

# THE FUTURE OF BURGER WILL BE SOCIAL

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From 17 September to 15 October



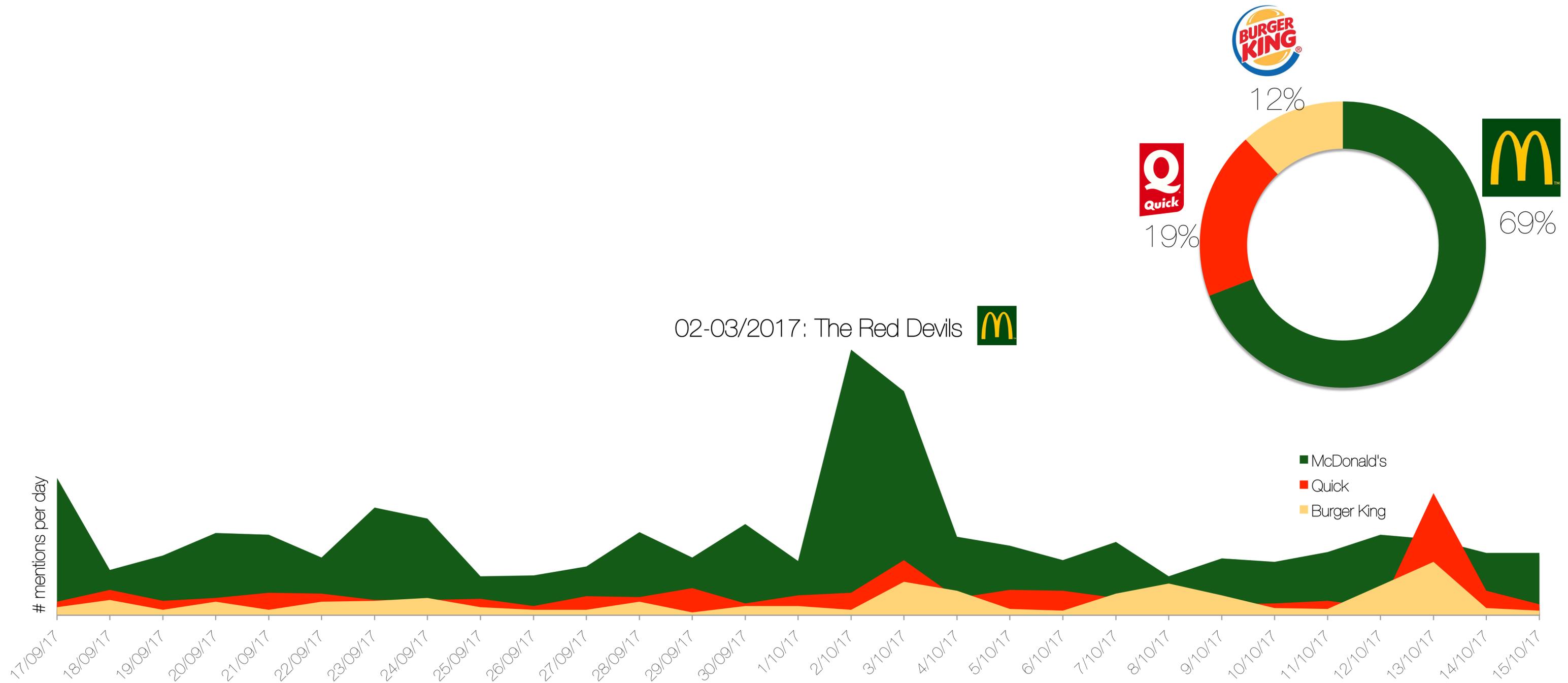
# Study fields

- ✓ Topic: Burger King, Quick, McDonald's.
- ✓ Geo area: Belgium (French & Dutch languages).
- ✓ Period: From 17/09 to 15/10.
- ✓ Medium: digital and social media.
- ✓ Tool: Talkwalker\*

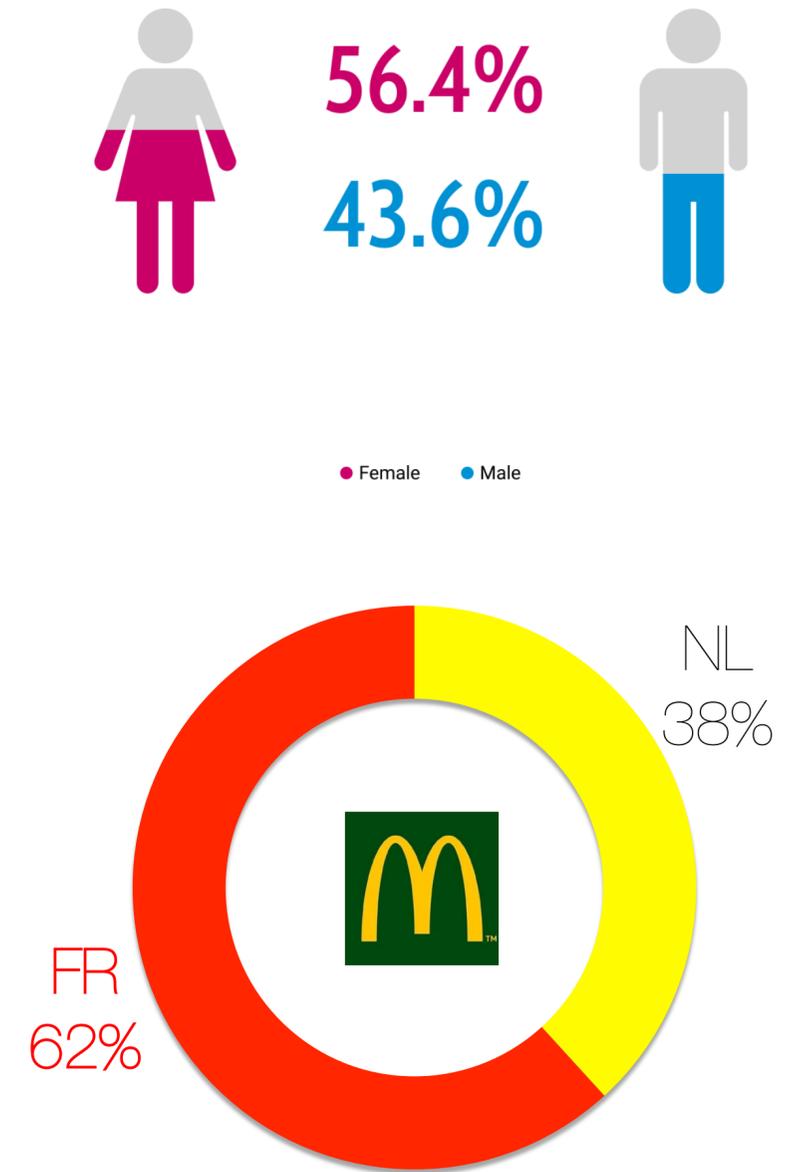
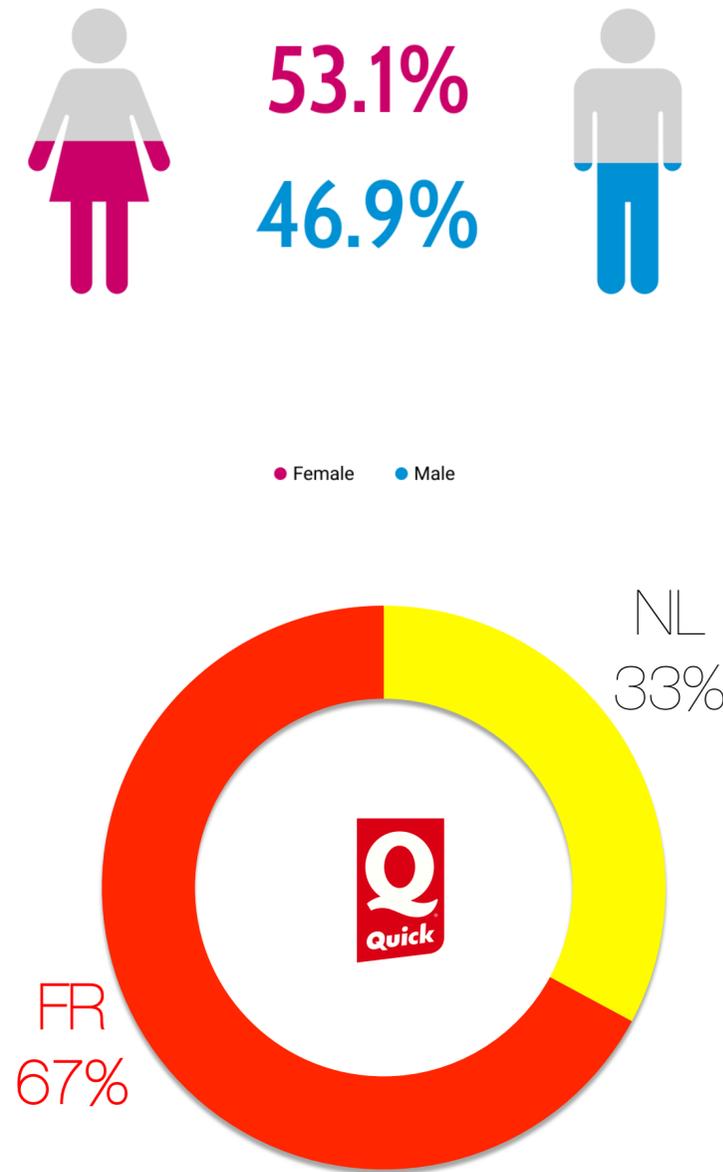
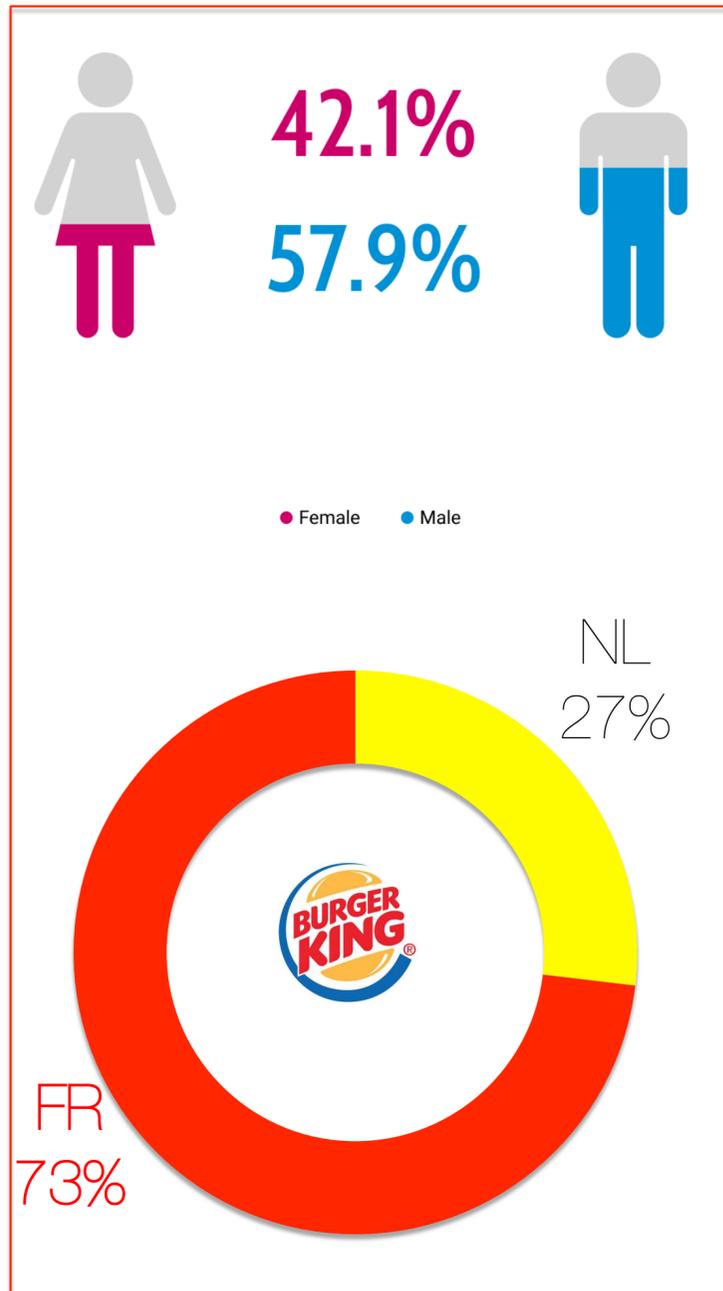
\*Talkwalker

- get the most comprehensive coverage of owned and earned media across 150 million websites, 10+ social networks including Twitter, Facebook, Instagram, Weibo and YouTube.
- Track print outlets, TV and radio broadcasts globally.
- Monitor results in 187 languages with automated in-platform translation.

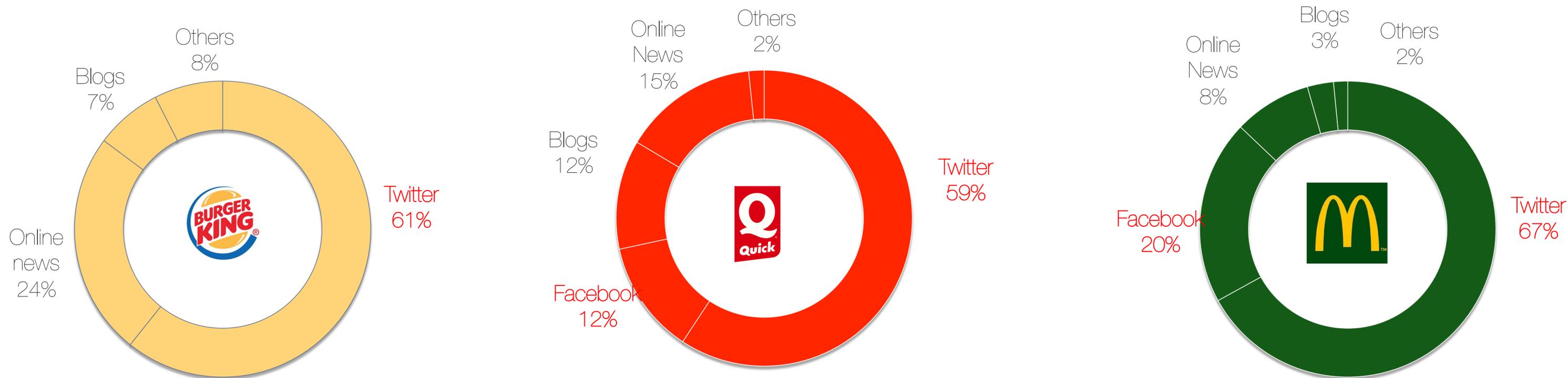
# Overwhelming presence of McDonald's in Belgian digital media



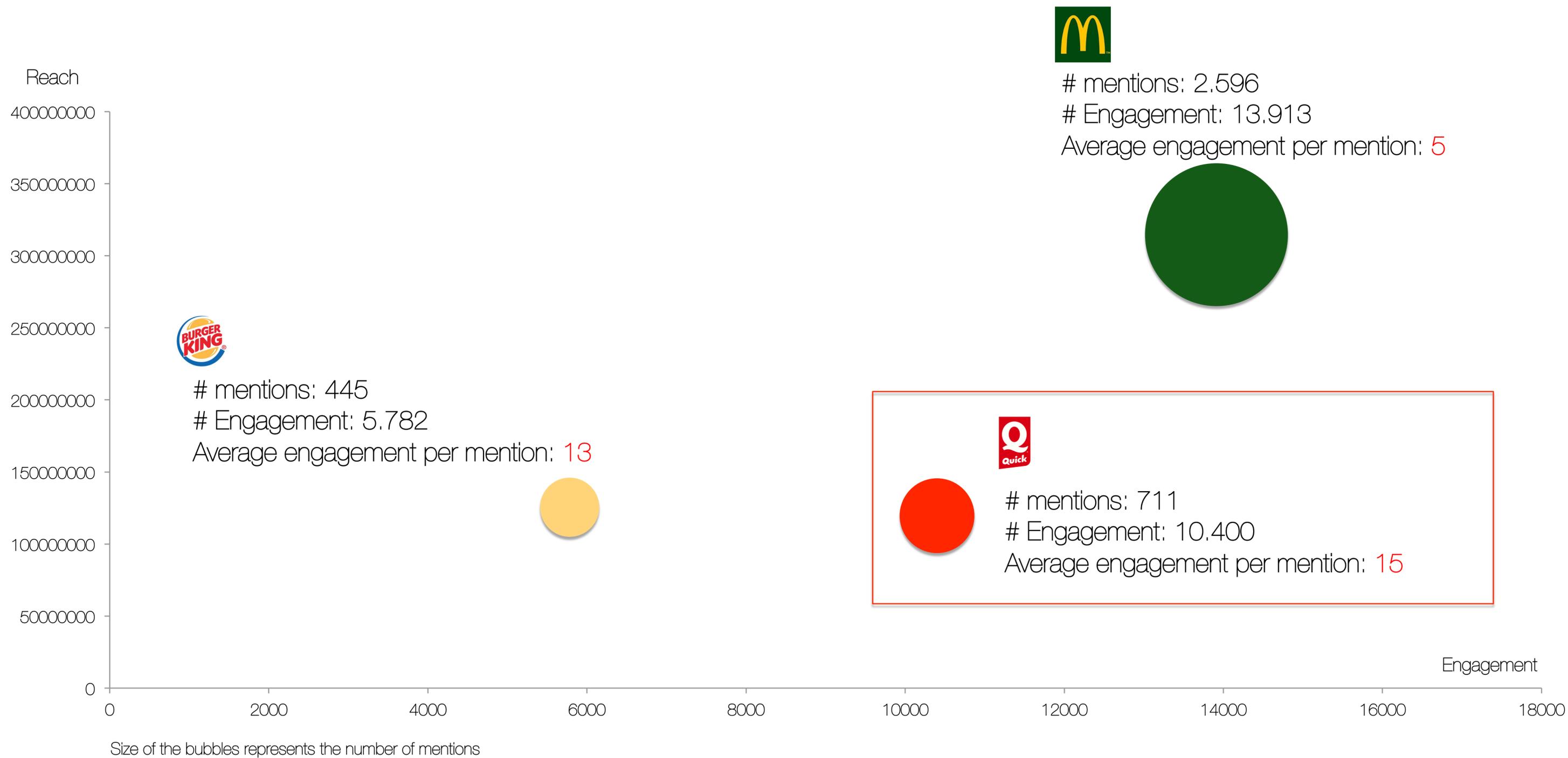
A French-speaking audience for the 3 brands, while Burger King engages more men in their social conversation



Twitter and Facebook (and probably Instagram), the only channels keeping close to their communities



# A better engagement for Quick

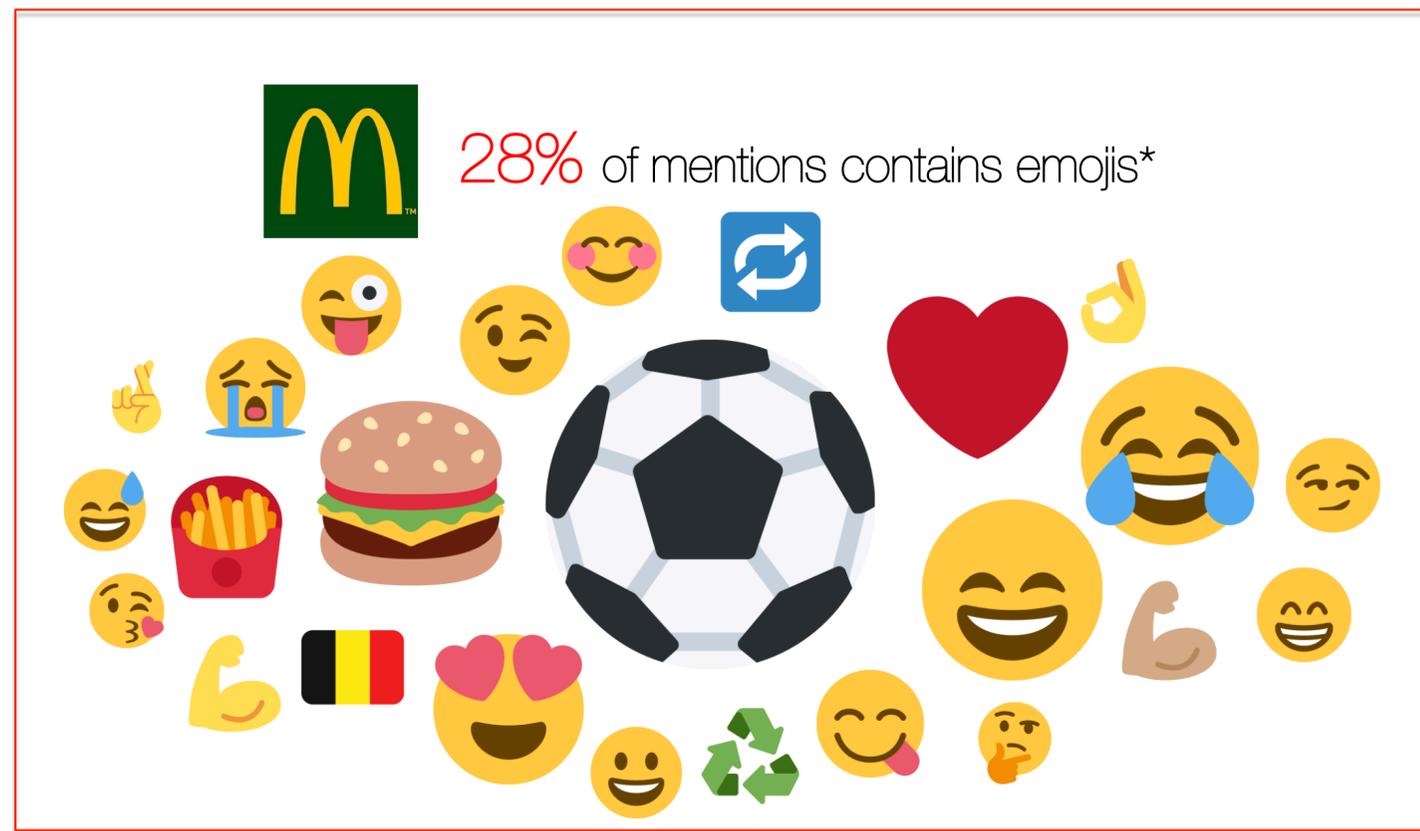


# McDo clearly associated to the Red Devils

 16% of mentions contains emojis\*



 28% of mentions contains emojis\*



 12,7% of mentions contains emojis\*



\*Clouds: Top 25 of the most related emojis

# Facebook (like Twitter and Instagram), a clear potential in terms of ambassadorship by consumers

FACEBOOK FOLLOWERS	Followers	New followers
McDonald's Belgie	95.478	+612 (+0,6%)
McDonald's Belgique	80.335	+1.576 (+1,9%)
Quick	277.425	-25 (-0,01%)
Burger King	24.890	+338 (+1,3%)

OWNER ACTIVITY	Owner activity	Owner Posts	Owner comments
McDonald's Belgie*	156	12	144
McDonald's Belgique*	33	8	25
Quick*	2.461	6	2.455
Burger King*	3	3	-

AUDIENCE ACTIVITY	Audience activity	Audience Posts	Audience comments	Likes	Total shares
McDonald's Belgie	3.574	24	3.550	5.143	330
McDonald's Belgique	2.879	6	2.891	2.578	380
Quick	2.430	8	2.422	878	72
Burger King	1.605	-	1.277	323	5

- ✓ McDo has de best audience with a constant increase of its number of followers.
- ✓ Quick keeps the conversation thanks to the contest launched on Friday 13.
- ✓ Burger King much less active.



\* Sponsored Facebook posts are not considered!!

# Insights

- ✓ By speaking the language of the consumers thanks to the emojis, you increase your audience.
- ✓ By organizing contests and adopting a sponsorship strategy linked to unifying events, you are in direct contact with your consumers.
- ✓ By animating the conversation with your communities, you anticipate and control crisis.
- ✓ By measuring in real time the activity of your audience, you are able to adapt your strategy.
- ✓ The alternative fast food offer is getting stronger. The emergence of new burger-based brands is confirmed. In Belgium. Ellis Gourmet Burger is now located in several cities.
- ✓ Organic food and slow food remain also a danger. There is a significant increase in the number of restaurants offering organic and slow food for lunch. By knowing the positioning of fast food in its universe, each brand will be able to better value its strengths and opportunities. Junk food against healthy food is also a challenge.
- ✓ Evaluate Paid actions (especially in the social media) in the earned media helps to refine dialogue with your community.

# Much more insights are available about...

- ✓ Influencers, ambassadors, critics, journalists, ...
- ✓ The virality of the news.
- ✓ The influence networks around your brand and your universe.
- ✓ Socio-demo data linked to your universe.
- ✓ Twitter, blogs, forums, Instagram, online news, traditional media, ...
- ✓ Sentiment linked to your brand.
- ✓ Competitors and social issues (health, obesity, ...)

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Warning: This (too short) period of analysis is obviously not representative of positioning of the brands in their universe. However, it demonstrates the importance of measuring in real time the relevance of actions taken by the brands to position themselves and keep their reputation at the highest level.





## Contact

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Through a multi-criteria approach (cross-data & cross-media), we deliver strategic and actionable recommendations for a better positioning, to gain market shares, to drive your communities and to anticipate your reputation.

 Your brand inspires us. We respect it.

 We privilege a trusted, flexible and agile partnership to enhance your brand value towards your consumers.

 We know your sector and its universe.