

JAN2019

blender



CONSUMER PRODUCTS SOCIAL MEDIA LISTENING

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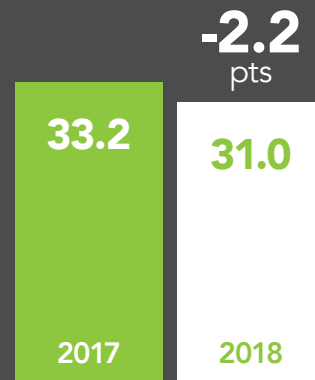
The Bellomy blenders are industry-specific reports designed to keep you informed about key social media metrics, insights, and trends in your industry. The blender is produced each quarter for Healthcare, Retail, Financial Services, Energy, and Consumer Products. Download them from our website every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

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volume was down + sentiment was flat

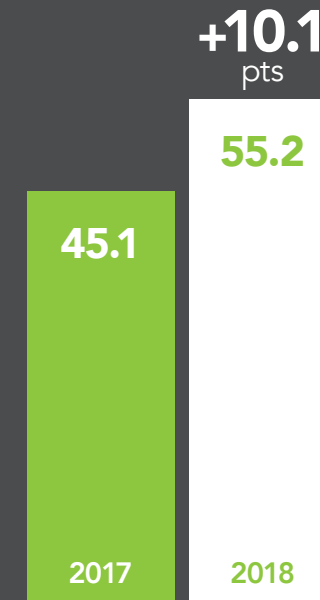
-7.0%
volume change

Posts about Consumer Products were down 7% in the October to December period of 2018, year-over-year



sentiment change

Sentiment decreased 2.2 pts in the October to December period of 2018, year-over-year



intensity change

Intensity increased 10.1 pts in the October to December 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

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influencers

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



@CNETDeals

@Jennasm66663888

@W_Angels_Wings

@INDIEBOOKSOURCE

@patriotrick46

@keviinstuart

@TeamYouTube

@AppleSupport

@Raymond_Norman

@jhhayman

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most engaging posts

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



collinskey • Follow
Los Angeles, California

collinskey Quick Devan, TAKE THE PICTURE!!! Also, you can help me collect Buzzcoin and do good with Honey Nut @Cheerios! SUPER excited to announce I'll be joining team @MichaelJordan & supporting Feeding America! #ad #ItsBuzzcoinTime Visit <http://www.beegoodrewards.com/> for more info!

Load more comments

emmateweirdo_idk Looks delish!!
56.98407

cot_is_cool @gaganbythesea idk maybe because it's photoshopped

itzaleishab I could hear ur voice reading the caption

averydrummer You should have devan/mike react to the wisdom teeth removed

2,886,784 likes
NOVEMBER 18, 2018

Log in to like or comment.



lalamilan • Follow
Apple Store

lalamilan So uhm @apple Can I get the new iPhone when it drops or nah? 🙏 #AppleStoreChallenge #apple #LalaRemake #AppleStoreChallenge #applegirl

Filed by: @lalamilan
Wish & Go hairstyle: @darius_boone
Outfit: @valmart
Stylist: @lalamilan
Year: 2009

Load more comments

Imkennell This just too much

_photography @m.oniquee

playertwo1995 apple store girl is shaking right now

peso_da_don Y u do it jst like her u hell lmao

highhofftayt BYYYYE

mnk kwtr89 Omg i see sweat under ur arms.

2,886,784 views
NOVEMBER 8, 2018

Log in to like or comment.



jayalvarrez • Follow
Hawaii

jayalvarrez Winter time 🌨️ my favorite time of the year!! Back home with good friends, good waves and amazing music 🎧. Best speaker i've had @nuvelon thanks 🙏🙏 #hawaii

Load more comments

raphikis @brunojorex essa aqui não foi a primeira entrada que fizemos em paia?

mylzz Bruuhhhh @kimberly_d

albatriri Omg @_jimeena_ confirmamos nuevo crush

jimeena @albatriri ou yes

riverdaleelovess

riverdaleelovess

riverdaleelovess

riverdaleelovess

riverdaleelovess

riverdaleelovess I love you

301,788 likes
OCTOBER 30, 2018

Log in to like or comment.



kelseymerritt • Follow
New York, New York

kelseymerritt So obsessed with this outfit from @vspink @victoriasecret 🙌 I can't wait for you guys to watch the show on December 2 on ABC 📺❤️🔥 #VSFashionShow

Load more comments

abizainn

anyalinisme The outfit is ugly.

adrienlascar Ça te dit une glace à la menthe

barrazaandresomar Nice like the cloths

alx0122

ioana0427


irenetapalla Soooo pretty

kingaszurc

madalena5h

210,721 likes
NOVEMBER 10, 2018

Log in to like or comment.



iambeckyg • Follow
Disney World, Orlando

iambeckyg Wearing my Mickey ears is probably one of my favorite parts about visiting Disney parks 🙌🙌 This fall you guys can help make wishes come true with your own ears! From 11/18/18 through 11/27/18, for every public post of your Mickey Mouse ears or creative "ears" on Instagram, Twitter or Facebook with #ShareYourEars, Disney will donate US \$5 (up to US \$1M) to #MakeAWish 🙌 Can't wait to see those ears loves! ❤️

Load more comments

563,492 likes
NOVEMBER 21, 2018

Log in to like or comment.

Click on any post to view online



what's trending



Nintendo Switch outsold both PS4 and Xbox One in November, leading to a lot of discussion around the console in Q4. The release of Smash Bros Ultimate at the beginning of December was likely a contributing factor, as the game itself had a top-trending hashtag.



Hormel Foods Corporation partnered with Convoy of Hope to help feed those in need over the holiday season. To raise funds, the Hormel® Cure 81® brand announced that for every Twitter post submitted using the hashtag #HamsForHunger and tagging @HormelFoods, they would donate \$10 (up to \$100,000) to support the organization's children's feeding program. Hormel also participated in a variety of other programs to help fight hunger, like partnering with a Louisiana grocery chain to donate 7,500 CURE 81 hams to the Food Bank of Northwest Louisiana.



categories

year-over-year comparisons



automotive

-40.0%
volume change

-6.3
sentiment change

-23.0
intensity change

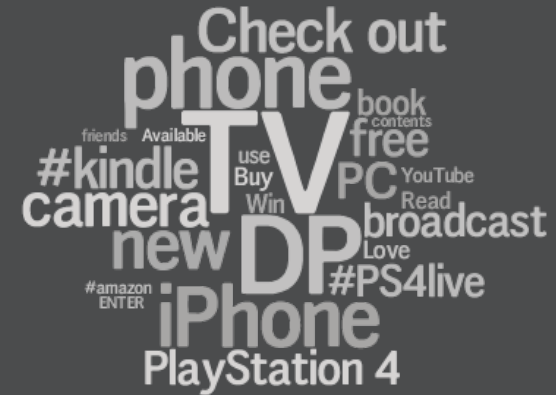


durables

-8.0%
volume change

+7.3
sentiment change

+5.0
intensity change



electronics

-19.0%
volume change

+4.7
sentiment change

-12.7
intensity change

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categories

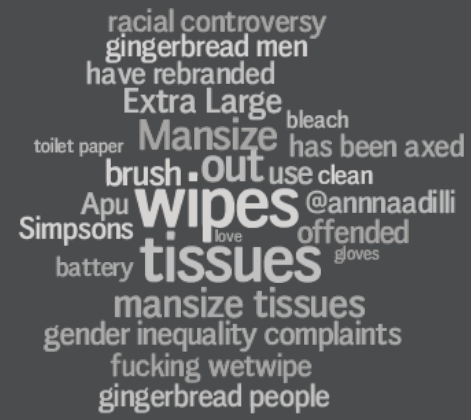
year-over-year comparisons



+4.0%
volume change

+9.3
sentiment change

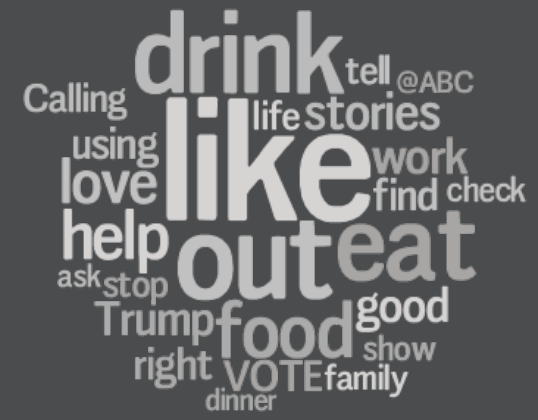
+8.0
intensity change



-7.0%
volume change

-4.7
sentiment change

+34.0
intensity change



+4.0%
volume change

-7.3
sentiment change

-12.0
intensity change

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Contact Bellomy at info@bellomy.com /// 800.443.7344

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