

Sample Report Competitor Insights



Disclaimer

- **This is a representative sample report for an illustrative business case**
- **The content/look and feel of this report is customized to the client business problem, for e.g.:**
 - If some of the charts/graphs/tables are not generating insights for that particular business case it will be dropped from the report,
 - On the other hand some additional charts maybe incorporated which are depicting valuable insights
- **Most of the charts/graphs and data displayed in this sample report can be extracted from the tool's analysis and reporting interface**

Customer inputs

- **The following were the inputs received from Client A for this analysis:**
 - Business Problem Statement
 - Brands to be analyzed
 - Key competitor names
 - Any Key functionality/ feature /theme that you want specifically investigated

Analysis Objective, and Key Business questions that were Evaluated

The overall analysis objective and scope are as follows:

- **The primary objective of this analysis is to learn what is being said about Client A and its key competitors for e.g. Competitor A, Competitor B, Competitor C, Competitor D, Competitor E on social media by the consumers.**
- **Also understand the SOV related to what is been said in the context of these Theatre companies. Some of the features/aspects related to theatre analyzed are:**
 - Production & Value
 - Ticketing
 - Loyalty
 - Variety
 - Community and Education
 - Venue and Experience
- **Conduct a deep dive analysis to understand what is being specifically said in the context of the below mentioned shows:**
 - Client A: Show A and Show B
 - Competitor A: Show C and Show D
- **Highlight key insights derived from this analysis**

Client A: Scope

Elements	Scope
Broad Brand Categories	Client A, Competitor A, Competitor B, Competitor C, Competitor D, Competitor E A separate analysis for the shows: Client A: Show A and Show B and Competitor A: Show C and Show D
Topic Of Interest	Production Value, Venue/ Experience, Ticketing, Loyalty, Community/ Education, Variety
Sources	News, Blogs and Message Boards. Facebook sample only Videos and Reviews were excluded from WWW search
Languages	English
Geography	All
Time period	1-Jan-2013 to 28-Feb-2014

The analysis is based on a sample data, the coverage from our data partner used in the analysis will include

- 1-2% Face Book sample
- Blogs (20+ million regularly with 100+ million in the database)
- Forum Sites (175,000+ sites containing over 5M individual forums)
- Review Sites (40,000+ review sites, plus more than 100 forums that are typically part of review sites)

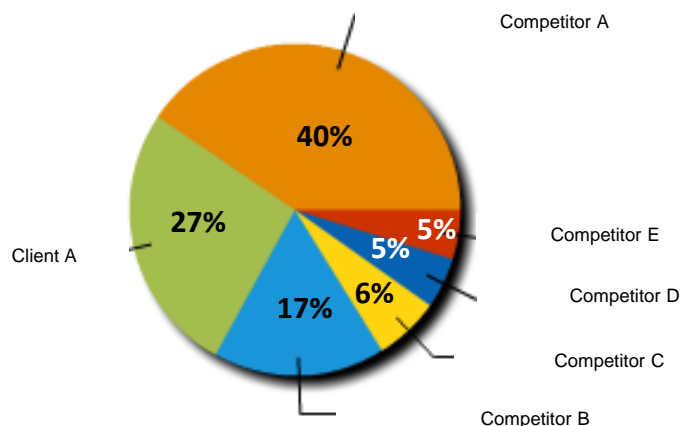
The results produced in this analysis is business indicative in nature as it is based of a sample data...

Executive Summary

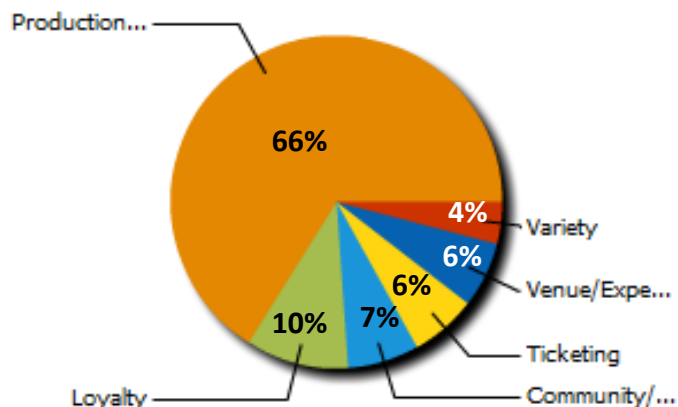
- **Lack of differentiation between a theatre show and venue in customer mind, they tend to talk about them in interchangeable way**
- **During the analysis period Competitor A generated highest social media buzz followed by Client A**
- **The social media buzz have sharp peaks associated with show announcements and promotion related to the shows, post which the buzz is not sustained**
- **Production value drives majority of the conversations as compared to other aspects of theatre**
- **Relationship matrix depicts medium affinity between:**
 - Client A and Venue/Experience and Community/Education;
 - Competitor A and Production Value
- **Specific to Client A: Men are discussing Variety and ticketing and women are talking more on Production Value and Venue/Experience**
- **Deep dive into behavior analysis shows that “Users” are more critical than the “Recommenders” and they are mostly talking about Production Value & Venue/Experience**
- **In-depth analysis into specific shows for Client A and Competitor A highlights that majority of the social buzz is generated around Client A and are related to Production Value**

Competitive Landscape – Volume of Buzz.....

Client A and its Key Competitors



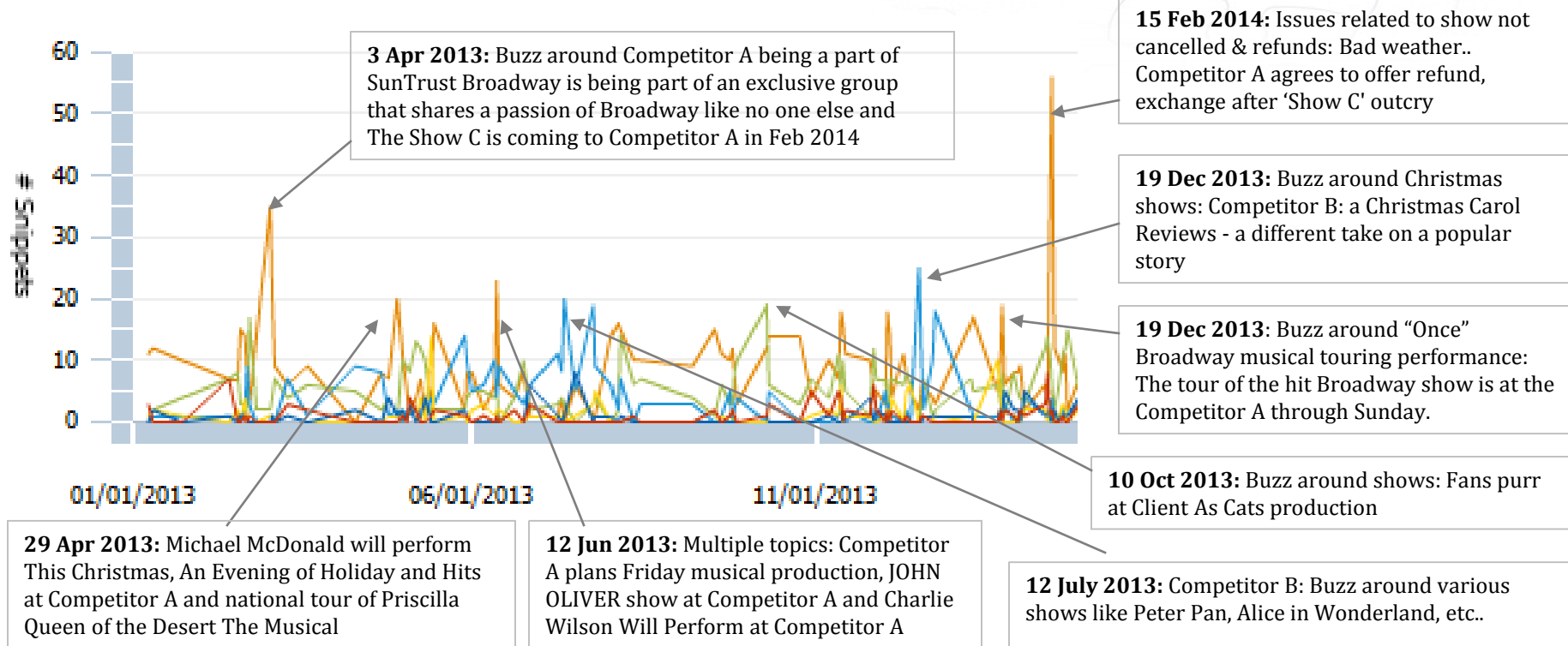
SOV of Aspects of Theatre



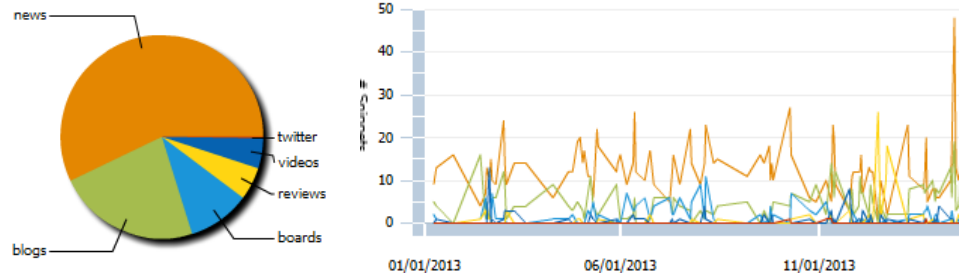
Buzz Profile

- **Time Period:** 1-Jan-2013 to 28-Feb-2014
- **Dataset Statistics:** ~22K documents were selected for analysis. They were further analyzed to generate ~17K high value snippets
- **Sources:** 57% of the content constitute news. Blogs consist of another 23%, boards about 10% and video and reviews is about 5% each
- **Competitor landscape:** Competitor A has the maximum content (~40%) followed by Client A (27%) Competitor B is about (17%) Competitor C is (6%) and the remaining Competitor E and Competitor D is 5% each
- **Topics:** Discussions around “Production & Value” dominate most of the chatter in social media (66%) followed by conversations on “Loyalty” and “Community/ Education”. A small amount of buzz is also around the “Venue & Experience” and “Ticketing”. “Variety” of programs have very small share of voice.

Client A & its Competitors: Overall Trend Analysis

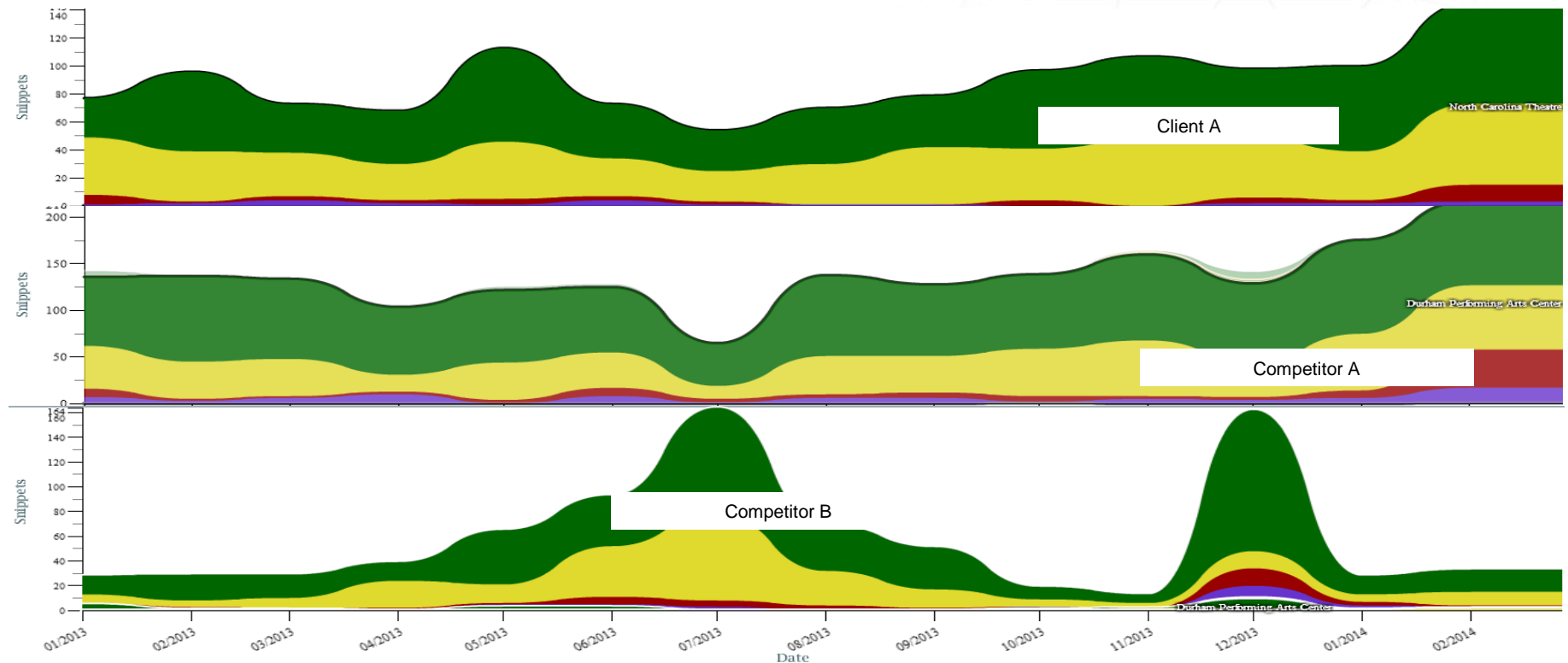


Sources of the Buzz Generated



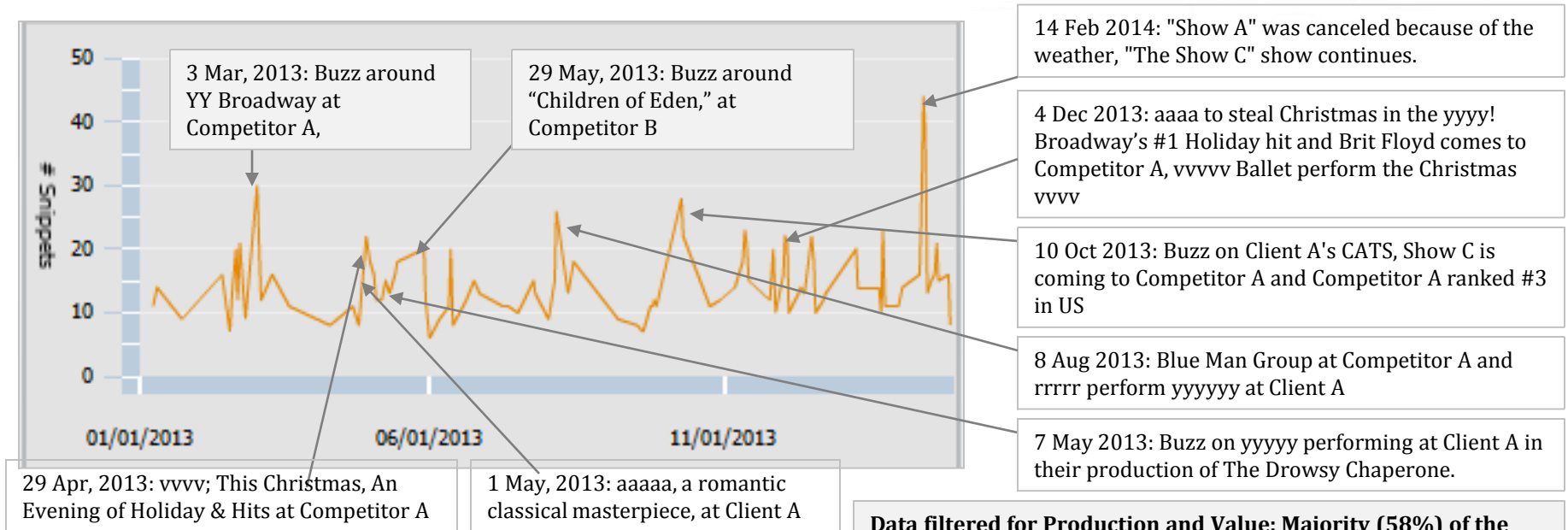
Majority of the conversation is around various aspects of Production and Value discussed primarily by the news sites

Competitive Landscape by Sentiment trends

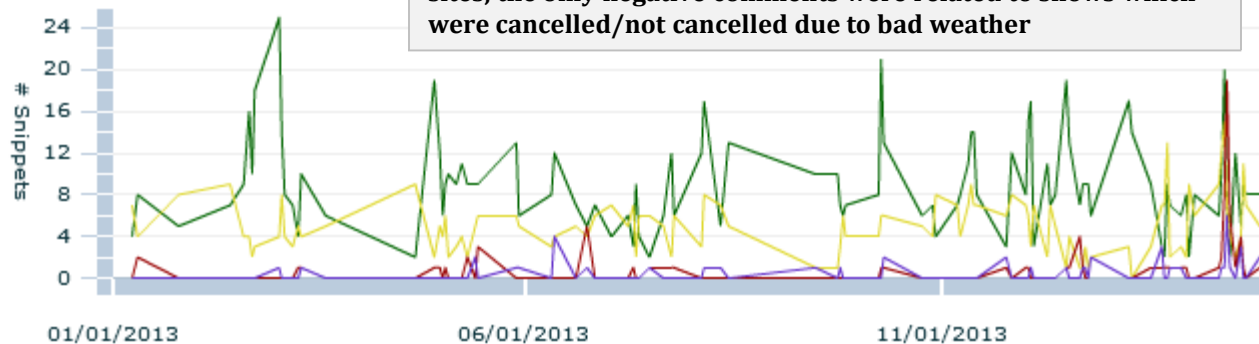
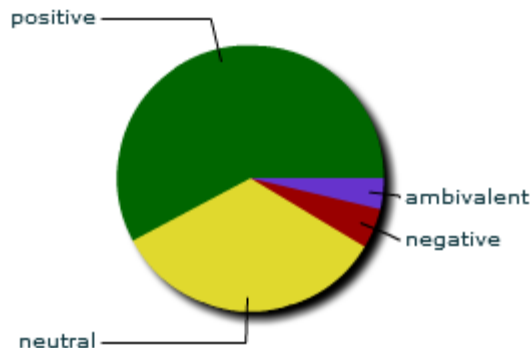


- **26 Dec 2013:** Buzz on yyy yyy performing: It is fun to see him at the top of a poll especially when it is about his talent! Did you see the new Banner from The Client A? I think they may be excited that yyyy will be starring in their production of The bbbb.
- **26 Dec 2013:** "A xxx." We arrived at Competitor A our matinee performance, anticipating a ponderous musical portrayal of the oft told tale, with stage effects and elaborate costuming and orchestration. We got elaborate costuming and orchestration and stage effects, all right; but we were still blown away!
- **19 Dec 2013:** Buzz around Christmas shows: Competitor B: a xxxxx Reviews - a different take on a popular story and A xxxx favorite, A xxx, Competitor B's big annual Christmas show, moves to the Competitor A this week.

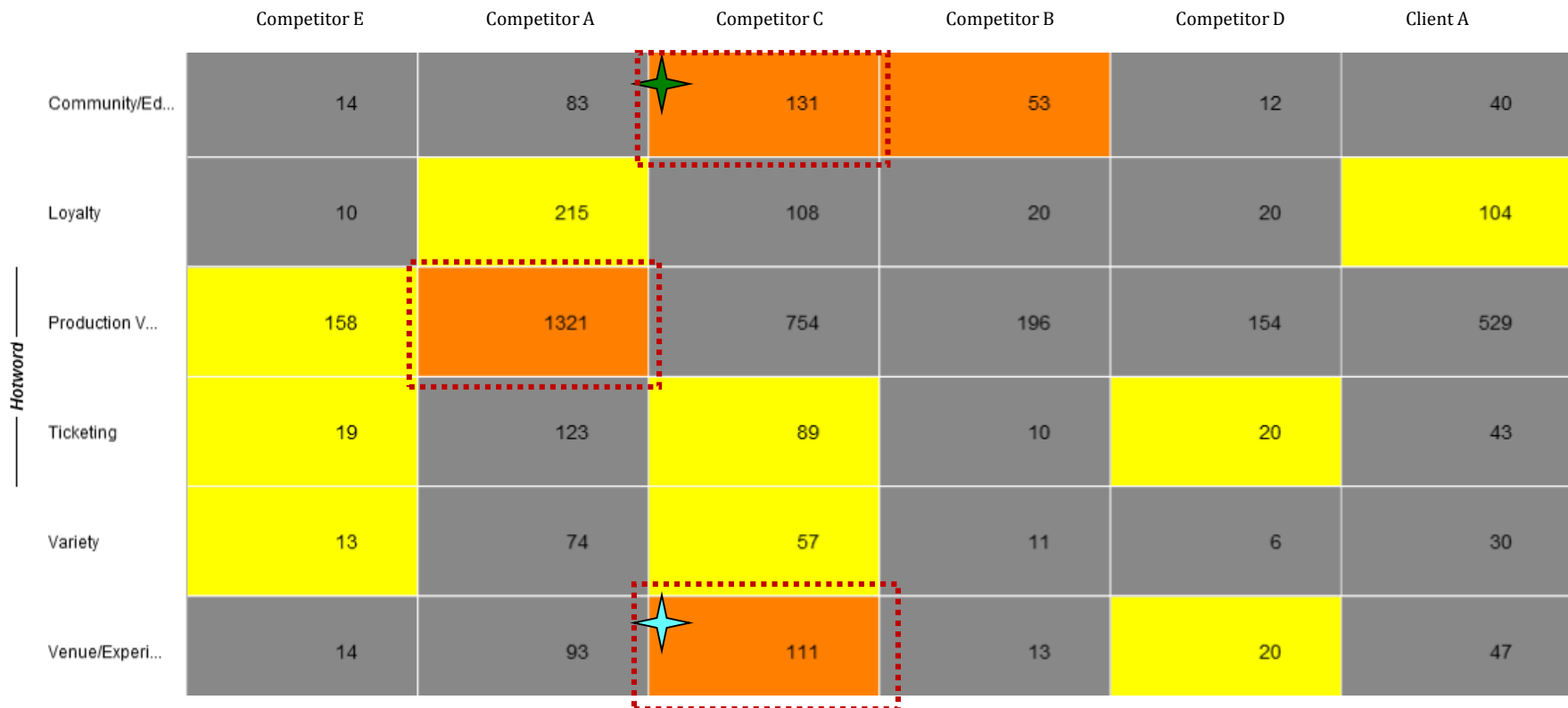
Trend Analysis- Theatre Features.. Deep dive into Production and Value conversations are mostly positive



Data filtered for Production and Value: Majority (58%) of the conversation is positive in nature and it is mostly related to shows and its related information on the social media news sites, the only negative comments were related to shows which were cancelled/not cancelled due to bad weather



Relationship matrix depicts medium affinity between Client A and Venue/Experience and Community/Education; Competitor A and Production Value



E.g., snippets next slide

High Affinity

Medium Affinity

Low Affinity

V.Low/No Affinity

Affinity analysis depicts medium affinity between Client A and community/education and Competitor A and loyalty

- **Snippet:** Do you hear the KIDS sing? Check out a preview of our talented Client A Conservatory students who will appear in Show A. It is Dress Rehearsal time, and the kids are excited!
Date: 02/11/2014
Title: Behind the Barricade at Les Misérables - Day 11
Url: <http://www.youtube.com/watch?v=yEQovhPAJWI>
- **Snippet:** Starts: Tuesday, August 13, 2013 9:00 AM Ends: Tuesday, August 13, 2013 3:00 PM The XX Symphony will hold the 2013 edition of its Education Concert Workshop for teachers at Meymandi Concert Hall in downtown Client A from 9 a.m. to 3 p.m. Aug. 13. The workshop, which also will be available online, prepares teachers for the symphony's upcoming season of free education concerts. Teachers who attend the education concert workshop or take all online coursework will be eligible to receive 0.5 CEU credits with prior approval from their school district.
Date: 08/11/2013
Title: N.C. Symphony Teacher Education Workshop
Url: <http://wakeliving.com/Calendar.aspx?CalendarEventID=2938&vm=month&mvm=calendar>
- **Snippet:** Our seats in the balcony were great and we were able to see the whole stage. It was a great afternoon and can't wait to see another play at the Competitor A.
Date: 11/19/2013
Title: Ghost - the Musical Reviews - Ghost The Musical
Url: <http://reviews.ticketmaster.com/7171/1500495/ghost-the-musical-reviews/reviews.htm?page=2&sort=submissionTime>
- **Snippet:** Show A was amazing. I had the pleasure of seeing this show almost 20 years ago on Broadway and seeing it again in Rrrrrr really brought back some memories.
Date: 02/17/2014
Title: Show A Reviews - Show A was amazing
Url: <http://reviews.ticketmaster.com/7171/803968/les-miserables-reviews/reviews.htm?page=8&sort=submissionTime>

Further deep dive into relationship matrix for Client A shows medium affinity between Positive sentiments and Production value; Venue/Experience have medium affinity to neutral comments

		ambivalent	negative	neutral	positive
Hotword	Community/Ed...		5	41	85
	Loyalty	4	7	38	59
	Production V...	14	24	282	434
	Ticketing	2	4	51	32
	Variety	1	1	31	24
	Venue/Experi...	3	3	69	36

■ High Affinity
 ■ Medium Affinity
 ■ Low Affinity
 ■ V.Low/No Affinity

Positive Sentiments

Author Name: XX Services
Snippet: "Obviously, I love being on stage," she says. "But when someone else enjoys it too, that's the point." Strong community support Carolina Ballet performs primarily at the Duke Energy Center for Performing Arts, and more specifically inside Mem Auditorium and Fletcher Opera. Sitting at the end of Fayetteville Strt, the impressive entrance and sweeping staircases of Mem Auditorium emphasize the grand history of ballet, while the Fletcher Opera Theater is much more intimate, with no seats farther than 70 feet from the stage, giving patrons a closer look at the dancers and their techniques.

ambivalent	negative	neutral	positive
	1		
	2		4
	1		1
	1	1	
	1		1
	1		1
	1		1
	1	1	1
	1		4
	1	2	5
	1	1	10
	2	18	11
	1	2	11

Snippet: It is exciting to see that the positive reviews of the Client A's production of The Drowsy Chaperone are continuing to be published. The production was a critical success and most of the critics feel it was one of the best shows in the history of the Client A. There were two interesting articles that were published on Tuesday.





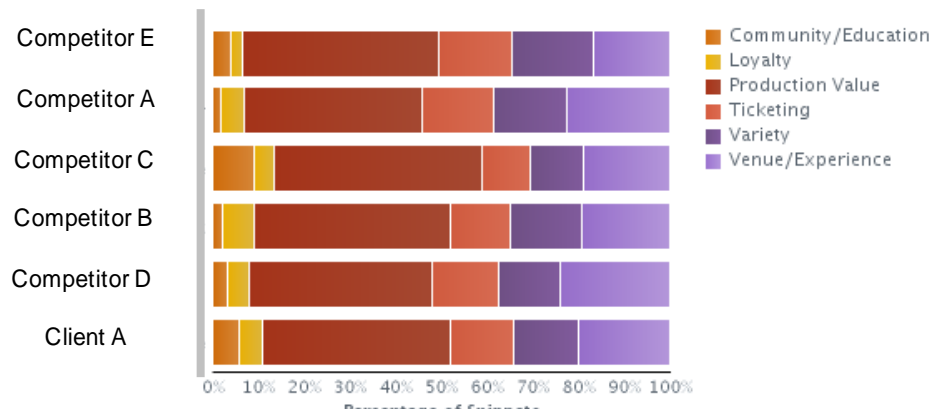
mentioned in the context of Client A



Production value has higher SOV for Client A whereas in the context of Competitor A SOV is higher for Venue/Experience

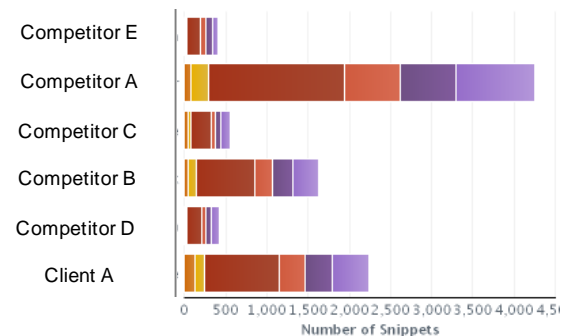
RELATIONSHIPS

Compare relationships within themes & concepts



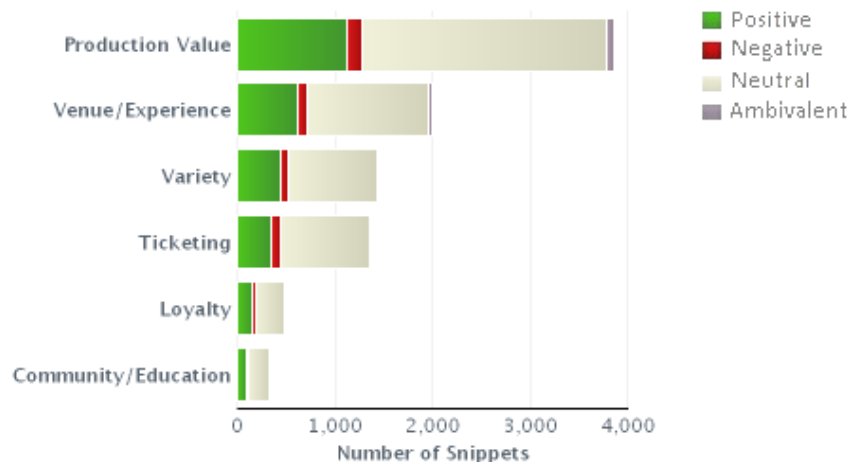
RELATIONSHIPS

Compare relationships within themes & concepts



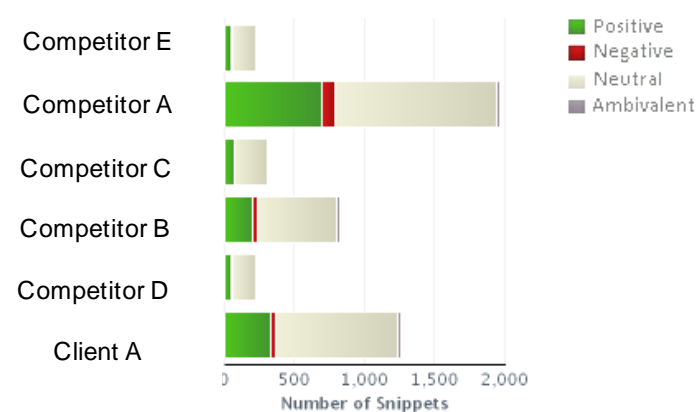
SENTIMENT

Compare sentiment distribution within concept relationships



SENTIMENT

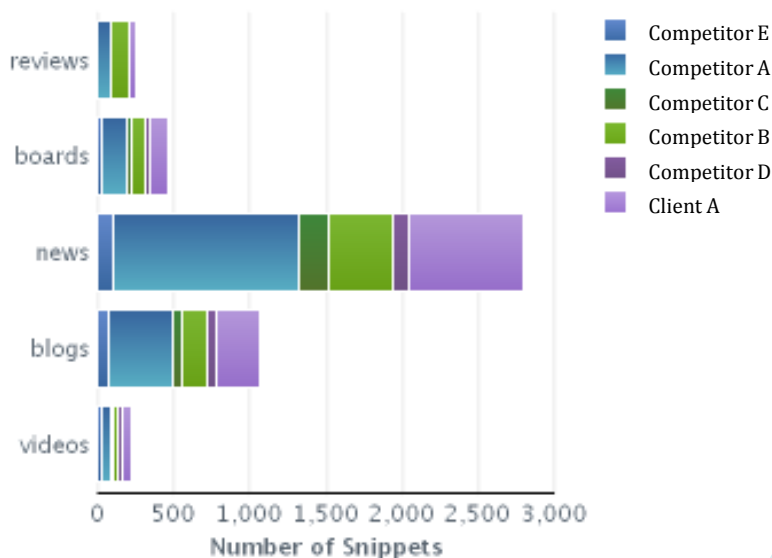
Compare sentiment distribution within themes & concepts



Reach and sentiments analysis across sources of social media contents

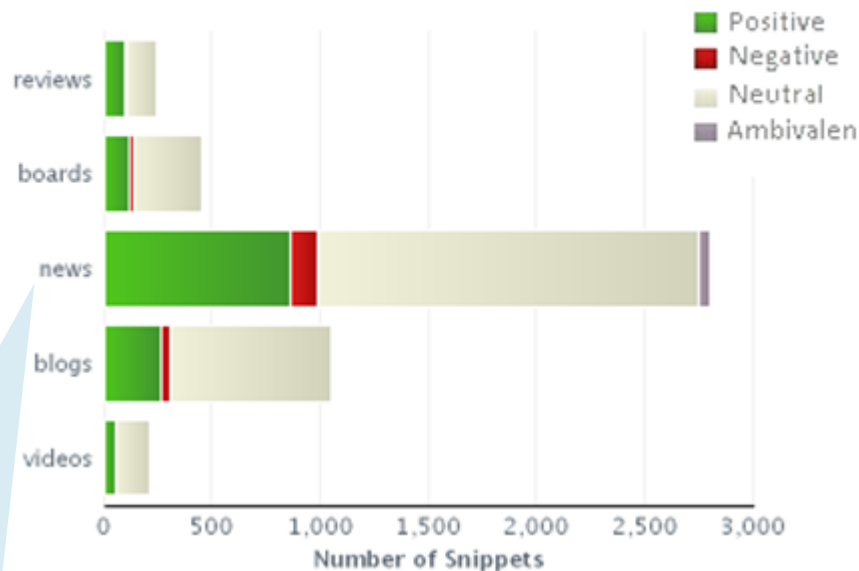
SOURCES

Compare themes & concepts snippet volume across sources



SENTIMENT

Compare sentiment distribution within sources

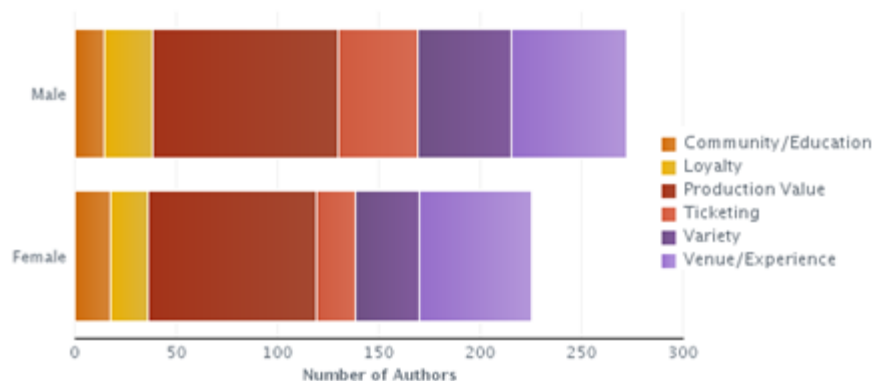


News sites are most critical, however overall the social buzz have been positive in nature

Client A: Men are discussing Variety and ticketing and women are talking more on Production Value and Venue/Experience

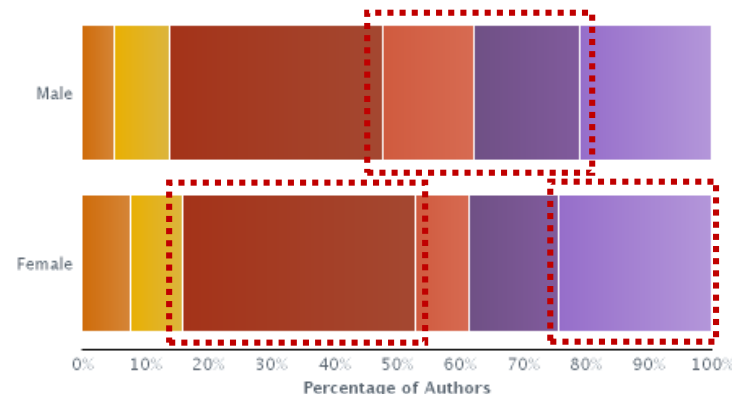
RELATIONSHIPS BY GENDER

Compare for author distribution by gender with concept relationships



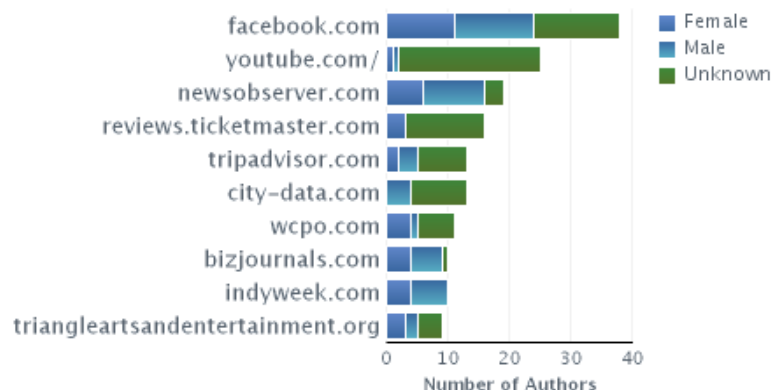
RELATIONSHIPS BY GENDER

Compare for author distribution by gender with concept relationships



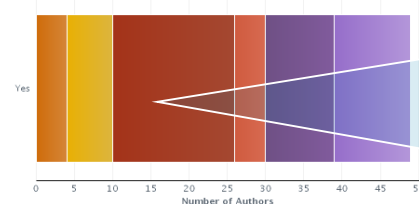
GENDER BY SITE

Compare author distribution by gender across top 10 sites



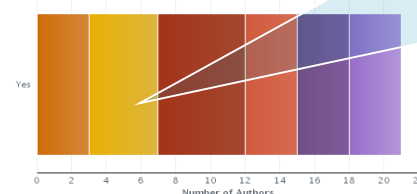
RELATIONSHIPS BY PARENTAL STATUS

Compare for author distribution by Parental Status with concept relationships



RELATIONSHIPS BY MARITAL STATUS

Compare for author distribution by Marital Status with concept relationships

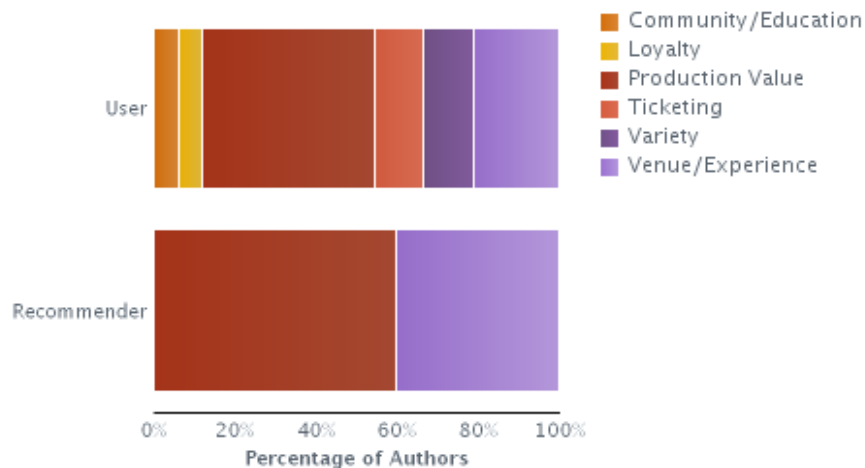


Married audience generates higher buzz on Production Value where as audience with children are talking more Loyalty & Ticketing

Recommenders are only concerned with Venue/Experience and Production Value, however the Users community generates buzz around other aspects like Variety, Ticketing and Loyalty

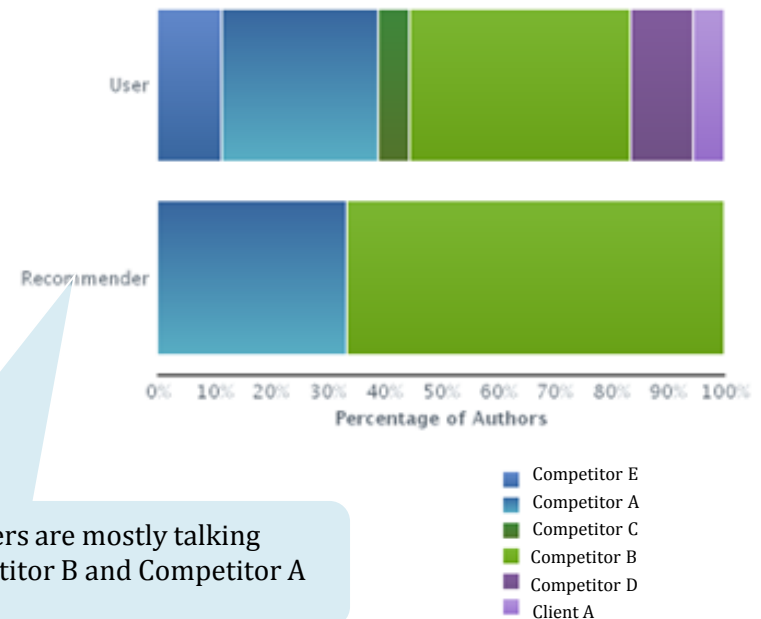
RELATIONSHIPS

Analyze author distribution by concept relationships for each behavior attribute



SHARE OF VOICE

Analyze author distribution for themes & concepts for each behavioral attribute

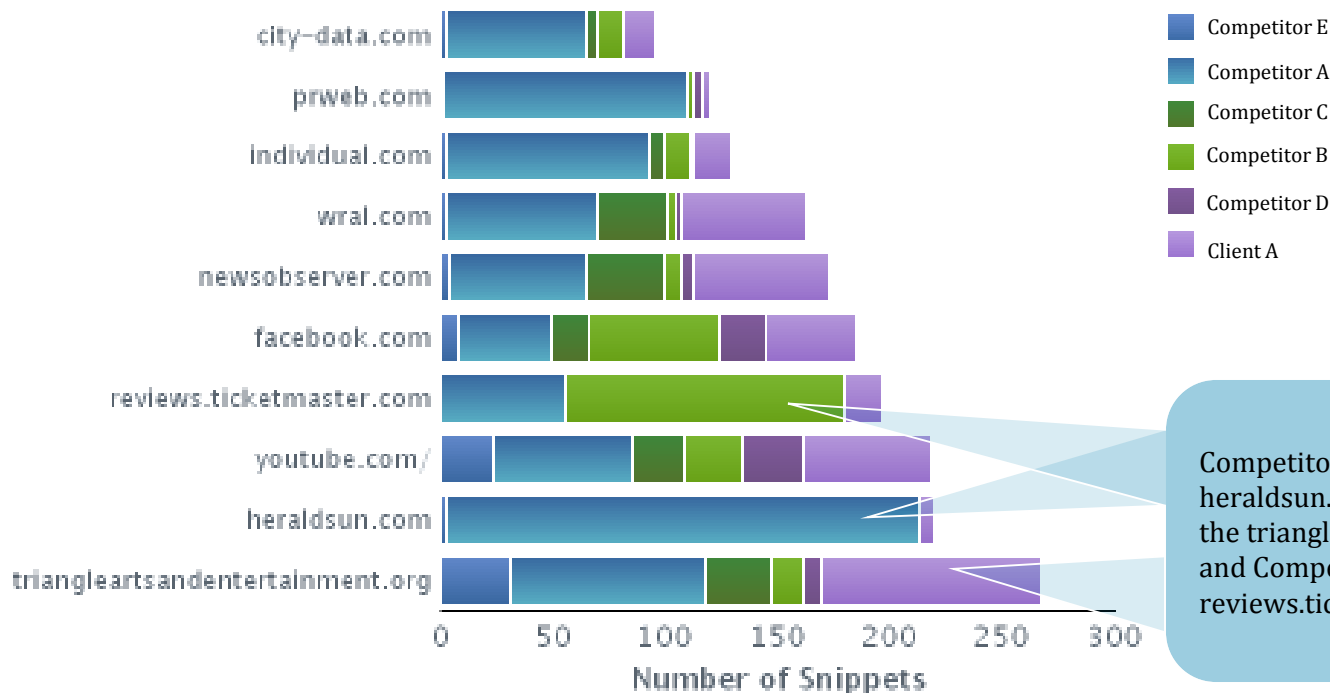


Recommenders are mostly talking about Competitor B and Competitor A

Top sites generating majority of the social media content

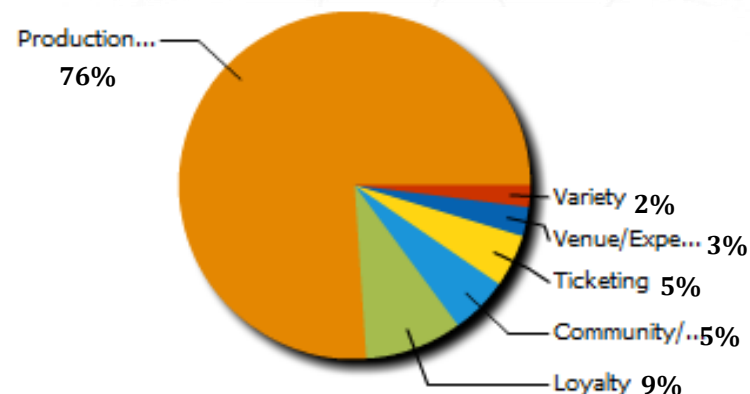
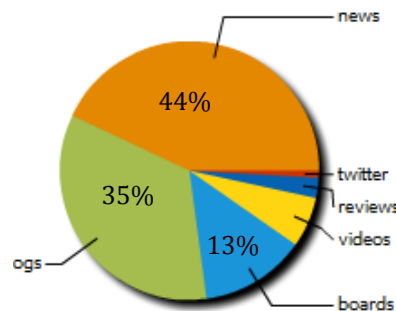
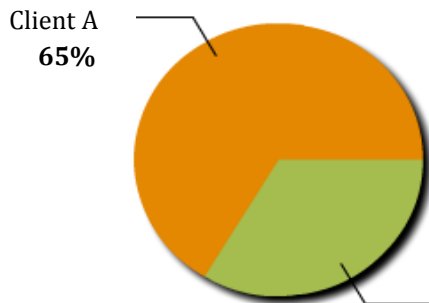
TOP 10 SITES BY VOLUME

Compare top 10 sites by Volume, broken down by themes & concepts



Competitor A has strong presence on heraldsun.com, whereas Client A is on the triangleartsandentertainment.org and Competitor B is on reviews.ticketmaster.com

Deep dive into specific shows for Client A and Competitor A: Majority of social buzz is around Client A and related to Production value



Author Name: vvvvvvv

Snippet: Got to see Show B last night at the Client A - a soon to be on Broadway production that tells the stories of Bill Gates & Steve Jobs. I especially liked the "menacing musical notes" whenever IBM was mentioned :).

Date: 01/30/2013

Url: <http://www.facebook.com/1150591848/posts/10200296896402304>

Author Name: aaaaaaa

Snippet: Show A was amazing. I had the pleasure of seeing this show almost 20 years ago on Broadway and seeing it again in Raleigh really brought back some memories.

Date: 02/17/2014

Title: Show A Reviews - Show A was amazing

Url: <http://reviews.ticketmaster.com/7171/803968/les-miserables-reviews/reviews.htm?page=8&sort=submissionTime>

Author Name: aaaaaaa

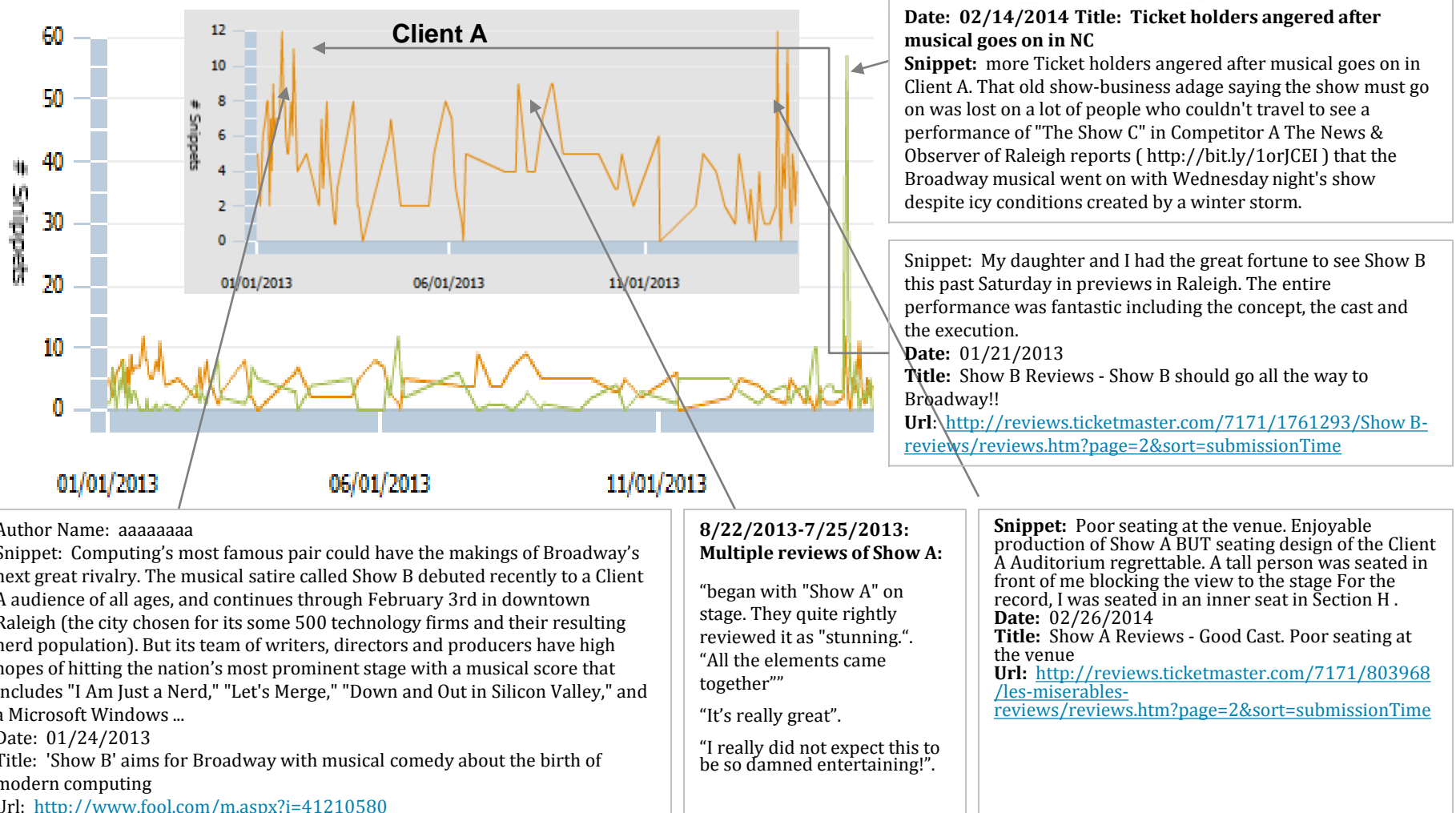
Snippet: Exemplary Production. Show A is my partner's favorite musical production, which we've seen 3 other times in Raleigh, Atlanta and San Francisco. Since it was playing on our 23rd anniversary, I decided I'd surprise him and get tickets to the event. At the intermission, his comment to me was that the voices were better than in any of the 3 previous times we've seen it.

Date: 02/25/2014

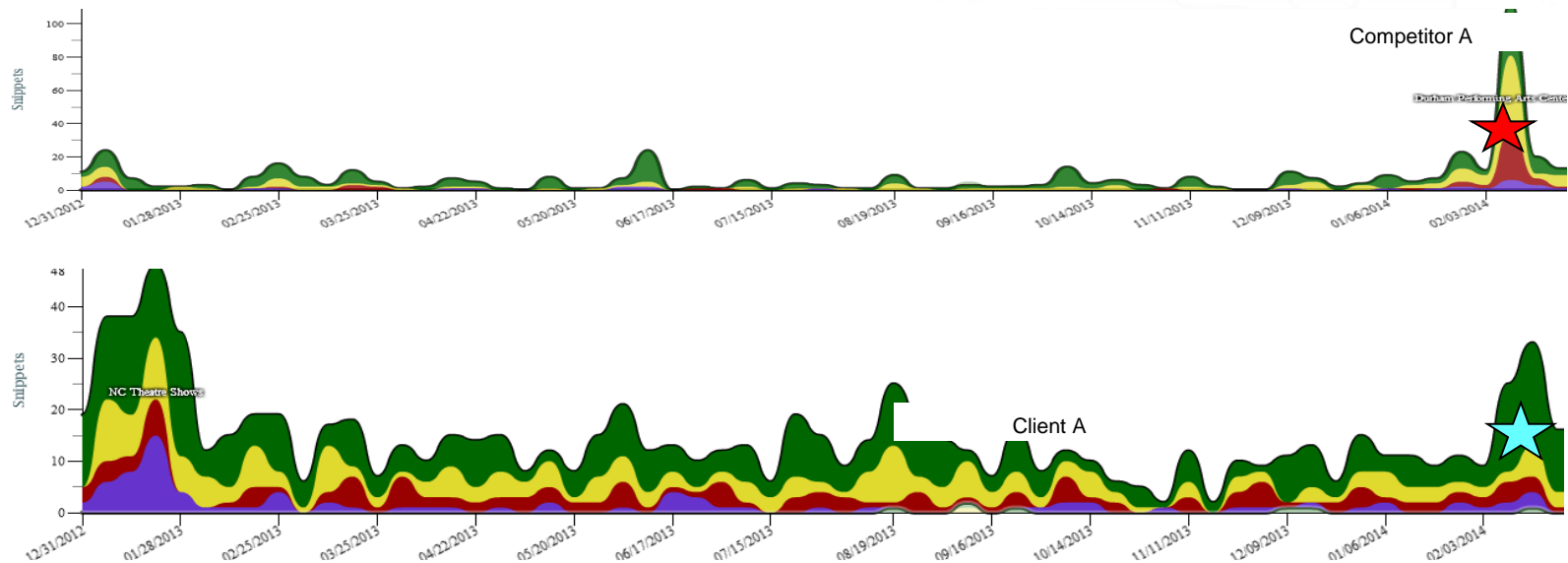
Title: Show A Reviews - Exemplary Production

Url: <http://reviews.ticketmaster.com/7171/803968/les-miserables-reviews/reviews.htm?page=3&sort=submissionTime>

Share of Voice trends for the specific shows depicts a peak during the shows season and not much recall post such peaks



Overall sentiment trend for Client A & Competitor A shows has been positive barring a few instances



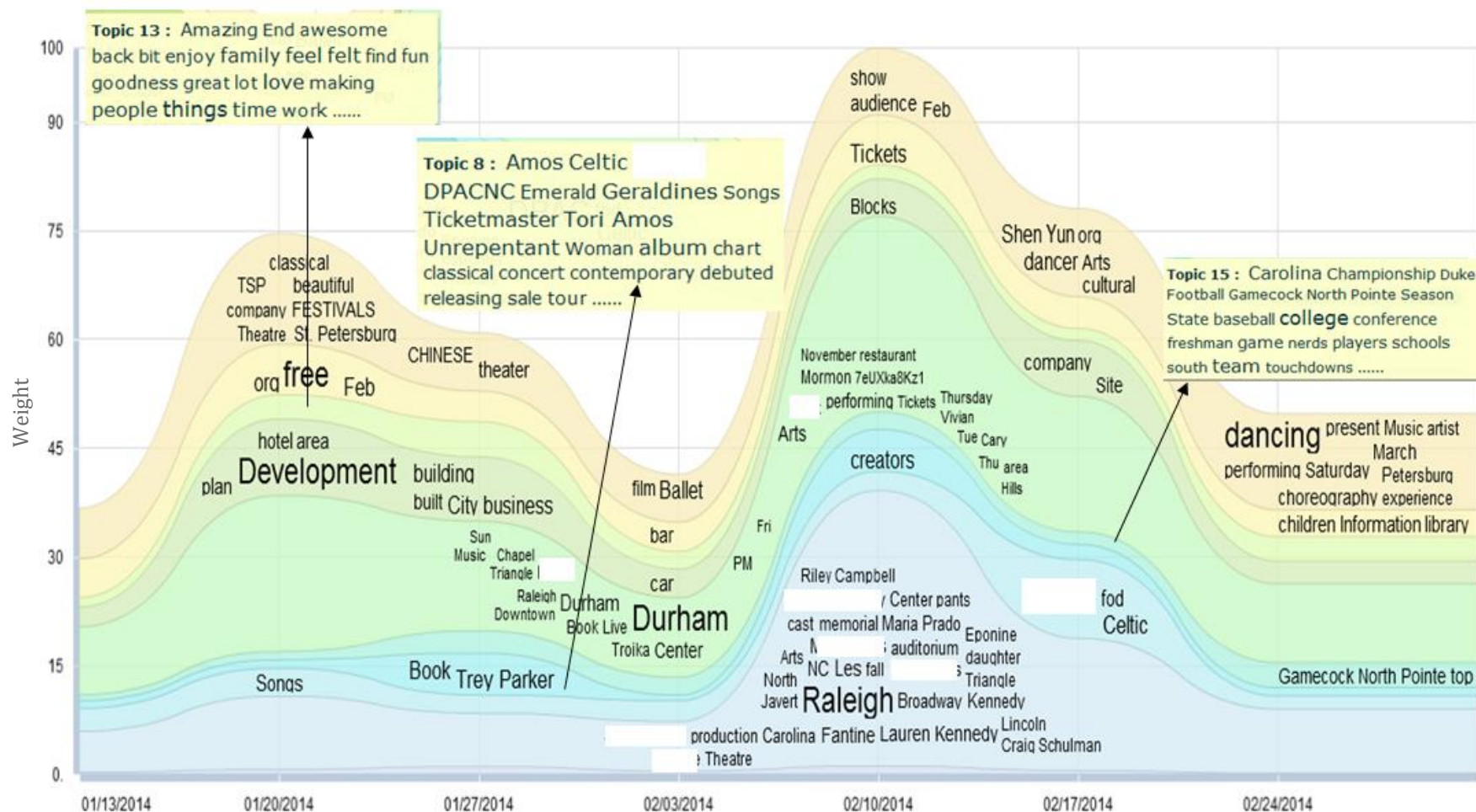
Snippets with issues related to venue Client A: Feb 17-26, 2014

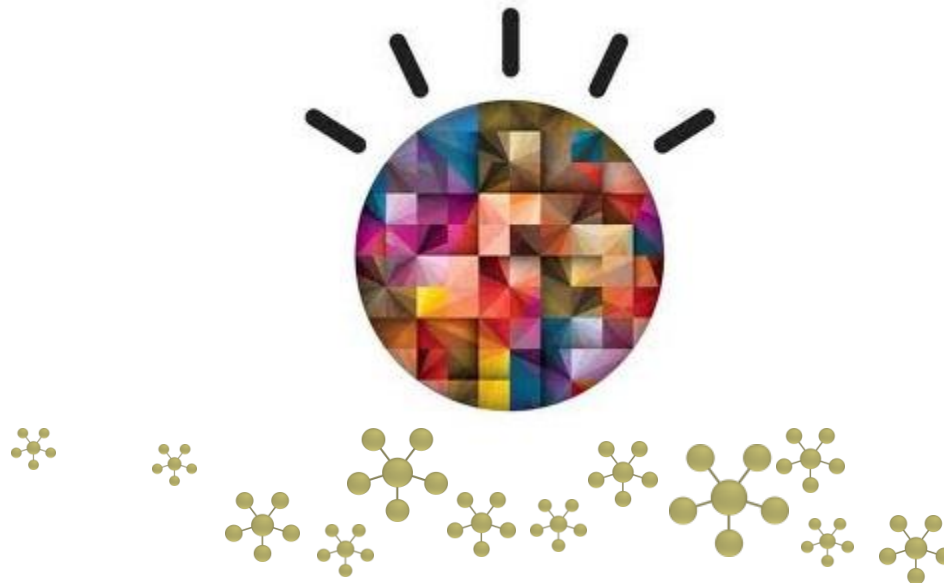
- Snippet:** I strained to hear young Cosette and was a bit disappointed by Castle on a Cloud. The singing during Lovely Ladies was also difficult to hear. The Bishop's performance was fabulous, what a voice! I don't think I could ever dislike this show.
Snippet: Eponine and Val Jean gave the most heart wrenching musical moments. The only negative is the venue. Client A Auditorium sucks up the sound of the orchestra.
- Snippet:** Poor seating at the venue. Enjoyable production of Show A BUT seating design of the Client A Auditorium regrettable. A tall person was seated in front of me blocking the view to the stage For the record, I was seated in an inner seat in Section H .

Snippets with issues related to Show not been cancelled Competitor A even with bad weather: Feb 14-16, 2014

- Snippet:** However, patrons who had tickets but could not attend "The Show C" due to the weather situation that evening - and there were many of them - may not be able to exchange for another show during the musical's run at the theater nor receive a refund. Competitor A ticket supervisor, Mallorie Lynch, stated in an email to WNCN that, "because 'The Show C' is sold out for the remainder of the engagement we are unable to offer ticket exchanges into the remaining performances." In addition, according to the Competitor A's adverse weather policy, "refunds are not issued if the show is performed as scheduled." WNCN also reported Competitor A officials said "touring Broadway productions do not cancel shows, regardless of local weather or road conditions." But "Show C" just cancelled and rescheduled shows in Atlanta, Ga. two weeks ago when a bad winter storm shut down the city.

Evolving Topics: Some of the trending topic are theatre names, weather, reschedule, production experience as well as specific shows...





IBM Social Media Analytics and Customer Insights

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