



CONSUMER PRODUCTS SOCIAL MEDIA LISTENING





The Bellomy blenders are industry-specific reports designed to keep you informed about key social media metrics, insights, and trends in your industry. The blender is produced each quarter for Healthcare, Retail, Financial Services, Energy, and Consumer Products. Download them from our website every three months.



sentiment decreased 24%



Posts about Consumer Products are down 2.1% in the June to August period of 2018, year-over-year



sentiment change

Sentiment decreased 9.8 pts in the June to August period of 2018, year-over-year



intensity change

Intensity decreased 8.3 pts in the June to August period of 2018, year-over-year

Sentiment A score that expresses the ratio of positive to negative sentiment about a topic

Intensity A score that expresses the ratio of strong emotions (such as "love" or "hate") to all emotions expressed about a topic



influencers





@W_Angels_Wings

@INDIEBOOKSOURCE

@Jennasm66663888

@keviinstuart

@jhhayman

@camelcamelcamel

@GaryJLombardo

@BudgetAuction

@Nerd_Junkie_

@CPSWorks14560

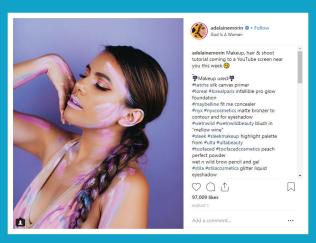


most engaging posts

on-topic posts with the most comments/replies, likes, shares/retweets, reblogs, and views













Click on any post to view online











what's trending

The launch of the Pumpkin Spice Latte (#psl) on 8/28 excited consumers. Other consumer products are often pictured/mentioned along with the Starbucks favorite

Beer lovers and political followers have mixed feelings about a meeting between Sam Adams beer founder and President Trump

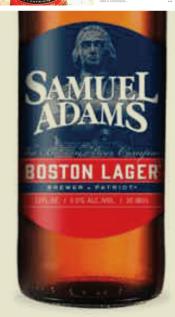
LG launched the #WhatsItGonnaTake campaign and contest to generate consumer buzz around what it would take to get them to switch to the LG G7 ThinQ. One of the winners wanted a panoramic photo of his dogs.













categories year-over-year comparisons

#carswithoutinits
#tag#mopar
#tag#mopar
#starsky#ford##salve
#starsky#ford##salve
#chevy#ford##salve
#chevy##kford##salve
#chevy##kford##salve
#carburetor
#hutch#carb
#carb
#sapsachargar

#dishwasher #meait #kitchen #sweepstakes #foodporn #pook #ealestate #bbq #barbecue #food #bbq #win #instantwingame #grilling #grill #summer #webergrill #ad #foodie #vacuum #smoker #ribs #appliances #grilleaway #beina

#photooftheday
#mustread
#camera #twitch
#photography#fantasy
#drone #jartg #books
#thriller
#love
#love
#ad
#free #ps4live #ian1
#romance #iandeunlimited
#asmsg #iphone
#bookboost
#amreading

automotive

-35.0%

-9.8

-8.3

durables

-13.8%

-11.0

-0.3 intensity change

electronics

-30.1%

-2.3
entiment change

-8.0 intensity change



#careerarc #makeupaddict #job #skincare #nyxcosmetics #job #skincare #myxcosmetics #mua #makeupiurkie #mua #makeupaddict #job #skincare #mua #makeupaddict #job #love #ad #hiring #jobs #motd #beauty #fashion #makeuptutorial #macosmetics #makeupartist #anastasiabeverlyhills #undscovered_muas

health+beauty

+149.1%

-16.7 sentiment change

+17.7

#kleenexclassroomhero #embroidered #carson #doglovers #a #foster #mazon #smallbiz #pets #dogs #handmade #homedecor #humor #shopsmall #gaggifts #gifts #crafts #tideatwalmart #giftideas #kleenexwetwipes #draintheswamp

home

-26.5%

-36.0 sentiment change

-4.0 intensity change



food+bev

+40.4%

-10.0 sentiment change

-6.0 intensity change





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