

CASE STUDY:

Global Fast Food Company Relies on StatSocial Data to Identify and Target Audiences Exposed to Negative Press



Challenge

A fast food company received negative press coverage around their approach to cattle farming and its impact on the environment. To overcome this consumer backlash, their global media provider needed to find a way to identify those exposed to the negative press in order to educate them on the company's new efforts toward sustainable best practices.

Solution

- Using StatSocial data, the agency was able to quickly identify those that had engaged or had been potentially exposed to the negative stories.
- These social audiences were pushed directly to the agency's paid media partners for targeting in upcoming campaigns.
- Alternatively, the agency was given the tools to then target those individuals with surveys to better understand the impact of the negative press on overall brand perception.

Result

By identifying the exposed audience and pushing those individuals directly to paid media partners, the fast food company was able to run highly-targeted and educational paid media campaigns around their new and improved way of cattle farming to counteract the negative press.