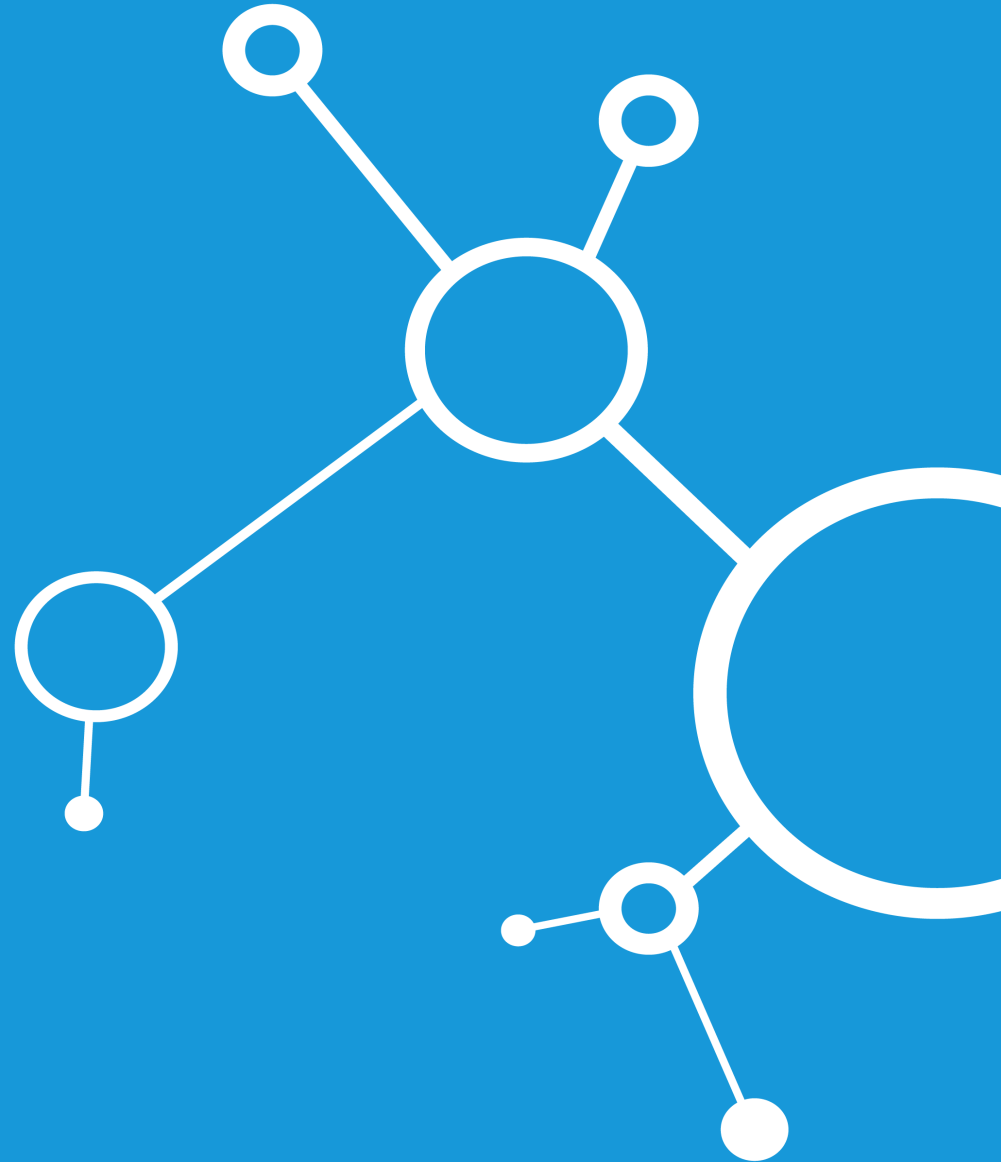# PULSAR
Social Data Intelligence
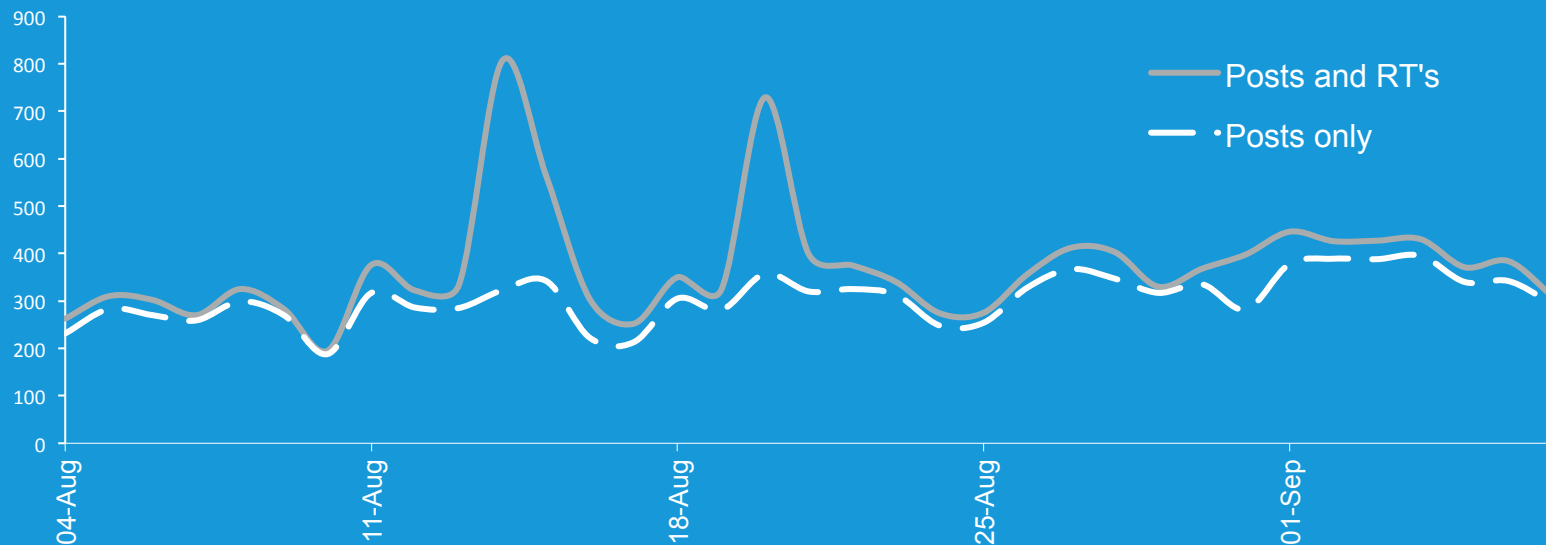
Competitor and
Category Landscape

Challenge

A major global retailer was struggling to be seen as the go-to-destination for beauty products, due to customers not understanding the breadth of products available and seeing their Beauty area as a destination for skincare essentials rather than of high end beauty items. Their agency has approached us to help them get a deeper understanding of the beauty retailing landscape.

Total beauty-related messages and images on UK blogs, forums, Twitter, Facebook, News, YouTube during Aug 5 – Sep 8, 2013

Solution

We tracked discussion about the retailer and 3 main competitors for one month using Pulsar TRAC, analysing this content to identify strengths and weaknesses in consumer perceptions of all players, and resulting strategic implications.
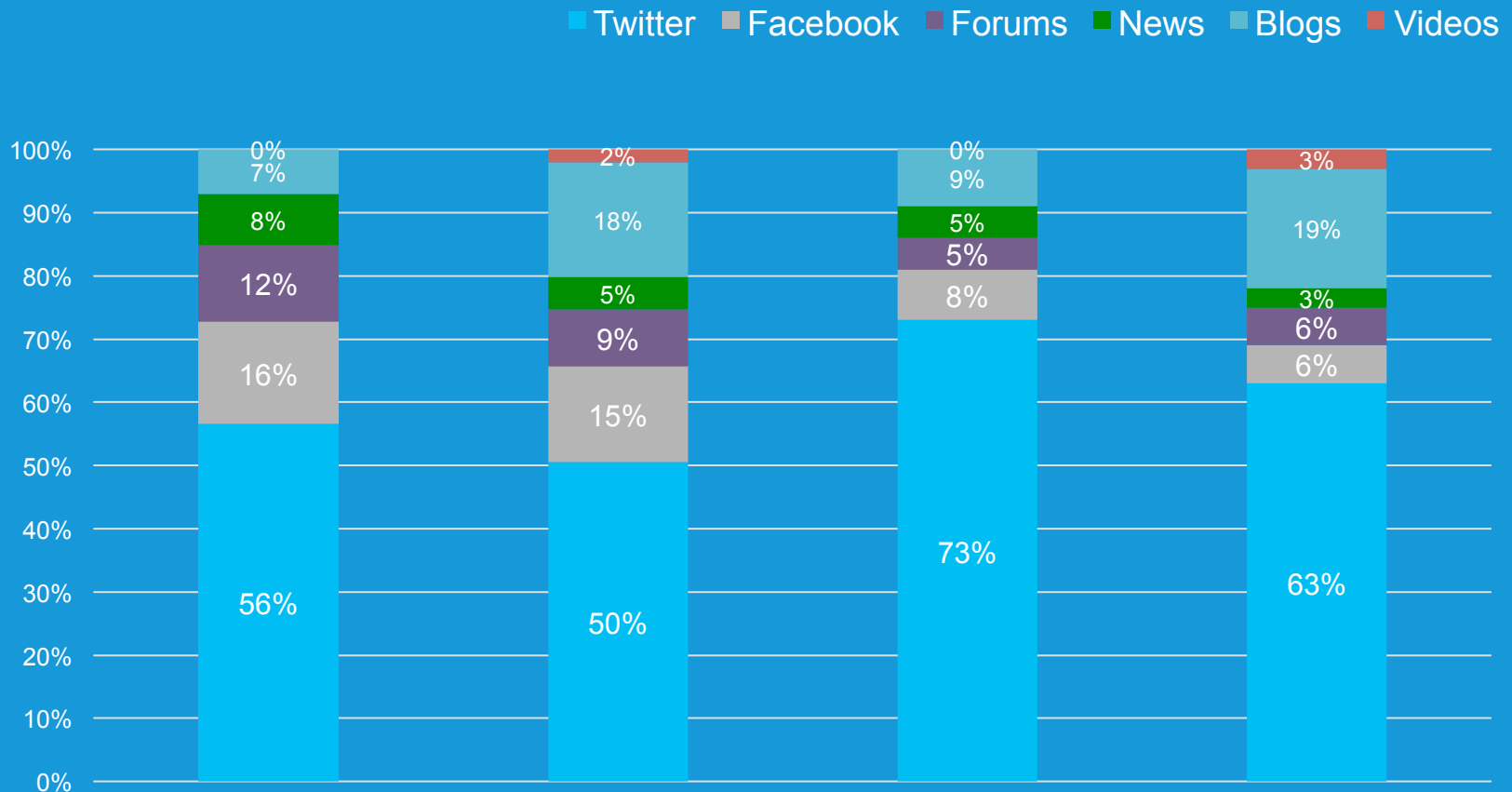

Wordcloud: most frequently used words on beauty blogs

Impact

We helped the retailer's agency deliver a strong content strategy based on social consumer insight, helping the brand to strengthen its positioning.

Legend: ▇ Twitter ▇ Facebook ▇ Forums ▇ News ▇ Blogs ▇ Videos

Retailer 1: Twitter 56%, Facebook 16%, Forums 12%, News 8%, Blogs 7%, Videos 0%

Retailer 2: Twitter 50%, Facebook 15%, Forums 9%, News 5%, Blogs 18%, Videos 2%

Retailer 3: Twitter 73%, Facebook 8%, Forums 5%, News 5%, Blogs 9%, Videos 0%

Retailer 4: Twitter 63%, Facebook 6%, Forums 6%, News 3%, Blogs 19%, Videos 3%

Social channels breakdown per retailer during Aug 5 – Sep 8, 2013

About the authors

Erika Ammerman – Head of Social Insight

Erika holds an MSc in consumer psychology and has been fascinated by consumer behaviour ever since she realized you don't necessarily have to use psychology training to listen to people recount their dreams on sofas. Prior to joining us, Erika lead Social Media Research as Research Director for NM Incite, having initially joined the Nielsen Company in 2006 as part of their BASES consultancy. Erika has worked with clients globally including P&G, Tesco, Kraft, Akzo Nobel, Unilever, GSK, Pfizer, Barclay's, BBVA, Disney, and Reckitt Benckiser.

Anthony Fradet - Social Media Research Manager

Since gaining a Masters degree from CELSA (Sorbonne University), Anthony has spent 5 years working for French market research companies, with quantitative, qualitative and social media focus. Anthony joined Pulsar in 2013 and before joining, he was responsible for a unique partnership between a top 5 'traditional' market research agency (CSA) and a social media research agency (linkfluence).

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About the authors

Rob Parkin - Social Media Researcher

After completing his degree in Psychology & Sociology, realising his passion for research methodologies, culture, media & consumption, he moved to London to pursue a career in market research. He has since held positions working with quantitative, qualitative and social media research companies. Interested in technology and social business he has also helped organisations work more collaboratively with enterprise social networks.
Rob now puts all this experience into practice carrying out real time online research for our retail clients.

Sameer Shah - Social Media Research Executive

Having completed an undergrad and postgrad in Economics, Sameer found his way into the world of social via blogging. An intrigue into how people interact online led him to AnalyticDNA, where he worked for 18-months as an insight analyst and discovered the business value of social media. He joined Pulsar in the summer of 2013 and devotes the majority of his time to retail clients.

PULSAR
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THANK YOU

If you want to find out more about Pulsar please book a demo by emailing us at:

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