

Kellogg Protests



“Kellogg’s response to these loyal, hardworking employees has been to demand these workers give up quality health care, retirement benefits, and holiday and vacation pay.”

“Kellogg is making these demands as they rake in record profits, without regard for the well-being of the hardworking men and women who make the products that have created the company’s massive profits.”

Overview

On October 5, 2021, a nationwide strike took effect due to stalled negotiations between Kellogg management and various union groups representing its workers. Around 1,400 employees across all four of Kellogg’s U.S. plants stopped work demandin resolution of pay and benefit issues, among other incentives. The strike is emblematic of the endemic social risk within the food industry, which will challenge Kellogg’s household name and iconic brand.

Key Findings

- There appears to be no immediate resolution—with both Kellogg and workers divided and no agreement in sight
- Kellogg’s strikes is symbolic of worker grievances within food industry
 - 84% of topics include pay disparity, labor issues, and offshoring of production facilities
- Growing support for workers due to Kellogg’s household brand name
 - 47% increase in volume in 24 hours
- Impact on Kellogg’s brand
 - 76% negative sentiment

Data Analytics

Analysts collected 187,498 data points on topics related to Kellogg between July 7 and October 7, 2021, which included 108,382 Tweets, 91,382 Facebook posts, 60,829 News sites, 41,723 LinkedIn posts, 32,114 RSS feeds, 21,498 blogs, 16,054 Instagram posts, 8,409 TikTok videos, and 6,345 YouTube comments in English and Spanish.

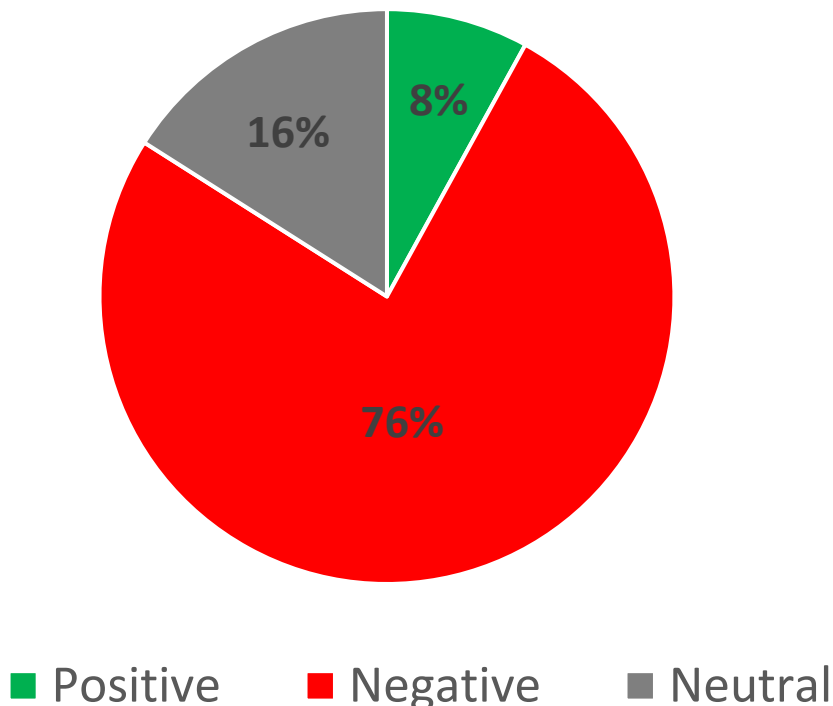
“The company continues to threaten to send additional jobs to Mexico if workers do not accept outrageous proposals that take away protections that workers have had for decades.”

Sentiment Analysis:

Measured public sentiment within social media discussions related to Kellogg:

- Negative sentiment (76%) is associated with the general public’s concern with Kellogg’s decision regarding worker benefits and pay
- Positive sentiment (21%) is primarily due to messages from Kellogg’s official social media platforms denying claims from its workers
- Neutral sentiment (16%) is due to low volume of engagements outside Facebook and Twitter

Overall Sentiment



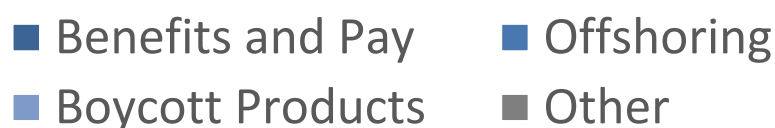
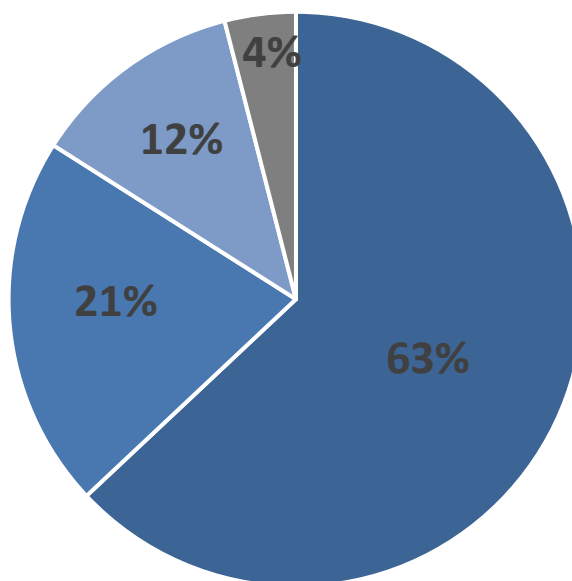
“A lot of Americans probably don’t have too much issue with the Nike or Under Armor hats being made elsewhere or even our vehicles, but when they start manufacturing our food down where they are out of the FDA control and OSHA control, I have a huge problem with that”

Topic Modeling:

Identified trending topics related to Kellogg:

- **Benefits and Pay:** 63% discussed Kellogg’s [demand](#) for its workers to give up healthcare, retirement benefits, holiday and vacation pay
- **Offshoring:** 21% were interested in Kellogg’s decision to [move](#) its plants to Mexico
- **Boycott Products:** 12% commented on [boycotting](#) Kellogg’s products
- Other (4%)

Topic Modeling

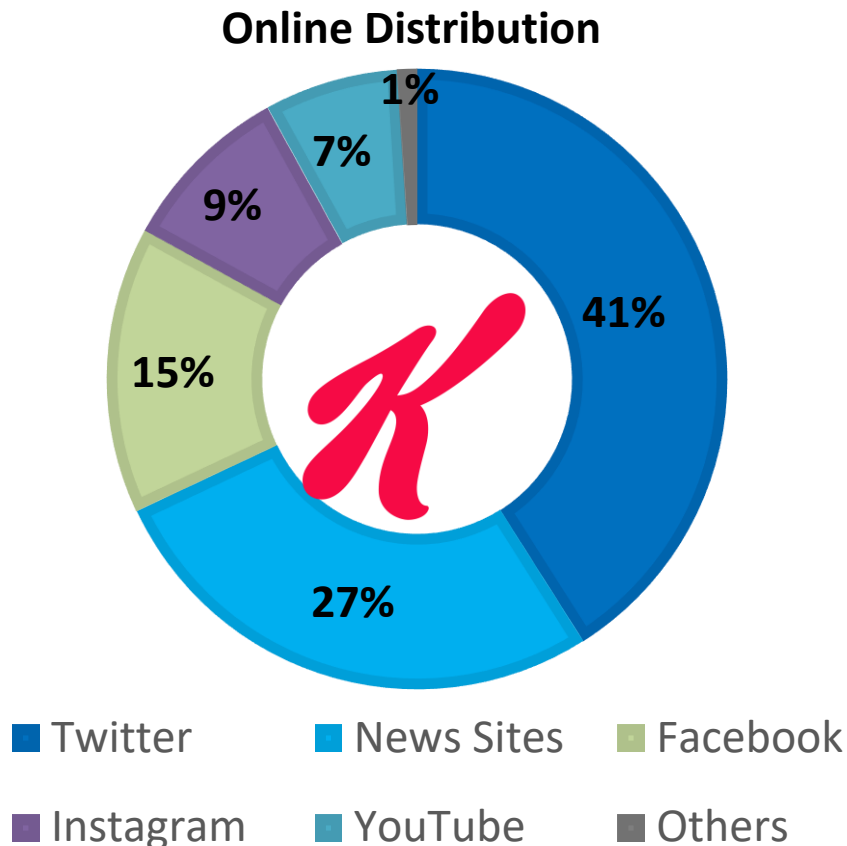


“I'm not a graphic designer but I quickly slapped together this list of brands owned by Kelloggs from their website for boycott purposes”

Share of the Voice:

Measured the distribution of online discussions related to the protests against Kellogg:

- 41% were found on Twitter
 - 52% were posted by groups and individuals supporting union workers
- 27% were found on news sites
- 15% were on Facebook
- 9% were on Instagram
- 7% on YouTube





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