

Post Campaign Analysis Report: Shaheen Syed

Campaign Brief

The partnership between popular culinary Youtuber Shaheen Syed and Weikfield has been analysed in this report by comparing the brand's overall visibility, sentiment, and public interest before and after the influencer campaign (influencer video), for the specific product endorsed (Weikfield Custard Powder).

Campaign Performance

Video Title	Delicious fruit custard truffle - 10 minutes dessert recipe with Weikfield ready to eat custard
Date of Release	18 March 2024
Total Views	3,700
Likes	211
Comments Count	18
Comment Sentiment	100% Positive
Key Discussion Points	Interest in trying recipe
	Complimenting Recipe
	Requesting Info on Weikfield Product

Campaign Impact: Social Media

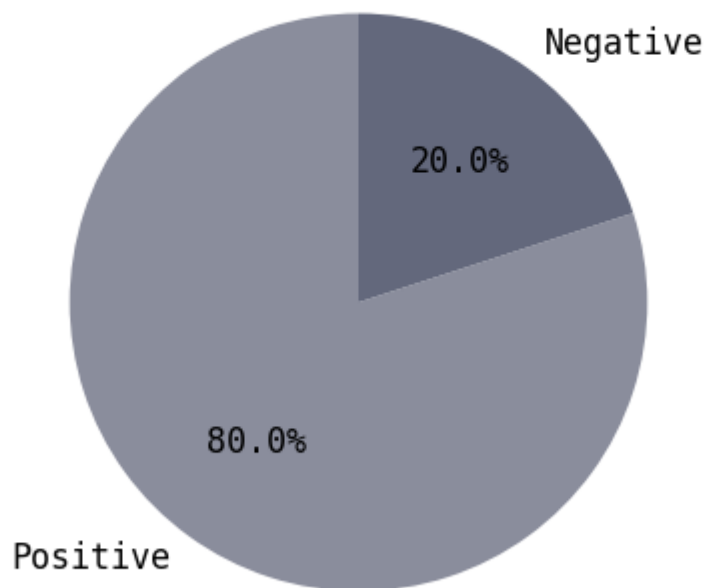
A product conversationsentiment analysis was conducted for the Weikfield Custard product across the entire social space before and after the influencer campaign.

It can be noted from the data that while the overall positive sentiment remained at a strong 80% both before and after the campaign, there was a significant reduction in any negative sentiment portrayed about the product before the campaign, in comparison to after the influencer's video was released.

Pre Campaign Conversation Sentiment

- Positive aspects of Weikfield include a high level of satisfaction with the product quality and versatility in recipes, as indicated by 80% positive mentions. Product is highlighted for their effectiveness and ease of use in cooking and baking.
- The company's marketing efforts are also viewed positively, with mentions of unique campaigns such as the 'Lie Detector Test' and insights shared by the CEO, indicating effective engagement with their audience.
- Negative aspects are minimal but include a mention concerning health implications of using protein powder (not directly a Weikfield product but discussed in the context), accounting for 20% of negative mentions.

PRE CAMPAIGN CONVERSATION SENTIMENT



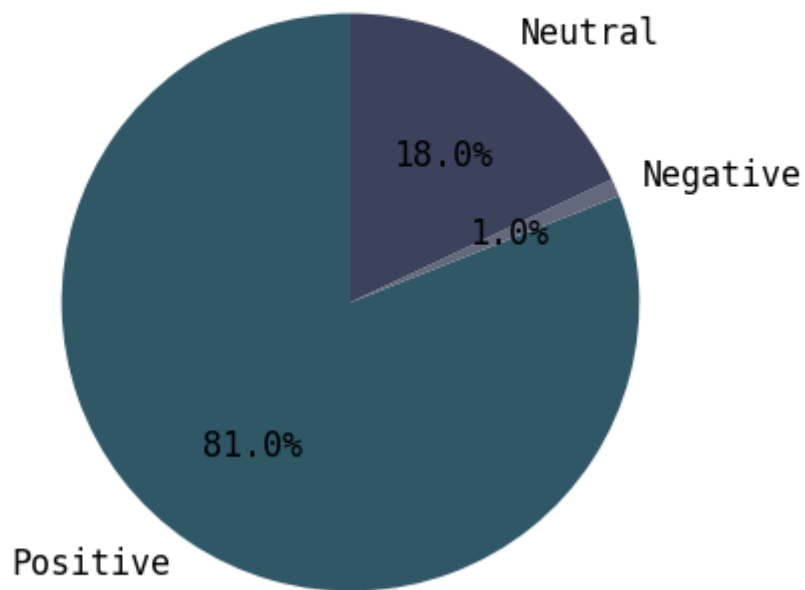
Pre Campaign Sentiment

Post Campaign Conversation Sentiment

- The sentiment around Weikfield is predominantly positive, with 81% of the mentions being positive.

- There are negligible negative mentions (<1%), indicating a favorable view towards the brand.
- Neutral mentions make up 18% and could represent informational or factual statements without explicit sentiment.
- Positive sentiments are reflected in various contexts, including product enjoyment, appreciation for the brand's participation in events, and favorable product features.

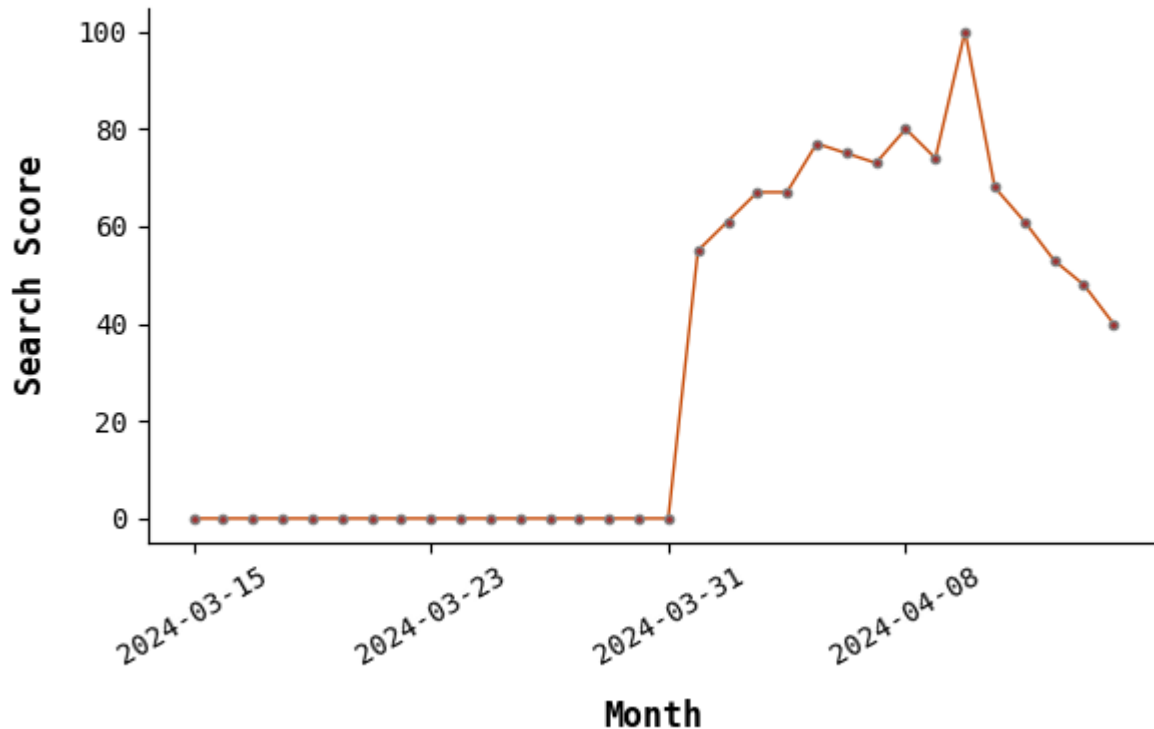
POST CAMPAIGN CONVERSATION SENTIMENT



Post Campaign Sentiment

Online Search Interest Development

SEARCH INTEREST (LAST 30 DAYS)



As visualized, online search interest for Weikfield's Custard Powder as endorsed by the influencer peaked towards the second half of the Ramadan period, as and when the influencer's video reached their maximum audience. This goes towards indicating a significant visual impact on the target audience.

Campaign Outcome: Marketplace Sentiment

A product sentiment analysis was conducted for the Weikfield Custard product across the entire marketplace before and after the influencer campaign.

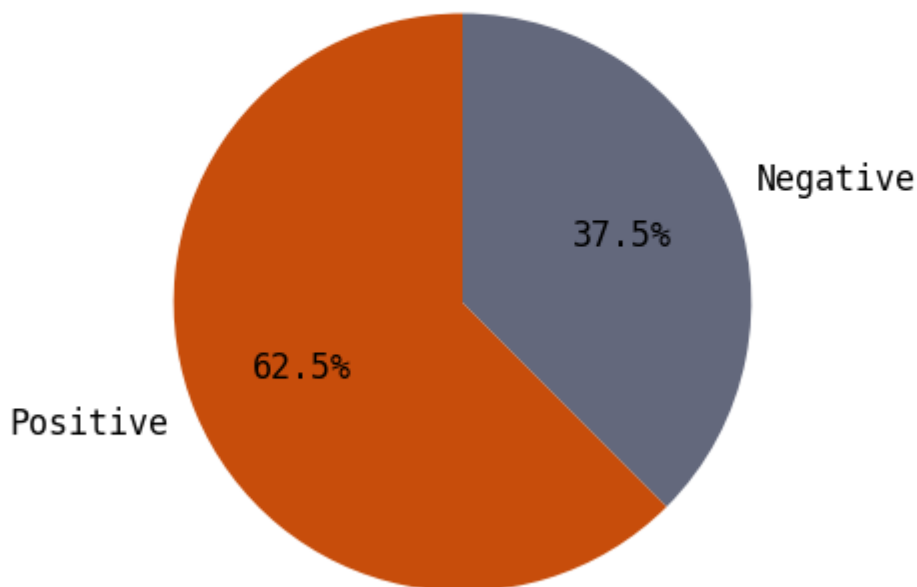
The reasons for an increase in positive sentiment for the product post the influencer recipe video can be inferred from the fact that better directions for usage of custard powder were provided in the influencer's recipe video.

Pre Campaign Marketplace Sentiment

- Based on the data, the sentiment around Weikfield products is mostly positive with 62.5% of the reviews being positive, indicating satisfaction among consumers.

- There are no neutral sentiments expressed in the data provided. However, there is a notable percentage (25%) of negative sentiment, suggesting that while a majority are satisfied, there are some areas or products that may not meet consumer expectations.
- The absence of neutral reviews could indicate that consumers have a clear opinion about the products, either good or bad.

PRE CAMPAIGN REVIEW SENTIMENT



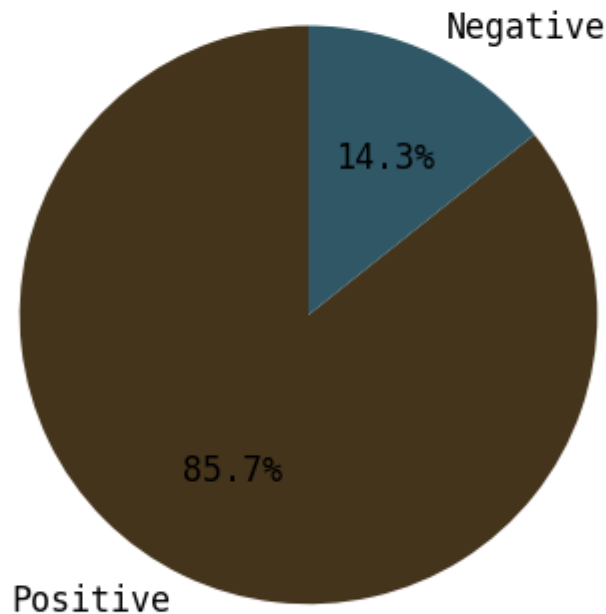
Pre Campaign Review Sentiment

Post Campaign Marketplace Sentiment

- The majority of the reviews (85.71%) are positive, indicating a generally favorable perception of the product.
- A smaller portion (14.29%) of the reviews are negative, pointing out concerns or dissatisfaction.
- Specific features such as taste (28.57%) and usability (14.29%) are mentioned positively, suggesting these are appreciated aspects of the product.
- No specific mentions of packaging as a positive or negative aspect were found in the data provided.

- The presence of chemical colorings in one review suggests a potential area for improvement or concern for some consumers.

POST CAMPAIGN REVIEW SENTIMENT



Post Campaign Review Sentiment

Campaign Outcome: Summary and Conclusion

In summary, the influencer campaign can be considered successful for the following reasons:

- A significant decrease in negative mentions or conversations across the social space post the influencer campaign release.
- A significant increase in positive sentiment on the product marketplace, indicating successful communication in terms of usage of the product.