

A close-up photograph of a bowl of vanilla ice cream. The ice cream is scooped and topped with several fresh blueberries and a few green mint leaves. The bowl is light-colored, and the background is a soft, out-of-focus teal color.

# Breyers®

Social Media Monitoring Gigi  
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October 14, 2019

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# RESEARCH OBJECTIVES



- 🍃 Critically evaluate how well the brand is using social media overtime.
- 🍃 Conduct a competitive analysis to assess how the brand is succeeding on social media compared to others in the industry.
- 🍃 Offer insights from social media conversations and draw conclusions.
- 🍃 Make strategic suggestions to what Breyers Ice Cream should be doing differently on social media platforms.

# RESEARCH QUESTIONS



-  What are people saying about competitors?
-  What motivates people to choose one brand over another?
-  How do they feel about the brand?

 What kinds of social media listening tools did you use to collect data?

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 Keyhole

 YouGov

 Google Trends

 Brand24

 Social Bakers

- 🍃 What kinds of data have you collected for the study?
- 🍃 Qualitative — we collected word clouds, tweets, articles, quotes, and mentions.
- 🍃 Quantitative — we collected percentages and numbers of mentions and sentiments.
- 🍃 Sentiment — we collected sentiments for Breyers and Ben & Jerry's, including overall sentiments and sentiments for specific posts that are positive, negative, and neutral.
- 🍃 Competitive — we collected data for Haagen Daz and Ben & Jerry's concerning sentiments, opinions, popularity, flavors, and mentions.

 What was the time frame of the data collected for the study?

We collected data from September 11, 2019 to October 11, 2019.

 What are people saying about competitors?

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QUALITATIVE

## What are people saying about competitors?



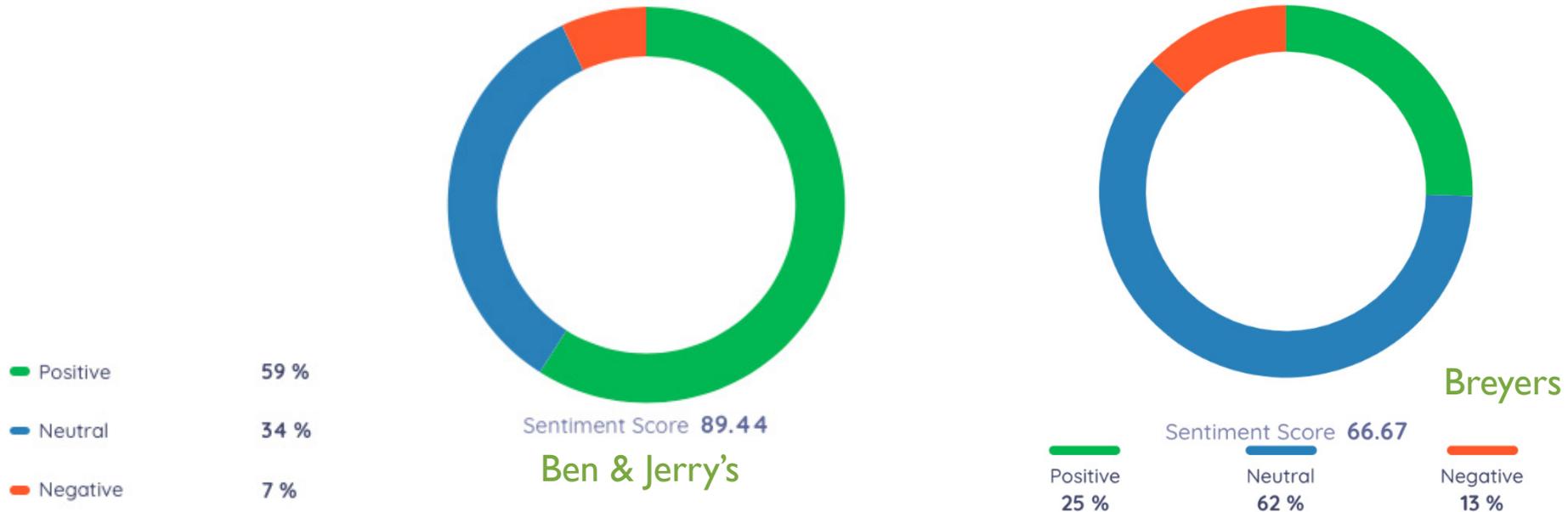
The following word cloud was extracted from Keyhole with content collected from October 7, 2019 to October 11, 2019. This analysis is to help us understand what people say about Breyers' competitors, specifically Ben & Jerry's. This word cloud demonstrates that the most common terms used among social postings are "best," "community," "change," "effort," and "believe," thus implying that Ben & Jerry's receives many positive remarks.

 What are people saying about competitors?

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# COMPETITIVE

## What are people saying about competitors?

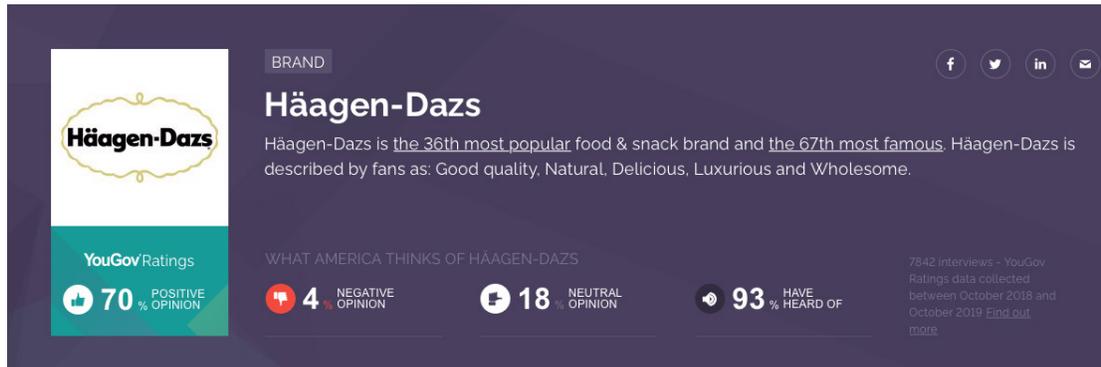


The above charts were extracted from Keyhole. They demonstrate the sentiment differences between Ben & Jerry's and Breyers from September 11, 2019 to October 11, 2019. As can be seen, Ben & Jerry's has a much more positive percentage than Breyers, and Breyers has gained more negative sentiments towards the brand. Moreover, Ben & Jerry's has an overall sentiment score of 89.44%, whereas Breyers has an overall sentiment score of 66.67%. This data conveys that users overall prefer Ben & Jerry's over Breyers.

## What are people saying about competitors?



The following dashboards were collected from YouGov, depicting the differences in opinion and popularity between Breyers Ice Cream and Haagen Daz. As can be seen, Haagen Daz is the 36th most popular food and snack brand, whereas Breyers is the 40th most popular. Breyers' has an overall higher negative opinion, but it is the 58th most famous brand, whereas Haagen Daz is the 67th most famous.



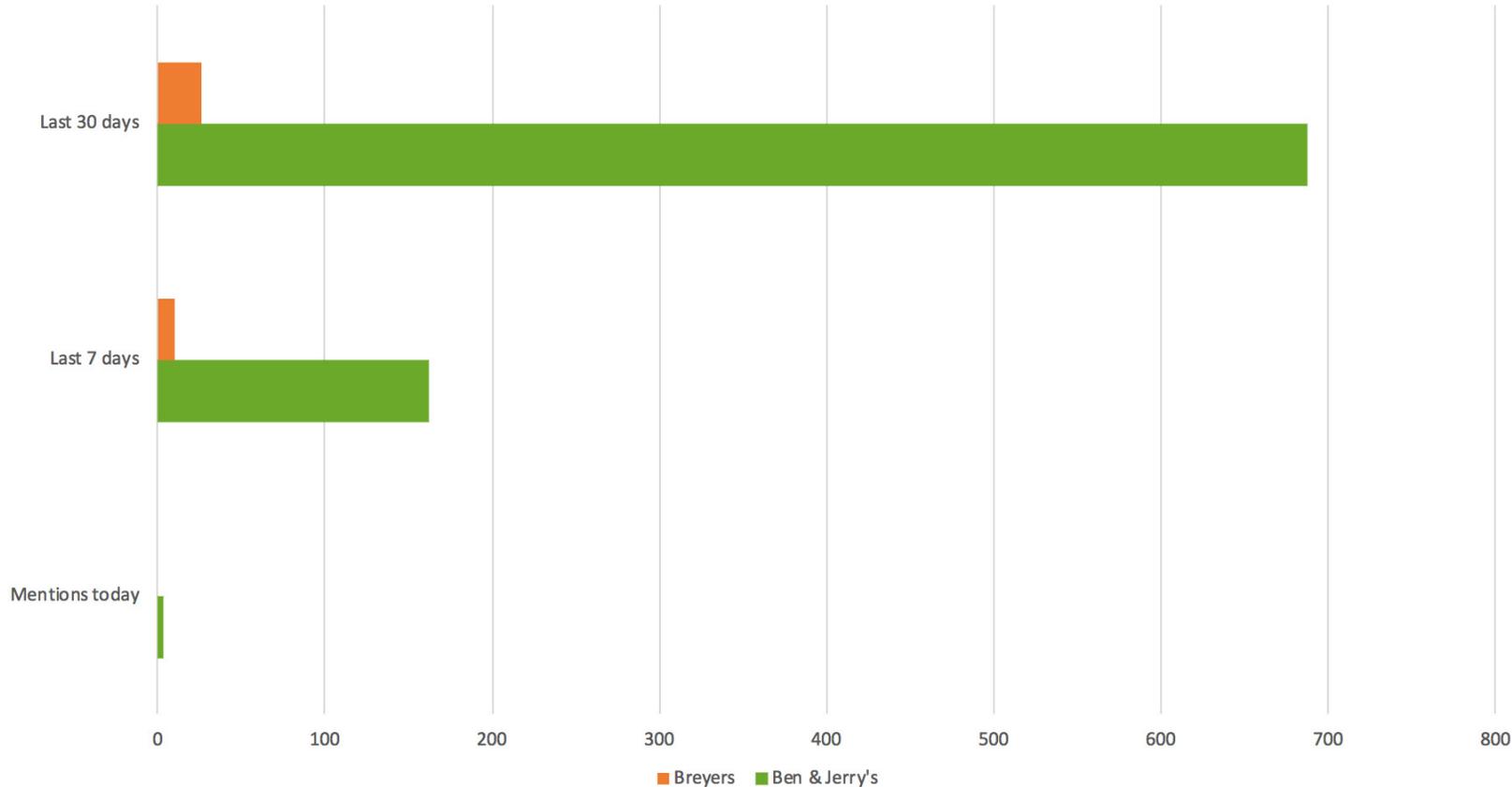
 What are people saying about competitors?

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QUANTITATIVE

## What are people saying about competitors?

Social Mentions of Breyers and Ben & Jerry's Within the Last 30 Days



The following graph was created using excel with content collected from Keyhole from September 11, 2019 to October 11, 2019. This data shows the number of mentions of Ben & Jerry's compared to Breyers. It is evident that Ben & Jerry's has a much more active social media presence with a promising number of reach and mentions. Breyers' has achieved less than 3% of mentions compared to Ben & Jerry's in the last 20 days. Please refer to the next slide for the actual number of mentions.

## What are people saying about competitors?

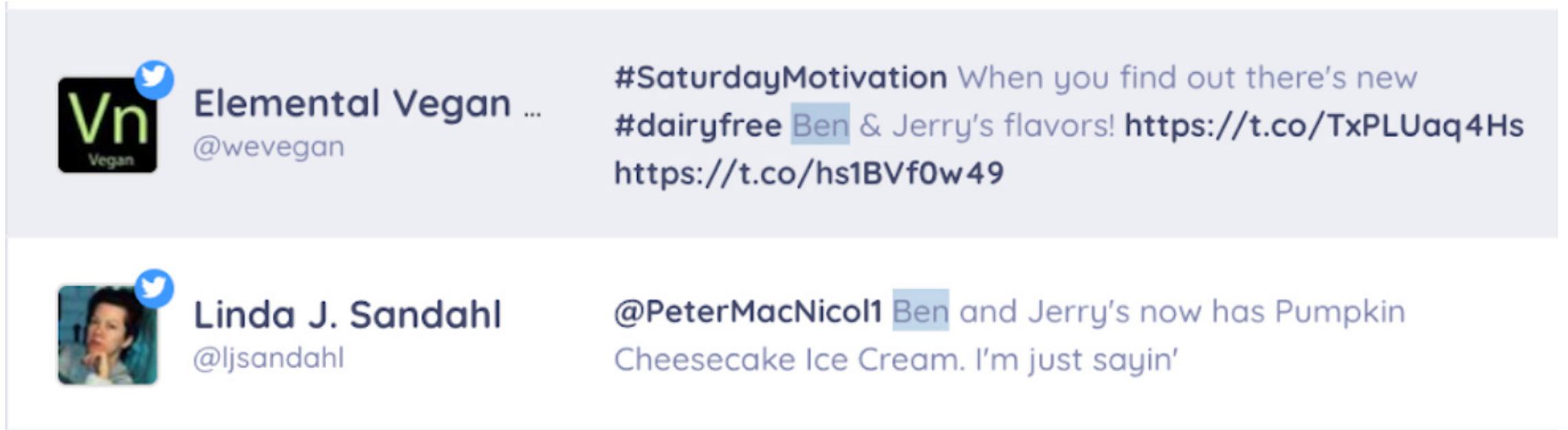
The dashboard below states the number of mentions of Ben & Jerry's and Breyers within the last 30 days. This content was collected from Keyhole. As seen below, Ben and Jerry's has received 687 mentions in the last 30 days, whereas Breyers' has only gained 26 mentions.

 <b>Ben and Jerry's</b>		 <b>Breyer's</b>	<b>X</b>
Mentions Today	<b>3</b>	Mentions Today	<b>0</b>
Last 7 Days	<b>162</b>	Last 7 Days	<b>10</b>
Last 30 Days	<b>687</b>	Last 30 Days	<b>26</b>

 What motivates people to choose one brand over the another?

QUALITATIVE

## What motivates people to choose one brand over the another?



The screenshot displays two tweets from a social media dashboard. The first tweet is from 'Elemental Vegan' (@wevegan) with a profile picture showing 'Vn Vegan'. The tweet text is: '#SaturdayMotivation When you find out there's new #dairyfree Ben & Jerry's flavors! <https://t.co/TxPLUaq4Hs> <https://t.co/hs1BVf0w49>'. The second tweet is from 'Linda J. Sandahl' (@ljsandahl) with a profile picture of a woman. The tweet text is: '@PeterMacNicol1 Ben and Jerry's now has Pumpkin Cheesecake Ice Cream. I'm just sayin''.

The above dashboard, extracted from Keyhole, demonstrates that flavor is one of the major driving forces for choosing a particular ice cream brand. Most posts, similar to the ones above, demonstrate that the flavor offered is a common differentiator that drives consumer purchase. In an increasingly health conscious world, consumers are looking for brands that will offer a sweet treat to fit people's dietary needs without comprising the flavor.

## What motivates people to choose one brand over the another?

**CNN** @CNN  
Follow

The maker of Ben & Jerry's and Dove has committed to cutting its use of new plastic in half by 2025. To get there, Unilever will offer more reusable and refillable packaging, sell more unwrapped product and use more recycled plastic in its packaging.

**Unilever pledges to slash its use of new plastic by nearly 4...**  
The maker of Ben & Jerry's and Dove has committed to halving its use of new plastic by 2025.  
cnn.com

5:01 AM - 12 Oct 2019

284 Retweets 2,064 Likes

40 284 2.1K

**Heather Mitts** @heathermitts · Oct 12  
Replying to @CNN  
Less plastic is always a win for the environment. Could they use less chemicals in their products as well?

**Michael Goodrich** @goodrich247 · Oct 12  
Replying to @CNN  
Thank you.

**Randy Rejer** @randythenonno · Oct 12  
Replying to @CNN  
Great

**Anna\_63** @Anna\_63 · Oct 12  
Replying to @CNN  
2025?

**Yogibarra** @ambrosia215 · Oct 12  
Replying to @CNN  
Too little too late unfortunately, but good try 😊

The following screen shots were taken from Keyhole, representing an article from CNN conveying that people are more happy with plans to cut out plastic usage with products to create a more environmentally friendly brand. This demonstrates that brands using product and packaging beneficial to the environment are more likely to increase followers and consumers than brands that do not.

 What motivates people to choose one brand over the another?

# COMPETITIVE

## What motivates people to choose one brand over the another?

Related queries 	Rising 			
1 ben and jerrys resist				Breakout
2 ben and jerrys cookie dough bites				Breakout
3 ben and jerrys cbd				Breakout 
4 ben and jerrys pecan resist				Breakout
5 ben and jerrys cbd ice cream				Breakout

< Showing 1-5 of 16 queries >

Related queries 	Rising 			
1 breyers carbsmart ice cream				Breakout
2 rebel ice cream				Breakout
3 viennetta				+400%
4 viennetta breyers				+300%
5 breyers viennetta ice cream				+200%

Related queries 	Rising 			
1 haagen dazs spirits				Breakout
2 haagen dazs spirits ice cream				Breakout
3 haagen dazs spirits flavors				Breakout
4 free cone day haagen dazs 2019				Breakout
5 haagen dazs irish cream brownie				Breakout

< Showing 1-5 of 25 queries >

The following dashboards present the most popular flavors on the rise among ice cream consumers. This data was collected from Google Trends, demonstrating the top trends in brand flavor. As can be seen, Haagen Daz and Ben and Jerry's have the most popular flavor on the rise, such as "Haagen Dazs Spirits," and "Ben and Jerry's Cookie Dough bites," whereas Breyers' flavors have the least popularity among consumers, since only "Breyers' Carbsmart Ice Cream," and "Breyers Viennetta Ice Cream" are on the rise.

 How do they feel about the brand?

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QUALITATIVE

## How do they feel about the brand?

The following report is generated from Brand24 with content collected from September 11, 2019 to October 11, 2019. We conducted this analysis to better understand the conversation among users who eat Breyers from Twitter and news posts. These users generally have overall positive sentiments towards Breyers, especially since terms such as “obsessed,” “delicious,” “like,” “helped,” and “better” were most commonly used.

Breyers | This report was generated using a trial account.

Date range: 11 Sep 2019 - 11 Oct 2019

### Quotes

<p> SazzTwtz  <a href="#">twitter.com</a> 2019-10-11 08:47</p> <p>@Rizz_Dizz I used to get this from one cashier who would feel the need to mention it whenever I bought a tub of that Breyers low cal ice-cream! Oh you must like these - you bought one last week! Susan, I am getting through TWO tubs of this a week. Pipe down.</p>	<p> jentdeese  <a href="#">twitter.com</a> 2019-10-11 08:41</p> <p>@owltastic get some Breyers vanilla ice cream and try eating about a 1/2cup before bed every night with a spoon of peanut butter on top for protein. It helped me a lot.</p>	<p>Politignition  <a href="#">twitter.com</a> 2019-10-11 08:15</p> <p>Breyers Has A New Peppermint Hot Chocolate Ice Cream So You Can Pretend It's Already Winter <a href="http://a.msn.com/06/en-us/AAHuu1?ocid=st">http://a.msn.com/06/en-us/AAHuu1?ocid=st</a></p>	<p> SubaruAmbMN  <a href="#">twitter.com</a> 2019-10-10 19:07</p> <p>This after dinner tweet brought to you by @subaru_usa and @Breyers! Talk about love! <a href="https://t.co/2wUgrxxl0v">https://t.co/2wUgrxxl0v</a></p>
<p> bshafer13  <a href="#">twitter.com</a> 2019-10-10 20:59</p> <p>Breyers Released A New Peppermint Hot Chocolate Ice Cream And Were Already Obsessed <a href="http://dlsh.it/prCbbVP">http://dlsh.it/prCbbVP</a></p>	<p> divas20  <a href="#">twitter.com</a> 2019-10-10 19:16</p> <p>Breyers Released A New Peppermint Hot Chocolate Ice Cream And Were Already Obsessed <a href="http://dlsh.it/prCbbVP">http://dlsh.it/prCbbVP</a></p>	<p> saidaapa04  <a href="#">twitter.com</a> 2019-10-10 17:34</p> <p>Breyers home is literally 8 min away from this calimesa fire. Please God keep them safe! ☹️</p>	<p> _savannahw_  <a href="#">twitter.com</a> 2019-10-10 19:06</p> <p>Breyers Released A New Peppermint Hot Chocolate Ice Cream And Were Already Obsessed <a href="http://dlsh.it/prCbbVP">http://dlsh.it/prCbbVP</a></p>
<p> Plant Based Ice Cream Market would g;  <a href="#">hitechnewsdaily.com</a> 2019-10-10 12:45</p> <p>White Wave Foods Company (So Delicious Dairy Free), KLEINS ICE CREAM, Wink Frozen Desserts, BOOJA-BOOJA, Unilever(Breyers), and</p>	<p> cmlucien  <a href="#">twitter.com</a> 2019-10-10 13:13</p> <p>Im home alone with half a razzleberry pie and a carton of Breyers vanilla. What could possibly go wrong?</p>	<p> musiqnote1  <a href="#">twitter.com</a> 2019-10-10 18:44</p> <p>Breyers Has A New Peppermint Hot Chocolate Ice Cream So You Can Pretend It's Already Winter <a href="https://www.delish.com/food-news/g29108926/holiday-food-and-drinks-to-buy/?utm_medium=social-media&amp;utm_campaign=socialflowFBDEL&amp;utm_source=facebook">https://www.delish.com/food-news/g29108926/holiday-food-and-drinks-to-buy/?utm_medium=social-media&amp;utm_campaign=socialflowFBDEL&amp;utm_source=facebook</a></p>	

## How do they feel about the brand?

The following report is generated from Key Hole with content collected from October 7, 2019 to October 11, 2019. We conducted this analysis to better understand the issues users have about Breyers from multiple social media posts. These users generally have overall negative sentiments towards Breyers. They mostly have issues with the product itself, especially tubs containing no chocolate chips or those that are half empty.

(Keyhole, 2019)

reddit: the front page of the inter...  
reddit.com

ok but seriously Breyers fucking SUCKS I hate it, it exists to steal unwary shoppers money because they think high price = good quality... Maybe that's why I didn't like ice cream much as a kid and...

Domain Rank 33 United States  
Sentiment 🟡 Oct 10, 2019 10:19 PM

Co  
@CoNumba3

I love Blue Bell but I cheated on them and bought Breyers Oreo Chips Ahoy mixed ice cream and listen this shit is fire

Engagement 0  
Sentiment 🟡 Oct 8, 2019 10:11 AM



Downtown81  
@Downtown81

@Breyers Opened up mint chocolate chip but it had no chocolate chip. Tastes minty but that's about it :/  
#Wheresthechip  
<https://t.co/XiOr1rkmvH>

Engagement 0  
Sentiment 🟡 Oct 7, 2019 9:29 PM

MannyB29  
@B29Manny

@KingJaylen14 @JustChillingDom @rakurai\_network Unpopular opinion Best ice cream is either a cheap one that u know is good Or an expensive one Ive had some shitty \$5 dollar gallon ice cream and...

Engagement 0  
Sentiment 🟡 Oct 7, 2019 9:28 AM



jen  
@ijhjmoss

@Breyers this is so sad... my Star Wars ice cream is only 10% dark side 😞  
#where'sthechocolate  
#Equalopportunityicecream  
<https://t.co/741YQj30Yn>

Engagement 0 United States  
Sentiment 🟡 Oct 9, 2019 7:48 PM



Connor Lakey  
@connorlakey97

@Breyers @Morrisons bought two tubs of your ice cream £5 each! Open them both, one just over half full and the other brimmed as you can see. I'm a regular customer and this isn't good...

Engagement 8  
Sentiment 🟡 Oct 10, 2019 3:08 PM

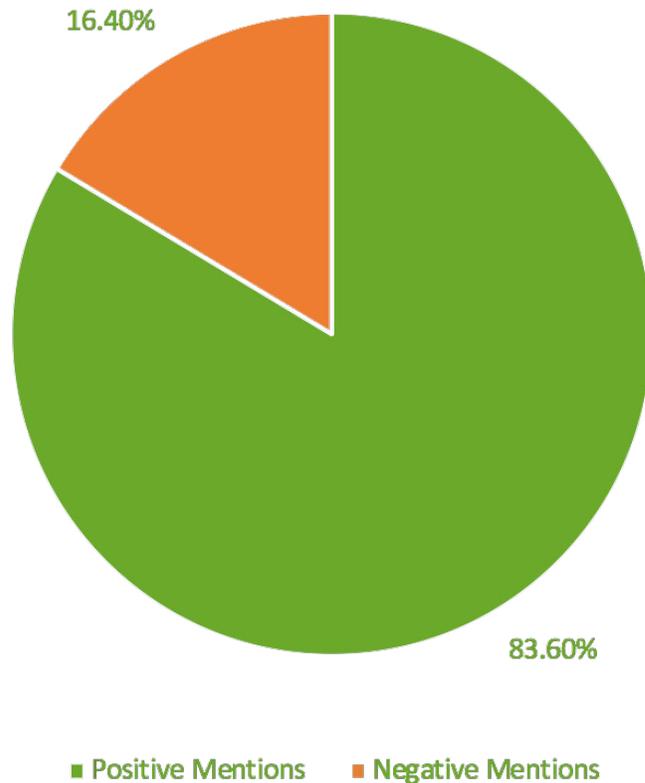
 How do they feel about the brand?

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QUANTITATIVE

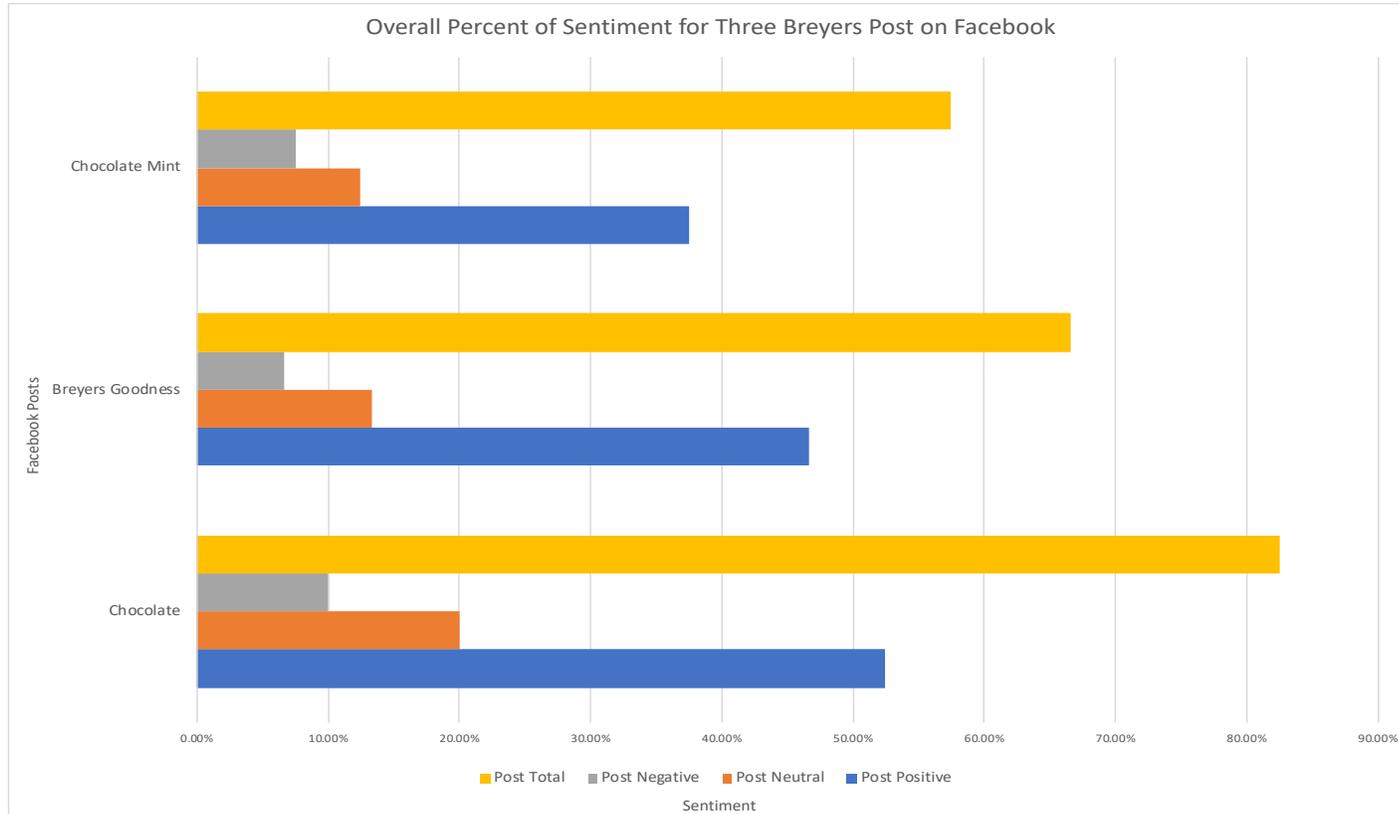
## How do they feel about the brand?

Percent of Positive and Negative Sentiments of "Breyers" from September 11 to October 11, 2019



The following pie chart depicts the overall percentage of sentiments towards Breyers from September 11, 2019 to October 11, 2019. This data was collected from Brand24 and the chart was created using excel. This pie chart shows that 83.6% of all mentions in the last 30 days were positive, and 16.4% were negative. There were a total of 314 mentions. 153 of those were positive, and 30 were negative.

## How do they feel about the brand?



The following bar graph shows the overall percent of sentiments from comments on three separate Facebook posts by Breyers. On each post, most of the comments posted are positive, followed by neutral, and then negative. More specifically, the “Chocolate Mint” post was 30% positive, “Breyers Goodness” was 46% positive, and the “Chocolate” post was 52.50% positive. This data was collected from Social Bakers and put in a bar graph using excel. Please refer to the next slide for individual post sentiments.

Please note: we were only able to access a limited number of comments on Social Bakers’ free trial, so the percentages do not add up to 100%.

# RESULTS



## How do they feel about the brand?

As previously mentioned, “Chocolate” post generated the most positive sentiment, followed by the “Chocolate Mint” post and the “Breyers Goodness” post respectively.

1 Breyers Facebook /breyers Monday 09/30/2019 2:17 PM UTC -04:00

Who else thinks a scoop of chocolate ice cream instantly makes Monday better?

Sentiment Summary

Positive	21
Negative	4
Neutral	8

203 Interactions 158 Reactions 40 Comments 5 Shares 0.32 Interactions per 1k Fans

Post Labels (0) Details

Chocolate post

4 Breyers Facebook /breyers Friday 09/20/2019 5:00 PM UTC -04:00

Are our specks showing #breyersgoodness

Sentiment Summary

Positive	7
Negative	1
Neutral	2

108 Interactions 90 Reactions 15 Comments 3 Shares 0.17 Interactions per 1k Fans

Post Labels (0) Details

Breyers Goodness post

3 Breyers Facebook /breyers Wednesday 09/18/2019 3:08 PM UTC -04:00

What's the coolest thing about hump day? Treating yourself to Mint Chocolate Chip ice cream, of course. #BreyersGoodness

Sentiment Summary

Positive	15
Negative	3
Neutral	5

142 Interactions 97 Reactions 40 Comments 5 Shares 0.23 Interactions per 1k Fans

Post Labels (0) Details

Chocolate Mint post



The data collected from the social listening tools demonstrate that ice cream consumers favor Ben & Jerry's over Breyers. On social media, users tend to share more positive sentiments for Breyers' competitors and express greater interest in Haagen Daz than Breyers. Also, these users value the assortment of flavors that Ben & Jerry's and Haagen Daz have to offer, and use these flavors as a driving force for their purchasing decisions. Not only do consumers care about the flavors offered, but it is important to them to choose brands that are committed to the health of the environment. Finally, many consumers have expressed positive sentiments towards Breyers Ice cream, but those who have shown a distaste for Breyers most commonly complain about the lack of care in the ice cream and its packaging.

# STRATEGIC RECOMMENDATIONS



-  Breyers should consider positioning its social media presence as a family-oriented and fun brand to achieve more positive sentiments on social media.
-  Breyers should insert itself as a brand on social media conversations as “a perfect snack with many flavors to satisfy your health-conscious mind and sweet tooth.”
-  Breyers should create more interactive content on social media to engage its following base and increase the brand’s mention and following rates on social media.
-  Breyers should create more advertising towards unusual, fun flavors such as cookies & cream, and less on the traditional flavors like chocolate.
-  Breyers should respond to social media complaints by demonstrating to the consumer that they care about producing high-quality ice cream and will take action to resolve the initial complaint.