Consumer Life Cycle

01.01.13 – 10.10.13

SUMMARY

QUICK HITS

8,284,467 Mentions

TOTAL

7,535,435 Mentions

RELEVANT POSTS

CATEGORY BREAKDOWN

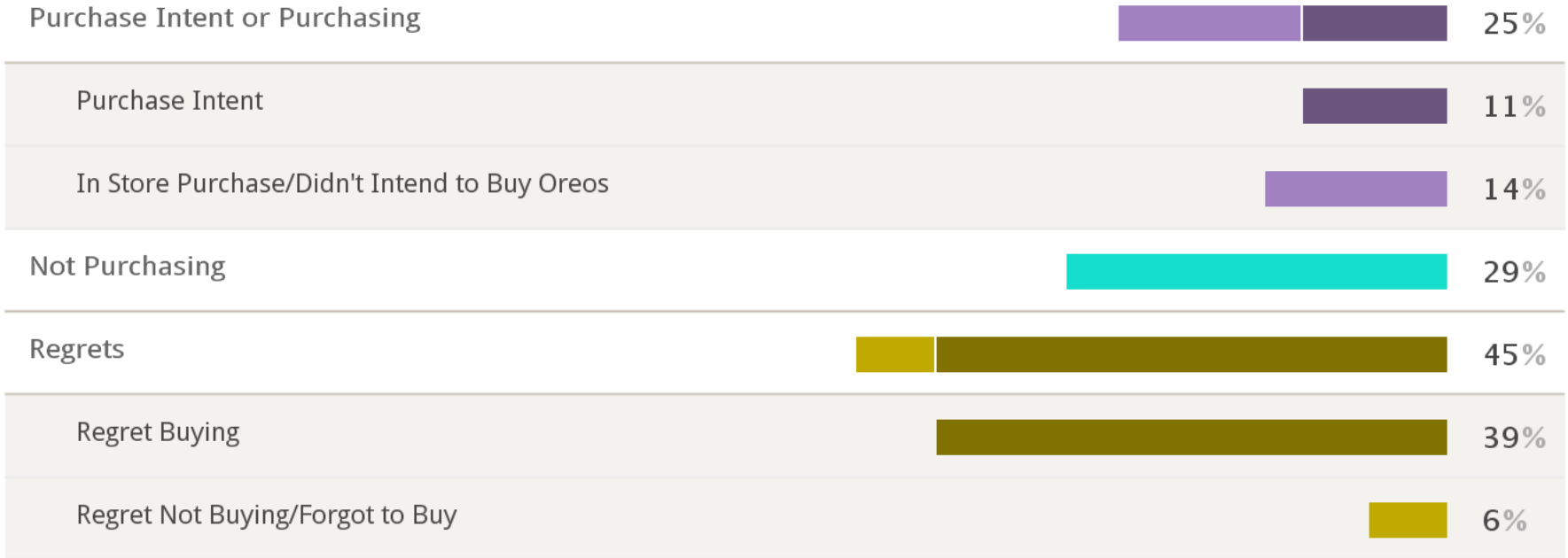30% Pre-Purchase
4% Purchase
63% Lifecasting
3% Regrets

- Our analysts used ForSight™ to organize the social conversation via the consumer life cycle model.
  - Pre-Purchase/Response to Advertising (including ads that drive purchase intent)
  - Purchase Intent or In Store Purchasing Behavior
  - Not Purchasing
  - Lifecasting (discussions during the act of eating Oreos)
  - Regrets to either purchasing Oreos or not purchasing Oreos

- 93% of consumers express opinions during the pre-purchase (ad reactions) and post-purchase (lifecasting) phases.

- When focused on the consumer purchase discussion 14% of consumers are discussing their reasons for In Store Purchases. Some of those are:
  - In store placement of Oreos
  - Oreos' packaging
  - Seasonal Flavors
  - Responses to Advertising or Celebrity Endorsements

PURCHASE CONVERSATION
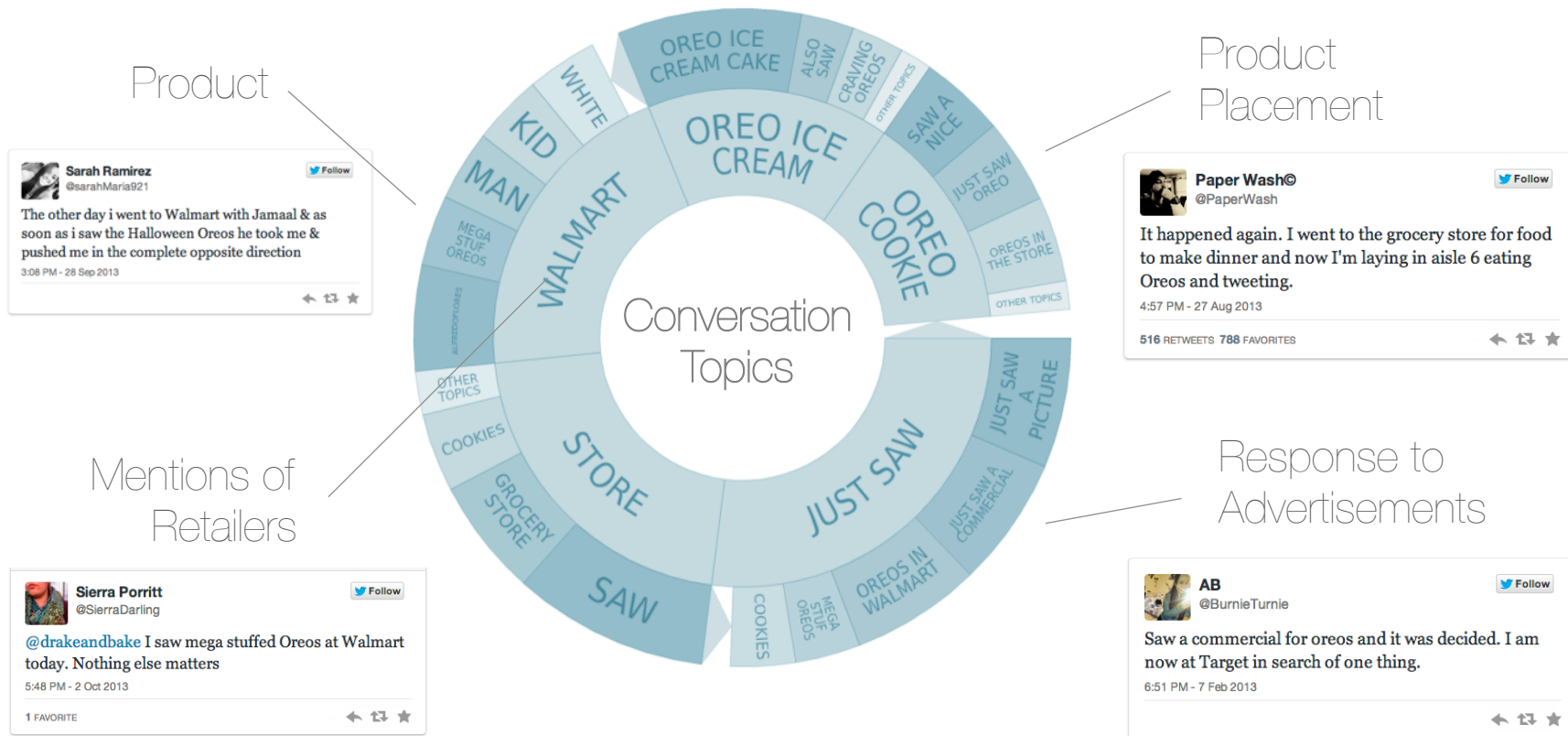
Purchase Intent or Purchasing	25%
Purchase Intent	11%
In Store Purchase/Didn't Intend to Buy Oreos	14%
Not Purchasing	29%
Regrets	45%
Regret Buying	39%
Regret Not Buying/Forgot to Buy	6%

DRIVERS OF IN STORE PURCHASES

DEEP DIVE REPORT 01.01.13 – 10.10.13

Product

Sarah Ramirez
@sarahMaria921 ✔ Follow

The other day i went to Walmart with Jamaal & as soon as i saw the Halloween Oreos he took me & pushed me in the complete opposite direction

3:08 PM - 28 Sep 2013

Product Placement

Paper Wash©
@PaperWash ✔ Follow

It happened again. I went to the grocery store for food to make dinner and now I'm laying in aisle 6 eating Oreos and tweeting.

4:57 PM - 27 Aug 2013

516 RETWEETS **788** FAVORITES

Mentions of Retailers

Sierra Porritt
@SierraDarling ✔ Follow

@drakeandbake I saw mega stuffed Oreos at Walmart today. Nothing else matters

5:48 PM - 2 Oct 2013

1 FAVORITE

Response to Advertisements

AB
@BurnieTurnie ✔ Follow

Saw a commercial for oreos and it was decided. I am now at Target in search of one thing.

6:51 PM - 7 Feb 2013

CONCLUSION

Using ForSight™ companies can measure consumer in-store purchase behavior and understand the drivers of those purchases to optimize:

- Packaging

- Marketing/Advertising

- Product Placement

- General Merchandising Strategy

METHODOLOGY

Keywords:

Oreo OR Oreos

We view social media as the largest data set of unsolicited consumer opinions and the only data set that provides "in the moment" in-store consumer decision context. Crimson Hexagon used our patented human-assisted, machine-learning ForSight™ platform to organize social media data to segment and understand the consumer conversation.

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CRIMSON HEXAGON

Crimson Hexagon, founded in 2007, is the leading provider of analysis software that delivers business intelligence from social media data for global corporations. Fast Company named Crimson Hexagon one of the Top 10 Most Innovative Companies on the Web. Powered by patented technology developed at Harvard University's Institute for Quantitative Social Science, the Crimson Hexagon ForSight™ platform delivers the industry's most comprehensive Big Data analysis capabilities for a variety of large-scale data sources. Clients include leading global organizations such as: Microsoft, Paramount Pictures, Starbucks, Simon & Schuster, Twitter, The United Nations, and many more. For more information go to: http://www.crimsonhexagon.com