



**M** META METRIX™

# TRUTH SERUM FOR BIG DATA

Jack Finnigan-aEkkOKxvPpg-unsplash



# METAMATRIX



## WE HELP COMPANIES SEE THEIR BRANDS THROUGH THE WORDS OF CONSUMERS

- The business world is generating valuable data everyday. The challenge is how to use it effectively and efficiently.
- The MMX proprietary engine identifies motivators—the values, emotions, and sentiment hidden in the data, uncovering nuances in existing data that were previously hidden.
- This analysis allows brands to not only understand the strength and types of motivators associated with the brand, but also understand whether the brand's values and emotions are in alignment or in conflict with the consumer's values.
- **Brand and customer alignment matters because:**
  - It is a strong endorsement of a brand's current strategy
  - Dissonance can signal an opportunity to optimize brand strategy or minimize potential risk.
  - It creates an emotional connection with customers, increasing brand loyalty, and ultimately driving business growth and success.
  - Serves as the foundation for strategic planning, innovation and product development.

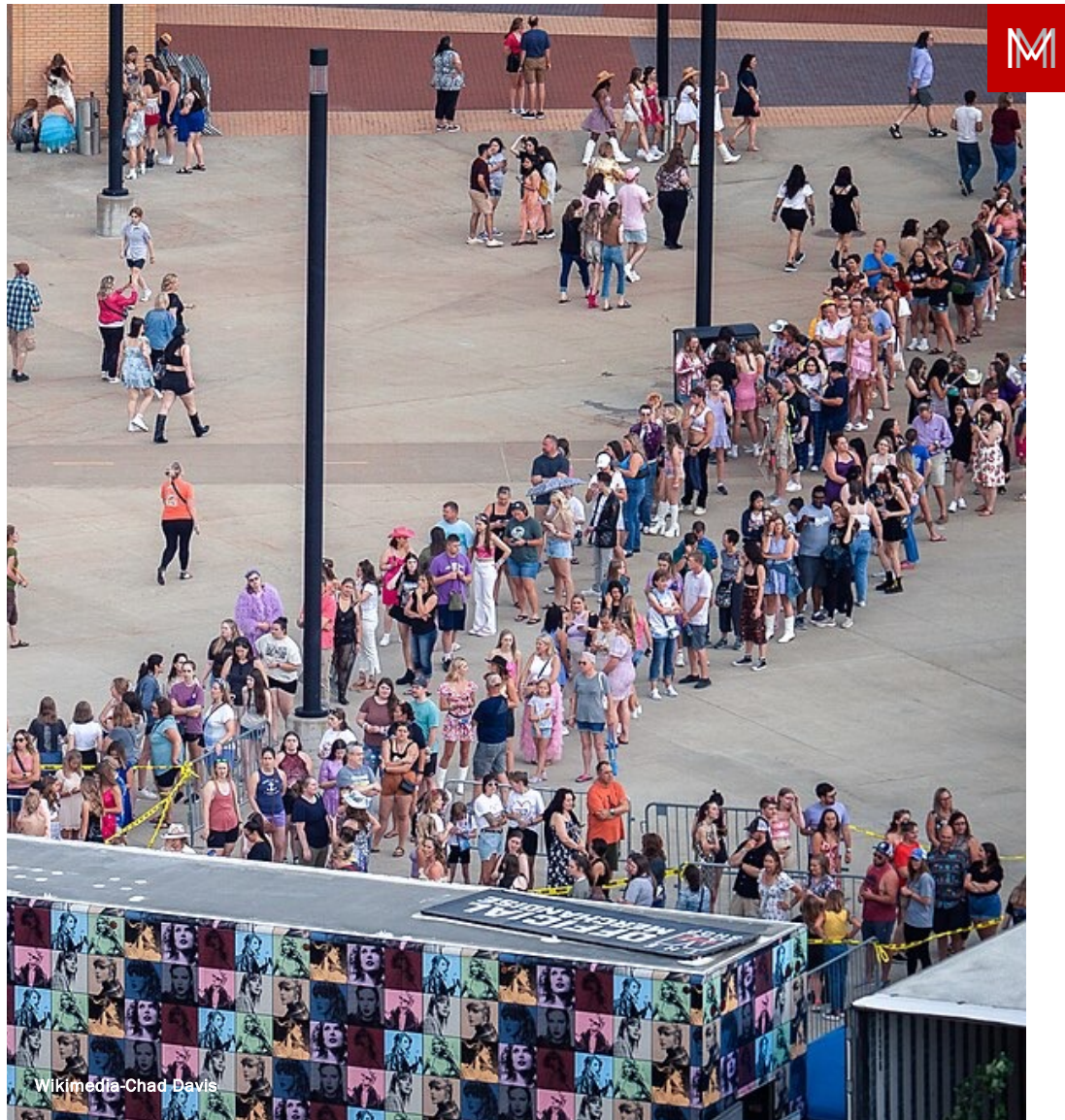




**Sample Report  
Taylor Swift v. Beyonce  
November 2023**







Wikimedia-Chad Davis

# AGENDA

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**OVERVIEW:** Objectives and Terminology

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**CONCEPTS:** Topics In The Content

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**VALUES:** Fundamental Beliefs

4

**EMOTIONS:** What We Feel

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**SENTIMENT:** Tone of the content

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**SUMMARY:** How MMX Can Help Your Brand



# PROJECT OVERVIEW

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## OBJECTIVES

- Explore the values, emotions, and sentiment expressed in your customer data or in public web data.
  - Are the values aligned with your brand's values?
  - Investigate how the combination of values, emotions and sentiment offer deeper understanding.
- Even when competing brands are both successful, subtle signals can indicate risk or opportunity.
  - Any concerning issues or themes showing up?
  - Differences in how your brand compares to competitors?
  - Other topics or areas of potential opportunity?

## ACTIVITIES

- Scope the project to identify and confirm a brand or products and select data.
  - For this sample we decided to compare two brands. Analyzing a single brand is equally valid.
- Collect web content or Amazon reviews.
  - For this sample we conducted a search on the web and collected articles related to each brand.
- Process the data through MMX engine.
  - Reveal concepts, values, emotions, and sentiment.
- Translate MMX results to determine insights, risks, or opportunities.



# TERMINOLOGY OVERVIEW

## CONCEPTS

- Concepts define the WHAT of the content identifying the major themes in the data.
- **How it provides insights:** Are these the topics you want dominating the discussion?
- **Examples:**
  - **Dating Rumors** or **Grammy Awards**

## VALUES

- Values are fundamental beliefs or principles that guide our actions, defining what is important to customers.
- **How this provides insights:** Do these values line up with your brand strategy?
- **Examples:**
  - **Belonging:** The satisfaction of and need to be accepted as part of a group.

## EMOTIONS

- Emotions are what we feel, a psychological response to something experienced and can influence decision making.
- **How it provides insight:** Is this what you want your brand to evoke?
- **Examples:**
  - **Compassion:** Empathy and concern for others.

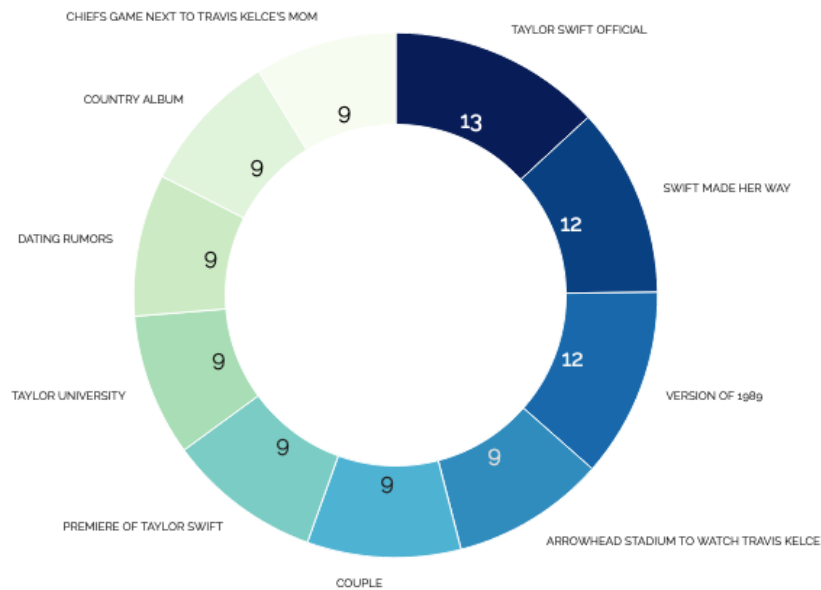
## SENTIMENT

- Sentiment is a familiar measurement of the tone of the content. Ours is a nine-point scale.
- **How it provides insight:** MMX goes beyond the typical binary approach measuring intensity and nuance in the comments.

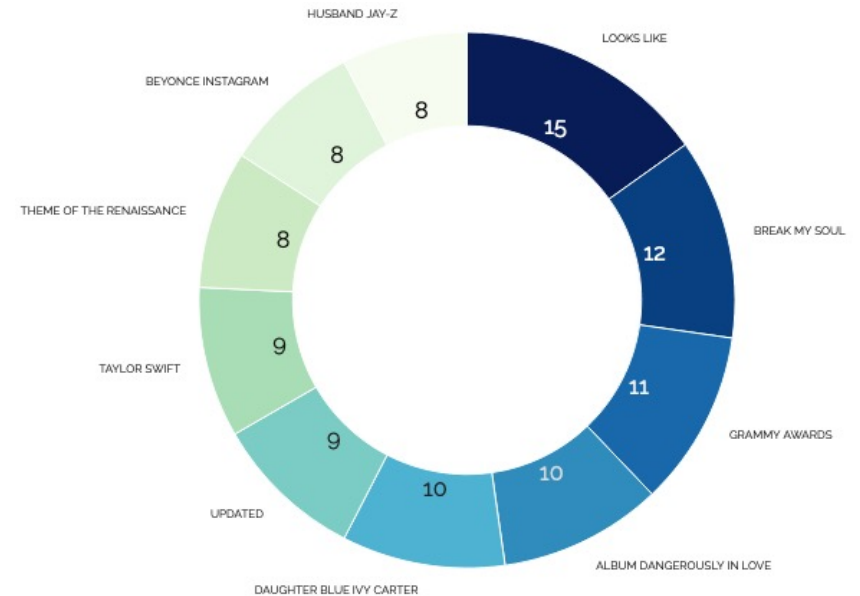


# CONCEPTS

## Taylor Swift



## Beyonce



### NOTES: The main topics being expressed

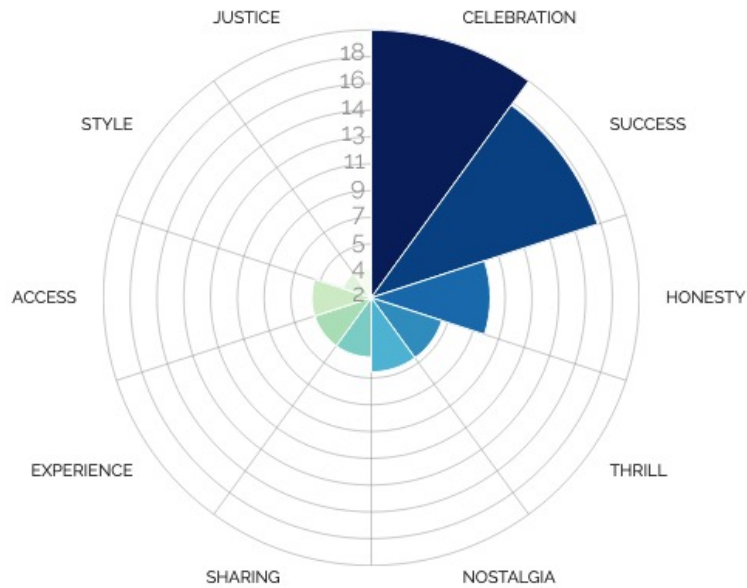
- Comparing two mega stars will show similarities, but there are some differences. That's where analysis can inform strategy.
- Taylor Swift's tour generated many comments about "official" merchandise and confirming "official" concert dates. Her path to fame and speculation around a new love interest was of intense interest and spurred brand collaborations.
- Beyonce gets a lot of attention for "Looks"—stage designs, costuming, etc., for the meaningfulness of hit songs as well as her daughter's performance and her equally famous husband. Audiences care about the whole picture.

**Analysis can highlight topics that resonated with fans and offer ideas for the next tour, book, event, or media campaign.**

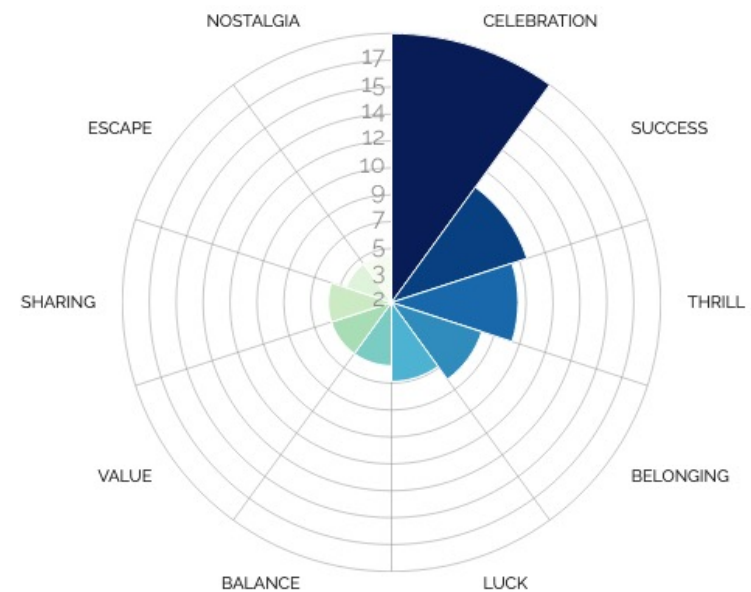


# VALUES

## Taylor Swift



## Beyonce



### NOTES: Closely held principles that guide decision making.

- Celebration, Success, and Thrill are equally important for the two stars, but then they begin to differ.
- Taylor Swift scores high for **Honesty** in her lyrics and communication and the concerts are a highly sought-after event **Shared** by many fans and uplifting communities.
- Swifties and The Hive are powerful fan groups but Beyonce scores high with **Belonging** in how she celebrates her hive and stages a **Thrilling** show.

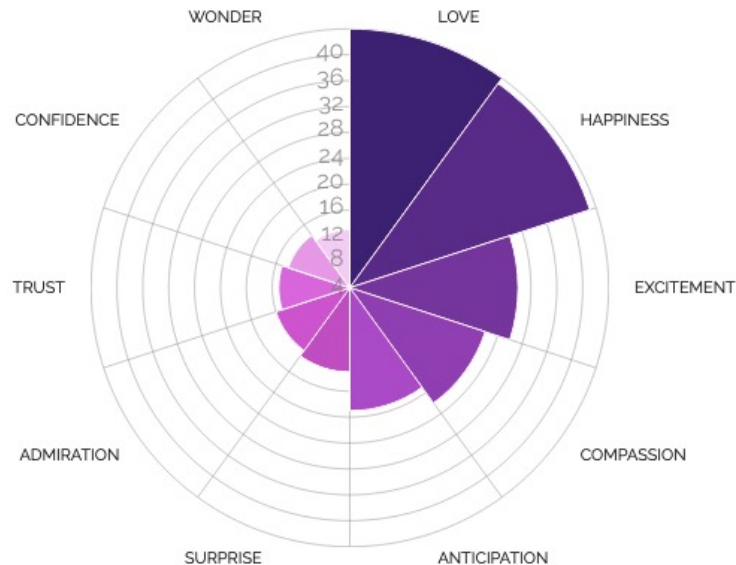
**Values analysis provides an opportunity to evaluate your brand strategy for alignment with the customer's values.**



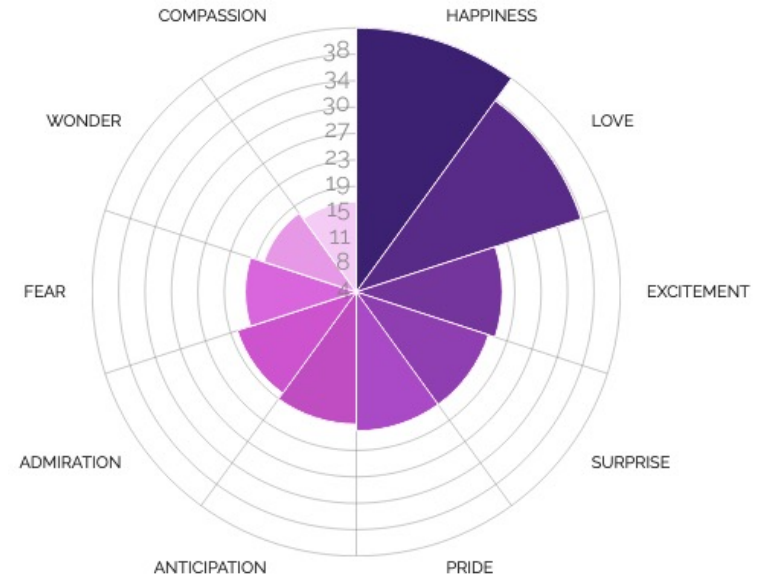


# EMOTIONS

## Taylor Swift



## Beyonce



### NOTES: The feelings conveyed in the text.

- **Love, Happiness, and Excitement** values are to be expected for these mega-watt celebrities.
- Taylor Swift scores higher on **Compassion** conveyed in her lyrics and **Anticipation** of the Eras Tour.
- Beyonce registers **Surprise** with new staging and **Pride** expressed in lyrics and public statements.

**Fans want to see and hear themselves in their celebrities. Emotions analysis will assist in determining if your brand is hitting the right notes.**



# SENTIMENT

	Taylor Swift	Beyonce
<b>Weighted Sentiment Score</b>	<b>0.643</b>	<b>0.594</b>

- Weighted Sentiment Score generates an overall sentiment score. A score over 0.5 is positive.
  - This scoring measurement allows us to capture more information about the range and intensity of the sentiment.
- No surprise the score is positive for both stars.
  - The sentiment scoring offers deeper insight when considered in combination with the values and emotions and an opportunity to learn more about the differences.
- MMX also has a nine-point sentiment scale. Why should you care about a nine-point scale?
  - A - 4 to + 4 scale allows for more dimension and complexity.
  - For example, a shift in emotions/values among those expressing an extremely negative or positive sentiment is a valuable insight.
- Custom projects include additional sentiment analysis and measurements.



# SUMMARY

BRANDS AREN'T WHAT YOU SAY THEY ARE.  
THEY ARE WHAT CUSTOMERS SAY THEY ARE.

## BRAND RESONANCE

- Is your brand in alignment with what customers or the public think?
- What are the feelings associated with your brand?
- The **Values** analysis alone tells a compelling story about consumer drivers, but when combined with **Emotions**, you begin to understand the untapped motivators that can resonate on a deeper level and generate loyalty and word of mouth.

## COMPETITORS

- How does your brand compare to competitors?
- Evaluate where you have leverage or where you need to improve.
- How are you differentiated in the consumer's eyes.

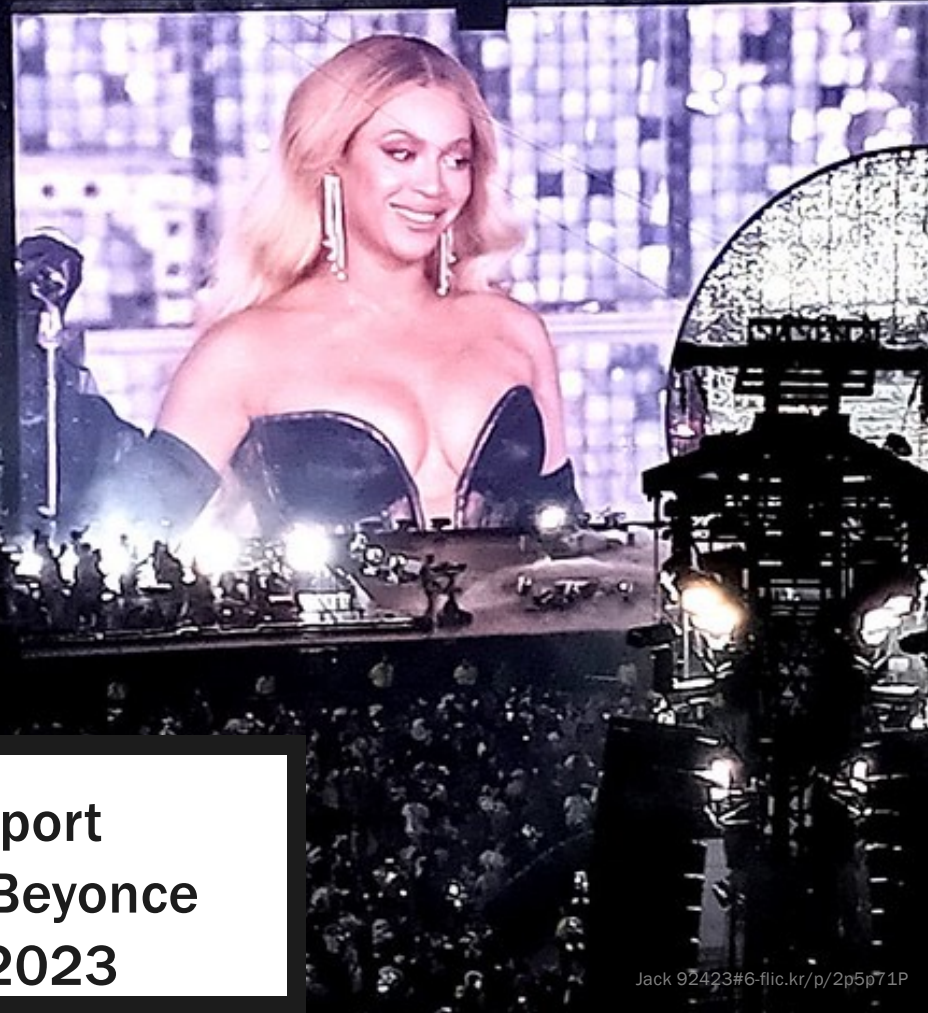
## RISKS OR OPPORTUNITIES

- Unearth the meaning in the comments that are otherwise missed and the associated opportunities.
- Explore the risks for level of severity and ideas for course correction.





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Jack Stephen Mease-sD8RRYwm6A-unsplash

Jack 92423#6-flic.kr/p/2p5p71P