



## **Search Laboratory Measures Channel 4's Success vs BBC on The Great British Bake Off**

In recent years, there hasn't been a bigger TV show in the UK than the Great British Bake Off, dominating both viewing figures and social chatter. So it was no surprise the controversy that followed when the show moved from the BBC to Channel 4, losing Mary Berry and presenting duo Mel and Sue in the process. Would everyone's favourite comfort watching ever be the same again?





## **The Challenge**

During the last week of series eight - the first to be shown on Channel 4 - Search Laboratory used Pulsar to measure the success of the show compared to the previous series - the last shown on the BBC - and the change in sentiment.

It was important to Search Laboratory to break down elements like reactions to the new presenters, Noel Fielding and Sandi Toksvig, compared to the old presenting duo; the anticipation and excitement created during the run-up to the finale; and gaining insight into the emotions of viewers going beyond basic sentiment analysis of positive vs negative.





## The Solution

Search Laboratory engaged Pulsar to set up a comprehensive search looking at Twitter data throughout the last week of the show, running up to and including the finale.

For this the Pulsar Trac platform captured variations of phrases used to speak about the Great British Bake Off, as well as the trending hashtags around it.

Search Laboratory used the platform's modular artificial intelligence capabilities, powered through powered IBM Watson, to conduct advanced emotion analysis. This goes beyond standard sentiment analysis by defining not just the positive or negative posts, but breaking them down into more granular emotions such as joy, disgust, fear and so on.



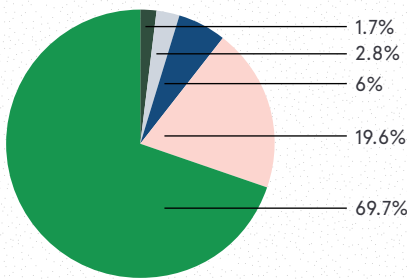
## **The Outcome & Findings**

The project with Search Laboratory successfully uncovered a granular analysis of the show's audience, using Twitter data. Data correlated closely with coverage through media, so some of the stats produced may not be surprising. Overall, the channel switch affected online interest and sentiment around the show.

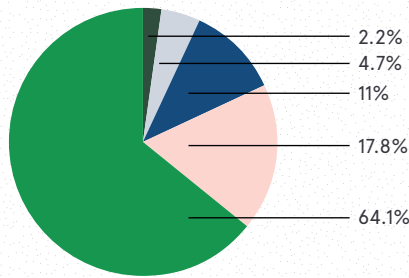




2016 Final Week – BBC

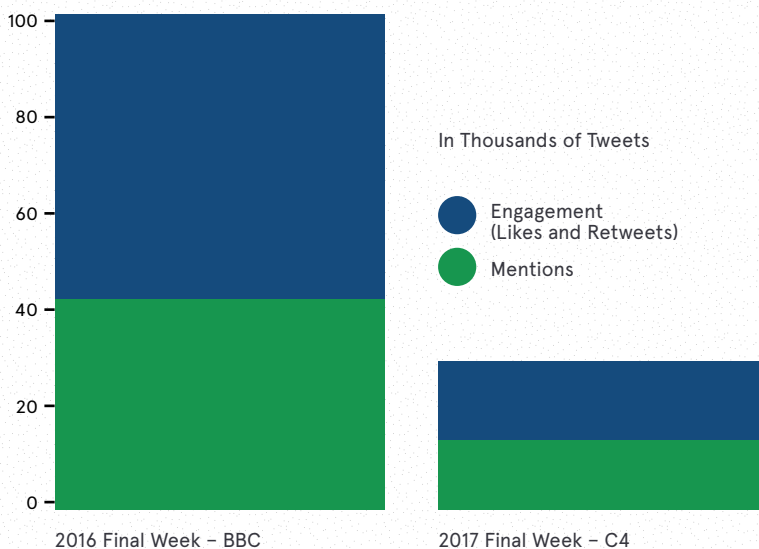


2017 Final Week – C4



→ Sentiment was slightly more positive for the BBC show, too: of the tweets we analyzed from this year, 64% expressed joy, 18% sadness, and 11% disgust, whereas in 2016 70% of tweets showed joy, 20% sadness and just 6% disgust.

→ Tweets and engagements around the show decreased from its days on the BBC – from 42,270 mentions, 56,959 engagements, and over 117 million impressions – to 13,998 mentions, 16,358 engagements, and 22,837,277 impressions.



→ A grudge also seems to have been developed against judge Paul Hollywood, who stayed with the show during the move, with his disgust rating increasing from 4.5% to 22.2%. But new presenters Sandi and Noel had overwhelming levels of joy surrounding them (89.5% and 68.9% respectively).



Although on the surface it might look like sentiment had changed, using Pulsar's powerful tools to analyze emotions, it is clear the losses weren't a disaster, and there is a lot to build on for Channel 4 next year.



### About Search Laboratory:

Winner of the 2017 DRUM Organic Team of the Year and Best Large PPC Agency at the 2017 US Search Awards/Pubcon, Search Laboratory is one of the largest independent UK-based digital agencies with 150 staff based in Leeds and New York.

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