SENTIMENT ANALYSIS:

AI and Big Data for Reading Collective Minds

ADDS Sentiment Analysis

Case Study 1:
For Gauging Voter Preference?
SURVEY & SOCIAL INTELLIGENCE

	Surveys **Lagging Indicator**	**Social intelligence** **Leading Indicator**
Assumption	Sample size 2400 to 3500 (< 0.0000375%) can represent entire population. Mindset changes slowly and cannot measure viral events	Large dataset (> 70%) can represent entire population No assumption about mindset changes. Only focuses on continuous attitude changes.
Turnaround	1-3 weeks	~ 2 Hours
Advantage	Can ask specific questions, but _inexperienced_ enumerator might affect responses.	Cannot ask specific questions, but unbiasedly monitor attitude/honest signal.
Disadvantage	Costly and difficult to get sampling right.	Overly sensitive to fast moving trends

PUBLICUS ASIA
FEBRUARY 11-16, 2022

52.27% MARCOS
53.53% DUTERTE
22.33% RO...
13.67%
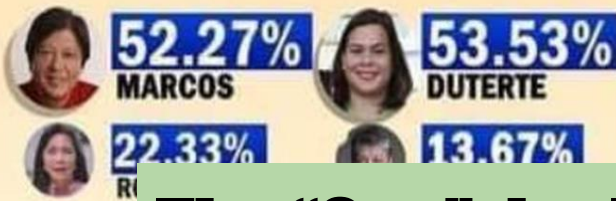
MB-TANGERE
MANILA BULLETIN tangere
FEBRUARY 10-11, 2022

51.83% MARCOS
53.63% DUTERTE
23.5%
19.5%

THE LAYLO
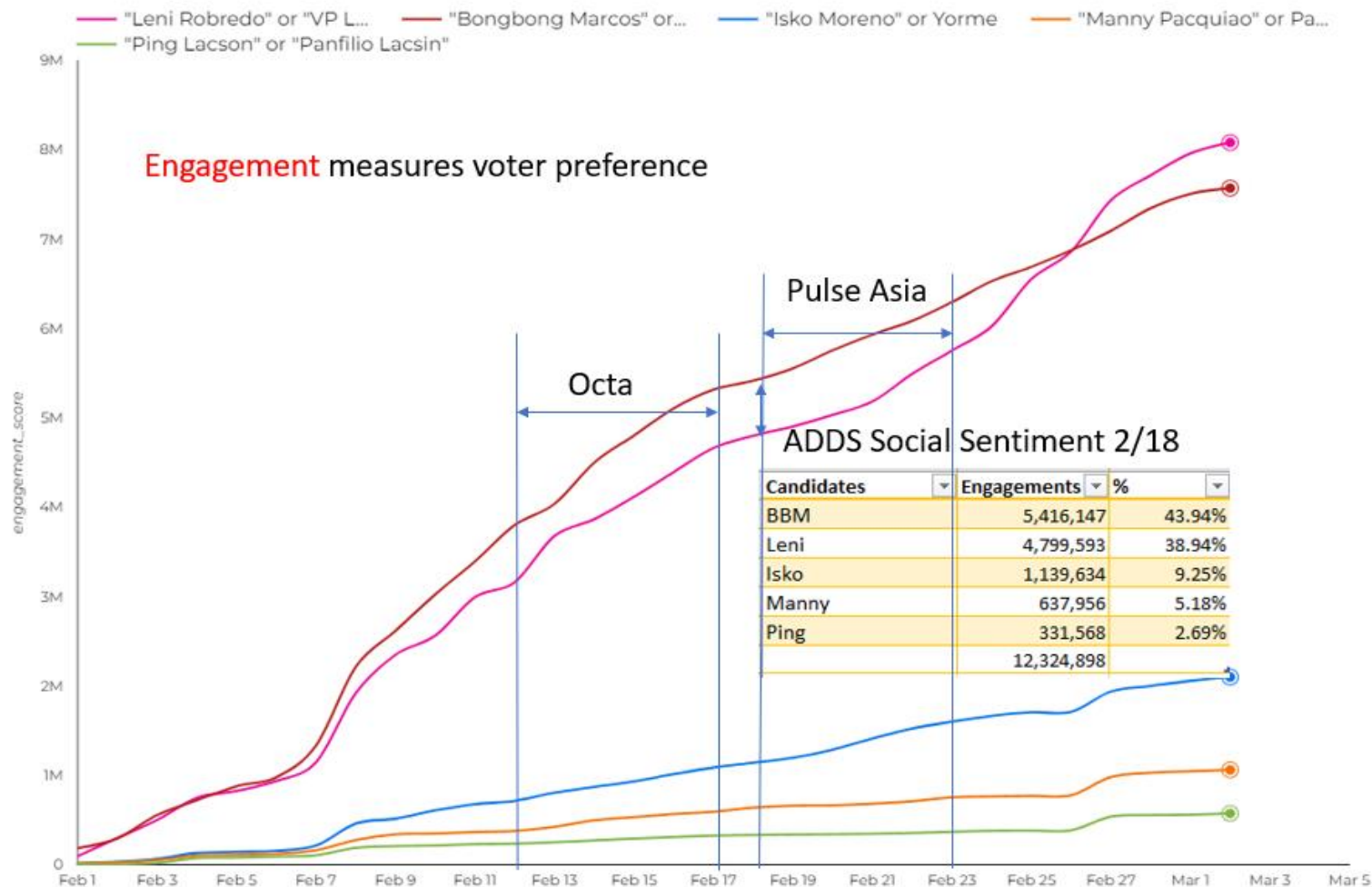
The "Gap" declined by 19% in 30 days. So what will the "Gap" be?
Gap at 10% by March 11, 2022
Gap at **-9%** by April 11, 2022

PULSE ASIA
PulseAsia
JANUARY 19-24, 2022

60% MARCOS
50% DUTERTE
16% ROBREDO
29% SOTTO

RMN SURVEY
JANUARY 26-30, 2022
PRESIDENTIAL SURVEY ONLY

56.8% MARCOS
17.1% ROBREDO

Jan 10, 2022 Laylo Report	48%
Jan 19, 2022 Pulse Asia	44%
Jan 26, 2022 RMN	39%
Jan 28, 2022 SWS	31%
Feb 10,2022 Tangere	n/a
Feb 11, 2022 Publicus	29%

Running Totals: Excitement/Engagement

Feb 1, 2022 - Mar 5, 2022

Legend:
- — "Leni Robredo" or "VP L...
- — "Bongbong Marcos" or...
- — "Isko Moreno" or Yorme
- — "Manny Pacquiao" or Pa...
- — "Ping Lacson" or "Panfilio Lacsin"

Engagement measures voter preference

Octa

Pulse Asia

ADDS Social Sentiment 2/18

Candidates	Engagements	%
BBM	5,416,147	43.94%
Leni	4,799,593	38.94%
Isko	1,139,634	9.25%
Manny	637,956	5.18%
Ping	331,568	2.69%
	12,324,898	

Running Totals: Excitement/Engagement

Legend:
- ("Leni Robredo" OR "VP Le...
- ("Bongbong Marcos" or b...
- "Isko Moreno" or Yorme
- "Manny Pacquiao" or Pac...
- "Ping Lacson" or "Panfilio Lacson"

Candidates ▾	Engagements ▾	% ▾
VP Leni	3809306	44.91%
BBM	3463975	40.83%
Isko	747709	8.81%
Ping	138832	1.64%
Pacquiao	323095	3.81%
	8482917	

y-axis: engagement_score (0, 500K, 1M, 1.5M, 2M, 2.5M, 3M, 3.5M, 4M)

x-axis: Jan 31, 2022 · Feb 7, 2022 · Feb 14, 2022 · Feb 21, 2022 · Feb 28, 2022 · Mar 7, 2022 · Mar 14, 2022 · Mar 21, 2022 · Mar 28, 2022 · Apr 4, 2022 · Apr 11, 2022 · Ap...

ADDS Sentiment Analysis

Create @Username - Business Supply Service

✏ Edit WhatsApp

Home   Services   Reviews   Shop   More ▾   📣 Promote   🔍   ⋯   A ▾

BBM

engagement_score	reaction_love	reaction_angry	reaction_sad
5.6M	8.8M	119.4K	138.5K
⬆ 65.7%	⬆ 44.8%	⬇ -30.5%	⬆ 263.4%

VP Leni

engagement_score	reaction_love	reaction_angry	reaction_sad
9.3M	23.8M	209.3K	120.2K
⬆ 105.8%	⬆ 87.4%	⬇ -7.3%	⬆ 74.5%

Isko Moreno

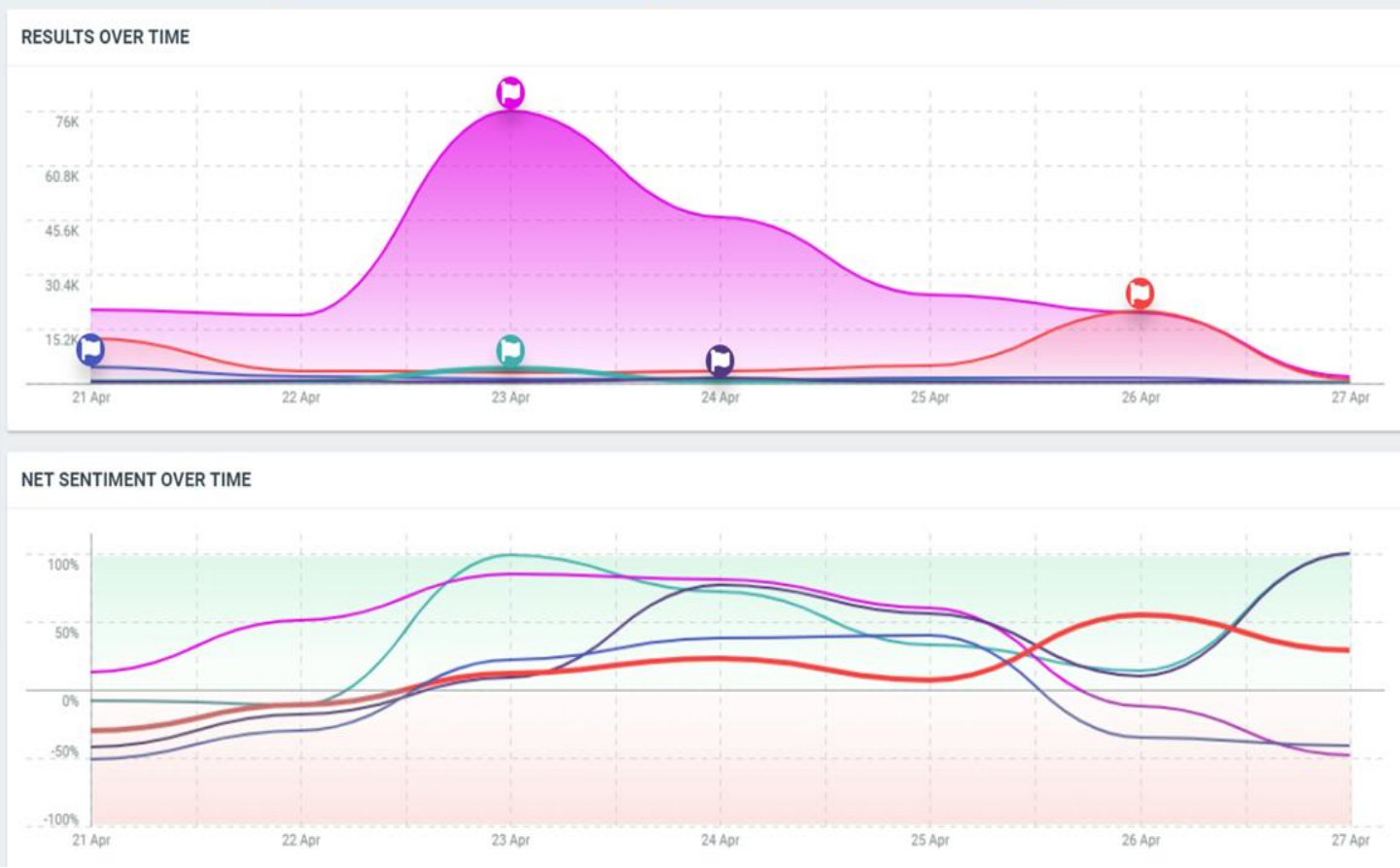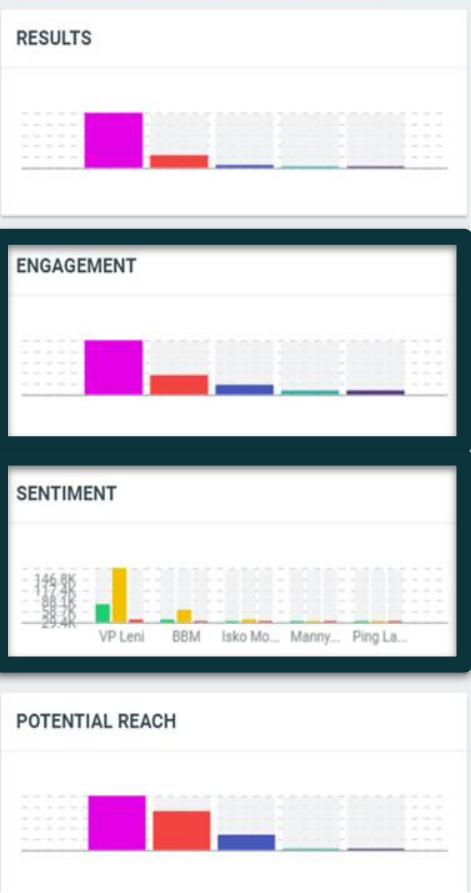| engagement_score	reaction_love	reaction_angry	reaction_sad
1.8M	1.6M	116.7K	22.9K
⬆ 188.1%	⬆ 73.0%	⬆ 1,451.4%	⬆ 197.0%
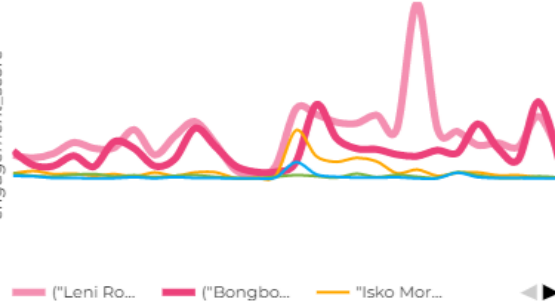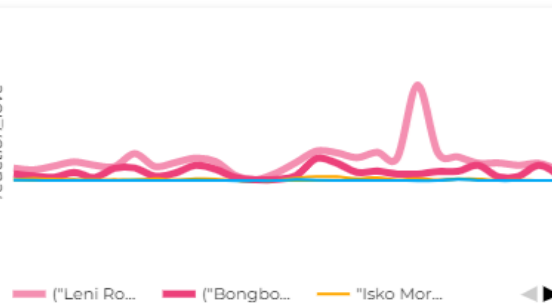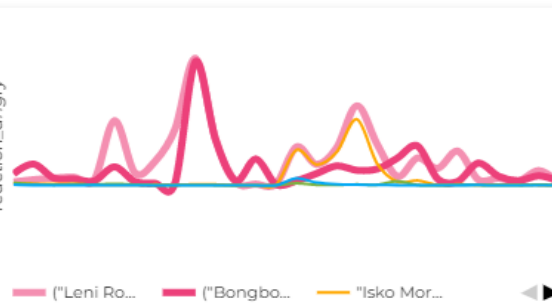
Comparison of last 14 days and previous period. Engagement, Reaction and Angry scores are based on the last 28 days.

Presidential Stats/Scores

Source: https://www.facebook.com/ADDSSentimen

	keyword	engagement_score ▾	% Δ	# Median Fans	% Δ
1.	("Leni Robredo" OR "VP Leni" OR "Leni Lugaw")	9.28M	105.4% ⬆	139.91K	52.3% ⬆
2.	("Bongbong Marcos" or bbm)	5.56M	65.6% ⬆	180.82K	23.7% ⬆
3.	"Isko Moreno"	1.82M	194.6% ⬆	79.92K	7.0% ⬆
4.	"Panfilo Lacson" or "Ping Lacson"	574.13K	192.3% ⬆	67.78K	-37.1% ⬇
5.	"Manny Pacquiao"	362.25K	-4.3% ⬇	105.92K	1.8% ⬆

1 - 5 / 5 ‹ ›

	keyword	post_count ▾	% Δ	Median Comments	% Δ	Median Reactions	% Δ	Median Shares	% Δ
1.	("Leni Robredo" OR "VP Leni" OR ...	9,137	55.3% ⬆	684	148.5% ⬆	5,132	196.6% ⬆	377	167.0% ⬆
2.	("Bongbong Marcos" or bbm)	6,571	22.5% ⬆	594	63.3% ⬆	4,441	106.5% ⬆	406	127.5% ⬆
3.	"Isko Moreno"	3,906	65.2% ⬆	32	53.7% ⬆	188	58.9% ⬆	16	128.6% ⬆
4.	"Panfilo Lacson" or "Ping Lacson"	2,043	50.1% ⬆	14	-20.0% ⬇	95	9.8% ⬆	9	0.0%
5.	"Manny Pacquiao"	1,589	17.6% ⬆	26	8.3% ⬆	123	12.8% ⬆	9	21.4% ⬆

1 - 5 / 5 ‹ ›

Manny Pacquaio	Ping Lacson	VP Leni	Isko Moreno	BBM

RESULTS

ENGAGEMENT

SENTIMENT

VP Leni   BBM   Isko Mo...   Manny...   Ping La...

POTENTIAL REACH

RESULTS OVER TIME

76K
60.8K
45.6K
30.4K
15.2K

21 Apr   22 Apr   23 Apr   24 Apr   25 Apr   26 Apr   27 Apr

NET SENTIMENT OVER TIME

100%
50%
0%
-50%
-100%

21 Apr   22 Apr   23 Apr   24 Apr   25 Apr   26 Apr   27 Apr

Publicity for last 7 days ended 4/26/2022

Leni :47 vs BBM: 22
Pacquiao: 16, Isko:11, Ping:4

Publicity for last 7 days ended 4/26/2022 (French Election) [PH Prediction]
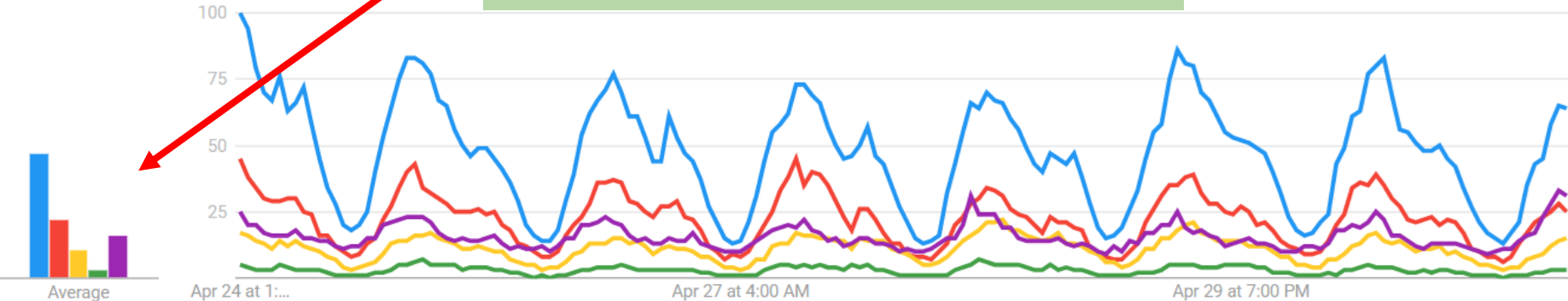
Points to Remember

Surveys

- Is it truly a Random Sample? (No A/B)
- Truthful Respondents?
- Trained Enumerators?
- How much does it cost?
- How fast can it be done?
- Will it be timely?

Social Data

- …But will they vote?
- Can it be skewed by CIB
- Keyword Filters to use?
- Coverage: Time range and geographic scope

Case Study 2:
Banks, Brands, and Products

Average Performance of Fanpage

Post Count	Influence Score	Comment Per Post	Reaction Per Post	Share Per Post
40.76	2,808.24	43.44	108.8	36.8

	Image	Fan Page	Post	Influence Score ▾	Change in ranking
1.		Land Bank of the Philippin...	82	33,068.1	0
2.	BPI	Bank of the Philippine Isla...	52	10,241.5	0
3.	BDO	BDO Unibank	54	3,688.1	0
4.		Metrobank	43	2,899.7	0
5.	CHINA BANK	China Bank PH	29	1,346	0
6.	PNB	PNB - Philippine National ...	20	1,286.3	2
7.	CIMB BANK	CIMB Bank PH	61	1,043.3	0
8.	UB	Union Bank of the Philippi...	43	1,037.7	1

Brand Power vs. Assets

Facebook Fanpage Ranking (Page 1 of 4)

Average Performance of Fanpage

Post Count	Influence Score	Comment Per Post	Reaction Per Post	Share Per Post
40.76	2,808.24	43.44	108.8	36.8

	Image	Fan Page	Post	Influence Score	Change in ranking
1.		Land Bank of the Philippin...	82	33,068.1	0
2.		Bank of the Philippine Isla...	52	10,241.5	0
3.		BDO Unibank	54	3,688.1	0
4.		Metrobank	43	2,899.7	0
5.		China Bank PH	29	1,346	0
6.		PNB - Philippine National ...	20	1,286.3	2
7.		CIMB Bank PH	61	1,043.3	0
8.		Union Bank of the Philippi...	43	1,037.7	1

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Ranking as to Total Assets
Universal and Commercial Bank Group
As of 31 December 2021
(Amounts in Million Pesos)

RANK	NAME	TOTAL ASSETS
1	BDO UNIBANK INC	3,484,525.19
2	LAND BANK OF THE PHILIPPINES	2,586,099.11
3	METROPOLITAN BANK & TCO	2,179,339.00
4	BANK OF THE PHIL ISLANDS	2,102,113.77
5	PHIL NATIONAL BANK	1,199,907.60
6	DEVELOPMENT BANK OF THE PHIL	1,158,101.94
7	CHINA BANKING CORP	1,024,695.41
8	RIZAL COMM'L BANKING CORP	955,027.46
9	UNION BANK OF THE PHILS	725,532.77
10	SECURITY BANK CORP	700,525.17

	Bank	Post	Comment	Influence Score	Change in ranking
1.	BDO Unibank	16,135	607,848	363,135.9	0
2.	Bank of the Philippine Islands	11,546	546,176	295,493.1	0
3.	Metrobank	5,773	120,236	112,021.2	0
4.	Land Bank of the Philippines	1,495	37,706	110,867.1	0
5.	PNB - Philippine National Ba...	2,614	20,712	38,312.1	0
6.	Development Bank of the Ph...	248	4,747	31,086.6	5
7.	RCBC	1,255	38,427	21,774.7	-1
8.	China Bank PH	829	54,350	19,212.6	-1
9.	EastWest Bank	254	1,822	5,390	3
10.	AUB.Official	285	4,479	5,091.8	-1
11.	Union Bank of the Philippines	291	5,638	4,930.3	3
12.	Security Bank	1,356	3,167	4,729.5	-4
13.	HSBC	304	2,202	3,356.2	-3
14.	ING Philippines	94	7,203	2,741.2	-1
15.	Maybank	111	1,307	1,158.5	2
16.	CIMB Bank PH	127	2,346	952.7	-1
17.	CTBC BANK - Philippines	94	1,086	909.1	3
18.	PBCOM	70	425	673.6	0
19.	Philippine Veterans Bank	20	345	488.3	0
20.	Robinsons Bank	101	47	371.1	-4
21.	Citi Philippines	14	2	23.4	0

Second tier bank rankings are in flux.

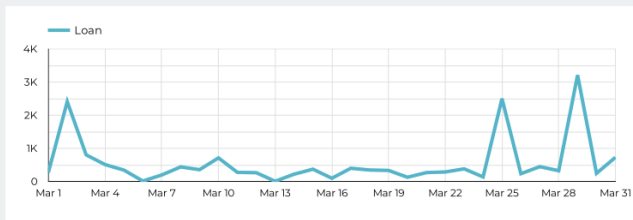# Caused by competition? By neglect? By scandals?

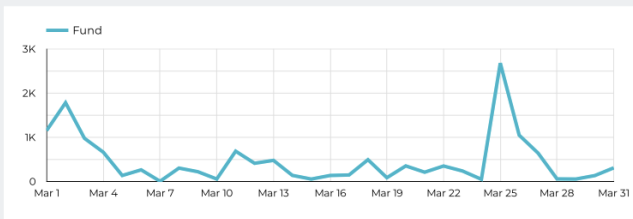# Opportunity to improve asset base by branding?

Credit card

Credit Card

15K
10K
5K
0
Mar 1 Mar 4 Mar 7 Mar 10 Mar 13 Mar 16 Mar 19 Mar 22 Mar 25 Mar 28 Mar 31
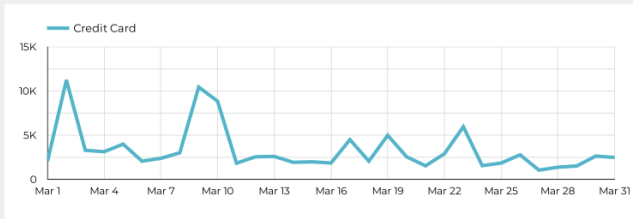
Influence Score
102,924.3
↑ 38.3%

Post
10,345
↑ 7.0%

Loan

Loan

4K
3K
2K
1K
0
Mar 1 Mar 4 Mar 7 Mar 10 Mar 13 Mar 16 Mar 19 Mar 22 Mar 25 Mar 28 Mar 31

Influence Score
17,235.2
↑ 76.9%

Post
795
↑ 5.6%

Fund

Fund

3K
2K
1K
0
Mar 1 Mar 4 Mar 7 Mar 10 Mar 13 Mar 16 Mar 19 Mar 22 Mar 25 Mar 28 Mar 31

Influence Score
14,345
↑ 22.6%

Post
390
↑ 11.7%

Content performance are periodic.

Public interest keyed to specific financial patterns.

Cheaper content distribution during non-peak period?

Use category peculiarities to create new products?

Adjust product performance metrics to take advantage of public responses?

Case Study 3:
## Brand Awareness/Preference
(or How to be the PH Donut king)

PH Donuts Branding Dashboard
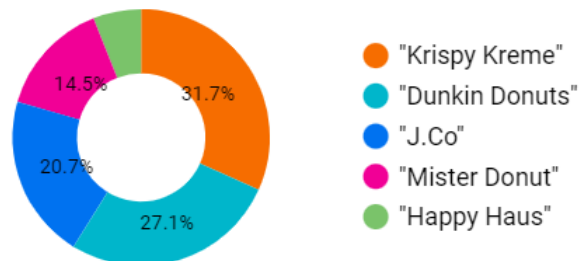
- "Krispy Kreme" — 31.7%
- "Dunkin Donuts" — 27.1%
- "J.Co" — 20.7%
- "Mister Donut" — 14.5%
- "Happy Haus"

Brand Exposure

The number of Facebook posts discussing the brand can be measured for this metric. The higher percentages mean higher number of posts mentioning the candidate. Utilizing this information helps evaluating the effectiveness of publicity and content.

- "J.Co" — 81.6%
- "Krispy Kreme" — 12.7%
- "Happy Haus"
- "Mister Donut"
- "Dunkin Donuts"
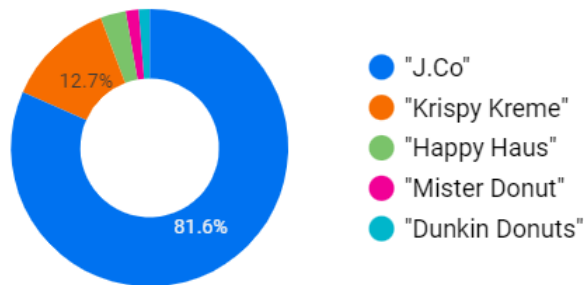
Brand Content Virality

BCV measures the total shares of the posts on social media. Th[e] index measures the total actual reach of organic sharing, paid distribution, and affiliate networks.

We also use the virality of swing fan pages as a benchmark to evaluate organic sharing indexes to test new messages and campaigns.

- "J.Co" — 73.9%
- "Krispy Kreme" — 21.3%
- "Happy Haus"
- "Mister Donut"
- "Dunkin Donuts"
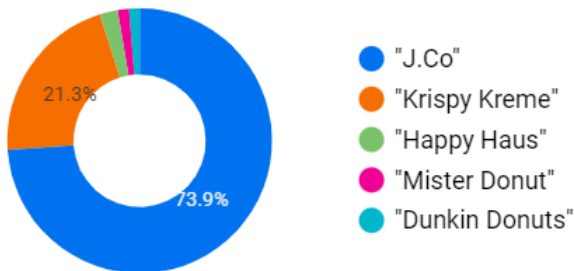
Brand's Social Engagement

It is of prime importance to measure the public's total reaction [to] the brand in terms of emotive, sharing, and commentary. This variable has the **highest** correlation to sales, second only to promotional offers.

PH Donuts Branding Dashboard

Public Sentiment

	keyword	Positive Reaction ▾	% Δ	Negative Reaction	% Δ	Swing Reaction	% Δ
1.	"Krispy Kreme"	23.4K	2,762.6% ⬆	31	520.0% ⬆	3.3K	706.1% ⬆
2.	"J.Co"	17.7K	-32.6% ⬇	146	65.9% ⬆	6K	-22.1% ⬇
3.	"Dunkin Donuts"	490	-65.5% ⬇	0	-100.0% ⬇	145	-18.1% ⬇
4.	"Mister Donut"	341	-89.1% ⬇	2	-71.4% ⬇	35	-95.2% ⬇
5.	"Happy Haus"	129	-59.7% ⬇	0	-	10	66.7% ⬆

1 - 5 / 5   ‹ ›

Brand Rigidity

Social sentiment measures the public's reactions to the brand. Information gathered results in the Swing Reaction computations where voters who show an interest in the brand but has flexible attitude. This is a measure of brand's meaning being defined or ill-defined.
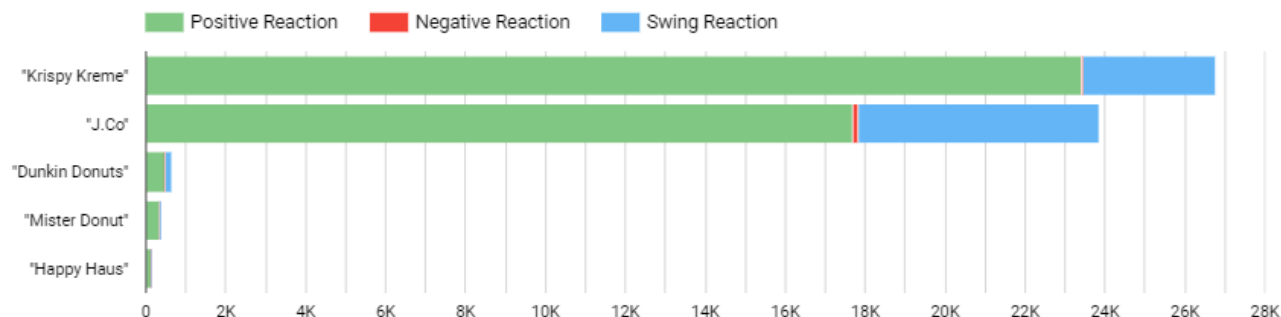
	keyword	Posts ▾	% Δ	Engagement	% Δ	Comments	% Δ	Reactions	% Δ	Shares	% Δ
1.	"Krispy Kreme"	173	80.2% ⬆	8,915.9	961.9%...	4,576	733.5% ⬆	47,113	1,735.3% ⬆	3,747	609.7% ⬆
2.	"Dunkin Donuts"	148	-58.4% ⬇	539.9	-58.1% ⬇	297	-46.9% ⬇	1,322	-58.6% ⬇	378	-58.6% ⬇
3.	"J.Co"	113	-33.1% ⬇	30,986	-30.7% ⬇	24,220	-49.5% ⬇	44,870	-31.4% ⬇	24,077	-27.8% ⬇
4.	"Mister Donut"	79	-45.1% ⬇	584.1	-61.0% ⬇	50	-84.9% ⬇	1,361	-81.5% ⬇	443	-39.3% ⬇

1 - 5 / 5   ‹ ›
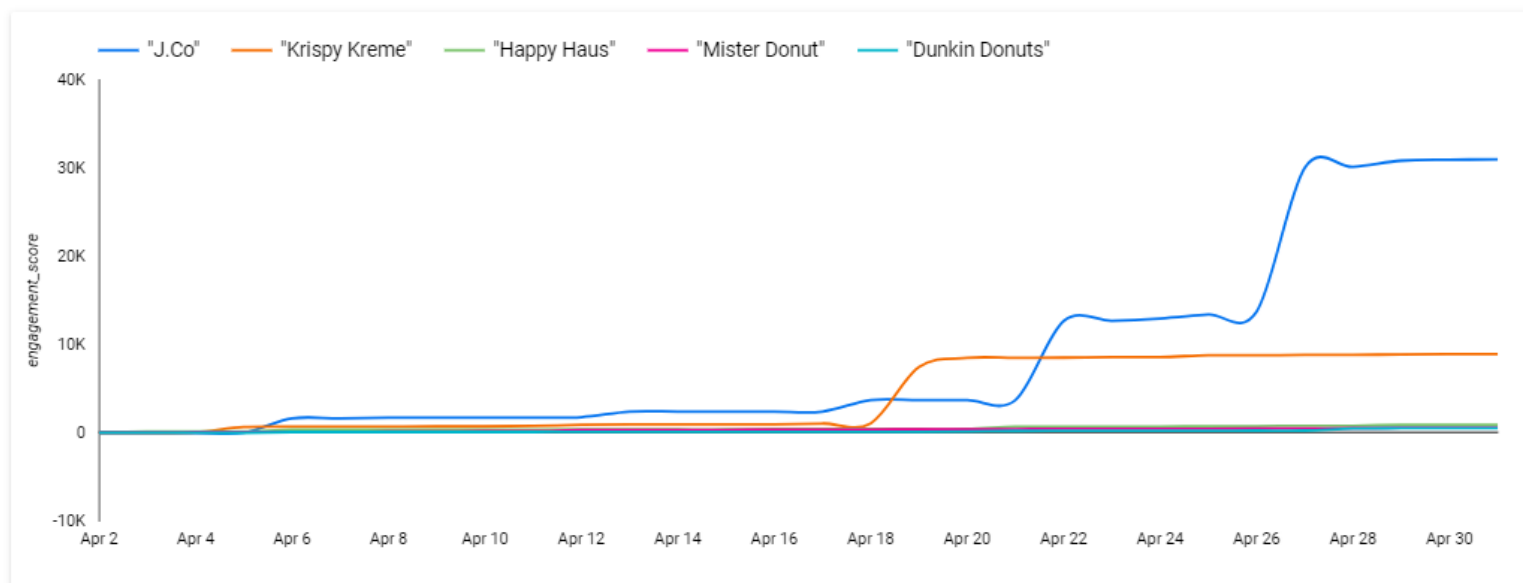
Top Media and Online Influencers
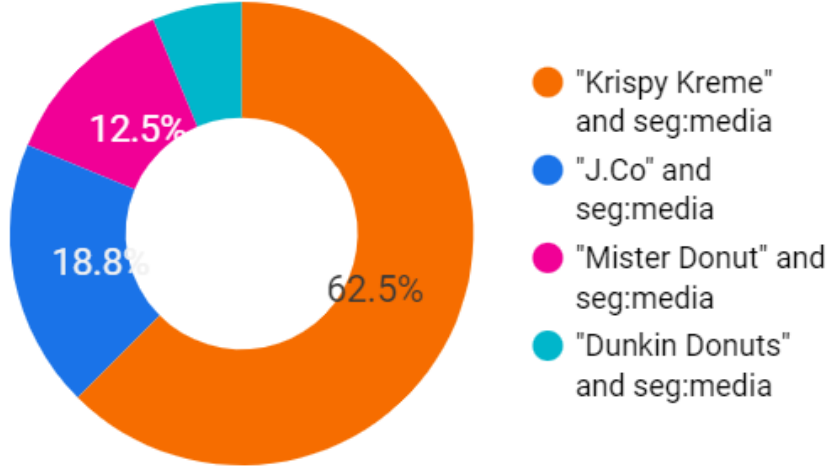
Traditional Media Exposures
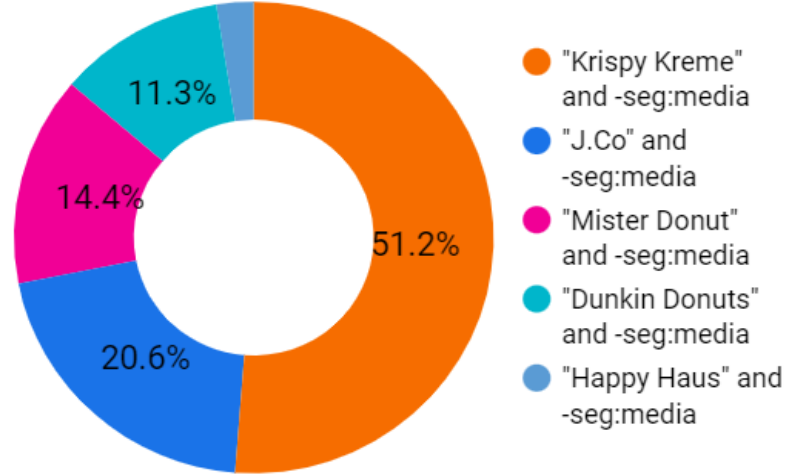
Influencer Exposures

Media Channels Fan Base

Apr 14, 2022 - Apr 27, 2022
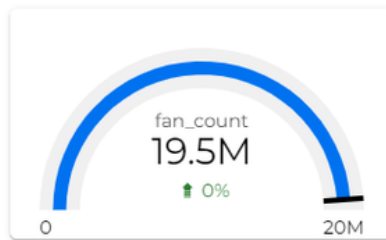
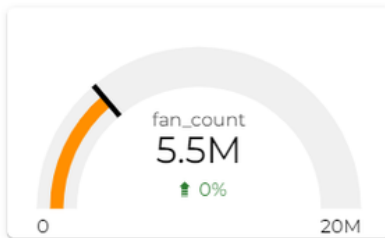fan_count
19.5M
⬆ 0%

0   20M

ABS-CBN

fan_count
16.4M
⬆ 0%

0   20M

GMA News

fan_count
6.7M
⬆ 0%

0   20M

Inquirer

fan_count
5.6M
⬆ 0%

0   20M

News5

fan_count
5.5M
⬆ 0%

0   20M

Philippine Star

fan_count
4.5M
⬆ 0%

0   20M

Rappler

fan_count
4.3M
⬆ 0%

0   20M

CNN Philippines

fan_count
3.5M
⬆ 0%

0   20M

Manila Bulletin

fan_count
2.3M
⬆ 0%

0   20M
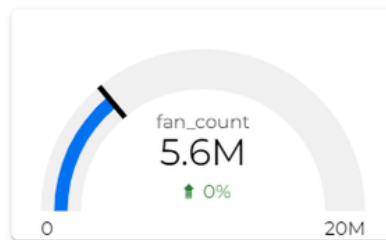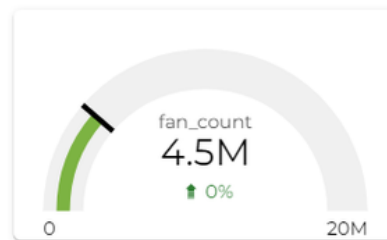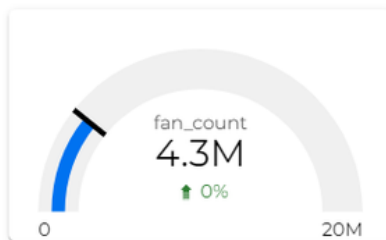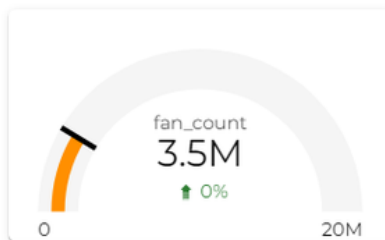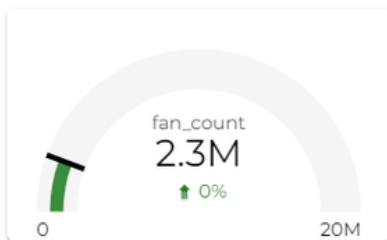
DZRH

Top Influencers for Engagement

The top 20 influencers for engagement offer an early iteration of the message and creating useful mutations that can be amplified to achieve more organic and adaptable messages. An early network for engagement influencers also provides powerful insurance against black-op and social crises.

	page_name	fan_count	% Δ	Engagement ▾	% Δ	# Post	% Δ
1.	Dunkin'	16.1M	0.0%	25.8K	12,646.6% ▲	3	50.0% ▲
2.	Kim Chiu	16.7M	-	2.2K	-	1	-
3.	Senpai KAZU	1.9M	-	2K	-	1	-
4.	GHOST Wrecker	5.8M	-	2K	-	1	-
5.	Pinoy Ako Blog	314K	-	1.6K	-	1	-
6.	MannyPiñol	870.9K	-	1.6K	-	3	-
7.	Doowee Donut	231.7K	0.0%	1.3K	135.6% ▲	8	100.0% ▲
8.	Happy Haus Donuts - official	16.5K	0.0%	830.2	-0.2% ▼	18	-25.0% ▼
9.	Best Ever Food Review Show	1.8M	-	561.6	-	1	-
10.	J.CO Donuts & Coffee, Philippines	1.5M	0.0%	505.6	-79.2% ▼	6	-14.3% ▼
11.	Mister Donut	267K	0.0%	485.5	-39.3% ▼	33	3.1% ▲
12.	Filipino-Chinese Bakery Association, Inc.	32.9K	-	441.1	-	2	-
13.	Rufus B. Rodriguez	74.4K	-	379.3	-	1	-
14.	Page na nagpapaalala uminom ng alak	371K	-	373.4	-	1	-
15.	WearFab By NT	9K	0.0%	359.8	67.1% ▲	3	0.0%
16.	Seventeenism	203K	-	325.7	-	1	-
17.	Lola Nena's	147.7K	0.0%	302.6	48.2% ▲	3	50.0% ▲
18.	Honey Glaze cakes	437.8K	-	286.6	-	2	-
19.	CakeCity&Co. Lifestyle Classes	20.6K	0.0%	279.5	503.7% ▲	10	900.0% ▲
20.	SB19 Philippines	43.6K	-	267.7	-	4	-

Brand	Fee	Investment	Royalty Fee	Adv Fee
Krispy Kreme	675,000.00	14,850,000.00	4.50%	5%
J. Co	540,000.00	13,500,000.00	0	0
Mister Donut	50,000.00	500,000.00	0	0
Go Nuts	0.00	300,000.00	0	0
Dunkin Donuts	0.00	200,000.00	0	0
Happy Haus	30,000.00	35,000.00	0	0
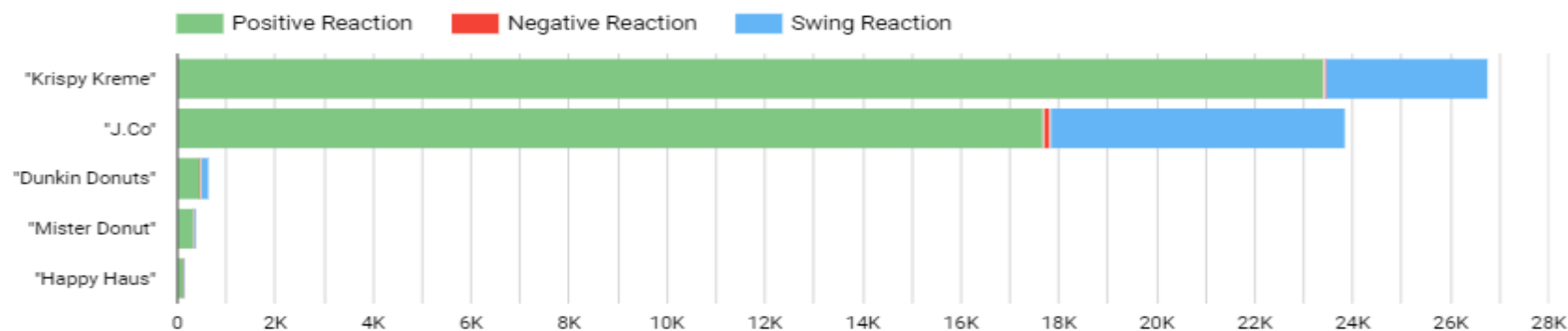
✏️ Edit WhatsApp

Home   Services   Reviews   Shop   More ▾

📣 Promote

PH Donuts Branding Dashboard

Select date range ▾
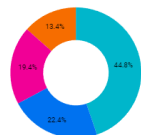
- "Dunkin Donuts" 44.8%
- "J.Co"
- "Mister Donut" 19.4%
- "Krispy Kreme" 13.4%
- 22.4%

Brand Exposure

The number of Facebook posts discussing the brand can be measured for this metric. The higher percentages mean higher number of posts mentioning the candidate. Utilizing this information helps evaluating the effectiveness of publicity and content.

- "J.Co" 93.7%
- "Mister Donut"
- "Dunkin Donuts"
- "Krispy Kreme"

Brand Content Virality

BCV measures the total shares of the posts on social media. This index measures the total actual reach of organic sharing, paid distribution, and affiliate networks.

We also use the virality of swing fan pages as a benchmark to evaluate organic sharing indexes to test new messages and campaigns.
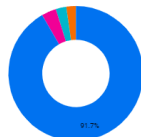
- "J.Co" 91.7%
- "Mister Donut"
- "Dunkin Donuts"
- "Krispy Kreme"

Brand's Social Engagement

It is of prime importance to measure the public's total reaction to the brand in terms of emotive, sharing, and commentary. This variable has the *highest* correlation to sales, second only to promotional offers.

Q&A