



crimson hexagon

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Robinsons: Exploring Social Media response to the 'Pals' Advert

Crimson Hexagon analyzed thousands of social media posts relating to the May 2013 Robinsons 'Pals' advert (<http://www.youtube.com/watch?v=gVY220ECU2A>) to find out what topics of conversation were significant, and how people perceived the promotion. The data spanned a three week timeframe over the period when the advert was first shown on UK television, and covered data from Facebook and Twitter.

Positive Sentiment

- The majority (90% - see the chart on the right) of the conversation was positive, seeing the advert as 'sweet', 'adorable', 'cute'.
- Negative sentiment concentrated on the advert being 'weird' or even 'creepy'.

Topics Of Conversation

- Small, but significant, numbers of commenters discussed the 'clever' twist at the end of the advert, or made a point to praise fathers or reminisce about their own childhood.
- The emotional impact of the advert was a major aspect of the response, at 25% of the total, with many people admitting that it had made them cry.
- The 'topic wheel' shown to the right outlines the ways in which people mentioned the advert, and by extension the phrases and words they associate the Robinsons brand.

Next Steps

While more investigation is always recommended, to ask deeper/further questions...

- The advert was definitely well received: how can Robinsons use the positive sentiment on social networks to generate interactions and sales?
- Emotional concepts of childhood, friendship, and nostalgia worked well here, so how can they be expanded upon as part of Robinson's current brand strategy?
- Robinsons may need to avoid future promotions becoming seen as too 'sickly sweet' or increasing the 'weird' or 'creepy' opinions?

Output Screenshots

