WELCOME TO

Meltwater power up day

# Breakout Session 1B

Flinders Room

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# Better understand consumer trends and behaviours:

Using social data to protect and promote your brand



# Your Hosts



**Zac Boyce**
APAC Solutions Consultant Manager
Meltwater



**Matt Sutherland**
Snr. Business Development Manager
Meltwater

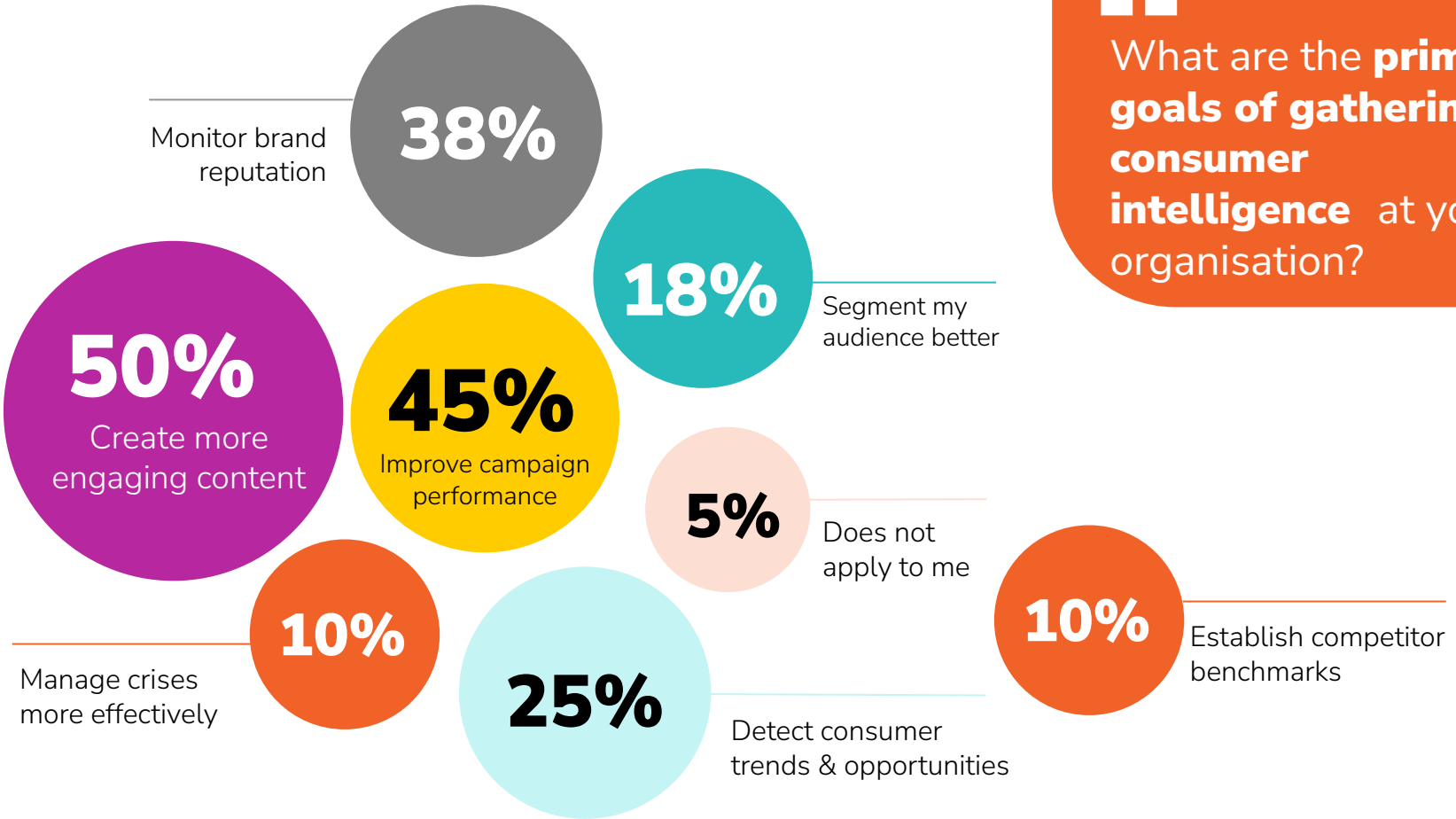
# Agenda

- ❏ Intro: Why consumer trends matter more than ever
- ❏ Demo: Trends & Consumer Insights
- ❏ The Rise of LEO *(LLM Engine Optimisation)*
- ❏ Demo: GenAI Lens

# Why Consumer Trends Are More Important Than Ever.

*(Especially for PR & comms professionals)*

# What are the **primary goals of gathering consumer intelligence** at your organisation?




Source: APAC State of Social Media 2025 report

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***“The lines between communications and marketing continue to blur…”***

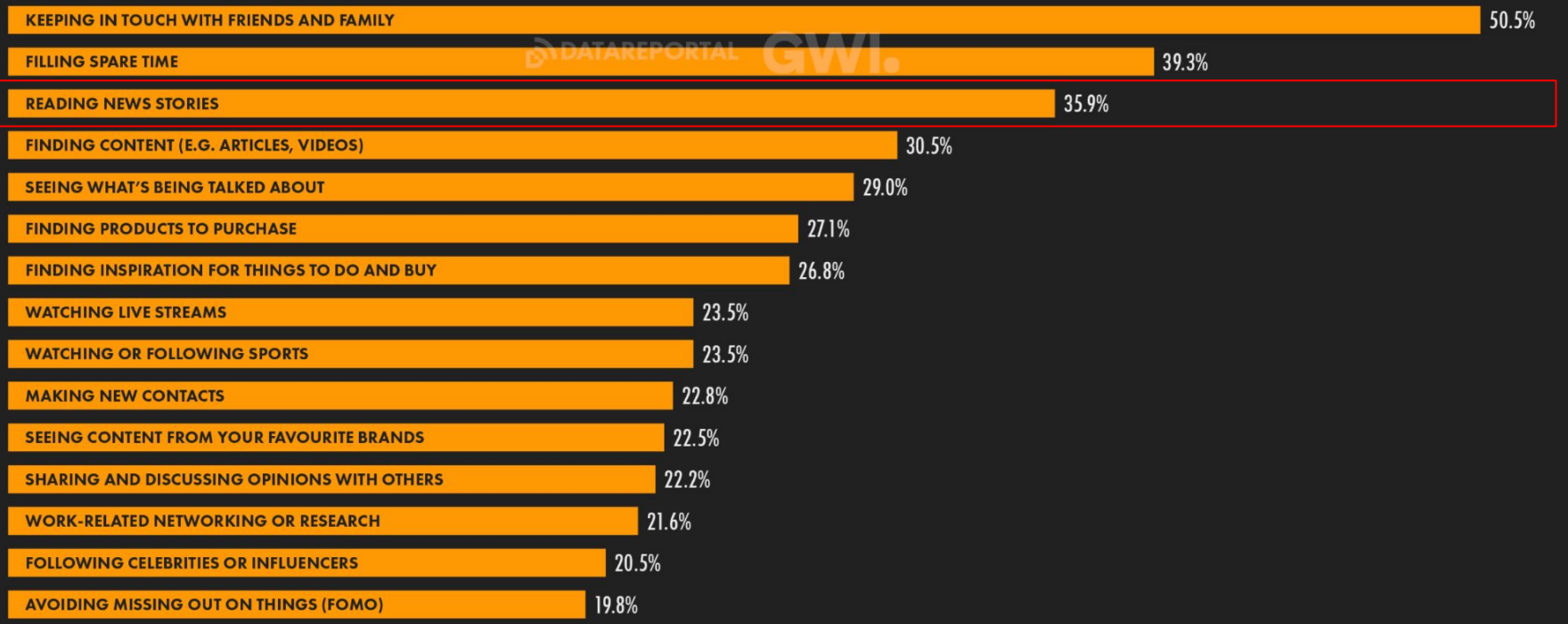
*Edelman Future of Corporate Communications Study*

JUL 2025

# MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16+ USE SOCIAL MEDIA PLATFORMS

GLOBAL OVERVIEW




DATAREPORTAL GWI.



SOURCE: GWI (Q1 2025). NOTE: FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16+ WHO REPORT USING AT LEAST ONE SOCIAL MEDIA PLATFORM OR MESSENGER SERVICE IN THE PAST MONTH. COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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— Analysis

# From memes to job cuts: Corporate Australia cannot hide from Reddit

If you're keeping an eye on business social media forums, you won't have been blindsided by the latest rounds of banking redundancies.



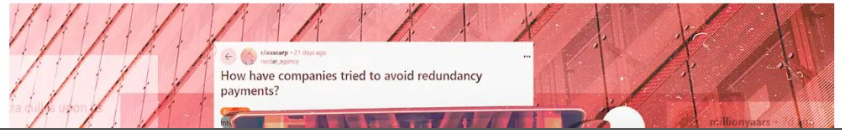
**Amelia McGuire**
*Business reporter*

Sep 10, 2025 – 6.23pm

Listen to this article
6 min

When National Australia Bank told the market on Wednesday it was going to sack 410 technology employees, it wasn't as big a shock as it should have been. Those lurking on social media forums dedicated to corporate Australia would have seen it coming 17 days ago.

Sometimes right, often wrong, the corporate rumour wheel has moved from the office kitchen to the unwieldy world of social media and the country's major employers are just finding out.

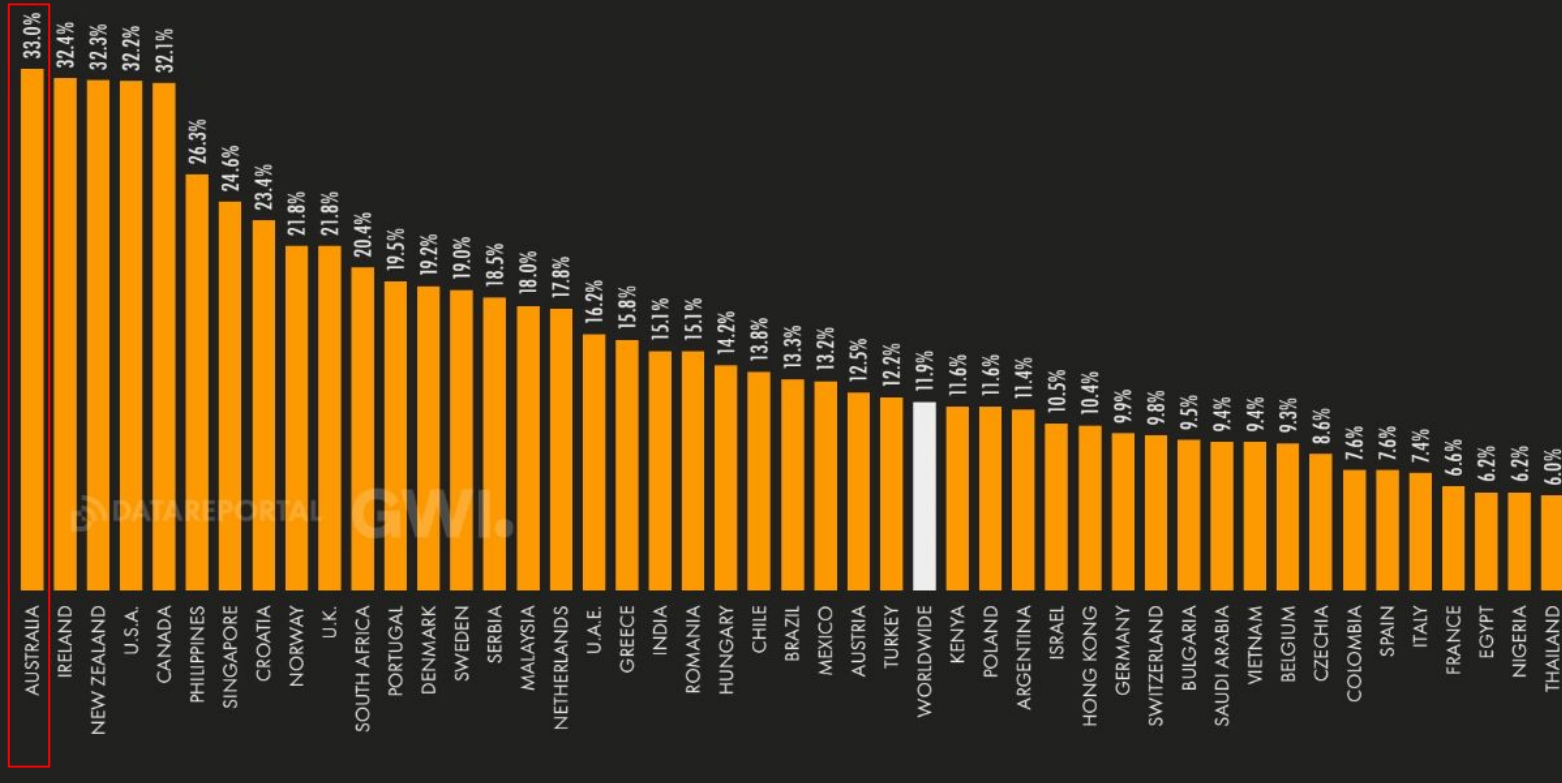


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# REDDIT USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED REDDIT AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW






SOURCE: GWI (Q1 2025). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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*Tiktok: @carolinevoaden.comms*

r/auscorp • 6 mo. ago
UnableLadder4913

# My time in corp is done, for now. Leaving after RTO announcement

Title.

Took a pay cut of about 30% to be able to remain working from home after Woolworths' RTO announcement.

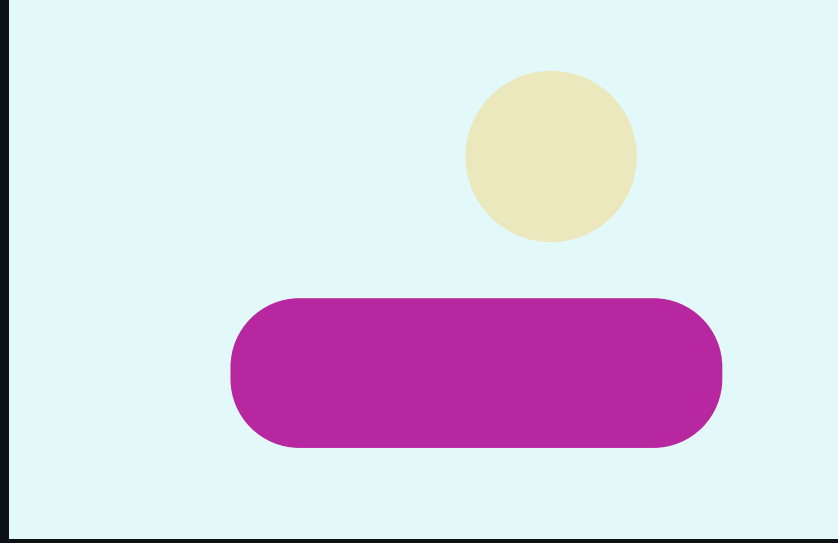
I don't think I can see that punchable face of Amanda Bardwell one more time in company comms emails. Sick of executives. Sick of dellusional rich people saying things like "this will open door for more collaboration".

I don't need to collaborate with people in a white-and-blue boring office in the CBD. You just need to pay me a fat paycheck for the use of my brain and skills I bring to the table.

3 weeks left of this and life already feels better. Good luck to those who still manage to keep doing this.

Edit: yeah my first paragraph is confusing. I meant to say I quit and took another job with 30% less pay so I could keep WFH.

1.3K · 220





r/AusFinance • 7 mo. ago
IOUaUsername

# REST Super: we made a "mistake" that will make us $200M/yr, but we've fixed it (by deciding it's a happy accident)

The dark patterns in this communication from Retail Employees Superannuation Trust (REST) are crazy. Scan of the letter below.

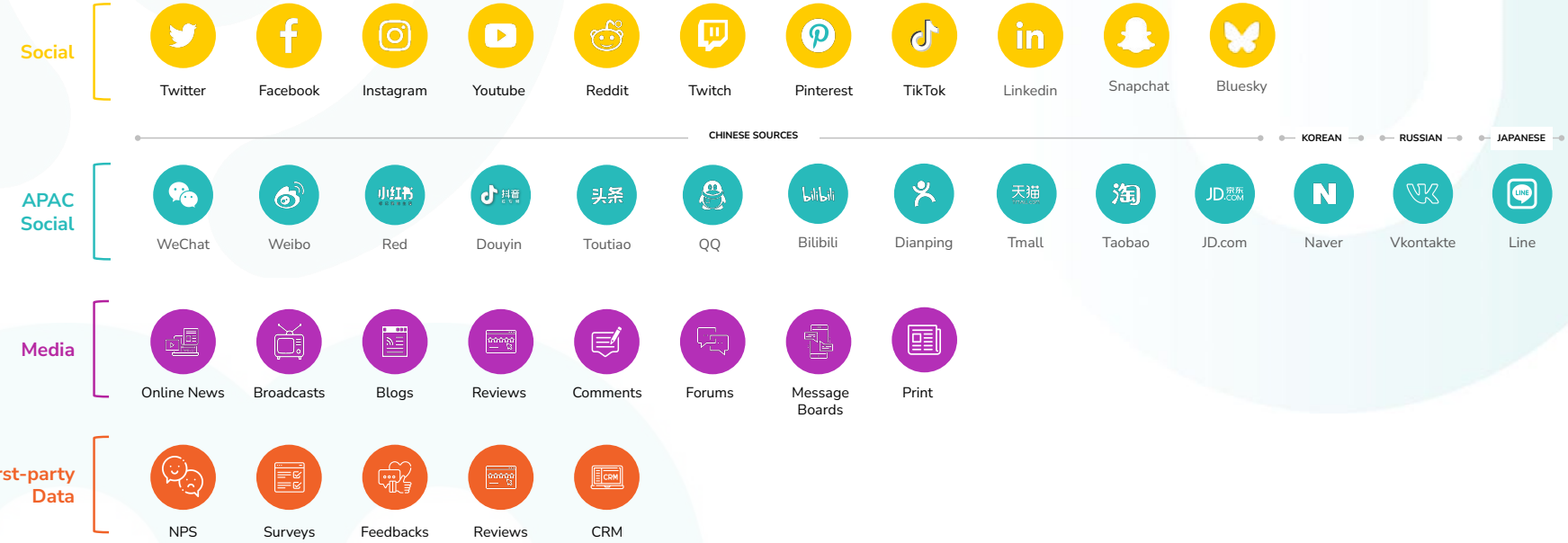
They "accidentally" started charging for death/income/disability insurance 7 months ago for people who already opted out. They "recently" worked it out. They are not going to refund the charges and will keep charging for a policy you don't know you have (and therefore won't claim against) unless you contact them within 35 days. They start the letter with a bold heading saying "We made a mistake with your insurance, but it's fixed now" to make people think the letter is just a formality that they can ignore. They also worded the final sentence so that it sounds like you have 35 days to claim on the insurance, not to be refunded. I confirmed my understanding with them on the phone.

Posting here since Reddit has more teeth than ASIC :(

EDIT: I manually opted out of all insurance on this account at the end of 2012. By "more than 28 days" they mean 11.5 years. I've been receiving employer contributions to this account the whole time. The only thing that changed was their "system error".

# Unrivaled Global Data Coverage

With Meltwater you receive unrivaled access to billions of social media posts everywhere, every day, and on almost every global platform currently tracked online including Asian data sources.






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Demo

# Trends & Customer Insights

# The Rise of LEO

## (LLM Engine Optimisation)

# Gartner Predicts Search Engine Volume Will Drop 25% by 2026, Due to AI Chatbots and Other Virtual Agents.

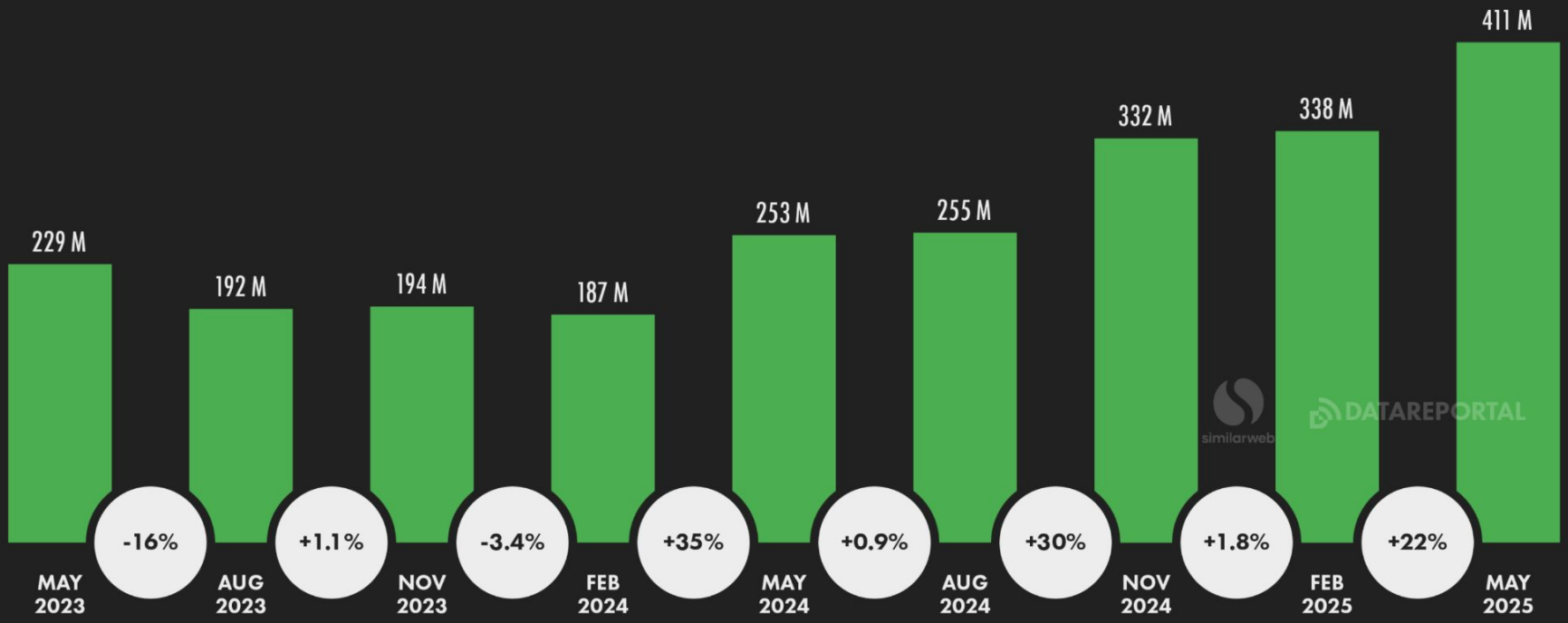
Gartner: “Predicts 2024: How GenAI Will Reshape Tech Marketing.”

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# UNIQUE VISITORS TO CHATGPT'S WEBSITE

NUMBER OF UNIQUE MONTHLY VISITORS TO CHATGPT'S PRIMARY WEB DOMAIN

GLOBAL OVERVIEW






**SOURCE:** SIMILARWEB (MAY 2025). **NOTE:** VALUES REPRESENT UNIQUE VISITOR "IDENTITIES" TO CHATGPT'S PRIMARY WEB DOMAIN. VALUES FOR PERIODS PRIOR TO MAY 2024 REFLECT TRAFFIC TO CHAT.OPENAI.COM; FIGURES FOR MAY 2024 AND AFTER REFLECT TRAFFIC TO CHATGPT.COM. **ADVISORY:** SOME PEOPLE MAY USE MULTIPLE DEVICES AND BROWSERS TO ACCESS THE SAME WEBSITE, SO VALUES MAY NOT REPRESENT UNIQUE INDIVIDUALS.

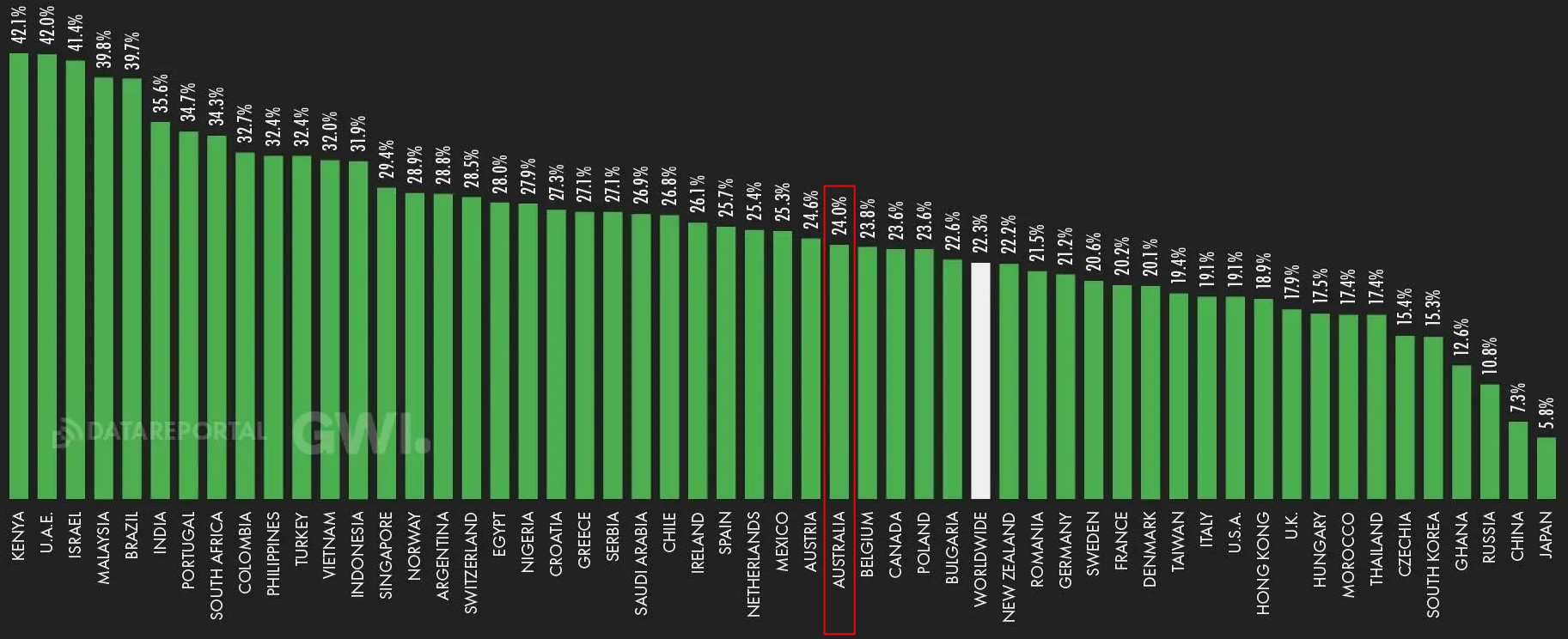
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# USE OF CHATGPT

PERCENTAGE OF INTERNET USERS AGED 16+ WHO HAVE USED CHATGPT IN THE PAST MONTH (WEBSITE OR APP)

GLOBAL OVERVIEW






**SOURCE:** GWI (Q1 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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# “Forget What You Know About Search. Optimize Your Brand for LLMs.”

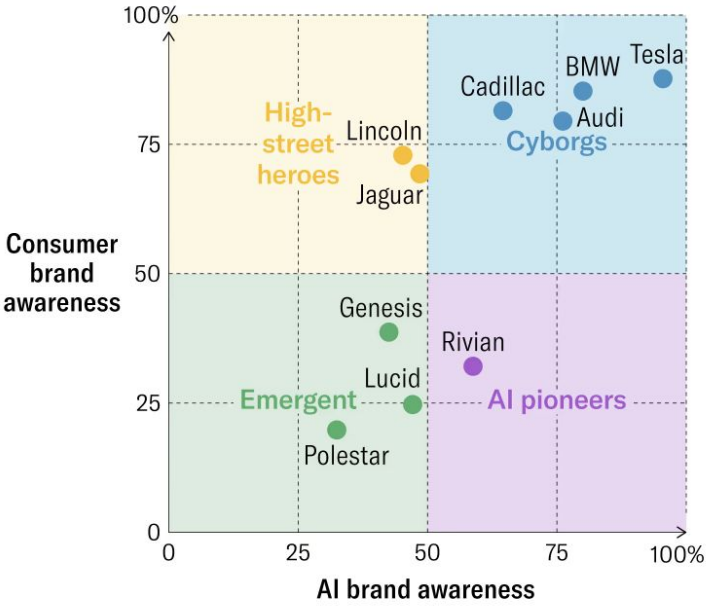
Harvard Business Review, June 2025 (link)

# Human vs. AI Awareness of Popular Car Brands

High brand recognition among humans doesn't always translate to high AI awareness.

**Quadrant analysis of brand positioning (consumer awareness) for select car brands in the U.S.**

*January–July 2024*




**Cyborgs**

Cyborgs rank highly both on traditional search metrics and with LLMs. Tesla, for example, has a strong media presence (a traditional search metric) and focuses on the cars' specific features, both of which elevate the brand with LLMs.

**AI pioneers**

AI pioneers aren't well-known but are frequently surfaced by LLMs. Often, they are AI-native and fill a specific niche in the market. Rivian, for example, is favored by LLMs for being resolution-focused.

**High-street heroes**

High-street heroes are well-known brands, but they aren't surfaced often by LLMs. Lincoln, for example, is likely not favored by LLMs because of its focus on intangible qualities such as elegance.

**Emergent**

Emergent brands have low awareness in both the marketplace and LLMs. Polestar, for example, has a lack of digital footprint and appeal for LLMs.

Source: Jellyfish Share of Model, YouGov

HBR

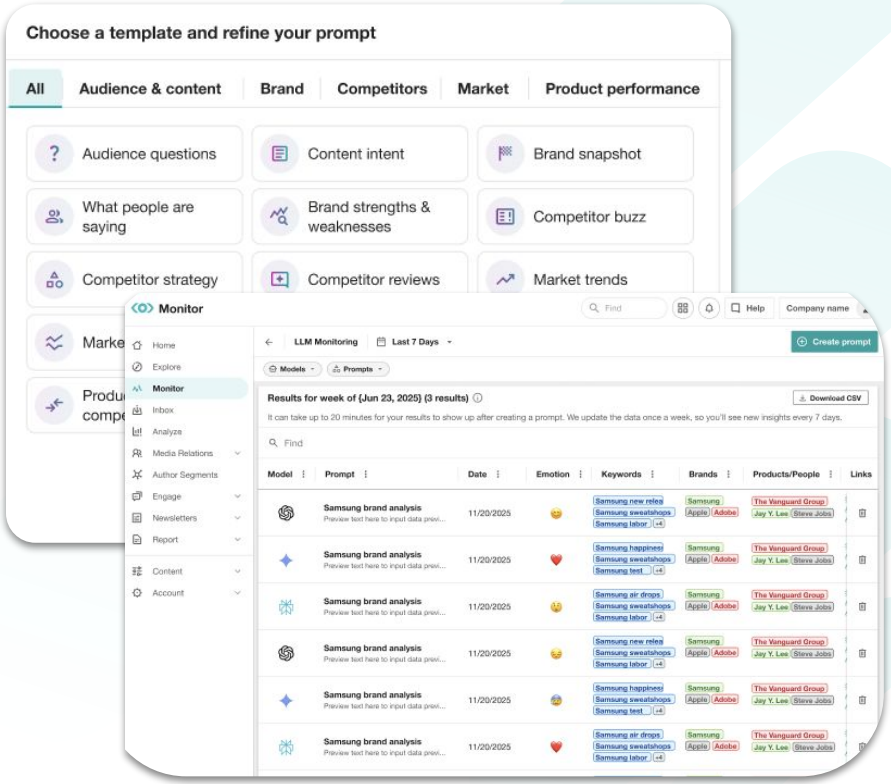
# GenAI Lens: Monitor Brand Perception in AI Models

**Monitor responses across top language models to surface insights, spot risks, & shape strategy.**

**Multi-model visibility.** See how your brand, product, or competitors are discussed across major AI assistants (ChatGPT, Gemini, Claude, Perplexity, Grok, DeepSeek).

**Deeper insight**. Add emotion, keyword, and link analysis to LLM outputs to uncover context and sentiment drivers.

**Track shifts over time**. Store LLM data to analyse narrative changes, sentiment trends, and source impact for brand, risk, PR, and competitive intelligence.



## Demo

# GenAI Lens

## Wrapping Up

# Connecting The Dots

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**Welcome to come and chat to us at the demonstration booths for more**

# Thank You!

# Breakout Session 2
# 10:05am - 10:55am

**Comprehensive reporting: Competitor benchmarking, social analytics, and custom reporting**

**Collins Room**



**Stuart Oldham**
Senior Enterprise Client Success Executive



**Harry Gaskin**
Senior Project Manager

**Using Meltwater's AI capabilities to their full potential**

**Flinders Room**



**Kieren Strain**
Senior Director Customer Success



**Catherine Innocenzi**
Enterprise Client Success Executive



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