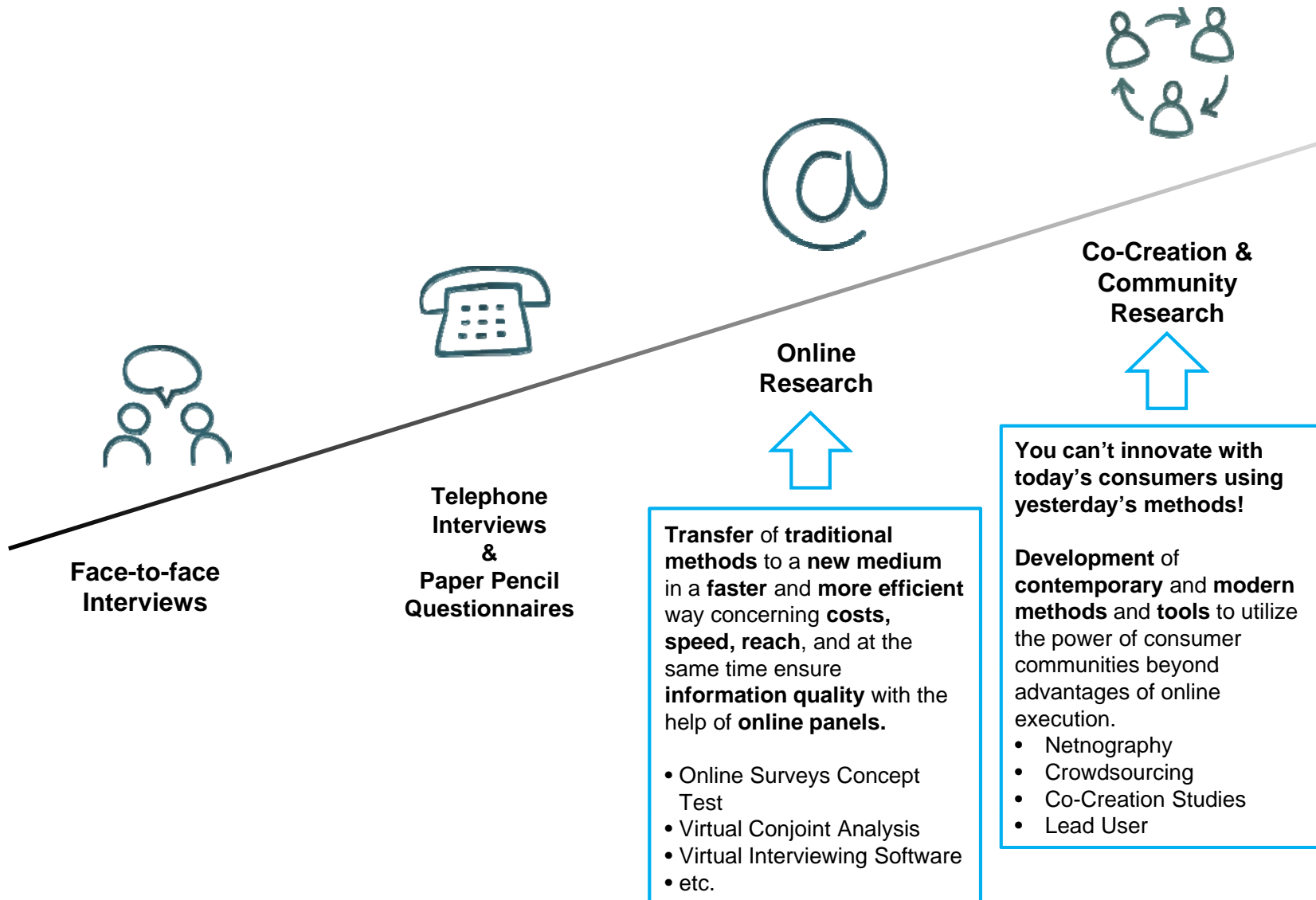

Listening to Social Media from a B2B2C perspective

By

Michael Bartl – CEO Hyve

Major Drivers and Trends Changing the Innovation Game



Case 1

Food Market Perspectives

What's next in **Citrus Beverages?**

Netnography-Objectives

What's next in Citrus Beverages?



- Partners in delivering relevant Taste Solutions to Consumers
- Citrus is one of Symrise's most important business areas

Research Questions:

- How do consumers **perceive Citrus** in beverages?
(Natural or artificial? Sour or Sweet? Healthy?)
- What are **emotions and associations of consumers** when talking about citrus beverages?
(happiness, freshness, healthiness, ...) Does citrus taste influence the **consumer's mood**?
- What are the **terms used** by consumers when describing citrus taste?
- How do consumers discuss **packaging and looks** of citrus beverages?
- What **types of beverages** are linked to citrus taste in the consumers minds?
- Are there **special occasions / consumption situations / contexts** in which consumers relate stronger / less to citrus taste beverages?

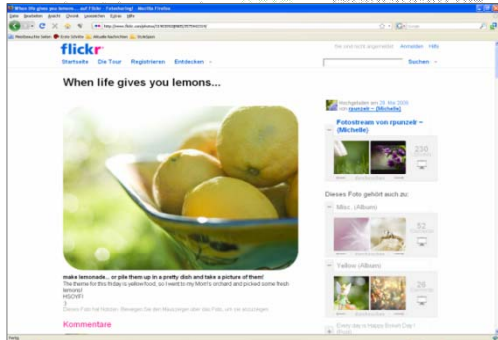


Social Media Sources

Overview of identified English-speaking Social Media Sources



Photos & comments on flickr give insights that go “beyond words”



www.flickr.com

Members: ~ 7 million

Pictures: several million

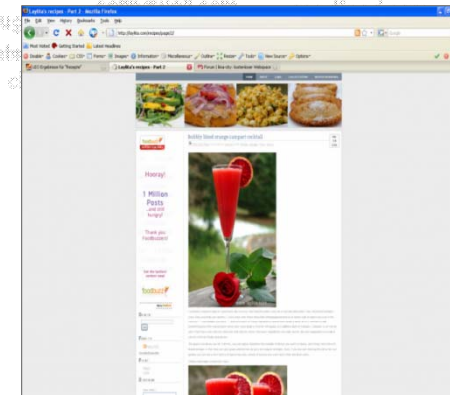
Threads: 54,126

English-speaking foto-community: Shared pictures, reviews and comments on everything from holiday pictures to photographic art and the documentation of food & drink recipes



In Food Blogs valuable experiences, recipes and tips are shared

Numerous Blogs all about the love for food and traditional grand-ma style related dishes. Pushing the exchange of recipes and tips on the blog.



Consumer Insights

I ♥ Home-Made



As my mother and grandma did when I was a child, I love to treat my family with home-made iced tea or lemonades on weekends in summer. I think it's cheaper and better to make these drinks myself. Also I know what's in there and I can just adjust my recipe to my favorite ingredients like honey, lime and mint. I think it's quick and easy to make beverages at home, but my sister for example hates squeezing lemons.



Consumer Insights

I ♥ Home-Made



Discussed DIY-Recipes...

...your favorite drink is too expensive ... sugar can be replaced

Vietnamese Soda Lime Squash recipe for South American limeade with whole limes

Hallo Yvonne
Spritz
vorbe
zu sei
man i

**WHOLE FRUIT,
NATURALNESS....**

Okay, I drink "vitamin water" a lot because it is not very sweet, tastes somewhat good and has a little bit of fructose which keeps me from falling on my face when my blood drops off (often) but doesn't do what orange juice do. But the stuff is ridiculous. I don't feel as stupid as it is available for free, because at least it's much to pay for something so simple.

**SHARING LOCAL RECIPES
GLOBALLY....**

Kann man den trinken! Liebe

...it doesn't need...

... thoughts: Soda chanh is n

... it simply tastes better

My mom makes the best iced tea. I can only dream...

... Zitrone...

**BETTER TASTE, CHEAPER,
EASY TO MAKE....**

So I decided to make my own. I will start with lemonade flavor as I know where to get the flavor for that. I also know I can buy fructose powder and add just a little of that (if my limited research is correct fructose is sweeter than other sugars per amount and doesn't kick your ass as much insulin wise). My question is this: maybe, just maybe, the vitamins that are included help me out a bit. So how do I go about adding vitamins to my water? Which vitamins can I crush up and toss in the mix? I figure I will get the taste down and then make it a concentrate so I can just add cold water to it in a clean bottle and go. Any ideas?

3. Serve cold, over ice, with a slice of lemon. Serves 8

This delicious natural lemonade has no sugar artificial sweeteners!

mmm. i haven't had iced tea in a while. you can't get good sweet tea around where i live. my grandmother made some really good sweet tea with oranges

That tea with oranges sounds really good. Do you have a recipe for that? I had some neighbors that used to make sun tea and let the sun do all of the work. I may be biased, but the best tea that I have tasted has been in the South. It is the same, that's why

**SUGAR
REDUCTION/REPLACEMENT....**

Consumer Insights

I ♥ Home-Made



Memories and Perceptions

- **Family and childhood:** Home-made lemonade and Iced Tea remind people of their happy childhood.
- **Taking care:** There is a connection to taking care and doing something good to friends, guests or family. Often it is made for BBQ, children's birthday parties or on a hot summer holiday at home in the garden

Six major motives for DIY preparation of citrus drinks could be derived from consumer dialogues:

1. **Taste:** "home-made tastes best!"
2. **Customization:** Consumers modify recipes regarding carbonated or uncarbonated, the amount of juice, the type and amount of sweetener or adding extra ingredients such as mint.
3. **Natural:** Home-made citrus drinks are perceived as healthier and cheaper than industrial sodas. For DIY drinks it seems to be a plus for consumers to know the ingredients of their drink.
4. **Tolerability:** Health conscious and allergic consumers can use the type of sweetener they prefer and adapt the amount of sugar, honey, stevia or agave syrup to their personal taste
5. **Easyness:** In most recipes, consumers state that lemonades and iced-teas are easy and quick to make.
6. **Value for money:** The simple dislike of supermarket drinks or the wish to copy existing drinks in a cheaper version can be another reason that drives consumers to make their own citrusy drink at home.

Four major groups of preparation methods for citrus drinks were identified from user recipes:

- Simply **poring together water** or **tea, fruit juice** and **sugar** in a glass or jug.
- Making a **fruit juice- sugar syrup** that can be **stored in the fridge** and is mixed to taste with some water.
- **Blending whole fruits with water & sugar**, strain the peel & fill into a jug to get a bit bitter lemonade.
- Getting **flavored water** by simply letting fruit **slices&herbs** sit **in water** to let the water absorb the fruit flavor.

Data Analysis and Insights

Making Sense of unstructured Data

The image features a central collage of social media posts and data visualizations, all related to lemons. The posts are framed by orange thought bubbles and are set against a background of a computer screen displaying a chat window and a network graph. The posts include:

- Foodpairing**: A collage of various fruits and vegetables.
- More Than Words...**: A woman sitting on a chair with a speech bubble.
- Supercharge Drinking**: A person holding a large blue water bottle.
- Lemon Makes Me Beauty!**: A woman applying lemon juice to her face.
- I ♥ Home-Made**: A pitcher of lemonade.
- The Brand Effect**: A close-up of a person's skin.
- The Lemon Enthusiasts**: A hierarchical organizational chart.

The background includes a chat window with text such as "It seems to me I could put something like a Dunk Donut...", "and a 'tag antenna' (or some sort of wave guide enter building and the barn and have everything connected additional 'tag antennas if the bridge signal does...", "Will the work? what an I overlooking?", "The taco bar said they will consider giving me a building. Do you have any idea what I would co building? I am thinking it is a standard Ethernet...", "What else do I need? Do I need to consider a 5...", "Several computers in the barn, house and gate would using wireless connections.", and a timestamp "#2 05-04-2006, 04:06 PM MIQ".

Consumer Insights

Understand and Experience what You Read



Product Concepts

Homemade Lemonade



PRODUCT DESCRIPTION:

“Lemonade that taste like homemade”

- ✓ Made of Fruit Juice with a high juice content (12%-15%)
- ✓ 100% Natural
- ✓ Clean Label
- ✓ No preservatives or “E” Numbers
- ✓ No Stabilizers

Taste directions:

- Lemon - Mint
- Black Current - Raspberry
- Cherry - Elderberry

“ **INDULGENT LIKE HOMEMADE**”



Product Concepts

Homemade Lemonade

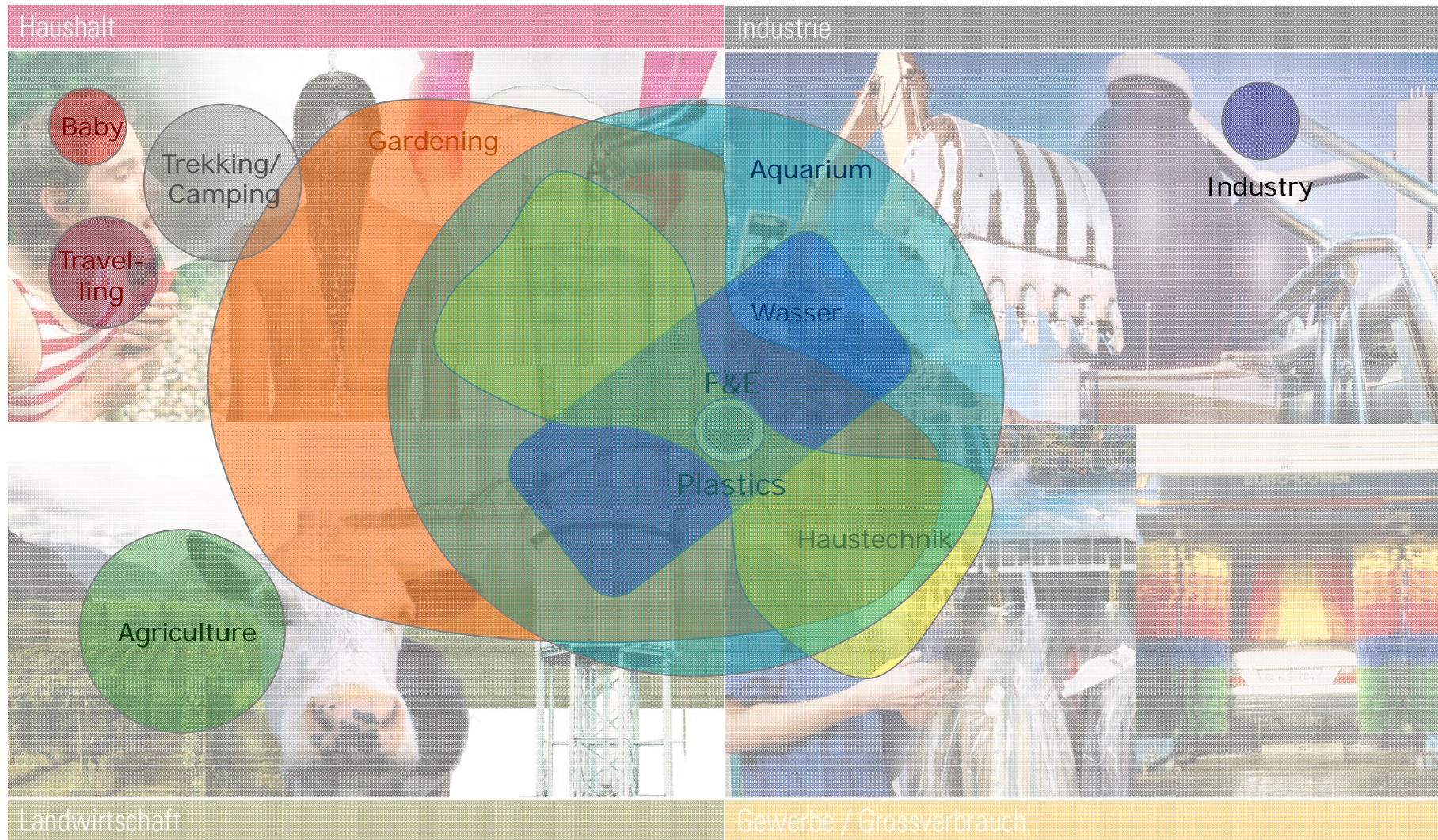


Case 2

Water Treatment

Netnography

The Water Treatment Case



Netnography

The Water Treatment Case



Reef Central Online Community - Mozilla Firefox

http://www.reefcentral.com/forums/index.php?s=72086a048aed00b830114c6ceas605d&menu=2

Reef Central Online Community

CORAL "Brilliant!"

HOME FORUMS MY RC REGISTER BLOGS

MEMBERS F.A.Q. SEARCH STAFF RK MAG SPONSORS

Reef Central Online Community

Welcome to the Reef Central Online Community.
If this is your first visit, be sure to check out the [FAQ](#) by clicking the link above. You may have to [register](#) before you can post: click the register link above to proceed. To start viewing messages, select the forum that you want to visit from the selection below.

Members: 226,038, Threads: 1,064,299, Posts: 15,622,930
Welcome to our newest member, [spinninglilly](#)

The time now is 08:34 AM.
You last visited: 09/23/2009 08:33 AM.

Forum	Posts	Threads	Last Post	Moderator
General Interest Forums				
Announcements All announcements for aquarium society meetings, frag trades and other local events should be posted in this forum only. You can also add it to the calendar . Off-topic threads will be deleted.	2287	577	09/22/2009 05:31 AM by chops29	rbaker
New to the Hobby If you are new to the hobby and would like to have some personalized attention, this is the forum to post your questions.	835773	93479	09/23/2009 08:12 AM by KillerReef	Aqu, beeray, bartoni, DganRS, EdKruzel, griss, Malhavos, mhurley, ModistonMar, Nanook, Raefcharis, Waterkeeper
Reef Discussion A Forum for general reef and marine aquaria discussion.	987812	90105	09/23/2009 08:24 AM by maroun.c	Aqu, Anemone, sward, dc, mhurley, Nanook, rbaker, Raefcharis, smillar
The Reef Chemistry Forum A Forum for discussion of all topics relating to reef aquarium chemistry.	185019	20694	09/23/2009 07:40 AM by baldwinaquaman	bartoni
Do It Yourself A Forum for all those projects you want to build on your own.	314532	25779	09/23/2009 08:06 AM by 3goal55	beeray, aso, zswab
Lighting, Filtration & Other Equipment A Forum for discussions about lighting, protein skimming, calcium reactors, filtration and other equipment.	677102	83763	09/23/2009 08:32 AM by thechad21	beeray, sward, mhurley, Nanook
Advanced Topics This forum is intended for the discussion of 'Advanced Topics'. Under this broad heading we hope to act as a resource and share information about difficult to keep animals and advances in technology, ideas, or reef keeping methodologies.	50293	3573	09/23/2009 08:30 AM by lordofthereef	mhurley, Nanook
Responsible Reefkeeping A Forum for discussion of environmental and ethical issues surrounding the hobby with a focus on ways that hobbyists can promote positive change.	10561	595	09/22/2009 by matt	
Reef Central Polls This forum is for polls that appear on the home page. If you want to see a poll appear in this forum, email us .	4679	17	07/15/2009 by matt	
Marine Fish Forums				
Anemones & Clownfish A Forum about Anemones & Clownfish	158514	17772	09/23/2009 by matt	
Fish Disease Treatment A Forum for diagnosing and treating disease in marine fish.	34463	6851	09/23/2009 by matt	

Reef Central

- Sep 2009: **226.038** registered User
- **1.064.299** Topics
- **15.622.930** Threats
- <http://www.reefcentral.com/forums/index.php...>

Netnography

The Water Treatment Case



All functions e.g. lighting system, filter system, heating system etc. are controlled by TV buttons

“...如果能换个频道就换个背景那就更好了.要是能换频道就能换鱼.....”

“...把你的所有电源开关.灯,过滤.给氧.加热等都接在电视机的频道按钮上.”

“...把你的所有电源开关.灯,过滤.给氧.加热等都接在电视机的频道按钮上.”

“就是电视老土了点,换个29寸纯平的还凑合”



**Development of filter system with following materials:
acrylic glass 11,5 kg; coral sand 7,5 kg;
Activated carbon coal 10 kg; glass sand 10kg,
2 pumps 35w 2000L/H**

„过滤材料: 玻璃环 23斤 珊瑚沙 15斤 活性炭 20斤 石英砂20斤
动力 两台35 W的 2000L/H的泵
另: 一个潮吸式过初级过滤
希望大家给我点意见就是过滤材料的摆放顺序!!!!”

“好啊,真正的生物过滤 “

“我的过滤跟你差不多~~~~但我想再加一层做为滴滤式准备放生化球~~~
但不知拉筋能不能承受得了~~~请问你的拉筋是多少mm “

The problems of „Water Treatment“ are reflected in the micro-worlds of aquariums

water plants and
fish

vermin control

pump- and
filter systems

measuring
procedures and
systems

water
contamination

aquaculture and
water quality



Netnography

The Water Treatment Case



Canatreff

Produkt	Preis	Bestand
Canatreff 1000	1000	1000
Canatreff 2000	2000	2000
Canatreff 3000	3000	3000
Canatreff 4000	4000	4000
Canatreff 5000	5000	5000
Canatreff 6000	6000	6000
Canatreff 7000	7000	7000
Canatreff 8000	8000	8000
Canatreff 9000	9000	9000
Canatreff 10000	10000	10000

Farm & Garden Paras

Produkt	Preis	Bestand
Farm & Garden Paras 1	1000	1000
Farm & Garden Paras 2	2000	2000
Farm & Garden Paras 3	3000	3000
Farm & Garden Paras 4	4000	4000
Farm & Garden Paras 5	5000	5000
Farm & Garden Paras 6	6000	6000
Farm & Garden Paras 7	7000	7000
Farm & Garden Paras 8	8000	8000
Farm & Garden Paras 9	9000	9000
Farm & Garden Paras 10	10000	10000

Agromat

Produkt	Preis	Bestand
Agromat 1	1000	1000
Agromat 2	2000	2000
Agromat 3	3000	3000
Agromat 4	4000	4000
Agromat 5	5000	5000
Agromat 6	6000	6000
Agromat 7	7000	7000
Agromat 8	8000	8000
Agromat 9	9000	9000
Agromat 10	10000	10000

Agromat

Produkt	Preis	Bestand
Agromat 1	1000	1000
Agromat 2	2000	2000
Agromat 3	3000	3000
Agromat 4	4000	4000
Agromat 5	5000	5000
Agromat 6	6000	6000
Agromat 7	7000	7000
Agromat 8	8000	8000
Agromat 9	9000	9000
Agromat 10	10000	10000

Schiefer / Ton / Quarzkies / Bimskies / Lava / Steinwolle / Schaumstoff



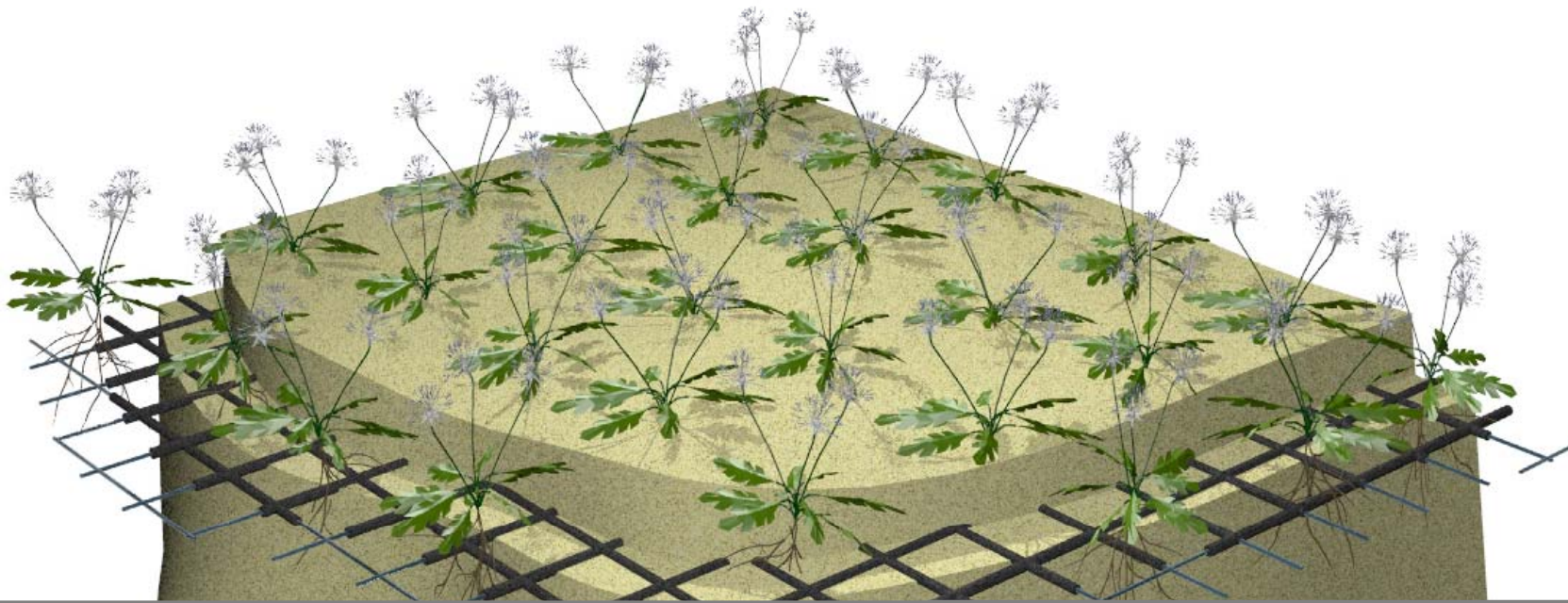
Solche Perlschläuche erlauben die Bewässerung direkt am Boden. Das Wasser wird tropfenweise abgegeben



Der Tröpfchenschlauch wird lose ausgelegt oder flach in der Nähe der Wurzeln eingegraben

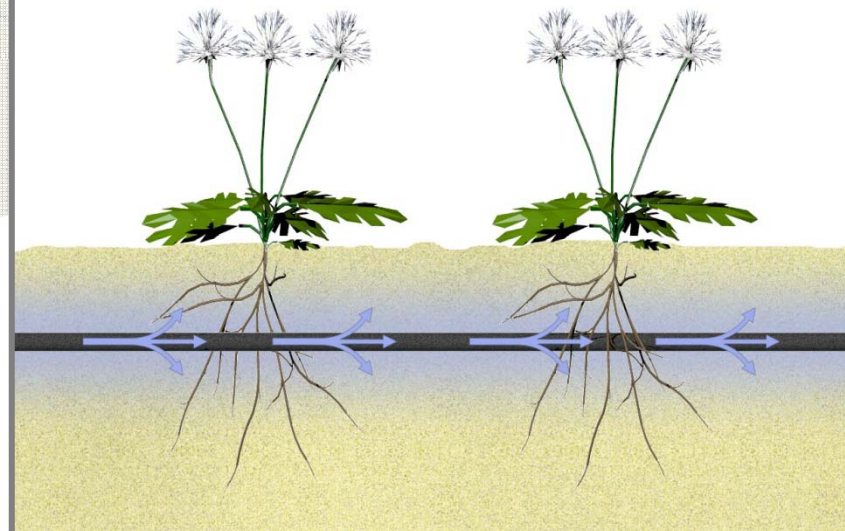
Netnography

The Water Treatment Case



Characteristics of HYDROGRIDS:

- > Store water and therefore reduce waste
- > Watering directly at the plant radix
- > Avoid salinization and chlorosis
- > Avoid burning
- > Integrated seed
- > Integrate fertilizer and plant protection



Netnography

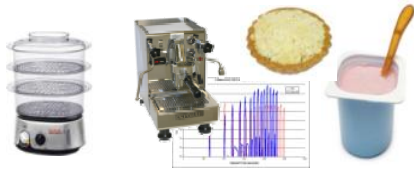
The Water Treatment Case

Geogrids are used e.g. to reduce ruts, stabilize noise protection embankment or to reinforce sludge lagoons



Netnography

Fields of Application



Food

Consumer Insights/Ideas/Growth Fields in food, cooking and household apparel topics.



Beauty & Care

Consumer Insights/Ideas/Growth Fields in grooming and (wound) care topics.



Sports

Consumer Insights/Ideas/Growth Fields in basketball, soccer, footwear, and outdoor equipment .



Automotive and IT

Consumer Insights/Ideas/Growth Fields and Brand Monitoring in the Automotive and Telecommunication Industry.



Media & Advertising

Consumer Insights/Ideas/Growth Fields and Community Building on media usage and social media marketing strategies.

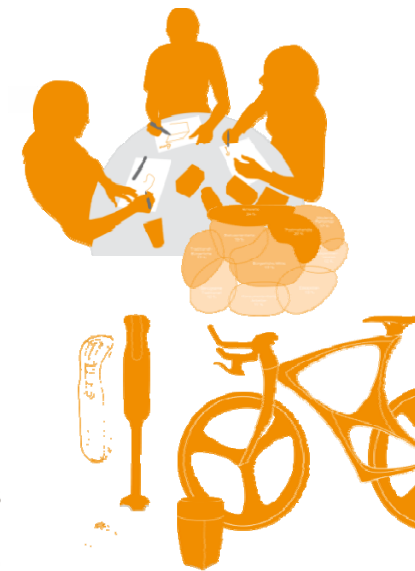
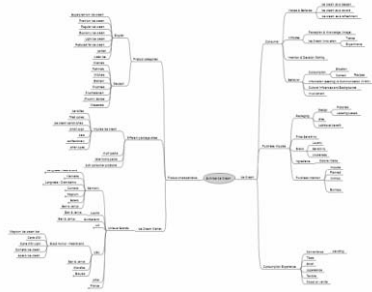


B2B and Services

Consumer Insights/Ideas/Growth Fields on topics like Water Treatment, Credit Card Services, Hinges etc.

Netnography Process

Systematic Listening to online Conversations



Netnography

“Doing Ethnographic Research Online”



- **NETNOGRAPHY** [inter**NET** & eth**NOGRAPHY**] is a **QUALITATIVE** and **EXPLORATIVE** research approach to analyze the **CONSUMER DIALOGUE** in **SOCIAL MEDIA**.
- The **EMPATHIC** and **NON-OBTRUSIVE** online **OBSERVATION** and **LISTENING** enables the Researcher to gain a **DEEP UNDERSTANDING** and **UNBIASED CONSUMER INSIGHTS**.
- Analyzing explicitly verbalized and implicitly existing **NEED-** and **SOLUTION-INFORMATION** of highly **INVOLVED** and **CREATIVE CONSUMERS** can lead to **FRESHER INSIGHTS**.

Thank You for your Attention!

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