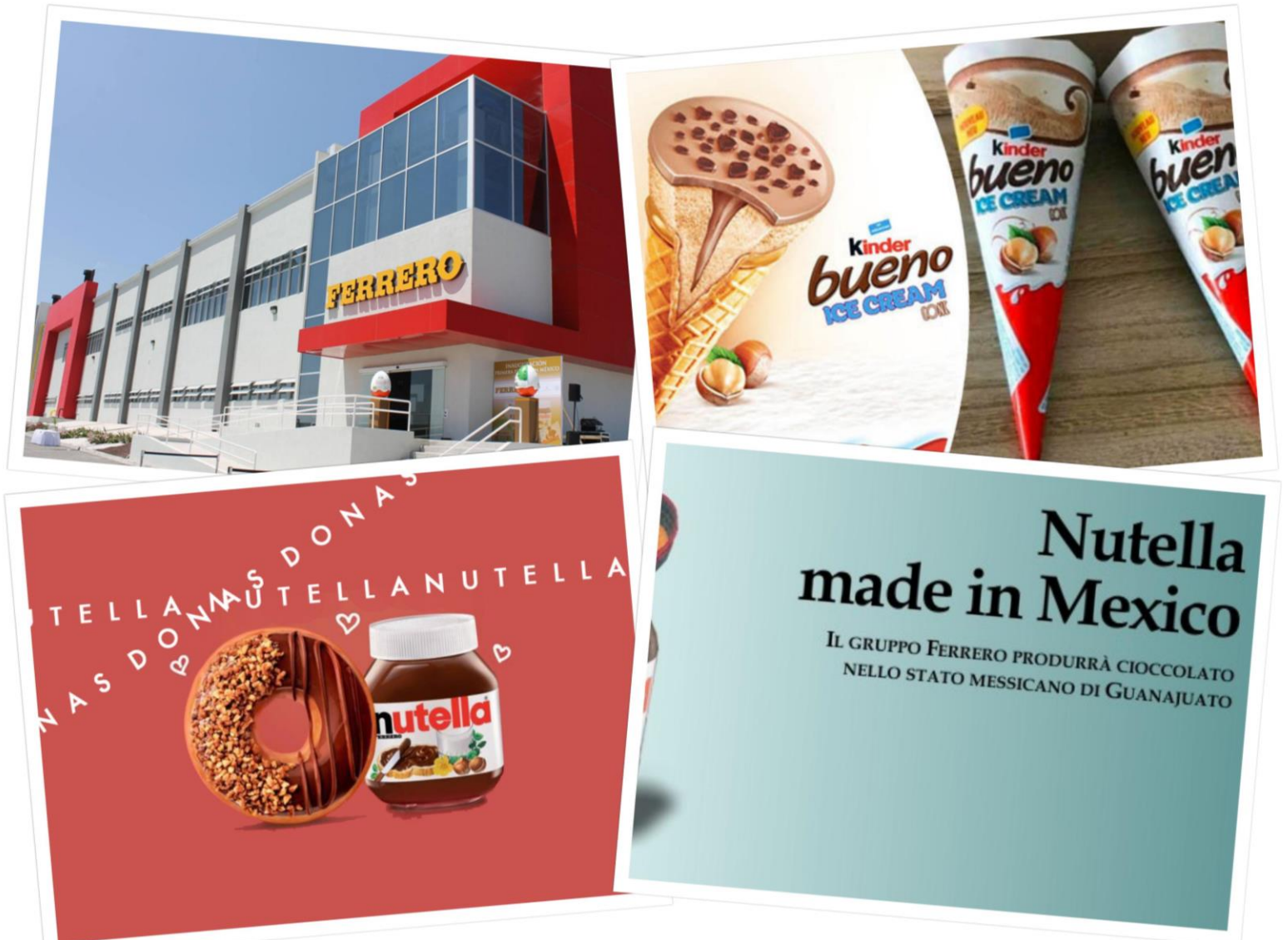


Social Risk Investigation: Ferrero Mexico



“These Ferrero Rocher candies are so expensive!!! Wish I had the money to buy them It is 200 pesos!”

Fernando Del Marr, Twitter

“You know a rich family in Mexico if they got a box of Ferrero Rocher chillin’ in their house. It is 200 pesos!”

Overview

ENODO conducted data analytics and social media exploitation to identify social media penetration, measure public perception, and assess the effectiveness of Ferrero Mexico’s product promotions.

Key Findings

- The most widely discussed and trending products on social media are: Nutella (72%), Kinder Bueno (17%), Ferrero Rocher (7%), and Kinder Sopresa (4%)
 - Negative sentiment regarding Kinder Bueno is associated with packaging defects and Kinder Bueno Ice Cream’s lack of popularity
 - There was limited and insignificant discussions regarding Raffaello, Tic Tac, and Kinder Délice products
- Mexican citizens perceive a class divide across different products lines:
 - Ferrero Rocher is perceived as a “rich people’s product” while Nutella is clearly a “people’s favorite”
- Krispy Kreme’s launch of the Nutella-filled donut in Mexico is trending with more than 15,450 shares and 4,000 likes across Krispy Kreme’s Twitter and Instagram



“Wow, how bad the corruption must be that even the Nutella put it on a plastic so it does not get stolen, how beautiful is Mexico?”



“@FerreroMexico: I bought a box of eggs kinder 16 and only came 15”



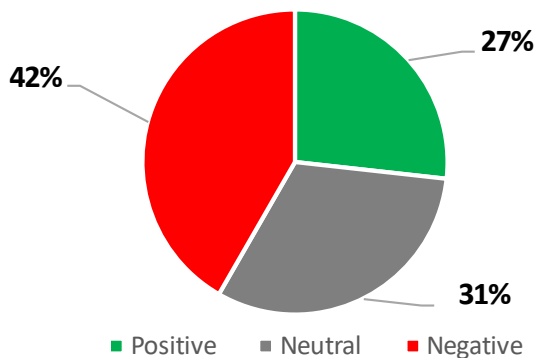
“The wait is over! 🕒 The donut with #Nutella finally ARRIVED in Mexico 🍩 😊. But, hurry up because they are already FINISHING! 🙌”

“@KinderBueno_es: I do not find representation of Kinder Egg in Mexico, regrettable the fact of putting horrible things in the egg for "girls"! Help me find those who are responsible.”

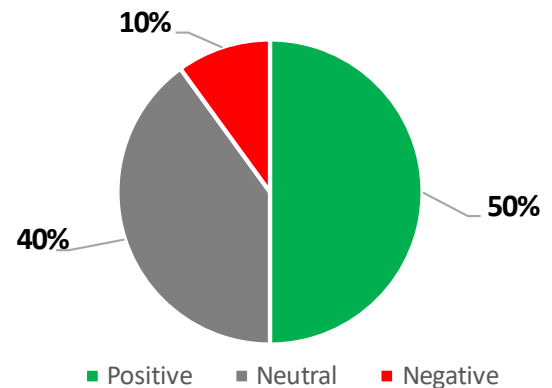
Data Analytics

Analysts compared public sentiment across the four most discussed products on social media. A total of 7,891 tweets and 567 Facebook posts, 431 Instagram posts were collected from March 16, 2018 to April 15, 2018.

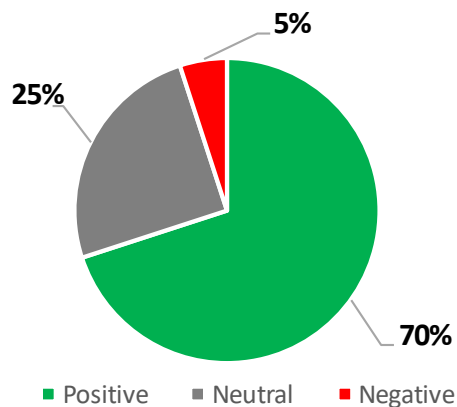
Kinder Bueno Sentiment



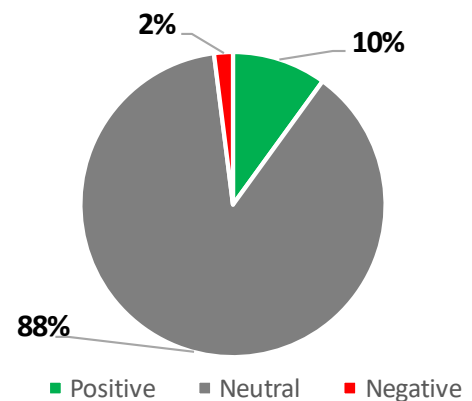
Kinder Sorpresa Sentiment



Ferrero Rocher Sentiment



Nutella Sentiment



Recommendations

- Perform in-depth public sentiment analysis to supplement ongoing market research and inform micro-targeting campaigns for specific Ferrero product lines (e.g. discounts)
- Create a comprehensive marketing strategy that expands products' accessibility across all socio-economic levels (e.g. introduce a low-cost version of Ferrero Rocher)
- Identify, manage, and address customers' brand-specific grievances (e.g. use #KinderBuenoHelp for help with Kinder Bueno issues) through real-time sentiment analysis



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