



How effective is your campaign?

A look at Uber & #UberKittens

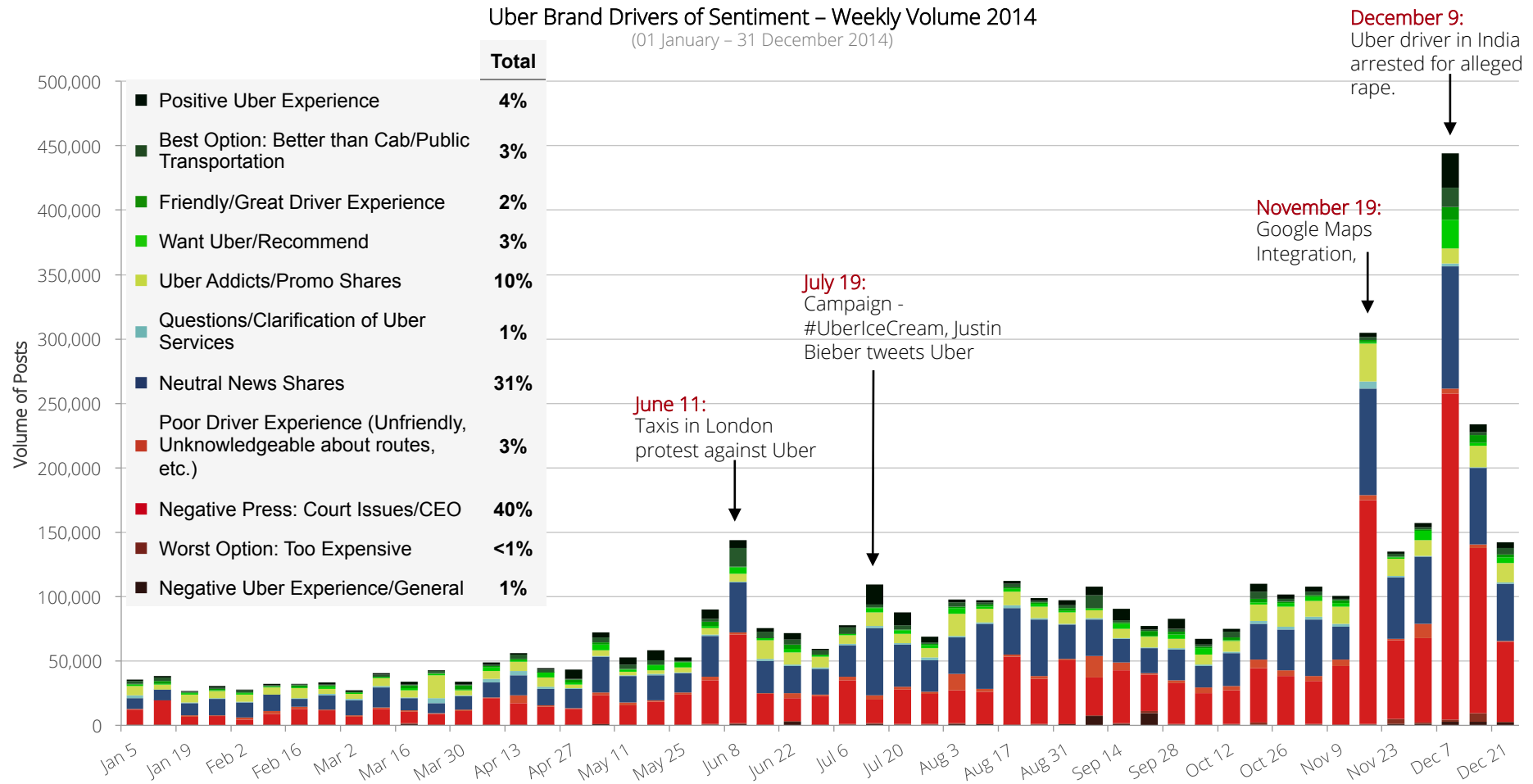


Understanding Your Brand

Uber Brand Health 2014

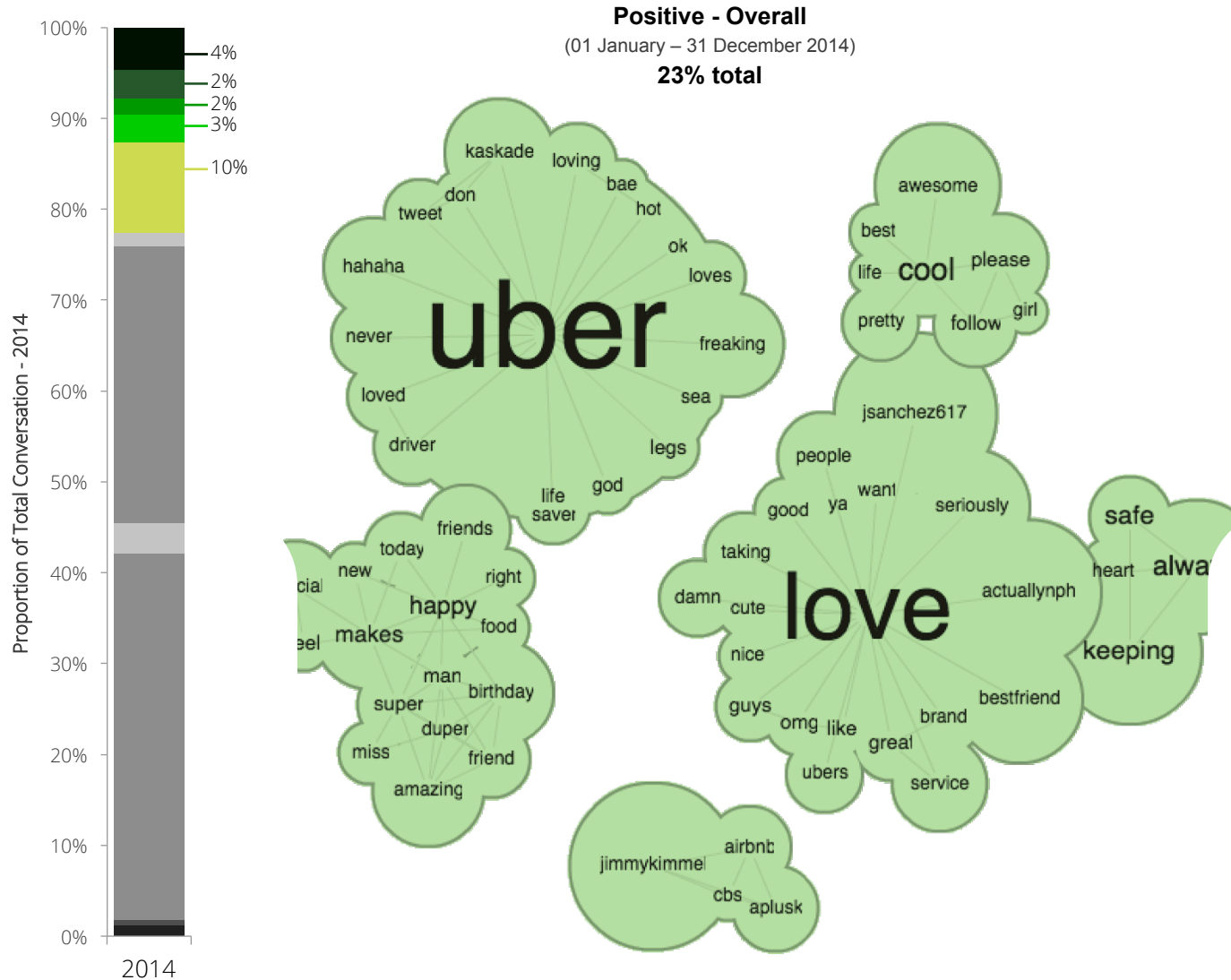
Campaigns, news & promotions drove spikes in conversation

Throughout 2014, conversation around Uber totaled **4.5MM tweets**, 44% which were posted in Q4 of 2014. Conversation throughout the year was mainly **negative**, with **Negative Press: Court Issues/CEO** being a lead driver of negative sentiment. Despite the negative sentiment, 23% of the conversation was **positive** with **"Uber Addicts/Promo Shares"** drove most of the positive sentiment.



Uber Addicts dominate the positive conversation of 2014

Of the total conversation surrounding Uber in 2014, 23% was positive. Positive discussion around Uber was mainly driven by Uber Addicts/Promo Shares (10%) and Positive Uber Experience/General (4%). Positive mentions peaked on 8 December, with Uber fans tweeting positive support after the Delhi government bans Uber.



Positive Uber Experience/General



Tavleen Singh
@tavleen_singh



Women activists puzzle me. They seem more concerned about closing down Uber than making public transport safer for women.

10:37 AM - 8 Dec 2014

386 RETWEETS 167 FAVORITES



Positive Uber Experience/General



Clint Evans
@Maven



My god I love @Uber

RETWEET 1 FAVORITES 6



7:43 PM - 7 Nov 2014

Friendly/Great Driver Experience



Sophie Dee
@sophiedee



My @uber driver is playing awesome dance music 🎵🎵🎵🎵😄

RETWEETS 5 FAVORITES 24



8:42 PM - 26 Feb 2014

Uber Addicts/Promo Shares



Kim Mackenzie
@Kim_BKLYN



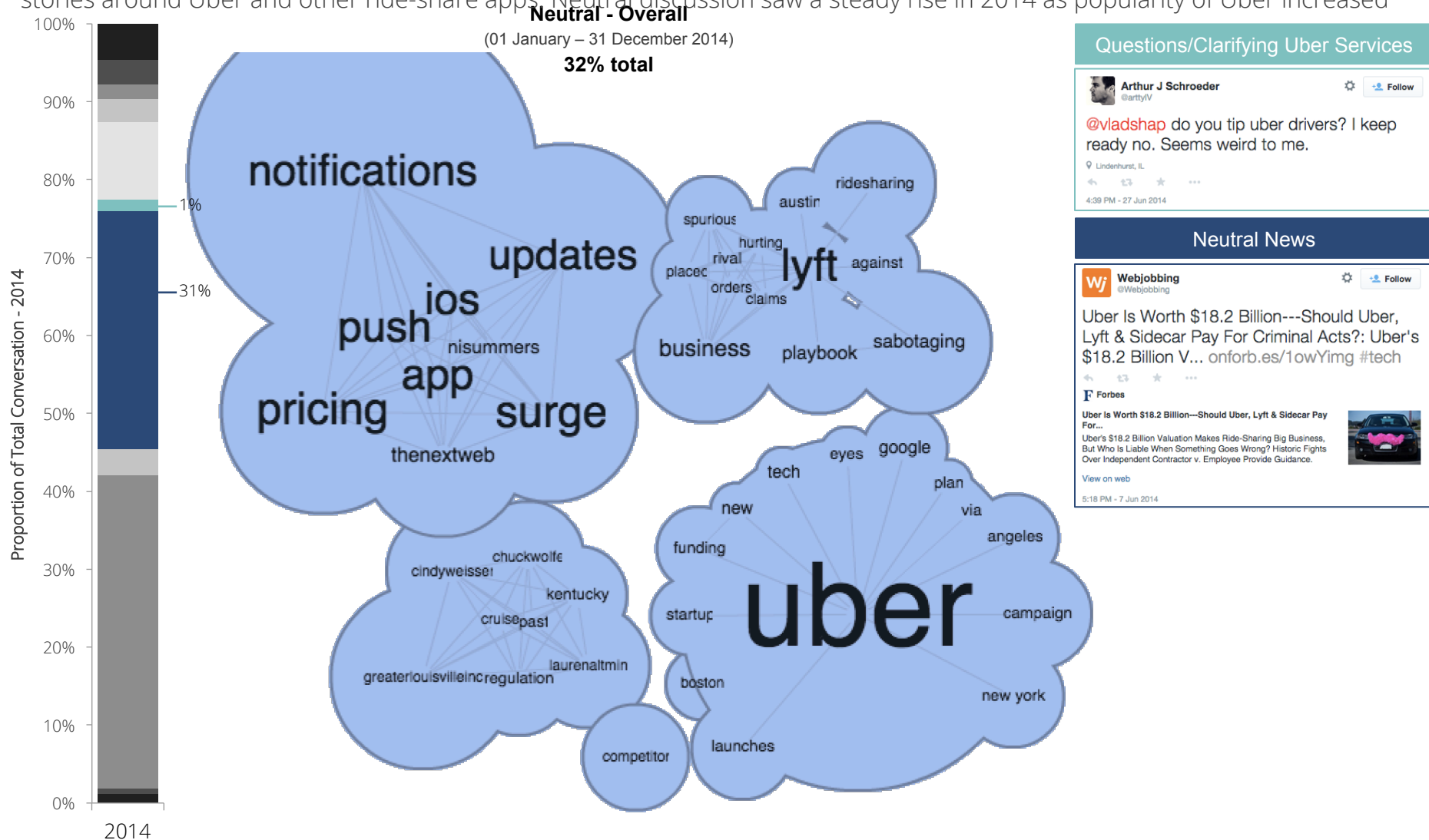
Use my Uber promo code, 9i79v, and get \$10 off your first Uber ride. Redeem it at uber.com/invite/9i79v.

6:02 PM - 10 Jan 2014



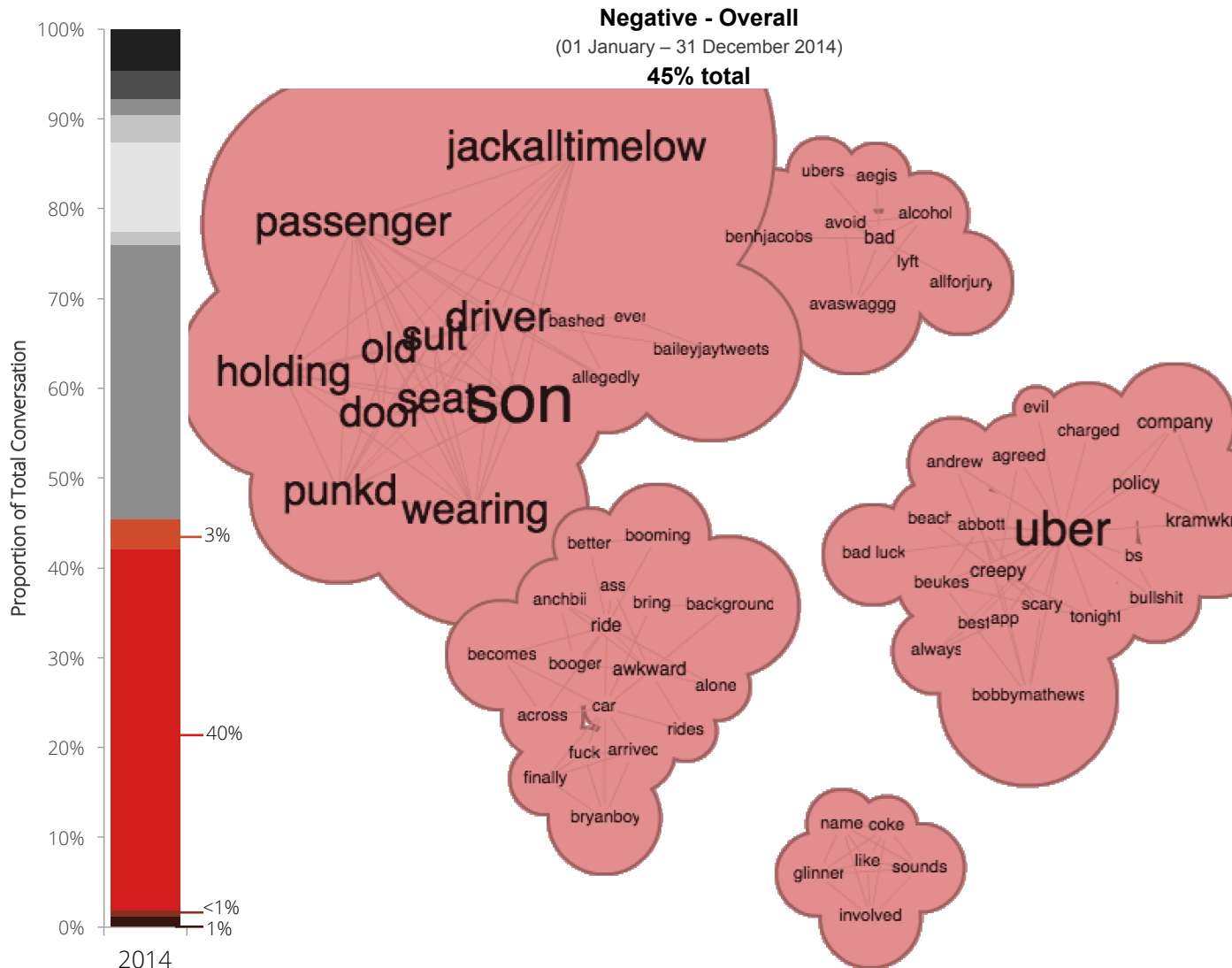
Popularity of ride-share apps contributed to rise in conversation

Neutral conversation around Uber drove 32% of mentions in 2014. **Neutral News (31%)** consisted of individuals sharing news stories around Uber and other ride-share apps. Neutral discussion saw a steady rise in 2014 as popularity of Uber increased



Negative sentiment driven by News, not user experience

Negative mentions comprised almost half (45%) of the conversation surrounding Uber in 2014. Approximately 40% of the Negative conversation was driven by **Negative Press: Court Issues/CEO** with the majority taking place in Q4 of 2014 focusing on the rape in India as well as negative press around Uber CEO Travis Kalanick.



Negative Uber Experience/General



Poor Driver Experience



Negative Press: Court Issues/CEO



Understanding Your Campaign

#UberKittens



Uber - #UberKittens

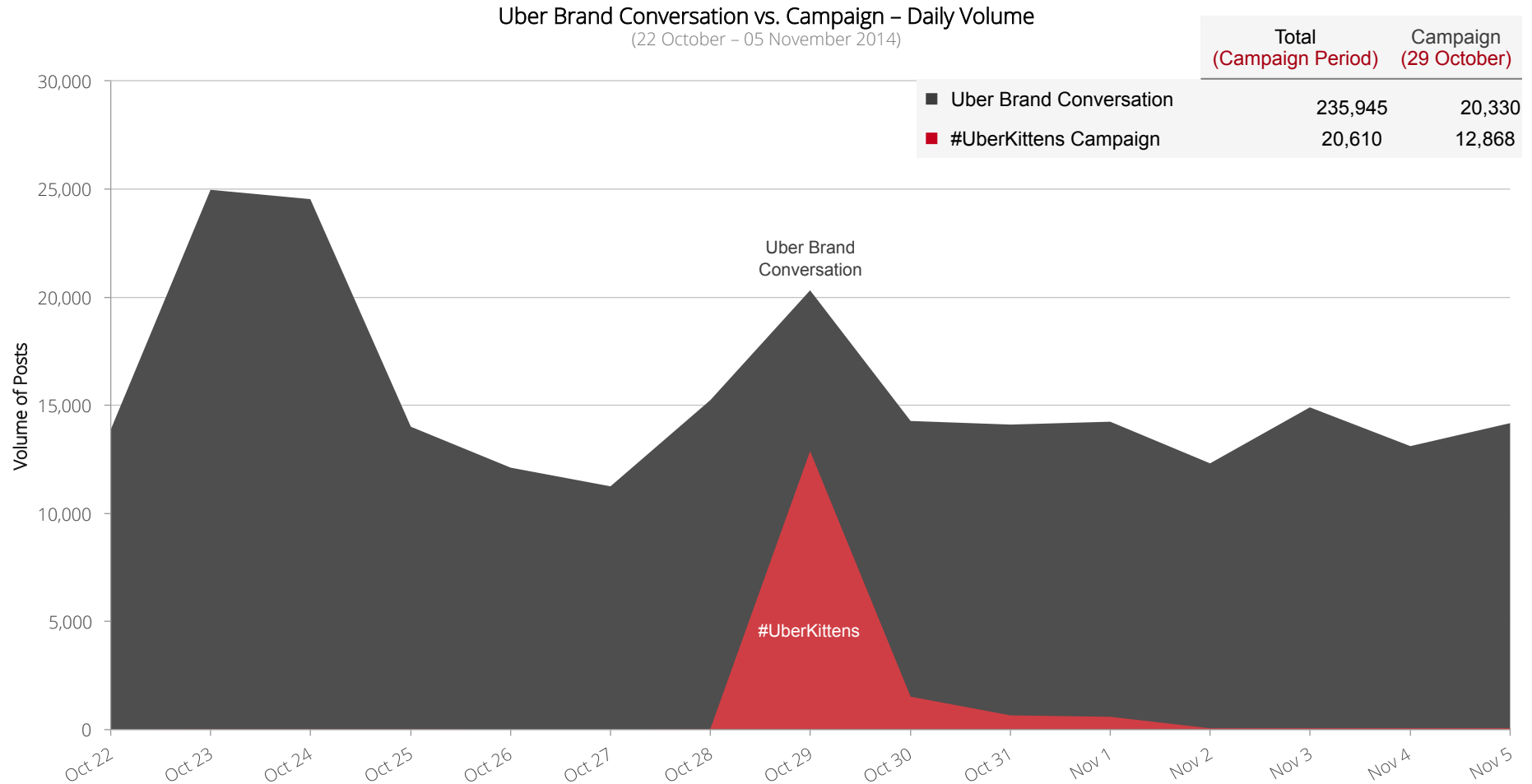
29 October, National Cat Day – Uber teamed up with Cheezburger and the ASPCA to bring kittens on demand. The campaign ran in Austin, Chicago, DC, New York, Phoenix, San Francisco and Seattle.

#UberKittens drove 63% of the overall Uber conversation during the launch day. The conversation mainly consisted of excitement and sharing of the promotions (Slides 7 & 8.)

Negative sentiment around Uber saw decrease during the campaign and after (Slide 9.)

#UberKittens campaign drove 63% of Uber mentions on 29 Oct

Conversation around the #UberKittens campaign amounted to roughly 63% of the Uber conversation on the day of the campaign.

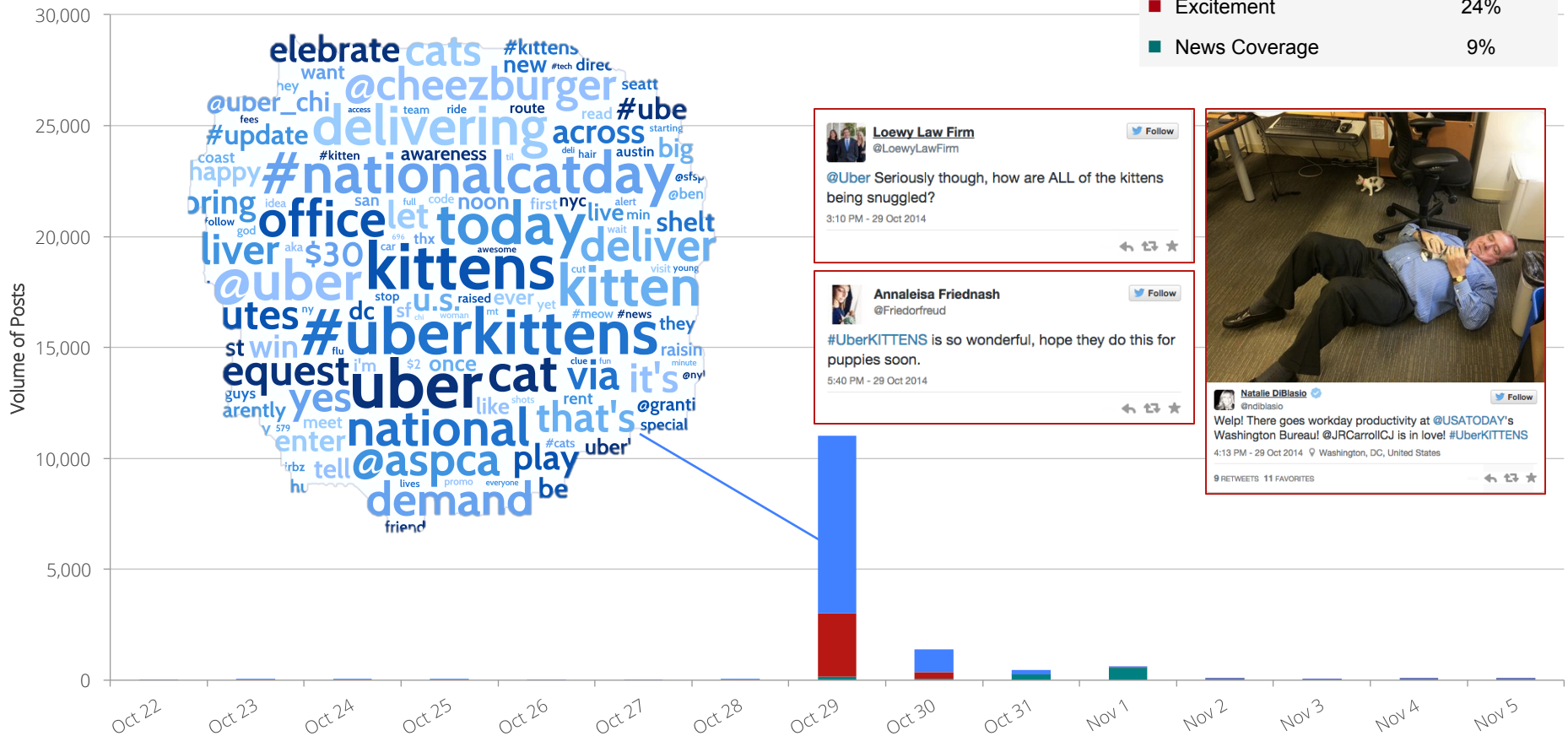


#UberKittens drove excitement & was widely shared on Twitter

Sharing of the promotion accounted for 67% of the total #UberKittens conversation, followed by **Excitement** at 24% and **News Coverage** at 9%. #UberKittens conversation peaked on 29 October and then dropped the next day on 30 October. Sharing of Promotion & Excitement decreased post-campaign, while News Coverage saw slight increase from 31 October - 1 November.

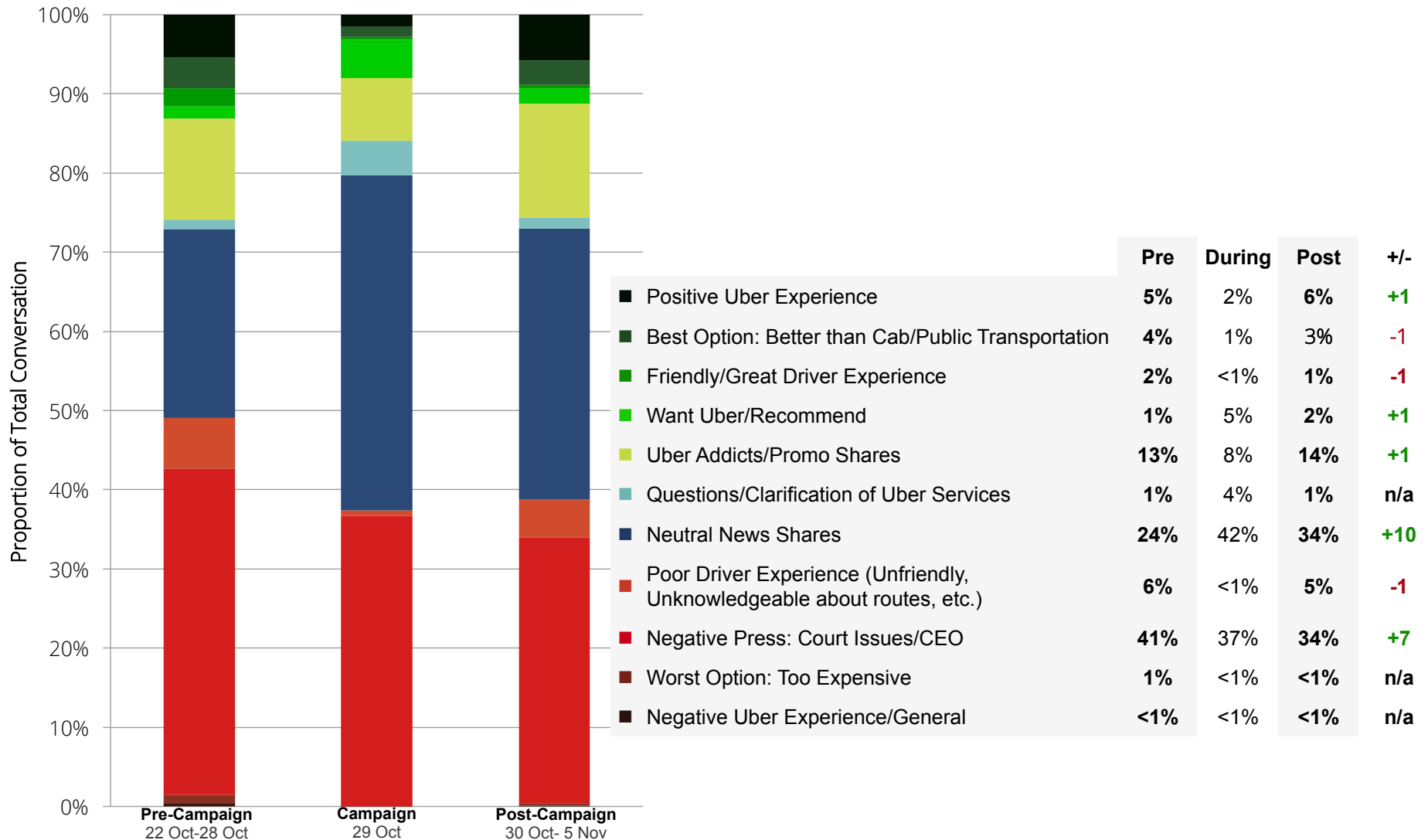
#UberKittens – Daily Volume

(22 October – 05 November 2014)



Demand for kittens increases Uber curiosity as NEG decreases

During the #UberKittens campaign, the biggest shift in conversation was driven by Questions/Clarification of Uber Services, which was led mostly by individuals wanting to know how to participate in campaign. Overall negative sentiment decreased during and after campaign, with largest decrease of Negative Press: Court Issues/CEO

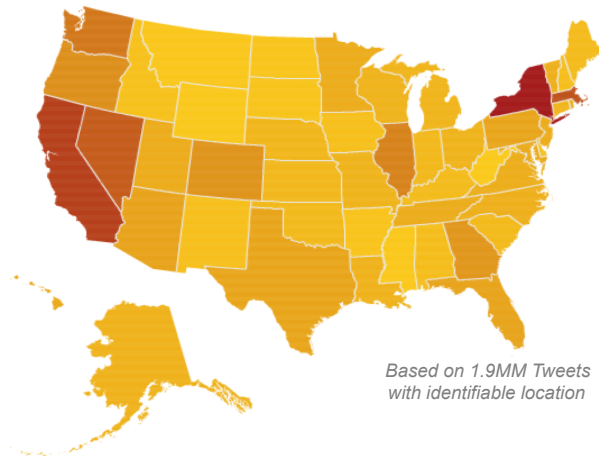


#UberKittens popular amongst female audience

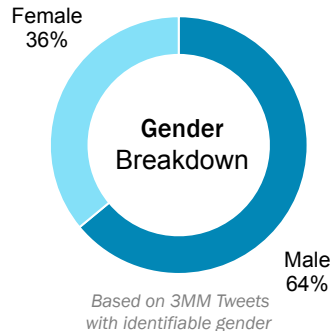
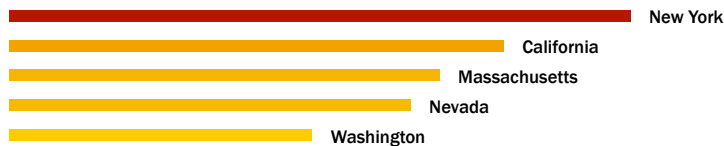
The #UberKittens campaign saw a dramatic increase (63%) in female participation compared to the overall conversation around Uber in 2014 (36%).

Uber

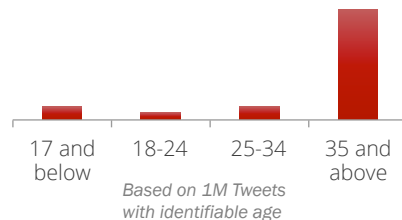
(01 January – 31 December 2014)



Top Tweeting States Per Capita

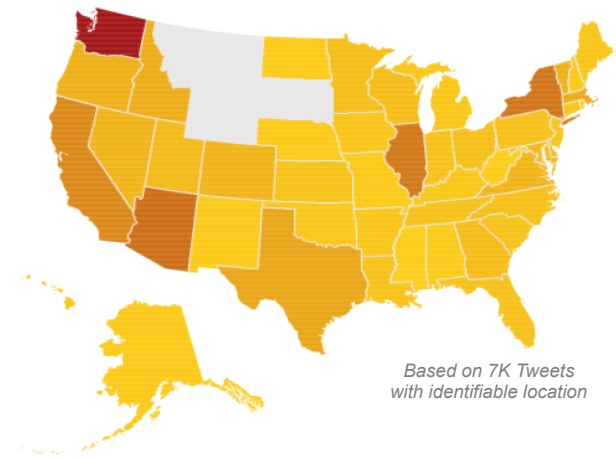


Age Breakdown

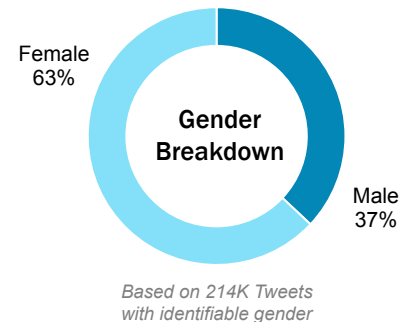
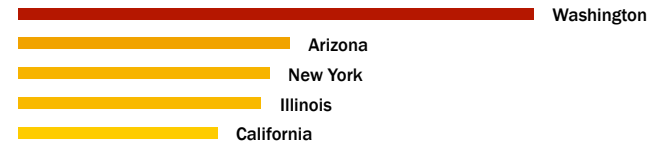


#UberKittens

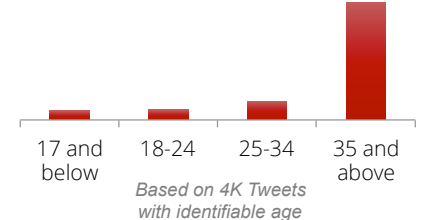
(22 October – 05 November 2014)



Top Tweeting States Per Capita



Age Breakdown



How to Build...

Appendix: Trendspotter

	Q1			Q2			Q3			Q4		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Positive Uber Experience/General	3%	3%	4%	4%	10%	5%	8%	2%	6%	5%	2%	4%
Best Option: Better than Cab/Public Transport	5%	3%	3%	4%	5%	7%	4%	2%	4%	4%	1%	3%
Want Uber in their City/Recommend	3%	3%	3%	5%	5%	3%	3%	3%	2%	3%	1%	4%
Uber Addicts/Promo Shares	16%	20%	23%	13%	6%	10%	9%	12%	8%	12%	11%	6%
	28%	29%	33%	26%	26%	25%	24%	19%	20%	24%	15%	17%
Neutral News	31%	35%	32%	29%	35%	32%	38%	39%	26%	29%	31%	26%
Questions/Clarifying Uber Services	3%	1%	4%	5%	1%	1%	2%	1%	1%	2%	2%	1%
	33%	36%	36%	34%	36%	33%	40%	40%	27%	31%	33%	27%
Negative Uber Experience/General	1%	2%	1%	1%	1%	1%	1%	1%	5%	1%	0%	1%
Poor Driver Experience (Unfriendly, Unknowledgeable about routes, etc.)	1%	5%	3%	5%	3%	2%	3%	5%	7%	5%	2%	2%
Worst Option: Too Expensive	1%	0%	1%	0%	0%	0%	0%	0%	1%	1%	1%	1%
Negative Press: Court Issues/CEO	36%	28%	26%	35%	33%	38%	32%	34%	40%	38%	48%	52%
	39%	35%	31%	41%	37%	41%	36%	40%	53%	45%	51%	56%
Female	40%	42%	41%	40%	38%	33%	37%	35%	37%	38%	33%	35%
Male	60%	58%	59%	60%	62%	67%	63%	65%	63%	62%	67%	65%

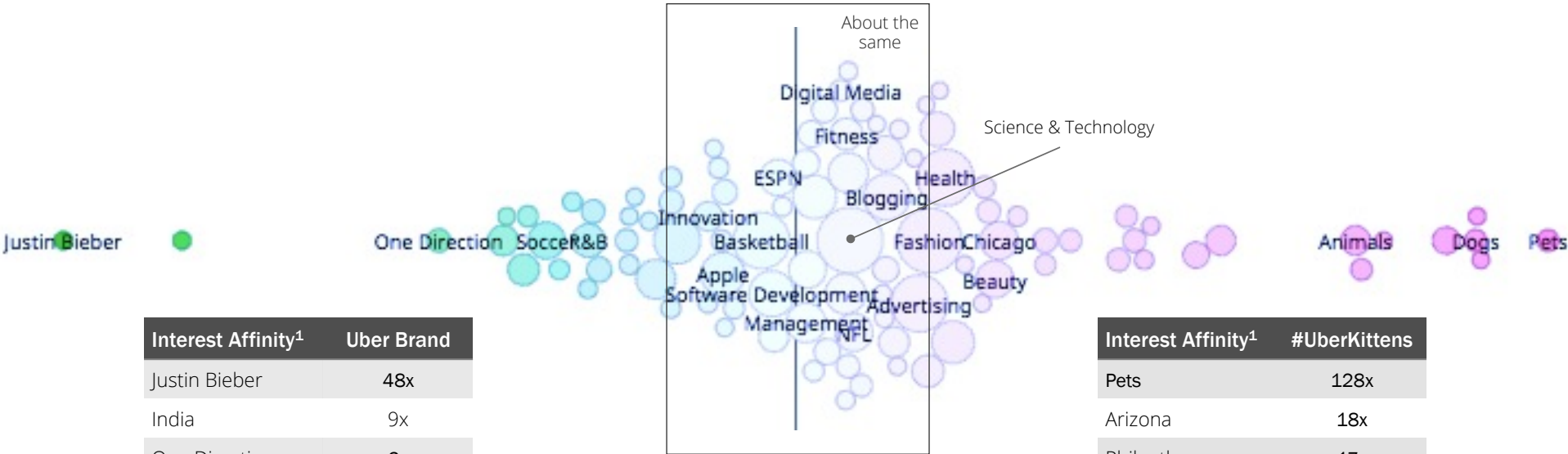
Appendix: Affinities

Uber Brand Conversation

Audience Affinities² Comparison

#UberKittens

(22 October – 05 November 2014)



Interest Affinity ¹	Uber Brand
Justin Bieber	48x
India	9x
One Direction	3x
London	2x
Astrology	2x
Hip Hop	2x
BBC	2x
Soccer	2x
Venture Capital	2x

Interest Affinity ¹	#UberKittens
Pets	128x
Arizona	18x
Philanthropy	17x
Dogs	17x
Cats	12x
Washington DC	8x
Pacific Northwest	7x
Animals	6x
Seattle	4x

¹ Interests are identified by the content a user tweets, handles they follow, and handles that follow them, among other factors.

² Affinity calculates the likelihood a topic is more interesting to a given audience vs. another.

About Crimson Hexagon

Crimson Hexagon, founded in 2007, is the leading provider of analysis software that delivers business intelligence from social media data for global corporations. Fast Company named Crimson Hexagon one of The Ten Most Innovative Web Companies. Powered by patented technology developed at Harvard University's Institute for Quantitative Social Science (IQSS), the **Crimson Hexagon ForSight™** platform delivers the industry's deepest and most actionable insights from social media data. Clients and partners include leading global organizations such as Microsoft, Paramount Pictures, Starbucks, Simon & Schuster, Twitter, The United Nations Global Pulse Initiative, and leading agencies such as, CP+B, HUGE, and We Are Social.