UK
SOCIAL LISTENING
QUARTERLY REPORT

Q1 2019

linkfluence

CONTENT

Quarterly Report – January to March 2019   linkfluence

EXECUTIVE SUMMARY

COCA-COLA PERFORMANCE

It was a good start to the year for Coca-Cola in terms of volume, generating 22.3K mentions in Q1, resulting in a 10% increase in March vs February. Coca-Cola remained the brand with the highest share of voice, accounting for 36% of all online mentions.

Twitter was yet again the main platform for Coca-Cola online discussions, driven by user-generated content. Consumers shared their favourite flavours, discussed environmental issues and the sugar tax.

Coca-Cola flavours was the most discussed topic in Q1, accounting for 36% of online conversation. This was up 10pp to the previous quarter where Christmas was the main volume driver. Diet Coke was the most popular flavour, as it was well liked among the slimming world community. They consumed Diet Coke as a healthy alternative to its classic counterpart. Others discussed not liking the flavour as much after the implementation of the sugar tax. In comparison, the new flavour orange vanilla generated little mentions, with consumers expressing mixed opinions about its taste.

Recipes could present an alternative consumption opportunity for Coca-Cola, as home cooked Diet Coke chicken was well liked amongst members of the slimming world community. Collaborating with food retailers or bloggers could help Coca-Cola to branch out beyond the traditional consumption moments, such as paired with food.

The launch of Coca-Cola's Premier League partnership was the most talked about brand led activation. It contributed 32% to the brand's engagement actions due to the Premier League and Jesse Lingard posting about the partnership.

EXECUTIVE SUMMARY

| COMPETITOR PERFORMANCE | Red Bull | Pepsi | Lucozade | Monster Energy | 7up |

Red Bull and Pepsi generated once again the highest volume amongst competitor brands in Q1, resulting in a share of voice of 31% and 24% respectively.

While Twitter continued being the main platform for volume, Instagram and Facebook also played a key role, particularly for Red Bull and Monster Energy UK. This was due to the high amount of mentions about sponsored sporting events, driven by consumers, professional drivers and retailers alike. Coca-Cola was proportionally less present on both platforms in terms of volume, which may be an opportunity to diversify their online presence to further boost volume and engagement.

Brand led activations were unsurprisingly the central topics of online conversation for both Red Bull and Monster Energy UK. Not only did they drive volume but also engagement actions, resulting in Red Bull dominating engagement across all brands.

Popular moments of consumption varied slightly to those of Coca-Cola. While competitor brands were also paired with food or consumed on a night out as part of an alcoholic drink or on its own, fitness was the winning category. It was closely associated with Red Bull and Lucozade, as these drinks provided consumers with fuel before going to the gym.

The ongoing comparison between Diet Coke and Pepsi Max remained a volume booster for Pepsi. Consumers were vocal about which drink they preferred and expressed their loyalty for one of the two brands.

OVERVIEW

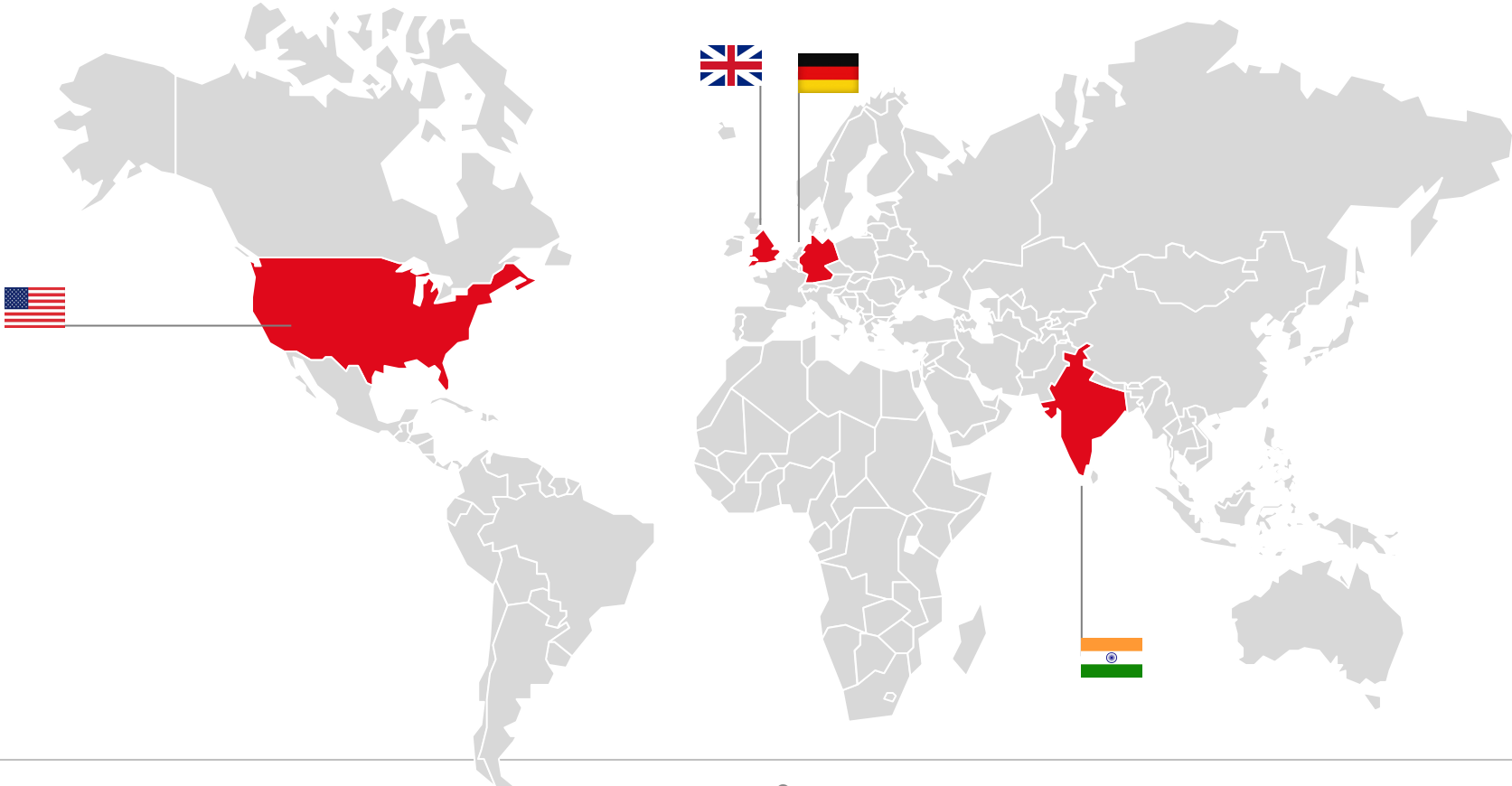linkfluence

OVERVIEW BY MARKET

US **176.7K**   UK **22.8K**   DE **26.9K**   INDIA **6.9K**

*VOLUME

6

linkfluence

KEY FIGURES – UK

22.3K

mentions Jan to March

+10%*

875K

engagement Jan to March

-11%*

Decreased MoM% after the kick start of the Premier League partnership in February.

42.6M

reach Jan to March

-36%*

Decreased MoM% after the kick start of the Premier League partnership in February.

32%

Share of Premier League partnership contributing to overall Coca-Cola engagement.

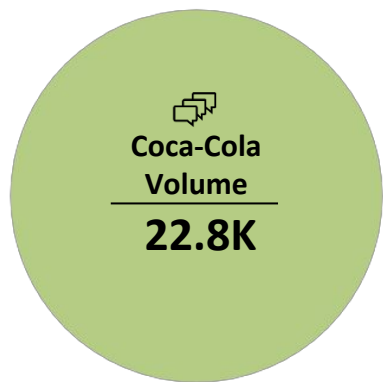## 14K

Top UGC post by engagement.

Top platforms

8%	72%	12%	8%

Evolution March vs February

UK OVERVIEW – COCA COLA

QUARTERLY BREAKDOWN

Metrics	Volume	MoM Evolution %*
No of posts	22.8K	+10%
Engagement	875K	-11%
Reach	42.6M	-36%

Coca-Cola Volume
22.8K

Evolution March vs February

TOPICS OF CONVERSATION

6% 1% 5%
19%
9%
11%
36%
20%
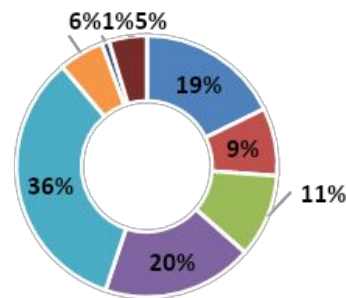
- Moments of Consumption
- Brand led Activations
- News
- Wider Conversation
- Brand-led contact

VOLUME OVER TIME

Average

9K
8K
7K
6K
5K
4K
3K
2K
1K
0

January   February   March

UK OVERVIEW – COMPETITORS

VOLUME AND ENGAGEMENT Q1

25K
20K
15K
10K
5K
0

Coca-Cola | Red Bull | Pepsi | Lucozade | Monster Energy UK | 7up

0

900K

1.8M

Sporting events such as F1 for Red Bull and the Champion's League for Pepsi were responsible for the high levels of engagement.

SHARE OF VOICE Q1

4%4%1%

- Coca Cola 36%
- Red Bull 31%
- Pepsi 24%
- Lucozade
- Monster Energy UK
- 7up

REACH*

Evolution March vs February

Coca Cola -36%
Red Bull -12%
Pepsi -15%
Lucozade +111%
Monster Energy UK +26%
7up +497%

0   5.0M 10.0M 15.0M 20.0M 25.0M 30.0M

PLATFORM BREAKDOWN BY VOLUME

Twitter was the dominant platform across all brands in terms of volume. Consumers used the channel to highlight their favourite soft drink or discussed the various sponsored sports events such as Formula 1. But they were also vocal about the negative impact of plastic bottles on the environment or the high levels of sugar content in soft drinks.

Red Bull and Monster Energy had the highest proportion of Instagram mentions. This was driven by posts about sporting events sponsored by the brands, with consumers, professional drivers and retailers participating in the conversation. In comparison, the slimming community was a key audience for Coca-Cola on Instagram, as consumers opted for diet coke to stay on track of their healthy meal plans.
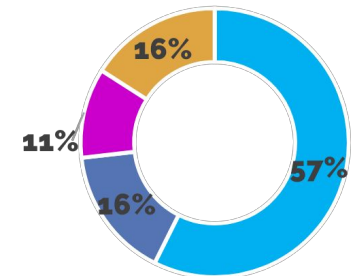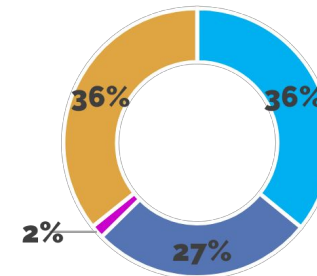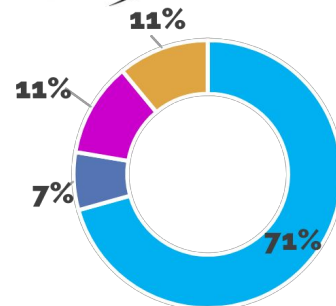
Facebook generated a mixture of posts about sponsored sports events, also for Coca- Cola, but also bars and clubs advertising various soft drinks to promote their dinner menus or nights out.

Twitter	Instagram	Facebook	Forum

Coca-Cola
- 72%
- 12%
- 8%
- 8%

Red Bull
- 58%
- 20%
- 4%
- 19%

Pepsi
- 77%
- 8%
- 6%
- 8%

Lucozade
- 71%
- 11%
- 11%
- 7%

Monster Energy
- 36%
- 36%
- 27%
- 2%

7up
- 57%
- 16%
- 11%
- 16%

linkfluence
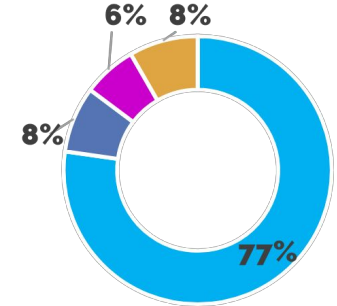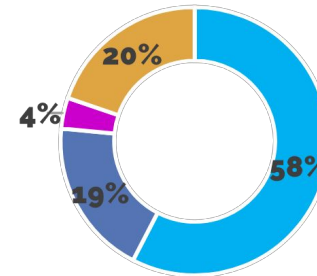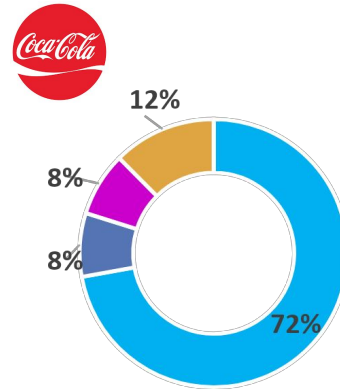
TOPIC DEEP DIVE – COCA COLA

linkfluence

LANGUAGE USED

Consumers used a variety of hashtags and emojis when talking about Coca-Cola online. Brand related hashtags were particularly common, followed by hashtags from the slimming world community.

Top Keywords Used

Top Emojis Used

FLAVOURS

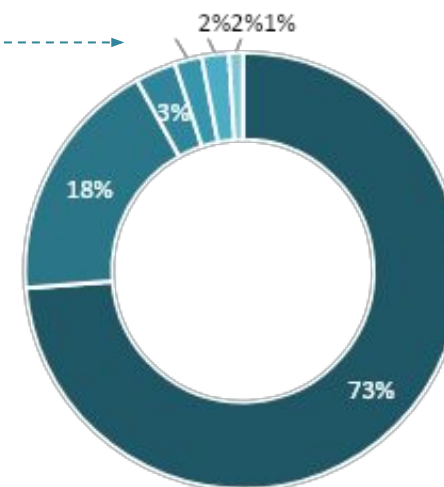Both diet coke and Coca-Cola zero sugar were prominent amongst the online slimming community and consumers that were conscious of counting calories. The drink provided a healthier alternative to its classic counterpart, with a small number of consumers even sticking to this on a night out instead of alcohol.

While some consumers expressed their love for Cherry Coke, others were confused as to whether the product had been discontinued.

Various news pages announced the launch of the new Orange vanilla Coke in February. Consumer opinions were sparse, with there being a divide as to whether they liked the flavor or not.

frukgram • Follow

frukgram Managed to pick up one of these bad boys in @asda a couple of days back. £1 for 1.25L. Nice flavour, hope it becomes a mainstay. Be warned though, these are tough to find!

#Coke #CocaCola #Raspberry #Food #FoodPorn #Foodie #UKFood #FoodUK #FoodFinds #FoodBlogger #UKBlogger #Blogger #FoodBlog #NewSnacks

Legend:
- Diet Coke
- Coca-Cola zero sugar
- Diet Coke twisted strawberry
- Coca-Cola zero sugar raspberry
- Cherry Coke
- Orange vanilla coke & Coke zero sugar

Chart values: 73%, 18%, 3%, 2%, 2%, 1%

slimmingworld.lauraa • Follow

slimmingworld.lauraa picky work dinner😁 wasn't sure what I fancied so having a naked noodles pot (2.5 syns) quavers (5) hifi (hexb) speedy wonky strawberries 🍓 half the price with the same taste😋 kvarg yogurt (0.5) and a coke zero😁 few syns in this but got a free tea planned so that's fine 😁🤪🌍 love this plan ❤️ #slimmingworlduk #slimmingworldmotivation #swuk
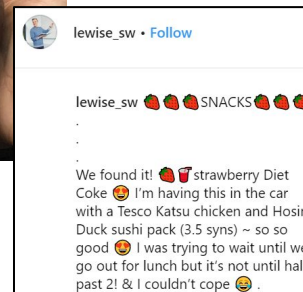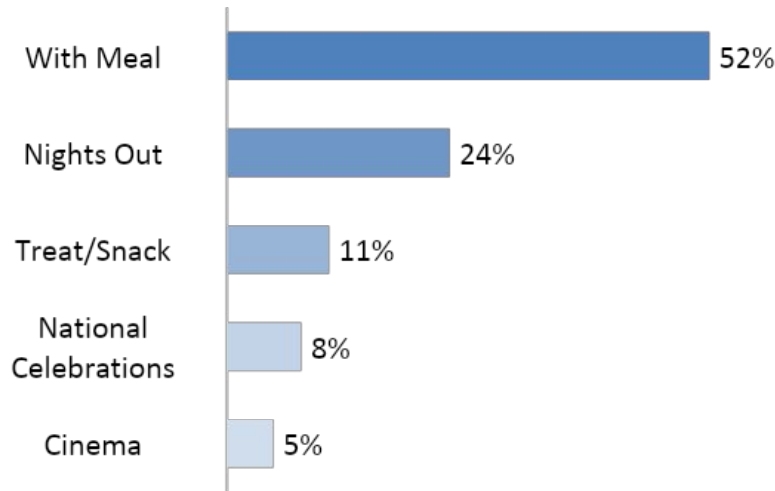
VOLUME

MOMENTS OF CONSUMPTION

Coca-Cola paired with food was popular amongst consumers. Whether it be with a happy meal in McDonald's, with a home cooked roast or with a ready meal lunch, any time of the day is good to have a coke. Film lovers also paired their favourite coke with either popcorn or nachos when going to the cinema.

Diet coke was a liked snack amongst health conscious consumers that craved a sweet treat while sticking to a healthy diet.

Alcoholic drink mixes, such as coke mixed with rum, whisky or vodka, were popular on nights out.

Mentions about national celebrations were primarily driven by clubs & bars promoting their big nights during the start of the new year.
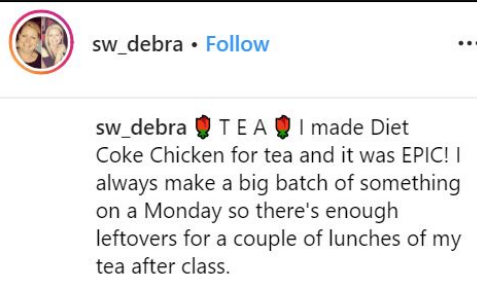
With Meal — 52%
Nights Out — 24%
Treat/Snack — 11%
National Celebrations — 8%
Cinema — 5%

VOLUME

George Kelly @GKellyFiction — Follow

Buy a £10 bottle of 50cl vodka or whiskey (all alcohol tastes the same when you're drunk), mix it with a big bottle of Coke, and drink it on the way to the club. And if you sign up to a bar-crawl for a tenner, you get free entry to 5 different clubs plus a shot at each bar. Easy.

Ryan White @RyWhite12
How the fuck do people manage to spend under £100 on a night out?? Please teach me how

lewise_sw • Follow

lewise_sw 🍓🍓🍓SNACKS🍓🍓🍓
.
.
.
We found it! 🍓🍓strawberry Diet Coke 😋 I'm having this in the car with a Tesco Katsu chicken and Hosin Duck sushi pack (3.5 syns) ~ so so good 😋 I was trying to wait until we go out for lunch but it's not until half past 2! & I couldn't cope 😂 .

annamarie_wellness_coach • Follow
Vue

annamarie_wellness_coach_ww Large Diet Coke whitest at the cinema with my sisters #wwwellnesscoach #WWComfort #WellnessThatWorks #WeAreWW #TheFlexEffect #weightwatchersuk #wwuk #smartpoints #mywwjourney #comfortfood #healthy #healthyliving #healthyeating #wwapp

RECIPES

Although currently a small proportion of online conversation, diet coke chicken was a popular dish that slimming world members recreated at home. Consumers shared pictures of their home cooked meals and highlighted what ingredients they used.

This could present an alternative consumption opportunity for Coca-Cola by collaborating with food retailers or bloggers, branching out beyond the traditional consumption moments.
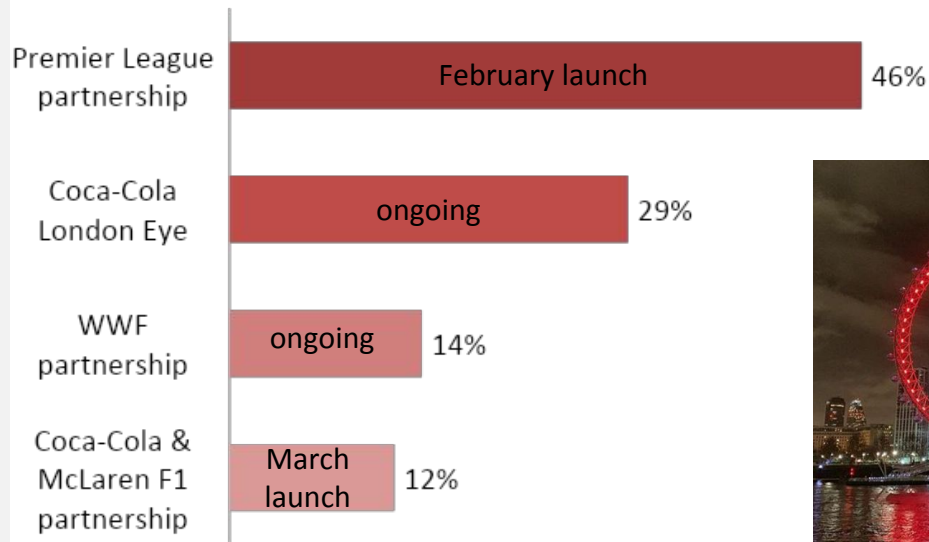

sw_debra • Follow

sw_debra 🌹 T E A 🌹 I made Diet Coke Chicken for tea and it was EPIC! I always make a big batch of something on a Monday so there's enough leftovers for a couple of lunches of my tea after class.

lewise_sw • Follow

Since all I've eaten today was my salad, I'm really hungry & not having dinner until late (we're going out!) ~ so I've made up some sticky spicy rice! Rice with mixed veg, chicken, a pork stock cube, 50ml water, garlic salt, @jdseasonings Cajun spice, smoked paprika, ham, soy sauce & 1 syn of sweet chilli sauce 🌶 ~ Delish & only 1 syn! Having it with a glass of Vanilla Coke Zero! 🥤 ~ perfect & ready in 10 minutes ☺️🎉

itsrachelsjourney_sw • Follow

itsrachelsjourney_sw 💛❤️ DIET COKE CHICKEN ❤️💛
.
I made this one again 😄🙆 it's absolutely one of my favs to make from @slimmingworld I added some mini corn as well to this recipe! 💁 has anyone else tried it? It's on my meal planner every week without fail 😊😍

*VOLUME

BRAND LED ACTIVATIONS

The kick off of the 3.5 year partnership with the Premier League and its accompanying 'Where Everyone Plays' ad was the most talked about brand led activity in Q1. The activity accounted for 32% of the brand's overall online reach and 12% of online engagement as the Premier League and football player Jesse Lingard announced the partnership on their Facebook and Twitter pages respectively.

In March, McLaren announced the extension of their partnership with Coca- Cola, contributing to reach.

Conversation about the Coca-Cola London Eye was driven by tourists sharing pictures of their visits to the London attraction.

Premier League partnership — February launch — 46%
Coca-Cola London Eye — ongoing — 29%
WWF partnership — ongoing — 14%
Coca-Cola & McLaren F1 partnership — March launch — 12%

*VOLUME

iamwherefoodis • Follow
Coca-Cola London Eye

iamwherefoodis The Coca Cola London Eye - did you know that it has 32 capsules based on the concept of 32 boroughs of #london.
Also, a ride typically lasts for half an hour and accommodates around 20-25 people per capsule. You may even say 'I do' right up in the air in the capsule (if you want to have a close family affair).
For tickets, it is best to buy it from the Madame Tussauds website which gives some pretty decent offers and combos.

Jesse Lingard ✓ Follow
@JesseLingard

Just me casually surprising fans in @CocaCola_GB 's new TV advert 🤣. We've got loads planned this year to bring you lot closer to the @premierleague action... You ready? Watch the ad in full: youtu.be/8_XBxcIoZy0 👊 #WhereEveryonePlays #ad

ENVIRONMENTAL IMPACT

The negative impact of plastic on the environment was a cause for concern amongst consumers in Q1. Consumers expressed their outrage over plastic polluting oceans and asked Coca-Cola to start taking responsibility.

The conversation was further fueled by the revelation of how much plastic Coca-Cola produced in 2017. Some thought that sharing this information was a great first step. However many demanded actions to be taken to find a better solution. Some even signed a petition to force Coca-Cola to implement environmentally-friendly policies.

Fergus Beeley
@FergusBeeley

Follow

Heartbreaking quantities of #plastic in the local #river here in #Kosovo. Classic example of #developing countries getting trashed with cheap plastic, plastic bottled #water, #cocacola #exports .

Jon Ward
@jonmarylebone

Follow

@CocaCola That is 204,000 bottles a minute, 12,240,000 an hour and 293,760,000 a day. Given that recycling rates are poor in part due to the fact that you do little to manage this #plastic waste, wouldn't a switch back to glass be better? #plasticpollution #Recycle

i am reusable @iamreusable
Coca-cola produce over 3,400 single use plastic bottles a second! Think about that for a second while you drink that drink. @iamreusable @aplastic_planet @FightPlastic @plastic_say @OnePlanetYork

Mariana Mazzucato ✔
@MazzucatoM

Follow

Hey @CocaCola great you have admitted it (first step) but what are you going to do about it (real step)? Coke uses 3 MILLION tonnes of plastic packaging in one year. Bravo @circulareconomy for creating pressure, data and mobilisation.

Sue Samuel
@Expatwifelife

Follow

A small collection of plastic picked from @balmedie beach yesterday. No surprise to have a @CocaCola top. When will you @CocaCola_GB take responsibility for the pollution you create? #deadwhales #plasticpollution

VOLUME

HEALTH

Opinions were mixed when it came to discussing soft drinks in relation to health.

As mentioned earlier, many switched from the classic coke to diet coke to lower their sugar intake and keep track of calories.

However, not all consumers were convinced that diet coke was indeed healthier. Some consumers had given up Coca-Cola altogether as to them any consumption of coke was bad for the body.

In opposition to this, consumers that were less concerned about their health grew frustrated at the sugar tax in the UK. They did not like the poor taste of diet coke due to the aspartame it contains and felt that they should be able to decide for themselves what was good or bad for them.

Trace
@Super_Secretary
Follow

Replying to @LucyAlexanderTV @WillCoker5

Oooo! I gave up drinking Coca Cola and other aspartame laden drinks. Will check this out. Thanks! x

Billy
@billycubed
Follow

So with the #sugartax it's nigh on impossible to get a soft drink without artificial #sweetners in the uk.

What options are there without them? I know of @CocaCola classic and @redbull original. Any others? And where does #steviol sit in this?

bryony
@bryonysarah97
Follow

I am so fuckin bored of drinking Coca-Cola Classic, Fanta Orange and 7UP because they're the only drinks that dont have aspartame in them please can somebody SORT IT OUT bloody sugar tax ruining my life inducing migraines.

IT DOESN'T MATTER
1 CAN WON'T HURT

1 can of full fat coke

3900 cal per month

139 cal

TRIBE TRAINING

VOLUME

WIDER CONVERSATION & NEWS

Wider conversation was driven by a mixture of topics. One of which was the longstanding argument of who's better: Coke or Pepsi? As expected, many Pepsi fans took to social media to badmouth the brand. Coca-Cola fans showed their brand loyalty both in general conversation and in response to Pepsi banter.

In wider news, a coalition of Northern Ireland's biggest businesses, including Coca Cola, warned the UK government against the severity of a no-deal Brexit and how it will affect jobs, infrastructure and business development in the UK.

Lee Oscroft 🇬🇧
@OscroftOfficial
Follow

Unpopular opinion - Pepsi Max is better than original Coca Cola

5:52 AM - 27 Mar 2019

Mark
@Lootframe
Follow

Tell someone that you prefer the taste of Pepsi over Coca-Cola, then watch their face for a look of confusion

.
@_cxrlitos
Follow

Sprite
Coke
Pepsi
Fanta

Anything else is wrong
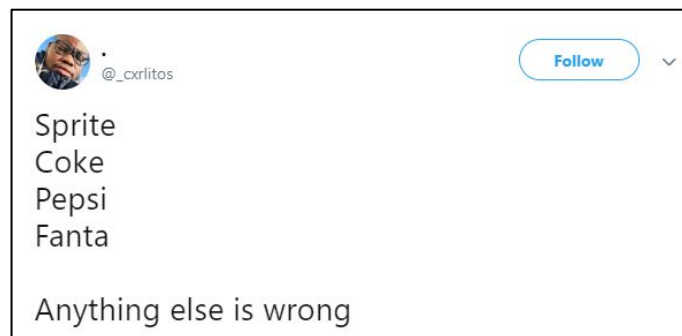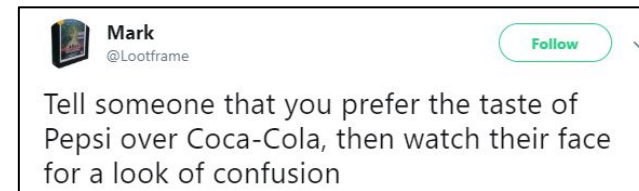
CBI: No-deal Brexit would stifle next generation's opportunities

VOLUME

TOP EARNED POSTS BY ENGAGEMENT

#1

Tmnikonian
@Tmnikonian
123K followers
January 1ˢᵗ 2019

🇬🇧🎉 Happy New Year's Day! Hope y'all have recovered from an amazing evening! ❤️🥂🎉🇬🇧 || Massive thanks to @london & @mayorofldn ❤️ #LondonIsOpen #ThisIsLondon #LondonNYE #NYE2018 #LondonEye[...]

13.2K likes | 601 comments

#2
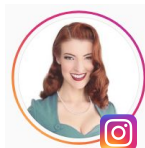
Jessica Kellgren-Fozard
@jessicaoutofthecloset
94K followers
March 3ʳᵈ 2019

My Instagram gives the impression that I spend a lot of time standing up... but this is actually how you'll find me: lying flat with a cuddly puppy to one hand and a Diet Coke in the other! 😅 [...]

10.7K likes | 140 comments

#3

Jesse Lingard
@JesseLingard
1.35M followers
7ᵗʰ February 2019

Just me casually surprising fans in @CocaCola_GB's new TV advert. We've got loads planned this year to bring you lot closer to the @premierleague action... You ready? Watch the ad in full #WhereEveryonePlays #ad

8.04K likes | 704 retweets

UGC generated content

KEY OPINION LEADERS

TOP 3 INFLUENCERS RANKED BY VOLUME OF **FOLLOWERS**

Account	Engagement Top post	Followers
Ben Phillips @BenPhillipsUK Youtuber	💬 1 👍 638	👥 9.37M
Jesse Lingard @JesseLingard Football Player	💬 2 👍 10.6K	👥 1.3M
Louise Pentland @LouisePentland Youtuber and Author	💬 1 👍 285	👥 980K

TOP 3 INFLUENCERS RANKED BY LEVEL OF **ENGAGEMENT**

Account	Engagement Top post	Followers
tmnikonian @tmnikonian Photographer	💬 6 👍 41.7K	👥 123K
Dr. Kelechi Anyikude @kelechiafc Artist	💬 9 👍 24.1K	👥 82.3K
Marcus and Matthew @mnmtwinz Identical twins	💬 6 👍 27.7K	👥 56.5K

TOPIC DEEP DIVE – COMPETITOR BRANDS

linkfluence

TOPICS OF CONVERSATION BY BRAND

Coca-Cola: 19%, 9%, 11%, 20%, 36%, 6%, 1%, 5%

Red Bull: 22%, 44%, 10%, 21%, 1%, 1%

Pepsi: 17%, 4%, 3%, 48%, 22%, 5%, 3%

Lucozade: 33%, 2%, 4%, 19%, 29%, 5%, 5%, 5%

Monster: 9%, 52%, 4%, 32%, 1%, 1%, 2%

7up: 32%, 7%, 44%, 5%, 5%, 6%
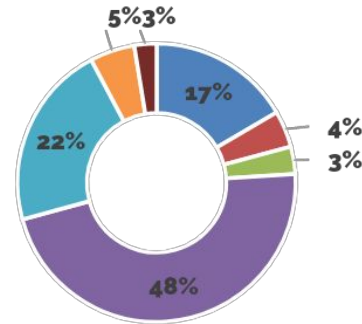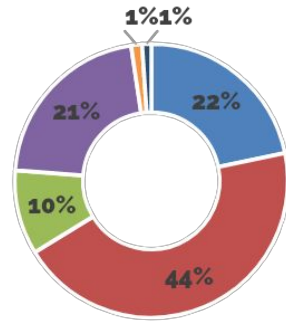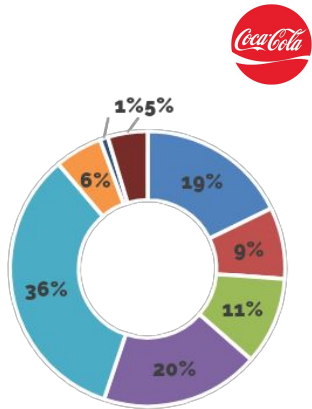
Legend:
- Moments of Consumption
- News
- Flavours
- Recipes
- Brand led Activations
- Wider Conversation
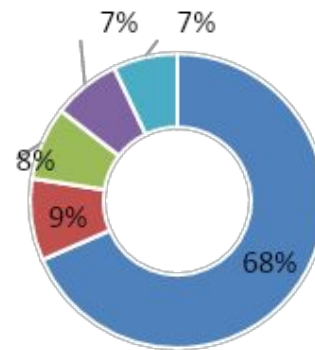- Environmental impact
- Health

linkfluence
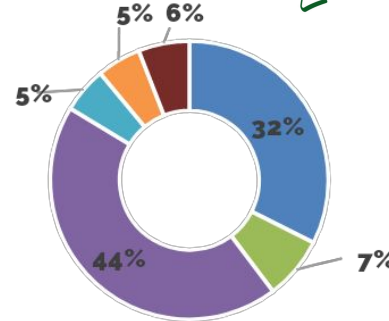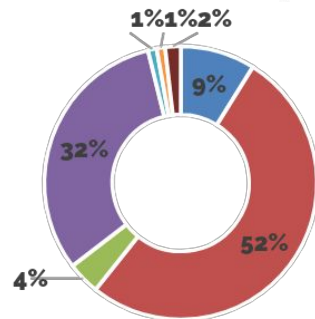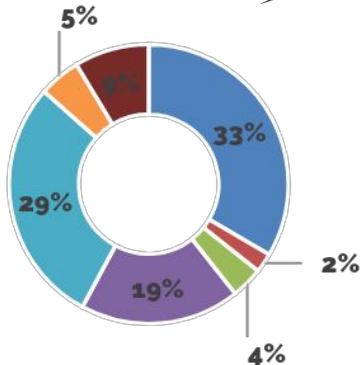
FLAVOURS

Similarly to Coca-Cola, the healthier version of Pepsi, Pepsi Max, was the most mentioned flavor amongst competitor brands. Conversation was driven by a mixture of topics: consumers expressing their love for the drink, members of the slimming world sharing it as a healthy sweet treat, consumers expressing their preference of Pepsi Max over Coca-Cola or consumers entering a competition to win tickets to the Pepsi Max The Sound of Tomorrow 2019. Diet Pepsi mentions in comparison were driven by commercial posts about discounts related to the product.

RespiMax Cherry was consumed as a way to reduce cravings between meals or a substitute for higher calorie drinks. A small number of mentions also compared the taste to the "Twisted Strawberry" Coca-Cola flavour, with opinions being mixed as to which one was better.

Consumers directly compared Lucozade Original with Lucozade Orange, with consumers preferring the former before the taste was affected by the implementation of the sugar tax.

7% 7%
8%
9%
68%

■ PepsiMax
■ Pepsi Max Cherry
■ Lucozade Original
Diet Pepsi Orange

Andy Atch
@andyatch   Follow

Pepsi Max is better than Coca Cola (any version) twitter.com/_rfcmatt/statu ...

nickles83 • Follow

nickles83 New treats to try! 😋😋
Pepsi Max - Free
Fibre One Popcorn bar 4 syns or 1 for a HEB
Fibre One Carrot Cake - 4 Syns
Meringue drops 1.5 syns for 5g.
Bunny bites - 5 syns
#slimmingworld #weightloss #weightlossjourney
#slimmingworlduk #sw #swuk

VOLUME

BRAND LED ACTIVATIONS

Brand led activations were the main volume drivers for both Red Bull and Monster Energy. This was due to the sporting events that they either sponsored or organized. While Formula 1 was the dominating topic for Red Bull, as online users discussed news updates about the race, Monster Energy was associated with a broader spectrum of sports, ranging from skiing and snowboarding to surfing.

These campaigns were also crucial for the brands' engagement actions, contributing 41% to Red Bull's and 52% to Monster Energy's overall engagement.

Pepsi's brand led activations were also a key contributor for their engagement while merely accounting for 4% of their mentions. Their sponsorship of the Champion's League was one of the key drivers of engagement drivers in Q1, accounting for 36% of the brand's overall engagement. The Champion's League posted on their own Instagram page using the hashtag *#ForTheLoveOfIt,* promoting Pepsi's new global marketing campaign featuring Messi and Mohamed Salah.
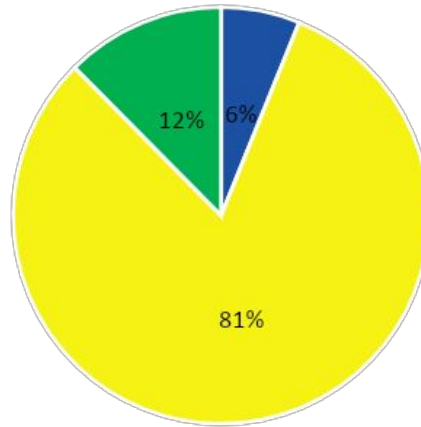
Legend:
- Pepsi: For the love of it
- Red Bull Racing
- Monster Energy UK

Pie values: 12%, 6%, 81%

Total Volume of Posts

championsleague ✔ • Follow
Paid partnership with pepsi

championsleague ✔ We've seen lots of #UCL comebacks over the years. Who were the first team to overcome a 2-0 home deficit? @pepsi #ForTheLoveOfIt

brendog1 ✔ 2019 be like... So stoked on the set up this year. Thanks so much to everyone involved. #newbike #scottbikes Huge Shout out:
@bikeonscott
@monsterenergy
@dmrbikes
@tld_bike
@adidasoriginals
@deitycomponents
@envecomposites
@trpcycling
@maxxistires
@lifeproof_europe
@fox | 🎮 @odub_23 |

VOLUME

MOMENTS OF CONSUMPTION

The fitness category was closely associated with Red Bull, followed by Lucozade. Users consumed the energy drinks before going to the gym to fuel their workouts.

Nights out was one of the top moments of consumption, as consumers mixed Red Bull with various liquors.

In the "with meal" category, mentions were similar to those of Coca-Cola. Drinks were paired with home meals or a meal at fast food restaurants such as KFC or Subway where Pepsi was the most mentioned drink.

While the Coca-Cola conversation about national celebrations was driven by bars and clubs, for competitor brands it was consumers that shared what drink combination they enjoyed on New Year's Eve. On top of this, Red Bull was the only brand being mentioned with Valentine's day promotions by local stores.

Moment	%
Fitness	33.8%
Nights Out	29.7%
With Meal	19.8%
National Celebrations	7.4%
Treat/Snack	7.3%
Cinema	2.1%
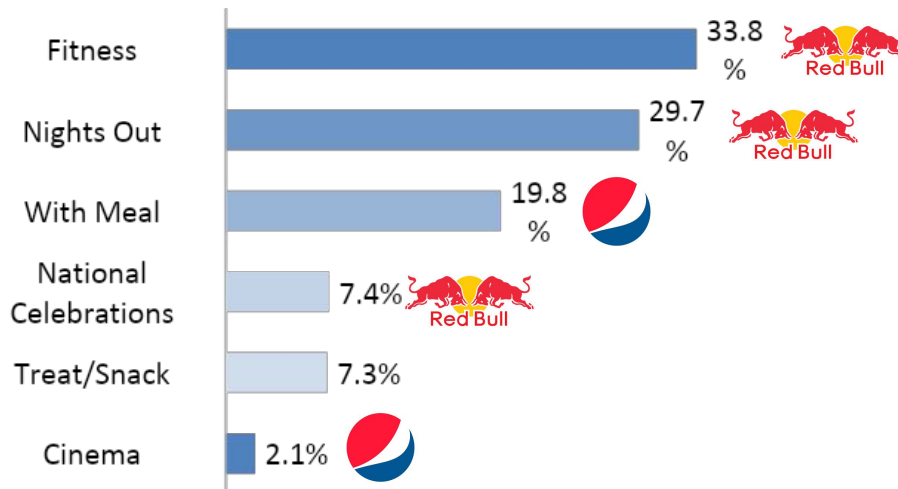
stephyjayne_sw • Follow

stephyjayne_sw .
So I got home from work today and wasn't feeling too good.. which then resulted in not cooking. So I went to KFC and got a rice box for 10.5 syns with a pot of beans, corn on the cob and a Diet Pepsi. It was absolutely amazing! 😻

go.punk.9 • Follow

go.punk.9
#workout#power#punk#bollywood#2019#im back#carrara#london#yoga#hardwork#pmmo di#redbull#calvinklein#karate#therock#birmin gham#twinklekhanna#

*VOLUME

TOP COMPETITOR EARNED POSTS BY ENGAGEMENT

#1

Flex Lewis
@flex_lewis
1.5M followers
March 21st

The look you give when someone asks to try your **@monsterenergy @musclemonster** #Hydro followed by my standard answer: "I would, but you see, the way I got my bank account set up........ ummm no!" 😜
📷 @hansmolenkamp
#monsterEnergy #muscleMonster #Hydro #GetYourOwn #KevinHart

44K likes | 255 comments

#2

Mad Mike Whiddett
@madmike.123
802K followers
January 14th

Take an in-depth look into my current stable of **@redbull** @mazda_nz rotary-powered weaponry in the #MADLAB #MADBUL #BADBUL #RADBUL #RUMBUL #HUMBUL #MADCAB #JAPBUL Just click on the link in my profile #RotangKlan 📷 @graememurraynz

43.6K likes | 193 comments

#3

Gary Lineker
@GaryLineker
7.2M followers
February 9th

Gary Lineker
@GaryLineker   Follow

Pepsi logo facing camera is the real skill. 🐐

SPORTbible @sportbible
Messi being GOAT. 🐐
0:22

5.3K retweets | 36.2K likes

UGC generated content

METHODOLOGY

linkfluence

METHODOLOGY EXPLAINED

DATA SOURCED

Timeframe: 01/01/2019 - 31/03/2019

Language: English

Country: UK

All numbers were correct at the time of gathering the data

VOLUME

Number of posts collected within selected time period

REACH

Estimated number of users exposed to
content

PLATFORMS

Blogs, websites, medias, forums, reviews & social media

SEARCH TERMS

Brand names and competitor names + keywords relating to the brand's products or services

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