Meltwater
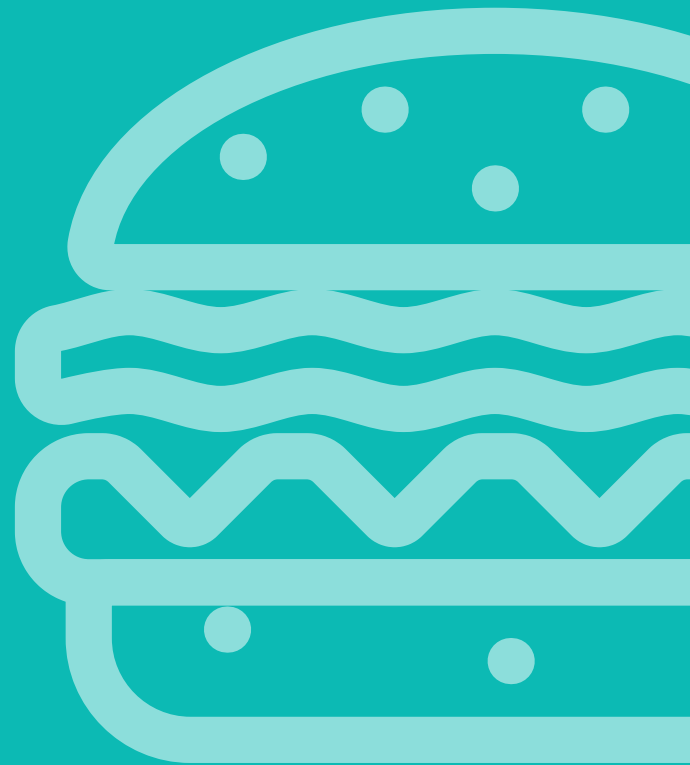## Outside Insight

INDUSTRY REPORT

Fast Food
Brands ›Trends ›Influencers

Introduction: Industries as Ecosystems

An industry is an ecosystem of consumers and retailers, journalists and media, and analysts and investors. Like an ecosystem, the actions of any one player might reverberate through and impact the chain, making the job of brands, PR professionals, and marketing executives increasingly complex. The age of instant communication—via text, photos, videos, emojis, animated GIFs—has heralded a paradigm shift from the analog days of news clipping services and focus groups. An informed and amobile-first global audience brings real-time accountability to entire industries. And our comparison-shopping culture threatens to commoditize any product or service, eroding a brand's carefully crafted value proposition.

Social media is one way for brands to take a pulse check of their target markets, but with the proliferation of social media channels, the volume of data has become unmanageable. Consumers are now chatting across the globe, 24 hours a day. Conversations shift rapidly, influencers can be the most unlikely people, and news that saturates traditional media may not be what's driving conversations across *social* media; however, tracking this chatter helps us understand consumer perception (and behavior), which ultimately fuels businesses. Many firms dedicate entire teams to monitoring both traditional and social media, and the reports these teams generate now shape business strategy.
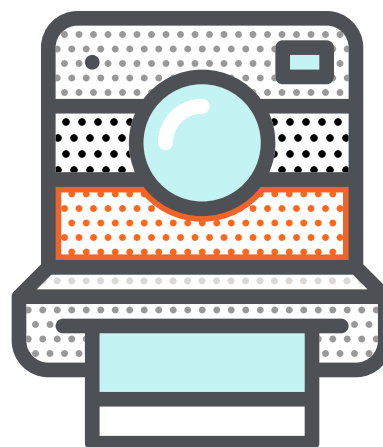
We decided to do this heavy lifting, using Meltwater's media intelligence platform, focusing on one industry at a time within the U.S. and on its top performers. We've looked at media coverage and compared it to social media conversations. We've taken a segmented approach to analyzing the hashtags, executives, and top journalists for each brand.

Meltwater recorded more than **30 Million tweets** per day and articles from tens of thousands of news outlets to surface insights on the 20 U.S. brands covered here.

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Industry Snapshot: Fast Food and Quick Service

Using data from [Quick Service Restaurant magazine](#) (QSR), we took the top 20 domestic fast food brands (by U.S. revenue) and ran queries using Meltwater to determine potential reach, share of voice (SOV), and sentiment analysis on them from May 2015 through May 2016 then interpreted the results for each brand. Some of the most interesting observations were related to the brands in the middle of the pack, where there might be more volatility, than say the top three spots.

Our analysis not only reveals findings, it facilitates a conversation:

How can a brand ranked so low on the list have such a loyal following?

Do higher-ranking brands always dominate social media?

Who are the media influencers driving conversations, and are these influencers able to change consumer behavior? Or do consumers act independently of media influencers?

We considered these discussion points in our report and encourage you to resist making assumptions

Top 20 Brands by U.S. Sales

In terms of sales, larger brands like McDonald's might compete on value, outpricing competitors due to the economies of scale they've achieved. Other brands might create new product lines to challenge consumers with new categorical associations, becoming the novel newcomer to an uncharted space, like when Starbucks began offering sandwiches. Still, smaller brands that might dominate a category, like Sonic Drive-In and its famous slushes, may offer halo products to go with their staples. And while each brand has brilliant marketing teams and economists to figure out the next best strategy, all firms face the same hard truth: no matter how effective a strategy, it will eventually go stale.

Brands nimble enough to push a new campaign, and transition away before the initial momentum dies and consumer loyalty wanes, are the same innovative brands that continue to be successful and end up on annual lists like this one.

Top 20 Brands

Rank	Brand	Annual Sales (Mill)*	# Stores*	News SOV**	Social SOV***
1	McDonald's	$35,447.00	14,350	17.7%	19.5%
2	Starbucks	$12,688.90	12,107	15.7%	15.5%
3	Subway	$11,900.00	27,205	16.5%	10.6%
4	Burger King	$8,640.10	7,142	4.0%	8.1%
5	Wendy's	$8,512.80	5,780	3%	1.9%
6	Taco Bell	$8,200.00	5,921	4.4%	3.4%
7	Dunkin' Donuts	$7,175.00	8,082	3.6%	4.3%
8	Chick-fil-A	$5,782.20	1,887	2.9%	1.8%
9	Pizza Hut	$5,500.00	7,863	2.2%	7.4%
10	Panera Bread	$4,500.00	1,880	1.8%	3.8%
11	KFC	$4,200.00	4,370	2.8%	11.3%
12	Domino's Pizza	$4,100.00	5,067	3.1%	3.7%
13	Sonic Drive-In	$4,099.40	3,517	0.1%	0.1%
14	Chipotle	$4,049.10	1,755	16.9%	4.4%
15	Carl's Jr./Hardee's	$3,569.70	2,913	0.7%	0.4%
16	Little Caesars	$3,231.90	4,025	0.3%	2.0%
17	Dairy Queen	$3,210.00	4,512	0.8%	0.3%
18	Arby's	$3,200.00	3,226	1.0%	0.5%
19	Jack in the Box	$3,179.80	2,250	0.7%	0.3%
20	Papa John's	$2,673.90	3,250	1.2%	0.5%

Most Photogenic

Starbucks got the most love on Instagram, accounting for 51.55% SOV compared to the competition. Latte art may have carried the torch here. Would other brands get more photographic love if they served doodles and unexpected surprises with each customer order?

Top 20 Share of Voice in the Media
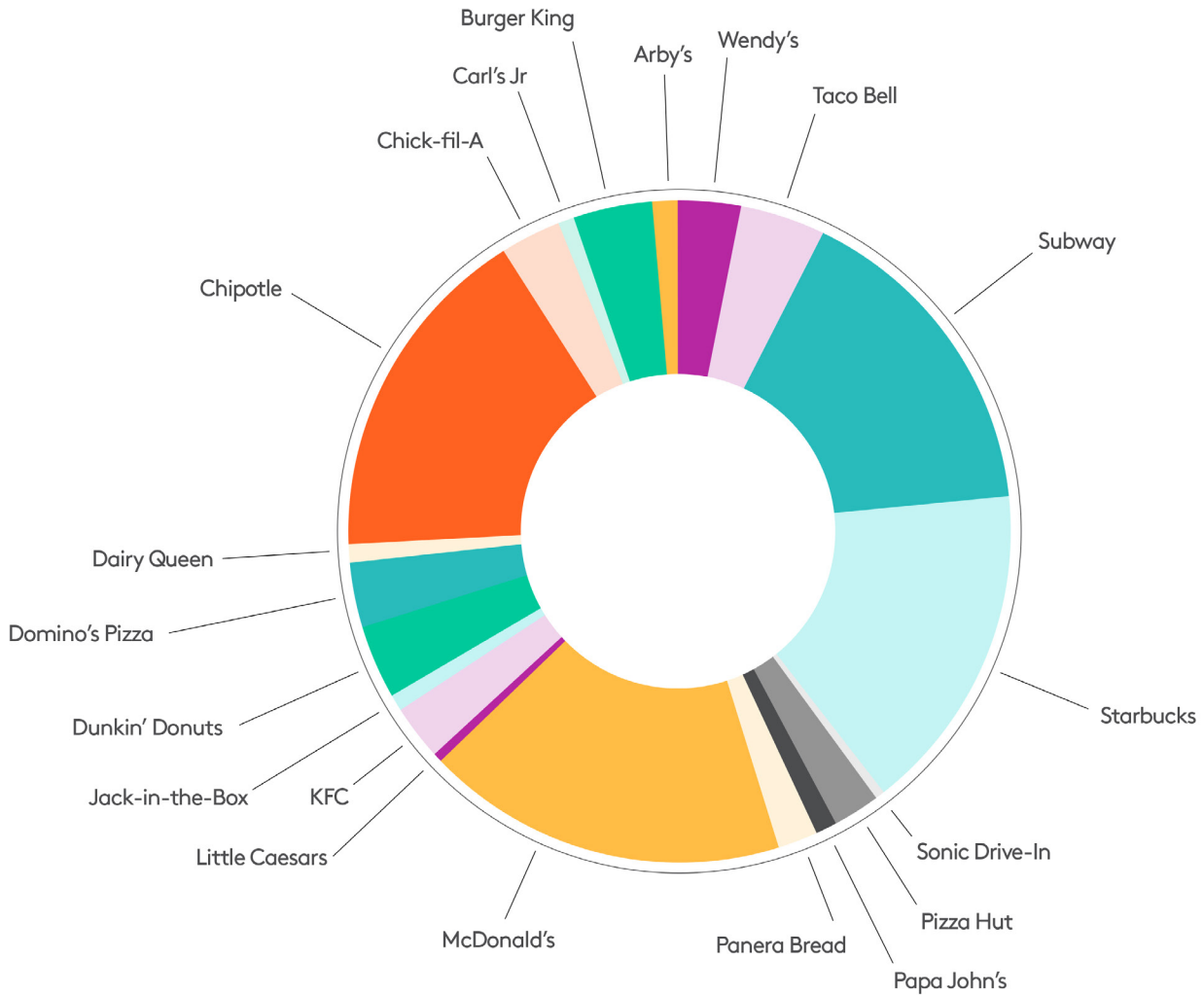
It's not surprising that a household name like McDonald's dominates news mentions. It's a global brand: it's a frequent sponsor of (inter)national events and the Ronald McDonald House Charities are in 57 countries. But as you'll see later in this report, we need more dimensions before we can arrive at conclusions about what makes a brand popular with consumers.

Meltwater's share of voice metric is used to measure how much of the total conversation is attributed to each brand. Our media intelligence software collates and analyzes millions of articles, including syndicated news, editorials, and premium content, and reveals large data such as potential reach, as well as discrete metrics including sentiment.

Top 20 Share of Voice in Social Media
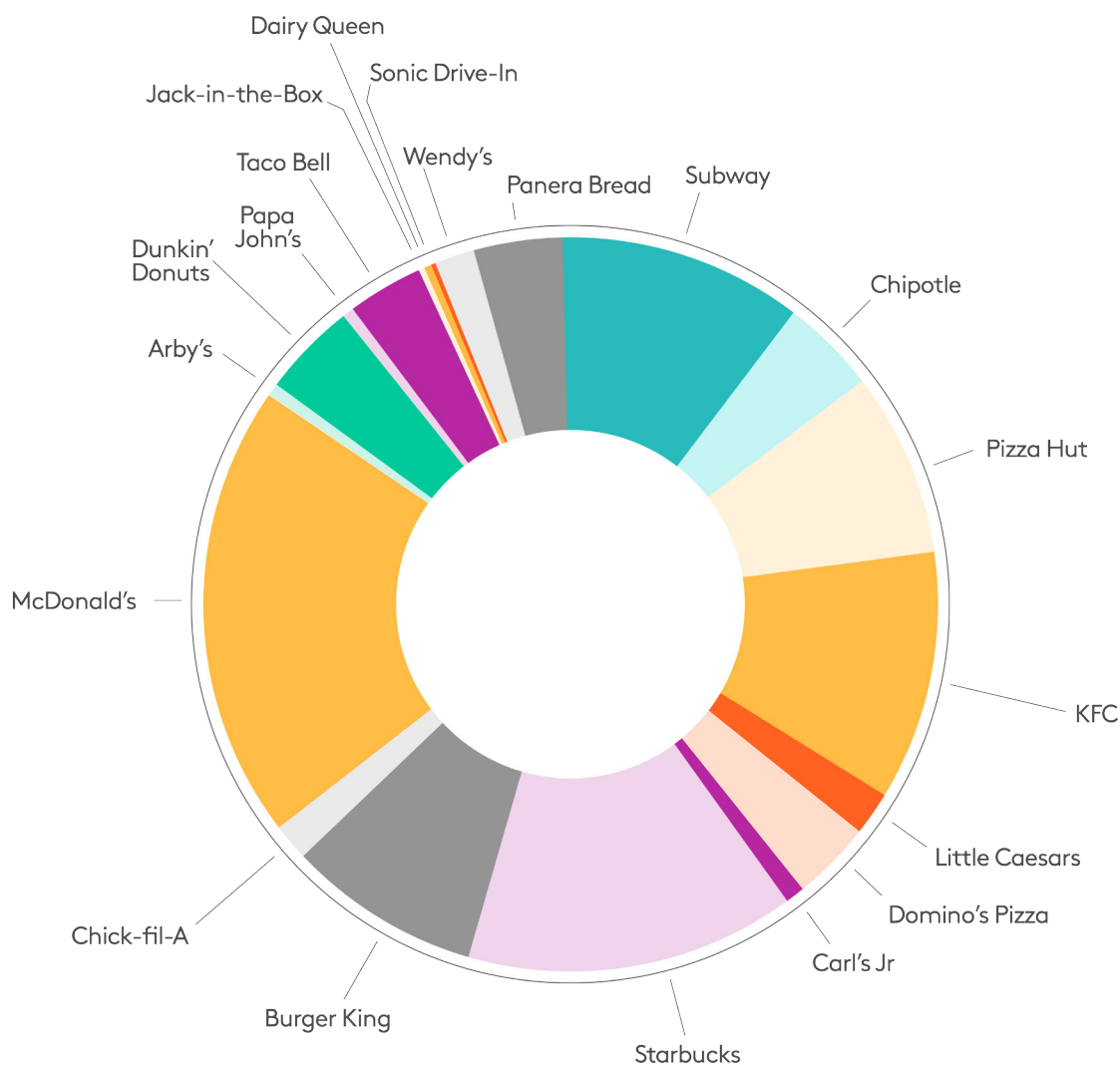
Takeaway #1: Social Media ≠ News Coverage

In our study, social media coverage rarely mirrored news coverage. A brand's mentions might spike on social media due to a popular promotion or consumers reporting and reacting to a event before it has reached traditional news outlets. But besides demonstrating that news can travel faster across social media than traditional channels, we can also gain insight into brand loyalty in the face of negative press.

For instance, if we only listened to analyst sound bytes and pull quotes, we'd probably be convinced that the Great Carnitas Famine of 2015 (p.42) was sure to spell the end for Chipotle. But social data reminds us not to draw conclusions on consumer behavior from alarmist news coverage: there are enough protein options to fill those burrito bowls.

Questions of Taste: Social Share of Voice by Specialties

Some of us think of fast food as burgers and fries, some equate it with pizza, sandwiches, or fried chicken. Niche menus are important in this industry. Here we've segmented restaurants by the specialities they are most associated with and benchmarked them against their peers.

The SOV for most brands seemed to scale with their total number of stores. Logically, it makes sense that more stores means more geographic coverage and more populations (potentially) discussing the brand. Social media is a great litmus test for customer advocacy. People tend to promote their favorite brands—sharing positive experiences or their favorite menu options—and call out poor service and food quality.

Two brands topped their social SOV despite being outnumbered in total stores: Arby's and Chipotle.

Burgers
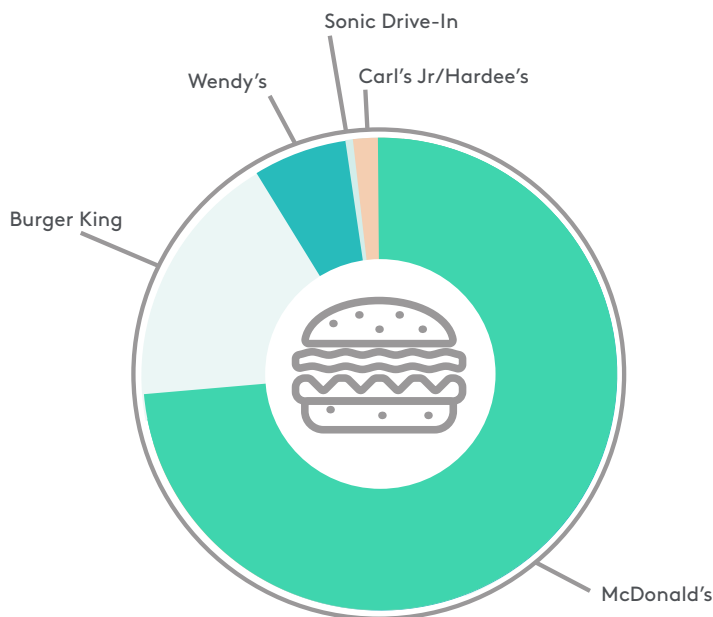
Rank	Brand	SOV %	# U.S. Stores
1	McDonald's	73.8%	14,350
2	Burger King	18.1%	7,142
3	Wendy's	6.2%	5,780
4	Carl's Jr/ Hardee's	1.4%	2,913
5	Sonic Drive-In	0.5%	3,517

Drawn from Twitter and Instagram from May 2015 to May 2016

Pizza
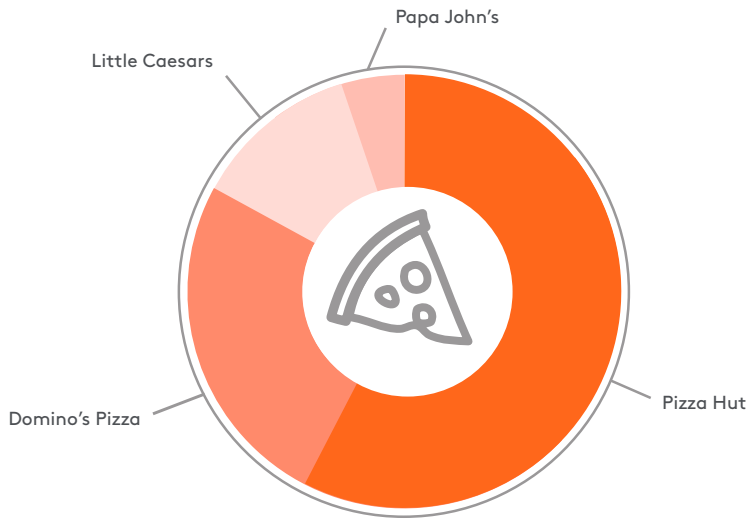
Rank	Brand	SOV %	# U.S. Stores
1	Pizza Hut	59.2%	7,863
2	Domino's Pizza	26.2%	5,067
3	Little Caesars	10.3%	4,025
4	Papa John's	4.4%	3,250

Coffee
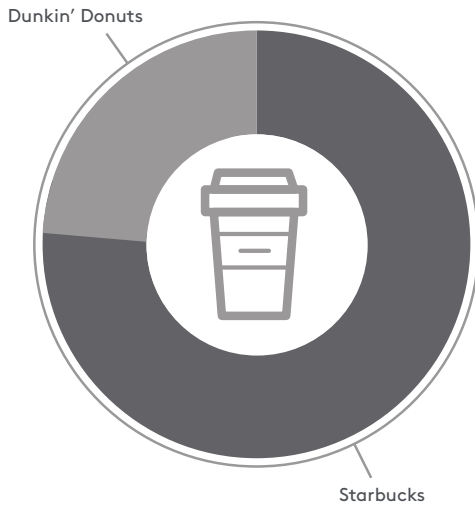
Rank	Brand	SOV %	# U.S. Stores
1	Starbucks	76.4%	12,107
2	Dunkin' Donuts	23.6%	8,082

Hot Sandwiches
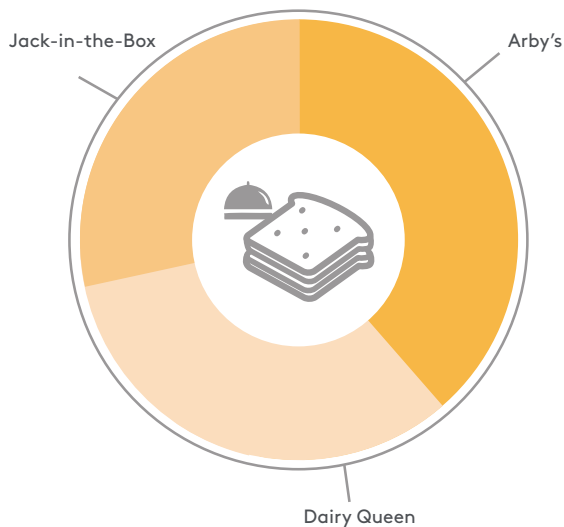
Rank	Brand	SOV %	# U.S. Stores
1	Arby's	41.7%	3,226
2	Dairy Queen	30%	4,512
3	Jack-in-the Box	28.2%	2,250

Drawn from Twitter and Instagram from May 2015 to May 2016

Cold Sandwiches
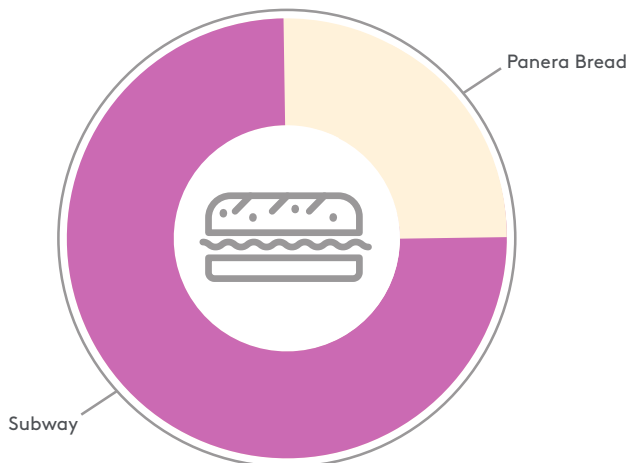
Rank	Brand	SOV %	# U.S. Stores
1	Subway	75.1%	27,205
2	Panera Bread	24.9%	1,880

Panera Bread

Subway

Mexican Food
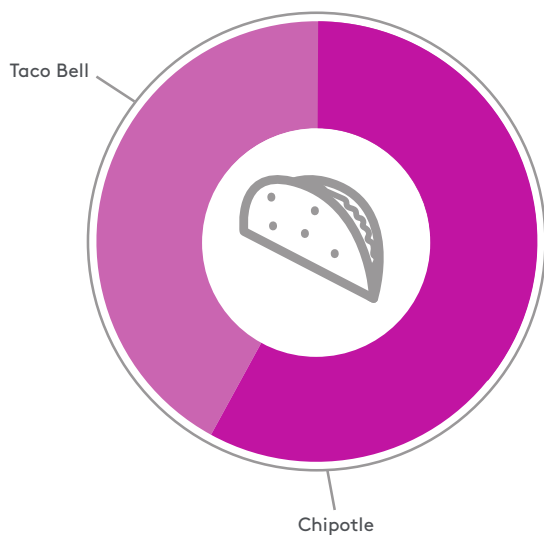
Taco Bell

Rank	Brand	SOV %	# U.S. Stores
1	Chipotle	58.4%	1,755
2	Taco Bell	41.6%	5,921

Chipotle

Chicken

Chick-fil-A

KFC
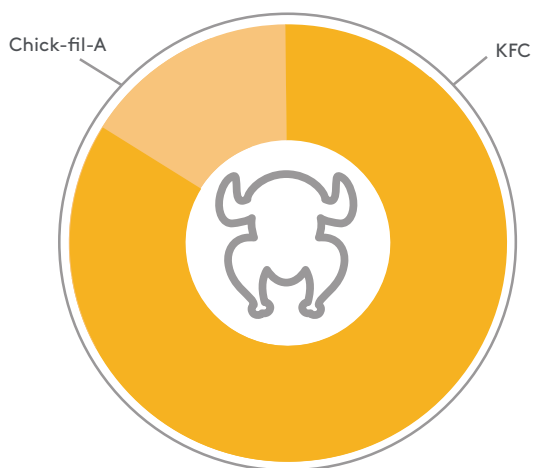
Rank	Brand	SOV %	# U.S. Stores
1	KFC	82.3%	7,863
2	Chick-fil-A	17.6%	5,067

Drawn from Twitter and Instagram from May 2015 to May 2016

CEOs as Brand Ambassadors

A company's CEO is sometimes cast as the human representation of the brand. When Starbucks makes a commitment to values, Howard Schultz addresses the public with conviction and doesn't shy from the camera. He reminds us that even the most noble set of corporate values and initiatives needs a person backing them up, not just a logo. As a result, he enjoys rockstar status with his audience.

For some CEOs, the spotlight highlights their polish and sheen, but for others it reveals the harshest details. While we'll see later that Chipotle's customer base is very loyal, the crisis surrounding food-borne illness at its restaurants seemed to demand human accountability in the form of the chain's leader.

Positive mentions drawn from U.S. news sources from May 2015 to May 2016

KFC
Greg Creed

Jack-in-the-Box
Leonard Comma

Chipotle
Steve Ells

Little Caesars
David Scrivano

Burger King
Daniel Schwartz

Starbucks
Howard Schultz

Subway
Suzanne Greco

Papa John's
John Schnatter

Arby's
Paul Brown

Carl's Jr
Andrew Puzder

Chick-fil-A
Dan T. Cathy

Dairy Queen
John Gainor

Sonic Drive-In
Clifford Hudson

Pizza Hut
David W Gibbs

Panera Bread
Ronald M. Shaich

Domino's Pizza
Patrick Doyle

Dunkin' Donuts
Nigel Travis

Wendy's
Emil Brolick

Taco Bell
Brian Niccol

McDonald's
Steve Easterbrook

When Leaders Steer the Ship

Meltwater's sentiment scoring tool tracked how each CEO fared throughout the year. Clicking on the bars of highest magnitude showed us articles with the highest potential reach, news that could've helped or hurt the business.

The top five CEOs received nearly 70% of the positive news mentions.

Top 5 CEOs by Positive News SOV

30.5%

69.5%
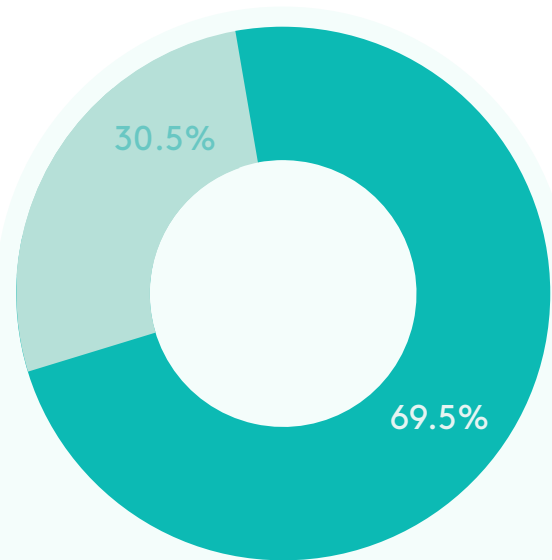
- ● Starbucks, McDonald's, Domino's Pizza, KFC, Arby's
- ● All the rest

Top 5 CEOs by Positive News Mention

Legend: Brand | ⊞ CEO: Positive | ⊟ CEO: Negative

Y-axis: % News SOV against Top 20 brands (0.0% – 45.0%)

X-axis categories:
- Starbucks — Howard Schultz
- McDonald's — Steve Easterman
- Domino's Pizza — Patrick Doyle
- KFC — Greg Creed
- Arby's — Paul Brown
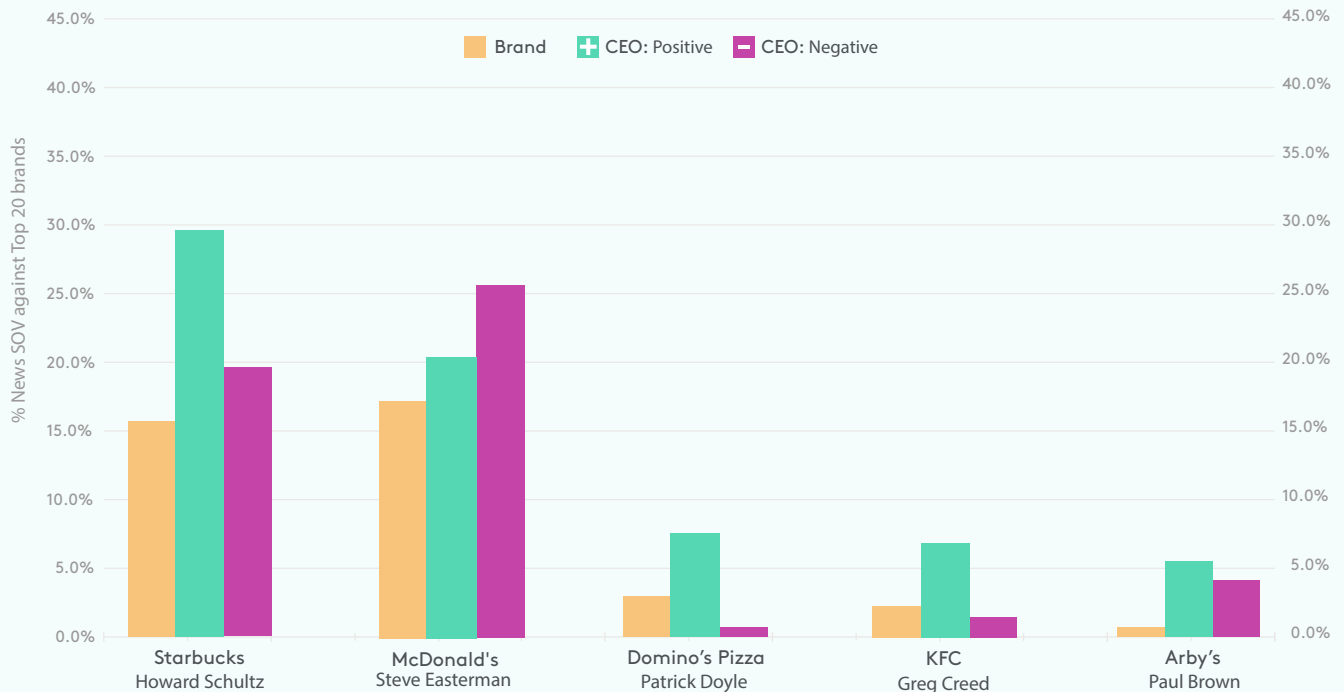
Drawn from USA news sources from May 2015 to May 2016

Steve Easterman | McDonald's

McDonald's Franchisees Full of Doom and Gloom

Fast-food price fight: Combo deals center stage

Positive | Negative
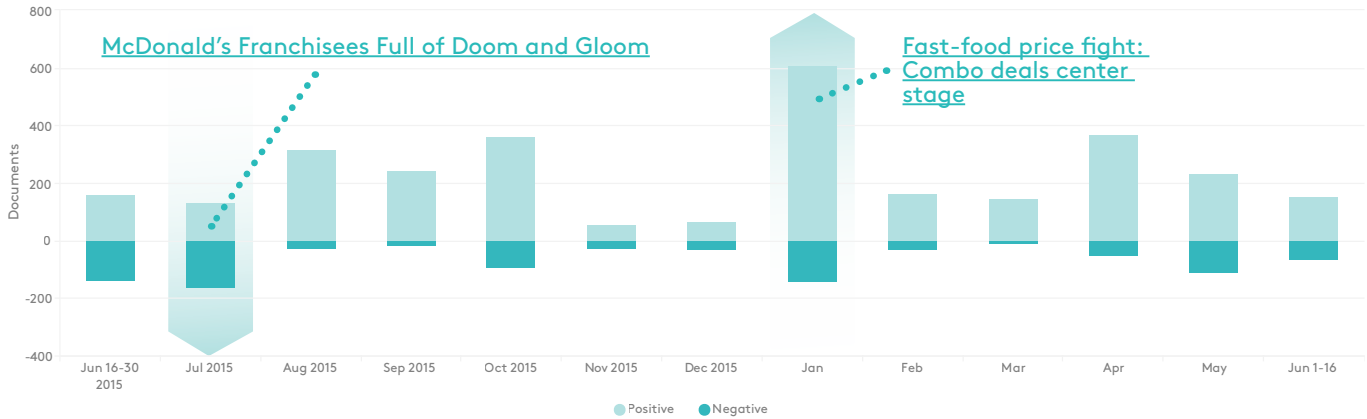
Drawn from USA news sources from June 2015 to June 2016

Patrick Doyle | Domino's Pizza

Papa John's Tries New Tack to Challenge Pizza Hut, Domino's for Pizza Supremacy

Domino's Sued again for Allegedly Paying Workers Less Than Minimum Wage

Positive | Negative
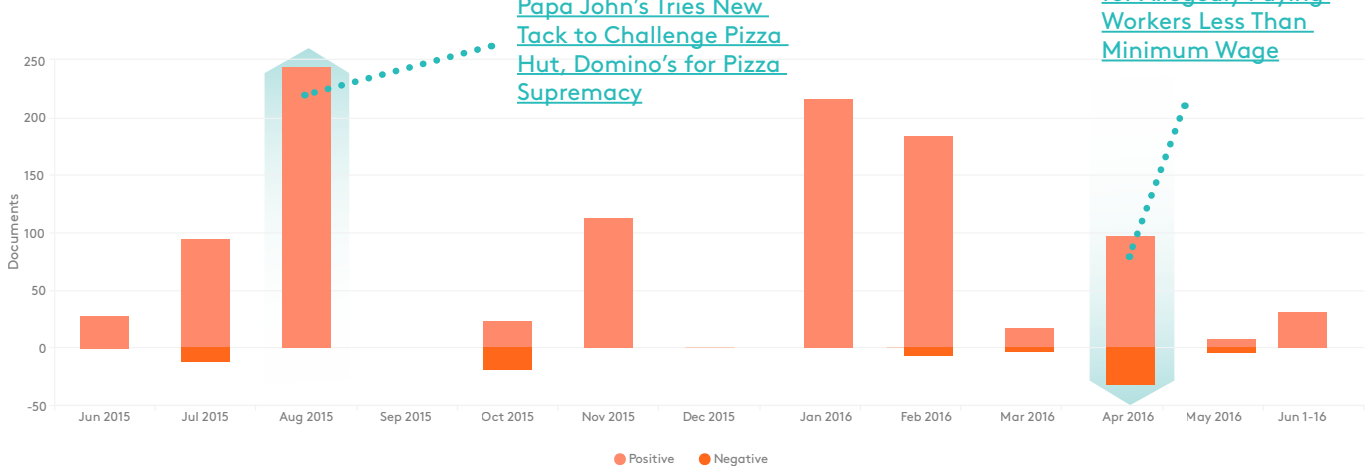
Drawn from USA news sources from June 2015 to June 2016

Greg Creed | KFC

Yum! Brands Fails to Satisfy the Appetite of Hungry Investors

Yum CEO says Pizza Hut needs to be more like Uber

Documents

400
300
200
100
0
-100
-200

Jun 2015　Jul 2015　Aug 2015　Sep 2015　Oct 2015　Nov 2015　Dec 2015　Jan　Feb　Mar　Apr　May　Jun 1-16

● Positive　● Negative
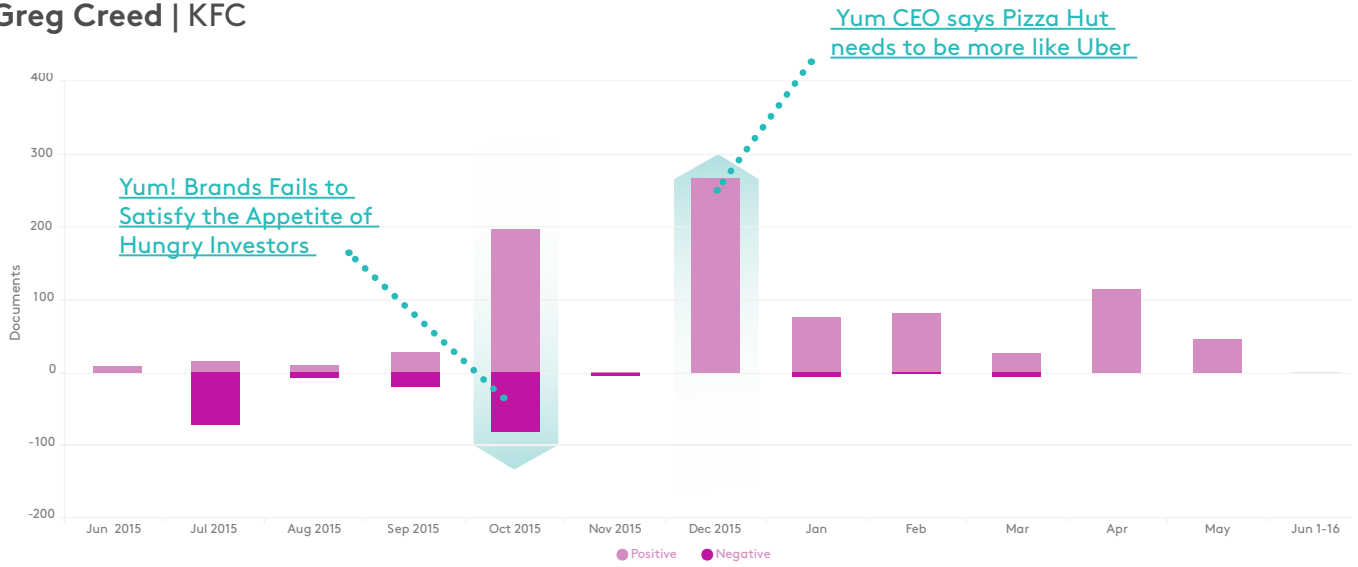
Drawn from USA news sources from June 2015 to June 2016

Paul Brown | Arby's

Arby's CEO Paul Brown Named an EY Entrepreneur of The Year® 2016 Finalist

Arby's apologizes after employee refuses to serve police officer

Documents

300
200
100
0
-100
-200
-300
-400

Jun 2015　Jul 2015　Aug 2015　Sep 2015　Oct 2015　Nov 2015　Dec 2015　Jan　Feb　Mar　Apr　May　Jun 1-16

● Positive　● Negative
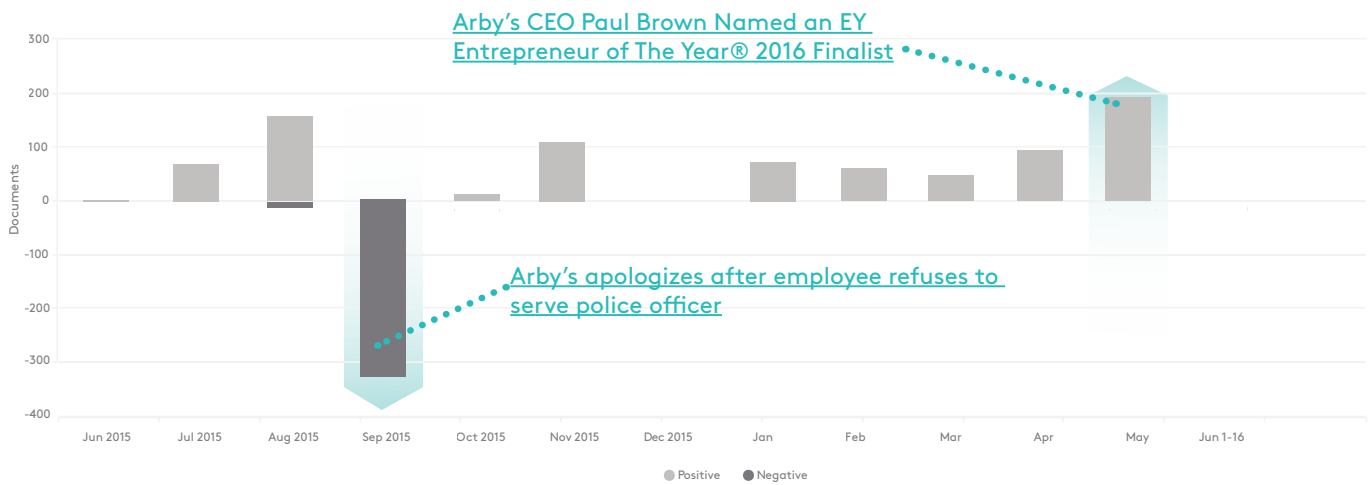
Drawn from USA news sources from June 2015 to June 2016

CEO Spotlight: Howard Schultz, Starbucks

Notice in the graph below that Schultz's news coverage is overwhelmingly positive. From putting employees through an online degree program at ASU to rebuilding houses after Katrina, Schultz has not only been a visible leader but also socially involved.

Howard Schultz | Starbucks

Starbucks & Common Want to Put America's Kids to Work

Starbucks Ditches Its Struggling
Teavana 'Tea Bar' Concept

● Positive   ● Negative

Drawn from USA news sources from June 2015 to June 2016

From the company's corporate press room, you'd think their CEO had an army of stunt doubles to accomplish so much. A **Forbes profile** published in March 2016 covered Schultz's drive to use his influence for social change. It's Howard Schultz's quest for social good that makes him a rockstar in the media.

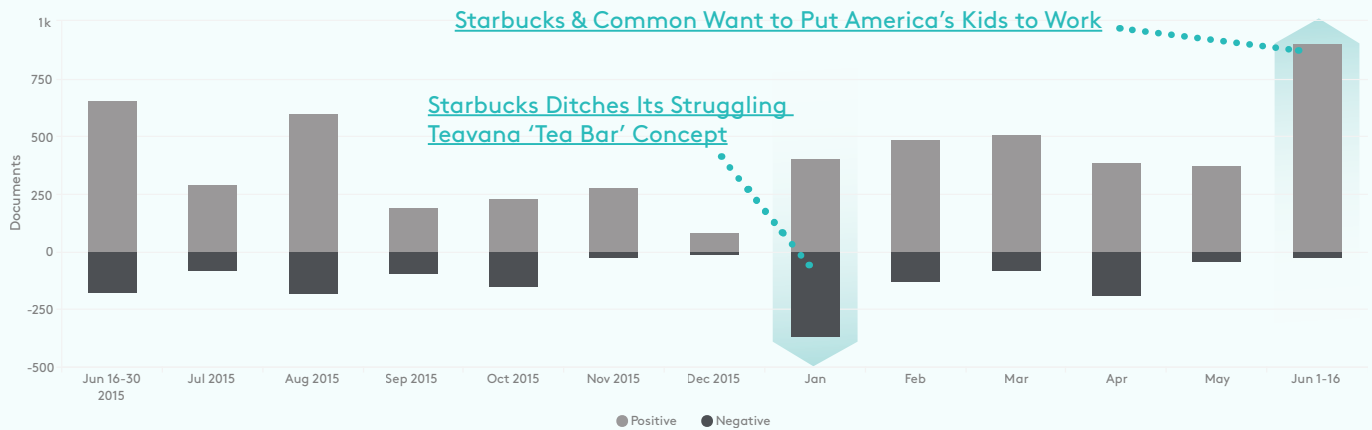Before becoming a beacon for social change, you have to earn the respect of your shareholders by posting strong revenue numbers and driving steady growth. That's the advice Schultz gave in his interview with Forbes, and that's the path Domino's Pizza CEO, Patrick Doyle, appears to be on. According to the top Domino's article for January 2016, the chain "has boasted same-store sales growth in the U.S. for six straight years."

Takeaway #2: Trending Is a Verb

The ability to steer conversations is part of the branding that consumer's experience. If social media is now an index of trends, hashtags tell us what's hot and what's not.

From their very beginning, hashtags have been used to associate brands to their audience. Now everyone craving Taco Bell wants to #LiveOutsideTheBun when they post a photo of their late-night craving. So, we decided to benchmark top hashtags for each brand that have crept into consumer lexicon.

One key observation we found by scanning each brand's social channels was that branded hashtags, or ones that brands tried to promote as part of a campaign, were not used nearly as often as organic hashtags, or ones that consumers came up with that eventually stuck. People don't seem to like echoing corporate slogans in their personal social media, but if they love a brand, they will at least use #brandname.

Hashtags Used per Brand

Top hashtags were collected by manually scanning hundreds of tweets per brand. We found organic hashtags to be unpredictable and not spelled consistently, but we selected the most recurring ones and benchmarked each brand's cluster of popular hashtags.

Top hashtags (branded and organic). Drawn from Twitter and Instagram from May 2015 to May 2016

*Not enough data available for Arby's, Subway, or Jack-in-the-Box."
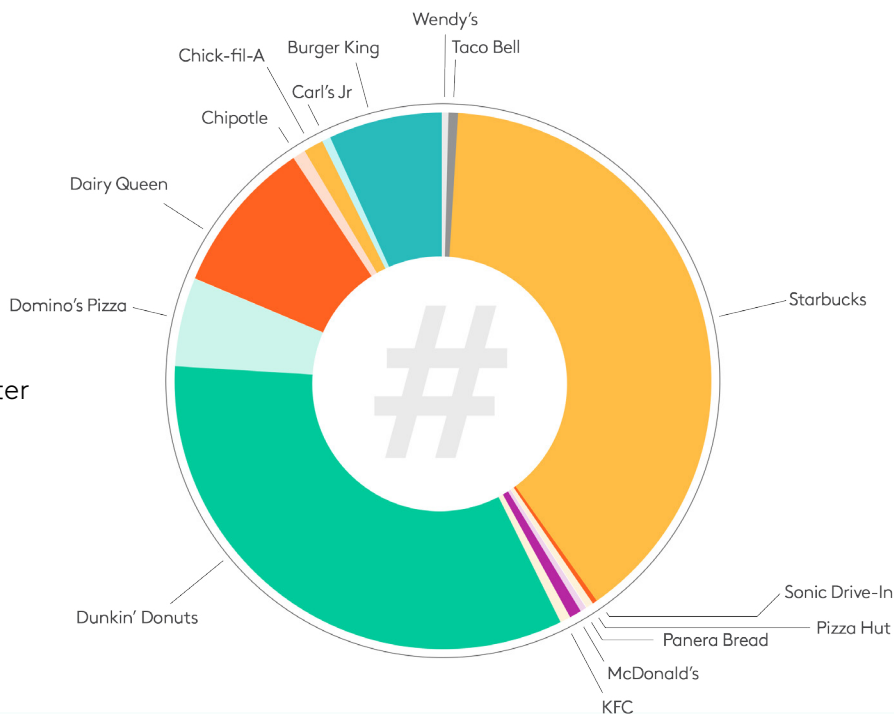
Starbuck's Most Used Hashtags

Of all brands on our list, Starbucks ruled the hashtag landscape: there are more organic hashtags—non branded, seemingly coined by consumers—used to reference the brand than for any other on our list. It's possible that the chain's geographic coverage and integration into the morning routine of millions of Americans has made the brand synonymous with a daily ritual (not unlike posting on social media), and thus spawned adoration from consumers in the form of catchy hashtags like #starbucksaddict and #starbucksgurl.

#starbucksaddict
#starbuckslover
#starbucksdatenight
#starbucksisbasicallycrack
#starbucksgurl
#starbuckscoffee

Executive Alerts: Tracking Viral Moments to Their Source

A viral conversation is like lightning. You don't know where it'll strike, and it rarely strikes in the same place twice. If you want to capture it, your gear needs to be optimized and ready to shoot, because it's not a subject that's going to stop and pose just for you.

Using our Executive Alerts tool, we monitored social media to discover viral conversations around our 20 brands. A standard report from within Executive Alerts gave us links to the most popular conversations, hashtags, and keywords, pointing us to their points of origin, or epicenters.

While we shouldn't use every viral opportunity as a sales vehicle, it's important to see how social media levels the playing field. Professional gamers and YouTube celebrities can start memes and trends as easily as actors and athletes. A brand can decide whether to jump on the viral brandwagon or let it play out on its own.

In the chart below, we ranked the influencers by the amount of retweets, since those will show up in the timeline of a user's followers, therefore an effective measure of reach.

While the first four of the top five influencers have verified accounts—mostly reserved for public figures such as celebrities—the fifth place influencer is relatively unknown. Clicking on her handle surfaces the viral tweet that her followers retweeted so much: a photo of an alleged chicken foot in her burrito bowl. It looks like breaking a scandal can make us all celebrities for a day. Note the cascade of negative replies to her tweet.

Brand	Influencer	Who Are They?	Retweets	Likes	Verified
Jack-in-the-Box	@AliMaadelat	Digital marketer	14.3k	28.5k	Y
Starbucks	@HelenHunt	Hollywood actress	19.7k	46.8k	Y
Chick-fil-A	@PeterBurnsESPN	Sports writer/anchor	3k	4.1k	Y
Sonic	@tylergposey	Star of Teen Wolf	2.3k	8.2k	Y
Chipotle	@KaylynnMiles	User/Customer	2.1k	1.4k	N
McDonald's	@DabOnHer	User/Customer	1.6k	1.4k	N
Taco Bell	@RubberNinja	Animator, gamer	1.3k	3.8k	Y
Dunkin' Donuts	@Patriots	NFL team	805	2.2k	Y

Brand	Influencer	Who Are They?	Retweets	Likes	Verified
Subway	@MikeBeFunny	YouTube celebrity	638	913	N
Burger King	@policia	National police of Spain	443	212	Y
Carl's Jr	@TG3II	LA Rams NFL player	219	487	Y
Arby's	@optic_daps	Pro gamer	190	480	Y
KFC	@Bernlennials	Politically themed group	175	280	N
Dairy Queen	@bradmeltzer	TV show host	16	150	Y
Domino's Pizza	@LWalshMusic	Aspiring singer/model	149	271	N
Wendy's	@LuiCalibre	Gamer, partner of Machinima online entertainment	119	1.8k	Y

Drawn from Twitter for May 2016 Brands with less than 100 retweets were not included. Values represent a running tally and may change since published here.

Takeaway #3: Some Journalists Influence the Conversation More

Meltwater's Influencers tool enables us to zero in on influential journalists—ranked by potential reach—who've covered our 20 brands over the past year. We found the top 10 and each writer's respective publication. If you're a major fast food brand, you can almost expect to be covered by one of these writers.

Top Journalists Influencing the Fast Food Sector

Top 10 Journalists	Publisher
1. Candice Choi	AP
2. Paul R. La Monica	CNN Money
3. Brian Sozzi	TheStreet
4. Ashley Lutz	Business Insider
5. Hayley Peterson	Business Insider
6. Aamer Madhani	USA Today
7. Keris Alison Lahiff	TheStreet
8. Scott Rutt	TheStreet
9. Cristina Alesci	CNN Money
10. Ken Sweet	AP

Ranked by potential reach. Drawn from
U.S. English news sources from May 2015
to May 2016

When Do Journalists Influence the Conversation?

Combining Meltwater's Influencer tool plus sentiment analysis reveals how much the top journalists can sway brand perception.

We chose the five journalists who produced the greatest brand coverage by potential reach and ran our sentiment analysis on their collective work over the past year. How did these writers influence the brand compared to their peers in the media?

Influencing Journalists vs. Overall News: Key Takeaways

The diverging sentiment graphs show that not all journalists parrot the same message; one writer might be open to a new perspective and another might prefer to play devil's advocate. Your PR and communications teams might get thrown an unexpected curveball perspective, so be prepared to join a conversation that doesn't map to your communications agenda.

To get an idea of how much the brand influencers might sway or even redefine brand conversations, we zeroed in on the point of greatest sentiment differential between these writers and the general media then selected the articles of highest reach potential. Notice the difference between the headlines. You could have just launched a successful chicken sandwich that's the talk of the town, but a top writer might choose to criticize your long-term strategy.

Influence of Top Journalists vs. National Media
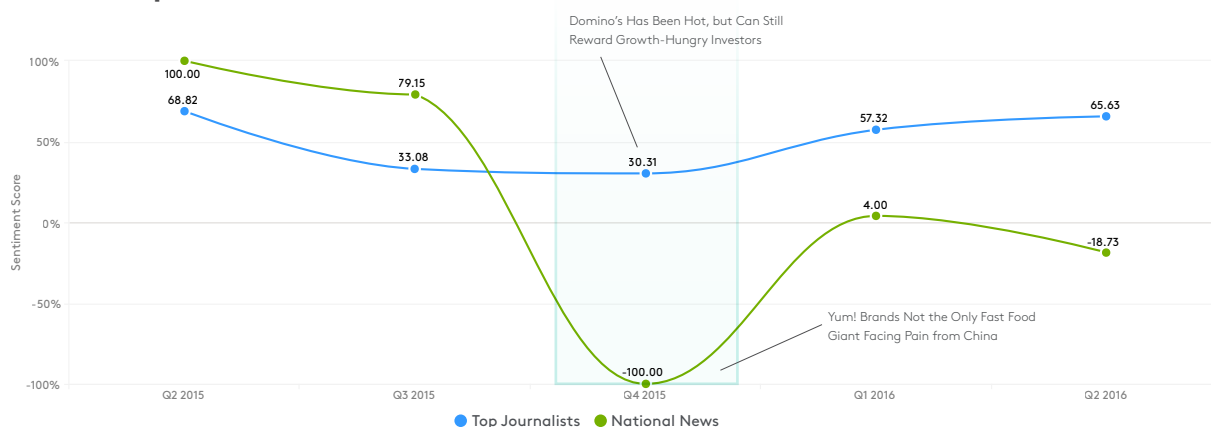
Sentiment score of articles written by the Domino's Pizza top five journalists (see **p.37** for more detail)

Takeaway #4: Branding Is Consumed Like Fast Food

As fellow consumers, we might have a gut feeling about what makes each of these brands popular. Some of us work out every morning so we can indulge in cheeseburgers or cheese-stuffed pizza crusts. Some of us think of these establishments as de facto gathering places. Or as the only convenient or affordable option for feeding ourselves.

Collectively, we can also listen to conversations about all these brands on a macro level to test assumptions and uncover new trends. We analyzed millions of interactions on social media to come up with a word cloud of fast food topics currently being discussed across the country.
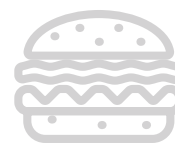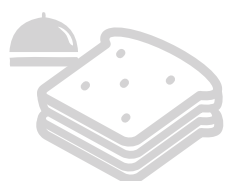
Talking While Chewing: What People Are Saying About Fast Food?

Does a mention of spicy food ignite a craving for Taco Bell? Are people still talking about that celebrity endorsement?

What are your customers associating with your brand?

Think of word clouds as giant thought bubbles that give insights into the dialogues and internal monologues happening across the country around a topic. We combined word clouds for all 20 brands to look for those off-the-cuff conversations you'd otherwise try to capture in a survey or focus group.

Each brand gave us a collection of keywords. We ignored generic words and brand names, then took the top five remaining words and combined them below.

brologics
sonicjobs   collection
hospitality   kiosks   2day
mcdonalds   coffee   barista
money   nihilist   gronk   obese
fries   fam cmon
healthiest
ciaran
jarrett   tiffaynay   foods
tacos   jrenaeee
barista   beggars choosers
cheese   dreamfoodz
ali maadelat   balcony egypt   helenhunt jodiefoster
fam cmon   beef
crust   deliverance salvation
sportscenter

Drawn from social media sources from May 2015 to May 2016

Word Clouds: Bringing Clarity to Your Social Game

Capturing viral moments and their influencers requires looking for the freshest social content, though not all high-impact social posts come from traditional influencers such as public figures.

A social post might push a popular idea or break a scandal, taking on a life of its own—sometimes in support of a brand, at other times in opposition, and sometimes somewhere in between.
How can brands get in front of such momentum?

Using Meltwater, we ran searches for the top keywords in the word cloud alongside their respective brands. Some words seem obvious—pizza, burgers—and others seem like sound effects—what the heck is a *Gronk*, Carl's Jr.?

We dug deeper to bring you some standout social moments for each brand.

Brand	Top Keyword	Explanation
Arby's	nihilist	Musician Brendan Kelly of The Lawrence Arms created parody account @nihilist_arbys, which has received better engagement than the brand's own account.
Burger King	tiffaynay	User @tiffaynay related her hilarious experience of thinking the Burger King employee was asking her for a side, when actually she was asked what size drink she wanted.
Carl's Jr.	gronk	In an article called "Hold the Gronk," Carl's Jr. model Kara Del Toro was asked what she thought of a recent GQ spread featuring muscular Patriots' star Rob Gronkowski. She said she hadn't heard of the famous NFL star and would rather do a photoshoot with David Beckham. This was a rare occasion when three celebrities were mentioned; their collective star power meant a large, diverse audience.
Chick-fil-A	deliverance, salvation	The owner of a body care spa called out Chick-fil-A's association with Christian values with punny jabs for not offering delivery. This tweet was unique among all social media posts we found. Read our take on this post after the table.
Chipotle	beggars, choosers	This tweet was about a lyric from a song called That Part, written by rapper SchoolBoy Q featuring Kanye West. "Beggars can't be choosers, (expletive) this ain't Chipotle" The music video on YouTube was published on June 2, 2016 and had over 6,000,000 views in two weeks.
Dairy Queen	sportscenter	Dairy Queen played a commercial on SportsCenter called Fan Anthem ("Fan Food, Not Fast Food") for its new DQ Bakes product line featuring oven-baked goods.
Domino's Pizza	Ciaran Jarrett	A Twitter user pranked Domino's customer service by posting a graphic image of his genitals laying on his pizza. The joke caught on because Domino's gave what looked like an automated reponse. Jarrett's post went viral with over 29k retweets and 28k favorites.
Dunkin' Donuts	jrenaeee	This user tweeted about her distaste for the brand's donuts. Over 330 people retweeted her opinion that the donuts taste like "bread with icing." Her low retweet count didn't make this an especially viral tweet, but her social media presence is noteworthy: almost 50 tweets per day and over 19,000 followers.

Jack-in-the Box	aliMaadelat	A young entrepreneur and successful marketer—unaffiliated with the brand—gave an unexpected boost to Jack in the Box by showing off the two $1 tacos he bought against the steering wheel of his Lamborghini.
KFC	dreamfoodz	The KFC Double Down sandwich seems to have been a crowd pleaser that was inexplicably taken away...and now sorely missed. Will social media have the power to bring it back?
Little Caesars	fam cmon	A random Twitter user encourages people to go for Little Caesar's $5 menu.
McDonald's	mcdonalds money	Users reference hard financial times growing up when their parents told them they could have McDonald's if they had "McDonald's money."
Panera Bread	maxwellsat-tic	A site called MaxwellsAttic.com ran a promotion for Panera Bread.
Papa John's	Collection 2day	A UK branch promoting a free pizza with the condition "Collection 2day," or same-day pickup by the customer.
Pizza Hut	balcony, egypt	A user tweeted a photo of the view from a Pizza Hut in Egypt facing the Egyptian pyramids, an uncommonly beautiful view from a fast food experience.
Sonic Drive-In	sonicjobs, hospitality	The brand is using these hashtags to list job postings on Twitter.
Starbucks	helenhunt, jodiefoster	A hilarious tweet from actress Helen Hunt who said the Starbucks baristas claimed to know her name but mistook her for fellow actress Jodie Foster (and misspelled it as "Jody")
Subway	N/A: (too many unre-lated results)	
Taco Bell	brologics	Twitter account @brologics (169k followers) asked followers to retweet if Taco Bell had impacted their lives in a positive way. The tweet didn't get many retweets or likes, but the account has a massive following, so the brand gained organic exposure.
Wendy's	kiosks	News spread of Wendy's plan to expand automated kiosks in light of a possible increase in the minimum wage.

Drawn from Twitter from May 2015 to May 2016

We found in many cases that our searching lead us to viral moments, sometimes involving celebrities or social influencers. This meant an account either had tens of thousands of followers or the tweet was particularly well-received by the Twittersphere (translation: it got many likes and retweets). In some cases, the account itself was prolific but not necessarily an influencer (yet).

By this measure, we identified the people at the center of the commotion as potential brand advocates and allies: for their 15 seconds of fame, they presented brands with engagement opportunities, to join consumers in a micro-zeitgeist.

For word clouds to be relevant, you want them to be fresh. Viral moments found through the freshest keywords present the best opportunities for a nimble marketing team, whereas older keywords can still give insights into how the brand has been experienced.

From Viral to Movement?

Is a post still considered viral if it endures for over a year? We found one particular—or rather, peculiar—account whose original tweet was published in October 2014 and was still being retweeted as of this report.

Twitter user @brownandbella operates a body care website called La Bella Body Care. The user once jokingly tweeted the following:

This post has been retweeted almost 60,000 times and liked more than 54,000 times. Amazingly, this didn't come from a verified Twitter account, something usually reserved for public figure and a good indication of influencer potential.

While we found no proof of a communication between the poster and Chick-fil-A, just two months after the initial post a curbside delivery option became available for on-site customers using the chain's mobile app.

A social post, whose phenomenal engagement signaled its viral potential, snowballed into a consumer chorus asking Chick-fil-A for a delivery service.

Inside Each Brand

In this section, we focused on metrics for each brand. Using our Influencers tool, we found the top journalists writing about these restaurants. And using Meltwater software, we found which state gave the greatest media exposure.

We used social channels to determine the general sentiment surrounding each chain and compared the results to the sentiment expressed by news coverage. As so many people are now getting their news via social channels—e.g. breaking news or links posted to Facebook—it's reasonable to assume that negative news generates negative reactions on social.

Finally, we discussed in an earlier section how we found influential journalists. We surfaced their top articles by potential reach and compared them to those of their peers to look for themes in respective coverage.
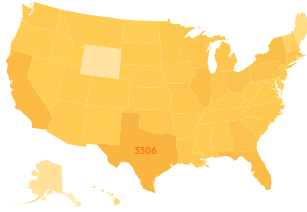
McDonald's

Most Influential Journalists

Candice Choi	AP
Aamer Madhani	USA Today
Ashley Lutz	Business Insider
Brian Sozzi	TheStreet
Hayley Peterson	Business Insider

Selected by greatest potential reach.
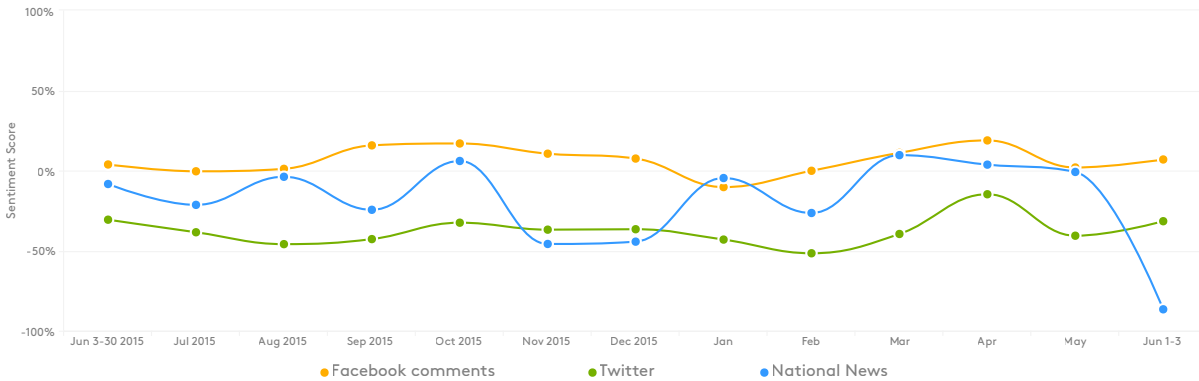
Exposure in News

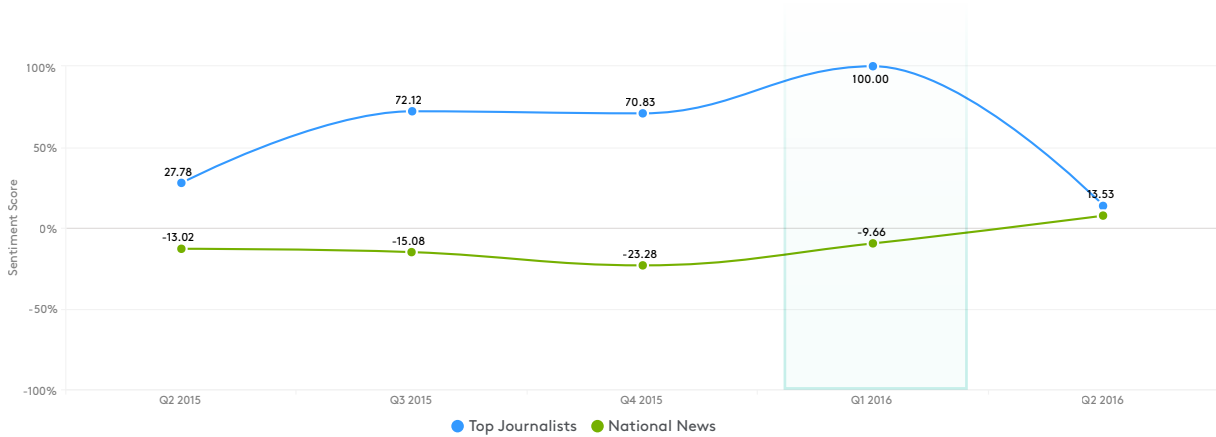Drawn from USA English news sources from May 2015 to May 2016

Drawn from USA social sources from May 2015 to May 2016

Overall Brand Sentiment on Social Media

● Facebook comments ● Twitter ● National News

Drawn from social media and U.S. news sources from June 2015 to June 2016

Influence of Top Journalists vs. National Media

● Top Journalists ● National News

Sentiment score of articles written by the brand's top five journalists.

Where News and Top Journalists Diverge Most

National News: [Mother Claims McDonald's 'Fat Shamed' Daughter Over Six-Burger Order](#)

By Journalists: [McDonald's to test expanded all-day breakfast with McGriddle](#)

The top articles causing the greatest sentiment differential between top journalists and national media.

Top Tweet

By Social Influencer: [@DabOnHer This is what I saw at my local McDonald's](#) ⟲ 1.6K

Most retweeted post of May 2016
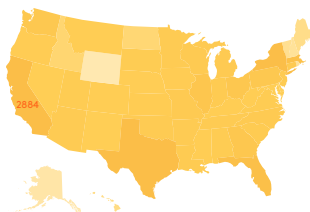
Starbucks

Most Influential Journalists

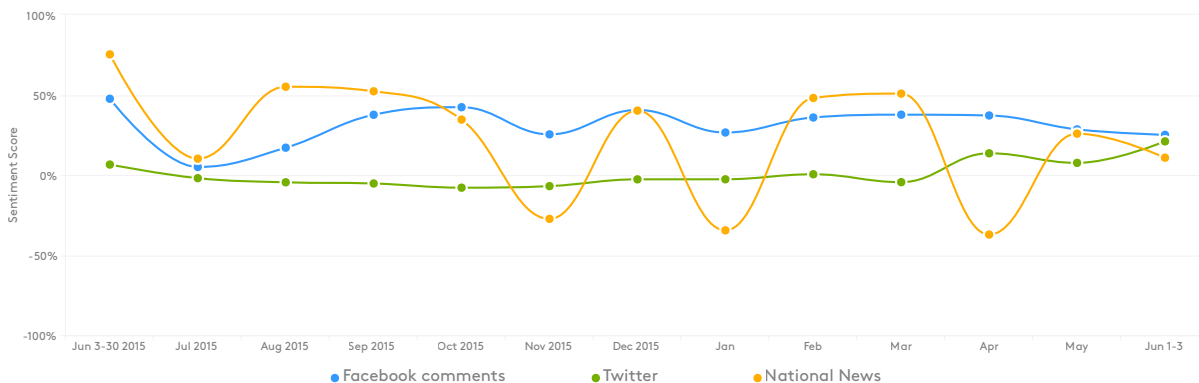|	
Candice Choi	AP
Ken Sweet	AP
Nathan McAlone	Business Insider
Cristina Alesci	CNN Money
Joyce M. Rosenberg	AP

Selected by greatest potential reach.

Exposure in News

2884

Drawn from USA English news sources from May 2015 to May 2016

coffee
coupon lemon cake
coffeeshop latte food
cake winitwednesday cheer
barista giftcard
breakfast mall drinking
starbucks card

Drawn from USA social sources from May 2015 to May 2016

Overall Brand Sentiment on Social Media

- Facebook comments
- Twitter
- National News

Drawn from social media and U.S. news sources from June 2015 to June 2016

Influence of Top Journalists vs. National Media

- Top Journalists
- National News
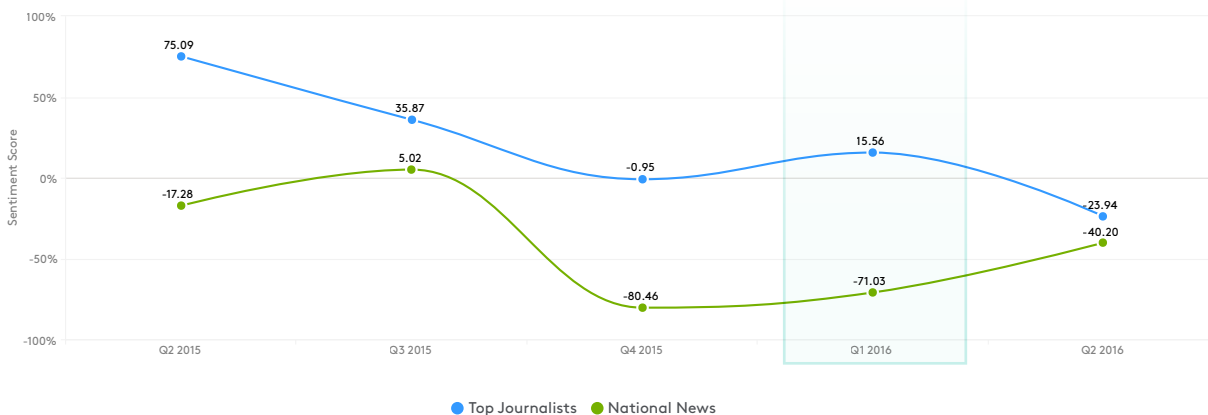
Sentiment score of articles written by the brand's top five journalists.

Where News and Top Journalists Diverge Most

National News: The Weirdest Items From Starbucks Around the World

By Journalists: Starbucks changes rewards program; small spenders lose

The top articles causing the greatest sentiment differential between top journalists and national media.

Top Tweet

By Social Influencer: @HelenHunt Ordered my drink @Starbucks Asked the barista if she wanted my name. She winked and said. "We gotcha" #JodieFoster ⟲ 19.8K
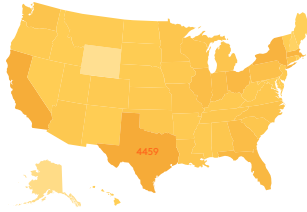
Most retweeted post of May 2016

Subway

Most Influential Journalists

Rick Callahan	AP
Candice Choi	AP
Hayley Peterson	Business Insider
Tim Evans	Indy Star
Mark Alesia	Indy Star

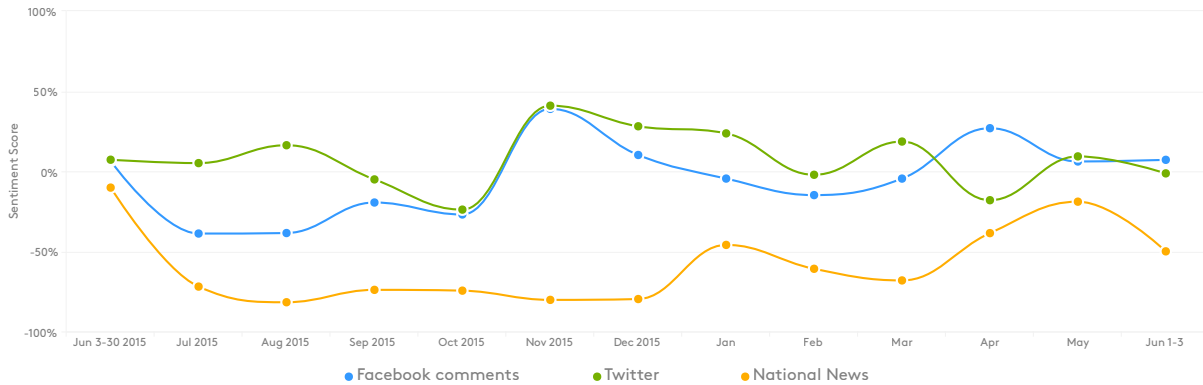Selected by greatest potential reach.

Exposure in News

Drawn from USA English news sources from May 2015 to May 2016

food
sandwich
artist cookies
breakfast
dinner bacon pork artist
heartbreakingly chicken
subwaybreakfast
footlong breakfast
subway ops

Drawn from USA social sources from May 2015 to May 2016

Overall Brand Sentiment on Social Media

• Facebook comments   • Twitter   • National News

Drawn from social media and U.S. news sources from June 2015 to June 2016

Influence of Top Journalists vs. National Media

• Top Journalists   • National News
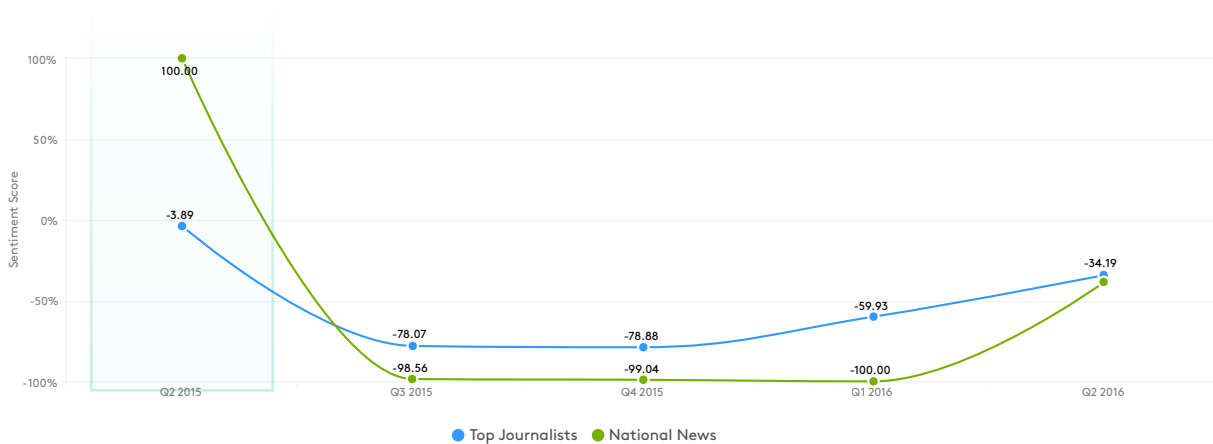
Sentiment score of articles written by the brand's top five journalists.

Where News and Top Journalists Diverge Most

National News: Subway Review Finds 'Serious' Complaint About Jared Fogle

By Journalists: Jared raid is only Subway's latest problem

The top articles causing the greatest sentiment differential between top journalists and national media.

Top Tweet

By Social Influencer: @MikeBeFunny When the change you had saved up in your room finally pays off @SUBWAY ⟲ 634
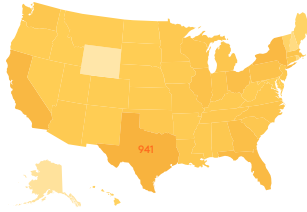
Most retweeted post of May 2016

Burger King

Most Influential Journalists

Candice Choi   AP
Aamer Madhani   USA Today
Brian Sozzi   TheStreet
Paul R. La Monica   CNN Money
Hayley Peterson   Business Insider

Selected by greatest potential reach.
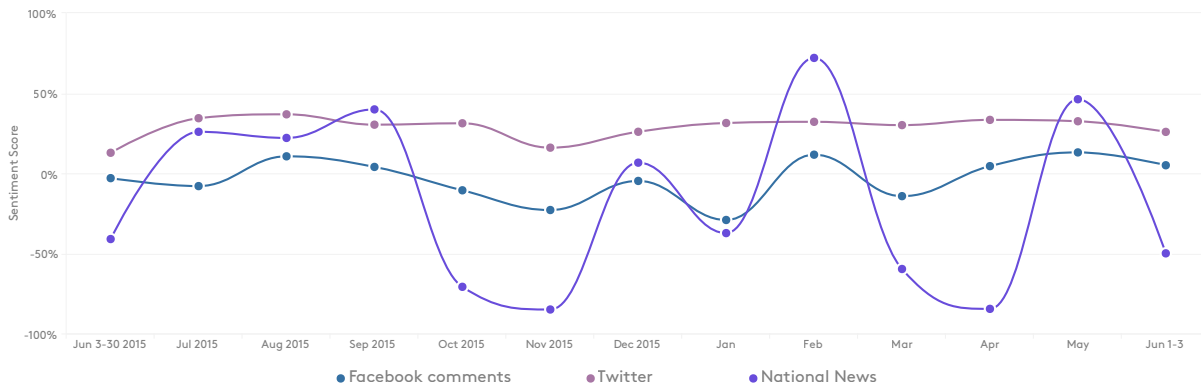
Exposure in News

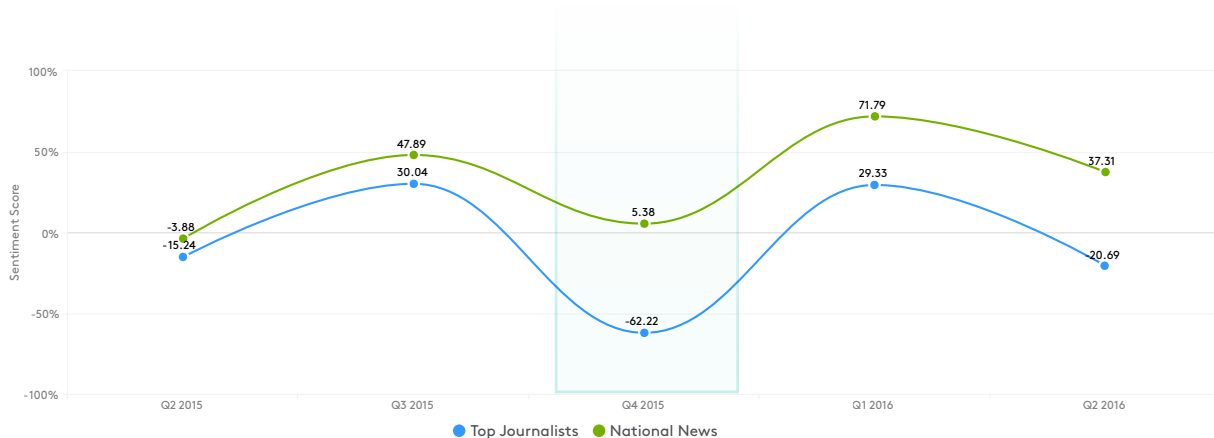*Drawn from USA English news sources from May 2015 to May 2016*

Drawn from USA social sources from May 2015 to May 2016

Overall Brand Sentiment on Social Media

● Facebook comments ● Twitter ● National News

Drawn from social media and U.S. news sources from June 2015 to June 2016

Influence of Top Journalists vs. National Media

● Top Journalists ● National News

Sentiment score of articles written by the brand's top five journalists.

Where News and Top Journalists Diverge Most

National News: [Is McDonald's Now Going After Burgers King's Wieners?](#)

By Journalists: [Would You Ever Go to a Burger King-Themed Spa?](#)

The top articles causing the greatest sentiment differential between top journalists and national media.

Top Tweet

By Social Influencer: [@policia ¡¡Nueva #estafa a la vista!! Esta "promo" NO esde @BurgerKing , los malos quieren robar tus datos. #NoPiques](#) ↻ **444**
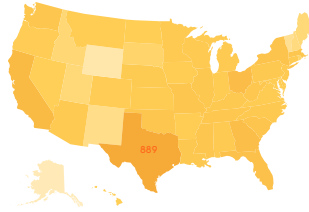
Most retweeted post of May 2016

Wendy's

Most Influential Journalists

Candice Choi	AP
Terry Spencer	USA Today
Paul R. La Monica	CNN Money
Keris Alison Lahiff	TheStreet
Jonathan Fahey	AP

Selected by greatest potential reach.

Exposure in News

Drawn from USA English news sources from May 2015 to May 2016

kiosks food
restaurant salad
beef ketchup
chicken nugge
endfactoryfarming mc cafe
pepper fries **meals** foods
burgers bacon cheeseburger
lunch

Drawn from USA social sources from May 2015 to May 2016

Overall Brand Sentiment on Social Media

● Facebook comments   ● Twitter   ● National News

Drawn from social media and U.S. news sources from June 2015 to June 2016

Influence of Top Journalists vs. National Media

● Top Journalists   ● National News
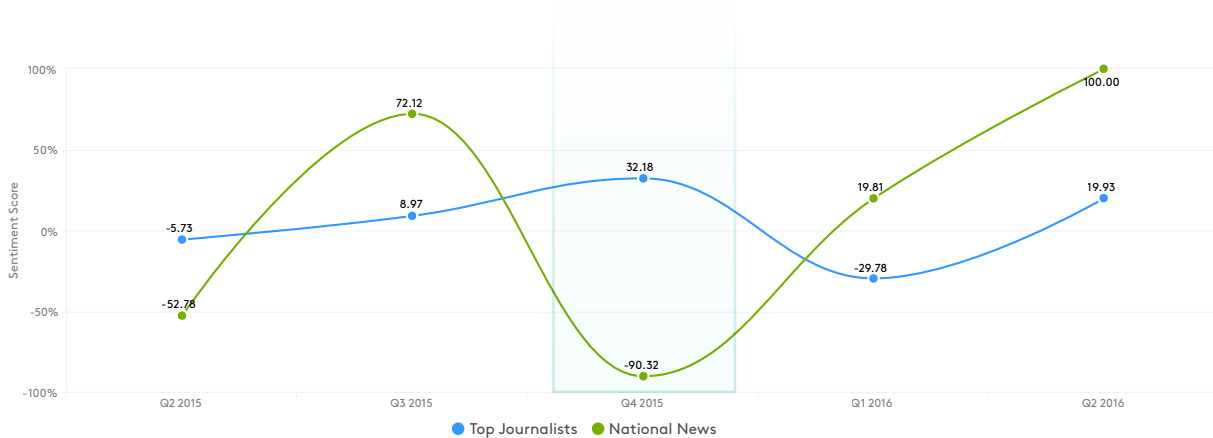
Sentiment score of articles written by the brand's top five journalists.

Where News and Top Journalists Diverge Most

National News: [Racist Note Found in Wendy's Kids Meal](#)

By Journalists: [McPick 2: McDonald's offers new deal to replace Dollar Menu](#)

The top articles causing the greatest sentiment differential between top journalists and national media.

Top Tweet

By Social Influencer: [@LuiCalibre I just tried the new Bacon Mozzarella @Wendys. It's good!](#) ⟳ 121

Most retweeted post of May 2016

Taco Bell

Most Influential Journalists

Candice Choi	AP
Aamer Madhani	USA Today
Brian Sozzi	TheStreet
Joseph Pisani	AP
Will Heilpern	Business Insider

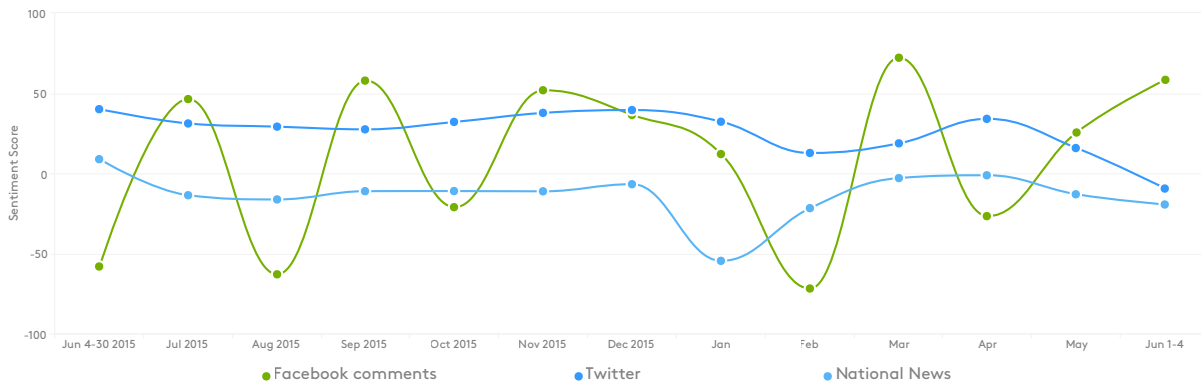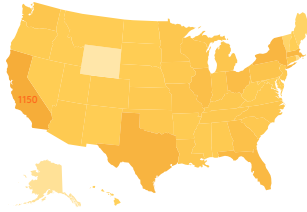Selected by greatest potential reach.
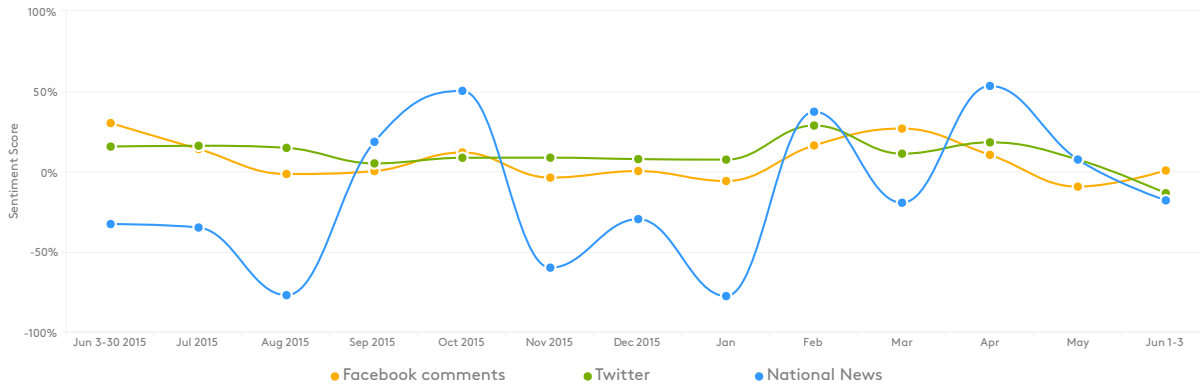
Exposure in News

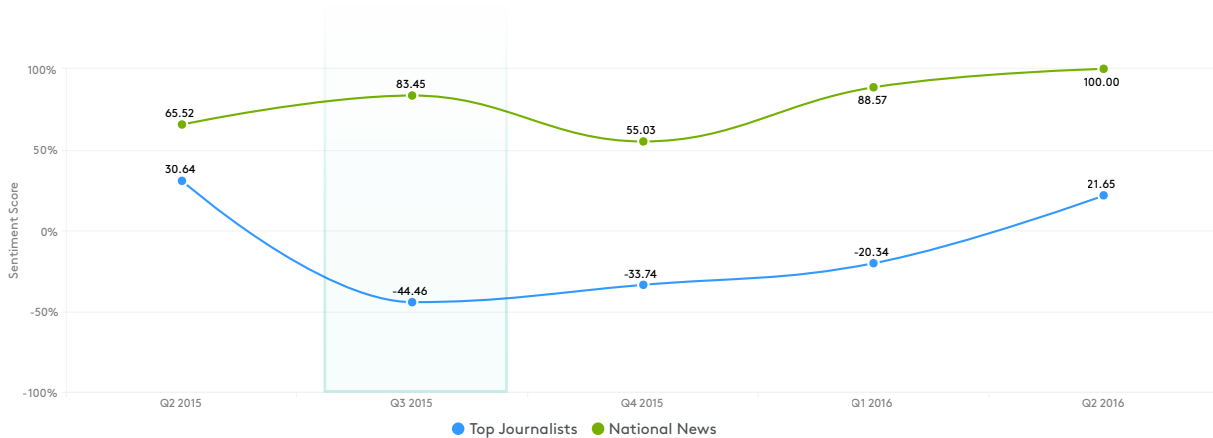Drawn from USA English news sources from May 2015 to May 2016

Drawn from USA social sources from May 2015 to May 2016

Overall Brand Sentiment on Social Media

Legend: ● Facebook comments ● Twitter ● National News

Drawn from social media and U.S. news sources from June 2015 to June 2016

Influence of Top Journalists vs. National Media

Legend: ● Top Journalists ● National News

Sentiment score of articles written by the brand's top five journalists.

Where News and Top Journalists Diverge Most

National News: Taco Bell is About to Start Selling Alcohol!

By Journalists: Fast-food's new target: The snack attack

The top articles causing the greatest sentiment differential between top journalists and national media.

Top Tweet

By Social Influencer: @RubberNinja @tacobell so I'm really feeling some Taco Bell right now. Can I have some coupons? My sob story is that I'm hungry. ⟲ 1.3K
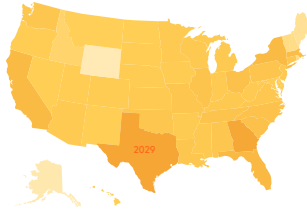
Most retweeted post of May 2016

Dunkin' Donuts

Most Influential Journalists

Candice Choi	AP
Keris Alison Lahiff	TheStreet
Brian Sozzi	TheStreet
Mae Anderson	AP
Paul R. La Monica	CNN Money

Selected by greatest potential reach.
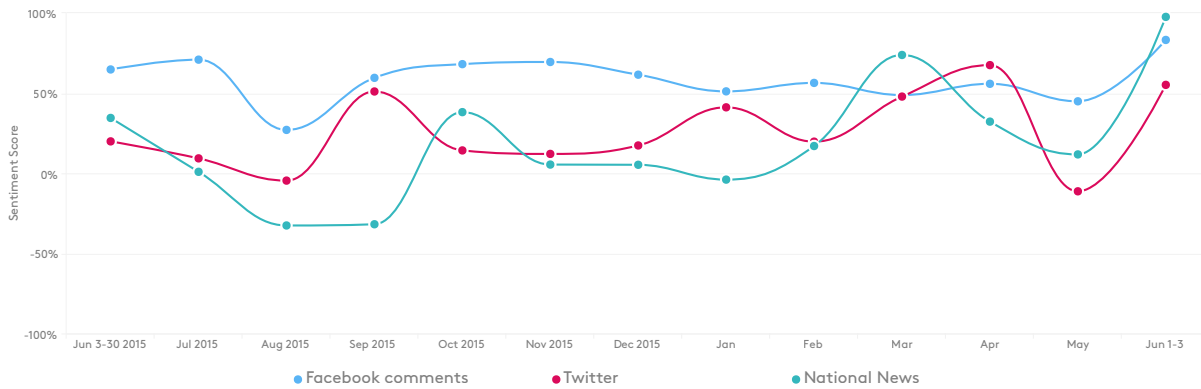
Exposure in News

Drawn from USA English news sources from May 2015 to May 2016

Drawn from USA social sources from May 2015 to May 2016

Overall Brand Sentiment on Social Media

● Facebook comments   ● Twitter   ● National News

Drawn from social media and U.S. news sources from June 2015 to June 2016

Influence of Top Journalists vs. National Media

● Top Journalists   ● National News

Sentiment score of articles written by the brand's top five journalists.

Where News and Top Journalists Diverge Most

National News: Brew Ha Ha: Dunkin' Donuts Strikes Back After Starbucks Holiday Cup Flap

By Journalists: Dunkin' Brands CEO: Higher Minimum Wages May Be Sinking Our Results

The top articles causing the greatest sentiment differential between top journalists and national media.

Top Tweet

By Social Influencer: @Patriots It's @DunkinDonuts Iced Coffee Day! Celebrate their donations to local children's hospitals with an iced coffee! ⟲ 808

Most retweeted post of May 2016

Chick-fil-A

Most Influential Journalists

Candice Choi	AP
Kent Bush	Shawnee News-Star
Joe Reedy	AP
Hayley Peterson	Business Insider
Lauran Neergaard	AP

Selected by greatest potential reach.

Exposure in News

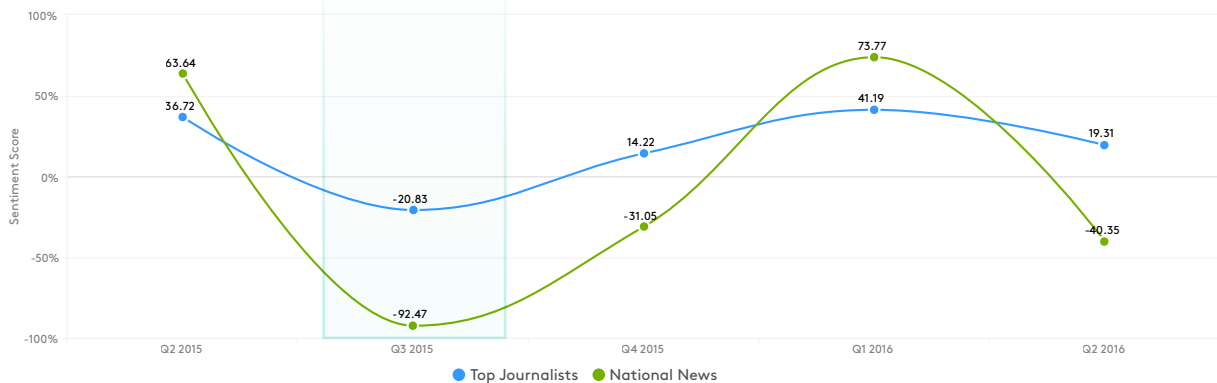*Drawn from USA English news sources from May 2015 to May 2016*

abundantly
unmatched extra sauce
fries chicken sandwich
salvation
causewereguys spicy
food extra sauce
causewereclassy nuggets
breakfast spicy chicken
fast food

Drawn from USA social sources from May 2015 to May 2016

Overall Brand Sentiment on Social Media

Legend: ● Facebook comments   ● Twitter   ● National News

Drawn from social media and U.S. news sources from June 2015 to June 2016

Influence of Top Journalists vs. National Media

Top Journalists: 36.72, -20.83, 14.22, 41.19, 19.31
National News: 63.64, -92.47, -31.05, 73.77, -40.35

Legend: ● Top Journalists   ● National News

Sentiment score of articles written by the brand's top five journalists.

Where News and Top Journalists Diverge Most

National News: McDonald's released a 'Chick-fil-A killer' and it's amazing

By Journalists: Subway's latest challenge: Getting out from Jared's shadow

The top articles causing the greatest sentiment differential between top journalists and national media.

Top Tweet

By Social Influencer: @PeterBurnsESPN VERY cool thing here. @ChickfilA has a "Missing Man" Table reserved for those who have fallen serving their country. ⟲ 3.1k
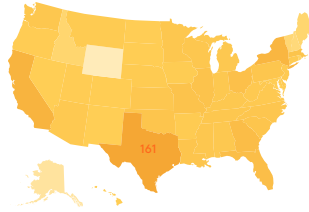
Most retweeted post of May 2016

Pizza Hut

Most Influential Journalists

Brian Sozzi	TheStreet
Alex Veiga	AP
Candice Choi	AP
Ashley Lutz	Business Insider
Joseph Woelfel	TheStreet

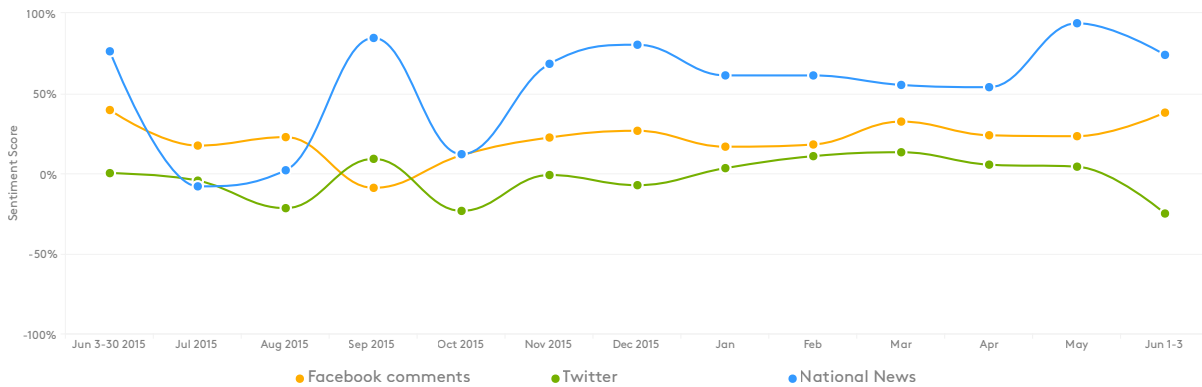Selected by greatest potential reach.

Exposure in News

Drawn from USA English news sources from May 2015 to May 2016

pepperoni
hut balcony
breads hut employee
dreamfoodz wings
hut voucher food
doubleyou restaurant
papa crust
chicken

Drawn from USA social sources from May 2015 to May 2016

Overall Brand Sentiment on Social Media

● Facebook comments ● Twitter ● National News

Drawn from social media and U.S. news sources from June 2015 to June 2016

Influence of Top Journalists vs. National Media

● Top Journalists ● National News
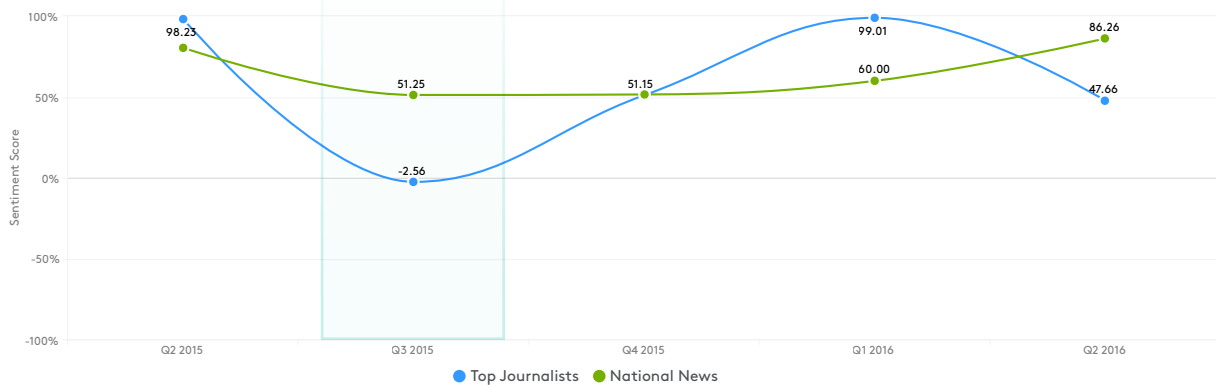
Sentiment score of articles written by the brand's top five journalists.

Where News and Top Journalists Diverge Most

National News: Pizza Hut rolls out a new $5 discount menu

By Journalists: Domino's Pizza CEO: Why We're Doing So Well

The top articles causing the greatest sentiment differential between top journalists and national media.

Top Tweet

By Social Influencer: @cade_palmer @pizzahut has taken carry out to the next level. They'll deliver anytime, anywhere, even in the middle of my speech! ⟳ 43
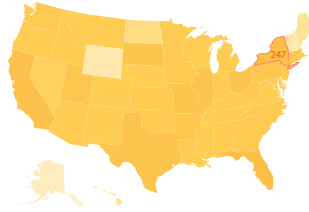
Most retweeted post of May 2016
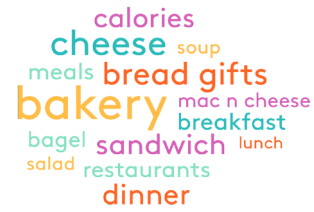
Panera Bread

Most Influential Journalists

Juliet Linderman	AP
Candice Choi	AP
Jennifer Peltz	AP
Paul R. La Monica	CNN Money
Donna Blankenship	AP

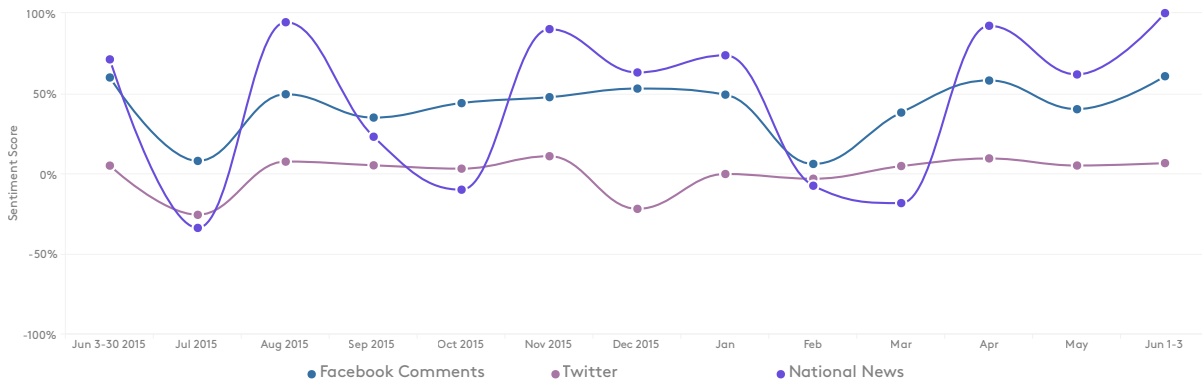Selected by greatest potential reach.

Exposure in News

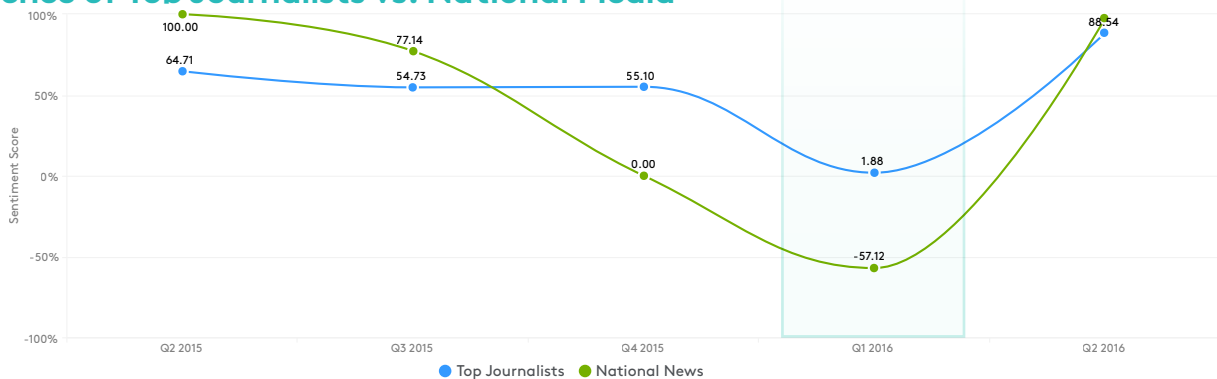Drawn from USA English news sources from May 2015 to May 2016

calories cheese soup meals bread gifts bakery mac n cheese breakfast bagel sandwich lunch salad restaurants dinner

Drawn from USA social sources from May 2015 to May 2016

Overall Brand Sentiment on Social Media

● Facebook Comments ● Twitter ● National News

Drawn from social media and U.S. news sources from June 2015 to June 2016

Influence of Top Journalists vs. National Media

● Top Journalists ● National News

Sentiment score of articles written by the brand's top five journalists.

Where News and Top Journalists Diverge Most

National News: ‘Panera Bread Removes Artificial Ingredients From Its Soups

By Journalists ‘Fast food’ becoming a dirty term in restaurant industry

The top articles causing the greatest sentiment differential between top journalists and national media.

Top Tweet

By Social Influencer: @reggie_payne77 Never ordering a sandwich from @panerabread again!! ↻ 18

Most retweeted post of May 2016

KFC
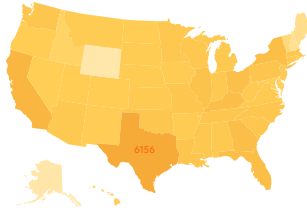
Most Influential Journalists

Candice Choi	AP
Joseph Pisani	AP
Keris Alison Lahiff	TheStreet
Paul R. La Monica	CNN Money
Brian Sozzi	TheStreet

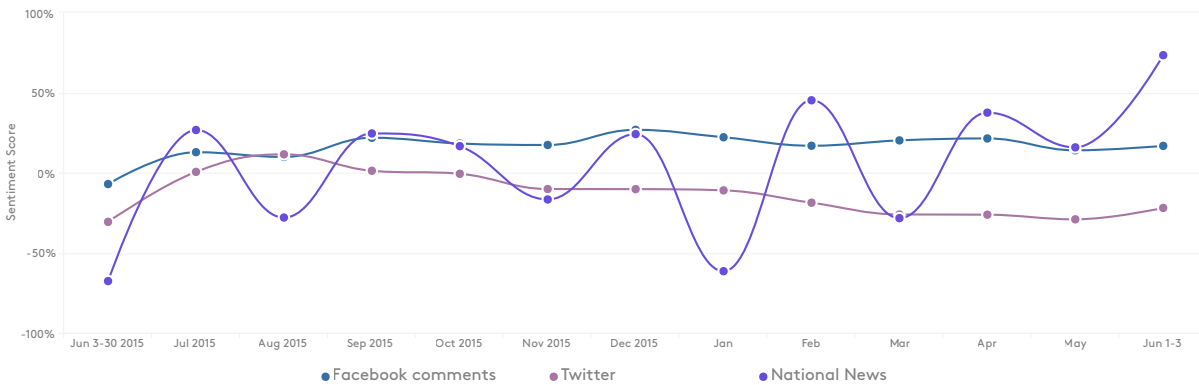*Selected by greatest potential reach.*

Exposure in News

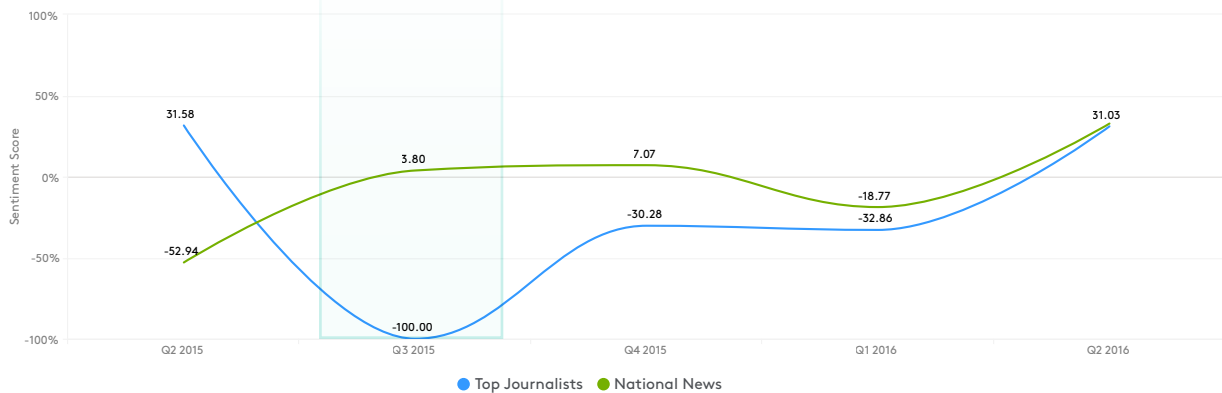Drawn from USA English news sources from May 2015 to May 2016

Drawn from USA social sources from May 2015 to May 2016

Overall Brand Sentiment on Social Media

Drawn from social media and U.S. news sources from June 2015 to June 2016

Influence of Top Journalists vs. National Media

Sentiment score of articles written by the brand's top five journalists.

Where News and Top Journalists Diverge Most

National News: Man Drives Hundreds of Miles for KFC, and Love

By Journalists: Yum! Brands Fails to Satisfy the Appetite of Hungry Investors

The top articles causing the greatest sentiment differential between top journalists and national media.

Top Tweet

By Social Influencer: @Bernlennials .@realDonaldTrump should be served on a box from @kfc. #ChickenTrump ⟲ 175
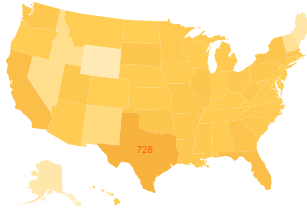
Most retweeted post of May 2016
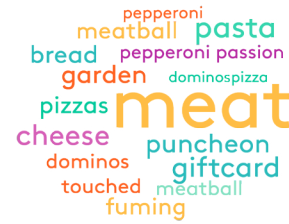
Domino's Pizza

Most Influential Journalists

Scott Rutt	TheStreet
Emily Schmall	AP
Brian Sozzi	TheStreet
Mary Clare Jalonick	AP
E. Eduardo Castillo	AP

Selected by greatest potential reach.
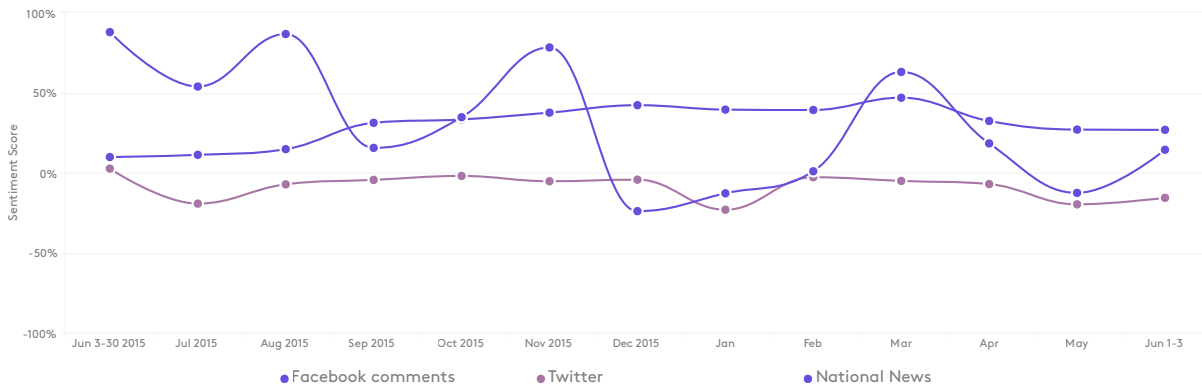
Exposure in News

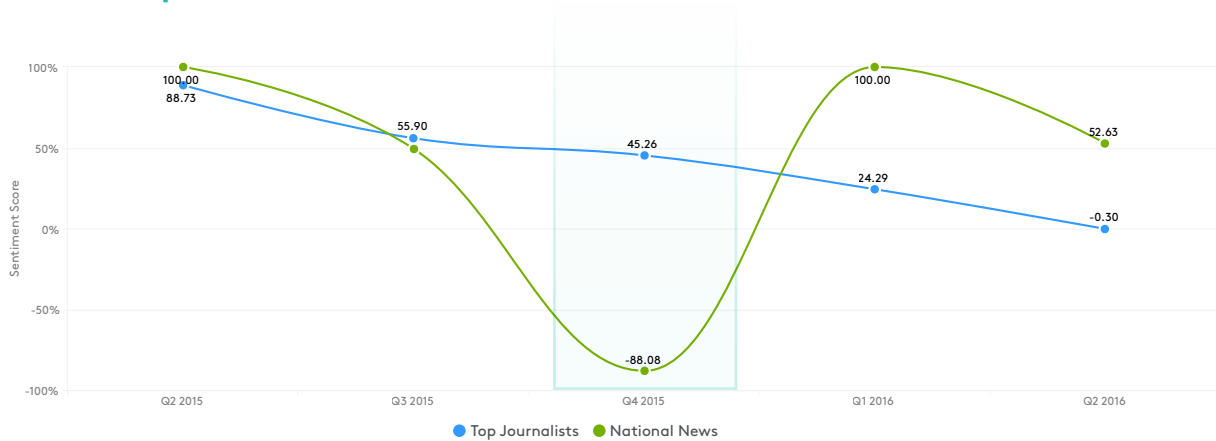Drawn from USA English news sources from May 2015 to May 2016

Drawn from USA social sources from May 2015 to May 2016

Overall Brand Sentiment on Social Media

● Facebook comments   ● Twitter   ● National News

Drawn from social media and U.S. news sources from June 2015 to June 2016 Drawn

Influence of Top Journalists vs. National Media

● Top Journalists   ● National News

Sentiment score of articles written by the brand's top five journalists.

Where News and Top Journalists Diverge Most

National News: Yum! Brands Not the Only Fast Food Giant Facing Pain from China

By Journalists: Domino's Has Been Hot, but Can Still Reward Growth-Hungry Investors

The top articles causing the greatest sentiment differential between top journalists and national media.

Top Tweet

By Social Influencer: @LWalshMusic Amen @dominos ⇄ 148
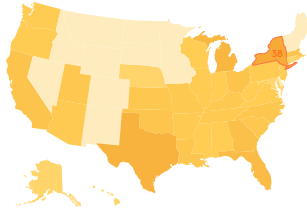
Most retweeted post of May 2016

Sonic Drive-In

Most Influential Journalists

Josh Boak	AP
Candice Choi	AP
Chad Mills	WISTV
Kevin Tampone	Syracuse.com
Wade Millard	Gaston Gazette

Selected by greatest potential reach.

Exposure in News

Drawn from USA English news sources from May 2015 to May 2016

cook
food hospitality
untested electra
beer junky
skating
sonicdrivein
donation fastfood
car hop burger

Drawn from USA social sources from May 2015 to May 2016

Overall Brand Sentiment on Social Media

● Facebook comments ● Twitter ● National News

Drawn from social media and U.S. news sources from June 2015 to June 2016
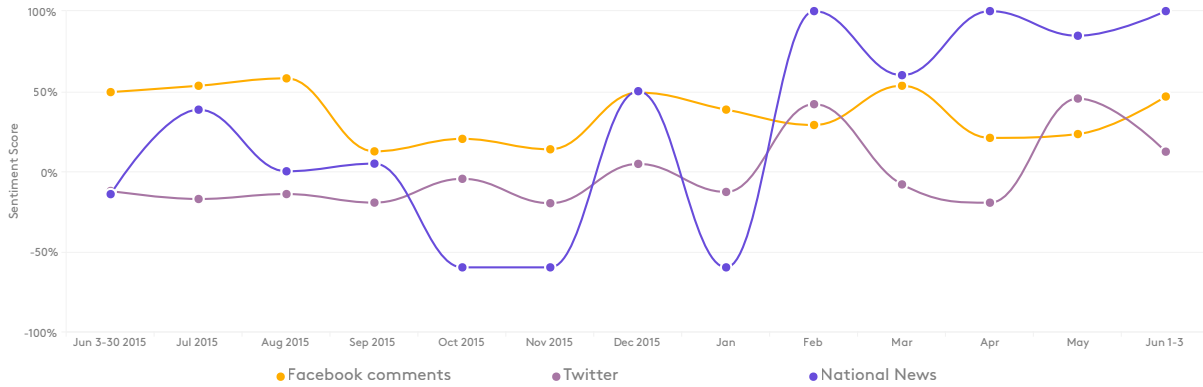
Influence of Top Journalists vs. National Media

● Top Journalists ● National News
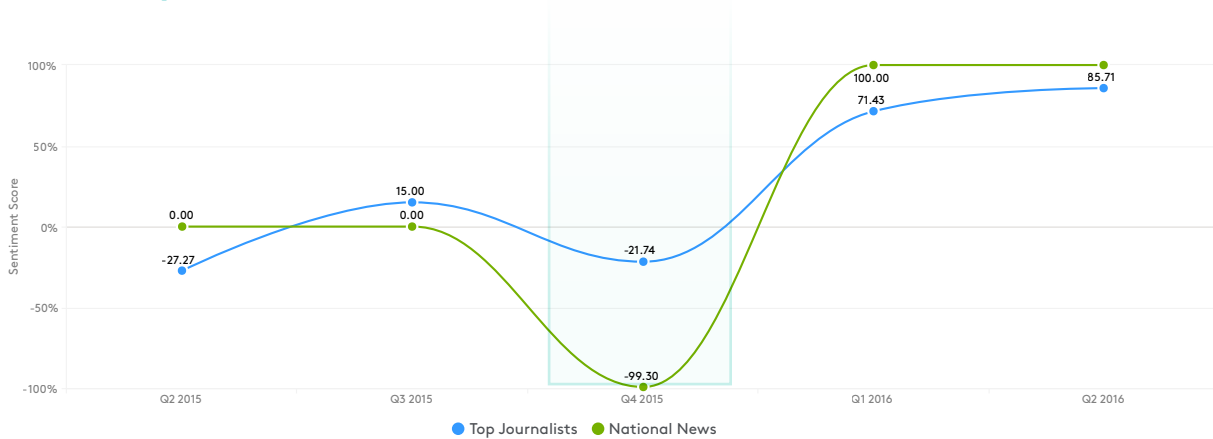
Sentiment score of articles written by the brand's top five journalists.

Where News and Top Journalists Diverge Most

National News: Check out Sam Hornish Jr.'s SONIC Drive-In paint scheme

By Journalists: Best Halloween freebies and dining deals on Saturday

The top articles causing the greatest sentiment differential between top journalists and national media.

Top Tweet

By Social Influencer: @tylergposey Check out this collab with @sonicdrivein! I'll show you my running man, if you show me yours ;) #LipSyncBattle ⟲ 2.3K
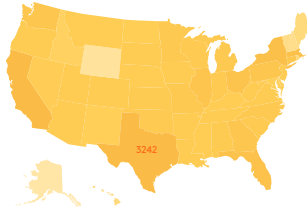
Most retweeted post of May 2016

Chipotle

Most Influential Journalists

Donna Blankenship	AP
Candice Choi	AP
Keris Alison Lahiff	TheStreet
Brian Sozzi	TheStreet
Chris Rugaber	AP

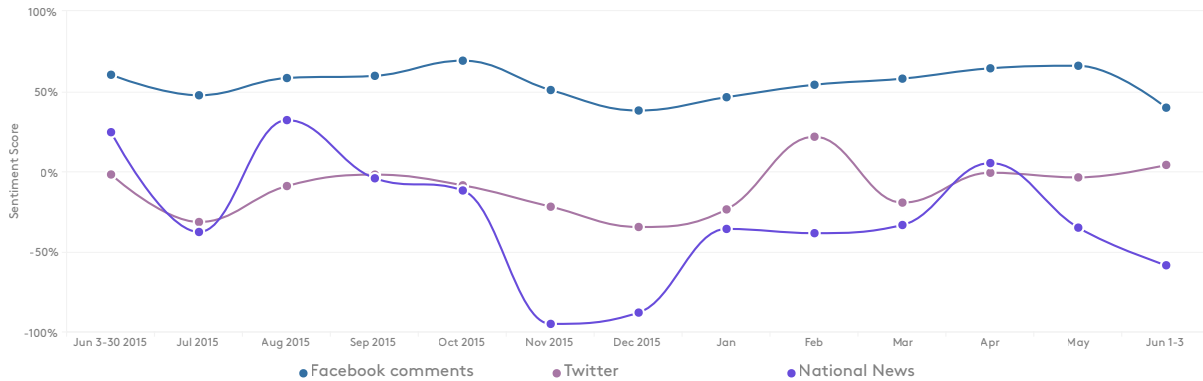Selected by greatest potential reach.

Exposure in News

3242

Drawn from USA English news sources from May 2015 to May 2016

rice cheese
dainty chicken
chipotletweets
unlucky chipotle   burrito bowl
beans chips pinto
restaurant
food safety fav
avacado pork

Drawn from USA social sources from May 2015 to May 2016

Overall Brand Sentiment on Social Media

● Facebook comments   ● Twitter   ● National News

Drawn from social media and U.S. news sources from June 2015 to June 2016

Influence of Top Journalists vs. National Media

53.95
20.69
-19.76
-31.58
-83.22
-35.84
-46.46
-3.72
-39.39

● Top Journalists   ● National News
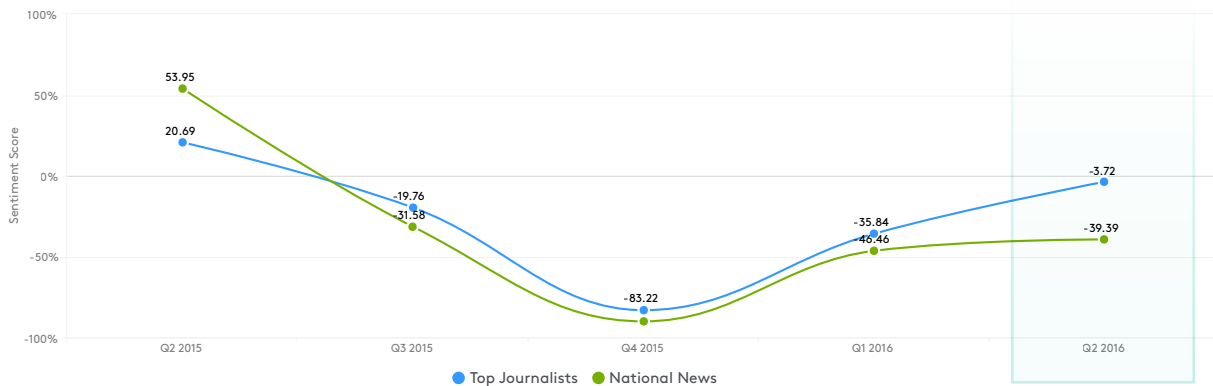
Sentiment score of articles written by the brand's top five journalists.

Where News and Top Journalists Diverge Most

National News: Judge Denies Chipotle's Motion to Dismiss GMO Lawsuit

By Journalists: Chipotle Just Reported The Worst Quarter In Its History

The top articles causing the greatest sentiment differential between top journalists and national media.

Top Tweet

By Social Influencer: @KaylynnMiles Bye Chipotle @ChipotleTweets ⟲ 2.1K

Most retweeted post of May 2016

Case Study: Chipotle's Brand Crisis

The last half of 2015 saw Chipotle's brand take one of the hardest PR and financial nosedives in recent times. Both the company and its CEO are still weathering a storm of skepticism from financial analysts, media influencers, and the general public. But despite the tumult, are people still excited about and talking about their burrito bowls? Or is the consumer loyalty to assembly-line fast Mexican food too great to shake with outbreak scares?

Comparing the sentiment of news and social media gives us some insight into when the brand started recovering. It took a beating on social media starting July 2015, the first month of reported outbreaks. February 2016 saw a spike in popularity due to the free food promotion, the same month that the CDC declared the outbreak over. Two months later, Chipotle's social media sentiment reached pre-outbreak-crisis levels (April 2016). It took Chipotle almost a year to recover.

Comparable Store Sales

%Change (YoY)
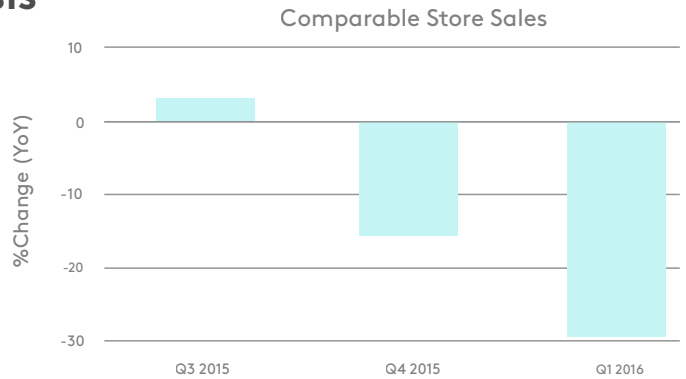
Source: Chipotle Investor Relations.

Health issues were reported at the beginning of Q3 2015 and negative news sentiment piled up. However, comparable store sales didn't dip negative until the following quarter. As the epidemic was declared over and social media sentiment started recovering in Q1 2016, sales did not. Does sales growth lag social media sentiment? That's a question worth revisiting when those numbers are in.

Chipotle attempted to woo customers back with downloadable coupons for free food. Fans downloaded at least 5.3 million and almost half were redeemed. CDC declared the outbreak officially over.

Positive News   Negative News   Positive Social   Negative Social   Reported Cases Caused by Chipotle *
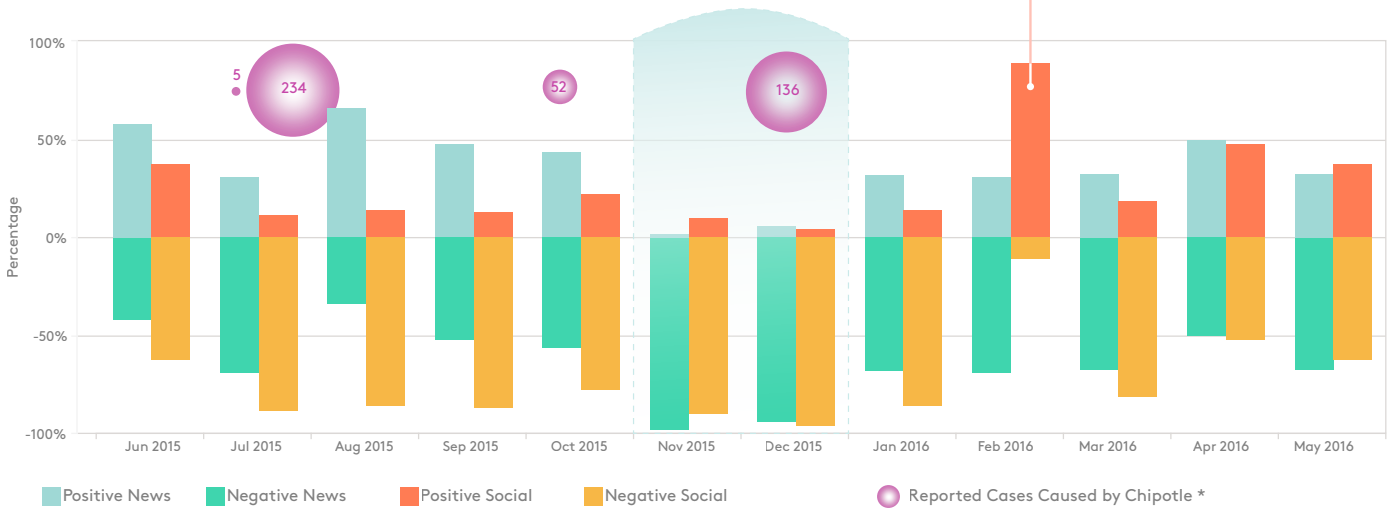
Sentiment of news coverage vs. social media mentions of Chipotle over 12 months.
* Data taken from Food Safety News

Media Coverage: How Loud Was Each Outbreak?

Most of us measure an outbreak by the number of reported cases, but a business has to take a holistic view of stock price and news coverage to assess the impact of negative press.

Chipotle received about 10% more brand coverage than Costco in 2015, but its outbreak woes generated 116% more news than its brand in general. By comparison, Costco's tainted food troubles only produced 40% of its brand news last year.

The take away? The Chipotle outbreak's wider geographic spread, greater number of reported cases, and still unknown source of contamination kept the mass media machine running on all gears.

Has the public been wary of tainted food or the uncertainty of how it got tainted?

Chipotle Outbreaks 76%

Costco Outbreaks 24%

378 Stories per case

53 Stories per case
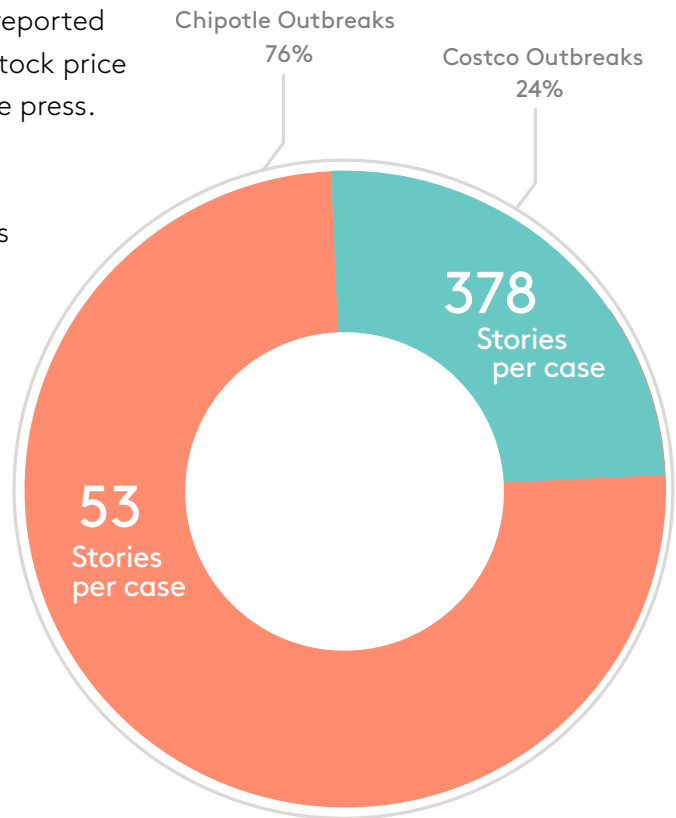
Coverage of outbreaks affecting each brand, from Oct. 15 to Dec. 31, 2015.

Just a Numbers Game?

A few weeks after Costco's first case was reported, the source of the tainted products was identified and a recall went into effect. The CDC cleared Costco the following month.

The Mexican food chain, however, wasn't cleared until February 2016—almost four months later—even though the source of the outbreaks was never identified.

Could that last point have saved Chipotle's stock price?

|	Chipotle	Costco
Cases of norovirus and E.coli	188 (90%)	19 (10%)
Number of states	10	7
News SOV	76%	24%
Stock price change	-33%	6.40%

* Reported cases from Oct 2015 to Dec 2015.

Carnitas and the Pre-Outbreak Era

Before there were outbreaks, lawsuits, and the CDC involved, Chipotle had brought upon itself another agonizing debacle: it took carnitas off the menu.

Citing a violation of ethical standards on the part of its supplier, Chipotle decided to take a stand and just remove the meat from hundreds of its stores until it found a suitable supplier.

We can see from the two graphs that carnitas was the least popular protein choice, so removing it from the menu posed little risk to the brand.

The menu offers several protein choices, so we were curious how popular carnitas were compared to chicken and steak. See the strong support for chicken in the graph to the right? We had to remove it from the graph below because it dwarfed the other two options. If Chipotle ever takes away chicken, who knows what angry mobs might do.
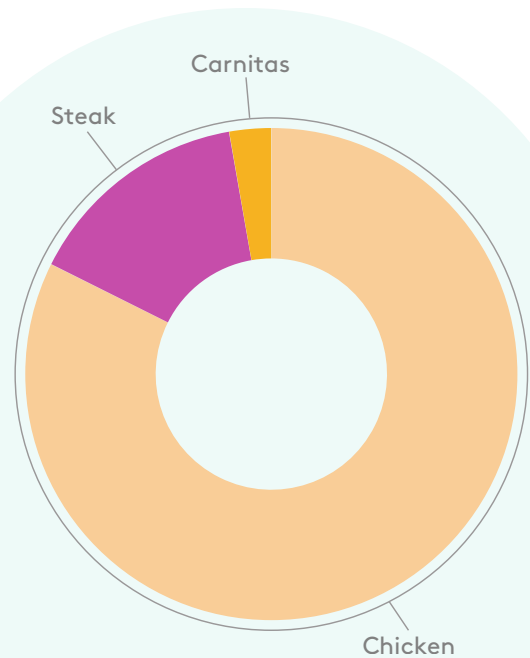
MVP: Most Valuable Protein

Right: People love their chicken.

Below: Chipotle reintroduced carnitas in September 2015, during which the popularity of steak took a slight hit, but the carnitas surge was short-lived.

Steak   Carnitas

Chicken

Drawn from Twitter and Instagram sources from May 2015 to May 2016

Steak vs. Carnitas, Social SOV

● Chipotle Steak   ● Chipotle Carnitas
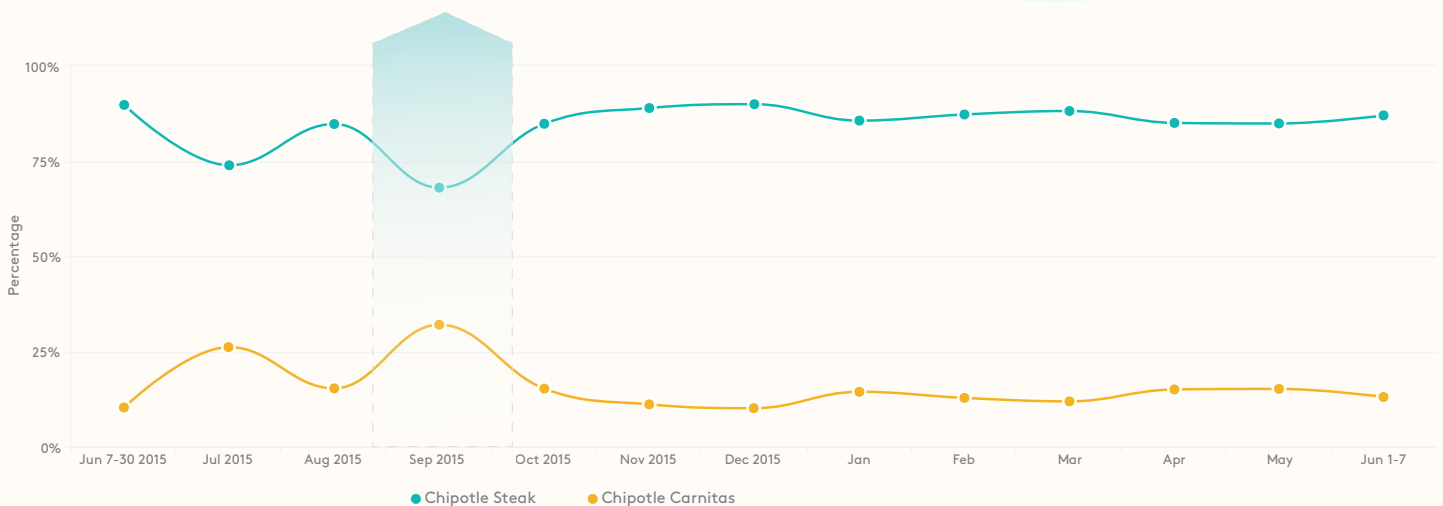
Drawn from Twitter and Instagram sources from June 2015 to June 2016

Carl's Jr./Hardee's

Most Influential Journalists

Paul R. La Monica	CNN Money
Charisse Jones	USA Today
Matt Moreno	Newsy.com
Ira Winderman	Sun-Sentinel
Emanuella Grinberg	CNN

Selected by greatest potential reach.
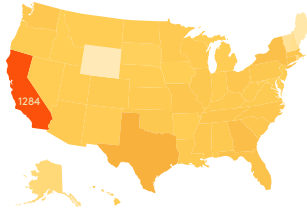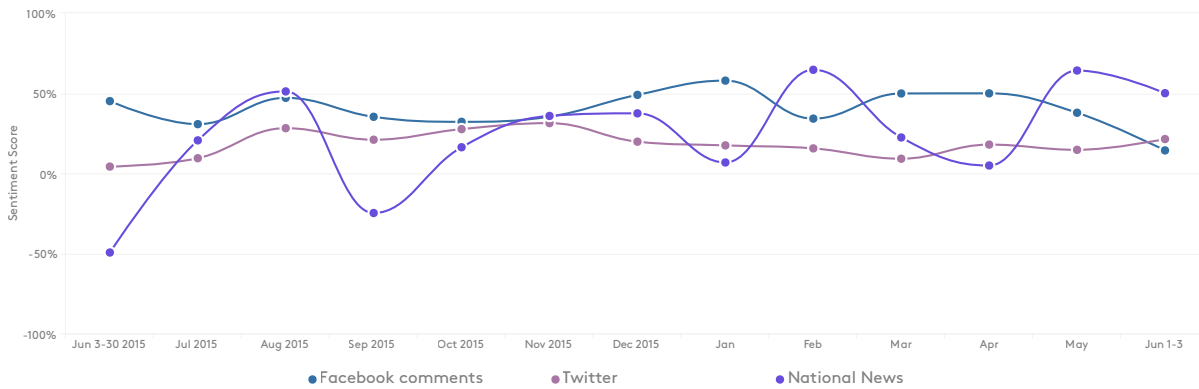
Exposure in News

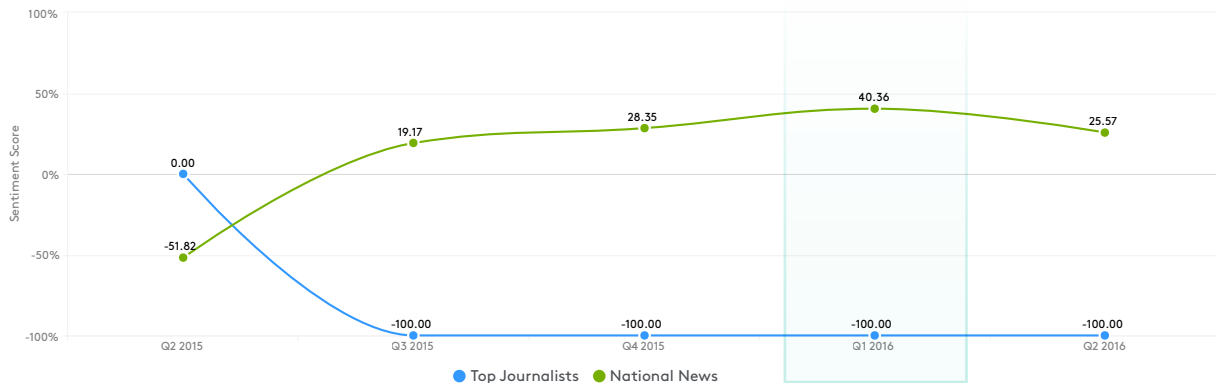Drawn from USA English news sources from May 2015 to May 2016

Drawn from USA social sources from May 2015 to May 2016

Overall Brand Sentiment on Social Media

● Facebook comments ● Twitter ● National News

Drawn from social media and U.S. news sources from June 2015 to June 2016

Influence of Top Journalists vs. National Media

● Top Journalists ● National News

Sentiment score of articles written by the brand's top five journalists.

Where News and Top Journalists Diverge Most

National News: [Racy Super Bowl Ads Aren't Dead — They're Just Online](#)

By Journalists: [Family of teen shot by South Carolina cop settles lawsuit for $2.15 million](#)

The top articles causing the greatest sentiment differential between top journalists and national media.

Top Tweet

By Social Influencer: [@TG3ll Getting to know LA with @JayMohr37 & @CarlsJr, looking good so far.](#) ↺ 221
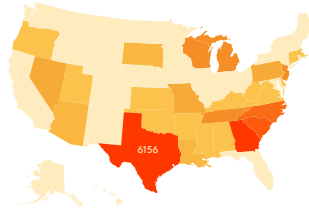
Most retweeted post of May 2016
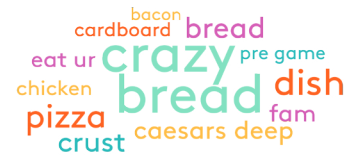
Little Caesars

Most Influential Journalists

Sam Masunaga — LA Times
Dal Kalsi — FOX Carolina
Ashley Lutz — Business Insider
Ian Thibodeau — MLive Detroit
David Bruce — Erie Times-News

Selected by greatest potential reach.

Exposure in News

6156
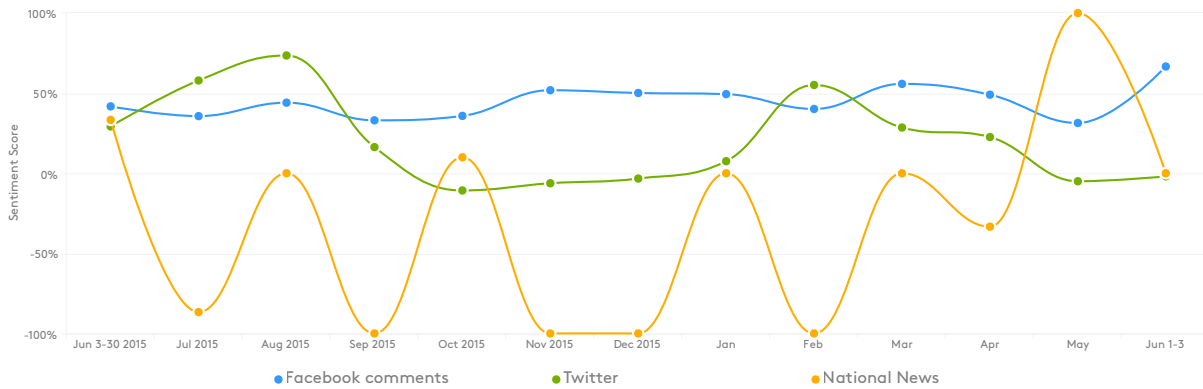
Drawn from USA English news sources from May 2015 to May 2016

bacon
cardboard bread
eat ur crazy pre game
chicken bread dish
pizza fam
caesars deep
crust

Drawn from USA social sources from May 2015 to May 2016

Overall Brand Sentiment on Social Media

● Facebook comments ● Twitter ● National News

Drawn from social media and U.S. news sources from June 2015 to June 2016

Influence of Top Journalists vs. National Media

● Top Journalists ● National News
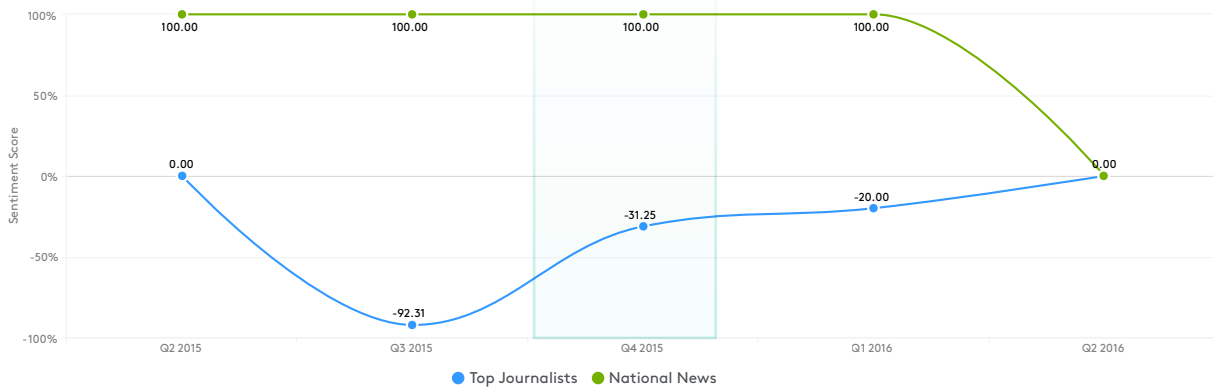
Sentiment score of articles written by the brand's top five journalists.

Where News and Top Journalists Diverge Most

National News: [Dude Wearing 'Crime Pays' T-Shirt Tries (and Fails) to Rob a Little Caesar's](#)

By Journalists: [How much it costs to eat at every major fast food chain](#)

The top articles causing the greatest sentiment differential between top journalists and national media.

Top Tweet

By Social Influencer: [@dvdinfatuation This #horror #films lead actress got her start at age 3 in commercials 4 @littlecaesars](#) ⟳ 12
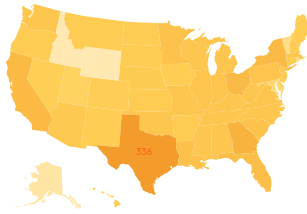
Most retweeted post of May 2016

Dairy Queen

Most Influential Journalists

Candice Choi	AP
Dave Kolpack	AP
Josh Funk	AP
Madeline Buckley	Indianapolis Star
Ahiza Garcia	CNNMoney

Selected by greatest potential reach.

Exposure in News

Drawn from USA English news sources from May 2015 to May 2016

blizzard
fast restaurant
bucks cookie tasting
oreo food dairy banana
america peanut foods
queen foods royal blizzard
ice cream

Drawn from USA social sources from May 2015 to May 2016

Overall Brand Sentiment on Social Media

● Facebook comments   ● Twitter   ● National News

Drawn from social media and U.S. news sources from June 2015 to June 2016

Influence of Top Journalists vs. National Media

● Top Journalists   ● National News
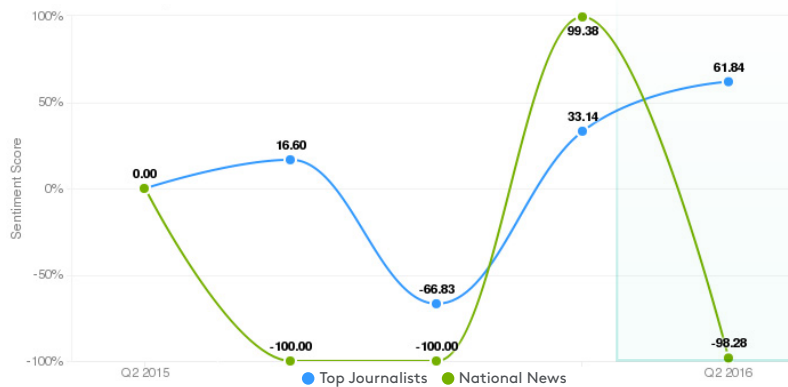
Sentiment score of articles written by the brand's top five journalists.

Where News and Top Journalists Diverge Most

National News: 10 Things You Didn't Know About Dairy Queen

By Journalists: 'He was family': Music star Prince stayed home in Minnesota

The top articles causing the greatest sentiment differential between top journalists and national media.

Top Tweet

By Social Influencer: @bradmeltzer Told son he could take a "@DairyQueen shot," a shot so im possible, if he makes it, we go to Dairy Queen. And well... ⟲ 16

Most retweeted post of May 2016

Arby's

Most Influential Journalists

Ashley Lutz	Business Insider
Hayley Peterson	Business Insider
Candice Choi	AP
Rachel Zoll	AP
Katia Hetter	CNN Digital

Selected by greatest potential reach.
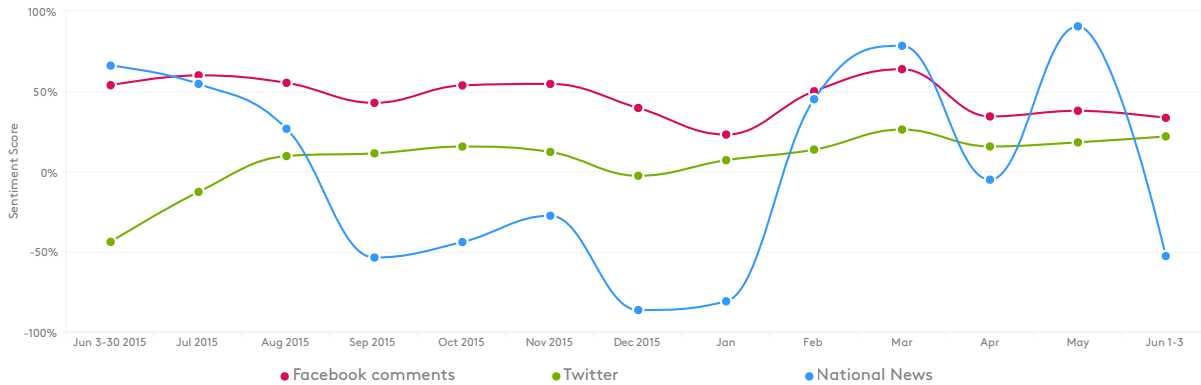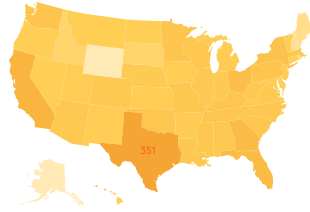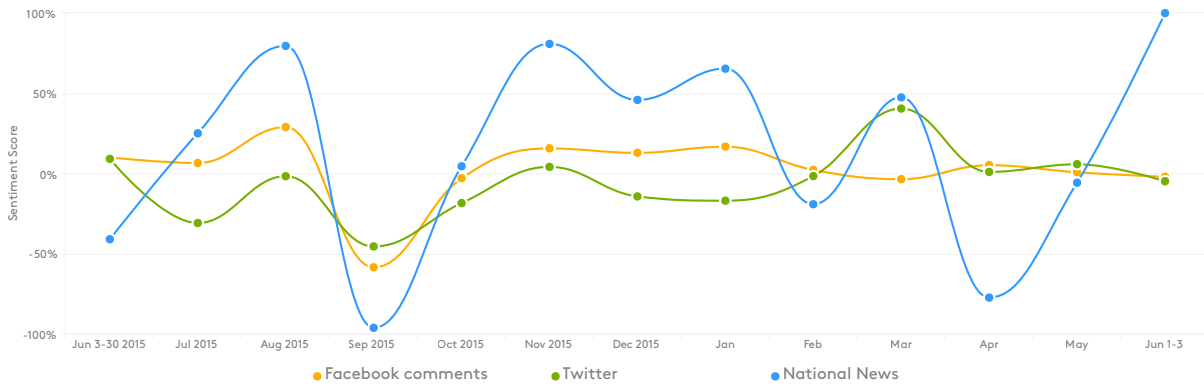
Exposure in News

Drawn from USA English news sources from May 2015 to May 2016

Drawn from USA social sources from May 2015 to May 2016

Overall Brand Sentiment on Social Media

Facebook comments · Twitter · National News

Drawn from social media and U.S. news sources from June 2015 to June 2016

Influence of Top Journalists vs. National Media

77.14
-100.00
100.00
-41.94
97.48
50.81
95.74
45.61
0.00
-65.13

Top Journalists · National News
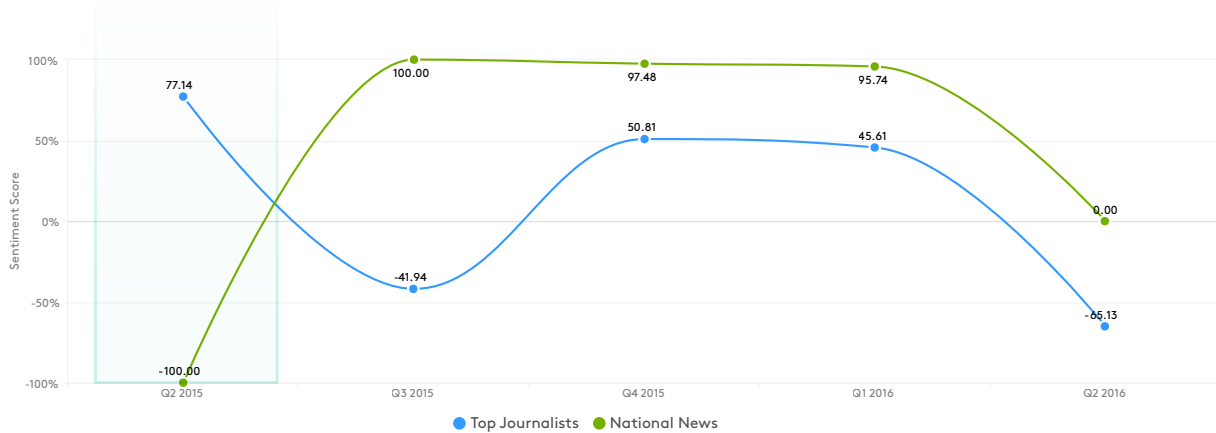
Sentiment score of articles written by the brand's top five journalists.

Where News and Top Journalists Diverge Most

National News: 12 fast food items that look nothing like advertised

By Journalists: Arby's Foundation to Provide More Than 10 Million Meals to Children in Need

The top articles causing the greatest sentiment differential between top journalists and national media.

Top Tweet

By Social Influencer: @optic_daps CS:GO @Arbys commercial lmao ⟲ 185
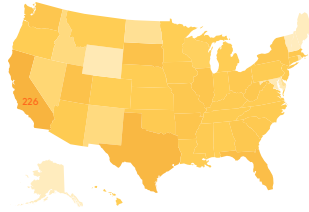
Most retweeted post of May 2016

Jack-in-the-Box

Most Influential Journalists

Donna Blankenship   AP
Candice Choi   AP
Paul R. La Monica   CNN Money
Scott Rutt   TheStreet
Akin Oyedele   Business Insider

Selected by greatest potential reach.

Exposure in News

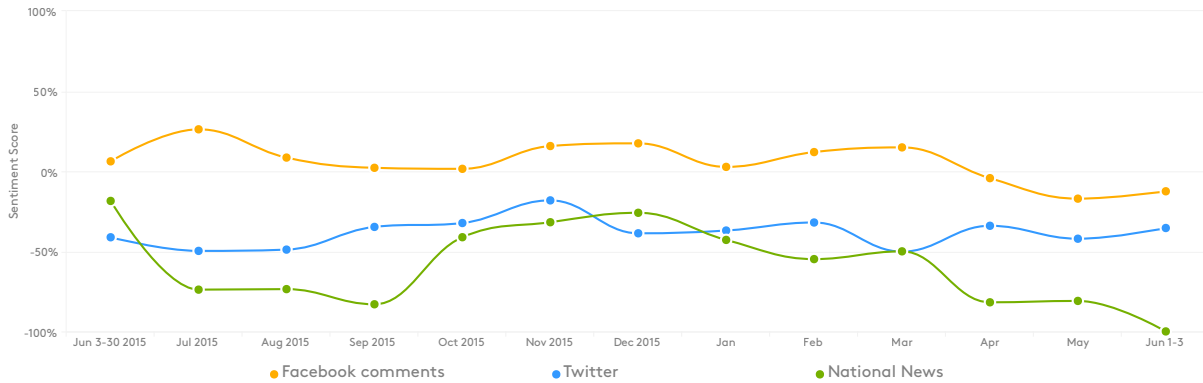Drawn from USA English news sources from May 2015 to May 2016

late night
jackbox party
theweekend   tacos
jackthejokster   college
munchie   food
happy bday   crackerjack
School   shoutout

Drawn from USA social sources from May 2015 to May 2016

Overall Brand Sentiment on Social Media

● Facebook comments   ● Twitter   ● National News

Drawn from social media and U.S. news sources from June 2015 to June 2016

Influence of Top Journalists vs. National Media

● Top Journalists   ● National News

Sentiment score of articles written by the brand's top five journalists.

Where News and Top Journalists Diverge Most

National News: Jack-in-the-Box armed robbery caught on camera

By Journalists: Will rivals benefit from Chipotle E. coli scare?

The top articles causing the greatest sentiment differential between top journalists and national media.

Top Tweet

By Social Influencer: @AliMaadelat Remember… No matter how much money you have, a dollar still buys two @JackBox tacos ⟲ 13.8K
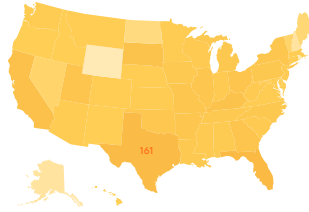
Most retweeted post of May 2016

Papa John's

Most Influential Journalists

Paul R. La Monica   CNN Money
Aamer Madhani   USA Today
Jacquelyn Smith   Business Insider
Lori Grisham   USA Today
Chris Isidore   CNN Money

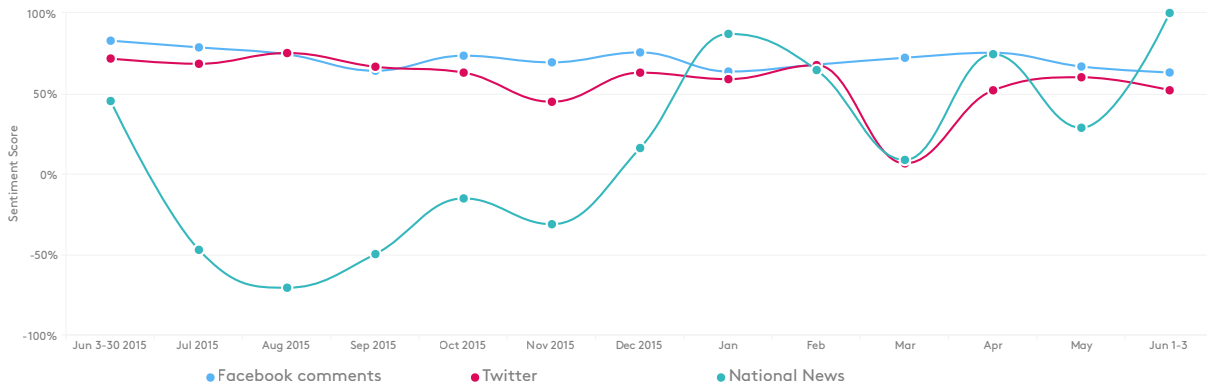Selected by greatest potential reach.

Exposure in News

161

Drawn from USA English news sources from May 2015 to May 2016

chicken
food   sesame
garlic   free pizzas
    coupon
oriental salad
pizzas   **sauce**
salads
fast food   crust   cheese
ginger

Drawn from USA social sources from May 2015 to May 2016

Overall Brand Sentiment on Social Media

● Facebook comments   ● Twitter   ● National News

Drawn from social media and U.S. news sources from June 2015 to June 2016

Influence of Top Journalists vs. National Media

100.00   12.82   100.00   -13.74   96.61
46.15   -66.85   -1.03   71.64   57.26

● Top Journalists   ● National News
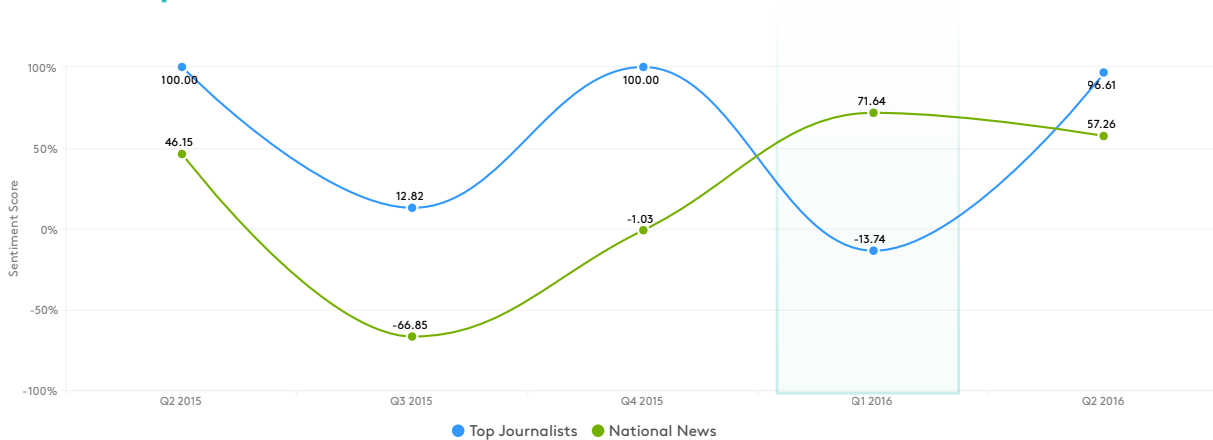
Sentiment score of articles written by the brand's top five journalists.

Where News and Top Journalists Diverge Most

National News: Papa John's International John H. Schnatter on Q2 2015 Results

By Journalists: 2 Things Investors Want to Hear from Surging Yum! Brands

The top articles causing the greatest sentiment differential between top journalists and national media.

Top Tweet

By Social Influencer: @autismspeaks Don't feel like cooking?
Make it a @PapaJohns pizza night and give back to the cause! ⟲ 38

Most retweeted post of May 2016

Closing Thoughts

In the brand sheets, we see from the articles of most positive sentiment that consumers share similar fundamental values: unexpected acts of kindness and engaging campaigns score well with people and they conversely lose our trust at hints of scandal. These aren't necessarily indicators of buying motivation, but they remind us what behaviors leave an impression on our consumers. The best impressions create brand ambassadors.

It's ironic to think that, in a data-driven era, we should recognize our customers not as data points and mechanical consumers of our products but as people we'd want to share a meal with. Data enables us to make our products more personal and more segmented. Instant communications and ephemeral trends have made social media advertising a billion-dollar realm. Consumers assemble their own micro-communities to communicate their brand loyalties and disappointments, sometimes in the name of transparency and other times for the sake of celebrity. Both motivations take precedent over speaking to a manager—the analog days of customer service, when service was personal and involved.

About Meltwater

Meltwater helps companies make better, more informed business decisions based on insights from the outside. More than 24,000 companies use the Meltwater media intelligence platform to stay on top of billions of online conversations, extract relevant insights, and use them to strategically manage their brand and stay ahead of their competition. With 50 offices located on six continents, Meltwater is dedicated to personal, global service built on local expertise.

Meltwater also operates the Meltwater Entrepreneurial School of Technology (MEST), a nonprofit organization devoted to nurturing future generations of entrepreneurs.

Meltwater Marketing Blog   **Meltwater Insights**