



This is not a Sysomos Analysis, It's A Tide Ad: Communicating Better with Tide



By: ~~Joshua Azevedo~~
Rachel Barboza
~~Savio D'Souza~~

Date: 24-2-2018



AGENDA

- » The Tide Pod Dilemma
- » Leveraging the Superbowl
- » Solution or TideAd
- » #ItsATideAd Results
- » Recommendations

The #tidepodschallenge is negatively reflecting Tide's brand on social media



- » People started misinterpreting the message that Tide wanted to deliver (Keep out of reach from children)



Andrew Cochran
@Mafwingo



#TidePodChallenge Tide Pod Roulette: Half the Tide Pods are made purely of edible ingredients, the rest are regular Tide Pods. 50/50 you eat the one that's edible.

2:42 AM - Feb 18, 2018



1 See Andrew Cochran's other Tweets



- » Millennials created a meme of "eating tide pods" which reflected a negative message that was being delivered
- » Videos circulated over social media showing kids biting laundry detergent and getting sick.



The #tidepodschallenge is negatively reflecting Tide's brand on social media

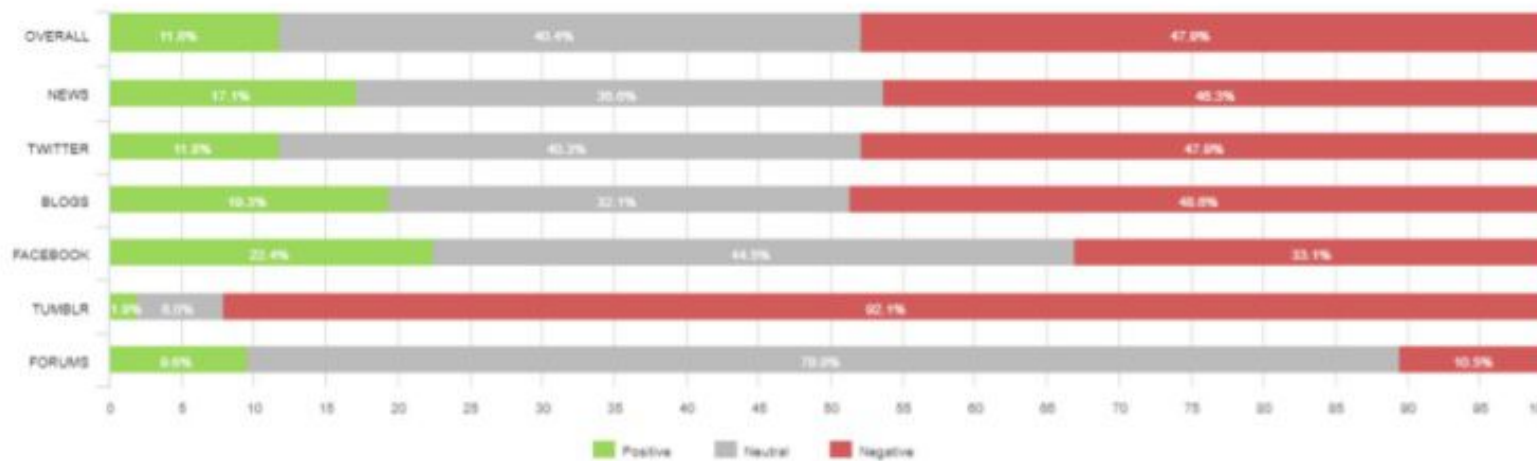


- » News reporters began reporting serious concerns around the #tidepodschallenge which escalated the overall negative sentiment.
- » Bills are being drafted to change tide pods

OVERALL SENTIMENT

Nov 1, 2017 - Jan 31, 2018

Sample Size: 2000



This is affecting Tide's marketing efforts of promoting the pods to its target audience

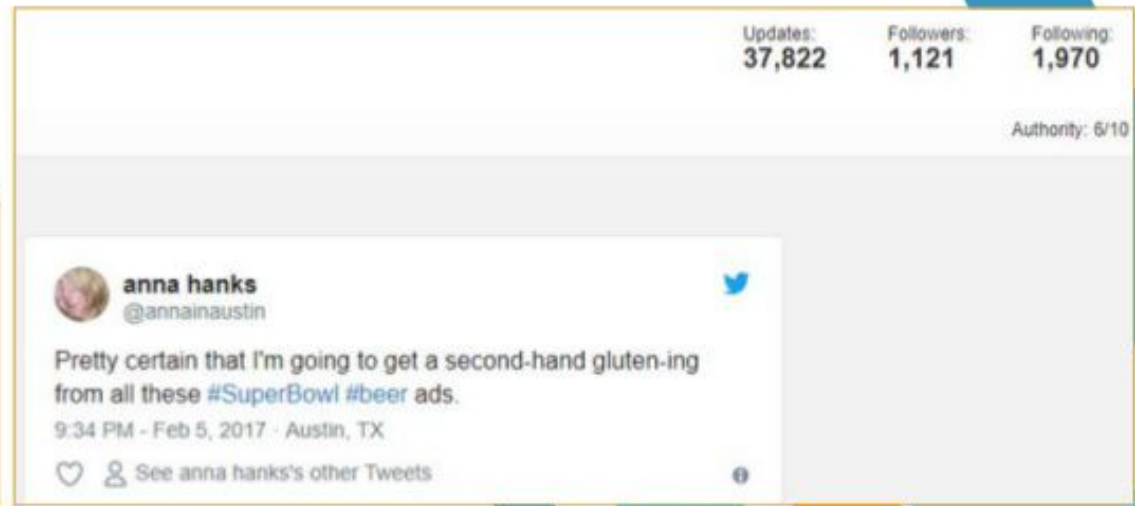
Tide has an opportunity to leverage the upcoming Super Bowl and change it's negative sentiment into a positive one on social media



Super bowl event causes many people talk about the game on social media during a specific time.

| | |
|------------------|-------|
| Total Mentions | 10.7M |
| Twitter Mentions | 97.1% |

They even talk about their favourite ads aired during the game.

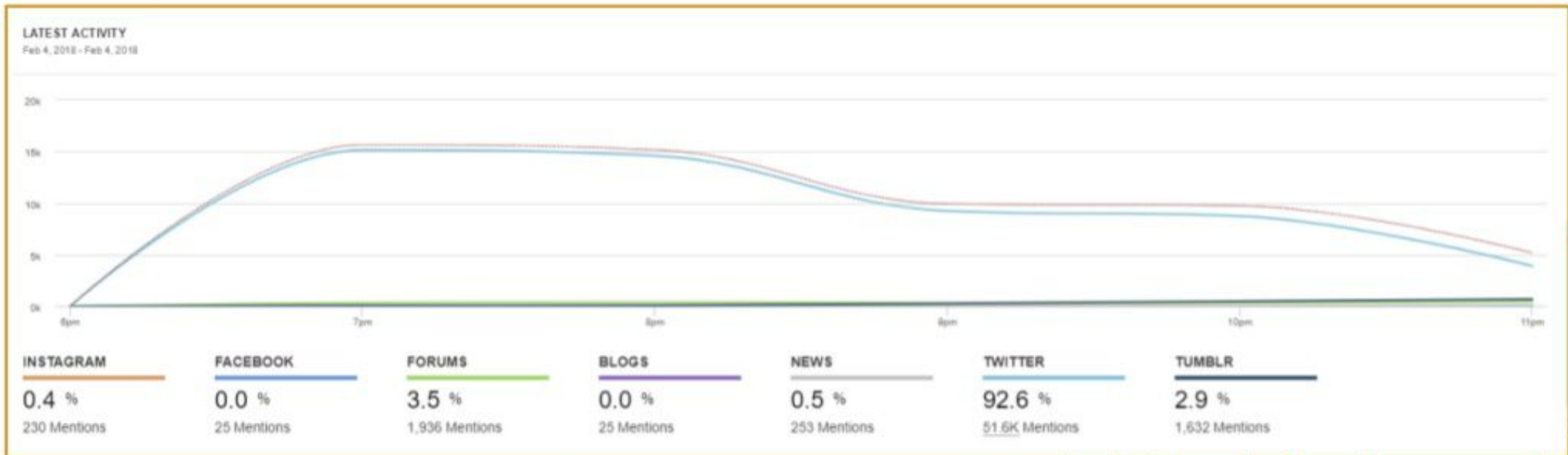


What did tide release during super bowl to improve its image on social media ?



Tide won more engagement and interaction via twitter over the first quarter of the Ad commercial and kept building more after over twitter.

After the airing of the Tide Ad, people started talking about it on social media. Engagement on twitter, forums and tumblr considerably increased.

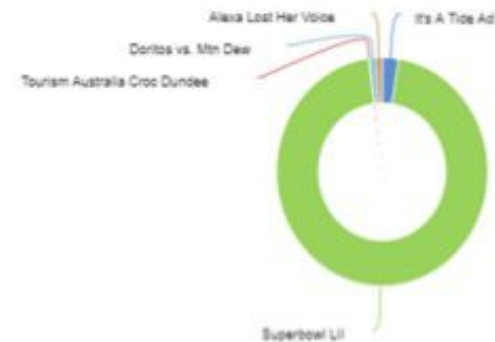
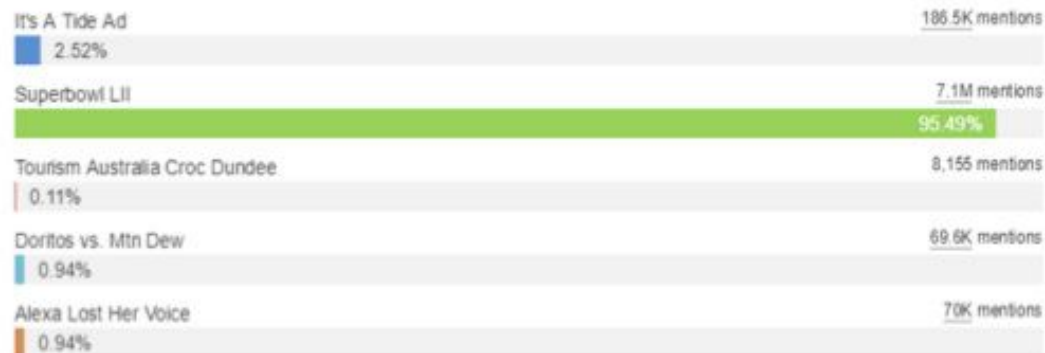


Tide won more engagement and interaction via twitter over the first quarter of the Ad commercial and kept building more after over twitter.

The Tide Superbowl Ad resonates among the audiences and has the best share of voice on social media compared to the other advertisements.

SHARE OF VOICE

Feb 21, 2018 - Feb 21, 2018 - Updated 2 Minutes Ago



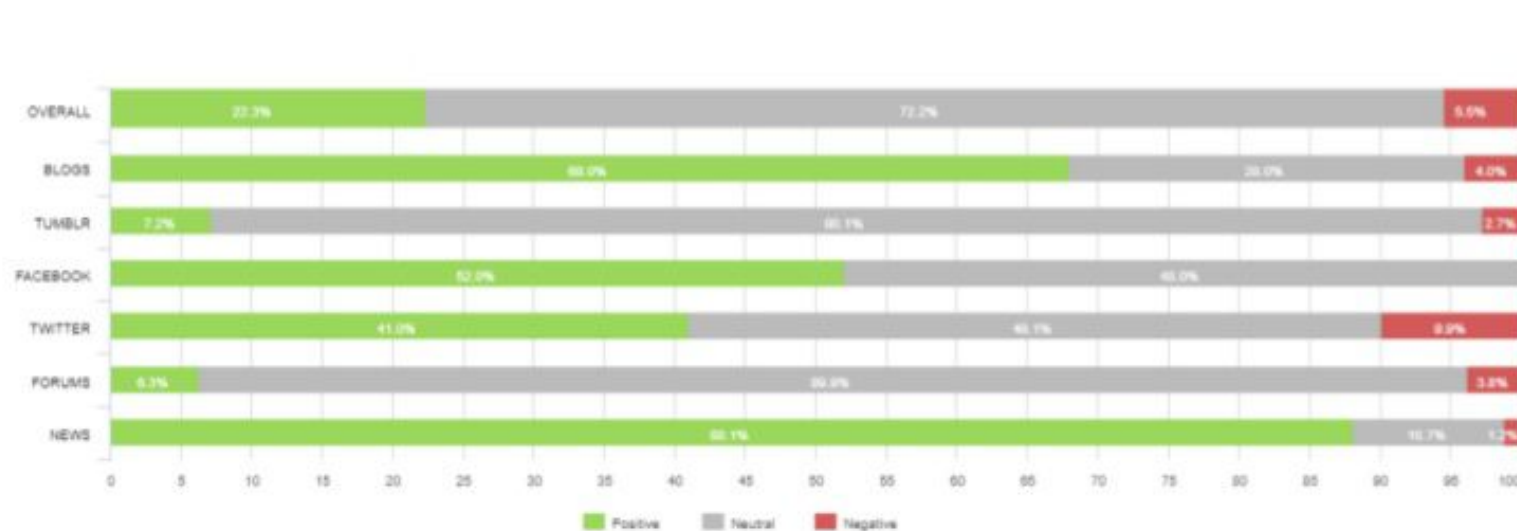
Original Order

Tide won more engagement and interaction via twitter over the first quarter of the Ad commercial and kept building more after over twitter.

The Tide ad was being spoken about in a positive way on social media.

OVERALL SENTIMENT

Feb 4, 2018 - Feb 4, 2018



BLOGS

TUMBLR

FACEBOOK

TWITTER

FORUMS

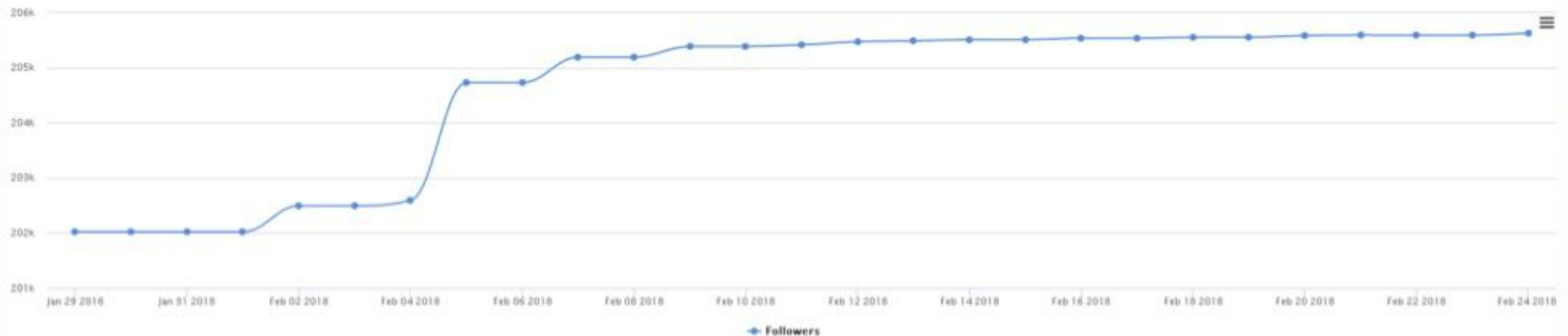
NEWS

The campaign #itsatidead is successful and is changing the way millennials are interacting with the brand on social media



The ad was impactful and shows a continuous increase in engagement with a spike from the day it was aired i.e 4th of Feb till today.

FOLLOWERS GROWTH
Updated A Few Seconds Ago



The campaign #itsatidead is successful and is changing the way millennials are interacting with the brand on social media



Tide now has a more fun way of talking to its audience on social media and audiences are talking with/about tide in a more positive way.



Tide @tide · Feb 4

Sweet dreams, you beautiful clean, you. #TideAd #SB52 #SBLII



40 151 861

Updates: 1,652 Followers: 4,376 Following: 534

Authority: 7/10



Robot In 3 Days
@RobotIn3Days

Oh! This makes more sense... The @Tesla Car was a @Tide ad.
#itsatidead

6:00 PM - Feb 7, 2018

8 See Robot In 3 Days's other Tweets

The campaign #itsatidead is successful and is changing the way millennials are interacting with the brand on social media

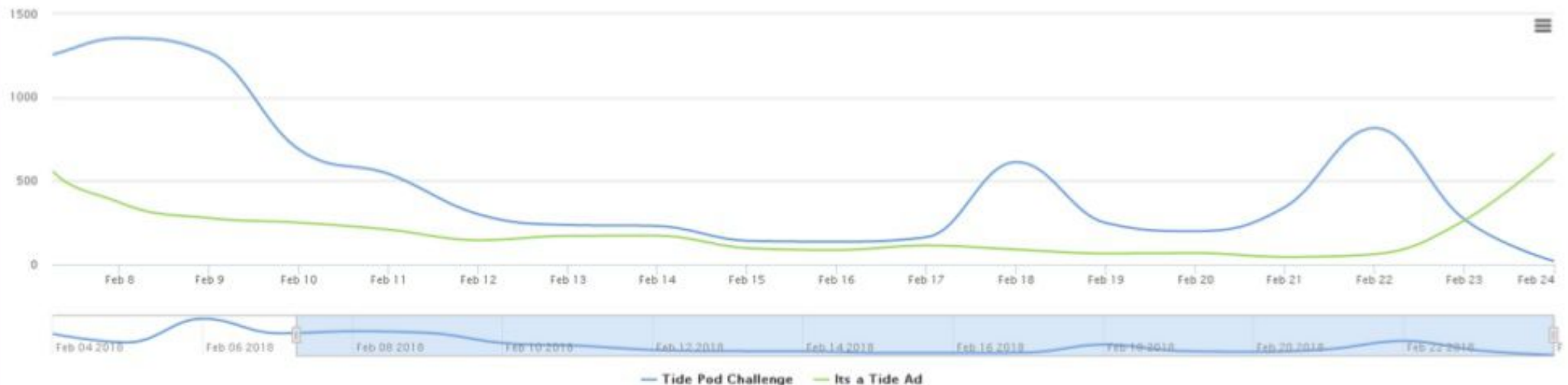


The ad was so impactful that it is reducing the amount of #tidepodchallenge talk on social media.

COMPARE LATEST ACTIVITY

Feb 8, 2018 - Feb 24, 2018 - Updated 7 Minutes Ago

Refine Search



Based on data analysed, Tide should continue with #itsATideAd

Time

Recommended for 2 months then re-analyze.

Platform

Where to advertise the next ads: continue on twitter, advertise on YouTube (YouTube, pro can use traditional media ads like from tv)

Influencer/Future collaboration

Collaborations (future prospects after 2 months for new ads, FIFA World cup, Fake stranger things ad with Netflix, Movie like Deadpool 2)