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Social Media Research Example Presentation for:



# Overview

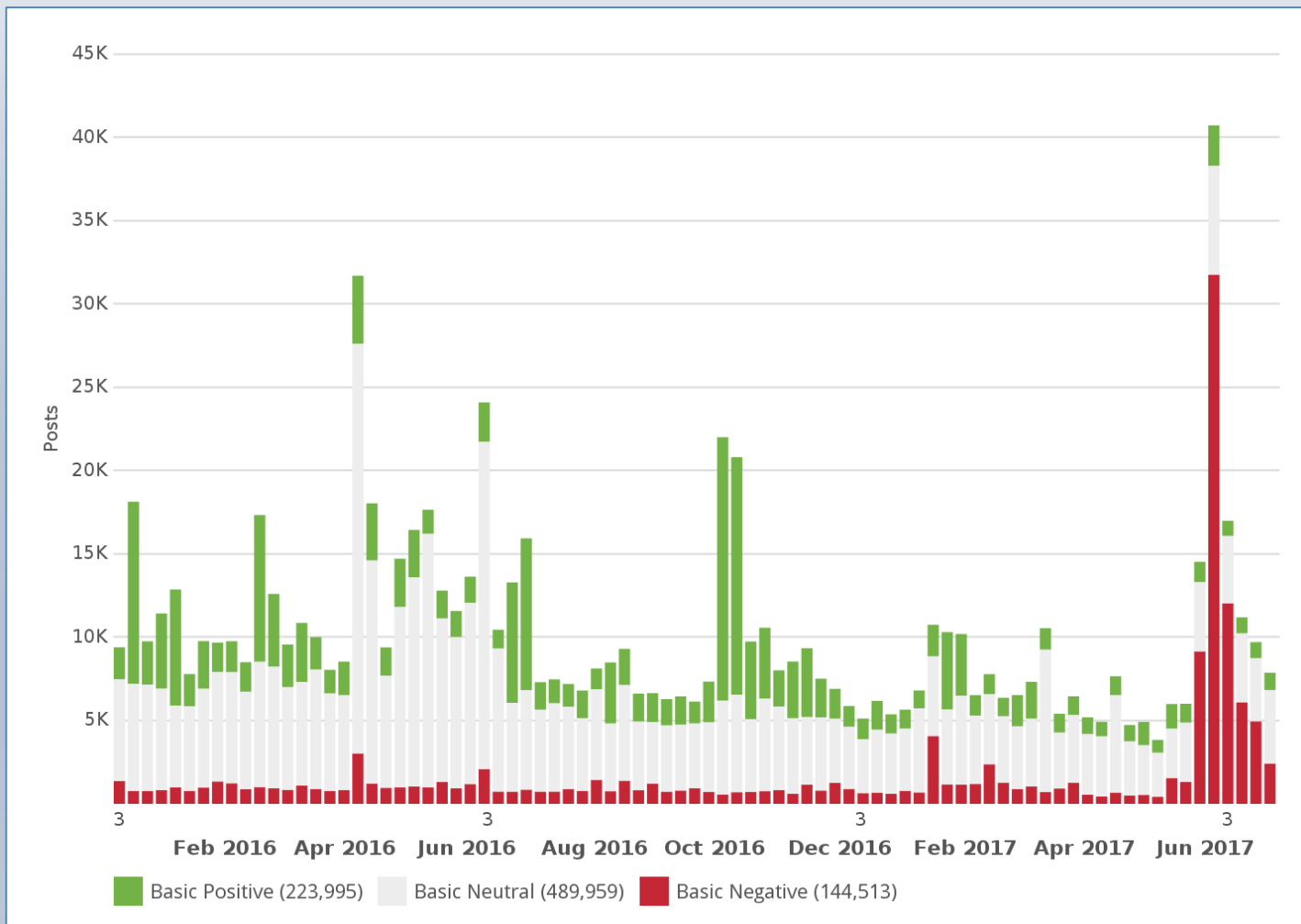
This study examined data from across the web to uncover insights and trends in the retail clothing industry, specifically looking at the Old Navy brand and its competitors.

- Over 4.2 million posts were analyzed for the period of January 1<sup>st</sup>, 2016 through July 31<sup>st</sup>, 2017.
- Data came from major social media sites (Facebook, Twitter, Tumblr, Google+, YouTube, Reddit, Digg, etc.), as well as many forums, blogs, company review sites, and other sites as well.
- Several analyses were conducted, including Sentiment (slides 4-5), Emotional Components (slides 6-7), Topical (slides 8-10), SWOT (slides 11-12), Evangelism (slides 13-14), and Affinities (slides 15-16).

# Summary Results

- Old Navy generated 828,668 points of conversation with a 19.7% share of voice over the last 19 months. For comparison, Land's End generated 122,023 (2.9%) over the same period.
- Old Navy Net Sentiment came in at +9% indicating a general favorability towards the brand
- Joy was the the prevailing emotion expressed, at 45% of emotional conversations, followed closely by Disgust at 40%.
- Old Navy generates greater positive evangelism than competitors (27% vs. 15%)
- Impulsive behavior and word-of-mouth advertising were more prevalent with Old Navy conversations than they were for competitors.
- Racial issues, Poshmark, and Independence Day were some of the salient topics

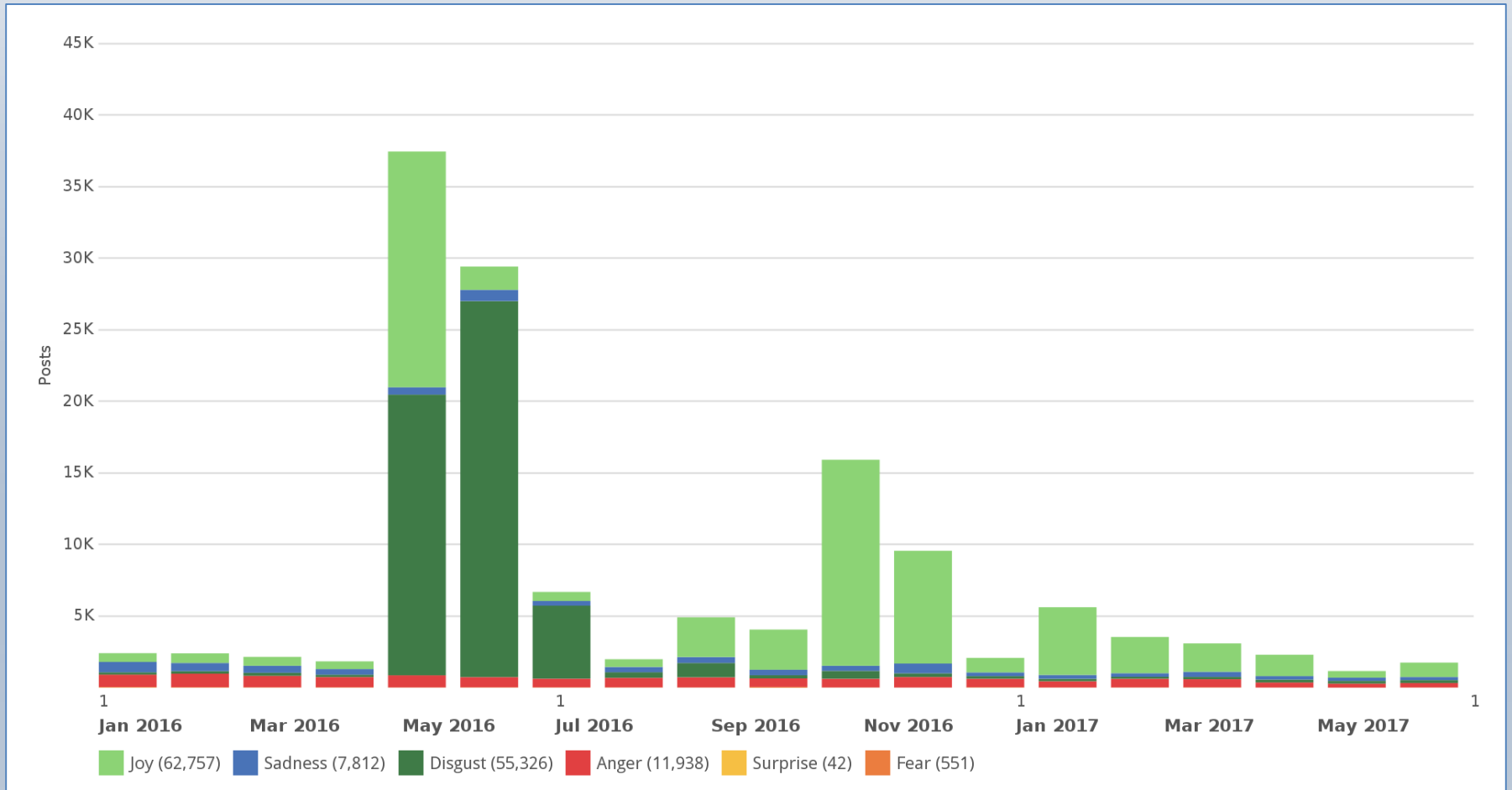
# Volume and Sentiment Trend



# Volume and Sentiment Insights

- Old Navy volume spiked May 4<sup>th</sup>, 2016, November 2<sup>nd</sup>, 2016, and July 4<sup>th</sup>, 2017
- The May 4<sup>th</sup> peak centered around an advertisement that celebrated racial diversity. Sentiment was mixed with a slightly greater positive slant in conversations.
- The November 2<sup>nd</sup> peak was predominantly positive and was the result of 3 conversation threads coalescing at the same time: buzz over maternity clothes, a fall sale, and Jack McCain (son of Senator John McCain) weighing in on the racial diversity discussion sparked in May.
- The July 4<sup>th</sup> peak was interesting because the volume was significantly greater than the previous year around Independence Day and was overwhelmingly negative (while the previous year was positive). This was partially due to some social media influencers sparking a backlash over USA-themed shirts from Old Navy.

# Emotion Trend



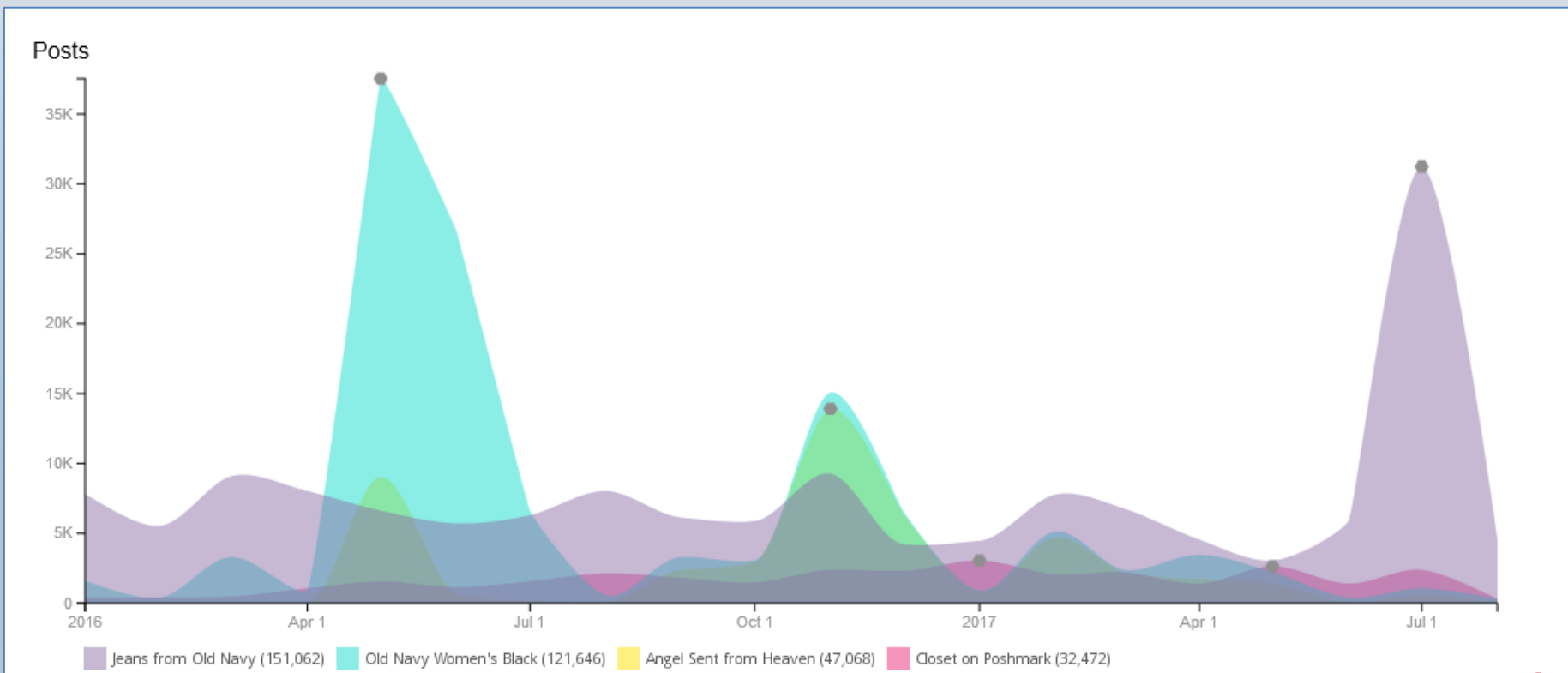
# Emotion Insights

- Joy was the most frequent emotion, typically expressed at finding a clothing item that fit them in some way (personality, size, budget, etc.). This indicates a strong emotional connection to purchases from Old Navy.
- Disgust was the second most emotion expressed, typically the result of advertising or PR that sparked conversation on social media. One notable example is the reaction to a controversial Father's Day shirt that implied that the holiday was really for women.
- The spike in emotional conversations in May and June of 2016 were primarily the result of the racially charged conversation stemming from the aforementioned Old Navy advertising and the McCain response.





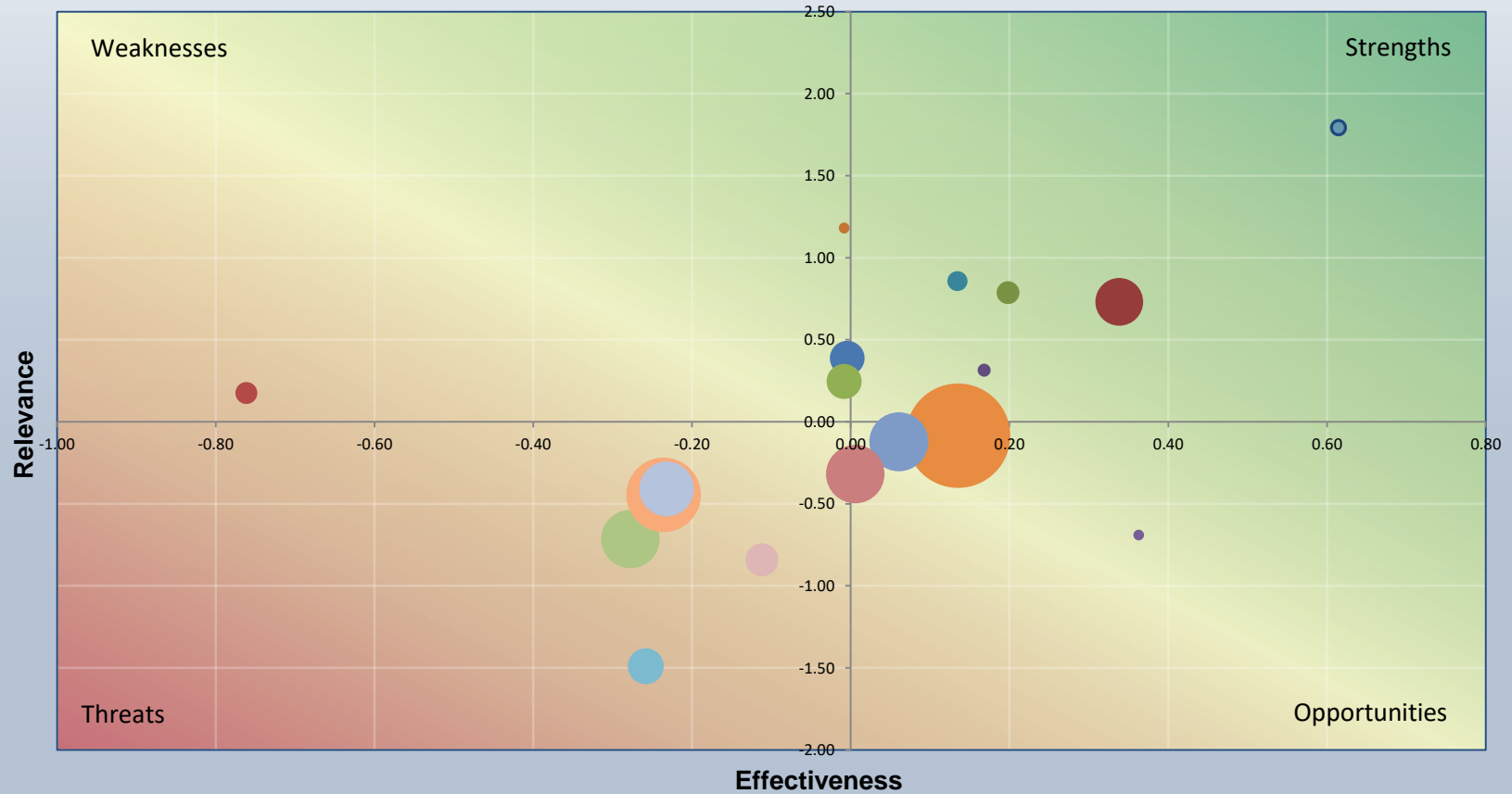
# Topic Trends



# Topical Insights

- Similar to the Sentiment and Emotion analyses, Topical information from the data showed a lot of conversation centered around racial issues. However, it also revealed a gender aspect of the issues. Women drove this conversation far more than men, even though Jack McCain was at the center of it.
- A second gender issue was also discovered. There was a significant amount of negativity surrounding women shopping in the men's department at Old Navy in order to find jeans that fit and had larger pockets. Women were upset that jeans with similar qualities were not offered in the women's section and that the labeling was so different ("stretch" vs. "flex").
- Poshmark is a site where you can buy and sell used clothes. Old Navy is traded heavily on the site, but it is not a featured brand.
- Old Navy garnered more of the conversation surrounding "fit experience", pants, skirts and dresses than the competition, but did not drive conversation as well in the clothing accessories category.

# SWOT



- Maternity
- Checkout
- Users
- Future promises
- Fit: Tight
- Unresolved issues
- Language
- Personnel
- Experience
- Pants: Bootleg
- Sale
- Ambiance
- Gender: Girls/Women
- Courteous
- Pants: All type
- Pants: Stretch fabric
- Social Media
- Suggestions
- Pants: Pockets

# SWOT Insights

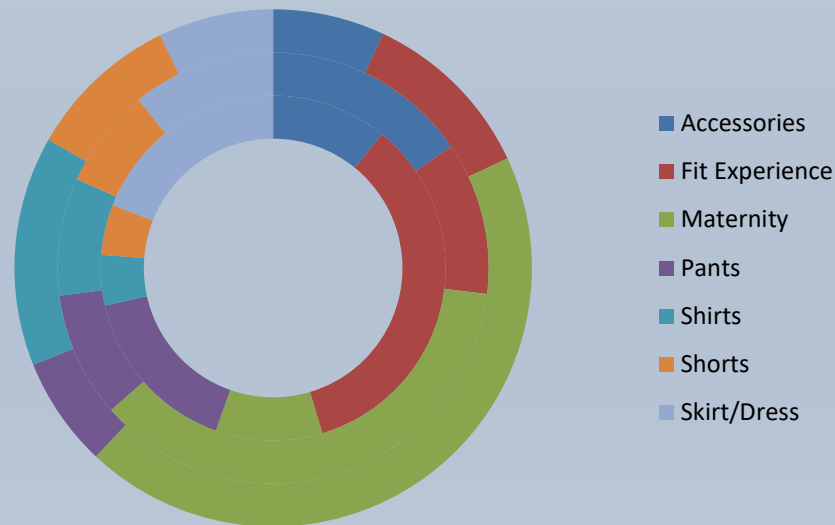
DRG's SWOT (Strengths, Weaknesses, Opportunities, and Threats) is a systematic approach to a traditionally subjective analysis. Our proprietary SWOT tool quantitatively evaluates concepts that can have an impact on a brand, then categorizes and scores them, based on Brand Relevance and Effectiveness compared to the competition.

- Strengths: maternity clothes and checkout experience.
- Weakness: store personnel.
- Opportunities: no opportunity stood out, though store ambiance, girls/women's issues, and courteous employees all fell into this category.
- Threats: pants products, specifically stretch fabric and pockets, social media, and responsiveness to suggestions.

# Evangelism

Category	Positive	Negative	Net Evangelism*
Accessories	25%	6%	-7%
Fit Experience	79%	5%	12%
Maternity	23%	15%	-46%
Pants	37%	4%	7%
Shirts	11%	4%	-15%
Shorts	11%	3%	-10%
Skirt/Dress	44%	4%	8%

\* - Accounting for positive & negative Evangelism and then normalized by Industry average

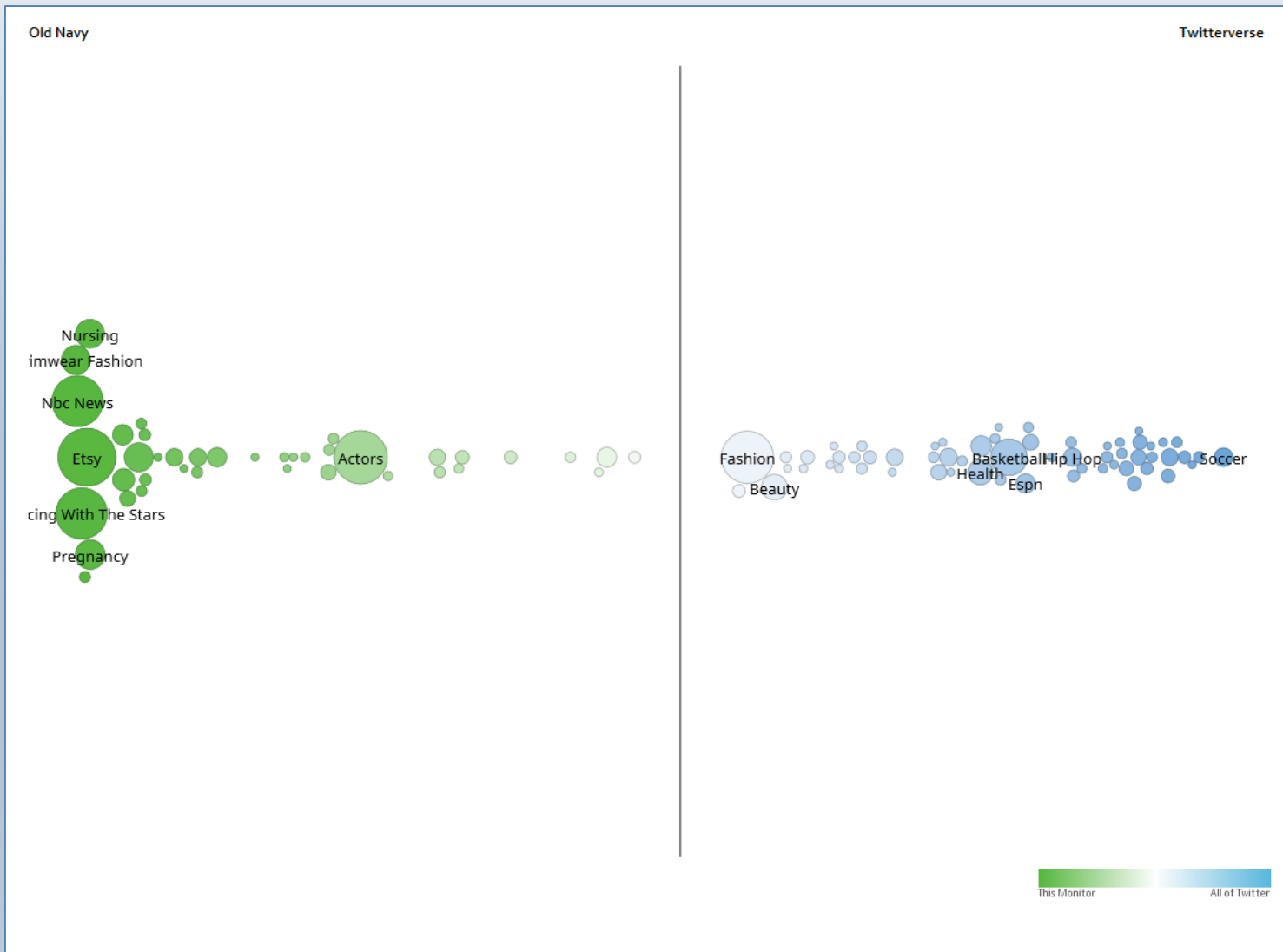


# Evangelism Insights

Evangelism Analysis first identifies those commenters that are either promoters or detractors of a brand. It then assigns a value to each “evangelist” comment related to the target brand, which can either be simply a polarity (positive / negative / neutral), or more complex scoring such as a 1 to 10 scale. For this study, we chose the top 7 evangelism categories and basic polarity scoring to clearly highlight the differences across categories and industry competitors.

- Maternity was the category that saw the most conversation amongst evangelists and was negative when adjusted for the industry average. This is surprising, considering the fact that maternity clothing is a strength for ON, but is explained by how passionate customers are about what ON provides in that arena. Passionate evangelism is often positive and negative at the same time.
- Fit Experience drew quite a bit of evangelist conversation and was much more positive when adjusted.
- As expected, Shirts generated a lot of buzz, but saw relatively more detractor comments than promoters. This ties back to social stigmas regarding t-shirt messaging.

# Affinities



# Affinities Insights

Affinities are the comparison of topics of interest of the target group (those frequently discussing Old Navy) versus a larger population. They are used as a way of understanding important characteristics of the target group, as well as those that are not in the target group. In this case, we compared those that frequently discuss Old Navy with the rest of the Twitterverse.

- Topics heavily discussed and heavily correlated with target group (Old Navy evangelists): Etsy, NBC News, Dancing with the Stars, nursing, swimwear, and pregnancy.
- Topics heavily discussed and mostly correlated with target group (Old Navy evangelists): actors.
- Topics heavily discussed and heavily correlated with non-target group (Twitterverse): ESPN, soccer, basketball, health, and hip-hop music/culture.
- Topics heavily discussed and mostly correlated with non-target group (Twitterverse): fashion and beauty



# Conclusions

- Holiday messaging, especially for Independence day, should embrace the campy stigma associated with it to dampen negative sentiment. Also, potentially offensive holiday items should be tested (more) thoroughly before including them in products.
- Marketing should focus on making a connection to the “Joy” of their brand, products, and stores. This could include the delight of finding a “clothes match” or a sale on their favorite items.
- When controversial issues arise surrounding the brand, ON should be more vocal in addressing it, to make their stance clear and capitalize on the exposure.
- Product design and labeling should come closer together between men’s and women’s fashion. Appropriate jean pocket sizes and consistent feature names are key!
- Tap into customer passion by developing an online community focused on maternity.
- Engaging customers in areas like talent-based reality TV, the Etsy or Poshmark communities, or nursing associations will reinforce customer bonds, while engaging non-customers in areas like sports and hip-hop culture will grow the customer base.
- Monitoring and improving non-checkout interactions between customers and store personnel is necessary to strengthen the brand. Building a better rapport with the public over social media by replying to questions and comments will also help.

# DISCOVERY

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