

An ISENTIA Brand Impact Trendspotting Report



Hitting the Mark:

The 2020 Tokyo Olympics



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Carrying the Torch

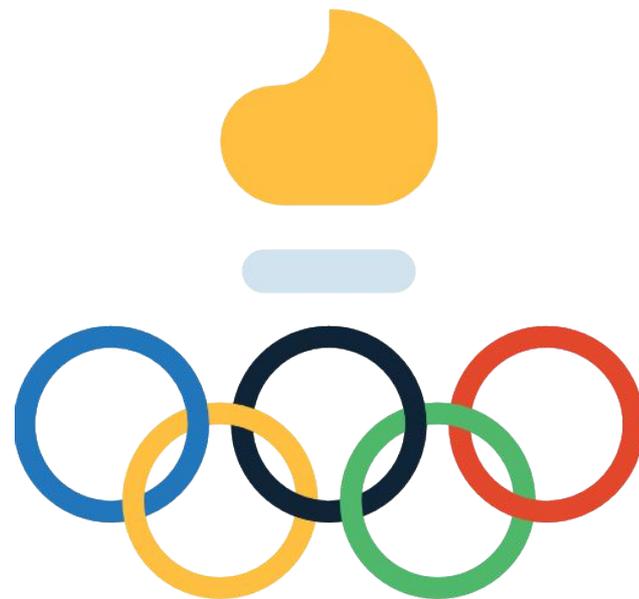
This report will provide readers an understanding of the trending topics relating to the Tokyo 2020 Olympics, mainly in the Philippines. It will delve into the top conversations, highly engaged posts, most mentioned athletes, sports events, and common themes, among others. **The date range for this study is June 1 to August 10, 2021.**

In terms of media type, this report includes materials from: *Twitter, Facebook, Forums, Q&A sites, and other social media channels with user generated content.*

Data used in this study was taken from various sources such as:

Isentia's Workbench, Pulsar, Google Trends, News search

A page will be dedicated to a worldwide buzz trend.

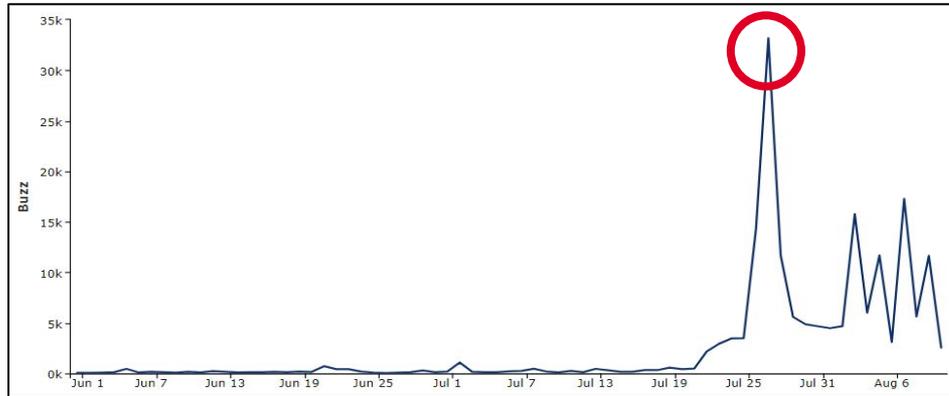


Emerging Victorious in Social Buzz

Buzz peaked on **Jul 27, 2021** with **33,171 mentions**.

Key events on that day include:

- USA's Simone Biles pulling out of the gymnastics team finals due to a 'medical issue'
- Japan's Naomi Osaka knocked out of the Olympics by Czech Republic's Marketa Vondrousova
- **A day after Philippines' Hidilyn Diaz won the country's first Olympic gold medal**



Charts are from Isentia's Workbench with keyword "Olympics"

Emerging Victorious in Social Buzz

The most mentioned Filipino athletes during the period were:

(From Left to Right) **Hidilyn Diaz, Nesthy Petecio, Eumir Marcial, Carlos Yulo, EJ Obiena**

There was a total of **181,267 social buzz** featuring the keyword **“Olympics”**, 9% of which were Retweets from Twitter.



What's the Global Buzz on the Olympics?

Worldwide, looking at Twitter and online news, mentions of “Olympics” peaked on **Jul 24, 2021**, a day after the opening ceremony. As expected, the top trending hashtag on that day was #Tokyo2020. Key events and updates were cascaded on various online news sites. Interestingly, one of the stories focused on China criticizing TV network NBC for an “incomplete map” of its country.

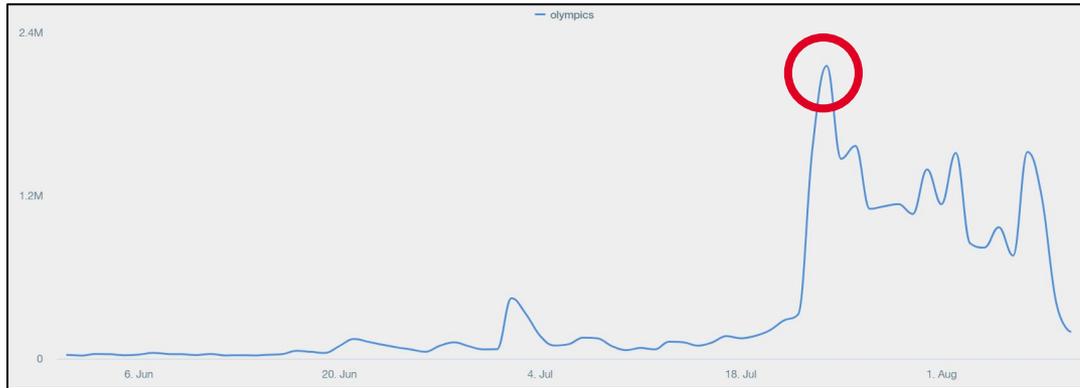


Chart is from Pulsar with keyword “Olympics”



Moment Marketing: Seize the Moment, Get Creative



Following the athletes' wins, a number of brands capitalized on the moment and got creative with their congratulatory posts. Some opted to congratulate the athletes and incorporate their logos and taglines, while others integrated their own products into the greetings.

LAZADA's congratulatory post for Hidilyn Diaz, which put a twist on the brand's tagline "Nasa Lazada Yan!", amassed a whopping **158K engagements, 3.5K comments, and 1.3K shares.**

STARBUCKS' greetings were simple but captured the essence of the athletes' sports. Its post celebrating EJ Obiena for pole vault garnered **29K engagements, 1.1K comments, and 2.1K shares.**

Amusingly, **NESTEA** leveraged on its similarity to the name of silver Olympic medal winner Nesthy Petecio. The netizens were delighted, enabling the effort to rake in **6.3K engagements, 546 comments, and 1.3K shares.**

Know the Persona and Build on Their Affinity Towards Your Products

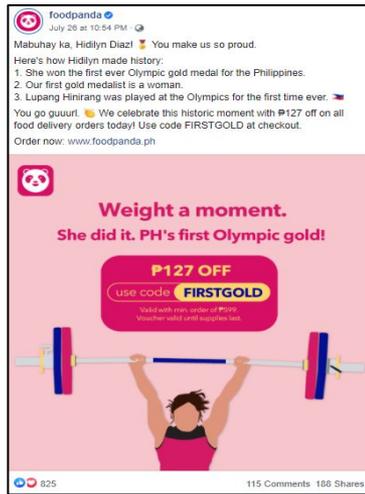
Cosmetics brands **EVER BILENA** and **L'OREAL** capitalized on Hidilyn Diaz's win during the Tokyo 2020 Olympics. Following her victory, numerous articles popped up discussing her bold lipstick choices.

Diaz mentioned that she wore one of **EVER BILENA**'s lipstick products - stating that lipstick empowers her and bold colors serve as her **"secret weapon"**. There was even a material on Diaz's bold lipstick journey through the years.

The two cosmetic brands jumped to the occasion and showed their congratulations and support for Hidilyn and female athletes. **L'OREAL** pledged P2M in products to Filipina Olympians while **EVER BILENA** gifted her with P1M worth of EBCI products. The latter's post on Facebook received **3.9K engagements, 132 comments, and 558 shares**.

Other brands have also leveraged on the win by launching makeup sales anchored on the messages of **empowerment** and **beauty combined with strength**.





Celebratory Treat for the Public

There were also brands that went ahead and extended the cheer to their customers, giving out discounts for their services and products. **The strategy of distributing freebies or promo codes is proven to be effective to either reel in new customers or reward ones.**

Food delivery service providers **GRAB** and **FOODPANDA** were seen giving out promo codes the day after Hidilyn Diaz won. The same was observed for local food businesses including **OVERDOUGHS**, **CHICKEN CHINGU**, and **DOHTONBORI**.

The Facebook posts of these brands on their respective offerings earned sizeable engagements. Some even received a handful of comments wherein users tagged other Facebook users. **This activity helps further the reach of the brand as it amplifies exposure while also attracting more interaction on the post.**



Moment Marketing: Keeping it Real

While most brands banked on the athletes' wins through creative congratulatory posts, **OROCAN** stood out due to its candid approach. **OROCAN**, a top plastic manufacturer in the country, called out other brands who have shown support towards Hidilyn Diaz after her gold medal win in the Olympics but were absent when Diaz was asking for financial assistance for her training.

This has captured the interest of the digital public who lauded the brand and its marketing team for their audacity in injecting a real concern into its promotional material.

To add, **the brand's real time response to netizens' comments that embodied the brand's human side cultivated meaningful conversations and generated favorable feedback.**

This witty post of **OROCAN** earned **171K engagements, 8.4K comments, and 68K shares.**



Leader Visibility: Pushing Positivity

Apart from the athletes, business tycoon Ramon S. Ang (RSA) was also one to receive favorable feedback as he extended his full on support for Filipino athletes.

RSA, a longtime partner and supporter of Philippine sports, made news as he expressed his joy for the feat achieved by the Filipino Olympic athletes. This gained traction from online news and social networking sites.

The positive reception towards RSA turned into a call from the netizens to patronize San Miguel Corporation's products in appreciation of RSA's generosity, as seen in this Facebook post from Tiebreaker Times.

This particular post garnered **54K engagements, 1K comments, and 811 shares.**



Top 10 Hashtags in Buzz mentioning Olympics

1. #Tokyo2020
2. #Olympics
3. #GalingNatinIto
4. #PHI
5. #LabanPilipinas
6. #Weightlifting
7. #OlympicGames
8. #tokyoolympics
9. #Olympics2021
10. #HidilynDiaz

The top 3 hashtags were widely mentioned on the social media accounts of news outlets. The posts by @INQUIRERSports and @ABSCBNNews were both on Hidilyn Diaz's win.

However, the one made by @INQUIRERSports received more Twitter engagements - **5.3K retweets, 2.2K quote tweets, and 16.6K likes**. This can be linked to the media outlet releasing its post 30-40 minutes earlier than @ABSCBNNews. **The timeliness of postings is crucial. Knowing what day and what time it is best to release efforts is a facet brands must be aware of.**

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Top 10 Channels with Buzz mentioning Olympics

- 1.GMA News Facebook Page
- 2.Twitter - Philippines
- 3.One Sports Facebook Page
- 4.ABS CBN News Facebook Page
- 5.SPIN.ph Facebook Page
6. News5 Facebook Page
- 7. Senyora Santibanez Facebook Page**
8. Rappler Facebook Page
9. One Sports Youtube Channel_01
- 10. Kapuso Mo, Jessica Soho (One at Heart, Jessica Soho) Facebook Page**

Part of the top 10 channels with buzz mentioning *Olympics* was the **Senyora Santibanez Facebook page**. Known for humour and wit, it had a post asking when sabong or *cockfighting* will be entered in the Olympics - mentioning that it would allow the PH to rake in a gold medal. The post also asked netizens who they would enter into such a competition. The effort garnered a tremendous **109K engagements, 8.9K comments, and 5K shares**. Curiously, netizens were seen mentioning local personalities Gretchen Baretto and Atong Ang. They related their answers to a video of the two attending a sabong event. A video of the instance has reached more than 40K views.

7. Senyora Santibanez Facebook Page



Top 10 Channels with Buzz mentioning Olympics

10. Kapuso Mo, Jessica Soho (One at Heart, Jessica Soho) Facebook Page

Kapuso Mo, Jessica Soho (One at Heart, Jessica Soho)
August 7 at 6:00 PM

87-ANYOS NA LOLONG WEIGHTLIFTER NA PAMBATO NG PILIPINAS MAKILALA ANG OLYMPIC GOLD MEDALIST NA SI HIDILYN HILING NI LOLO?

"Nu'ng napanood ko si Hidilyn Diaz, napabilib talaga ako sa kaniya. Namangha ako sa bigat nang binuhat niya! Ang lakas! Parang nanumbalik sa akin 'yung alabala ko sa weightlifting. Bata pa lang kasi ako nu'ng nahilig ako sa weightlifting. Doon sa tapat kasi namin, sa may riles, may barbell doon. 'Yan ang pinagalaruan naming magtatambaka. Hanggang noong 1964 Asian Championships, nakapag-uwi ako ng Bronze Medal. Nag-compete din ako sa 1964 Tokyo Olympics. Pero hindi ako nakapag-uwi ng medalya noon. Bihira lang 'yung may nakapag-uwi ng medalya sa Olympics. Ngayon, may atletang Pilipino nang nakasungkit ng gintol!

Sana makilala ko si Olympic Gold Medalist Hidilyn Diaz!"

-Lolo Artemio

#KMJS

See Translation



Nicka Rocamora
Mula po sa aming pamilya, lubos kami nagpapasalamat sa mga nagshare, naglikes and comments last week ng post about Papa Artemio. Thank you! Lets watch tomorrow sa KMJS ❤️ Stay Safe Netizen. 🙏🏻

Like · Reply · See Translation · 1w

↳ 4 Replies

Nia Abad
Wag kang mag alala tay? Tutulongan ka ng #KMJS na mkilala at ma meet C Hidilyn Diaz, OLYMPIC GOLD MEDALIST, stay safe and GOD BLESS Po Tay.

Like · Reply · See Translation · 1w

The **Kapuso Mo, Jessica Soho Facebook Page** also made it to the top list. It had a post featuring Artemio Rocomora, an Olympian who won a bronze medal back in the 1964 Tokyo Olympics. Netizens were seen giving their heartfelt messages in the comments section. The post racked up **160K engagements, 1.6K comments, and 4.1K shares**.

These signal that the PH digital public leans towards and are interested in **humorous posts that incorporate the latest happenings and Filipino culture/tendencies** and those that **touch or tickle the heart**.

Capture Conversations on Competitors, Key Events, and Personas

Not Just Those on You

Key Insight

Yes, it is critical for brands to track buzz that mention them. However, **it is ideal if businesses also monitor conversations on competitors, events, and personas that they may potentially leverage on.** Similar to what local food brands exhibited, it is beneficial for a brand to know what its competitors are doing during a certain event.

Are they giving discounts? How are they celebrating the occasion? Are netizens talking about them positively or negatively? Knowing the answer to these questions can help a brand decide if it should mirror, adopt, counteract, or ignore initiatives.

Also, **getting the latest conversations on certain events would guide and enlighten a brand on ways it can bank on said events and inject itself into the digital public's chatter.**



What Isentia Can Do to Help You

Isentia can help you track not only buzz on your brand, but on your competitors as well through a **Brand Health Study**. The study looks into social media mentions of select brands, giving focus to top conversations, low-hanging fruits, most active voices, and may also focus on events or issues. It can **delve into attributes your brand stands for** and if there are **differences in buzz that mention your competitors**. Furthermore, it can guide you in **determining if what your competitor is doing is worth emulating** and how you can **position yourself** given conversations on events, issues, and personas.





Know What Type of Content Works, What Makes Your Audience Tick

Key Insight

The Facebook pages of Senyora Santibanez and Kapuso Mo Jessica Soho effectively played to their strengths. They knew what type of content would resonate well and click with their audience, all the while leveraging on the latest events. **As a brand, you must be knowledgeable on the type of content that works for you and your followers. You need to know what types of efforts make them tick and encourage them to comment and engage.**

What Isentia Can Do to Help You

Isentia can measure the effectiveness of your brand's content on your own Facebook page. The quality of posts is evaluated based on its correspondence with your brand's messaging and the strength of the audience engagement. **The result from this study answers what type of posts work or do not work for your brand and what factors drive such performance.** This will aid in ensuring the content you share resonates well with the intended audience and is hinged accordingly to your brand's image.

Reputation Matters

Key Insight

RSA's good reputation had a positive ripple effect for the brands under his company. Expressions of support from the digital public were evident specially on posts that features RSA's championing of different causes. **Therefore, it can be surmised that the impression on company executives is also pivotal to how a brand is regarded.** This is why it is important to keep tabs on how leaders, moreso the brands, are perceived by the public, as well as how you are reported on by the media, to ensure all is on the right footing.

What Isentia Can Do To Help You

Isentia can help you assess how your organization is being recognized through Reputation Analysis. This approach blends mainstream, social media conversations, and survey data to reveal a comprehensive view on what people say, think, and feel about an organisation. **Findings from this report may be leveraged to assess strengths and gaps in your company's strategy, culture, and delivery to help improve brand performance.**



What Our Insights Leaders in the Philippines Say



"As seen in this trendspotting study, there is a wide variety of approaches that may be employed to utilise momentous events such as the Olympics to boost brand awareness. With that, brands should not miss out on looking into how they can drive their communication initiatives quantitatively and qualitatively. Isentia can do this — a holistic evaluation that would properly identify outcomes and opportunities which the brand may exhaust to achieve its objectives."

**- Kate Dudang, Insights Manager,
Philippines**



"Who would've thought that a plastic manufacturer could get hundreds of thousands of engagements for posting on the Olympics? Simply smart and effective. Brands need to be on top of the latest happenings in the industry they work in, or related ones, as well as current events. It is essential that they know what type of content resonates well with their audience. Do you know what tickles their fancy? Or what entices them to engage? These are just some of the things Isentia can help you unlock for better business decisions."

**- Victoria Lazo, Insights Manager,
Philippines**



Please do not hesitate to get in touch with us
for more information on this whitepaper.

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