

OCT2018

# blender



CONSUMER PRODUCTS SOCIAL MEDIA LISTENING

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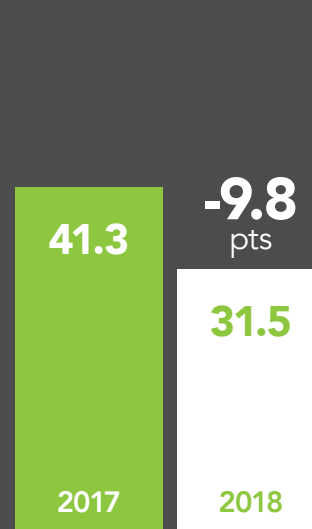
**The Bellomy blenders** are industry-specific reports designed to keep you informed about key social media metrics, insights, and trends in your industry. The blender is produced each quarter for Healthcare, Retail, Financial Services, Energy, and Consumer Products. Download them from our website every three months.

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# sentiment decreased 24%

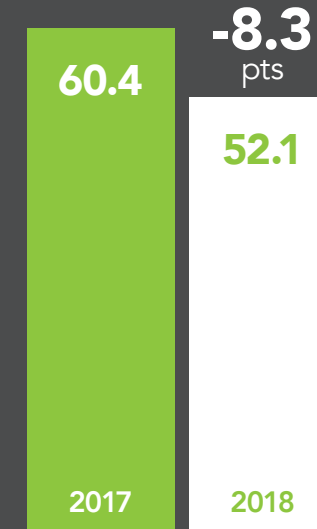
**-2.1%**  
volume change

**Posts about Consumer Products** are down 2.1% in the June to August period of 2018, year-over-year



sentiment change

**Sentiment** decreased 9.8 pts in the June to August period of 2018, year-over-year



intensity change

**Intensity** decreased 8.3 pts in the June to August period of 2018, year-over-year

**Sentiment** A score that expresses the ratio of positive to negative sentiment about a topic

**Intensity** A score that expresses the ratio of strong emotions (such as "love" or "hate") to all emotions expressed about a topic



# influencers

accounts/individuals with over 500 followers who have the most mentions in on-topic posts



@W\_Angels\_Wings

@INDIEBOOKSOURCE

@Jennasm66663888

@keviinstuart

@jhhayman

@camelcamelcamel

@GaryJLombardo

@BudgetAuction

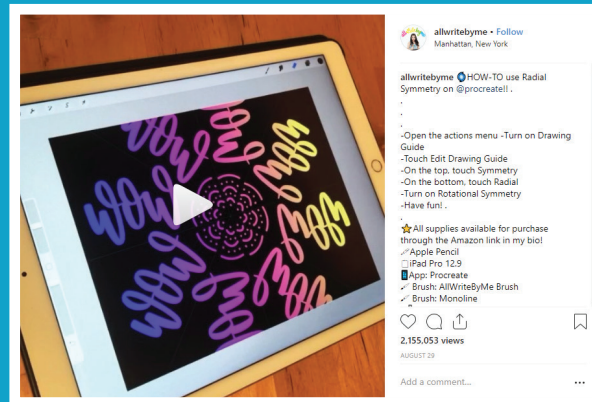
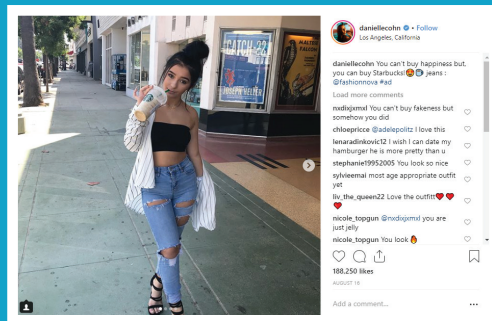
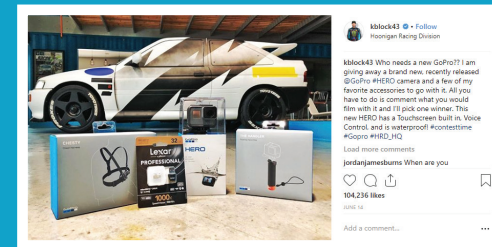
@Nerd\_Junkie\_

@CPSWorks14560

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# most engaging posts

on-topic posts with the most comments/replies, likes, shares/retweets, reblogs, and views



Click on any post to view online

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# what's trending

The launch of the Pumpkin Spice Latte (#psl) on 8/28 excited consumers. Other consumer products are often pictured/mentioned along with the Starbucks favorite

Beer lovers and political followers have mixed feelings about a meeting between Sam Adams beer founder and President Trump

LG launched the #WhatsItGonnaTake campaign and contest to generate consumer buzz around what it would take to get them to switch to the LG G7 ThinQ. One of the winners wanted a panoramic photo of his dogs.





# categories

year-over-year comparisons



## automotive

**-35.0%**  
volume change

**-9.8**  
sentiment change

**-8.3**  
intensity change



## durables

**-13.8%**  
volume change

**-11.0**  
sentiment change

**-0.3**  
intensity change



## electronics

**-30.1%**  
volume change

**-2.3**  
sentiment change

**-8.0**  
intensity change

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# categories

year-over-year comparisons



## health+beauty

+149.1%  
volume change

-16.7  
sentiment change

+17.7  
intensity change



## home

-26.5%  
volume change

-36.0  
sentiment change

-4.0  
intensity change



## food+bev

+40.4%  
volume change

-10.0  
sentiment change

-6.0  
intensity change

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