The Client

Jollibee Foods Corporation is a multinational chain of fast food restaurants in Philippines. JFC owns the popular fast food brand Jollibee, considered as Asia’s answer to McDonald’s. Jollibee was struggling to make sense of large volumes of social data. Our goal was to make this process simple, and allow marketing managers make decisions based on customer sentiment and competitive social landscape.

Key Deliverables

- Social listening across different brands
- Tracking competitors across each business vertical and geography
- Benchmarking Social Net Promoter Score and Social Risk across competitors
- Giving strategic insight to key brand and digital managers using social media insights
- Our team provided daily, weekly and monthly reports
- Single dashboard allowing managers to track real time insights

TO THE NEW helped Jollibee map the competitive landscape and keep track of customer sentiments. We leveraged our deep expertise in social listening to calculate the Social Net Promoter Score, used to analyze brand loyalty.

Highlights

- Social Net Promoter Score to analyze brand performance
- Share of Voice and Sentiment Analysis
- Contextual insights built for the fast food industry

Summary

TO THE NEW helped Jollibee map the competitive landscape and keep track of customer sentiments. We leveraged our deep expertise in social listening to calculate the Social Net Promoter Score, used to analyze brand loyalty.
Key Features

- Share of Voice
- Sentiment Analysis
- Topic Analysis
- Trend Analysis
- Brand deep-dive

- Campaign Reports
- Social Risk
- Competitive Landscape Analysis
- Product Analysis
- Social Net Promoter Score Breakdown

Testimonials

Francis Tan
Media Manager - Corporate Marketing Media, Jollibee Foods Corporation

“TO THE NEW’s analytics offerings are unique and very specialized given the team is focused on social listening, monitoring and, analytics. They are able to provide timely insights and accurate reports covering various metrics using which we are able to decide on our roadmap ahead.”

Know more about our Analytics offerings

www.tothenew.com

Talk to Our Experts