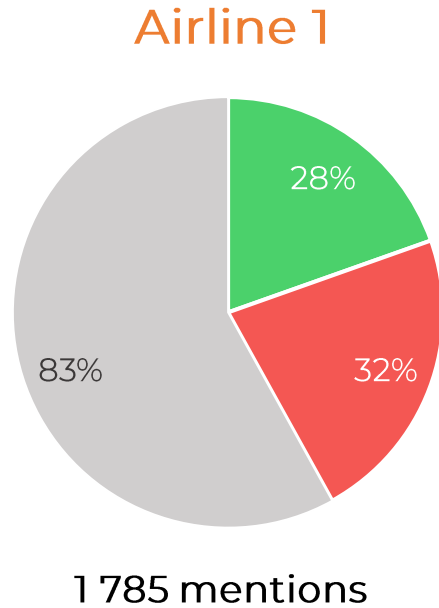
Examples of trends by sentiment

😊 Resumption of flights to Georgia

😐 Planning to open flights to Saudi Arabia

🙁 Rude behavior of airline employees at the airport

😊 Launch of mobile payment terminals at the airport

😐 Launch of a direct flight to Saudi Arabia

🙁 Top manager was detained due to large fraud

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Main topics of mentions

Main topics

The audience is most concerned about :
- Ticket prices
- Flight schedules
- Proposals of competitors
- Possibility of online check-in process

Base: 1 785 mentions. Several categories may have been mentioned in one post

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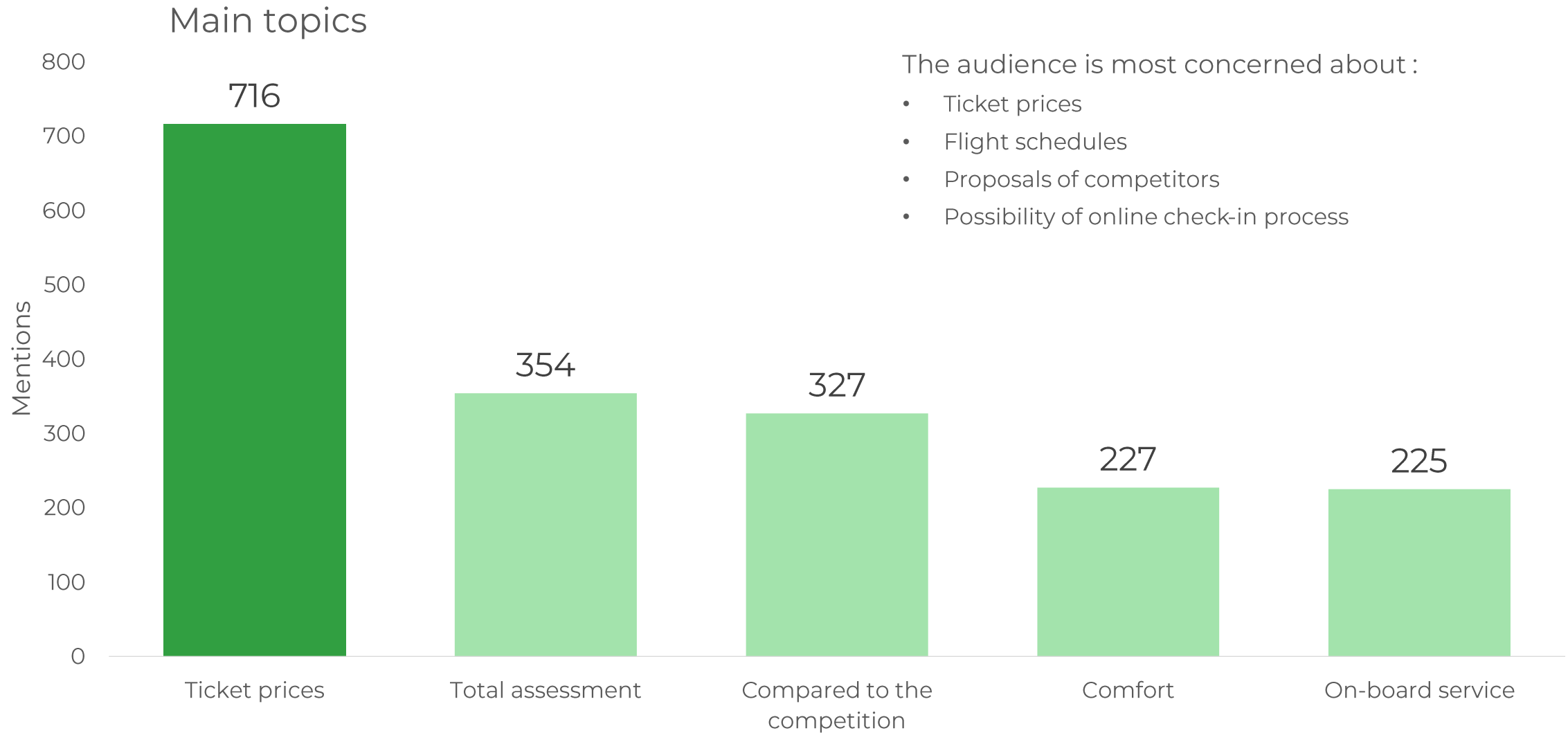
Word cloud
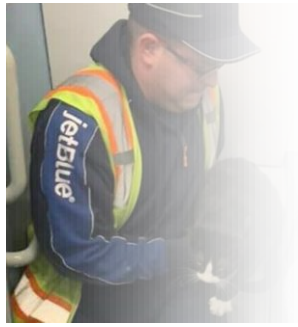
Cat gets trapped in plane toilet wall cavity on Airline 1 flight
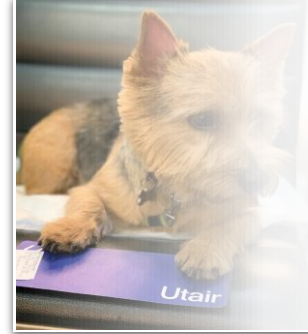
"Thank Airline 1. It all went well! George sat quietly in cage"

cat

cage

passenger

size

growing prices

fuel

animals

Saudi

flights

cost

Arabia

airlines

honorary
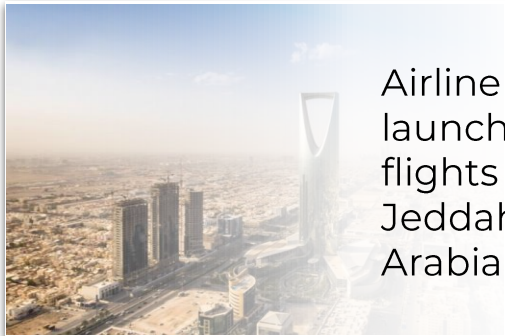
Airline 1 plans to launch regular flights to Jeddah in Saudi Arabia

"Airlines 1 never ceases to shock!!! Last year tea was handed out to passengers; this year only for those who paid for tea additionally!"

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Part 2

Audience characteristics
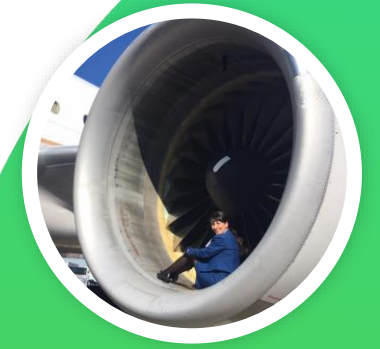
Main sources

Airline 1

Source	Number of posts		Dynamics
1. 🐦 twitter.com	↓ 23 352	69%	
2. 📘 facebook.com	↑ 4 099	12%	
3. 📷 instagram.com	↓ 4 050	12%	
4. ▶️ youtube.com	↓ 644	2%	
5. 📍 maps.google.com	↓ 114	<1%	
6. ✈️ telegram.me	↑ 70	<1%	
7. Ⓦ wordpress.com	↑ 55	<1%	
8. 🎵 tiktok.com	↑ 55	<1%	
9. msn.com	↑ 39	<1%	
10. Z zolmax.com	↑ 37	<1%	

Airline 2

Source	Number of posts		Dynamics
1. 🐦 twitter.com	↑ 25 709	75%	
2. 📷 instagram.com	↑ 3 992	12%	
3. 📘 facebook.com	↑ 1 873	5%	
4. ▶️ youtube.com	↑ 650	2%	
5. 📍 maps.google.com	↑ 129	<1%	
6. ✈️ telegram.me	↑ 27	<1%	
7. 🔥 americanbankingnews.com	↓ 25	<1%	
8. ☆ dailypolitical.com	↓ 24	<1%	
9. ☆ tickerreport.com	↑ 24	<1%	
10. msn.com	↑ 22	<1%	

↑ The number of mentions increased

↓ The number of mentions decreased

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Sentiment distribution by main sources

A lot of negative mentions on facebook.com are caused by the rude behavior of employees, the cost of meals on board and frequent changes in the Airline 1 flight schedule

Source	Neutral	Negative	Positive
twitter.com	1 535	750	807
facebook.com	1 000	871	445
instagram.com	775	345	860
youtube.com	271	177	87
maps.googl.com	176	97	203

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ Neutral ■ Negative ■ Positive

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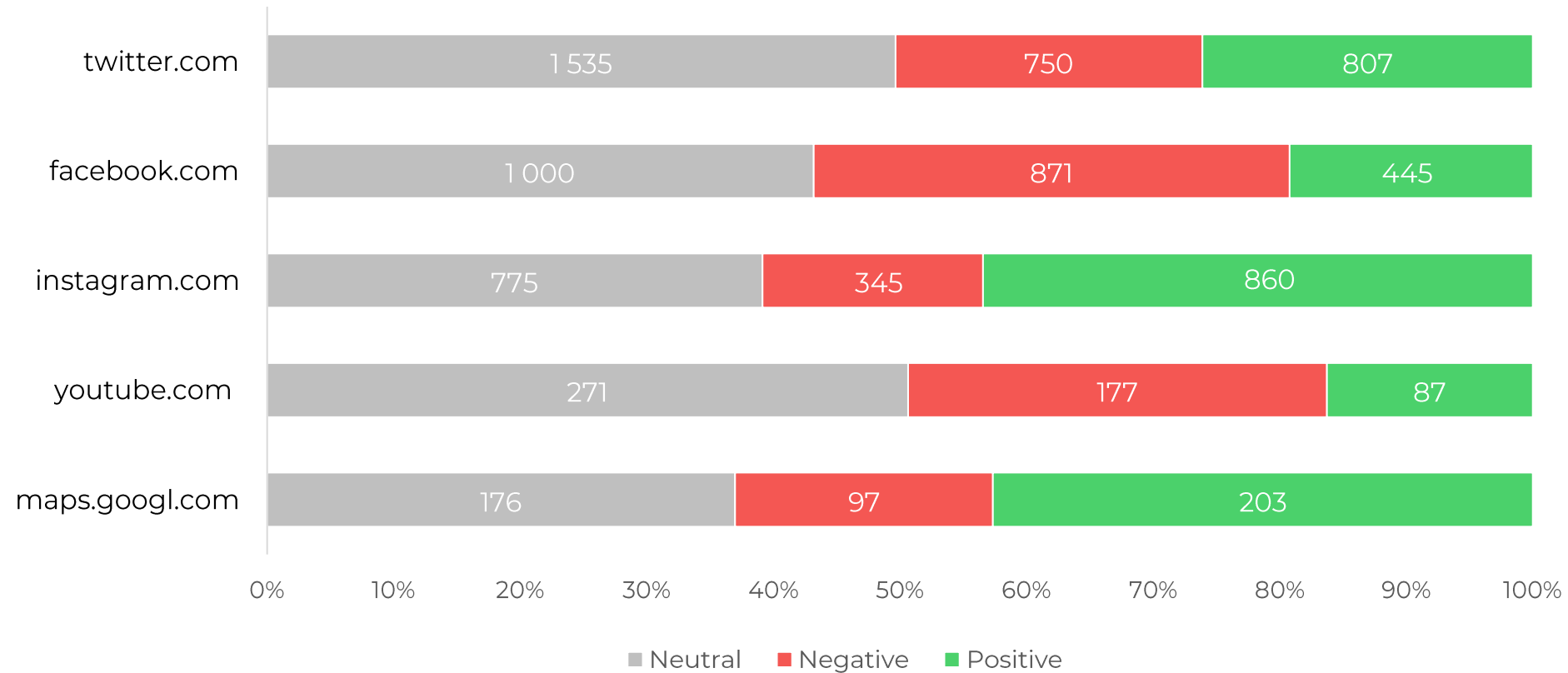
Demographics

Unique authors

1 412

Mentions by sex

👨 **28%** Male   👩 **34%** Female   👥 **38%** Community

Mentions by age

<18	18-24	25-34	35-44	45-59	60+
40	114	448	239	305	59
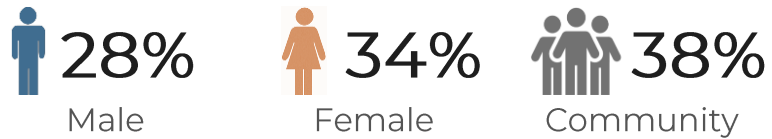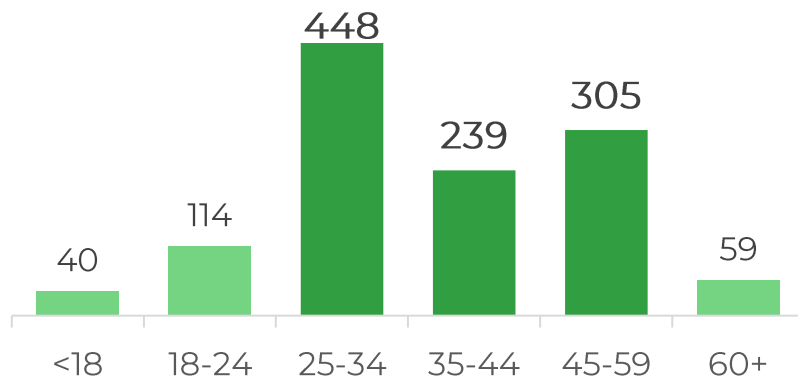
Top 5 countries by the number of mentions

USA – 8 712

France– 3 961

Great Britain – 2 062

Canada – 1 557

Ireland – 578

1 10 100 1k 10k 1...

* More than 30% of women 25+ write about terrible and poor-quality food on board Airline 1

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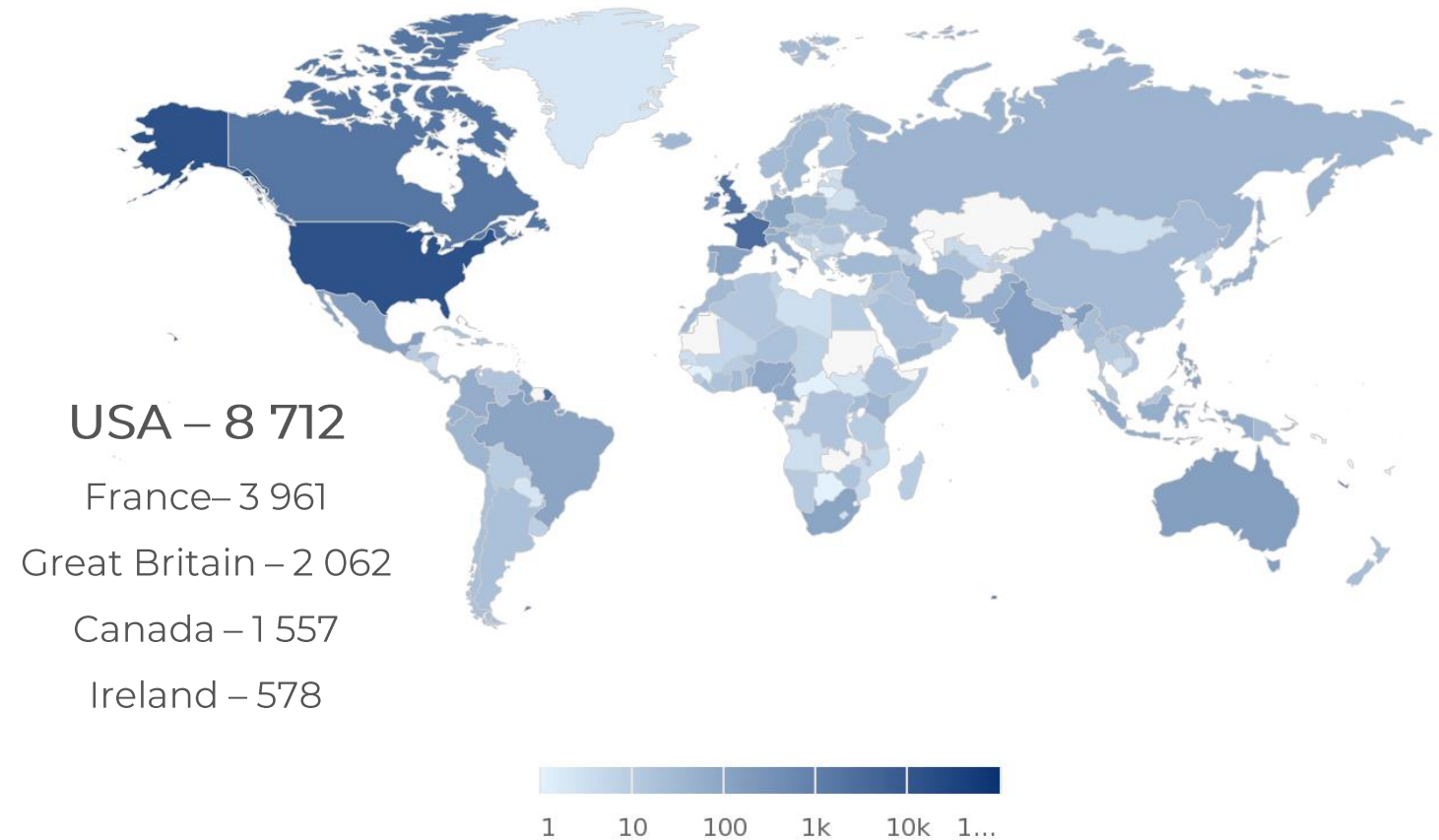
Top authors by engagement rate

User	Subscribers	Engagement	Mentions	Sentiment
Science and technology Personal profile	4 235 321	3 056	1	😐
Dan Oke Personal profile	619 256	40 235	1	☹️
David Avo Personal profile	203 653	3 337	2	🙂
Mirra Personal profile	60 258	5 450	3	😐
Peterson Nika Personal profile	27 500	3 235	1	🙂

Promoters and Detractors

Promoters

KARINA KASPATYANTS
1,4 Mio followers

Ravshana Kurkova
2,5 Mio followers

Goar Avetisyan
6,6 Mio followers

Detractors

Dan Oke
619 K followers

• LiFeStyle • Travel • Baby
766 K followers

The Points Guy
1,9 Mio followers

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Part 3
Brand image

Competitor analysis

Image of **Airline 2** has improved due to a well-organized ticket return system

Airline 1 improved position significantly by addressing the problems of flight delays

Current month vs previous month. The size of the circles is proportional to the total number of company mentions

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SWOT analysis

Strengths

- The audience often mentions the company's **flexible pricing policy**, discounts and promotions
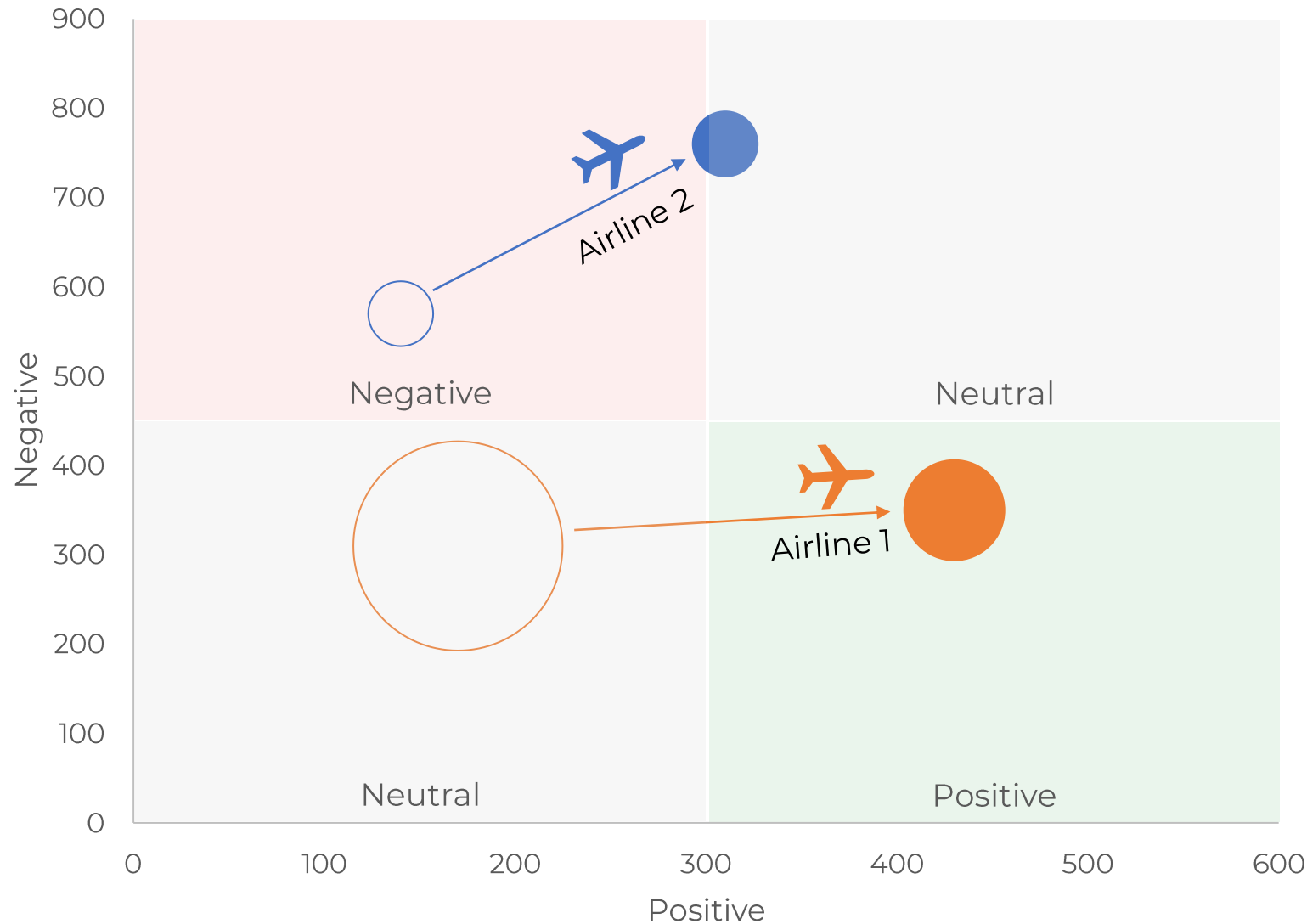- Expanding **route map**
- Modernization and improvement of **fuel efficiency**

Weaknesses

- Low level of comfort and **outdated material** and technical base of aircraft
- Passengers complained the flight attendants **didn't know foreign languages** well

Opportunities

- Use of **new technologies and products** in the service sector
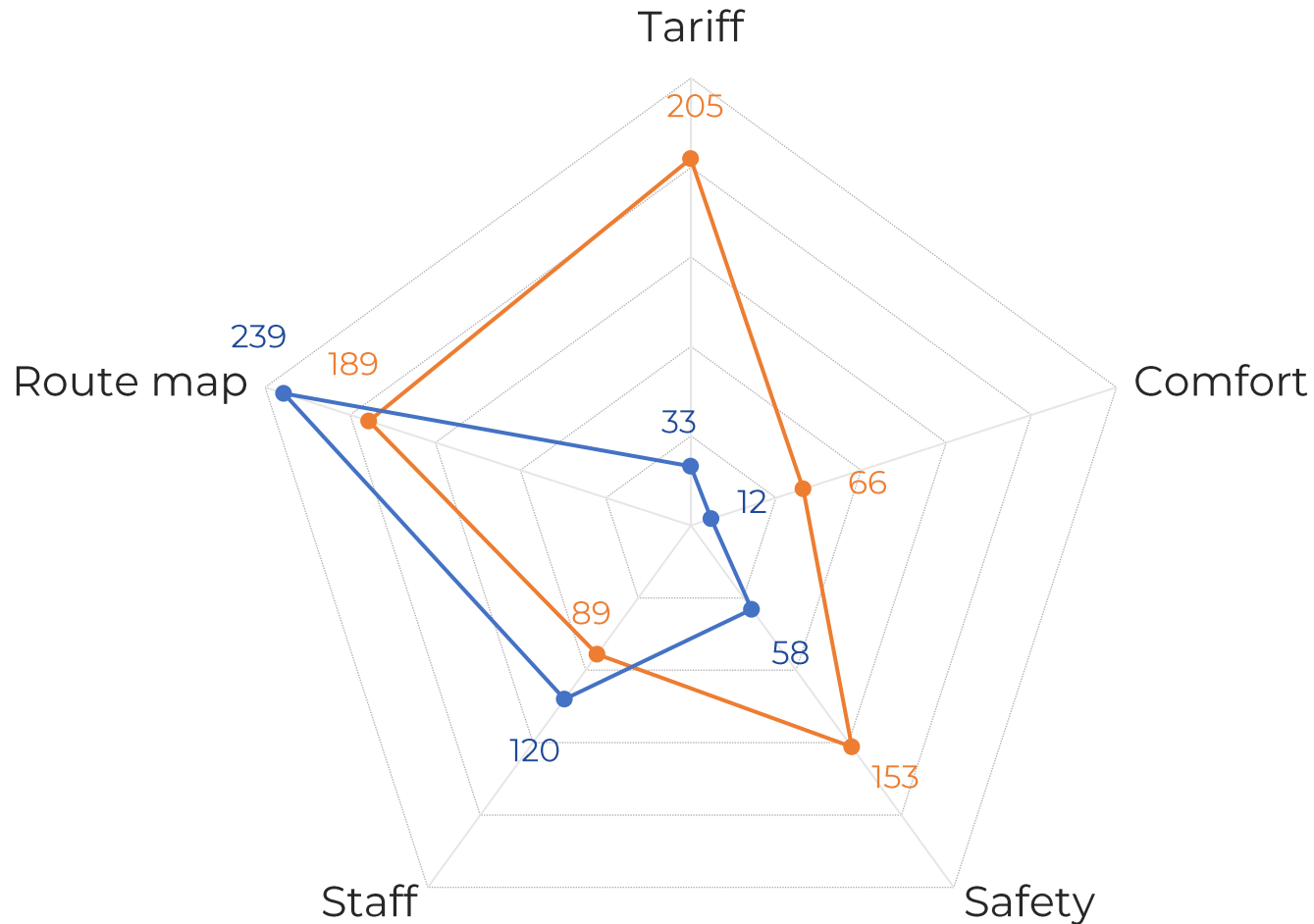- Users were satisfied with a **well-organized ticket return system**

Threats

- Negative comments cause by **delays and rescheduling of flights**
- Increase of negative posts due to rising fuel prices and as a result of the **increase in the cost of tickets**

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Competitiveness comparison

Tariff
205
Comfort
66
33
12
Route map
239
189
Safety
153
58
Staff
120
89

Users discussed **high tariff and poor quality** of Airline 2 service

Users say that flying with **Airline 1** is **dangerous and inconvenient**, but they use this airline because of **the cheap tickets**

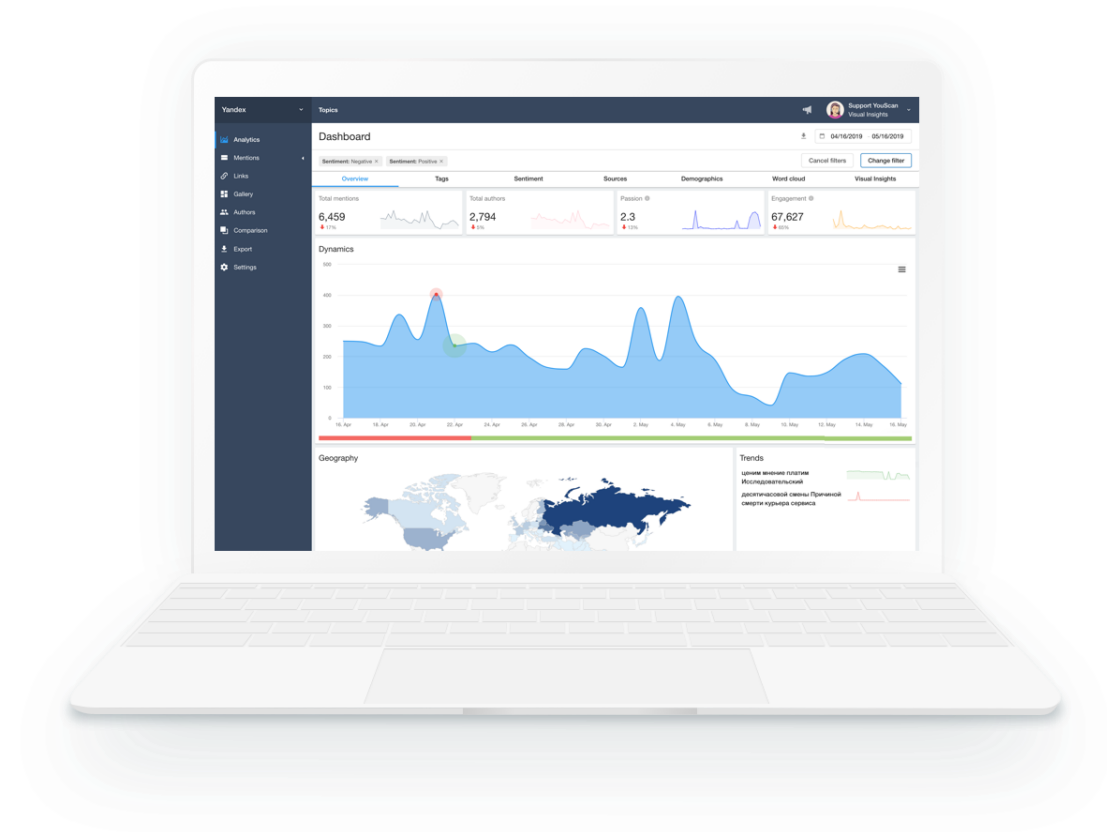Information about categories among 4 674 mentions

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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

YOUSCAN