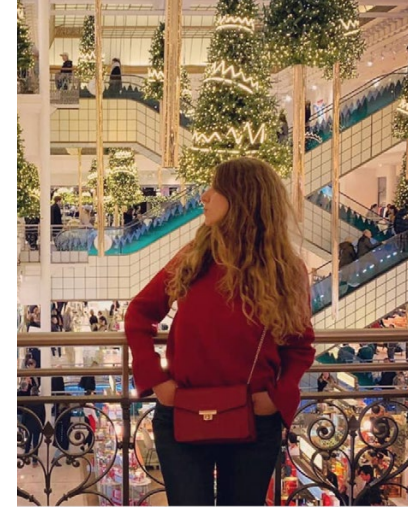




SOCIAL MEDIA REPORT 2020: RETAIL INDUSTRY

NETBASE
QUID



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PREFACE

Today's consumer is only one tweet, Facebook post or Insta story away from telling the world how their experience was with a brand and using their opinion to influence the purchasing decisions of others. This opinion rich data represents a unique opportunity for brands to leverage customer experience insights in near real-time to capitalize on consumers wants, needs, desires and frustrations. These insights, a true crowd-sourced focus group at your fingertips, offer businesses unique opportunities for improvement, product innovation, and the chance to engage, interact and learn from customers in ways they never had before.

Why does customer experience matter? Why does engagement matter? Why should a company listen to how consumers feel about their brands? Quite simply, consumers have choices. Consider how many bad product reviews a person has to read before they exit the product page before looking for an alternative with good reviews. If the reviews are highly positive, consider how much faster a purchase is made. The digital landscape has only given buyers more choices than ever- and their pocket books support their emotional connection to a brand. People feel good about supporting brands they connect with and share this sentiment with their circle of influence. Social data is the new word of mouth marketing—the opportunity for a brand lies in the ability to learn from this data.

While social data represents the voice of the consumer, the news media narrative shapes the perception of your brand. Understanding whether the media's perception of your brand is accurate is the first step in understanding public perception.

This report seeks to uncover what can be gleaned from this data—what makes people love brands versus liking them? What turns them off? How does the news media portray your brand to the public? What lessons can be learned looking retrospectively at a years' worth of social and news data to understand emerging trends in the ever-changing landscape of retail; with each retail category having its own unique set of challenges competing in a dynamic digital landscape.

SCOPE OF THE REPORT

Unlike the Mad Men era of advertisers and brands creating ads to target their consumers, the consumer is the new author of today's brand story with shoppable Instagram stories, YouTube vloggers linking to their favorite products and Reddit users going deep into the attributes of what they love or hate about a brand or product.

We'll also take a dive into what news stories are dominating the headlines to see what narratives come through in news versus social, and vice versa to get a holistic understanding of these brands including the voice of the consumer in social and the voice of journalists and editorial content in news to see how the topics differ based on the channel. This market intelligence helps brands understand the pull through in social from news to inform their messaging strategy and tone, giving readers a better understanding of the entire media market starting with top tier news sources like Forbes and down to the consumer opinion sharing insight on their social network of choice.

This report is going to dive into the moments that drive consumers to interact with a brand. What makes some brands loved versus liked? What causes people to talk passionately about some brands and not others? What attributes fueled their shopping experience? What kind of moments or experiences garnered intense feelings, whether positive or negative, towards a brand?

The NetBase Quid Market Intelligence platform makes it very easy to look granularly at a brand and their competitors across a broad spectrum of categories to quickly identify trends and identify key performance indicators, adding a layer of understanding that goes deeper than just sentiment. This enables the data to quickly tell us where some brands are knocking it out of the park in relation to KPIs like customer service, price, quality, trust and value, where others show clear room for improvement—all intelligence brands can use to their advantage.

EXECUTIVE SUMMARY:

ATHLETIC: While Nike, Adidas and Converse snag the largest share of voice across the Athletic retail category, Asics wins in sentiment as runners love their sneakers, while they gain exposure and street cred with their influencer and designer collaborations.

BIG BOX: Target and Walmart have the highest share of voice in this category, but Tractor Supply rises to the top with its high net sentiment, happy customers, and a bespoke shopping experience where you can bring your dog with you.

CLOTHING: Zara, Victoria's Secret and H&M get the most mentions in this category, but Patagonia has the highest net sentiment and passion intensity, with the conversation shared among product and climate change discussion.

DEPARTMENT STORES: Marks & Spencer and Nordstrom had the most conversation in the category, but Le Bon Marché gets the highest sentiment, as a Paris shopping destination and beacon for fashion influence.

ECOMMERCE: While Rakuten, Amazon and Etsy are the behemoths occupying the conversation, Magnolia Market is highest in sentiment as it's eCommerce presence benefits in the excitement of their brick and mortar location, which is a growing destination and source of tourism for the city of Waco, Texas.

GROCERY: Kroger, Trader Joe's and Whole foods have the largest share of voice, but Publix has the highest net sentiment, as consumers express love for their subs, fried chicken and cakes and in the news the narrative is around how Publix is awarded Forbes' best places to work award for the 21st year in a row.

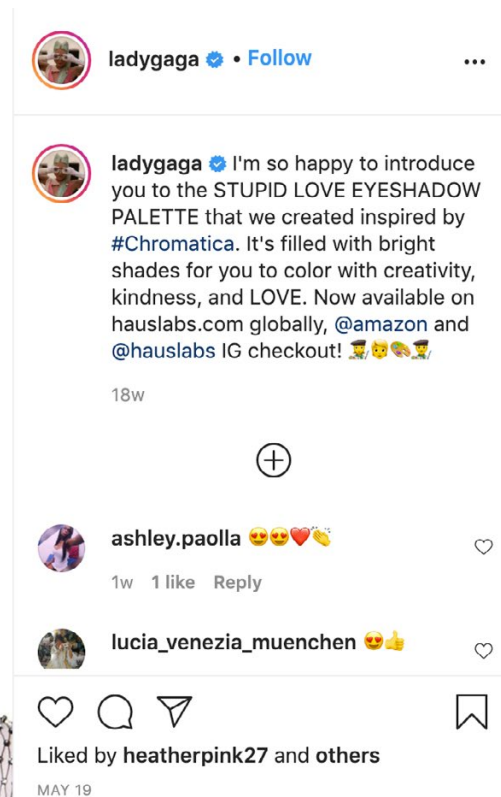
LUXURY: Gucci and Chanel get the most mentions but Dior has the highest net sentiment, with consumers expressing love for their makeup and behind the scenes fashion show glimpses, and The Dior exhibition breaks a record for the most attended event in Museum history at London's V&A Museum.

TOP 5 AT A GLANCE:

Brand	Category	Social Rank	Mentions (Total)	Posts (Total)	Potential Impressions	Net Sentiment	Total Engagements
Amazon	eCommerce	1	26,223,358	22,882,053	1,738,007,370,163	75%	53,667,840
Louis Vuitton	Luxury	2	4,528,073	4,275,493	386,247,774,545	81%	132,769,856
Etsy	eCommerce	3	32,474,111	30,205,824	163,689,823,754	76%	28,002,101
H&M	Clothing	4	10,458,220	10,209,840	156,757,676,733	76%	99,146,173
Chanel	Luxury	5	10,955,667	10,387,954	125,447,343,975	70%	192,548,239

TOP 5 INSIGHTS

AMAZON



Amazon comes in at #1 on this year's list, with their most popular post on social from Lady Gaga, who announced her eyeshadow launch available on Amazon and Haus Labs, giving Amazon over 1.2M impressions with this post.

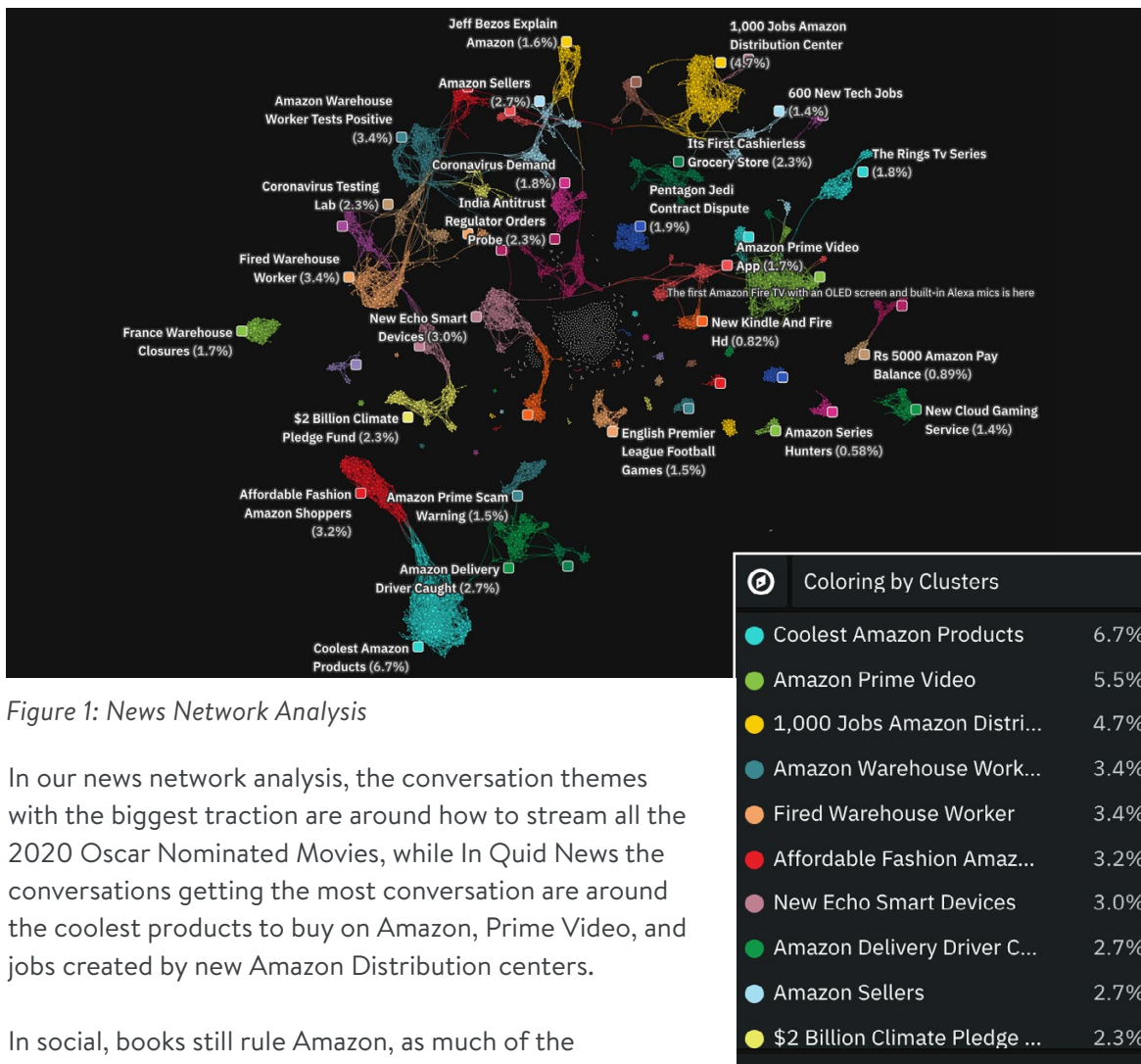


Figure 1: News Network Analysis

In our news network analysis, the conversation themes with the biggest traction are around how to stream all the 2020 Oscar Nominated Movies, while In Quid News the conversations getting the most conversation are around the coolest products to buy on Amazon, Prime Video, and jobs created by new Amazon Distribution centers.

In social, books still rule Amazon, as much of the conversation is about best sellers and authors.

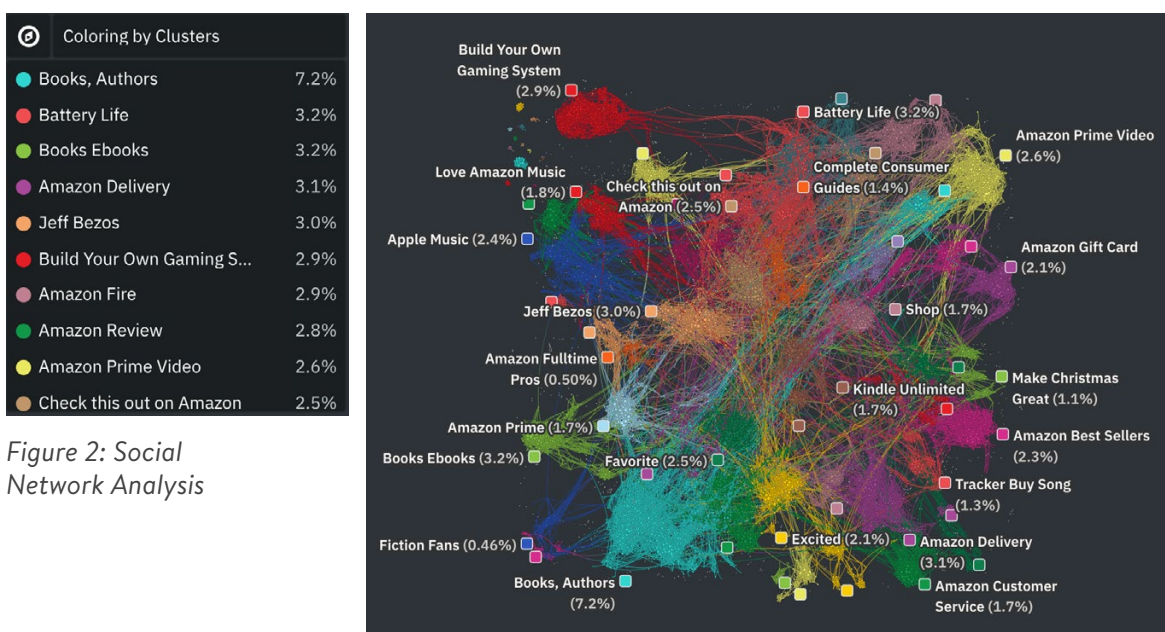


Figure 2: Social Network Analysis

LOUIS VUITTON



Louis Vuitton makes it to #2 in this year's report, with their most popular post on social announcing their new flagship store, the #LVMidosuji opening in Japan, designed by architect JunAoki, getting 1M likes on their post.

The article getting the most engagements includes a mention of Louis Vuitton ribbon cutting ceremony in Alvarado, Texas where their products will be made in the US.

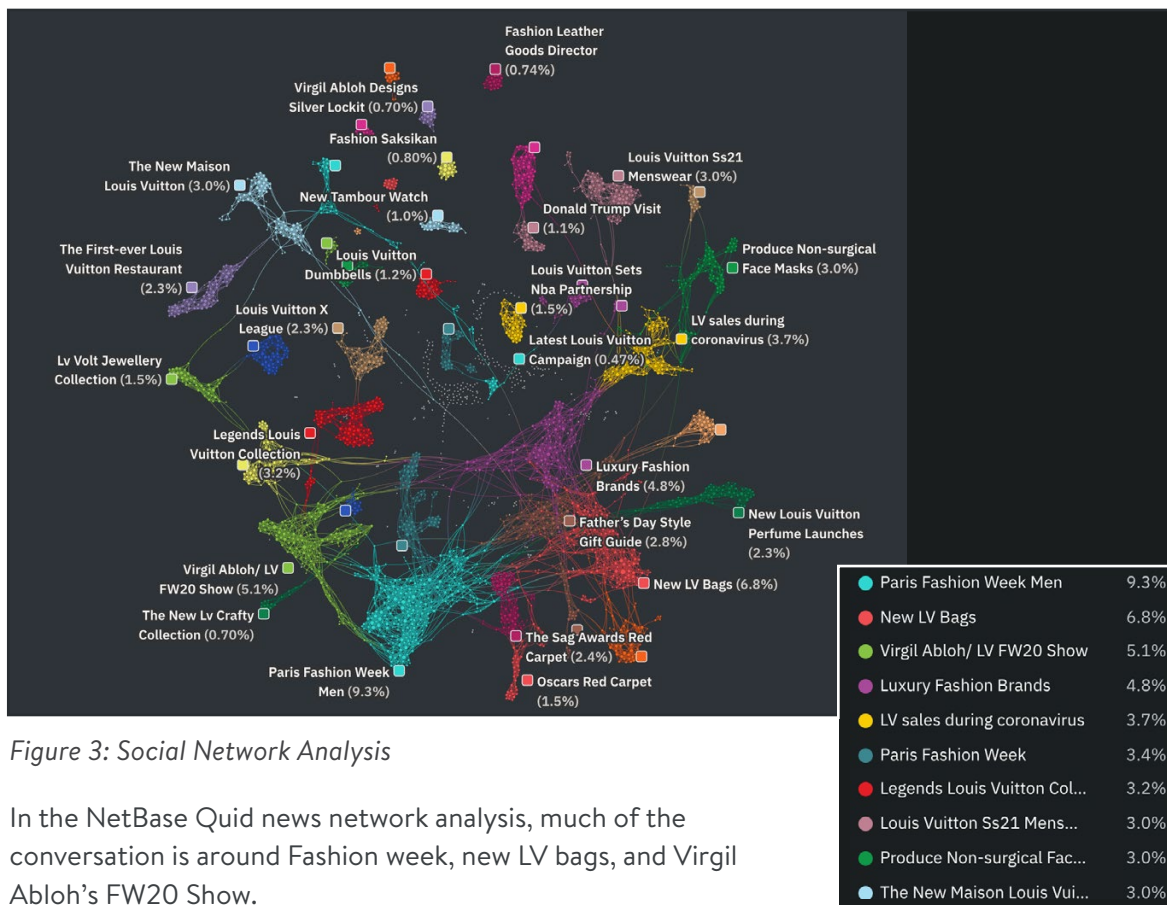
Trump was concluding a long day in Texas in which he raised \$5.5 million for his re-election campaign and the Republican National Committee at two events.

He also cut the ribbon on a Louis Vuitton factory in Alvarado, Texas, where workers will produce the high-end fashion products made famous by the French company.

"Louis Vuitton, a name I know well - cost me a lot of money over the years," said Trump.

Former US Representative Beto O'Rourke, a Democratic presidential candidate from Texas who is lagging in the polls, staged a competing event in Grand Prairie, Texas, featuring performances by Lil' Keke, Cure for Paranoia and NuFolk Rebel Alliance.

Australian Associated Press



louisvuitton • Follow

louisvuitton Fusing two worlds. #VirgilAbloh invited Japanese designer @NIGO to revisit #LouisVuitton's iconic codes on leather goods, footwear, accessories, and more. See the full LV² Collection via link in bio.

12w

w_eez_y Do you all still have these available ? 4w Reply

sunilverma.44 Price 4w Reply

Liked by missarahglover and others

JUNE 26

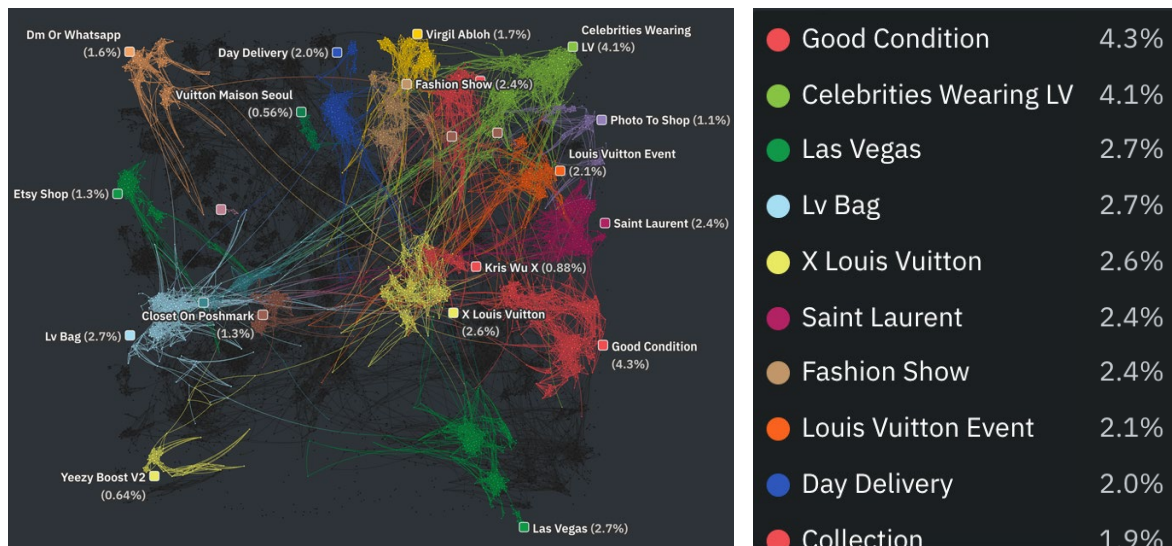


Figure 4: Social Network Analysis

In social, much of the news is around resale of LV goods, celebrities wearing LV, Fashion Week News and collaborations.

ETSY

Etsy benefits as a place to find unique goods as supply doesn't always keep up with demand in mainstream channels like Amazon, while also offering small business owners the opportunity to sell their wares, launching them to #3 on this year's list.

In social, the post with the most engagements involves an Australian "influencer" who says her shorts are Vintage, inspiring her next clothing line, when in actuality she bought them from a retailer on Etsy, gleaming over 75k likes.

Influencer throws her team under the bus after getting called out for copying an Etsy seller

Danielle Bernstein was in the process of reproducing what she claimed were vintage shorts, but an Australian Etsy shop owner's receipts tell a different story.



artgarmentsau
Sydney, Australia
★★★★★ (1,378)
Bestseller
Pre Order // Cotton / Linen Simple Earthy
Gold Yellow Elastic High Waist Flared
Leg Minimal Shorts



weworewhat Woke up to so many DMs about these shorts that I threw on to get to my shoot yesterday, they're vintage gym shorts from the 90s and I'm already remaking them for my brand! I randomly love really them too and am always inspired by vintage pieces I've collected over the years!

diet_prada • Follow

diet_prada On July 15, Danielle Bernstein aka @weworewhat posted a picture wearing a pair of simple marigold shorts. "Woke up to so many DMs about these shorts... they're vintage gym shorts from the 90s and I'm already remaking them for my brand!" the influencer said, adding that she always finds inspiration in the vintage pieces she collects.

But Australian Etsy shop @artgarmentsau's receipts tell a different story. Since 2011, Grace Corby has been collecting vintage and selling curated finds online. "I hand source, shoot, edit and upload, measure & describe, hand wrap & post each piece myself.... it's a labour of love and never ends." Grace Corby said.

Liked by alisaysdance and others

JULY 30

Add a comment... Post

Entertainment

Don't Worry, You'll Soon Be Able to Buy Baby Yoda Merchandise

MOST POPULAR

- 1 'Heartbreaking': Richwoods coach Doug Goessman dies at 51
Sep 21 at 4:01 PM
- 2 'He was the chosen one': Mr. Everything from Spalding's 1969 hoops team is gone
Sep 19 at 4:00 AM
- 3 Pritzker says no to high school football despite Illinois being a leader



▲ HIDE CAPTION

The Mandalorian | Photo Credits: Disney+

The article getting the most engagements relates to Baby Yoda merchandise, which is also evident in Quid News, showing face masks, Baby Yoda Merch and crafting during Quarantining as major topics of conversation.

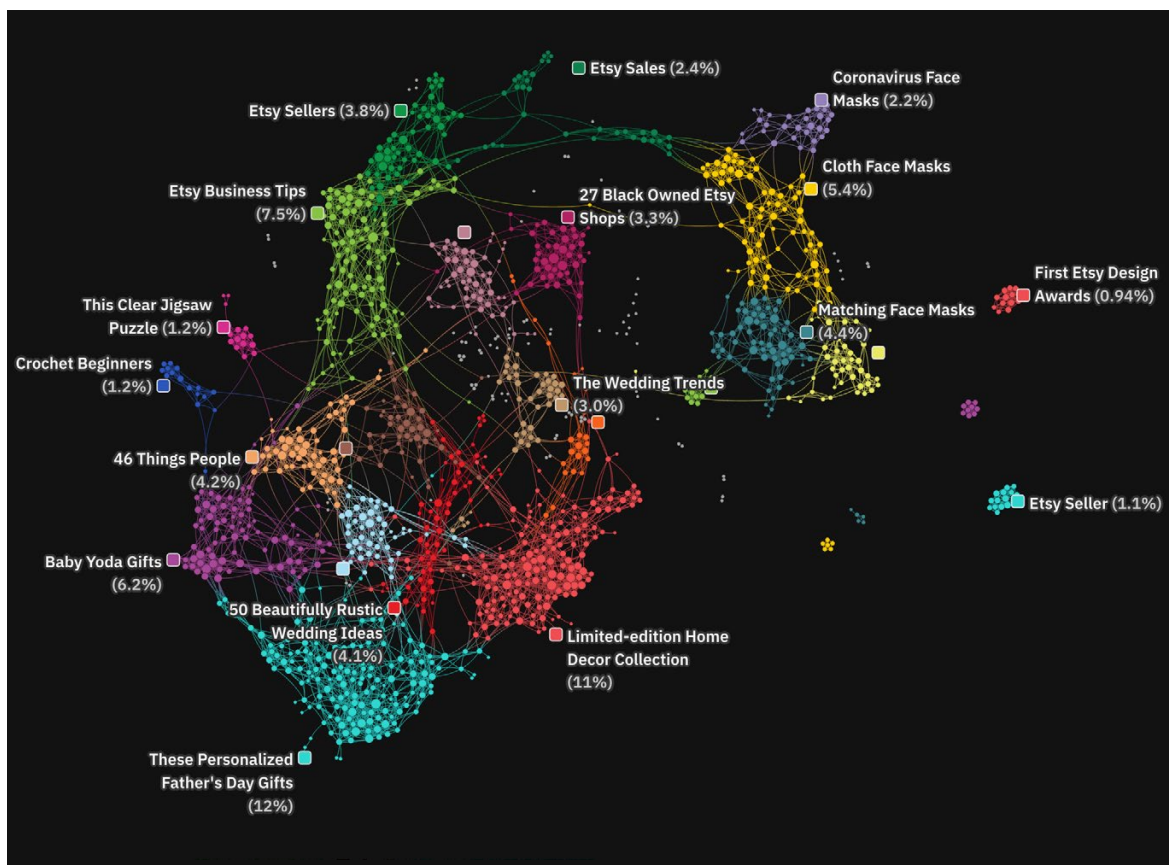


Figure 5: News Network Analysis

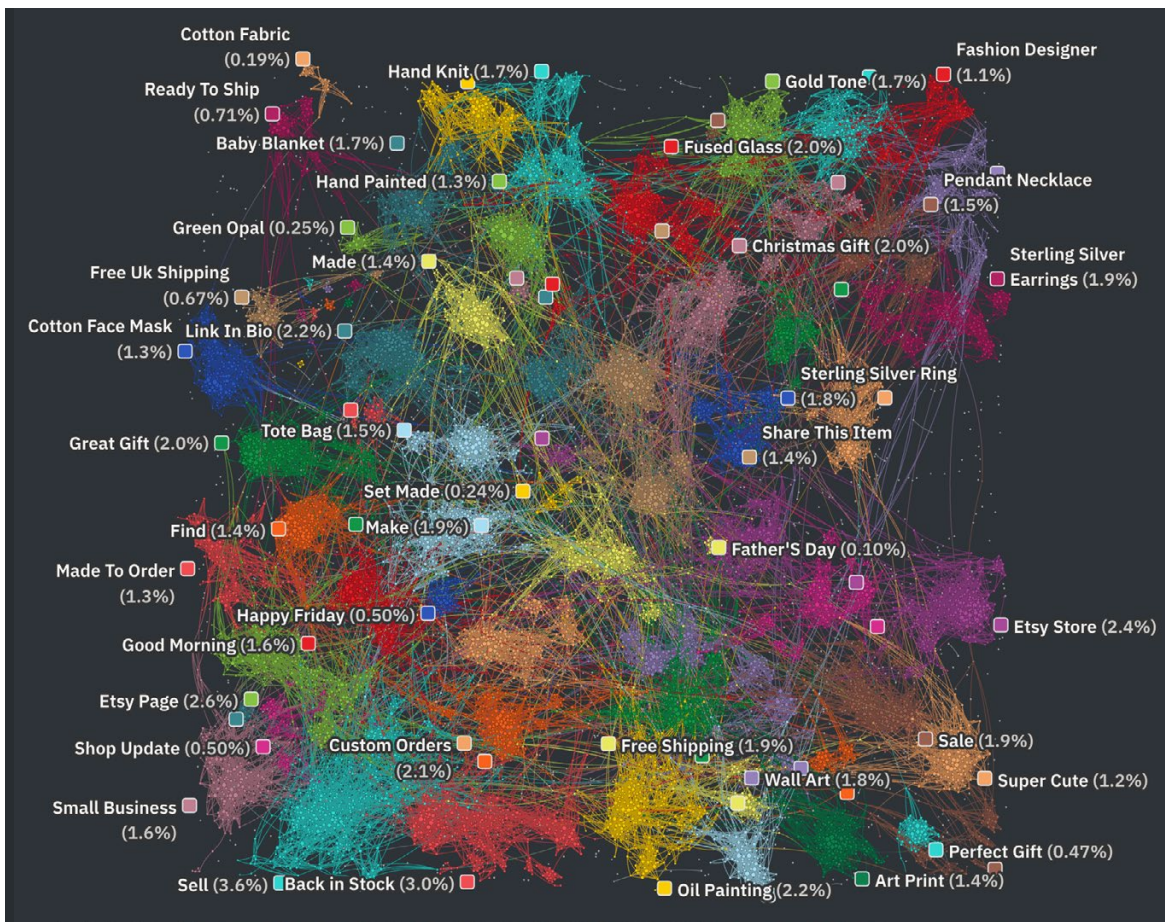


Figure 6: Social Network Analysis

In our analysis social networks prove to be the perfect place for small business owners to market their unique offerings.

Sign in

[Christmas](#)
[Jewellery & Accessories](#)
[Clothing & Shoes](#)
[Home & Living](#)
[Wedding & Party](#)
[Toys & Entertainment](#)
[Art & Collectibles](#)
[Craft Supplies](#)
[Gifts](#)

Find things you'll love. Support independent sellers. Only on Etsy.

Everyday finds

Face masks →

Shelving →

Gift Ideas →

Outdoor & garden →

Self-care →

Craft kits →

Unique everything
We have millions of one-of-a-kind items, so you can find whatever you need (or really, really want).

Independent sellers
Buy directly from someone who put their heart and soul into making something special.

Secure shopping
We use best-in-class technology to protect your transactions.



H&M



It's hard to have Kardashians not show up in a report that involves social media, and Kris and Kendall make an appearance in this one as Kris Jenner's post sharing Kendal Jenner's appearance wearing Giambattista Valli Paris collab with H&M gets 538k likes on Instagram.

MONEY

Coronavirus store closures, changes: See which retailers are closed or changing hours

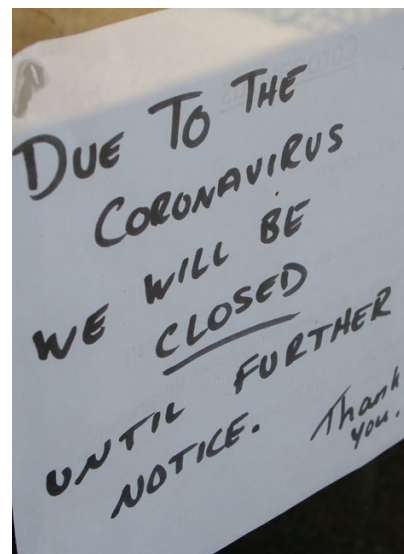
Kelly Tyko USA TODAY

Published 5:58 p.m. CT Mar. 17, 2020 | Updated 2:58 a.m. CT Mar. 19, 2020

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Coronavirus closes many store giants including Apple, Macy's and Nike



The articles discussing store closings, including H&M, get the most engagements.

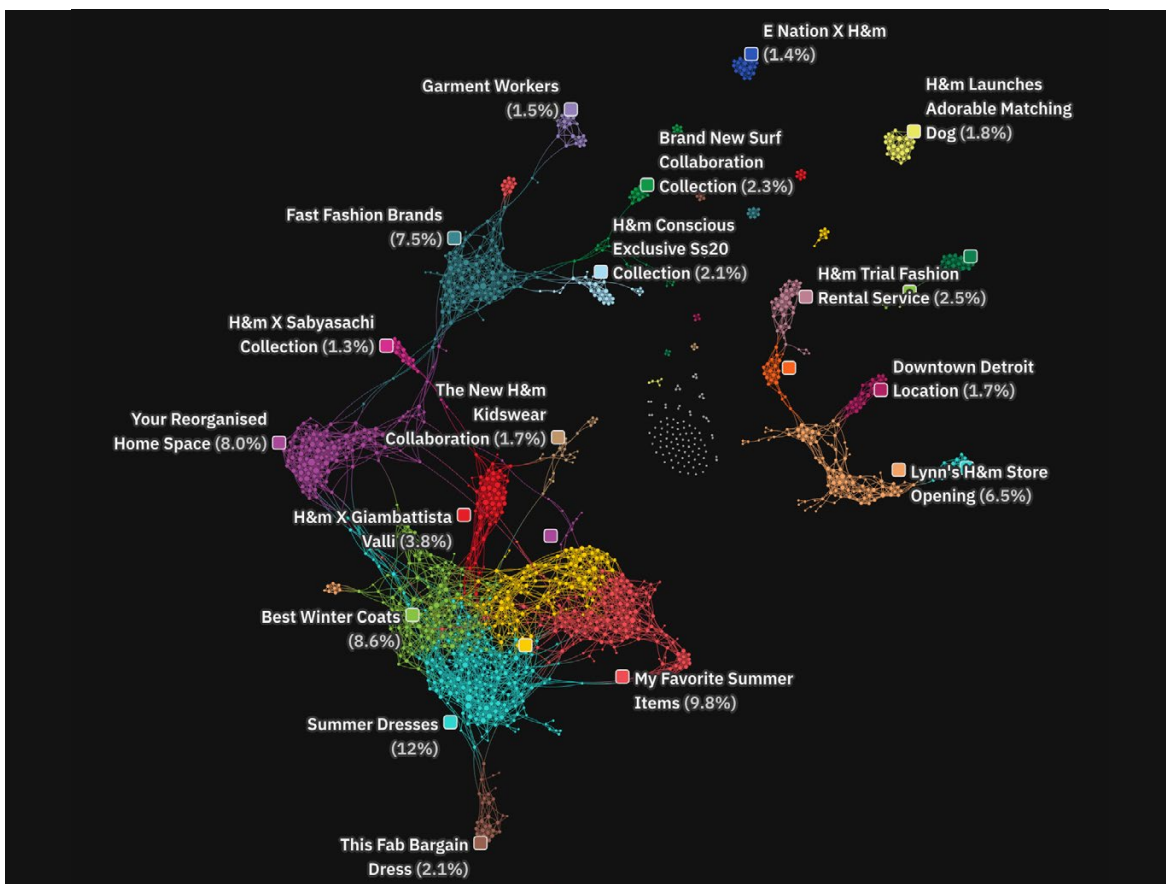


Figure 7: News Network Analysis

In the news network analysis, much of the social conversation topics center around best clothing finds from H&M and their many collaborations.

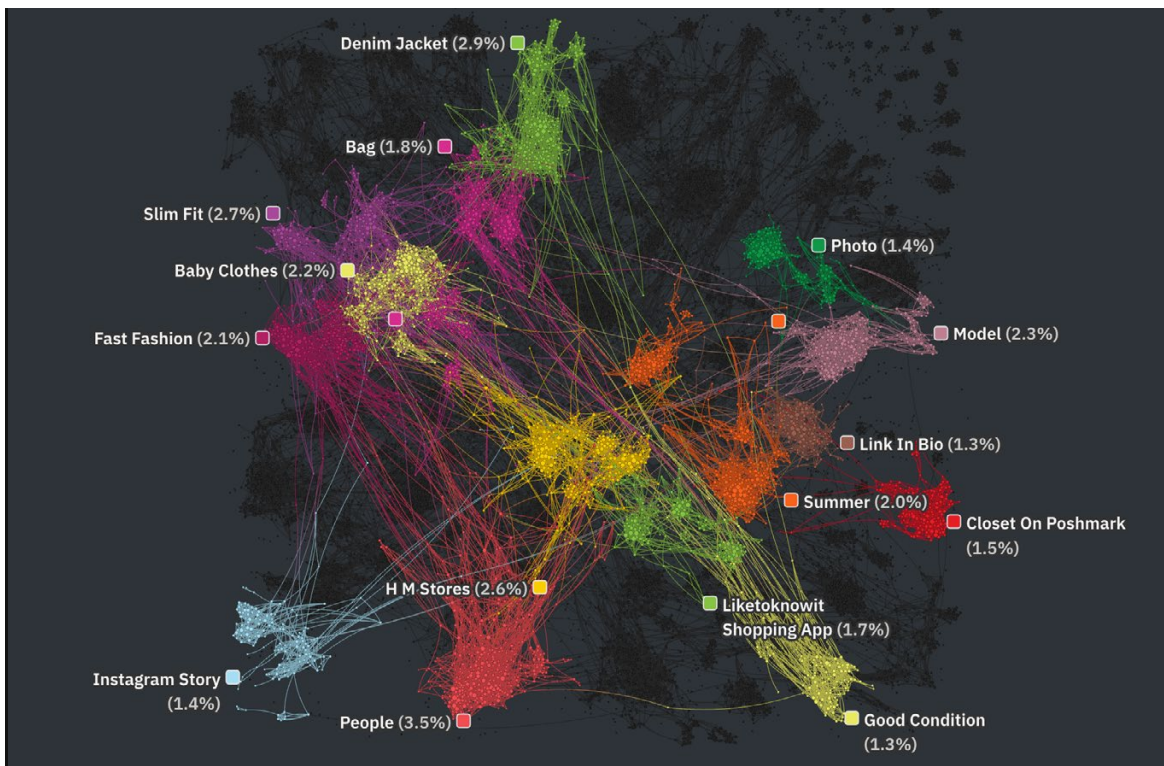


Figure 8: Social Network Analysis

In our social network analysis, core themes of the conversation are people sharing their outfits on their channels and monetizing them on places like “like to know”, in addition to selling them on consignment on Poshmark.

CHANEL





robe_fleurie • Follow

...

#chanel #jennie #blackpink

5w

5w Reply

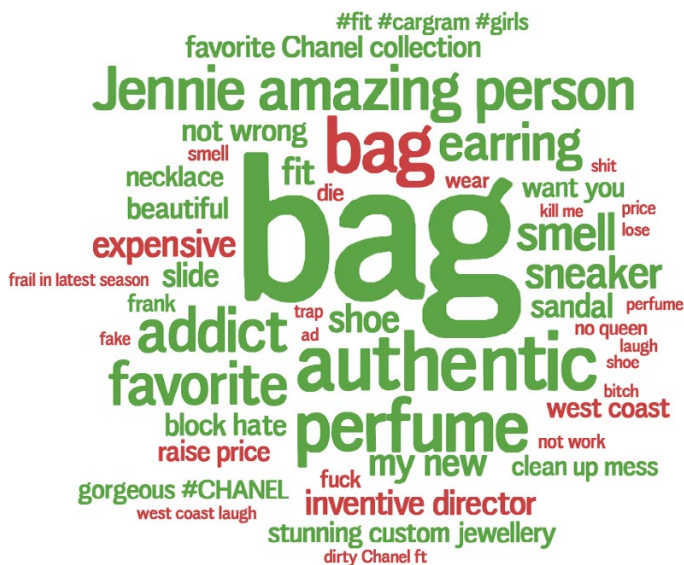
5w Reply

— View replies (1)



Liked by dal_geurim.1 and others

AUGUST 16



Chanel's most popular post is with Cardi B sharing a photo wearing vintage Chanel paired with a Birkin bag, getting 3m likes, meanwhile in the Attributes and People cloud Jennie from K-Pop band Black pink gets over 33k mentions.

NATIONAL NEWS

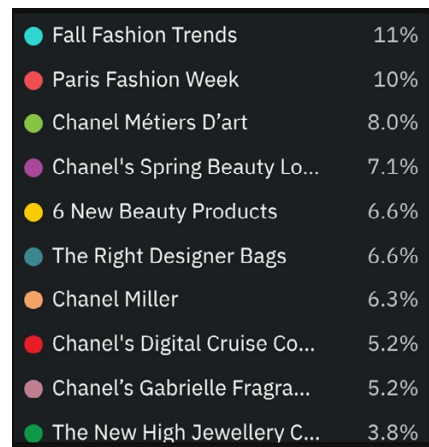
Final goodbye: Recalling influential people who died in 2019



FILE - In this Aug. 7, 2019, file photo, Rep. Elijah Cummings, D-Md., speaks during a luncheon at the National Press Club in Washington. Cummings died from complications of longtime health challenges, his office said in a statement on Oct. 17, 2019. (AP Photo/Patrick Semansky, File)

Karl Lagerfeld, 85. Chanel's iconic couturier whose accomplished designs and trademark white ponytail, high starched collars and dark enigmatic glasses dominated high fashion for the past 50 years. Feb. 19.

One of the news posts with most engagement is related to famous people who passed away this year, including Karl Lagerfeld, one of Chanel's most famous designers.



Coloring by Clusters	
People	4.0%
Flap Bag	3.9%
Chanel Makeup	3.5%
Makeup Artist	3.1%
Chanel Coco Mademoiselle	3.0%
Fashion Show	3.0%
Coco Chanel	2.5%
Chanel Bags	2.4%
Beautiful	2.3%

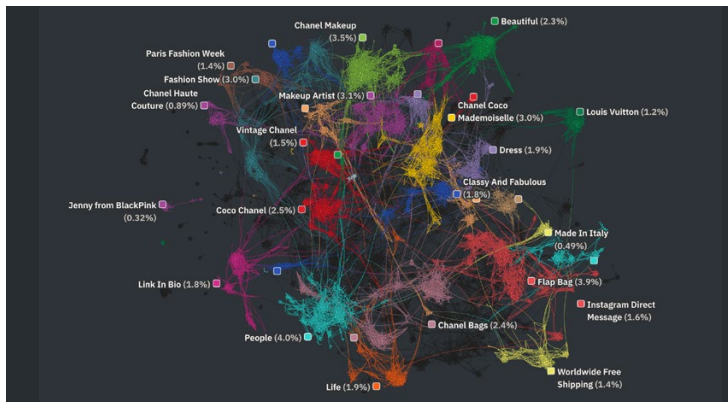


Figure 10: Social Network Analysis

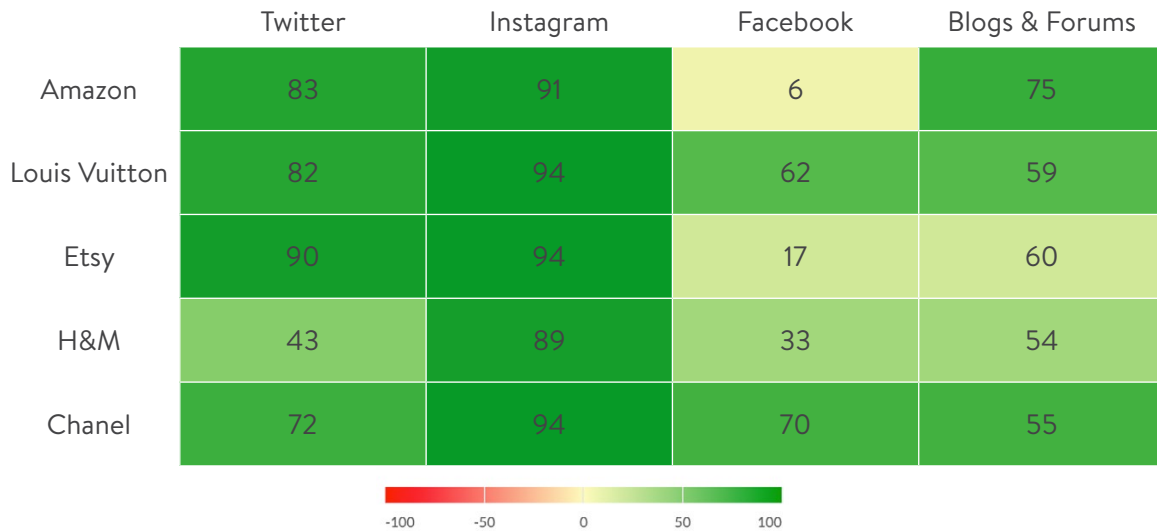
The news conversation trends around fall fashion trends, Paris Fashion week, and beauty products, while social conversation is around celebrities wearing Chanel, their flap bag, makeup and sharing makeup looks.

TOP TERMS ACROSS LEXISNEXIS NEWS

Amazon	Amazon Prime	61,251
	available	39,385
	out	38,027
	Prime Video	31,040
	buy	29,698
Louis Vuitton_	brands	5,079
	LVMH	4,714
	wearing	2,262
	show	2,245
	stores	2,189
Etsy	selling	4,135
	online	2,866
	masks	2,781
	Shop	2,730
	sellers	2,053
H&M_	stores	5,458
	retailer	3,070
	brands	2,957
	closed	2,358
	sales	2,007
Chanel_	show	3,917
	brands	3,721
	Coco Chanel	2,951
	wearing	2,948
	Louis Vuitton	2,860

NetBase Quid makes it easy to see which topics are trending for different brands across different data sets.

SENTIMENT BY SOCIAL NETWORK



Understanding sentiment across various social networks can identify issues and can help inform strategy for different social channels.

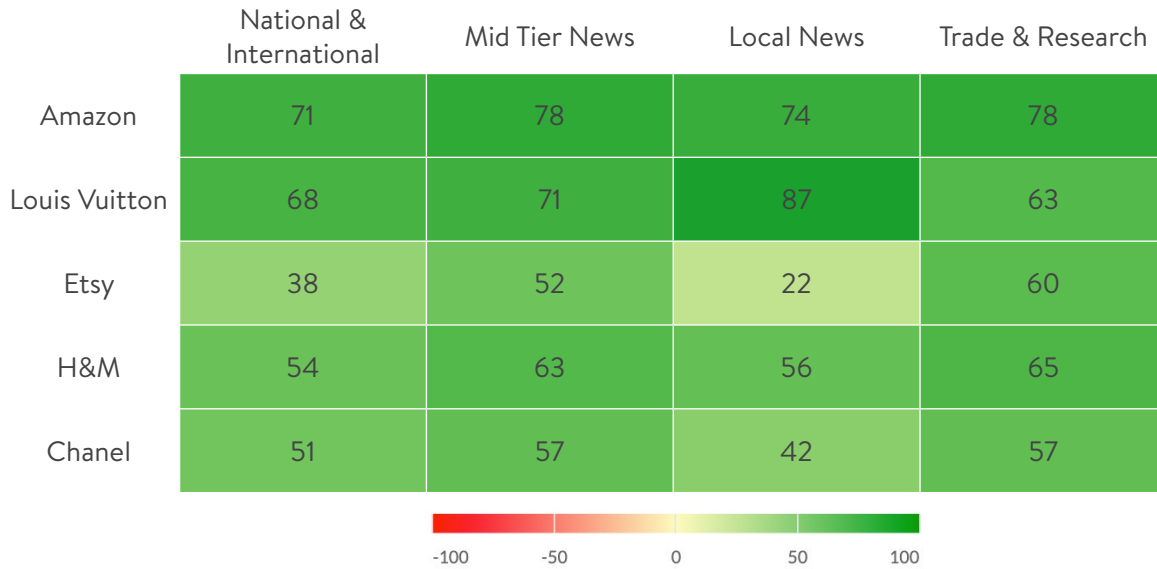
SENTIMENT BY KPI



Looking at sentiment by theme or KPI makes it easy to identify areas where there is risk and room for improvement with your brand and competitors. H&M trends negatively for trust, giving indicator there may be room for improvement according to consumers.

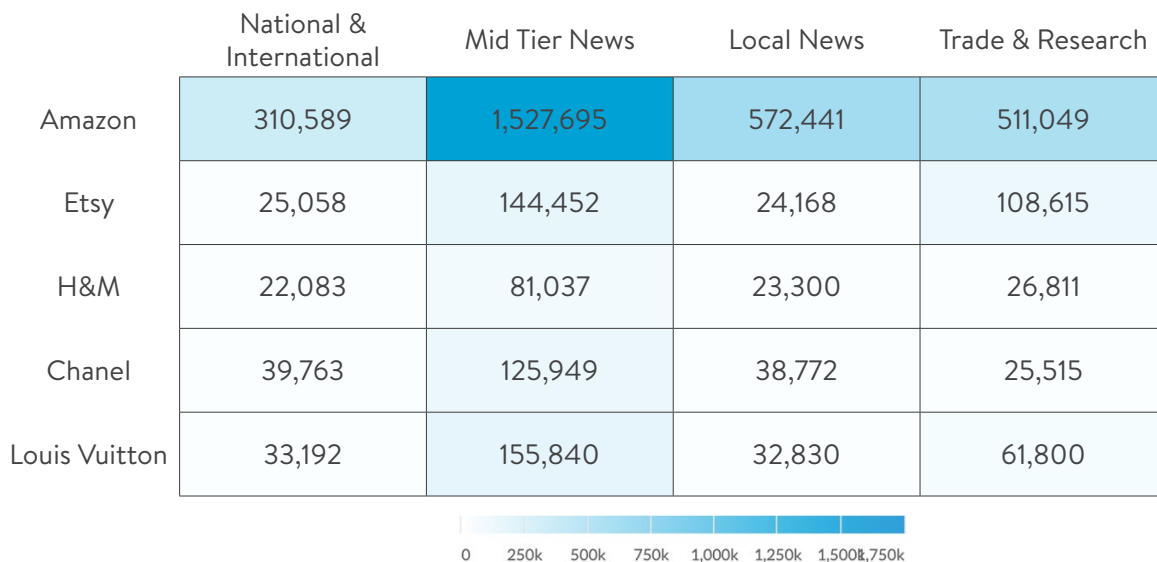


SENTIMENT ACROSS LEXISNEXIS NEWS TYPES



Using the Crosstab makes it easy to identify where sentiment is highest across brands and news source types.

SHARE OF VOICE BY NEWS SOURCE TYPE



Understanding Sentiment (top) and Share of Voice Across sources can help pin point risk and identify opportunities.



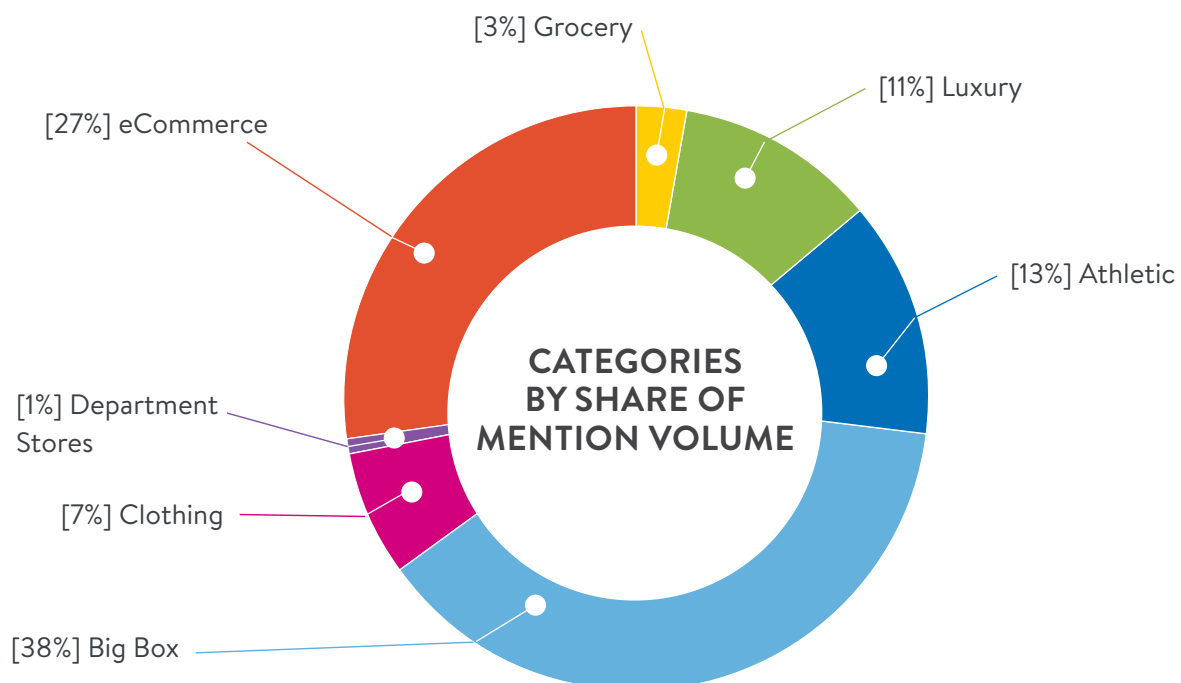
METHODOLOGY:

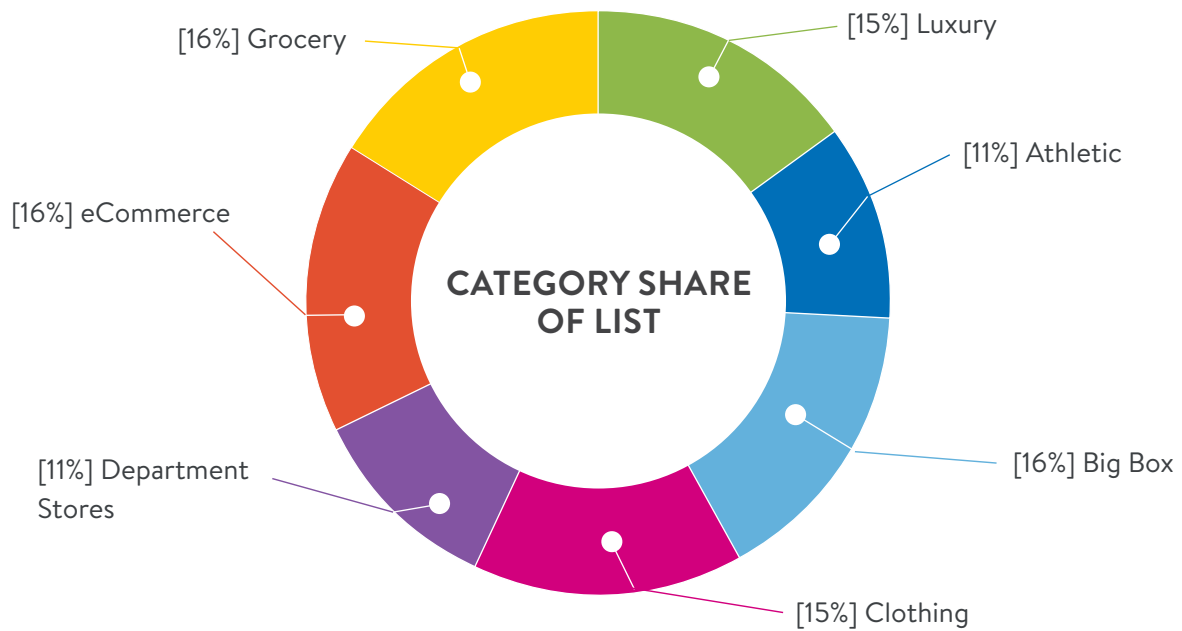
Our analysis of brand performance looked at mentions, posts, impressions, sentiment and engagements, then given a cumulative social rank. Given that retail is a vast and diverse category, we opted for a selection of specific representative global brands across multiple retail categories rather than an exhaustive list. This allows for retail industry comparisons focusing on the 365 days leading up to September 1, 2020. The analysis was English-language only but country agnostic. Given the origin of retail stores discussed, however, the majority of conversation occurred in the USA. The following report examines top trends and overall performance of selected retail stores as discussed across social channels and news sources from LexisNexis. Our analysis focused on an assortment of top retail brands, represented by 7 categories across the following 7 “aisles”: athletic, big box, clothing, department stores, e-commerce, grocery and luxury.

SUMMARY METRICS

Dates: September 1, 2019–September 1, 2020

Sources: Social Data (Instagram, Facebook, Twitter, forums, consumer and professional review sites, online news) + LexisNexis News





AVERAGE NET SENTIMENT PER CATEGORY

Luxury 68



eCommerce 64



Grocery 55



Clothing 52



Athletic 50



Department Store 48



Big Box 38



Luxury, followed by e-commerce lead in sentiment of all the categories.

NET SENTIMENT:

Net Sentiment is a score that expresses a ratio of positive to negative sentiment about a brand or topic, ranging from +100 to -100. A score of 100 means that all opinions of a brand are positive, a score of -100 would mean that all opinions of a brand or topic category are negative. One can get a better understanding of sentiment of a brand when comparing to brands in their competitive set, for example, industries such as telecom always have lower sentiment than brands in the beauty category which trends much higher in sentiment. However, sentiment alone doesn't paint the entire picture about a brand; Passion Intensity can help a better understand how passionately people feel about a brand.

RANKING OF RETAIL BRANDS

Brand	Category	Social Rank	Mentions	Posts	Potential Impressions	Net Sentiment	Engagements
Amazon	eCommerce	1	26,223,358	22,882,053	1,738,007,370,163	75%	53,667,840
Louis Vuitton	Luxury	2	4,528,073	4,275,493	386,247,774,545	81%	132,769,856
Etsy	eCommerce	3	32,474,111	30,205,824	163,689,823,754	76%	28,002,101
H&M	Clothing	4	10,458,220	10,209,840	156,757,676,733	76%	99,146,173
Chanel	Luxury	5	10,955,667	10,387,954	125,447,343,975	70%	192,548,239
Adidas	Athletic	6	10,695,934	9,903,238	172,482,848,768	63%	259,760,252
Gucci	Luxury	7	12,100,453	11,720,735	115,952,921,959	54%	164,085,975
Target	Big Box	8	89,631,400	76,432,591	1,363,301,266,597	40%	111,329,867
Prada	Luxury	9	6,482,101	6,240,342	110,629,515,639	64%	71,125,445
Nike	Athletic	10	27,006,269	24,975,092	316,065,054,094	42%	482,970,368
Burberry	Luxury	11	1,824,280	1,697,529	208,162,258,422	82%	70,922,553
Rakuten	eCommerce	12	49,323,100	32,706,850	680,276,600,650	63%	2,941,450
TJX Retail	Big Box	13	12,593,857	11,488,220	219,051,441,534	48%	50,629,233
ZARA	Clothing	14	4,946,189	4,462,042	92,708,071,923	54%	140,242,403
Walmart	Big Box	15	28,461,592	25,008,979	880,020,141,075	9%	54,074,832
Converse	Athletic	16	6,324,137	6,055,792	47,552,330,691	54%	68,142,632
Puma	Athletic	17	3,753,459	3,487,186	59,996,913,926	53%	72,034,496
Victoria's Secret	Clothing	18	3,346,939	2,851,964	329,971,538,206	27%	158,578,671
eBay	eCommerce	19	3,344,935	3,110,549	50,068,851,258	77%	5,702,633
IKEA	Big Box	20	4,728,636	4,150,149	112,945,567,459	44%	22,714,536
Best Buy	Big Box	21	4,061,168	3,418,208	130,393,161,309	54%	3,384,645
Dior	Luxury	22	615,382	583,992	48,378,154,987	92%	110,293,913
Cartier	Luxury	23	1,819,402	1,739,512	14,080,574,616	88%	21,421,893

Brand	Category	Social Rank	Mentions	Posts	Potential Impressions	Net Sentiment	Engagements
Costco	Big Box	24	5,386,003	4,752,299	256,510,268,515	35%	6,278,253
Lowe's	Big Box	25	3,321,225	2,597,638	97,646,460,486	58%	3,442,434
Kohl's	Big Box	26	1,272,219	1,046,854	153,365,483,142	57%	10,709,636
Nordstrom	Department Store	27	1,196,604	931,845	60,776,039,4114	62%	20,821,631
Rolex	Luxury	28	2,416,135	2,163,382	26,903,260,007	52%	29,075,157
REI	Athletic	29	1,816,836	1,736,831	39,059,612,862	56%	11,252,802
Walgreens	Big Box	30	2,126,449	1,864,183	61,679,934,874	53%	5,731,620
Coach	Luxury	31	1,706,196	1,425,883	32,952,663,511	56%	12,871,710
American Eagle	Clothing	32	1,517,945	1,262,857	11,132,825,607	68%	33,321,734
Under Armour Retail	Athletic	33	1,323,376	1,146,027	37,705,491,558	50%	88,178,406
Lululemon	Clothing	34	1,272,467	996,544	32,986,893,488	61%	17,497,165
The Home Depot	Big Box	35	5,400,904	4,293,113	82,212,217,573	8%	5,894,839
Trader Joe's	Grocery	36	2,419,311	2,222,090	32,799,263,068	42%	19,756,661
Marks and Spencer	Clothing	37	1,652,054	1,537,987	111,813,826,518	44%	7,607,082
Whole Foods	Grocery	38	1,243,433	1,090,351	35,350,198,188	51%	22,348,187
Primark	Clothing	39	967,285	900,474	39,052,387,878	49%	50,141,398
Tiffany & Co	Luxury	40	404,769	346,987	21,216,780,579	80%	25,333,818
Oakley	Athletic	41	1,337,102	1,251,836	13,173,759,804	64%	6,293,746
Patagonia	Clothing	42	754,373	663,421	14,953,409,401	76%	12,326,263
CVS	Big Box	43	3,150,615	2,768,313	58,868,255,860	33%	2,819,037
Hermes	Luxury	44	2,246,234	1,908,804	24,529,750,905	22%	18,086,067
Casper	eCommerce	45	3,746,814	3,605,410	31,353,051,076	40%	2,294,087
Kroger	Grocery	46	2,474,405	2,147,696	57,360,069,758	33%	2,640,445
Footlocker	Clothing	47	1,687,608	1,632,486	37,777,189,918	34%	9,191,907
The North Face	Clothing	48	740,606	637,192	11,222,448,030	76%	11,151,677

Brand	Category	Social Rank	Mentions	Posts	Potential Impressions	Net Sentiment	Engagements
Reebok	Athletic	49	1,170,813	1,030,851	17,839,986,022	47%	24,237,751
QVC	eCommerce	50	910,082	798,349	43,777,112,238	45%	9,042,802
Urban Outfitters	Clothing	51	1,080,959	984,445	24,094,236,931	22%	70,982,311
Forever 21	Clothing	52	251,260	212,349	42,440,519,293	53%	41,454,052
Macy's	Department Store	53	442,044	345,896	101,491,625,527	39%	12,349,422
Lidl	Grocery	54	1,207,758	1,150,222	23,991,109,463	53%	1,301,052
Asics	Athletic	55	464,543	399,376	6,722,730,071	80%	4,179,505
Banana Republic	Clothing	56	1,347,894	1,108,568	25,511,335,315	34%	2,869,799
Waitrose	Grocery	57	978,106	910,840	21,930,634,619	53%	1,884,295
Tesco	Grocery	58	502,391	474,419	18,475,153,552	73%	844,483
Tractor Supply	Big Box	59	173,210	123,171	100,524,531,866	66%	1,057,805
Pottery Barn	Department Store	60	266,903	234,743	8,093,003,555	65%	8,989,887
Kate Spade	Luxury	61	275,286	183,224	1,699,857,241	84%	5,599,178
Tory Burch	Luxury	62	119,842	93,449	7,830,710,479	83%	10,533,477
Bloomingdale's	Department Store	63	293,109	266,081	7,465,038,727	72%	2,867,786
Sam's Club	Big Box	64	653,821	578,278	18,590,148,310	47%	1,397,509
Meijer	Grocery	65	480,361	409,502	13,321,849,644	62%	792,468
Zappos	eCommerce	66	293,360	238,894	27,862,372,462	59%	741,101
Abercrombie & Fitch	Clothing	67	181,982	128,079	14,372,172,910	53%	14,978,301
Wayfair	eCommerce	68	755,063	669,186	34,862,365,903	0%	1,226,116
Zalando	eCommerce	69	96,590	70,630	2,668,967,898	76%	6,671,011
JC Penney	Department Store	70	255,805	170,711	40,522,612,297	22%	3,827,336
Saks Fifth Avenue	Department Store	71	445,299	397,964	10,682,629,881	40%	5,505,715
Dollar General	Big Box	72	919,335	809,657	16,620,935,897	14%	810,748

Brand	Category	Social Rank	Mentions	Posts	Potential Impressions	Net Sentiment	Engagements
Groupon	eCommerce	73	502,227	416,441	15,018,223,554	48%	208,897
Warby Parker	eCommerce	74	145,353	126,250	2,940,478,994	78%	970,476
Wegmans	Grocery	75	412,328	370,995	6,616,129,683	54%	732,652
Safeway	Grocery	76	771,111	669,169	13,396,382,678	24%	632,691
Overstock.com	eCommerce	77	167,771	137,064	2,622,543,244	79%	639,270
Publix	Grocery	78	141,095	128,868	2,605,954,240	85%	266,174
Edeka	Grocery	79	241,324	210,385	10,532,127,507	52%	975,306
Charlotte Russe	Clothing	80	184,405	138,786	1,387,223,178	76%	631,517
Sprouts Farmers Market	Grocery	81	56,863	47,600	2,928,355,907	80%	813,102
Dicks Sporting Goods	Athletic	82	515,956	388,611	11,692,412,861	1%	1,079,306
Neiman Marcus	Department Store	83	365,640	311,271	12,120,412,858	19%	2,472,128
Yves Saint Laurent	Luxury	84	155,656	151,673	1,616,273,352	62%	1,257,55
Magnolia Market	eCommerce	85	11,245	9,533	746,081,671	92%	1,212,280
L.L. Bean	eCommerce	86	76,742	67,533	2,423,263,104	71%	1,388,445
Everlane	Clothing	87	153,235	114,311	6,590,025,337	37%	4,511,460
Albertson's	Grocery	88	216,381	182,549	5,962,591,755	53%	195,305
Le Bon Marché	Department Store	89	6,784	4,928	241,564,554	99%	411,570
Rue La La	eCommerce	90	8,517	5,395	1,387,550,126	86%	106,788
Zales Jewelers	Luxury	91	52,998	42,272	4,078,903,793	49%	423,205
Office Depot	Big Box	92	228,785	190,482	7,356,240,462	22%	50,482
Dillards	Department Store	93	83,069	68,404	3,022,427,732	10%	2,593,007
Columbia Sportswear	Athletic	94	95,541	65,280	2,472,736,182	43%	530,807
Carrefour	Grocery	95	11,573	11,460	139,414,824	57%	40,150
Bonobos	eCommerce	96	50,040	42,560	1,347,714,175	36%	415,802

Brand	Category	Social Rank	Mentions	Posts	Potential Impressions	Net Sentiment	Engagements
Galeria Karstadt Kaufhof	Department Store	97	9,727	8,915	180,927,378	40%	117,075
Intermarche	Grocery	98	5,060	4,497	47,001,433	46%	3,569
PetSmart	Big Box	99	14,536	13,715	142,860,275	2%	25,608

To receive a detailed report on your brand, please contact NetBase Quid at info@netbasequid.com

CATEGORY INSIGHTS: ATHLETIC

		Mentions (Total)	Mentions (%Share)	Mentions (Trend)	Potential Impressions	Net Sentiment	Passion Intensity
1	 Nike	27,007,318	50%		316,068,234,793	42%	57
2	 Adidas	10,496,526	20%		172,484,580,535	63%	52
3	 Converse	6,324,356	12%		47,552,330,691	54%	23
4	 Puma	3,753,684	7%		60,002,484,806	53%	68
5	 REI	1,816,936	3%		39,059,741,383	56%	56
6	 Oakley	1,337,438	2%		13,173,845,585	64%	54
7	 Under Armour Retail	1,323,448	2%		37,705,491,558	50%	76
8	 Reebok	1,170,862	2%		17,882,684,452	47%	67
9	 Dick's Sporting Goods	515,972	<1%		11,692,412,861	1%	88
10	 Asics	464,661	<1%		6,722,730,071	80%	65
11	 Columbia Sportswear	95,542	<1%		2,472,736,182	43%	91

While Nike dominates mentions with over 50% share of voice, it is Asics that is the clear leader in sentiment with a score of 80%, with no other brand coming close to this score.





Sentiment Driven word clouds make it easy to understand how people feel about any given Brand.



Loving my new Asics from unitedfashionoutlets.ufo. Don't miss there Asics sale on now - lots of stock at amazing prices some up to 50% off. Jul 26 @

Absolutely in love with my new Asics. The colorway is so pretty and they look even better on foot. #nicekicks #solecollector #kicksonfire #sneakernews #sneakers #sneaker #asicsgellyte #asics #gellyteiii #igsneakers #shoelover #sneakerpics #kicks #igsneakercommunity #peepmysneaks #kicksology #smyfh #kickstagram #fashion #sneaker #shoes Jul 1 @

Niki Camacho Jun 29 @ You need new, quality shoes with plenty of cushion and support if you want to turn running into a regular part of your workout. I adore my gel kayanos from Asics. They let me focus on my endurance and breathing instead of the stabbing pain in my knees or shins!

COVID-19 have not done anything good for my wallet and my consumption of new sneakers. Love my newest Asics GEL-LYTE III #sneakers #asics #covidshopping Aug 8 @

Love my new ASICS from onygosshop. #mirrorselfie#selfie#shoes#asics#onygo#onygirl#dillysocks#sneakerlove#love#mood#pic#potd#instagirl#insta#instagram#instagood#instalove#instapic Jul 13 @

I love ASICS, they make my long shifts bearable. Because of the pandemic, my shoes have worn out sooner than expected. May 8 f

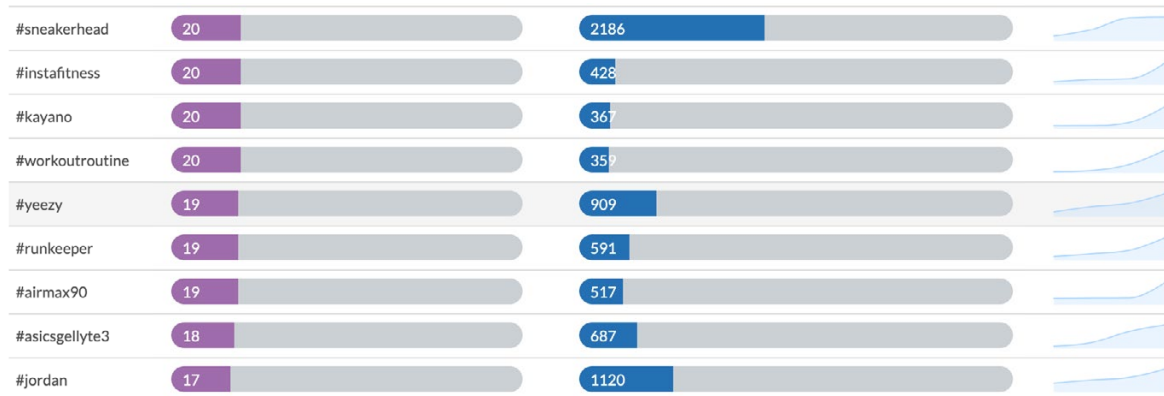
Loving this colorway on the new asics Gel Cumulus 22. With almost an ounce of weight cut, and way more flex grooves in the outsole, I'm pretty pumped about this update. Mar 19 @

Digging into the sentiment driven Attributes cloud we see that “Love” is mentioned over 1700 times, with consumers sharing their love for the brand, and also expressing it’s their “favorite”, “best running shoe” and “comfortable” in the emotions cloud.



Asics' most popular post on social is with famous photographer Juergen Teller photographing and modeling the Gel-Korika campaign.

In looking at the social data analysis we can see that the most popular post was a funny post from HypeBeast about the collab between Bulgarian Designer Kiko Kostadinov and Asics, as photographed and modeled by Veteran Photographer Juergen Teller.



We see “sneakerhead” as a breakout trending term.

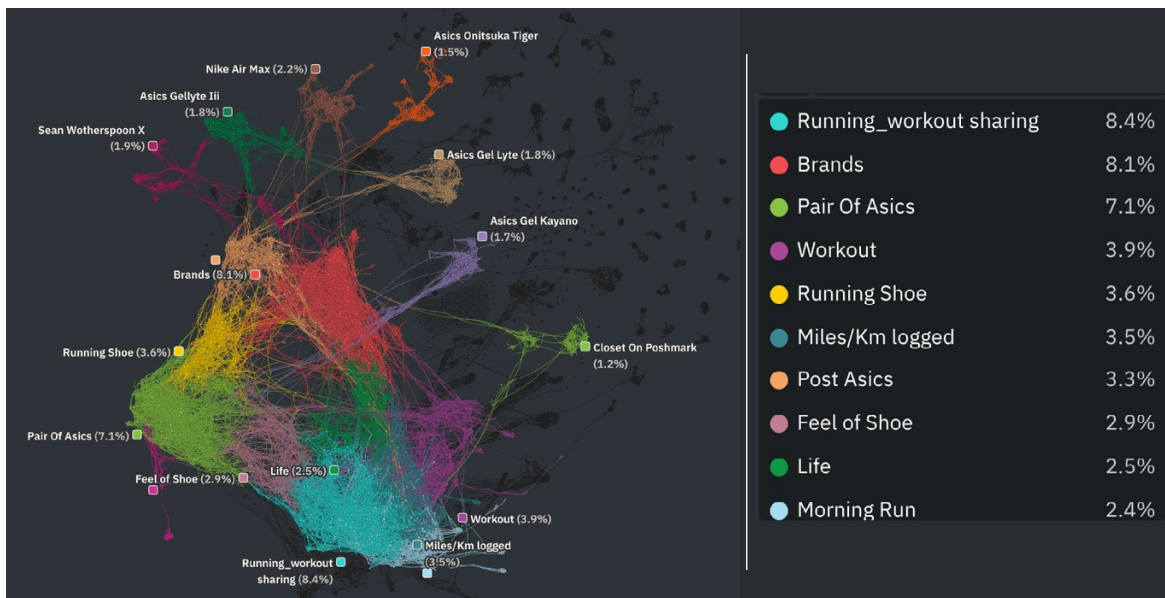
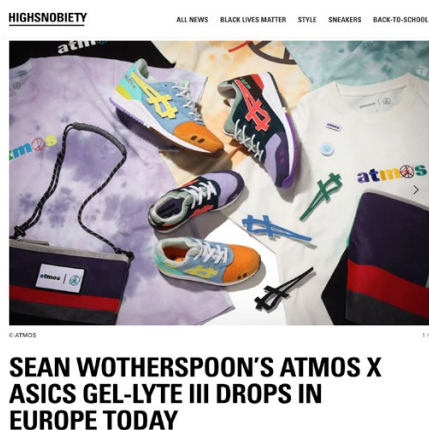


Figure 11: Social Network Analysis. The Social network analysis helps identify top conversation themes and which ones have intersecting sub themes in the conversation.



We also see the majority of conversations of people sharing their runs and workouts assisted by their Asics, in addition to the feel of the actual shoes for running, but we also see Collab conversations starting take off with mentions of the Asics X Sean Wotherspoon collaboration, the ultimate “Sneakerhead influencer”.

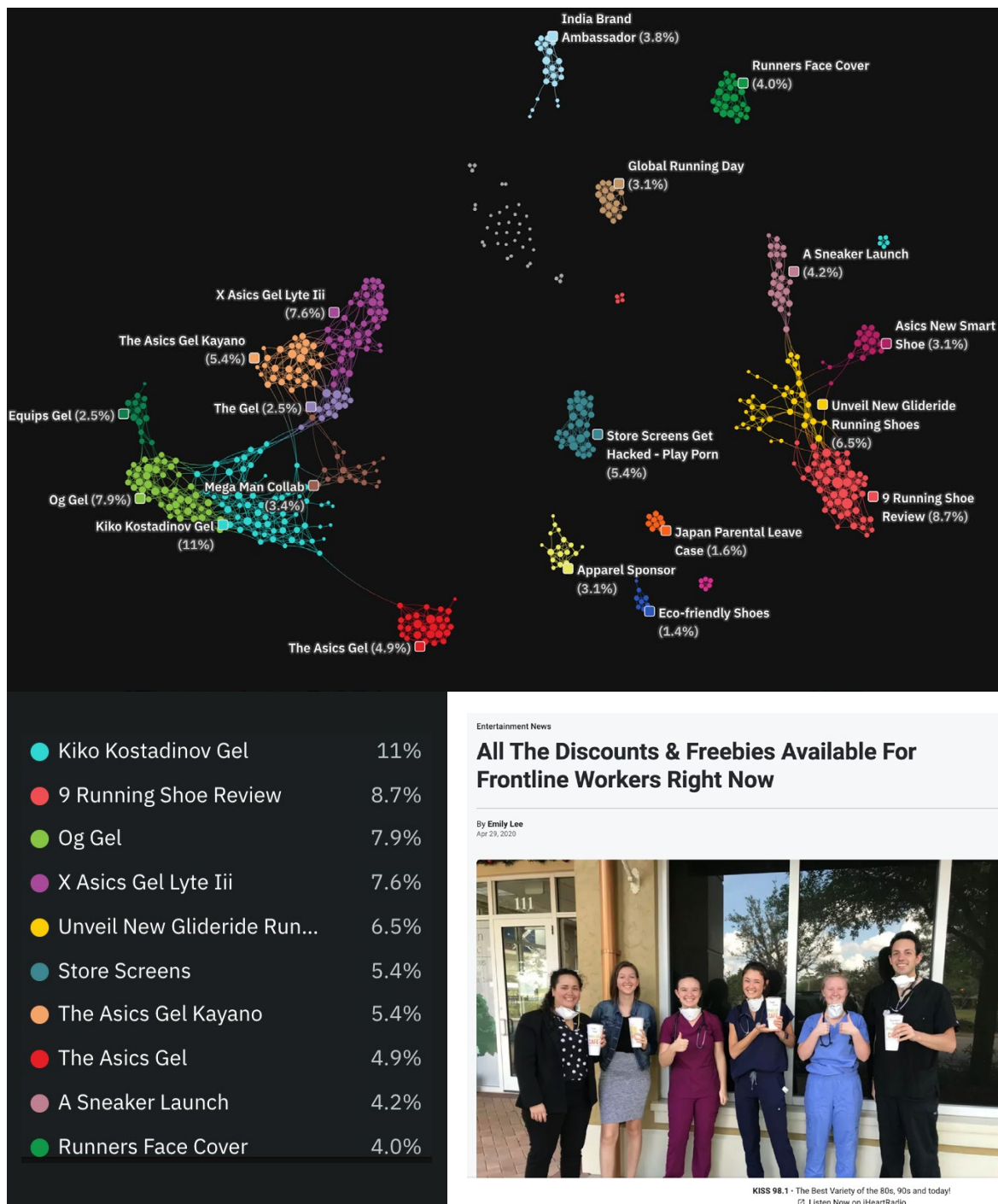
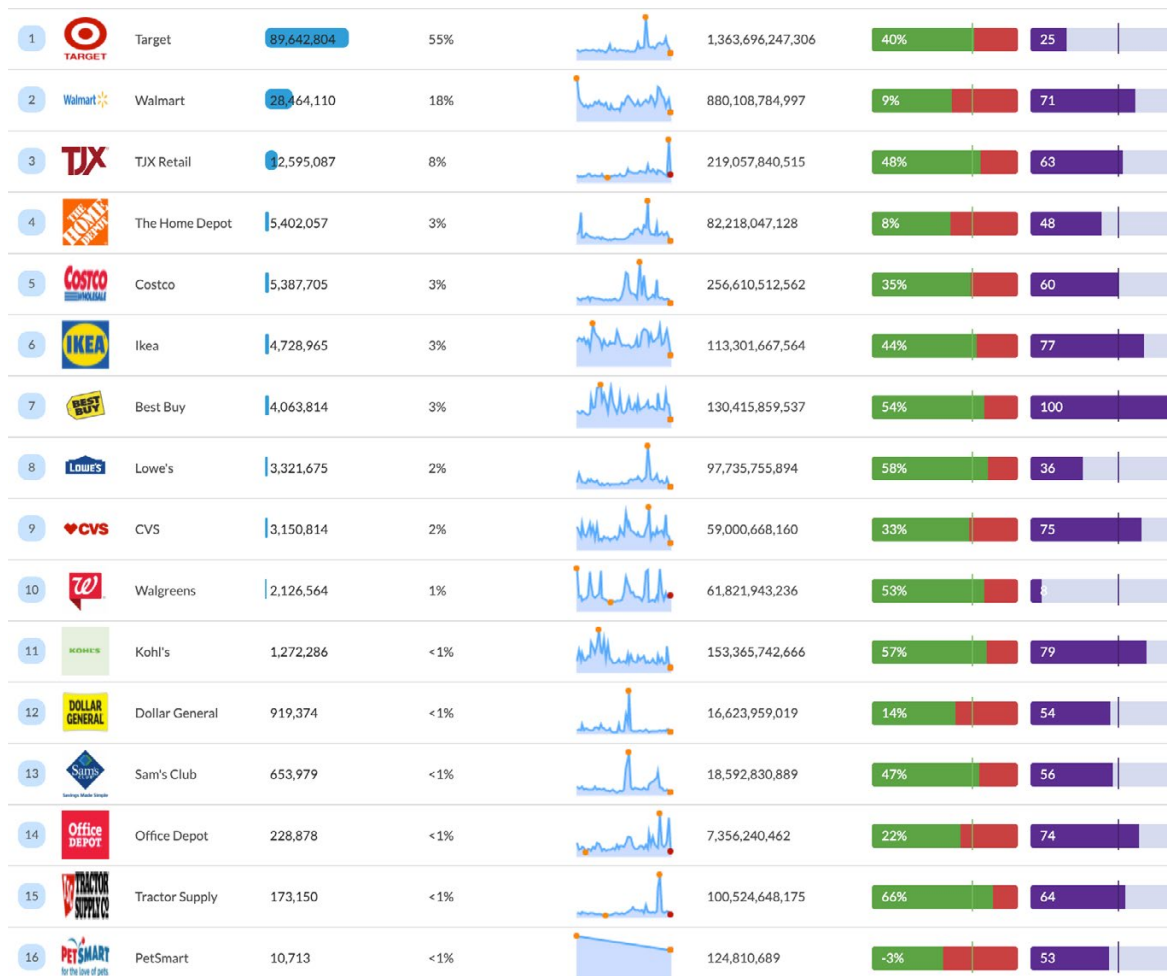


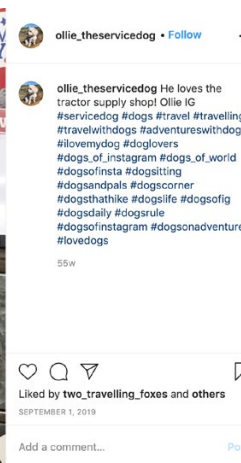
Figure 12: News Network Analysis

The article with the most engagements is about brands giving back to frontline workers during COVID-19, and in Quid News, 11% of the news is about the Kiko Kostadinov collaboration, showing this topic dominating in both news and social.

CATEGORY INSIGHTS: BIG BOX



While Target dominates the category with 55% of the mentions, it is Tractor Supply who has the highest sentiment of all 16 retailers with a sentiment score of 66%.



Part of Tractor Supply's appeal is being dog friendly, as well as offering a great range of Pet and animal supplies.

5 ways to protect your family – people and pets – from germs



The emotions cloud shows “Love” trending as a positive emotion, along with “favorite store”, and some of the most popular posts show pictures of people taking their dogs to Tractor supply as part of their shopping experience.

The article getting the most engagements mentioning Tractor Supply is around keeping your house and pets germ free, showing products available at Tractor Supply, a timely article in the year of COVID-19.

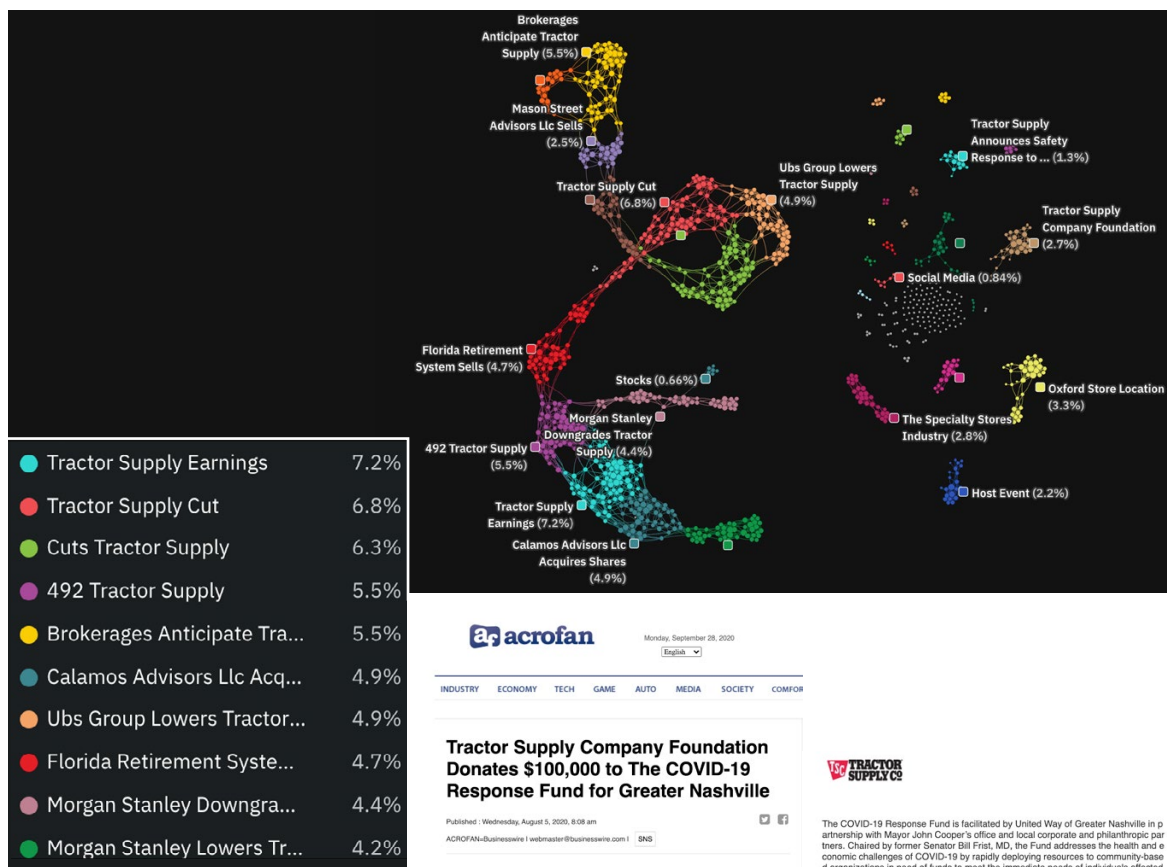


Figure 13: News Network Analysis

Here we see the news is primarily around earning and stock performance, with news around the Tractor Supply Foundation giving back to the community to help aid with COVID-19 relief breaking through the finance performance narrative.

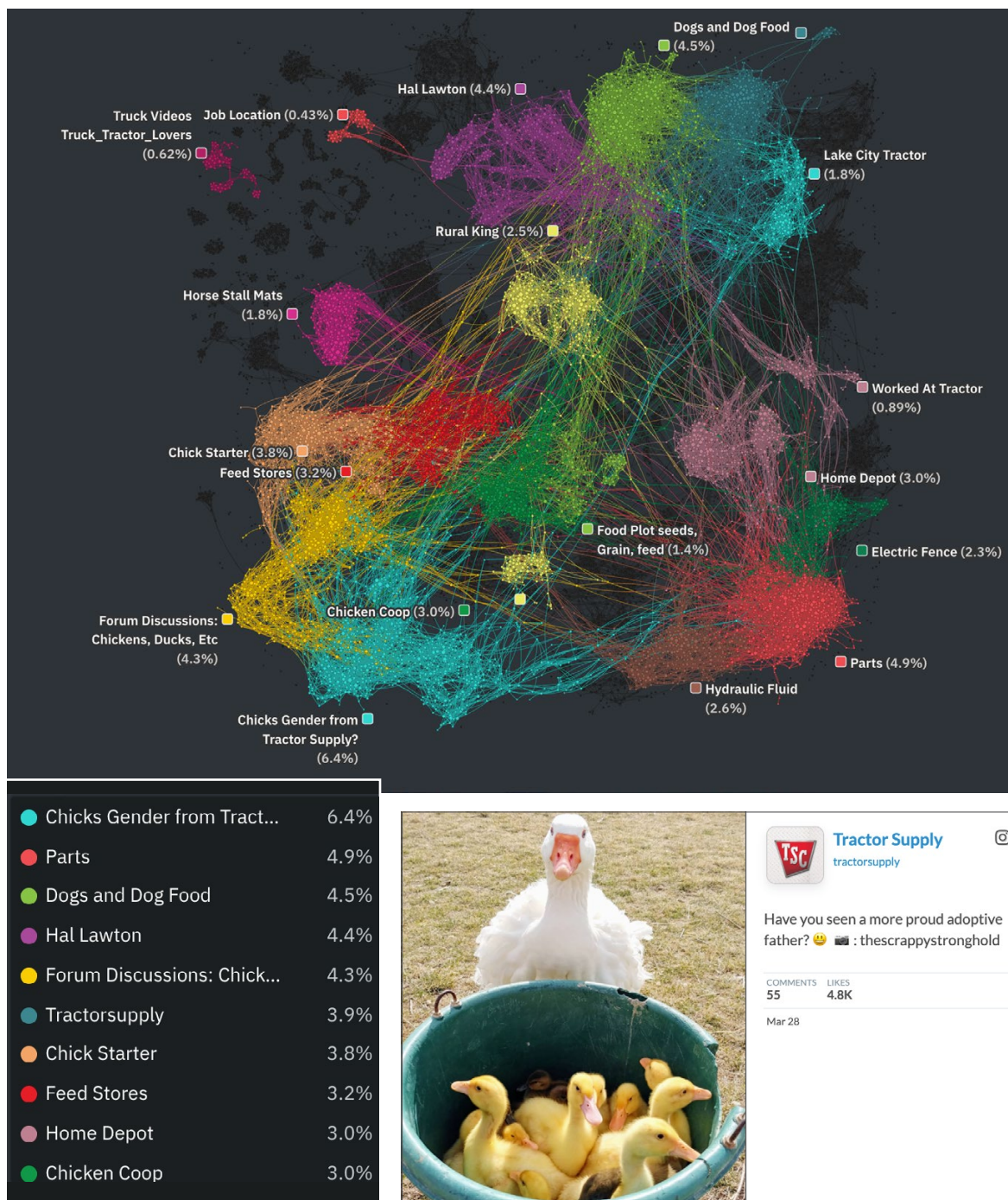


Figure 14: Social Network Analysis

This shows a predominant theme from forums around determining the sex of your baby chicks and ducks you can buy from Tractor Supply. This could be a great opportunity for the brand to take initiative and use this as helpful blog content to educate their customers while simultaneously strengthening their brand loyalty with them.

CATEGORY INSIGHTS: CLOTHING

			Mentions (Total)	Mentions (%Share)	Mentions (Trend)	Potential Impressions	Net Sentiment	Passion Intensity
1		H&M_	10,528,457	36%		200,116,206,111	75%	50
2		ZARA	4,946,271	17%		92,708,071,923	54%	59
3		Victoria's Secret_	3,346,967	12%		329,971,538,206	27%	85
4		Footlocker	1,687,659	6%		37,777,189,918	34%	78
5		American Eagle	1,518,019	5%		11,135,357,067	68%	86
6		Banana Republic	1,347,916	5%		25,511,335,315	34%	58
7		Lululemon	1,272,486	4%		32,986,893,488	61%	62
8		Urban Outfitters	1,080,971	4%		24,094,236,931	22%	0
9		Primark Retail	967,318	3%		39,052,387,878	49%	61
10		Patagonia	754,435	3%		14,953,433,124	76%	100
11		The North Face	740,796	3%		11,222,819,975	76%	74
12		Forever 21_	251,263	<1%		42,440,519,293	53%	100
13		Charlotte Russe	184,407	<1%		1,387,223,178	76%	43
14		Abercrombie & Fitch	182,036	<1%		14,372,177,795	53%	75
15		Everlane_	153,241	<1%		6,590,025,337	37%	84

While 3 brands in the clothing category had a tie for highest sentiment at 76%, it is Patagonia that has both high sentiment and high passion intensity, meaning people don't just like their brand, people *LOVE* their brand, with sentiment at 76 and passion intensity at 100%.

Withdrawal from the Paris Climate Accord will make the U.S. the only nation in the world not to be part of the agreement. There is no confusion: Climate denial and inaction is putting our health, prosperity and communities at risk. Fortunately, the formal withdrawal from the Paris Accord cannot become effective until November 4, 2020 - one day after the next Presidential election, when we must seize the opportunity to lead by example.

- Rose Marcario, President and CEO of Patagonia

 **patagonia** Withdrawal from the Paris Climate Accord will make the U.S. the only nation in the world not to be part of the agreement.

46w



 **stevie_d76** We ARE leading by example. I guess you people forget all the BS we get from the news and government. #trump2020

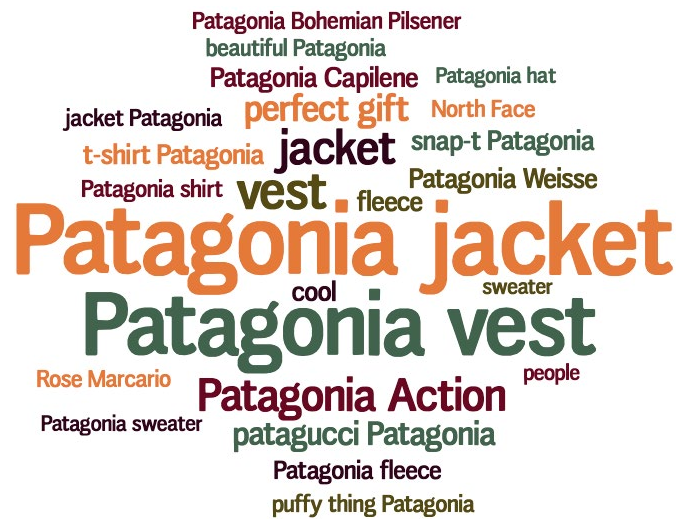
46w 3 likes Reply

 **jeremyzanderson** I came here to see products that I was gonna buy this weekend. After reading this nonsense I'll look elsewhere. 🙄

Liked by upland_jitsu and others

Their most popular post was regarding climate change, garnering over 110,000 likes and generating a heated discussion with over 2.3k comments.



Looking at the “things” cloud in NetBase, we can see things mentioned around the brand include their “jackets”, “vests”, “action” and even “Patagucci” collectively getting 2,500 mentions.

Patagonia latest brand to join Facebook ad boycott

BY ASSOCIATED PRESS
LEXINGTON
PUBLISHED
JUNE 22,
2020
@11:08 PM

The outdoor gear company Patagonia is the latest company to announce an advertising boycott of Facebook and its Instagram app for the month of July — or longer — saying the social media giant has failed to take steps to stop the spread on its platform of “hateful lies and dangerous propaganda.”

Patagonia joins The North Face and the outdoor gear company REI, which have announced similar boycotts in recent days. It is not clear how much the boycotts will affect Facebook’s advertising revenue, which was nearly \$70 billion in 2019, making up nearly all of its total revenue for the year.

Patagonia, which is based in Ventura, California, spent nearly \$1 million on ads about social issues or politics between May 2018 and June 2020, according to Facebook’s ad library. The ads got the “social issues” moniker because they were about environmental issues.

“We deeply respect any brand’s decision, and remain focused on the important work of removing hate speech and providing critical voting information,” said Carolyn Everson, vice president of Facebook’s global business group, in a statement.

The article getting the most attention is around Patagonia joining the Facebook boycott, saying “the social media giant has failed to take steps to stop the spread of hateful lies and dangerous propaganda”.



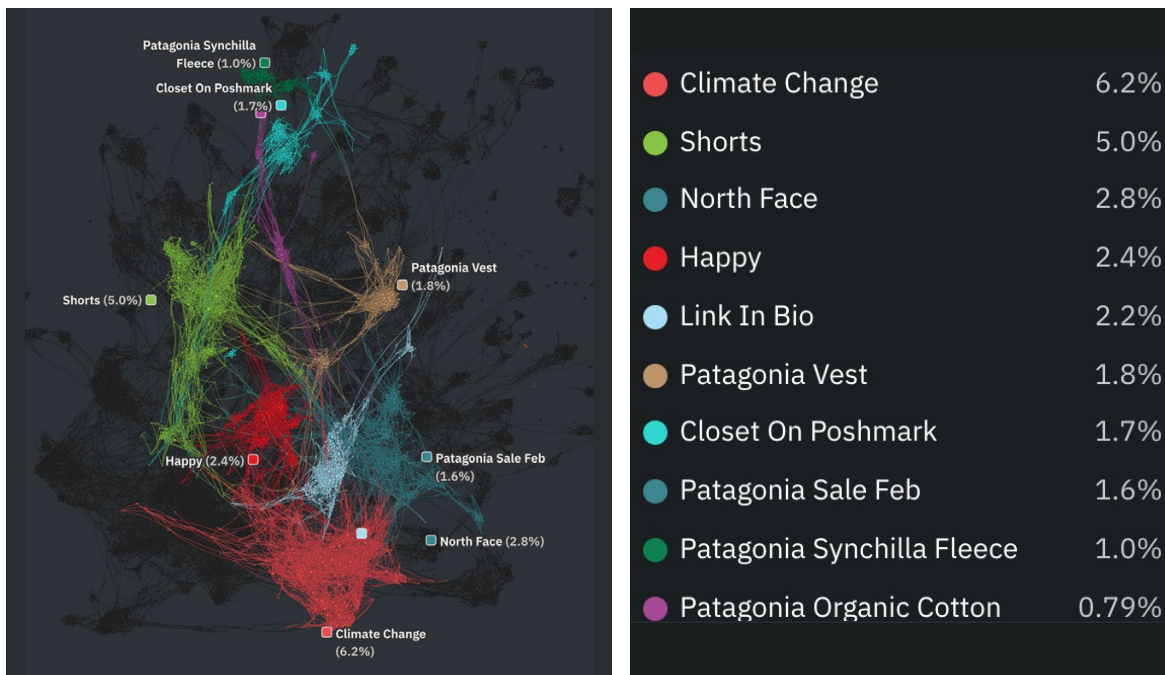
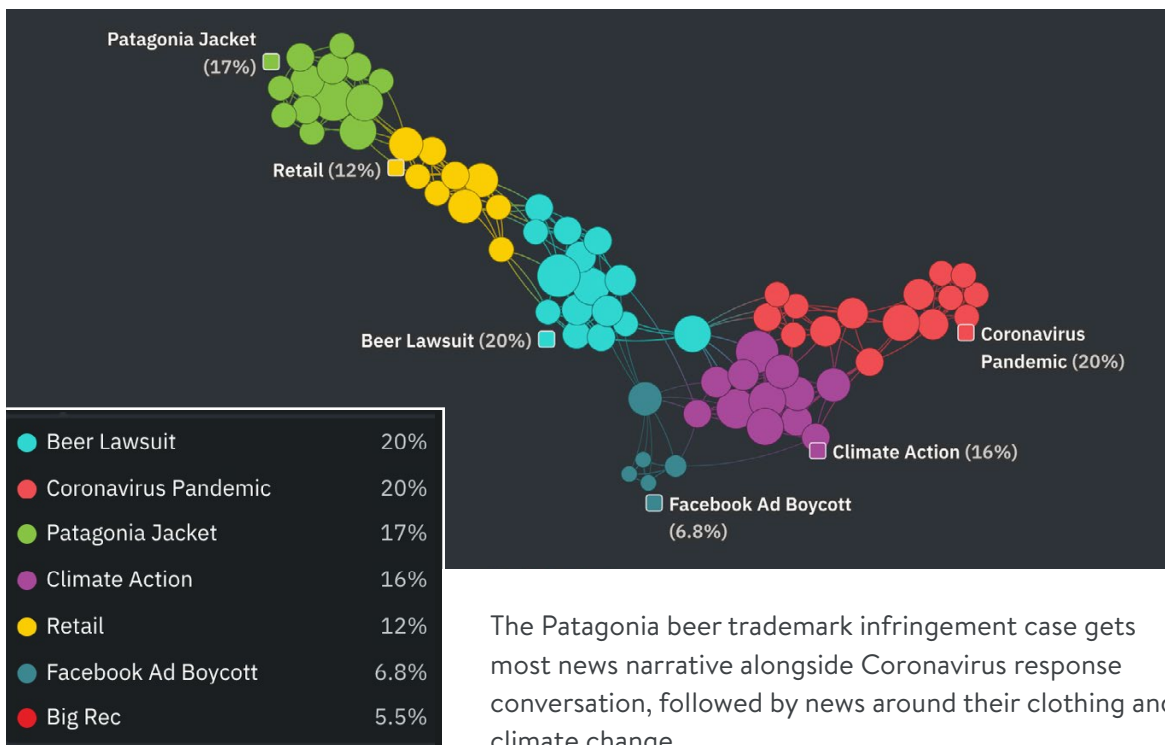


Figure 15: Social Network Analysis

In our social network theme analysis, climate change dominates the conversation as well, garnering a large percentage of the conversation, followed by conversations around their clothes and competitive brand The North Face being mentioned.



The Patagonia beer trademark infringement case gets most news narrative alongside Coronavirus response conversation, followed by news around their clothing and climate change.

Figure 16: News Network Analysis

Court rules Patagonia's lawsuit against Anheuser's "Patagonia" beer can proceed. Plus pictures to let you decide how you feel about this.

BY ASHLEY BRANDT · SEPTEMBER 16, 2019

Patagonia's (the clothing maker) lawsuit against Anheuser-Busch will proceed following a finding that Patagonia may (just may...) be able to support those claims that its brand is one of the most recognized and famous in the world.

By way of background – Anheuser-Busch recently launched a "Patagonia" beer at ski resorts in Colorado under the name "Patagonia Brewing Company" and went on to register a trademark for "Patagonia" in beer.

Here's what that looked like:



Picture from Lawsuit by Patagonia over Anheuser-Busch Patagonia Beer. Ski Resort Sales Pop-up.

The article getting the most attention is around Patagonia joining the Facebook boycott, saying "the social media giant has failed to take steps to stop the spread of hateful likes and dangerous propaganda".

CATEGORY INSIGHTS: DEPARTMENT STORES

Department Store		Mentions (Total)	Mentions (%Share)	Mentions (Trend)	Potential Impressions	Net Sentiment	Passion Intensity
1	 Marks and Spencer	1,652,588	33%		111,989,094,166	44%	55
2	 Nordstrom	1,196,718	24%		60,776,143,641	62%	97
3	 Saks Fifth Avenue	445,330	9%		10,682,629,881	40%	68
4	 Macy's	442,118	9%		101,520,883,581	39%	77
5	 Neiman Marcus	365,659	7%		12,120,412,858	19%	85
6	 Bloomingdale's	293,117	6%		7,465,038,727	72%	94
7	 Pottery Barn	266,950	5%		8,093,003,555	65%	77
8	 JC Penney	255,844	5%		40,522,612,297	22%	67
9	 Dillard's	83,095	2%		3,022,427,732	10%	68
10	 Galeria Karstadt Kaufhof	9,728	<1%		180,927,378	40%	83
11	 Le Bon Marche	6,792	<1%		241,564,554	99%	99

It's a tough environment to be a department store these days, as we see the number of department stores dwindling as a result of the pandemic and changing shopping habits. UK based Marks & Spencer has 33% of the category mentions, but it is Paris' beloved Le Bon Marché that gets the highest sentiment with an almost perfect score of 99 sentiment and 99 passion intensity! This means without a doubt people love this retailer, known as one of the world's first modern department stores.

In fact, it's no surprise their sentiment is so high when looking at the emotions cloud in as the words "love", "innovative", "beautiful" and "enjoyable" and "magical light" are the top trending terms.



Christmas is a magical time at Le Bon Marché.

DEST.

Parisian department stores are the premier shopping destinations for your next splurge.

Paris can make you want to ditch your entire wardrobe and start fresh with outfits that embody the irresistible French girl mystique. Fashionistas would do well to start with the Parisian department stores -- premier shopping destinations for that next splurge.

The historic Le Bon Marché dates to the 1850s and is considered one of the first modern department stores. Another impressive one is Printemps Haussmann, which houses the world's largest beauty department. It's a great excuse to buy a new lipstick.

Foreign tourists especially seem drawn to the city's seven-story art nouveau Galleries Lafayette.

For a modern Parisian shopping experience, browse the goods at Merci. The beloved concept shop has museum-like vibes with a whimsical curated collection of coveted designer goods, a secondhand bookshop, florist and café.

Of course, the spendier Paris shoppers will always be drawn to the high-end boutiques on the Champs-Élysées. If money is no issue, you can even visit a private atelier and have something custom-made.



The article getting the most traction is on CNN, where Le Bon Marché is in the spotlight as CNN highlights the store as a must see when visiting Paris in their article titled "Worlds Best Cities for People Who Love to Shop".

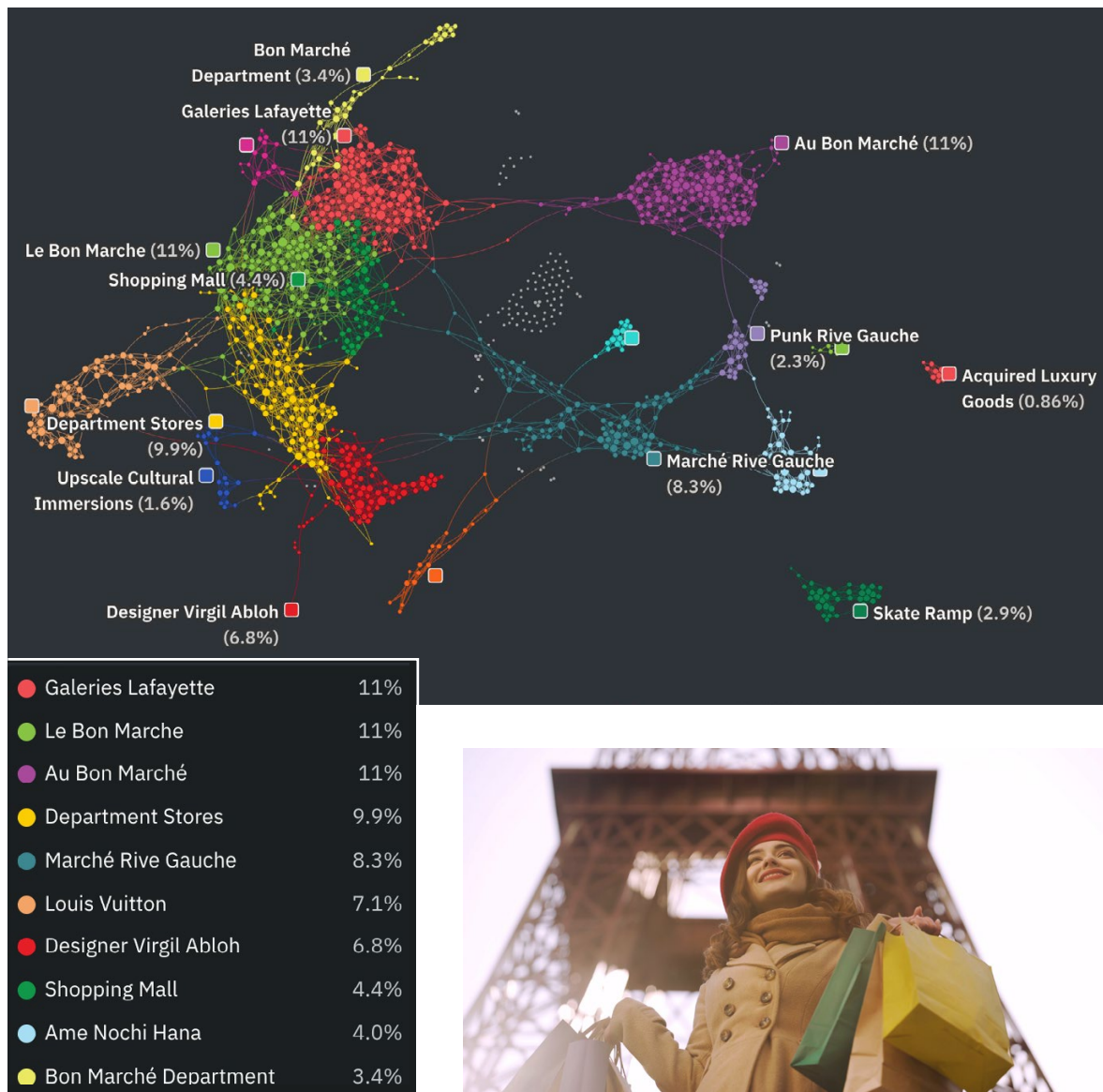


Figure 17: Social Network Analysis

In our social network analysis, we see that much of the conversation around Le Bon Marché is how it is the top shopping destination when visiting Paris.

Anna Dello Russo: The fashion world now belongs to the young

Fashion United.uk (March 6, 2020)

Re/Done expands sneaker line

Fashion United.ca (August 12, 2020)

Capsule Wardrobes Are Trending In Women's Fashion

JustLuxe (January 21, 2020)

These Online Luxury European Menswear Stores All Deliver to the U.S.

Departures Magazine (March 17, 2020)

Partow Fall 2020 Ready-to-Wear

Vogue (February 6, 2020)

Pitti Uomo Welcomes Back Sartorial Elegance

WWD Men's (January 10, 2020)

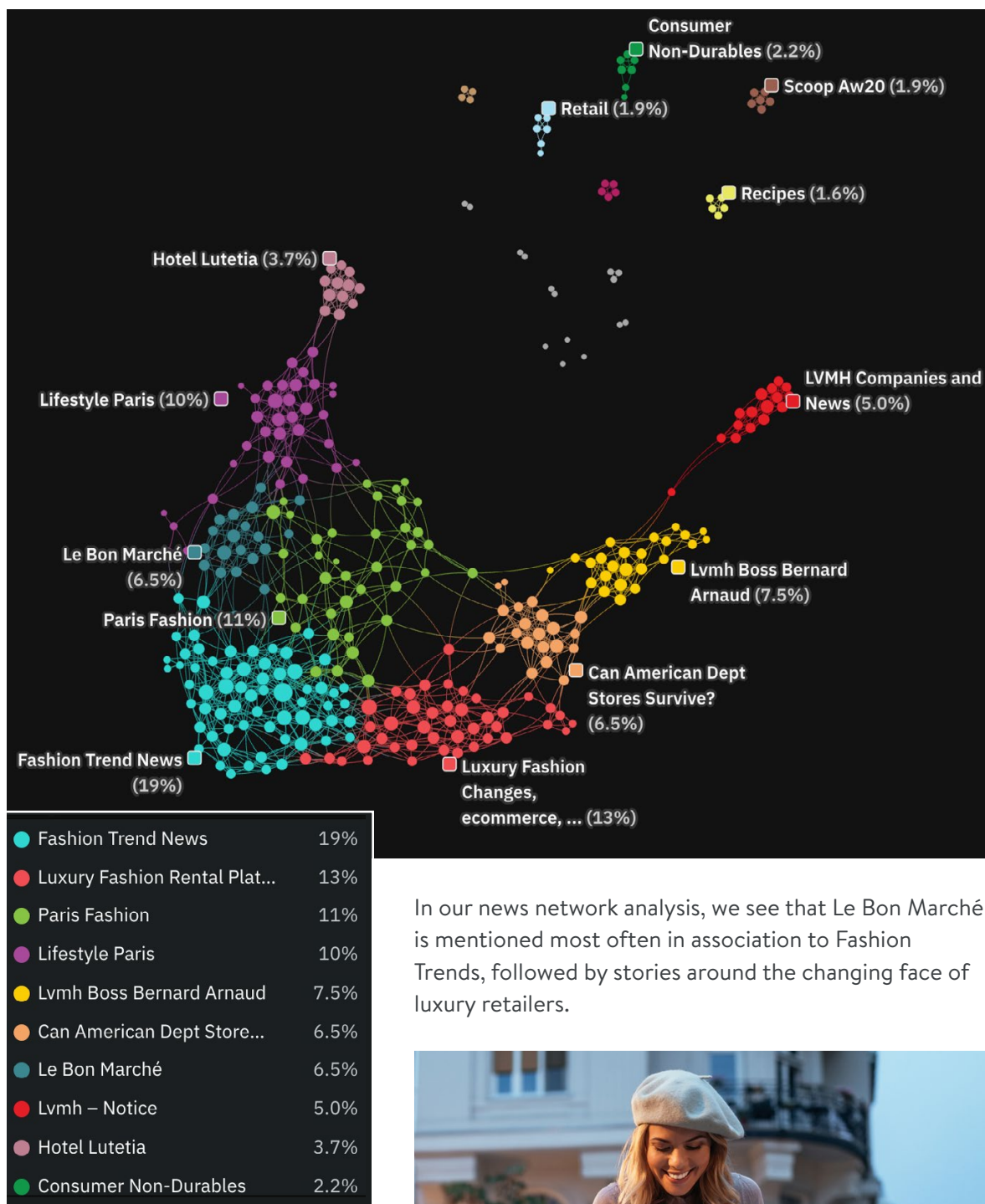
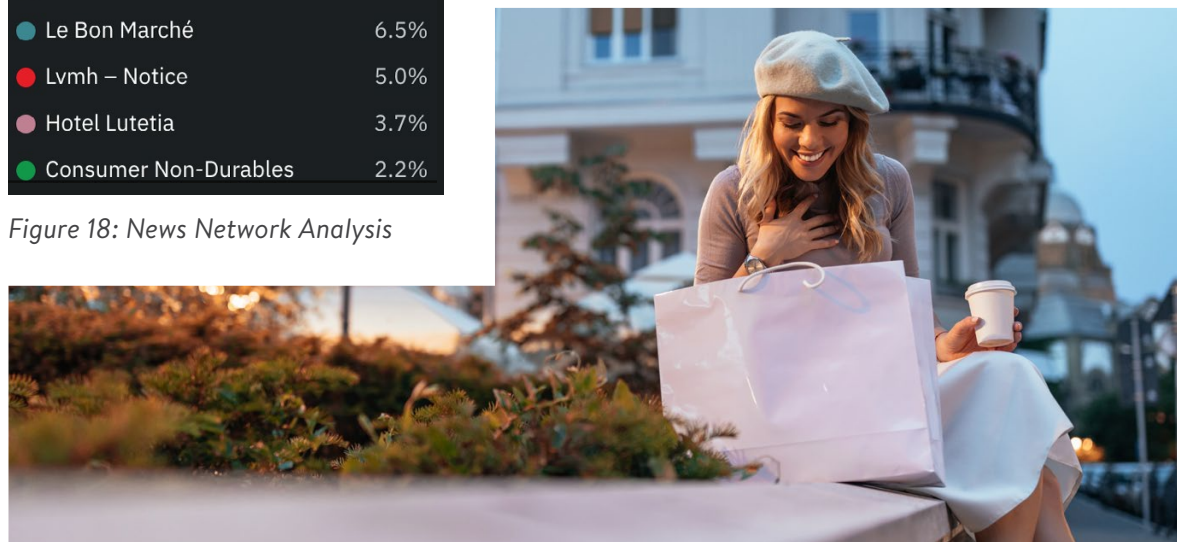


Figure 18: News Network Analysis

In our news network analysis, we see that Le Bon Marché is mentioned most often in association to Fashion Trends, followed by stories around the changing face of luxury retailers.

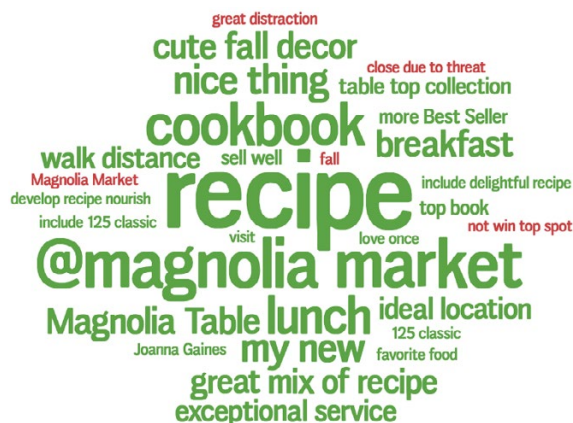


CATEGORY INSIGHTS: ECOMMERCE

		Mentions (Total)	Mentions (%Share)	Mentions (Trend)	Potential Impressions	Net Sentiment	Passion Intensity
1	 Rakuten	49,326,250	41%		680,276,600,650	63%	71
2	 Etsy	32,596,748	27%		190,650,386,126	76%	100
3	 Amazon	27,359,193	23%		2,242,470,743,358	75%	100
4	 Casper	3,746,962	3%		31,353,607,424	40%	47
5	 eBay	3,345,849	3%		50,092,169,884	77%	100
6	 QVC	910,467	<1%		43,777,763,883	45%	65
7	 Wayfair	755,113	<1%		34,863,703,326	0%	39
8	 Groupon	502,312	<1%		15,018,277,010	48%	67
9	 Zappos	293,797	<1%		27,862,372,462	59%	86
10	 Overstock.com	169,446	<1%		2,642,686,917	79%	87
11	 Warby Parker	145,373	<1%		2,944,325,319	78%	48
12	 Zalando	96,591	<1%		2,668,967,898	76%	49
13	 L.L.Bean	76,745	<1%		2,423,296,318	71%	68
14	 Bonobos	50,045	<1%		1,347,714,175	36%	80
15	 Magnolia Market	11,253	<1%		746,081,671	92%	89
16	 Rue La La	8,540	<1%		1,387,550,126	86%	84

There are some major eCommerce players in this report, with Japanese eCommerce behemoth Rakuten beating out Amazon and Etsy with 41% share of mentions.

But it is Chip and Joanna Gaines's new Magnolia market eCommerce and brick and mortar retail space that are leading in positive sentiment at 92%.



The conversation around this brand is all positive as the attributes cloud shows it trends specifically for Joanna Gaines's second cookbook and its' recipes, exceptional service, breakfast and lunch offerings at the restaurant, and cute fall décor.



The most popular post about Magnolia included a sneak peak at the newly redesigned Grist Mill where Joanna announced she will be hosting a cooking show in the fall, garnering 371k likes.



The article getting the most attention is from Joanna Gaines announcing her own cooking show.

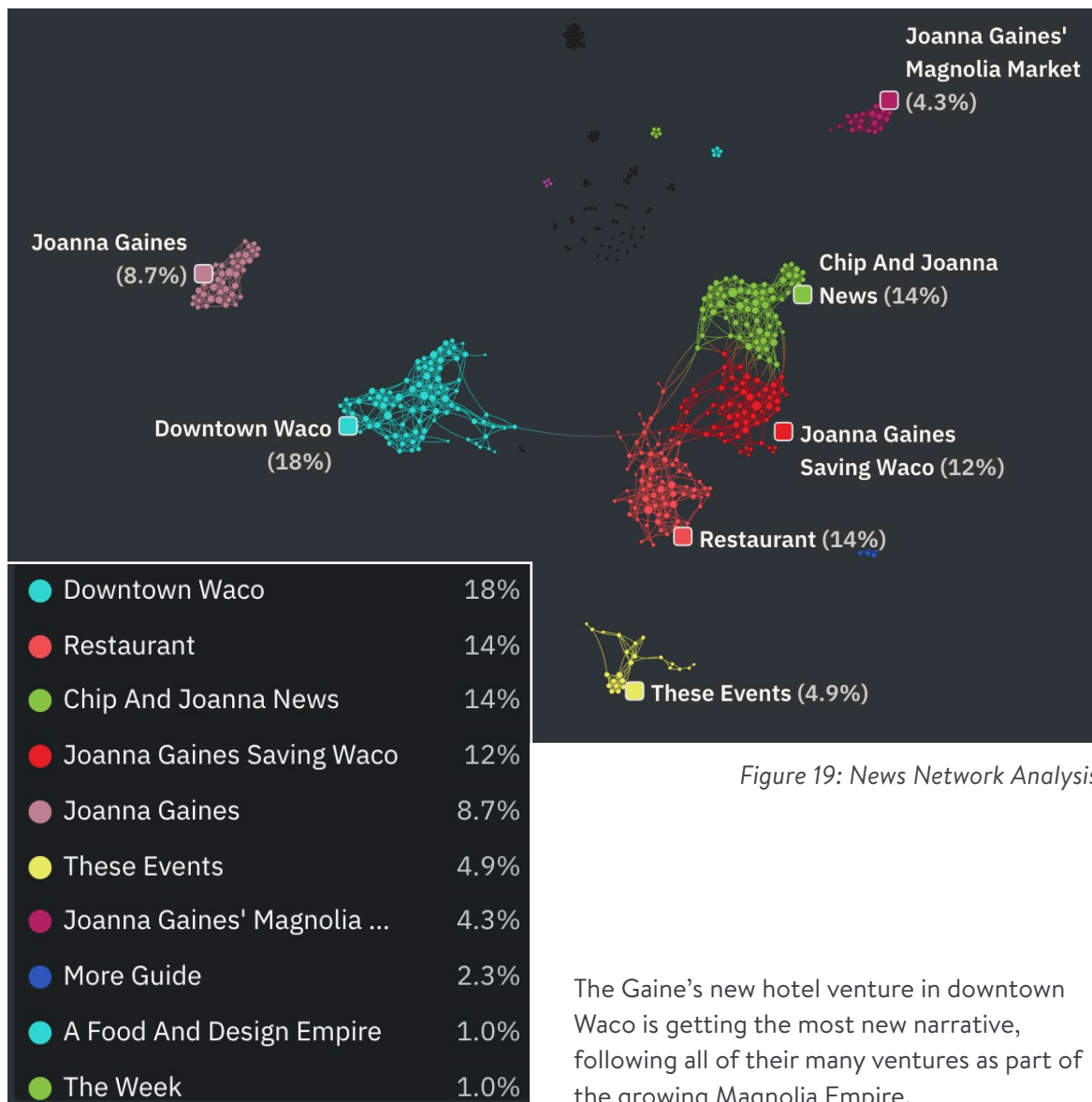


Figure 19: News Network Analysis

The Gaine's new hotel venture in downtown Waco is getting the most new narrative, following all of their many ventures as part of the growing Magnolia Empire.

Vacation Rentals, Homes, Experiences & Places - Airbnb	Things You Need To Know Before Visiting Magnolia Market At The Silos (Updated For 2020)
Vacation Rentals, Homes, Experiences & Places - Airbnb	Top Favorites of 2019
Private Downtown Condo - (3 Blocks from Magnolia!) - Condominiums	What We Did in Waco
Everything You Need to Know Before Going to Magnolia Market	Texas Getaways
	Vacation Rentals, Homes, Experiences & Places - Airbnb

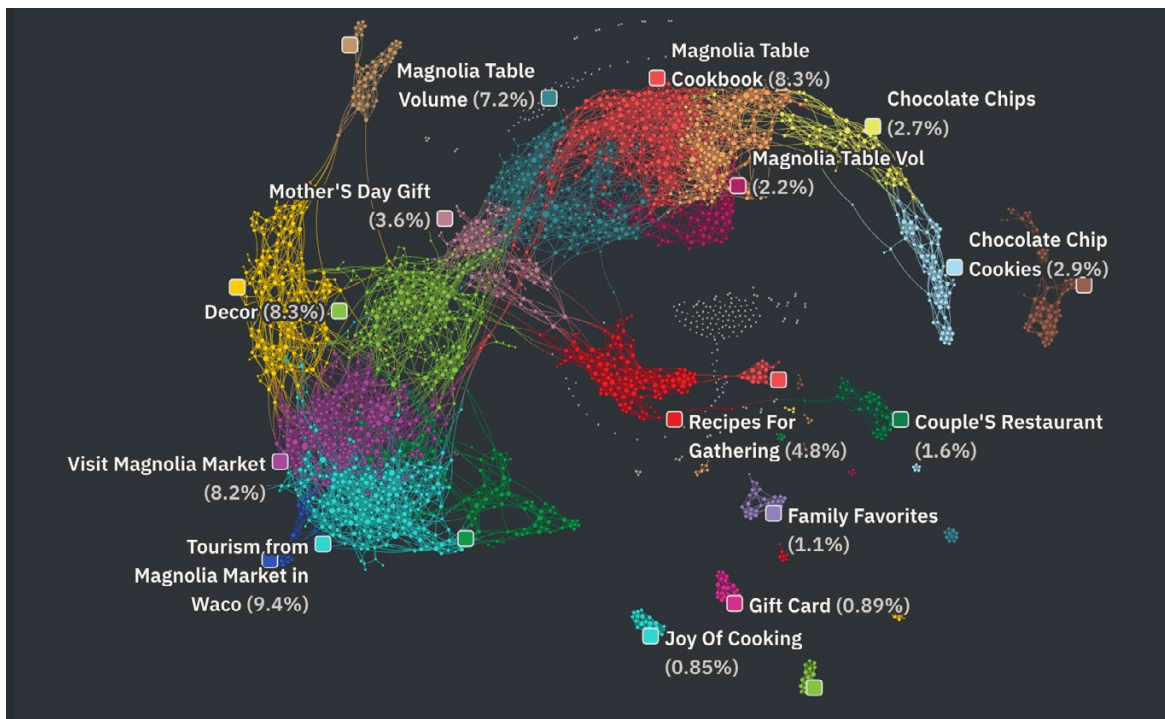
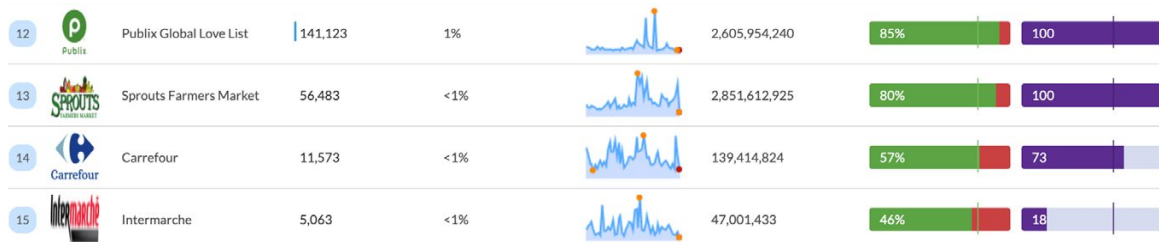


Figure 20: Social Network Analysis

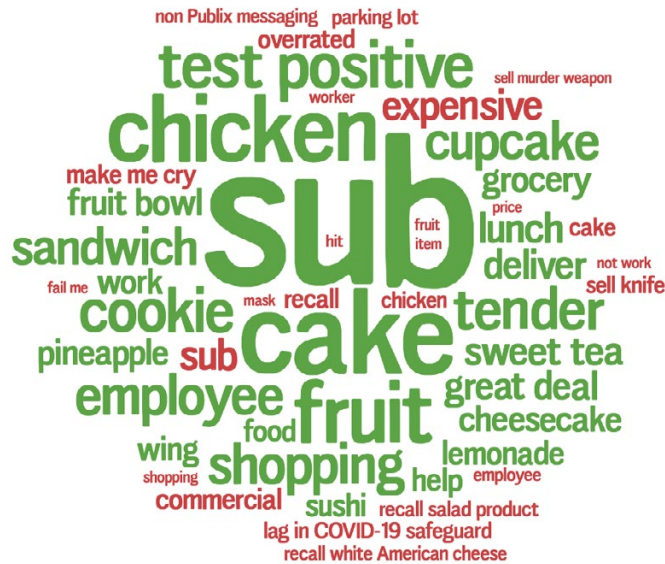
Tourism as a result of the Gaines is the topic of discussion, as their show, market and other ventures have been great for the economy as their shop, restaurant and hotel are now making Waco, Texas a destination.

CATEGORY INSIGHTS: GROCERY

			Mentions (Total)	Mentions (%Share)	Mentions (Trend)	Potential Impressions	Net Sentiment	Passion Intensity
1		Kroger	2,474,669	22%		57,379,632,753	33%	63
2		Trader Joes	2,419,466	22%		32,799,775,984	42%	84
3		Whole Foods_	1,243,772	11%		35,355,085,404	51%	47
4		Lidl	1,207,955	11%		23,994,315,052	53%	91
5		Waitrose	979,059	9%		21,930,634,619	53%	38
6		Safeway	771,206	7%		13,396,507,674	24%	41
7		Tesco_	502,452	5%		18,475,153,552	73%	100
8		Meijer	480,445	4%		13,427,703,024	62%	52
9		Wegmans	412,373	4%		6,616,136,554	54%	60
10		Edeka	241,365	2%		10,534,229,941	52%	54
11		Albertson's	216,406	2%		5,962,674,709	53%	49



While Kroger and Trader Joe's both respectively have the largest share of voice in social at 22% each, it is Publix who has the highest net Sentiment of all 15 grocery retailers at 85%.



Kiersten Willis

Feb 12

The supermarket chain has more than 1,200 store locations throughout the southeast, including 187 stores in Georgia. More than 200,000 employees help run the stores and last year, Publix ranked at No. 1 on Fortune's list of the Best Big Companies to Work For.

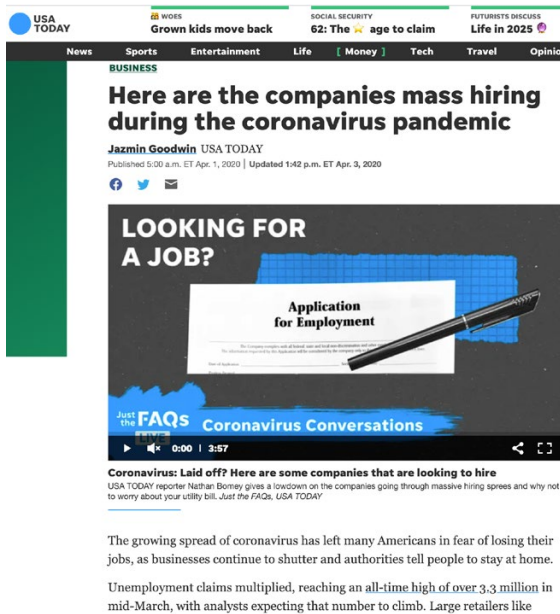
The results were based on a survey of almost 3,800 executives, directors, and analysts. RELATED: New Publix with dock for boat access in the works in Florida Publix has also been named one of Fortune's 100 Best Companies to Work For in America for 21 consecutive years. You can check out the entire list [HERE](#).

Currently, Publix has 1,226 stores in Florida, Georgia, Alabama, Tennessee, South Carolina, North Carolina and Virginia. For 22 consecutive years, the company has been named one of Fortune's 100 Best Companies to Work For, and Publix ranked No. 1 on Fortune's inaugural list of Best Big Companies to Work For in 2019. In addition, Publix's dedication to superior quality and customer service is recognized among the top in the grocery business.

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Looking at the attribute cloud, it is not surprising to see why it's so high with "Publix subs" getting over 4,200 mentions, with many say they are better than Subway subs. While Publix Fried Chicken, wings and cakes also trend positively for the Grocer.



The article getting the most engagements is about companies hiring during COVID-19, with Publix hiring thousands to keep up with shopping demand, while also getting significant mentions around being named one of Fortune 100's to work for 21 years in a row.

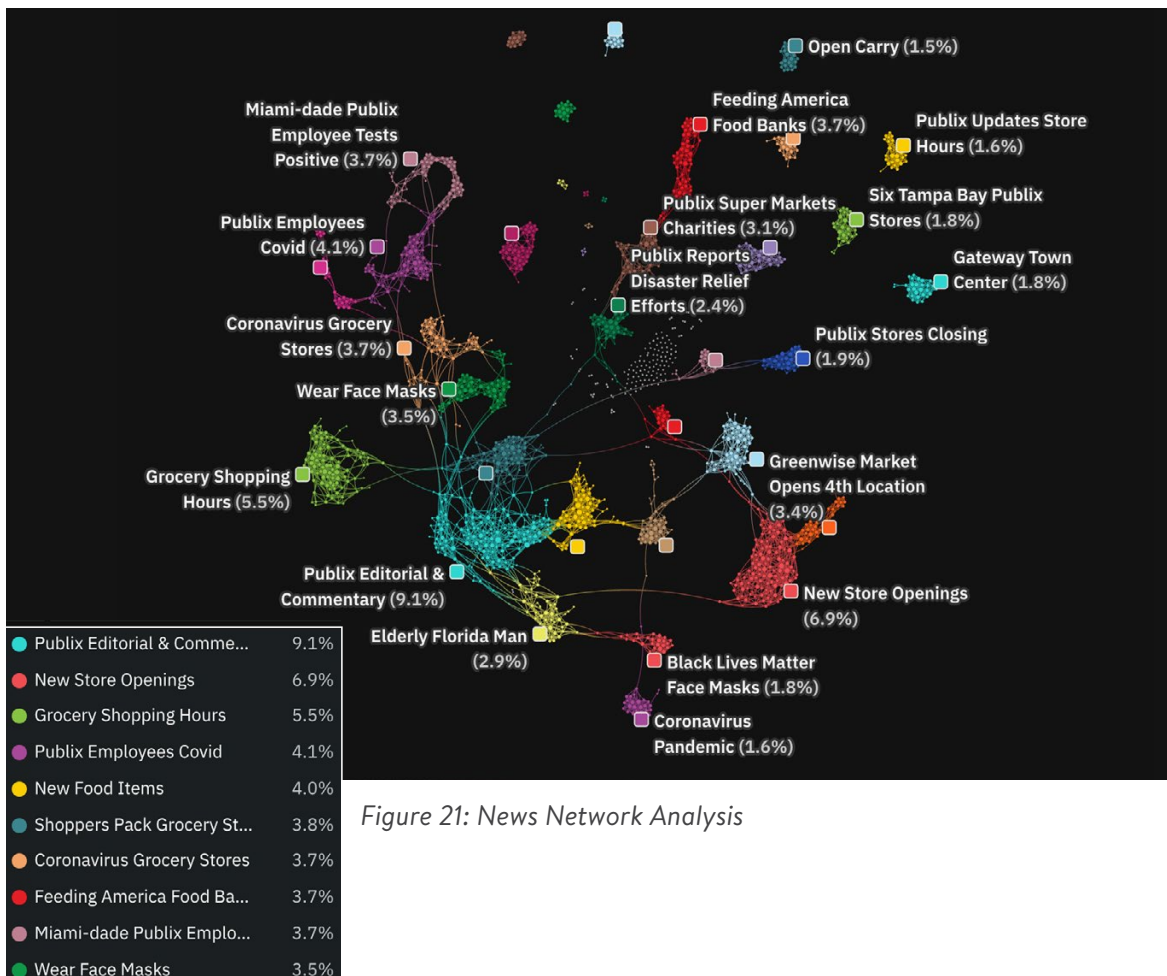


Figure 21: News Network Analysis



Sure, why not? / Photo by Getty Images / Stringer

Here Are the Ridiculous Things Miamians Are Wearing as Masks

JESSICA LIPSCOMB | APRIL 17, 2020 | 12:05PM

Last week, in an attempt to curb the spread of the novel coronavirus, Miami-Dade Mayor Carlos Gimenez issued an order requiring people to wear masks or find another way to cover their faces while visiting grocery



The large majority of news is editorial commentary, including The Miami New Times who shares many Publix pics and mentions in their article "Here are the Ridiculous Things Miamians are Wearing as Masks".

CATEGORY INSIGHTS: LUXURY

			Mentions (Total)	Mentions (%Share)	Mentions (Trend)	Potential Impressions	Net Sentiment	Passion Intensity
1		Gucci_	12,101,303	27%		116,020,368,129	54%	70
2		Chanel_	10,167,770	23%		212,554,937,909	73%	78
3		Prada	6,482,904	14%		110,690,795,522	64%	65
4		Louis Vuitton	5,528,445	10%		386,440,886,153	81%	98
5		Rolex	2,417,740	5%		26,959,455,410	52%	63
6		Hermes	2,247,100	5%		24,567,026,512	22%	69
7		Burberry	1,824,507	4%		208,172,007,855	82%	92
8		Cartier	1,819,731	4%		14,115,777,501	88%	70
9		Coach	1,706,596	4%		32,961,707,962	56%	72
10		Dior	625,808	1%		58,978,327,757	92%	98
11		Tiffany & Co	404,854	<1%		21,230,750,046	80%	100
12		Kate Spade	275,304	<1%		1,699,857,241	84%	100
13		Yves Saint Laurent	155,740	<1%		1,616,273,352	62%	83
14		Tory Burch	119,921	<1%		7,830,710,479	83%	96
15		Zales Jewelers	53,013	<1%		4,078,903,793	49%	87

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LIFESTYLE

V&A reveals its most-visited exhibition ever

by Press Association

September 3 2019, 11.13am



V&A Museum reveals its most-visited exhibition ever (Adrien Dirand/V&A)

More than half a million people attended a Christian Dior exhibition at the V&A, making it the museum's most-visited display ever.



The article getting the most attention is around how the Dior exhibit at London's V&A Museum (Victoria and Albert Museum) was the most popular exhibition ever at the museum, with over half a million people visiting since its inception.

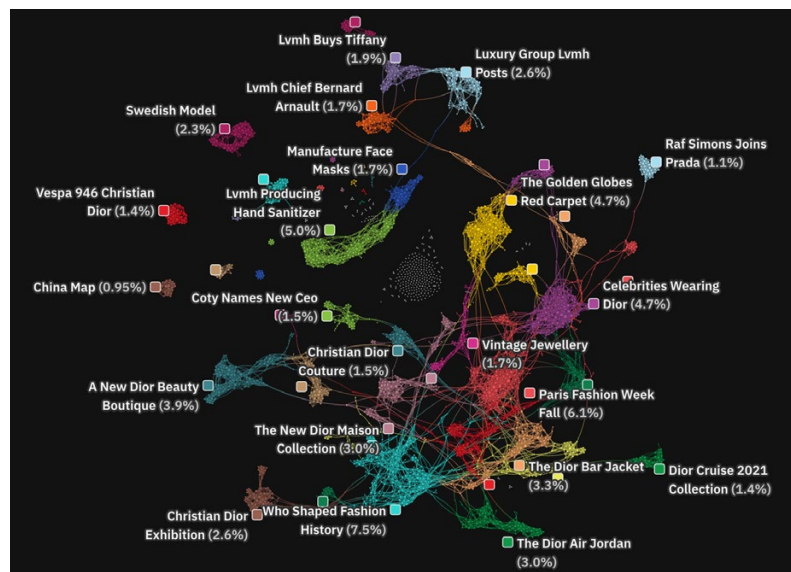


Figure 22: News Network Analysis

Did you know the first American to lead a French couture house was black?

Face2Face Africa (February 5, 2020)

Yves Saint-Laurent Biography: What You Didn't Know About the Designer

CelebMix (October 17, 2019)

Society Confidential: NFL's Braylon Edwards tells all in new book

The Detroit News: Web Edition Articles (MI) (September 17, 2019)

French lesson

The Globe and Mail (Canada) (September 12, 2019)

You Bet Your Ass Rihanna's Designing Her Own Wedding Dress

PopSugar (October 10, 2019)

V&A explores kimono's influence on fashion in new exhibition

FashionNetwork.com United Kingdom

In our news network analysis, the articles shaping the narrative are around Dior's influence in fashion history, Paris Fashion week, Celebrities wearing Dior and Paris Fashion week, along with various articles referencing clothing and perfume.



Figure 23: News Network Analysis

Meanwhile, in our social network analysis the conversation is dominated by makeup, makeup-tutorials, Fashion week and Dior's signature red lipstick, the "Rouge Dior Ultra".



CLOSING THOUGHTS

It's a fast-changing retail world with increasing pressure from online powerhouses such as Amazon, forcing brands to evolve their marketing strategies and evolve to stay relevant, while also being agile to adapt to changed shopping behaviors as a result of COVID-19. Partnerships seem to be key to for brands to evolve and stay fresh and current whether it means working with influencers or partnering with complimentary brands to expose their brands to new audiences. In today's politically heated environment, brands need to be more careful than ever not to get wrapped up in this conversation, as consumers use social media and their buying power to share their political preferences. While Amazon is the behemoth in the marketplace, there represents an opportunity for retailers to excite customers with bespoke goods and shopping experiences that differentiate and set themselves apart. The key to brand success in this environment is adapting and humanizing your brand with social, letting consumers voices be heard and joining the conversation with them, while taking consumer feedback into consideration for improvement. Consumers, now more than ever, invest in brands they feel connected with, giving brands a unique opportunity to humanize and connect in ways they never had before with their customers.

What does the data say about your industry, competitors and company? Is your company leading with data driven decisions?



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