



Advocacy Index



Spring/Summer 2012

A bi-annual study of online reputations and recommendations



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Executive Summary

I.

Savvy supermarket ASDA leads and powerful partnership sees Waitrose take second place

Budget supermarket ASDA was the big winner thanks to a raft of news about its value brands, which saw the chain climb from fourth place to first. ASDA led the way with 40%, followed by Waitrose (35%), Sainsbury's (12%) and Morrisons (6%). Bringing up the rear, Tesco (-17%) is the only supermarket to receive a negative score. The average score for the supermarkets category was 15%.

ASDA has been able to generate lots of positive chatter by focusing on value offerings in the midst of the recession, with well promoted launches including budget bridal lingerie and a bargain Valentine's Day card costing just 7p.

Own brand products also proved a boost for Waitrose as the extension of its brand price match offer proved popular online. Further to this, the supermarket chain used strategic partnerships to target mums, working with blogger platform Mumsnet to publish recipes mums would most like their children to cook for them on Mother's Day.

At the other end of the spectrum, reports of the fall in Tesco's market share did nothing to help the supermarket chain, which was further mired by customers venting poor service and general dissatisfaction online. A sign of the continuing might of the mummy blogger, a lengthy article involving one mother's poor experience of Tesco's home delivery service was apparently read by 10,000 people, shared over 1,000 times on social networks and marked as a top tweet on Twitter.

Customer service incidents in fact littered the sector, ranging from annoyance at the lack of barbeque stock at Sainsbury's to the recall by Waitrose of its own-brand gammon in parsley sauce as the product may have actually contained haddock instead of gammon.

Countering negative posts were positive stories created by the supermarkets themselves. Sainsbury's made the bold decision to rename its tiger bread 'giraffe bread' after a letter to the company written by a three-year-old girl saying the bread looked more like a giraffe went viral.

Some chains, however, were unable to get over critical articles and posts. Morrisons slipped down into fourth place after authorising the use of GM feed by its poultry farmers for the first time in a bid to alleviate soaring input costs.

Customer expectation allows Easyjet to soar past Virgin Atlantic

The airline sector saw Easyjet (33%) fly into first place followed closely by Virgin Atlantic (31%). British Airways (23%) remained in third place followed by BMI (0%). Ryanair (-6%) remained in last position as the only airline to be awarded a negative score. The average score for the airlines category was 15%.

Easyjet gained much hype over the trialling of a new system whereby passengers were given allocated seat numbers. This, along with reports showing the airline's losses were less than expected, thanks to savvy cost management and a mild winter, helped the budget airline leap from fourth place in the last report to first place.

For Virgin Atlantic, known for innovation and memorable marketing campaigns, a PR stunt which saw the airline launch its first beauty product, a lipstick called 'Upper Class Red', created lots of online buzz, particularly on Twitter. In addition, the introduction of an afternoon tea service for passengers also fared well, particularly amongst food bloggers. However, customer complaints on social networks, a frequent issue for the sector, meant that it conceded first place to Easyjet.

Customers have different levels of expectation for each airline, depending on whether it is a 'no frills' budget company or one which offers a superior standard of service at a higher price. So when budget airline Easyjet introduced something small but unexpected, such as allocated seat numbers, customer sentiment increased far more than if Virgin Atlantic made a similar announcement. In the same fashion, if a customer does not receive excellent service widely expected from Virgin Atlantic, this is more likely to be reported than if the customer was to receive the same experience from Easyjet.

At the other end of the index, Ryanair once again received a negative score. News that "Ryanair tells cabin crew to lose weight in latest bid to save money", spread like wildfire on Twitter, along with stories in the news regarding Ryanair calling on the European Union Commission to prevent French Air Traffic Controller strikes.

Meanwhile, BMI received widespread news coverage with the announcement of the takeover bid by International Airlines Group. Although the chief executive of IAG put a positive spin on the news explaining that "this is great news for Britain...", the news was not necessarily positive for BMI.

London 2012 sponsor British Airways was aided by Olympics news, such as the launch of its Olympic 'dove' design planes.

All smiles for the Lumix camera whilst it's a bad picture for Kodak

The camera sector is buoyant online when it comes to recommendations, with all the brands reviewed scoring very positively, primarily down to good reviews and award wins.

In an overwhelmingly positive group, Lumix Panasonic was ranked first (66%) for the second time in a row, followed by Canon (50%), Fujifilm (49%), Olympus (46%), Nikon (43%) with Kodak ranking last (9%). The average score for the cameras category was 44%.

In the period researched, Lumix received no negative posts, only one of three brands in the entire report to achieve this. In a sector where customers tend to base their purchasing decision on the positivity of one brand's reviews against another's, companies should focus their attention on ensuring a high frequency reviews cycle.

Although still positive, Kodak's score was far lower than the other brands reviewed as news broke that the company was filing for bankruptcy protection followed by the announcement that the company is to give up making cameras after more than 110 years.

Spotlight on nutrition sparks success for cereals whilst sex is on the menu for Weetabix, but not Corn Flakes

For cereal brands, campaigns highlighting health and nutrition benefits led to a high scoring sector. Shreddies (63%) took first place followed by Special K (46%), Shredded Wheat (42%) and Kellogg's Corn Flakes (33%). Weetabix, which ranked first in last year's Index, fell into the bottom position with 32%. The average score for the cereals category was 43%.

For Shreddies, a campaign by its parent company, Cereal Partners, aimed to educate consumers about the nutritional value of different breakfasts. This included a Cereal Partners advert featuring Shreddies and Cheerios fighting croissants and muffins, which received thousands of YouTube views, whilst news of its launch was covered by numerous marketing publications. Shreddies also benefited from happy customers posting messages on social media sites; there were several tweets from people claiming to be 'craving' or 'addicted to' Shreddies.

Special K, aiming to reposition itself as a long-term weight management aid rather than a quick fix to lose weight, launched its 'most ambitious' campaign in the New Year as people favoured healthier choices after over-indulging over the festive period. The campaign, which used the strap line "dare to wear red" and encouraged women to be more confident about their bodies, generated a lot of buzz online.

Discussions around Corn Flakes took an interesting turn after it emerged that its creator, John Harvey Kellogg, gained a reputation both as a nutritionist and a sexual adviser. The foods Kellogg created were apparently designed to promote health and decrease interest in sex.

Although Weetabix received the lowest score, the news coverage it received was largely positive. On a similar theme to Corn Flakes, research published showed that vitamin B3, found in breakfast cereals such as Weetabix, can enhance the performance of men with severe impotence. The brand did, however, have to withdraw some packs of its Oatibix Bites Sultana and Apple breakfast cereal because of incorrect allergen labelling.

ASUS finishes on top as tablets reign supreme whilst HP gets creative to boost its reputation online

Like camera brands, the PC sector scored very highly, largely down to positive product reviews, with the most interest surrounding tablet computers. ASUS (65%) dominated followed by Dell and Lenovo who each scored 48%. These were closely followed by HP (46%) and bringing up the rear was Acer with 33%.

ASUS received a number of positive reviews following the launch of its Transformer Pad, with some hailing it as the best alternative to the iPad offered to date. Meanwhile news that Dell will launch its first consumer tablet later this year following its unsuccessful foray with the Streak was well received. Lenovo's ThinkPad also fared well and the brand would have scored higher were it not for news that it would be recalling 28,000 more ThinkCentre desktop PCs.

Meanwhile, although HP only managed fourth place, with negative posts tending to revolve around its status on the stock market, positive buzz around a number of creative initiatives helped to boost its score. These included a blogger tour of its HP Labs UK research base, using Russell Brand in promotional YouTube videos and hiring and hiring a fleet of HP-branded Mercedes people carriers to offer a free chauffeur-style taxi service around central London.

Background and Purpose

2.

The Kaizo Advocacy Index (KAI) is a bi-annual study designed to provide a perspective on a brand's online reputation and 'recommendability'.

The KAI ranks a brand based on a methodology that emulates the way consumers and businesses assess brands online, looking at what they actually find when they search through Google and other social media search tools.

The study recognises that online content is a key source of brand reputation and word-of-mouth (WOM), which ultimately influences consumer decision-making. The importance of online content continues to rise, as demonstrated by the latest Nielsen trust statistics, which sees consumer opinions posted online move into second place with a 70% trust score. The most trusted source is personal recommendations with a 90% trust score. Therefore, opinions shared online can shape opinions shared offline to make a significant impact on brand success. This is particularly important as work by the Keller Fay Group estimates that 90% of WOM is carried out offline - which means that an opinion shared online could be multiplied nine times by offline WOM.

The Index examines a selection of major brands including the airline, supermarket, cereal, cameras and PC manufacturer sectors. Research was conducted in April 2012 over a two week period. The data was captured simultaneously for all brands within each sector to ensure consistency.

This is the tenth study.

Methodology

3.

The KAI combines the depth of relevant qualitative information on the internet with a quantitative scoring system.

The basis for the metric is the Net Promoter Score (NPS), developed by Bain & Co, Satmetrix Systems and Fred Reichheld and proven by work at the prestigious London School of Economics. The NPS acts like a Balance Sheet of a brand's 'recommendability'. It calculates both the negative and positive recommendations for a brand or its products/services and provides a resultant score based on this.

For this study, Google searches are conducted in the categories *Web*, *News* and *Blogs* for selected brand names. In each category, the first ten search results that express an opinion about the brand (and are not part of a company or affiliate's Web site) are analysed. The page is assigned a positive (Promoter), neutral (Passive) or negative (Detractor) score based on its content. An index is calculated by subtracting the percentage of Detractors from the percentage of Promoters.

We also include findings from Facebook and Twitter. Facebook searches are conducted for the specific brand names and then filtered to include only independent 'page' results. The first 10 pages that express an opinion about the brand are content analysed.

For the Twitter score, Twitter searches are conducted for the selected brand names and the first 20 results are evaluated. The Facebook and Twitter results are analysed in the same way as the Google results. The overall KAI score for each brand is based on the average score for all the Google categories, Facebook and Twitter. A negative score indicates that the percentage of Detractors is greater than the percentage of Promoters.

Each score must be considered in relation to competitors' scores rather than in isolation, or against companies in different sectors. Some sectors have broad word-of-mouth appeal - such as airlines - and tend to have more extreme average ratings.

However, within a sector a score is a clear sign about who will be winning the 'recommendation stakes' now and in the immediate future; even more important in the current economic climate where finding new customers is tougher than ever.

Results Summary

4.

	KAI Score (%) Spring 2012	KAI Score (%) Autumn 2011	Rank increase/ decrease
Cameras:			
Sector Average:	44	47	
Lumix	66	60	=
Canon	50	47	↑
Fuji Film	49	53	↓
Olympus	46	52	↓
Nikon	43	42	=
Kodak	9	30	=
Airlines:			
Sector Average:	16	-12	
easyJet	33	-16	↑
Virgin Atlantic	31	20	↓
British Airways	23	-10	↓
BMI	0	17	↓
Ryanair	-6	-69	=
Supermarkets:			
Sector Average:	15	9	
ASDA	40	4	↑
Waitrose	35	12	=
Sainsbury's	12	-6	↑
Morrisons	6	34	↓
Tesco	-17	0	↓
Cereals:			
Sector Average:	43	14	
Shreddies	63	10	↑
Special K	46	8	↑
Shredded Wheat	42	8	↑
Kellogg's Corn Flakes	33	11	↓
Weetabix	32	31	↓
PC Manufacturers:			
Sector Average:	48	14	
ASUS	63	34	↑
Lenovo	48	38	↓
Dell	48	15	↑
HP	46	-49	↑
Acer	33	31	↓

Cameras

7.

Lumix Panasonic retained first position in this category with 60%. Canon leapt to second place from fourth with 50%, closely followed by Fujifilm (49%), Olympus (46%) and Nikon (43%). Kodak brought up the rear once again with 9%. Across the six brands of camera, consumers and reviewers took to Twitter to both praise and, on occasions, vent their dissatisfaction with particular camera models.

Lumix Panasonic (66%)

With the camera category comprised largely of reviews, Lumix Panasonic received no negative reviews in this report. Some examples of positive reviews which featured on blogs and consumer technology websites include: *“Panasonic’s new Lumix G2 gives you both stunning images and super-easy operation”* and *“The Lumix DMC-G3 doesn't disappoint when it comes to image quality. It can capture very clear images and it's a fun camera to use”*.

This brand received the highest score in this category solely due to the high volume of positive reviews published by technology bloggers and technology journalists. The sample did not include any other positive news stories or Twitter mentions for the Lumix Panasonic brand other than those reviewing the cameras.

Canon (50%)

Positive camera reviews also led to a high score for Canon. A reviewer from Gizmodo technology website says: *“After playing with the Canon 5D Mark III for the last few weeks, we've safely concluded that this is easily one of the best cameras to come out in years”*.

Of the few negative comments, a number of websites reported that Canon once again delayed the release of its EOS-1D X DSLR. The flagship DSLR had originally been due to go on sale in March. However, in February, Canon said that the DSLR would not be available until the end of April, due to 'development delays'. The launch was then once again delayed until mid-June, frustrating bloggers and journalists.

Fujifilm (49%)

Fujifilm actually received fewer negative posts than Canon, though not as many positive reviews, which enabled Canon to take the lead.

Alongside a raft of positive camera reviews, there was good news for Fujifilm when it was announced that the Fujifilm X-Pro1 was named 'Best Professional Compact System Camera' of the year by the Technical Image Press Association. Additionally, the Fujifilm X-S1 won the Best Superzoom Camera Award.

A press release also revealed that, in an effort to bring down costs while keeping its corporate commitment to sustainability, Fujifilm North America Corporation Division installed solar panels on its North Kansas City, Missouri manufacturing facility.

Olympus (46%)

Olympus also received lots of positive reviews of its camera range, such as *“The SZ-14 represents great value for money for a camera with so long a zoom”*.

Although mostly positive, some corporate news stories prevented the camera brand from achieving a higher score. National financial publications and other online news outlets reported that an influential investment advisory firm told Olympus shareholders to reject the Japanese company's nominees for key board positions, citing either their connections with creditors or their competence. It was also reported that Olympus received capital alliance offers from Sony Corp, Fujifilm Holdings Corp and Terumo Corp

Nikon (43%)

Nikon's announcement that three of its products won accolades in the TIPA 2012 awards and four products have been given the prestigious 'red dot award: product design 2012', was covered by a number of photography bloggers.

There were very few negative news stories for Nikon, however one slightly negative review of the D800 was published. This led to mixed responses on Twitter between those who agreed with the review and Nikon fans who strongly disagreed with it. Nikon later admitted that a run of D800s had issues with the focus in the viewfinder alignment and this was reported by technology bloggers.

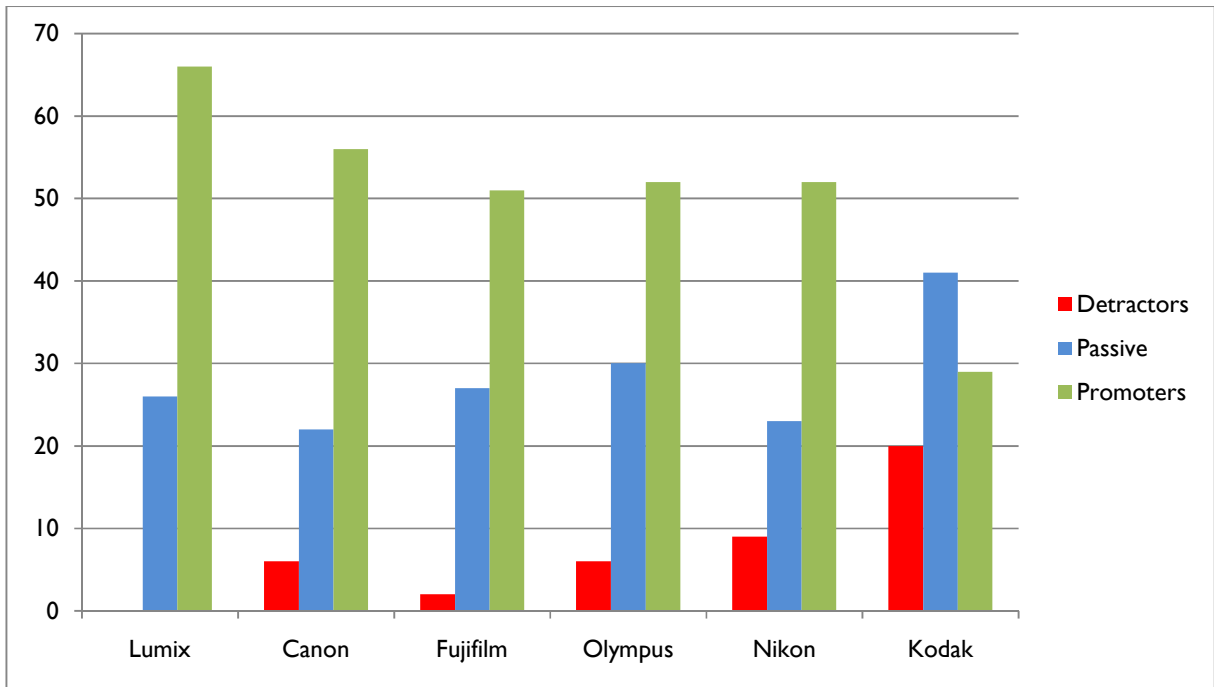
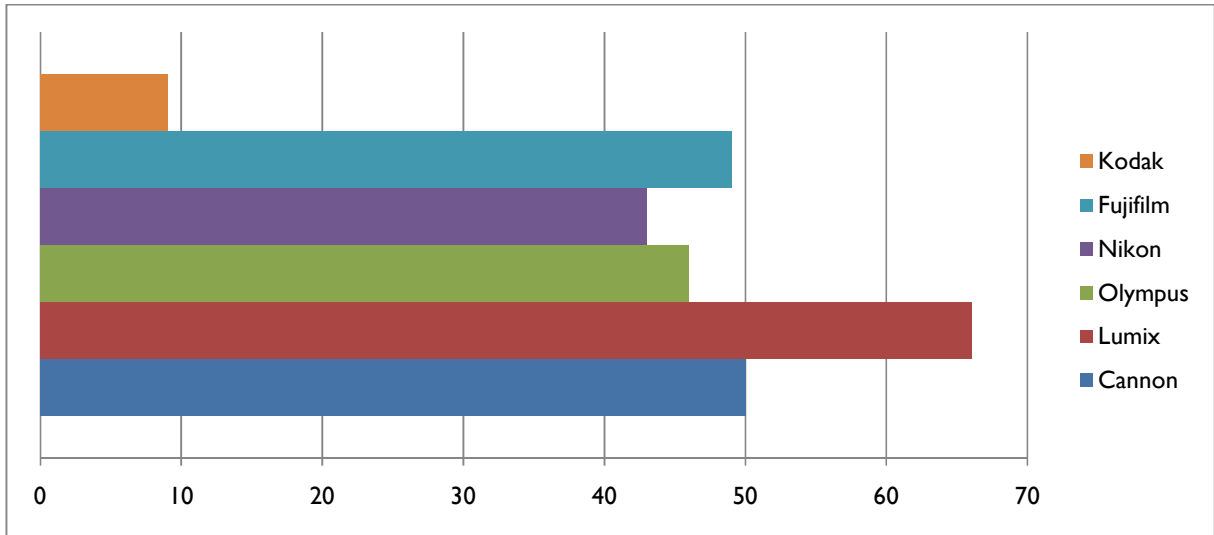
Kodak (9%)

Kodak's score dropped by 21% compared with last year's Index as it was announced that the company had filed for bankruptcy protection. It was later announced that Kodak, the company that pioneered home photography, is to give up making cameras after more than 110 years. These two stories were widely covered by a number of national newspapers.

Other negative news for the company came in April with the announcement that Kodak was seeking permission to pay out \$13.5million worth of bonuses to select employees to try and persuade them to stay at the crisis-hit company and this was once again covered by the national press.

Although Kodak came in last place in this year's Index, they still gained a positive score. This is because Kodak cameras still received a number of positive reviews from bloggers and technology reporters. There were also stories published in the national press that put a positive spin on the fact that Kodak is to cease making cameras – one of these stories was reported by BBC news, who explained that many of the defining images of the last century, and more, were captured on Kodak films.

Camera scores



Airlines

6.

Easyjet leads the way in the airlines category with (33%), closely followed by Virgin Atlantic (31%). British Airways ranked third (23%), BMI ranked fourth (0%) whilst Ryanair was the only airline to score negatively overall (-6%).

Easyjet (33%)

Easyjet ranked first in this year's Index, an improvement on last year when it came in fourth position.

The trialling of a new system by which passengers were given allocated seat numbers rather than a boarding 'free-for-all' was well received, along with reports showing that Easyjet losses for the first six months were better than expected, thanks to savvy cost management and a mild winter.

Easyjet also began chartering flights from Southend, creating a buzz on Twitter, for example, "*Southend rock and champagne at EasyJet launch: Passengers today praised EasyJet's arrival at Southend airport...*".

Like the other airlines, Easyjet's negative comments were largely related to customer service issues being reported online: "*Back on London soil - never flying Easyjet again*" tweeted one irate passenger.

Virgin Atlantic (31%)

Virgin Atlantic slipped from first place to second place in this year's report in spite of the airline receiving the greatest number of positive posts.

Giving the airline a new way to brand its iconic red colour, Virgin Atlantic announced that it is set to launch a new lipstick called 'Upper Class Red' in collaboration with bareMinerals, which will be integrated into the Virgin Atlantic cabin crew uniform.

A story widely discussed amongst food bloggers was that Virgin Atlantic's Upper Class passengers can now enjoy an afternoon tea service during their flights. Virgin said that "*introducing Afternoon Tea onboard our aircraft is also part of our drive to put style back into flying*".

Customer services issues making national news included news that passengers were left without luggage after the ground crew couldn't open the hold door. Their bags had to be flown 4,200 miles back to Gatwick for experts to open the door. Customers also took to Twitter to express their dissatisfaction with the airline and their customer service, with one example tweet stating "*Two hours waiting in a small, shitty room, with far too many people...what a joke Virgin Atlantic. #sortit*".

British Airways (23%)

Much of the positive news for British Airways was around its sponsorship of the London 2012 Olympics. The airline repainted nine A319 aircrafts with a dove design to mark the games, which received widespread coverage across national news, blogs and social media. The design was not enjoyed by everyone though, as one tweeter remarked: "*what a waste of an amazing opportunity*".

Travel websites reported the positive news that British Airways is expanding its aircraft fleet and route network at London City Airport, where it is now officially the largest operator with the highest number of routes and customers.

The largely positive news was marred by news that The House of Representatives threatened to impose sanctions on British Airways and Virgin Atlantic “for flouting aviation laws in their manner of charging exorbitant fares on Nigerian air routes”. Customer using Twitter to vent annoyance at delays – “Expect no less when you fly British Airways” - led to further negative comments.

BMI (0%)

For BMI, news around takeover talks and eventual takeover by International Airlines Group was widely reported on both news and social media sites. The chief executive of IAG announced that *“This is great news for Britain... Expanding our long haul network also helps Heathrow grow as an international hub airport despite its infrastructure constraints”*.

It was reported by bloggers that BMI airlines launched the first social media game using Pinterest in order to pimp their promo. The premise of the campaign is relatively simple: re-pin any of your favourite images of BMI’s destinations on Pinterest and you’ll be entered into a lottery to win free BMI flights.

In a sector mired by customer complaints on anything from delays to dinner, BMI received very few negative comments. However, one negative story was brought to the attention of the general public via Twitter when it was reported that redundancies would be made at BMI with the takeover by IAG.

Ryanair (-6%)

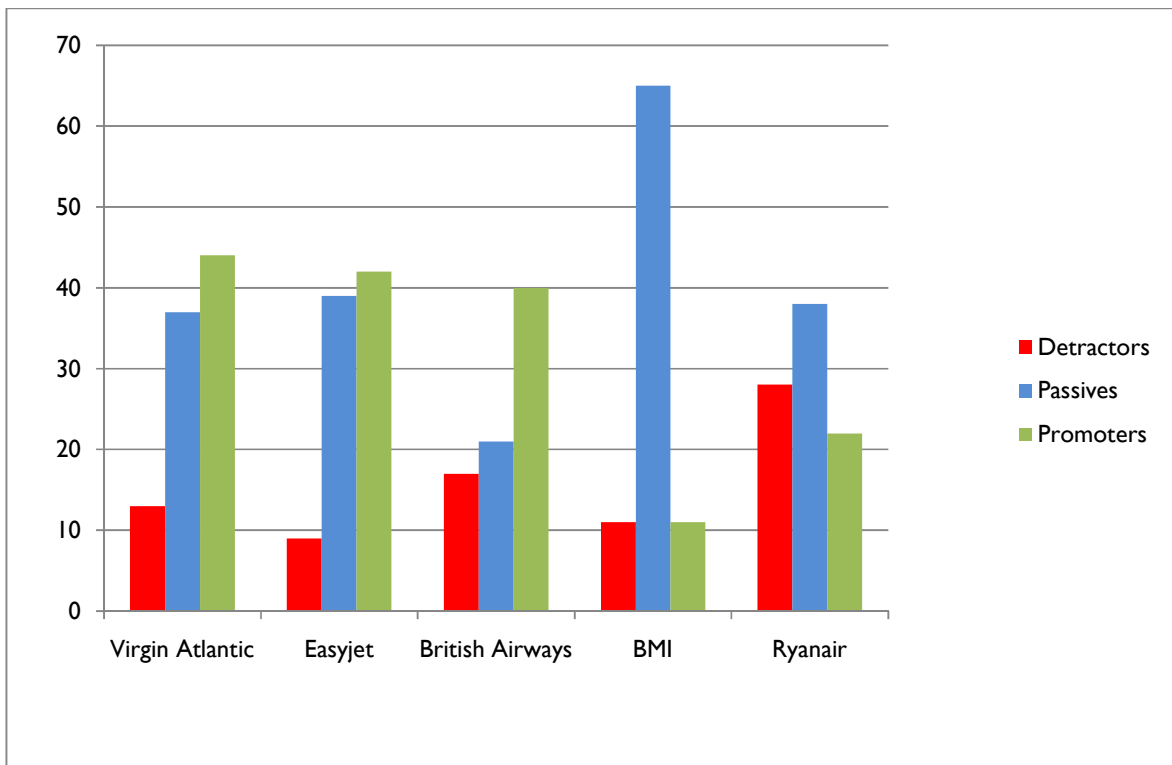
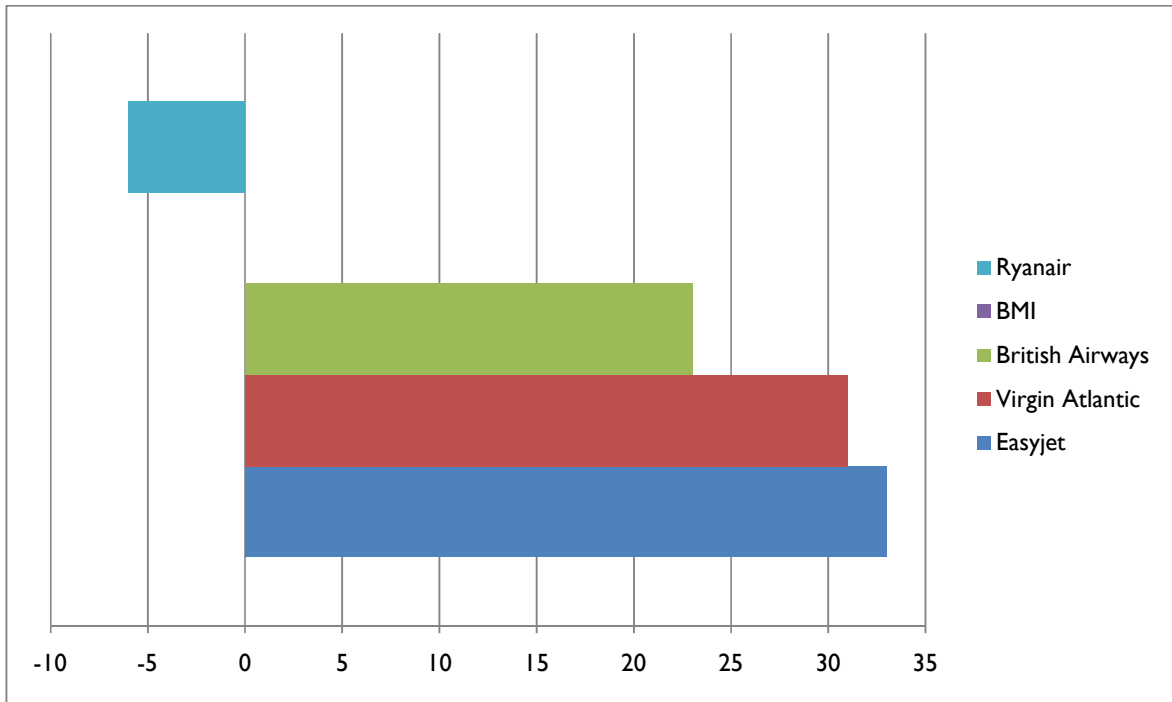
Although Ryanair’s score increased by 63%, the most of all the airlines researched, it still came last. The airline remains unpopular with the general public, with passengers taking to Twitter to vent their negative opinions, eg *“Hate hate hate Ryanair”*.

These negative tweets were sparked by numerous online news stories which proved to be damaging for Ryanair. One such story was the investigation into whether marketing support and airport charges deals between Ryanair and France’s Carcassonne airport gave Ryanair an unfair advantage, breaching EU rules.

Ryanair also had to call on the European Union Commission to prevent strikes by French Air Traffic Controllers, whilst news that “Ryanair tells cabin crew to lose weight in latest bid to save money” spread like wildfire on the social network.

Of the few positive posts, financial sites picked up the news that Ryanair shares have flown over the past few months, jumping almost 60% since their low in August when eurozone concerns dragged markets lower.

Airline scores



Supermarket Brands

5.

ASDA climbed to first place in this Advocacy Index with a score of 40%, up from third place in autumn 2011. Second ranked Waitrose (35%) saw its score rise dramatically followed by Sainsbury's (12%) and Morrisons (6%). Bringing up the rear, Tesco (-17%) is the only supermarket to have a negative score seeing its position fall from fourth in the last Advocacy Index.

ASDA (40%)

ASDA has outperformed its rival supermarkets and is up by 36% compared with the last Advocacy Index.

Launching the bargain Valentine's Day Smart Price card costing just 7p and also the 'cheapest lingerie on the market' for brides searching for a bargain, ASDA is generating lots of positive chatter online by focusing on its own value brands.

Other announcements that helped to propel ASDA to first place include the news that the supermarket chain is proposing to create 5,000 jobs in 2012 as part of its £500m expansion plans, which received praise on news channels and by consumers using Twitter.

ASDA has also recently launched a charity initiative, 'Community Life', a national scheme inspiring ASDA staff and customers to get involved and support the community.

Waitrose (35%)

Waitrose's score has risen by 23% and the supermarket chain remains in second position in this year's Advocacy Index.

New products and the extension of Waitrose's brand price match offer proved popular online; the upmarket grocer has matched prices on 1,000 branded lines in competitor supermarkets since September 2010 and has now extended the offer to 7,000 products.

Waitrose introduced a new on-the-go checkout gadget allowing shoppers to scan items as they are placed into the trolley, which created positive sentiment such as: "*New on-the-go supermarket checkout gadget at Waitrose.*" They have also partnered with powerful blogger platform Mumsnet to launch a joint online initiative, publishing the recipes that mums would most like their children to cook for them on Mother's Day.

On the negative side, Waitrose had to recall its own-brand gammon in parsley sauce as the product may have contained haddock instead of gammon. The supermarket chain should also be closely monitoring a Facebook fan page entitled "Waitrose" set up in April 2012, which is littered with posts from disgruntled customers calling the chain the "worst online shop in the world" and imploring: "Waitrose's own brand instant dark blend coffee was amazing, so why have you discontinued it?"

Sainsbury's (12%)

Sainsbury's is up from the last Advocacy Index by 18% taking it from fifth place to third.

The supermarket received a number of positive comments as a result of its decision to rename its tiger bread 'giraffe bread'. This was after a letter to the company written by a three-year-old girl saying the bread looked more like a giraffe went viral.

Initiatives by Sainsbury's such as the Great British Beer Hunt and also announcing itself as a sponsor for the Queen's Diamond Jubilee beacons has located Sainsbury's at the heart of British communities, and this was not overlooked by online news sources. The decision to change food freezing guidance on their products in a bid to cut food waste also highlighted that Sainsbury's are dedicated to helping the environment.

The supermarket did, however, suffer some negative coverage within the Twitter sphere regarding customer service issues. Some of these negative tweets included "*Sainsbury's petrol pump people giving out wrong info in Middleton*" and also "*Sainsbury's has no barbecue stock. What kind of establishment is this?*"

Morrisons (6%)

Morrisons has dropped by 28% from the last report, taking it from first to fourth position.

One possible reason for this could be that the supermarket is "moving in the wrong direction" and "making a big mistake" according to the anti-GM lobby - this is after authorising the use of GM feed by its poultry farmers for the first time in a bid to alleviate soaring input costs. This story was widely covered by online news sources, the majority of which were negative.

In addition, Morrisons received a lot of coverage in the media when it 'sparked a petrol war' leading to reports of panic buying and chaos at the pumps. This was also widely mentioned by tweeters, for example "*Uh oh... panic buying sets in South Warwickshire - Morrisons & Tesco are reportedly running dry already*". This, paired with problems, within the stores eg problems with the self checkout machines has also added to Morrisons downfall.

In spite of this, Morrisons' score is still positive and online news sources reported of a convenience store format is being experimented with. Three small stores are expected to expand into 50 by next year whilst a "fresh format" store for its main supermarkets is also been rolled out – with a greater proportion of fresh fruit and vegetables, along with better bakery and butchery counters.

Tesco (-17%)

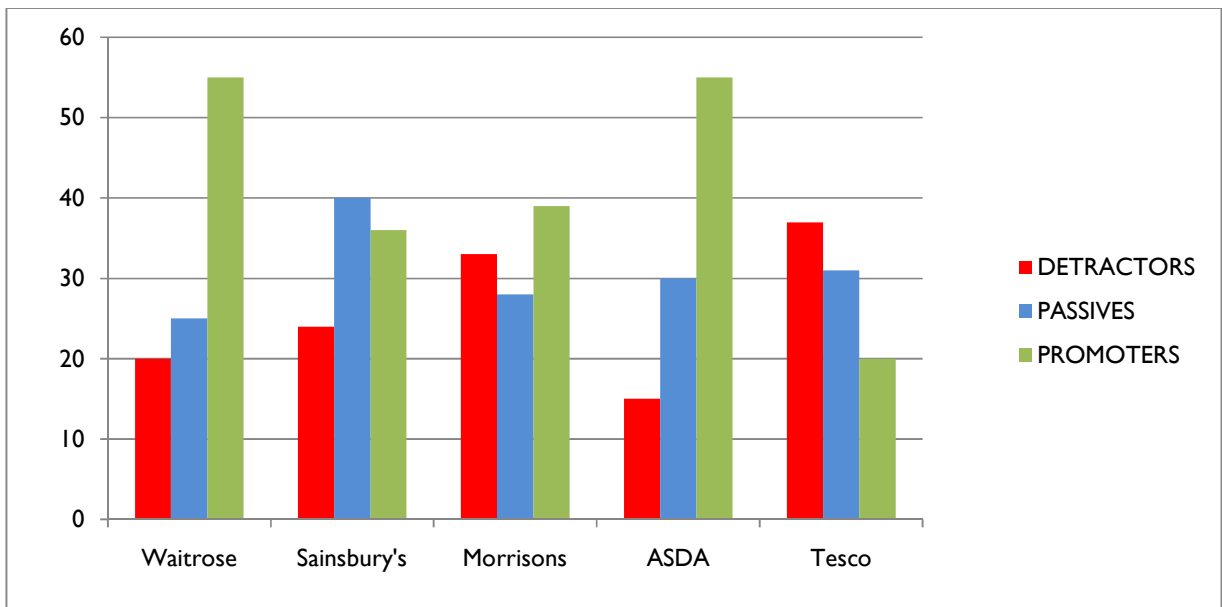
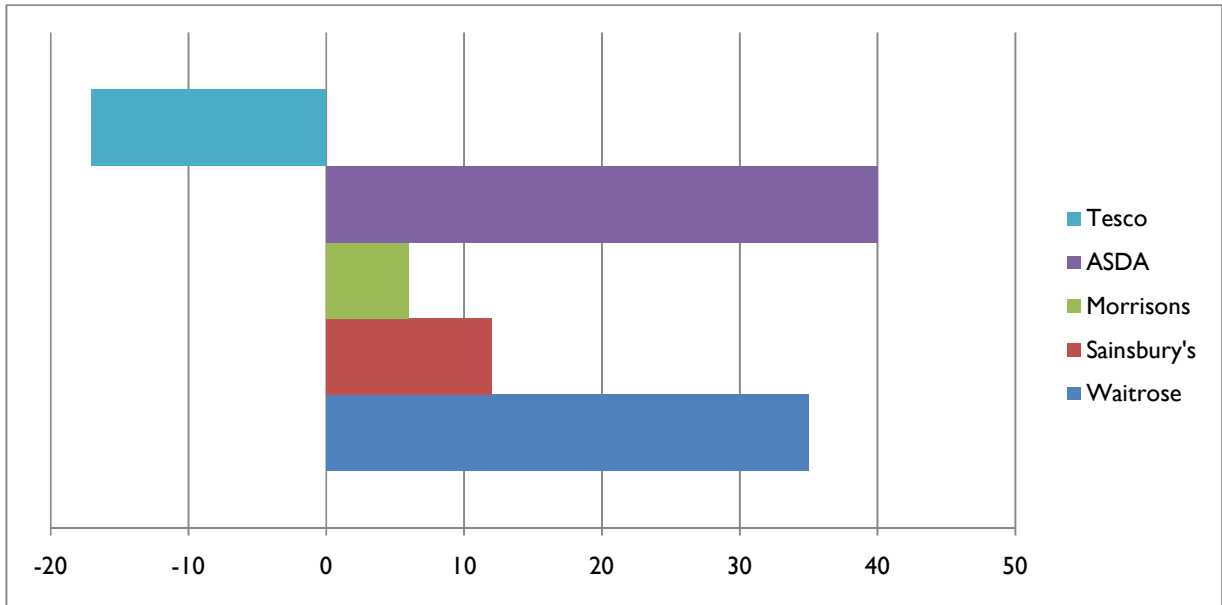
Tesco has dropped by 17% compared with the last Advocacy Index and the supermarket chain is placed last in the Index.

Widespread news that market researcher Kantar WorldPanel explained that Tesco's market share fell 0.4 percentage points year-on-year to 30.2 percent as of 18 March was one reason behind the drop.

However, there were a number of incidents which led to consumer dissatisfaction. These incidents ranged from basic customer dissatisfaction with the Tesco home delivery service to one customer's disgust at finding a 'brown pill' at bottom of carton of Tesco orange juice. An error in pricing also led to Tesco Direct offering the new iPad online for £49.99, with Tesco refusing to honour this breach.

On the positive side, Tesco plans to create 20,000 UK jobs over two years, with Richard Brasher, UK Chief Executive of Tesco explaining "we want to give everyone an opportunity". The company also launched a snack food brand called 'Llama's' - the latest example of its 'venture brand' strategy to develop exclusive brands and products that do not carry the Tesco name.

Supermarket scores



Cereals

8.

In a high scoring sector, Shreddies came top with 63%, followed by Special K and Shredded Wheat who scored 46% and 42% respectively. Bringing up the rear, there was little difference between Kellogg's Corn Flakes which scored 33% and Weetabix with 32%.

Shreddies (63%)

Shreddies is clearly a popular cereal; there were several tweets from people claiming to be 'craving' or 'addicted to' Shreddies. One tweet read "*we've all hidden our favourite food from our family at least once*".

The cereal also gains kudos for its nutritional value. A healthy eating website listed Shreddies in a list of 10 easy ways to increase wholegrain consumption. Also, a number of blogs and health websites provided nutritious snack recipes using Shreddies as an ingredient.

Cereal Partners released its latest TV ad in which Shreddies and Cheerios fight croissants and muffins in a new campaign created by McCann London to educate consumers about the nutritional value of different breakfasts. The advert received thousands of YouTube views and its launch was covered by numerous online marketing publications.

Special K (46%)

In December, Kellogg's prepared to reposition its Special K cereal brand as a long-term weight management aid rather than as a quick fix to lose weight. Special K launched its 'most ambitious' campaign in the New Year for people seeking healthier choices after over indulging over the festive period. The campaign used the strap line 'dare to wear red' as the brand encouraged women to be more 'body confident' and in control of their weight.

This campaign received extensive coverage in national newspapers, online news sources and from bloggers. There were positive blogs and articles written about the 'Special K Diet', however on the negative side, an article in the Daily Record reported that a number of women have tried Special K diet and it hadn't worked for them. Daily Mail columnist Liz Jones also stated that Special K tastes like dust and that detoxing is for losers.

The 'My Special K' Android App was also launched. The app devises a personalised slimming plan to help women look amazing for that special event, party or holiday that they have coming up.

Shredded Wheat (42%)

The score for Shredded Wheat rose by 34% compared with last year's Advocacy Index and the general blogger and news coverage pointed in the direction of Shredded Wheat being a healthy breakfast option. One blogger reported that eating Shredded Wheat for breakfast can help prevent colon cancer.

A number of recipes using Shredded Wheat as an ingredient were published by bloggers and also on the BBC Good Food website.

Positive reviews of Superfruity Shredded Wheat were published, as was a Facebook fan page for this new variety of the brand.

Kellogg's Corn Flakes (33%)

Kellogg's Cornflakes launched what it claims was its first cause-related marketing campaign for Cornflakes in support of a charity that offers kids breakfast before school. This was reported in the online news sphere.

It emerged in the news that the creator of Kellogg's Corn Flakes, John Harvey Kellogg, gained a reputation both as a nutritionist and a sexual adviser. The foods that Kellogg created, including Corn Flakes, were designed to promote health and decrease interest in sex. This news was also picked up by tweeters, for example *"Dr Kellogg introduced Kellogg's Corn Flakes in hopes that it would reduce masturbation"*.

Weetabix (32%)

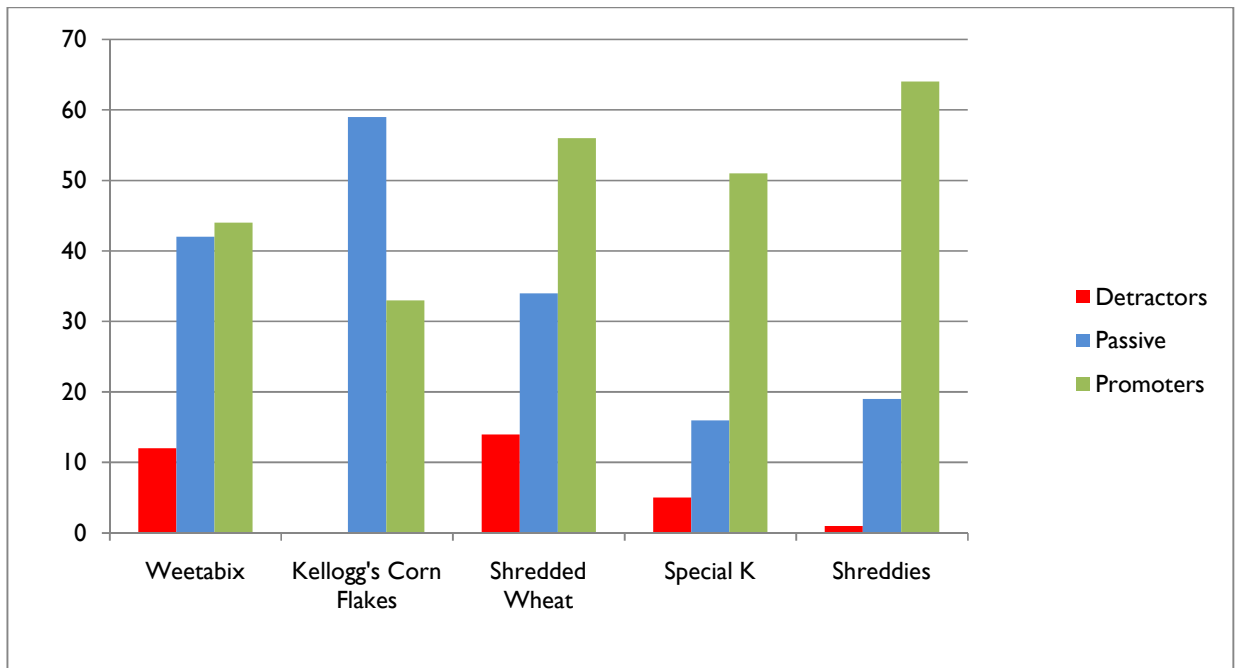
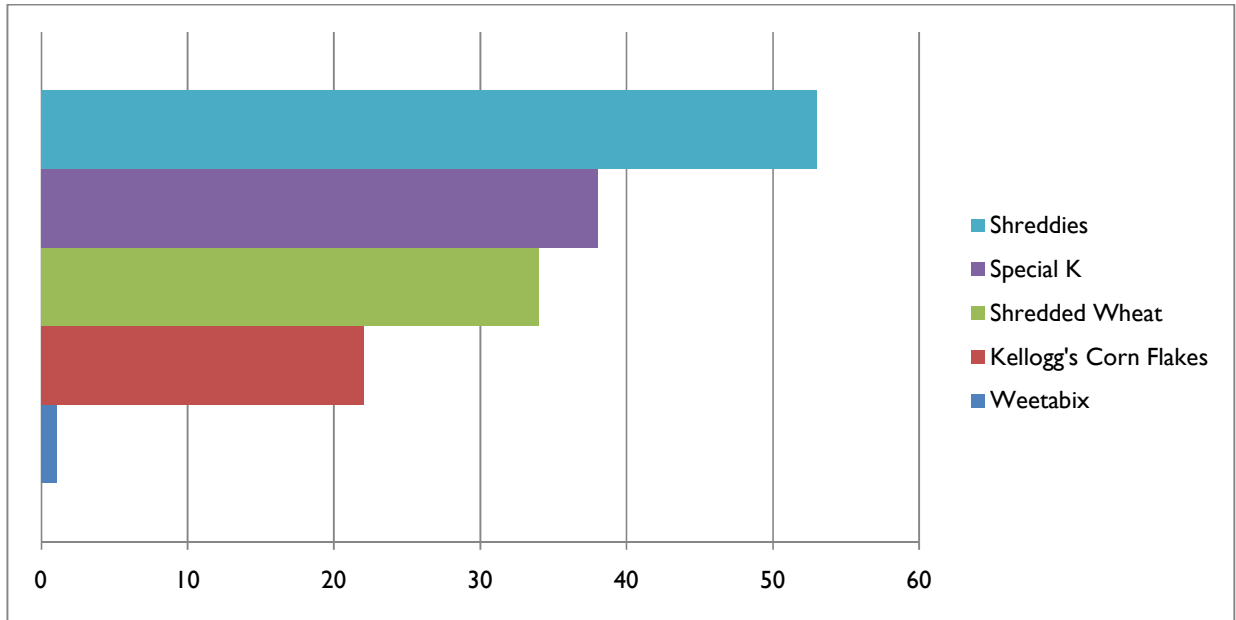
It emerged in national newspapers that a vitamin found in breakfast cereals such as Weetabix could help to boost the love lives of men. New research shows taking high doses of niacin, also known as vitamin B3, can enhance the performance of men with severe impotence.

After an eight-month search, Giles Turrell - who is the former president of Kimberly-Clark's European consumer business - was appointed as the new Weetabix CEO and this was announced by several retail websites.

With regards to Twitter, the age old discussion of whether Weetabix should be eaten with hot or cold milk continues to be debated, with tweets such as *"Actually the only cereal I have soggy is Weetabix, it's got to be all mixed and soggy. Cannot stand it crunchy"*.

On the negative side, the Food Standards Agency announced that Weetabix had to withdraw some packs of its Oatibix Bites Sultana and Apple breakfast cereal because of incorrect allergen labelling.

Cereal scores



PC Brands

9.

ASUS came top with 65% followed by Dell and Lenovo who each scored 48%. They were closely followed by HP who scored 46% and bringing up the rear was Acer with 33%.

ASUS (65%)

A number of positive blogger reviews following the launch of the ASUS Transformer Pad have contributed to ASUS' increase in score by 29% from last year's Index. Examples of such reviews are *"the finest alternative to the new iPad yet offered? We'd certainly say so from the specs"* and *"we've long been calling ASUS the only company capable of troubling Apple in the tablet market"*.

ASUS also added new colours to the firm's Zenbook Ultrabook series to target the female market with colours designed to 'showcase a more tender yet sensual side of technology'. This was noted by news pages on PC websites.

Dell (48%)

Dell's chief commercial officer Steve Felice stated that the company will launch its first consumer tablet later this year. After its unsuccessful foray with the Streak, Dell is trying to get into the consumer market with a tablet that it says will focus on the ecosystem. Also, the Dell Precision Workstations have been radicalised, now with patented technology that eliminates nearly all memory errors. These two developments within the Dell brand created a buzz amongst PC bloggers.

Dell has also acquired a number of software companies including Make Technologies and Clarity Solutions. Some bloggers and online news sources have labelled their actions as 'gobbling' up smaller companies, creating a negative image for the brand.

Lenovo (48%)

Lenovo's score rose by 10% compared with the last Index. There was a number of positive reviews for the X100e, such as *"combining netbook portability with Lenovo's ThinkPad quality, the X100e is an absolute steal"*. Lenovo also launched its latest effort to eliminate slow boot up times with Lenovo Enhanced Experience 3 for Windows 7.

Intel president and CEO Paul Otellini announced that the best of Intel's computing is now coming to smartphones in the Lenovo 800k. He explained that it would be coming to China first as it is the largest market for smartphones in the world, and this was covered by online news sources.

Lenovo received negative coverage in the news when it announced that it would be recalling 28,000 more ThinkCentre M70z and M90z desktop PCs. This was due to a small chance that the computers could overheat and become a fire hazard.

HP (46%)

HP's score is up 95% from last year's Advocacy Index. The company offered the rare opportunity to visit HP Labs UK research base, promising a tantalising glimpse into the future of its consumer and business technology. This was covered by a blogger who took the tour himself.

HP also took an unusual tactic to promote the TouchPad, through a slew of video promos starring Russell Brand. Each of the short clips shows the British actor using a webOS feature and true to form, he draws on comedy skits to show how the tablet works. Due to the celebrity status of Russell Brand, the TouchPad received extensive news coverage and the videos received over 100,000 YouTube views.

To grab the attention of London hedge-fund and media types, HP hired a fleet of 10 HP-branded Mercedes people-carriers and offered a free chauffeur-style taxi service around central London. Each car was fitted with the Envy 14 Spectre Ultra Book laptop to enable passengers to preview the new product. The originality of this PR stunt led to positive news coverage online.

Acer (33%)

With a rise in score of 2%, Acer has introduced its first Ivy Bridge desktop PCs. It also confirmed that the Iconia A500 and A100 tablets would be getting Android 4.0 at the end of April 2012 and this created chatter amongst tech bloggers.

A number of good reviews for the Acer Aspire S3, the 5560G and also the Iconia tab A510 were published creating a positive buzz for the brand. Acer also launched the AC100 micro server to rival the new range of high-end NAS solutions from Thecus.

PC brands scores

