





WE GIVE A SH*T.

WE DON'T DO DATA FOR
DATA'S SAKE.

We look at numbers differently, and use our analytical resources to make badass business decisions. Because we're living in the age of social intelligence, we believe this intelligence should be harvested to inject lives with meaning and add value to businesses.

Social intelligence is the translation of social media data into consumer insights. As the tech matures, so does its role - brands are now using it to drive their strategies and dictate competitive advantage.

And we're no different.

EXCEPT WE ARE.

Sure, we dig deep into the intelligence to make Nomadical better. But for us, being better means building communities and enriching the lives of our users. It means empowering initiatives that influence actual change.

It means looking at social data and analysing human behaviour before implementing a new strategy.

Looking at the data with empathy and careful consideration, because that's where we find the nuances of social dynamics.

Brand perception is led by this conversation, and the evolved consumer determines its sentiment.

With only conventional analytical methods to rely on, measuring purchase intent can be a murky job.

But by combining traditional processes with social media data, we can prove true attribution.

Mining data is just the beginning; using it to build - then scale - is the journey. Using it for good is the goal.



**RECYCLING
SOCIAL INSIGHTS.**



KEY FINDINGS.

RECYCLING TRENDS.

- While the data showed mentions for the typical topics of waste and recycling awareness: bottles, plastic etc. The sentiment was more positive than alarmist in most cases where sentiment and emotion could be ascertained. An interesting topic was resilience of people who showed intent to either start a recycling business or who were already successful in their recycling business.
- Topics also showed companies who were standing up and making policy changes which was well received by the authors in this monitor. There was little name and shame, and it's refreshing to note that people were standing up so to speak and being the change.
- There were no surprises with regards to location, as the major clusters fell within the major cities.

CONVERSATIONS.

- The conversations show mixed sentiment. Many users have praised innovation in sustainability. The majority of negative conversation is around the inability to recycle certain packaging, with some finding more expensive to recycle due to the lack of resource from municipalities.

SINGLE-USE PLASTICS.

- This is the most active conversation and highest volume – this follows international trends.
- The main topics show conversation around plastics as well as bottles, we've seen Coca-Cola mentioned with regards to plastic bottles. These conversations are mainly awareness in focus. We do however see praise for people who are helping to overcome the prolific plastic waste issue.

BRANDS.

- The volume of mention for brands within the sustainability monitor was low. However, Coca-Cola and Woolworths stood out. Spar and Coca-Cola were praised for taking steps to combat plastic usage through their green initiatives. Woolworths were seen in a more negative light for falling behind.



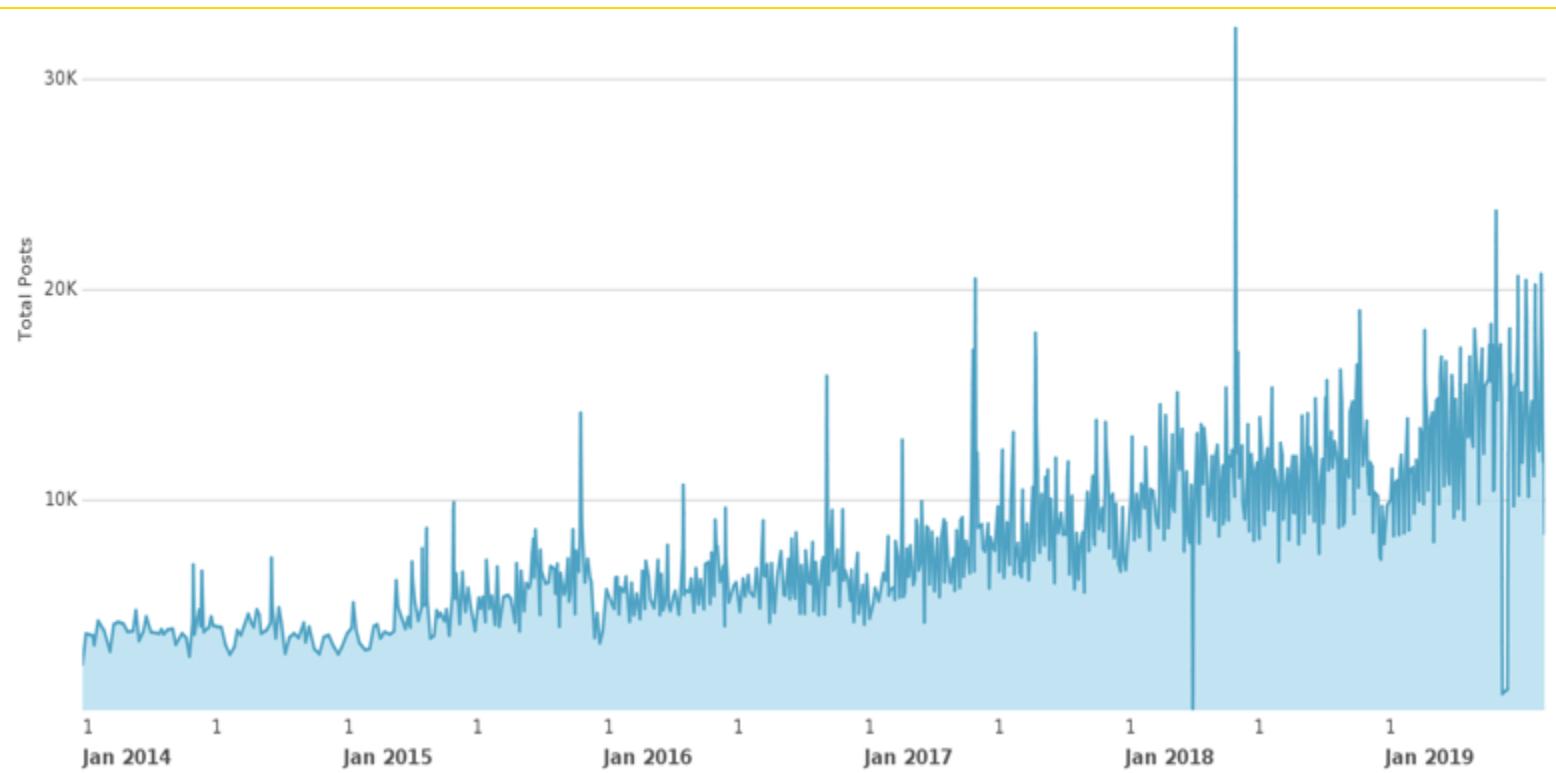
METHODOLOGY & DATA USED.

While the data showed mentions for the typical topics of waste and recycling awareness: bottles, plastic etc. The sentiment was more positive than alarmist in most cases where sentiment and emotion could be ascertained. An interesting topic was resilience of people who showed intent to either start a recycling business or who were already successful in their recycling business.

REPORT PERIOD

**Jan 1st, 2014 - Aug 11th,
2019**

4,856,327
Posts gathered for analysis





VISUALISATIONS.

TOPIC WHEEL.

This visualisation identifies groups of recurring words and phrases in the conversation, and arranges them into topics and subtopics. Each topic in the wheel represents a group of posts found to have similarities in text. Each group is then identified by a frequently mentioned word or short phrase that best describes how that group differs from the others. The topics within the wheel are hierarchically organized, where inner circles denote most dominant 'alpha' topics and outer circles represent their subtopics.

CLUSTERS.

The words appear in interconnected bubbles, which represent relationships between words within the sample of the conversation. The section highlighted in blue shows the keyword environment, connected to planet, earth and climate.

KEY CONVERSATION TOPICS.

Recyclability Trends

Deep look at recycling trends both locally in South Africa and internationally where applicable.

Brand Conversation

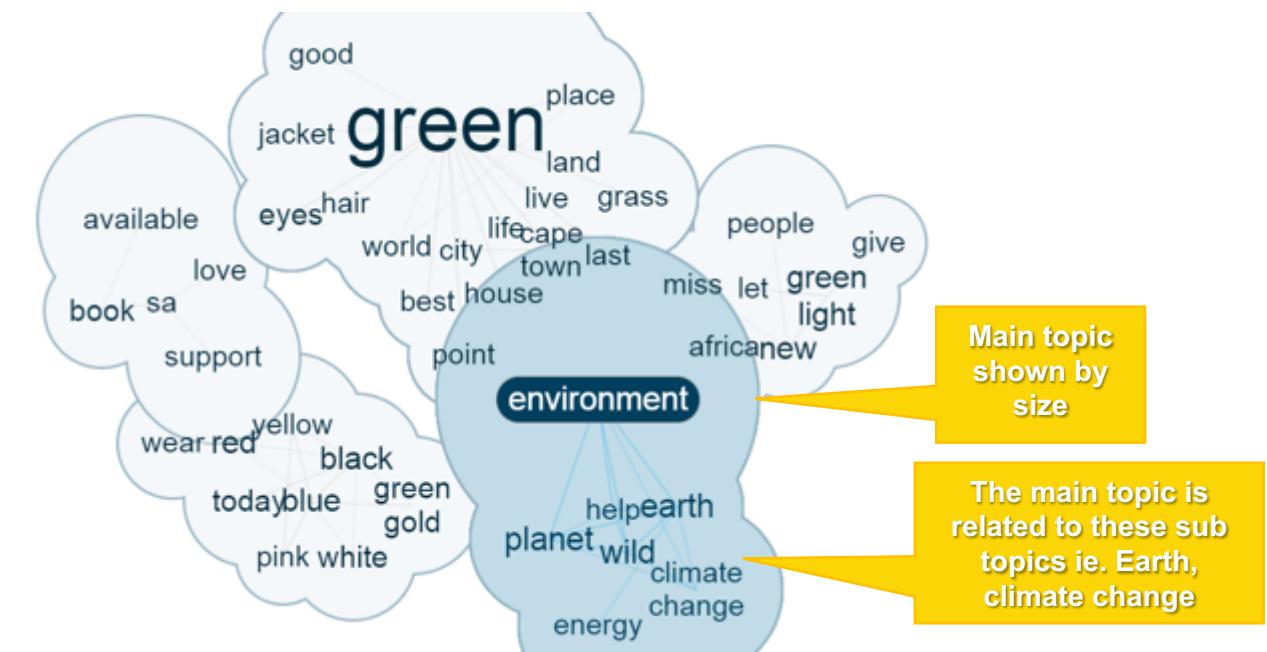
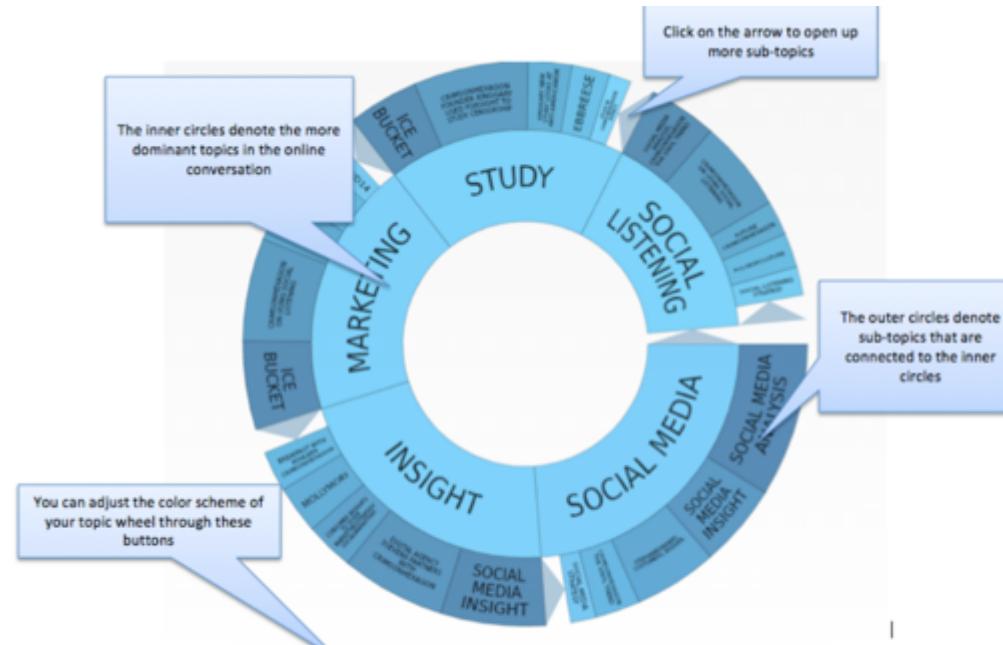
Perception and sentiment around South Africa

Single-use Plastics

Key conversation topics and thoughts on single-use plastics as well as trend analysis since 2014.

Brands

Analysis of Various Brands





RECYCLABILITY TRENDS.



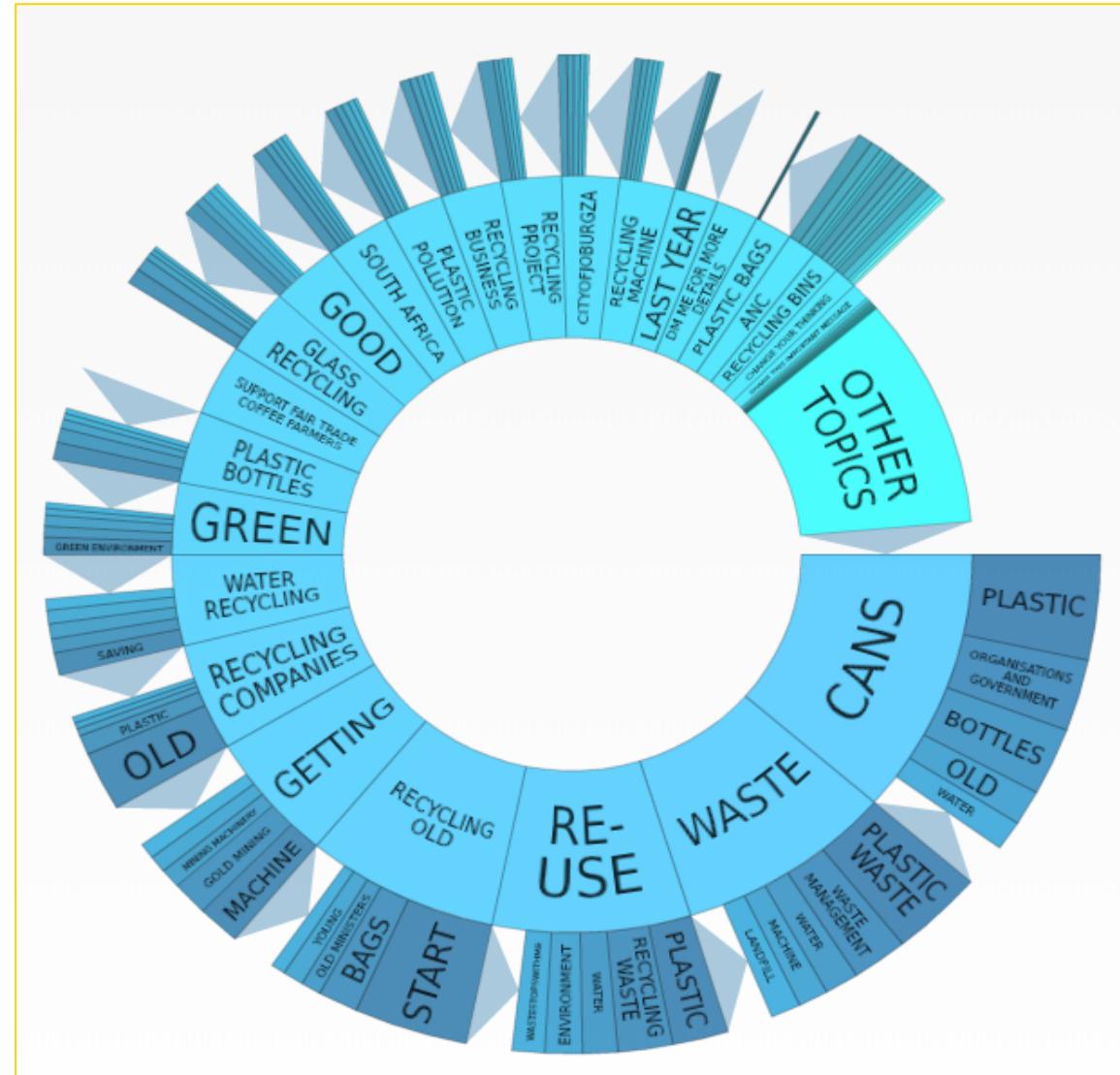
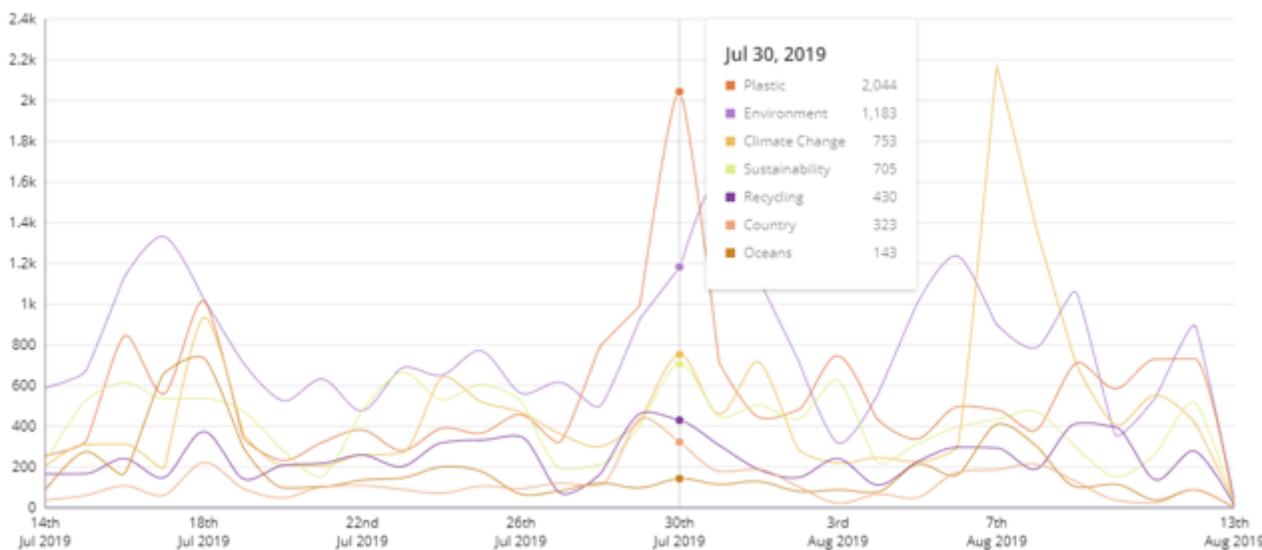
KEY TOPICS AROUND RECYCLING.

Summary of all recycling mentions:

The topic wheel shows a vast range of categories within the alpha (see slide 4 for explanation) “recycling” topic. The majority being around reusing and repurposing products. Conversations emerge on “recycling companies”, and then specifically consumables such as plastic, bottles, and glass.

Plastic is mentioned as a main topic as well as inner circle subtopics. Plastic is mentioned 6 times in total and we will dive deeper into the topic of single-use plastics.

However interestingly in the topic waves, we can identify major stand out topics for the past month – plastic shows peaks followed by environment within the greater view of recycling.





DEEP DIVE INTO RECYCLING TOPICS.

Conversation trends since 2014 show steady growth and peaks. The surge in February 2018 has 5,553 Posts.

The stand out story is from SABC News with a spotlight on an engineering student who made it through university by recycling plastic. Full video [HERE](#)

Recycling as a job creation means seems to be a recurring theme. There is an element of citizen activism here, which has opened up conversation around education.

Recycling and the power of one person's actions having a larger effect on the whole. As we can see that feel good stories are often retweeted, or liked. In the image to the left we can see the post had 148 likes and 94 people talking about it.



@GubevuMbotshwa retweeted



DEEP DIVE INTO RECYCLING TOPICS.

PLASTIC MANUFACTURING

These discussions look at the root of the plastic issue, which is the manufacturing process.

Zamangwanya Mluba
@mlubuTry

Together as individuals, corporates, organisations and government, we can be the generation to create a worldwithoutwaste by 2030. Thank you to @CocaColaAfrica and @Petco_SA for teaching us the value of recycling and how it can end poverty. bit.ly/WasteEntrepreneur...



Working With Waste Entrepreneurs to Empower Women ... How Coca-Cola Africa used the Global Citizen Festival: Mandela 100 to promote environmental health. globalcitizen.org

6:36 AM - Jan 11, 2019

[See Zamangwanya Mluba's other Tweets](#)

Coca-Cola, Pepsi tout plastic recycling in rare joint appearance | AFP | Springs Advertiser

Coca-Cola, Pepsi tout plastic recycling in rare joint appearance The bosses of Coca-Cola and Pepsi promised Thursday that "huge progress" would be made by 2030 to reduce plastic waste, which contaminates humans, wildlife, and oceans. Coca-Cola CEO James Quincey (2L) and PepsiCo CEO Ramon Laguarda (R) participate in a panel discussion on reducing

[READ POST AT springsadvertiser.co.za](#)



[READ POST AT westside-eldos.co.za](#)

Other topics from 14 October 2018 to present – look at companies and organisations as well as their part in recycling. Many posts indicate that companies should be held accountable. This is the case with stand out conversations like "HP Sustainable" and Coca-Cola CEO. We've highlighted conversation examples. Again we're seeing recycling as a way to help communities as in the case of "HP Sustainable".

PLASTIC

Plastic is a major topic, within this filter but throughout the monitor. Here the subtopic speaks to the fact that organisations and government making changes.

Fadimatou
@Fadicious

This recycling company is working with @HPSustainable to give old electronics "and" formerly incarcerated individuals a fresh start. 🎉

The Garage by  Presents

12:57 AM - Oct 17, 2018

[See Fadimatou's other Tweets](#)

RECYCLING OLD

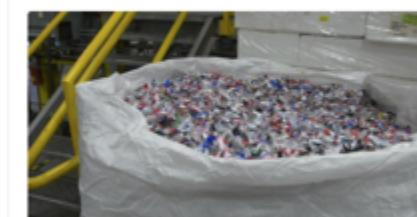
Recycling or upcycling of products is the *alpha* topic. Here the HP Sustainable project stands out with recycling as a means for job creation – specifically recycling of cans.

WASTE

Waste is the alpha topic with descriptors around plastic waste cans. These conversations highlight waste as a major issue but also shared content around "answers" to the waste issues.

CBS News
@CBSNews

Chemical recycling could be the answer to our single-use plastic problem cbsn.ws/2uJtJ67



37 · 5:18 PM - Apr 4, 2019

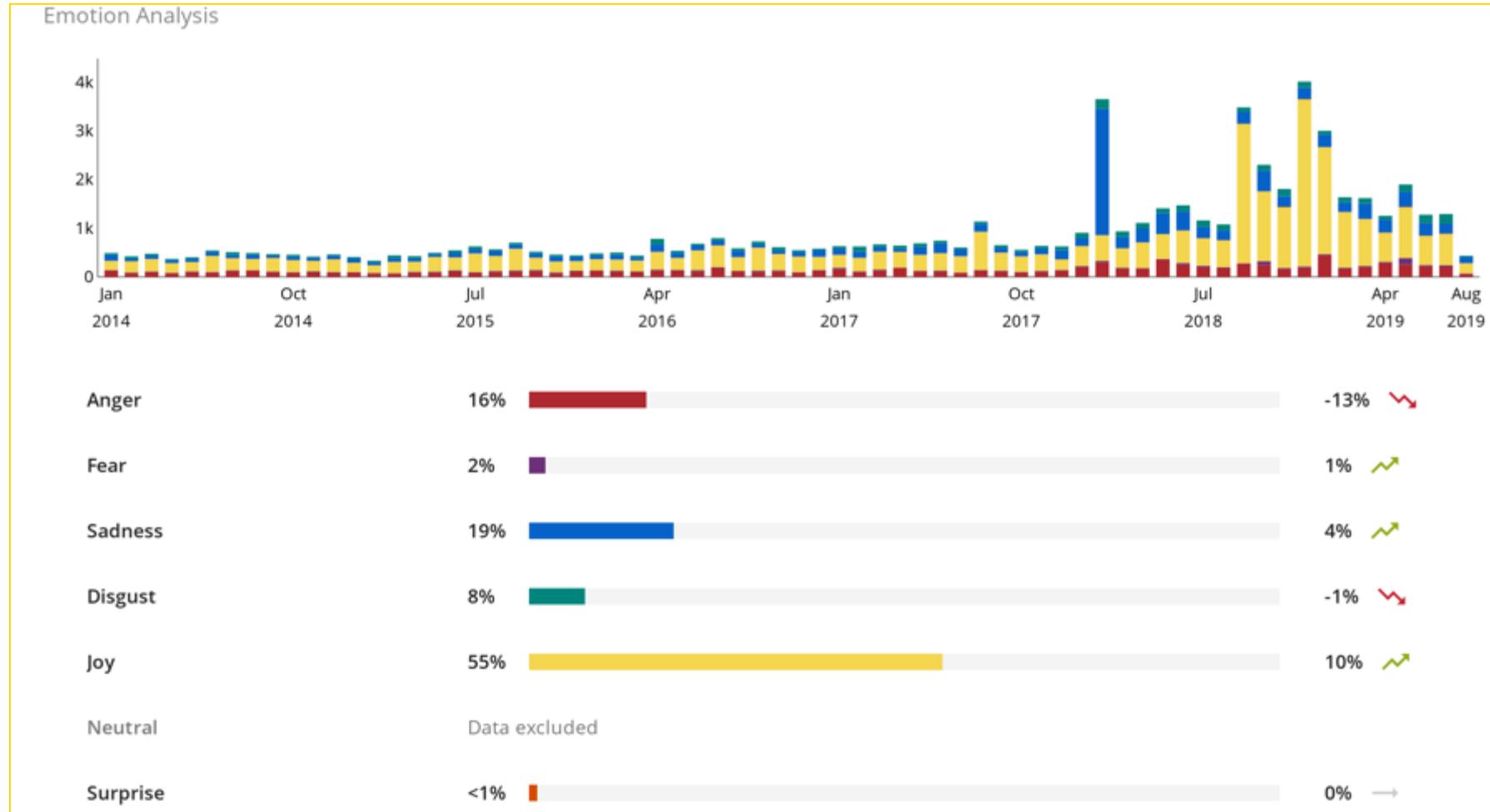
[19 people are talking about this](#)



SENTIMENT AROUND RECYCLING.

Neutral emotion data has been excluded as this pertains more to news stories. In terms of emotions, there is more joy than negativity. This joy stems from the positive news stories being circulated: feel-good articles. These resonate with the authors within this monitor. Disgust and anger show a downward trend.

Note that this is based on **141,457 posts** where emotion can be gauged.





EMOTION EXAMPLES.

A Plastic Planet
@aplastic_planet

ANGER



Rather than trying to #recycle our way out of the problem, how about use less #singleuseplastic in the first place. The UK's supermarkets can get on board with this with a #plasticfreeaisle #BeatPlasticPollution independent.co.uk/voices/plastic...



'Everything you've been told about plastic is wrong – the ...

Head to the kitchen, open your fridge and cupboards, and take out everything that's made of plastic. Bags of pasta, rice (or independent.co.uk)

Jade Rietmann
@J_Rmann94

ANGER



@GeorgeAvakian why not other alternatives solution to the problem? Provide us with an environmentally friendly product to decant our alcohol? Make recycling a reward for the people. Get creative with the ideas not just your way to "solve" it and that's it.

7:23 PM - Sep 11, 2018



[See Jade Rietmann's other Tweets](#)



ANGER



Nos September
@gudtobebblack

DISGUST



Well when it comes to #wastemanagement our townships are not winning the battle against illegal dumping #GlobalCitizen #cleanup #recycling #environment



1 2:37 AM - Sep 25, 2018

[See Nos September's other Tweets](#)

Ayesha Laher @Ayeshatjie · Sep 15, 2018

S Sunday Times @SundayTimesZA

SADNESS

[READ POST AT timeslive.co.za](#)



Natasha Van Niekerk
@NatashaVanNiekerk

"She has been recycling for the past two years but in the past year started sleeping on the dump out of fear that her collected stash would be stolen." bit.ly/2PHJ54V



She fights for a future amid the filth
Philiswa Vamanda dreamt of being a nurse, but now lives on a rubbish dump, risking her life to care for her family select.timeslive.co.za

9 5:40 PM - May 3, 2019

[See Sunday Times's other Tweets](#)

Greta Thunberg @GretaThunberg

FEAR

This sums up how we in the rich countries in the global north have been treating the rest of the world. Sweeping all of our dirt and trash under someone else's carpet. Now it appears all the space underneath those carpets are full... twitter.com/Bilindia/status...

5:37 PM - May 30, 2019

[See Natasha Van Niekerk's other Tweets](#)



Motleleng @Marcell_627

DISGUST

I've seen bakkies full of steel wires from burned tyres going to a scrap yard for the past two weeks. I think this guys are burning tyres for recycling their steel wire but its bad with this smoke all over.

1 7:57 PM - Sep 15, 2018

[See Motleleng 's other Tweets](#)

ش
@maester_sim

SADNESS

Working on a waste recycling project is not for the faint hearted.. I don't think I'll be able to eat for the next two weeks

1 8:01 PM - Feb 7, 2018

[See ش's other Tweets](#)

info@nomadical.co.za | + 27 82 3811869

[READ POST AT timeslive.co.za](#)



EMOTION EXAMPLES.



Hein C @Hein_The_Sayer

Wow!

SURPRISE

Let's think RECYCLING!

For a cleaner world... [twitter.com/kashthefuturist...](https://twitter.com/kashthefuturist)

Dr. Kash Sirinanda @kashthefuturist

Old tires are put to good use as this eco-friendly pavement #circularconomy #sustainability #SDGs



1 8:20 PM - Jun 28, 2019

[See Hein C](#) 's other Tweets



Forever Yang!
@Yanga_Gee

JOY



What a beautiful day! Seeing so many excited faces learning about #recycling was my big takeout! Working in #BehavioralEconomics #BehavioralDesign feels rewarding.



1 1:44 AM - Sep 26, 2018

[See Forever Yang!'s other Tweets](#)



Miss Earth South Africa
@missearth_sa



Amazed at the recycling stations that Phambili Junior Primary School has. The truly do #GoodGreenDeeds @environmentza #EastLondon #MissEarth2019



18 8:47 PM - Mar 7, 2019

18 people are talking about this



South Coast Herald
@SCoastHerald

JOY



7 tips to help you get into good garbage habits #recycling. bit.ly/2N7HBTI



2 9:55 PM - Sep 12, 2018

[See South Coast Herald's other Tweets](#)

Review Fourways Review
@Fourways_Review

SURPRISE



Redisa gives shocking insights on #SouthAfrica's #recycling issue. [@wasteintoworth](#) [@CleanerJoburg](#) bit.ly/2r42MJS

1 7:30 PM - May 26, 2017

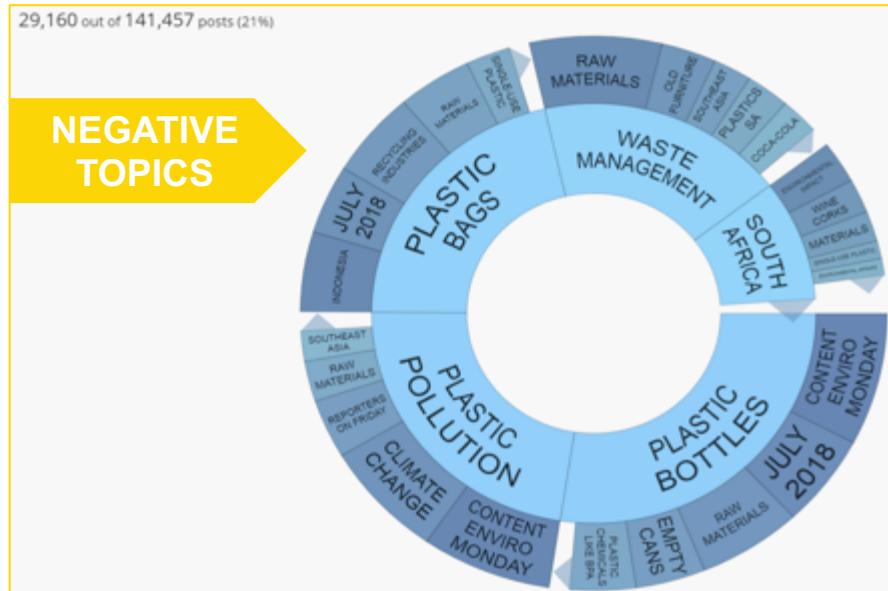
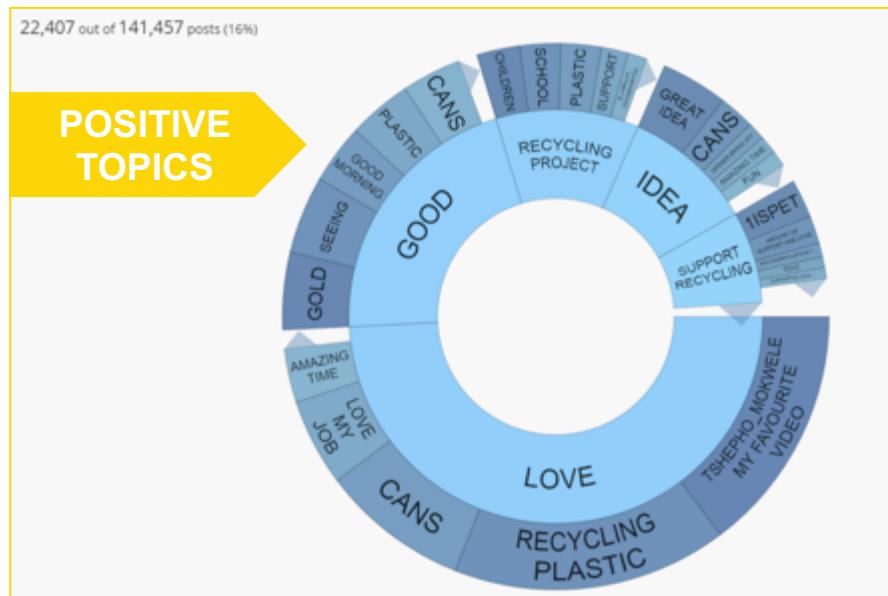
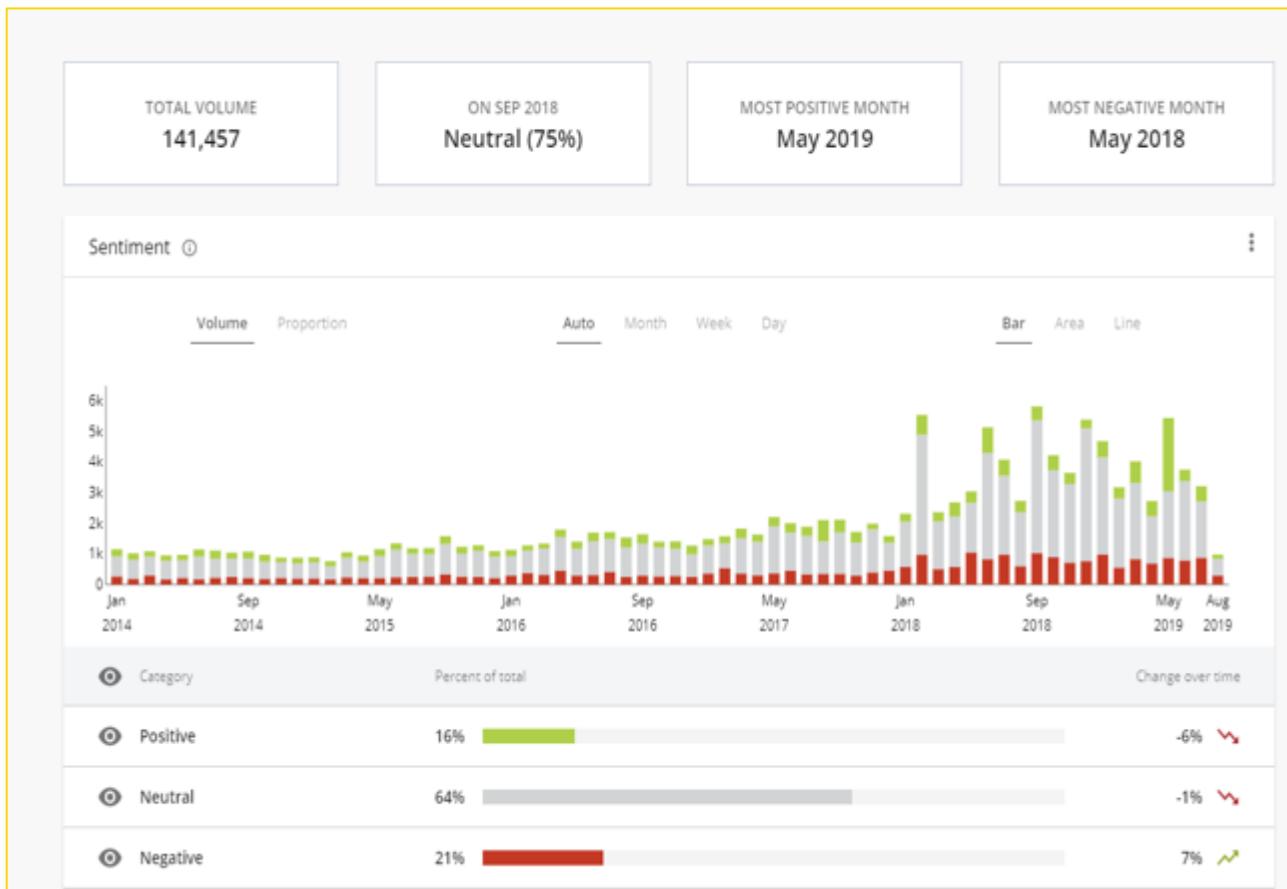
[See Fourways Review's other Tweets](#)





SENTIMENT AROUND RECYCLING.

The sentiment shows more neutral posts – with higher negative than positive posts. Again this is where sentiment can be gauged.

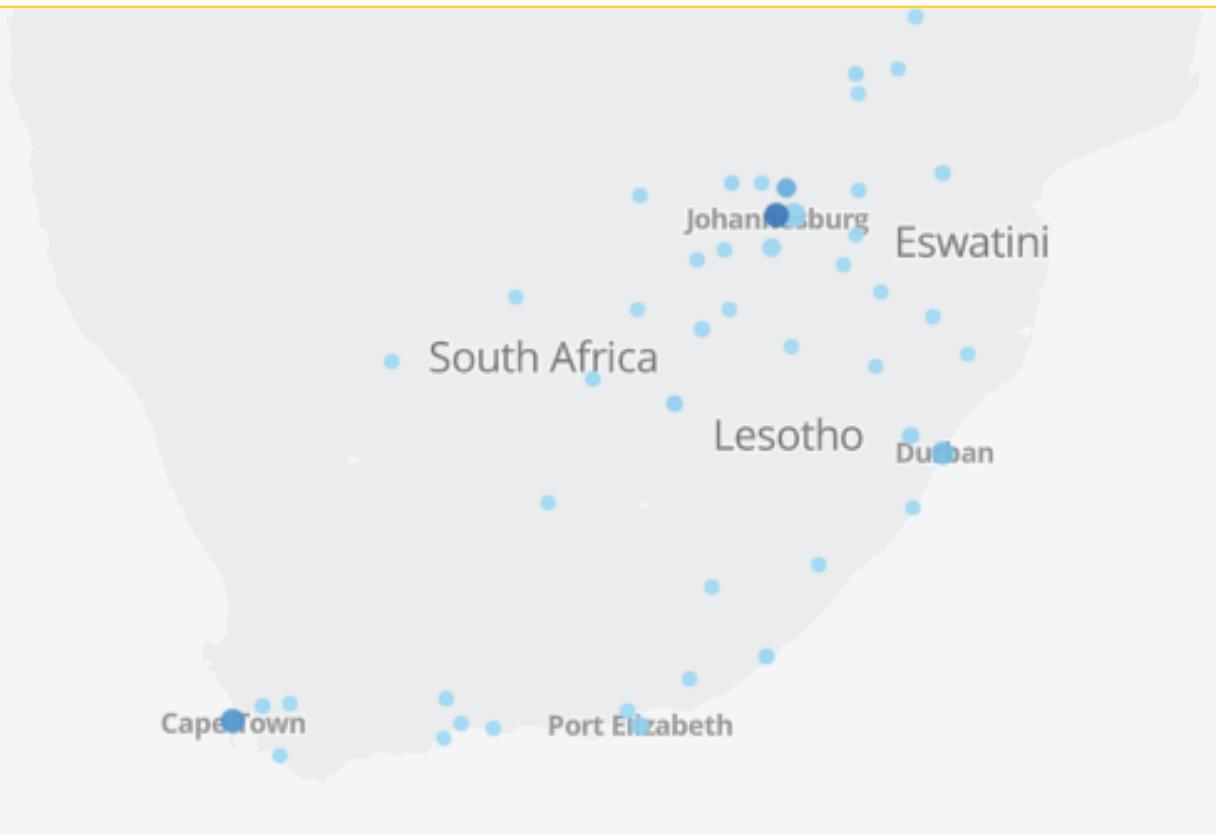




GEO TRENDS.

RECYCLING CONVERSATION.

Based on 37,704 posts that have identifiable location – we can see that the majority of clusters happen around major cities. This is more indicative of population.



| | | | |
|----|------------------|-------|--------|
| 1 | Johannesburg | 15394 | 40.83% |
| 2 | Cape Town | 9463 | 25.10% |
| 3 | Pretoria | 5116 | 13.57% |
| 4 | Durban | 2843 | 7.54% |
| 5 | Port Elizabeth | 785 | 2.08% |
| 6 | Bloemfontein | 607 | 1.61% |
| 7 | Benoni | 535 | 1.42% |
| 8 | Rustenburg | 269 | 0.71% |
| 9 | Pietermaritzburg | 249 | 0.66% |
| 10 | Polokwane | 222 | 0.59% |
| 11 | East London | 208 | 0.55% |
| 12 | Kimberley | 207 | 0.55% |
| 13 | Vereeniging | 198 | 0.53% |
| 14 | Paarl | 186 | 0.49% |
| 15 | Mbombela | 116 | 0.31% |
| 16 | Mmabatho | 114 | 0.30% |
| 17 | Welkom | 102 | 0.27% |
| 18 | Hermanus | 93 | 0.25% |
| 19 | Grahamstown | 93 | 0.25% |
| 20 | Middelburg | 73 | 0.19% |



GEO TRENDS.

RECYCLING CONVERSATION.

Interesting geolocated tweets and mentions...



We see the trend of recycling turning into a means and business.

John Marsh (@JohnPublicRealm)
Replying to @clrtobyneal
@clrtobyneal: Out spreading cle streets and recycling message in Forest Fields yesterday #berridge pic.twitter.com/SILdox6h74" @GlenSimms



taelo socrate (@MoteneTaeleo)
I want to start a recycling business of disposable nappies. I made a research it about and it is recyclable. Mulaudzi help.

1 3:49 AM - Jul 22, 2016 · South Africa

See taelo socrate's other Tweets >



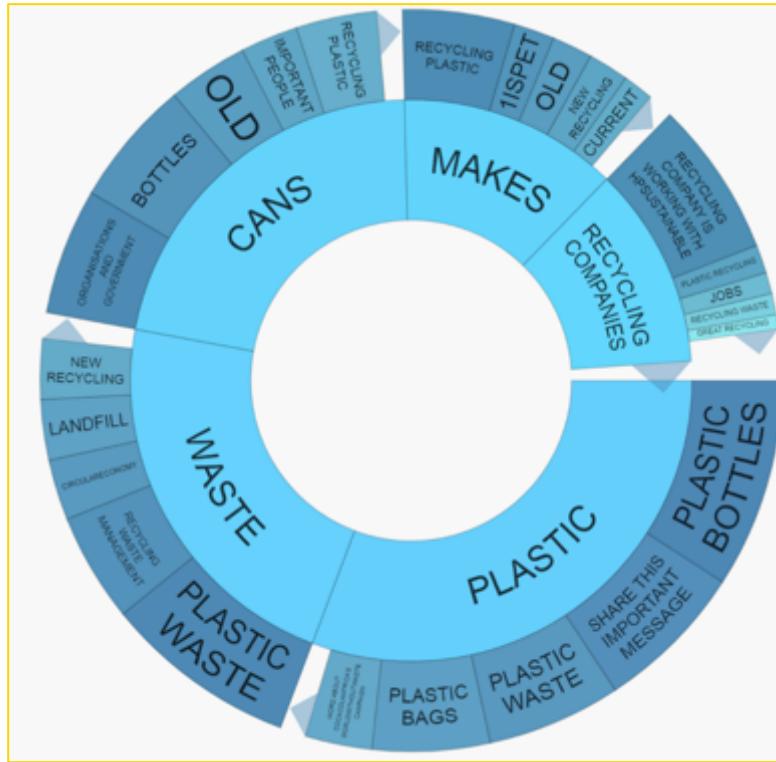


CITY GEO TRENDS.

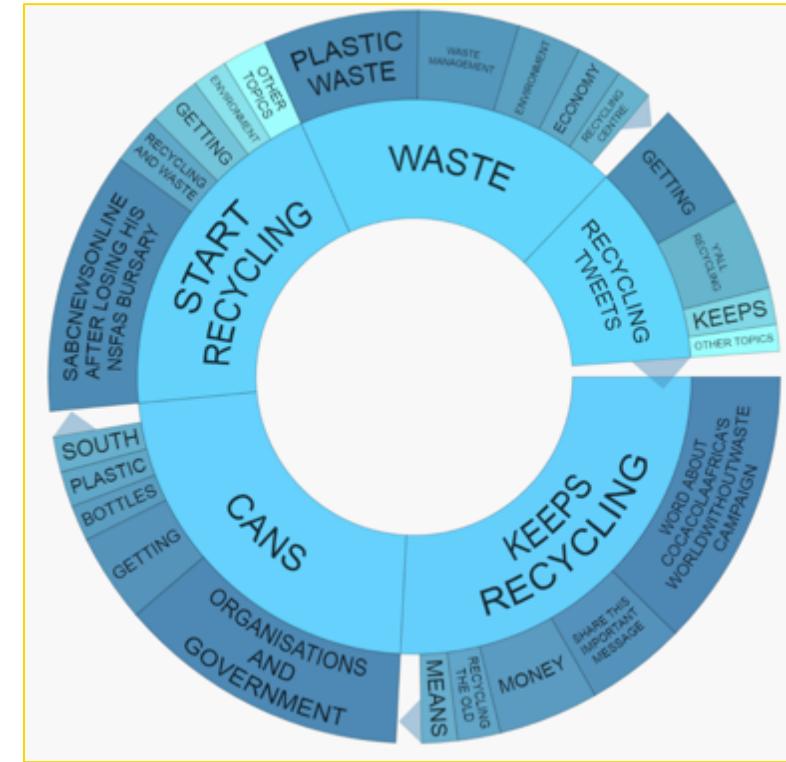
RECYCLING
CONVERSATION.



JOHANNESBURG



CAPE TOWN

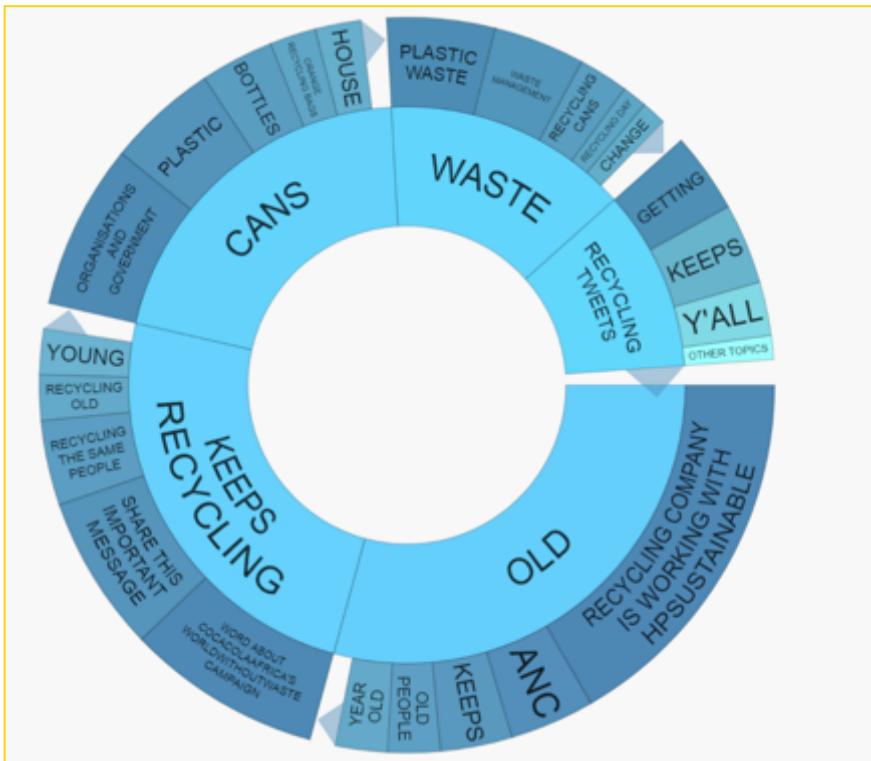


PRETORIA



CITY GEO TRENDS.

RECYCLING CONVERSATION.



DURBAN



PORT ELIZABETH



INTERESTING CONVO TRENDS.

There is a mini-trend where recycling has become a business opportunity throughout the monitor.

Here are some examples to illustrate this:

Good Things Guy
@GoodThingsGuy

Man turned small business into success, now saves environment & creates jobs! - goodthingsguy.com/business/recyc...



3:03 PM - Jul 27, 2018

9 likes

See Good Things Guy's other Tweets

Lubango Menongue

Namibia Windhoek

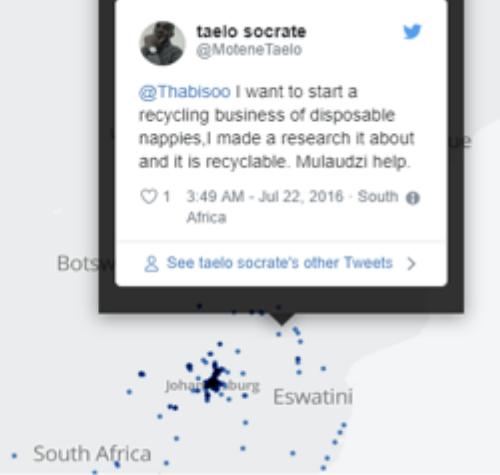
Botsu...

taelo socrate
@MoteneTaelo

@Thabisoo I want to start a recycling business of disposable nappies. I made a research it about and it is recyclable. Mulaudzi help.

3:49 AM - Jul 22, 2016 - South Africa

See taelo socrate's other Tweets



PETCO
@PETCO_SA

Ever wanted to start your own recycling business? Find out everything you need to know here: bit.ly/2dmQ7bR

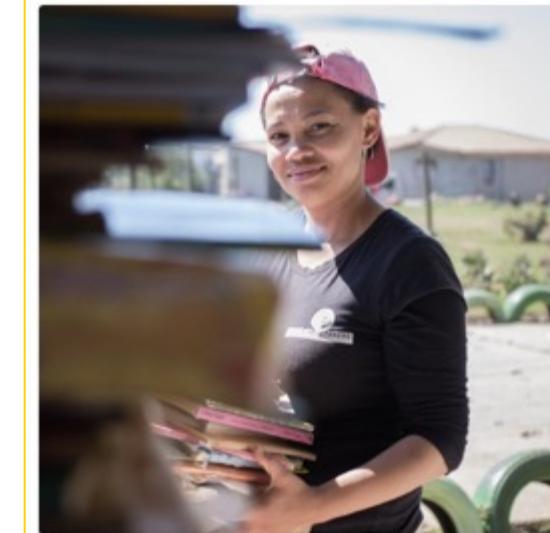
9:00 PM - Oct 26, 2016

3 likes

See PETCO's other Tweets

PAMSA
@paperrocksza

Meet Mary Phillips – she runs a recycling business in Port Elizabeth called Waste Takers. When we separate our waste and recycle, we support sustainable business and income opportunities for people like Mary and the people she employs. #ThePaperStory #Recycling #Employment



5:00 PM - Jul 24, 2019

4 likes

See PAMSA's other Tweets

inAbox
@kitchentrailer

Are you going into the recycling business? we would like to help you collect and make as much as possible. Get this 4m long and 1.2m high trailer for just R32000 and make unlimited amounts of money. Call/WhatsApp

#hgcmusicvideo



7:00 PM - May 18, 2018

1 like

See inAbox's other Tweets



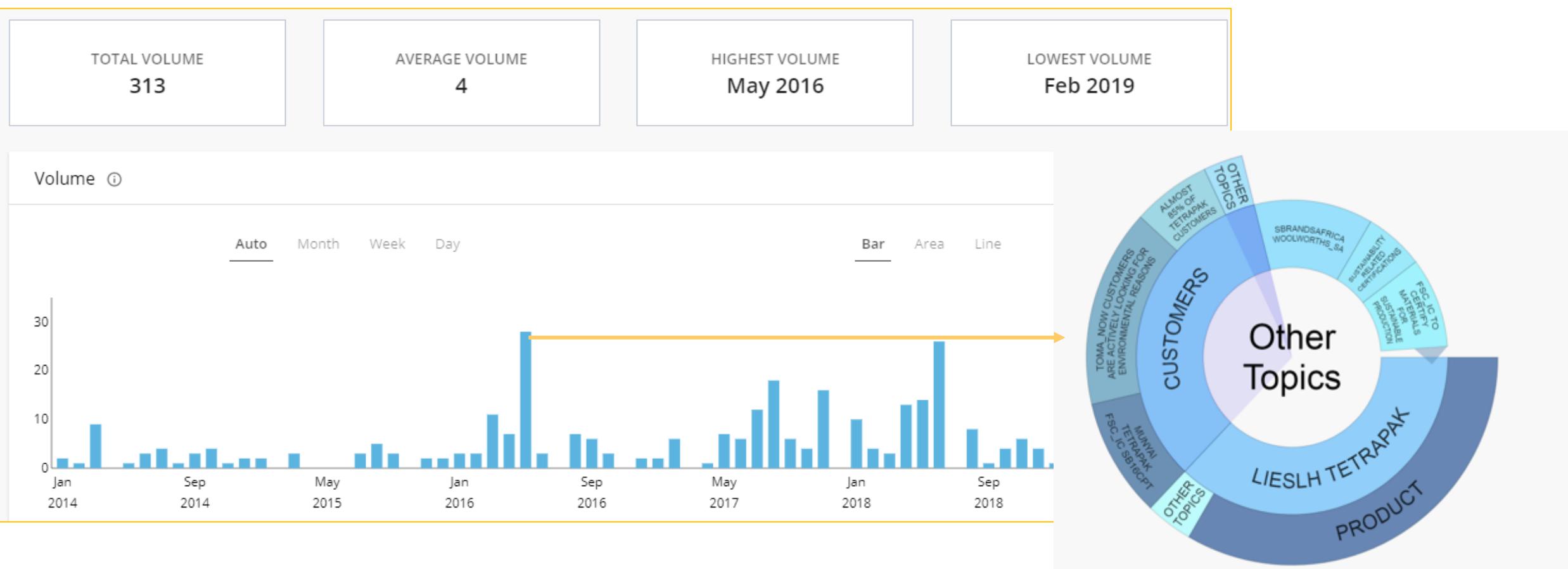
CONVERSATIONS.



VOLUMES ON SOCIAL.

The mention are low however there are significant peaks. The most notable in May 2016. The topic wheel shows the breakdown of those 28 posts that peaked for May.

May shows a peak for the hashtag #SB16CPT from the event for the Sustainable Brands Cape Town conference.



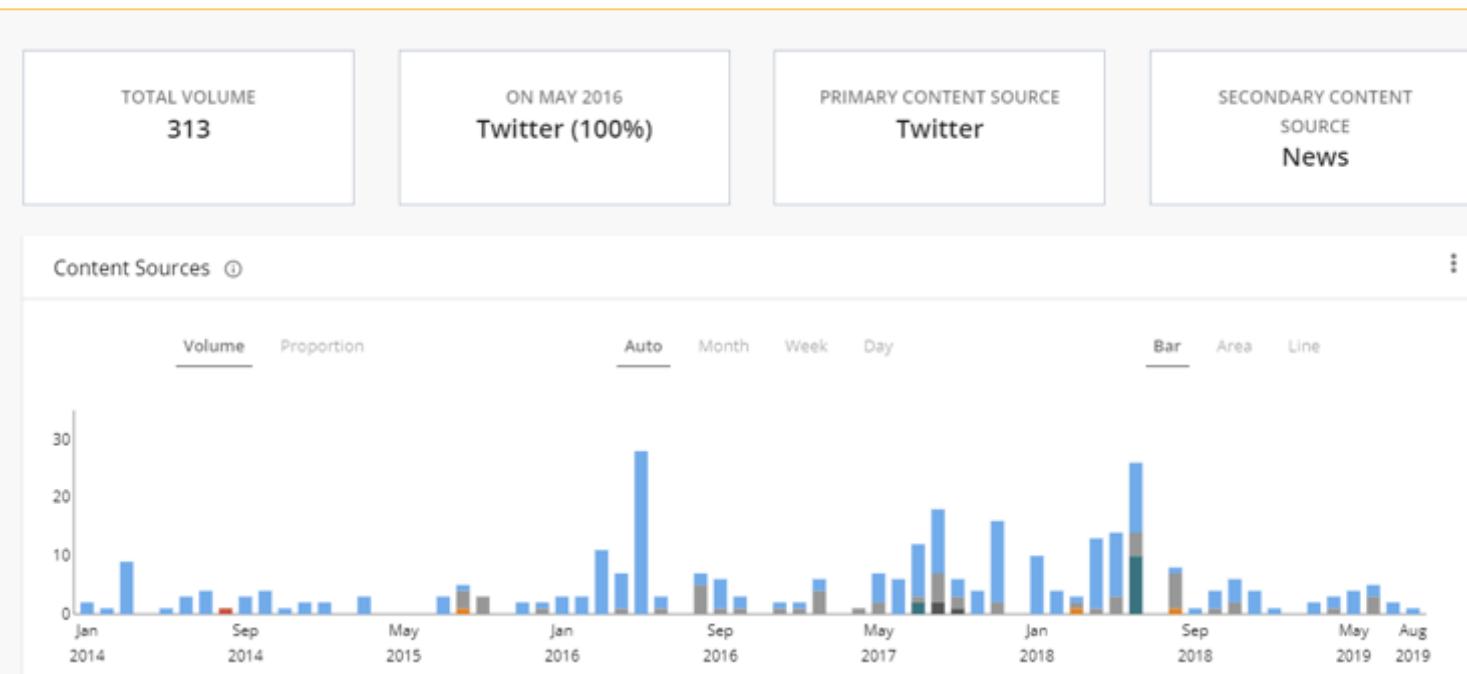


CONTENT SOURCES.

The majority of mentions come from Twitter, with the secondary source being News.

The graph on the left shows the top 20 sites where a mention was found. There is an opportunity to be more vocal on social media and through PR as well as online editorial outreach – it would be good to seed content online and be active in interpersonal conversations.

It may be interesting to try an interesting approach to use sensual media: more visual content via Instagram and voice through podcasting. It could work to introduce clients on the podcasting show and highlight the work being done.

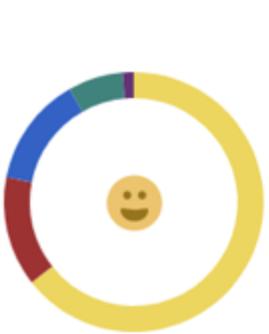


| Site | Total Posts |
|------------------------|-------------|
| twitter.com | 237 |
| mybroadband.co.za | 10 |
| fastmoving.co.za | 8 |
| capetowngreenmap.co.za | 3 |
| drinkstuff-sa.co.za | 3 |
| engineeringnews.co.za | 3 |
| infrastructurene.ws | 3 |
| tumblr.com | 3 |
| baydu.co.za | 2 |
| bizcommunity.com | 2 |
| manhattanweek.com | 2 |
| mypr.co.za | 2 |
| news24.com | 2 |
| supermarket.co.za | 2 |
| tripadvisor.co.za | 2 |
| africaprint.com | 1 |
| bellanaija.com | 1 |
| benonicitytimes.co.za | 1 |
| brandsouthafrica.com | 1 |



SENTIMENT FOR THE BRAND.

The predominant emotion in this conversation is Joy. ⓘ



| | |
|----------|-------|
| Joy | 64.4% |
| Anger | 13.7% |
| Sadness | 13.7% |
| Disgust | 6.8% |
| Fear | 1.4% |
| Surprise | 0.0% |

* Excludes the 76% of posts that do not contain emotion

The only sentiments in this conversation are Positive and Negative. ⓘ



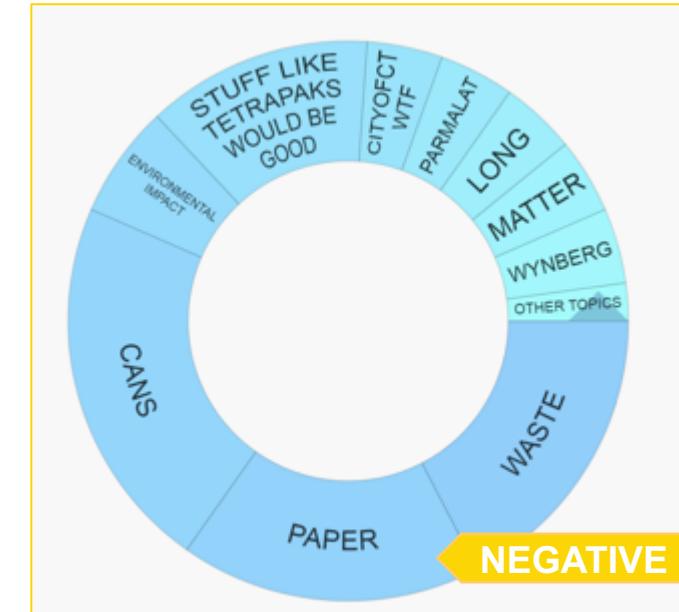
| | |
|----------|-------|
| Positive | 52.5% |
| Negative | 47.5% |

* Excludes the 81% of posts that do not contain positive or negative sentiment

The majority of the conversation remains joyful, with anger and sadness both showing 13.7%

The sentiment analysis of negative conversation talks about how products can only be partially recycled. While positive conversation gives praise for water cartons and its positive move forward for sustainability.

We will unpack this conversation further in the next slide.





POSTIVE & NEGATIVE CONVERSATIONS.

DEEP DIVE.

Conversation around innovation in packaging and how it's driving sustainability.

tetrapak

POSITIVE



Marc Aupiais other
@environsecnews

#Green #Environment Tetra Pak makes progress towards 2020 environmental targets - Packagi... bit.ly/1laxZ27 #Wild #Planet #Earth

9:18 PM - Mar 7, 2014

See Marc Aupiais other's other Tweets

Ari Adams
@LovePeaceMommy

Green Your Routine with @tetrapak | 25 Ways to Go Green All Year Long - go.shr.lc/2FuiMix #AD

6:01 AM - May 1, 2018

92 people are talking about this

fastmoving.co.za

Tetra Pak now uses 35% renewable electricity [...] Biomass. Charles Brand, executive VP of Product Management and Commercial Operations at Tetra Pak says: "We joined the RE100 last year as a part of our commitment to tackle climate change, pledging to use 100% renewable electricity across all our operations by 2030. This move in China, where we have the largest production footprint, is a

READ POST AT fastmoving.co.za

Seeds&Chips @SEEDSandCHIPS

Individually we are one drop. Together, we are an ocean! #SaC18 #WaterFirst #Water #Sustainability #circulareconomy #waste @tetrapak



4 10:17 PM - May 7, 2018

See Seeds&Chips's other Tweets



POSTIVE & NEGATIVE CONVERSATIONS.

DEEP DIVE.

Here we see conversations around the cost of recycling as well as how products aren't fully recyclable.



Zarmeem Ariana @Zagsterr · Oct 12, 2017
Replying to @yorokobi19 @ZubairHabib
Worse as in the recycling process is more difficult or the structures simply aren't in place?

Naeema Hoosain @yorokobi19
Recycling more difficult and expensive. tetrapak can only be partly recycled, glass is expensive and difficult. The logistics around glass

12:16 AM - Oct 13, 2017

See Naeema Hoosain's other Tweets

RAJ @KingJesanNaiker
Why Tetra Paks aren't Green or Sustainable | Treading My Own Path | Zero Waste + Plastic-Free Living
treadingmyownpath.com/2014/09/11/why...

12:10 AM - Jun 12, 2017

See RAJ's other Tweets

Gizelle Steeg @gsteeg
@CityofCT WTF? @averda doesn't recycle any plastic bags or tetrapak cartons! Bring back @WastePlanSA! Way to protect our oceans. #pollution

WE ARE AVERDA.
WE WILL BE COLLECTING YOUR RECYCLABLES.
AND WE ARE EXCITED TO BE OF SERVICE TO YOU!
FIRST LET US TELL YOU MORE ABOUT US.

We are an international Waste Management company with over 35 years of experience of cleaning, collecting and recycling for people, governments and business across the world.
OUR COMMITMENT TO YOU:
We promise you an on-time and reliable service. Our teams are professional, helpful and friendly. We can help improve recycling rates for a better environment. You can contact us at 0860 AVERDA, or write to us on CRecycling@averda.com or talk to us through any of our social media channels. We would love to hear from you!
LETS RECYCLE TOGETHER!

WHAT CAN GO IN YOUR AVERDA RECYCLING BAG?

1 10:05 AM - Oct 17, 2016

See Gizelle Steeg's other Tweets



INFLUENCERS OF CONVERSATIONS.

Most Prolific on Twitter

Out of a 302 post sample



MOST PROLIFIC AUTHORS

MOST INFLUENTIAL AUTHORS

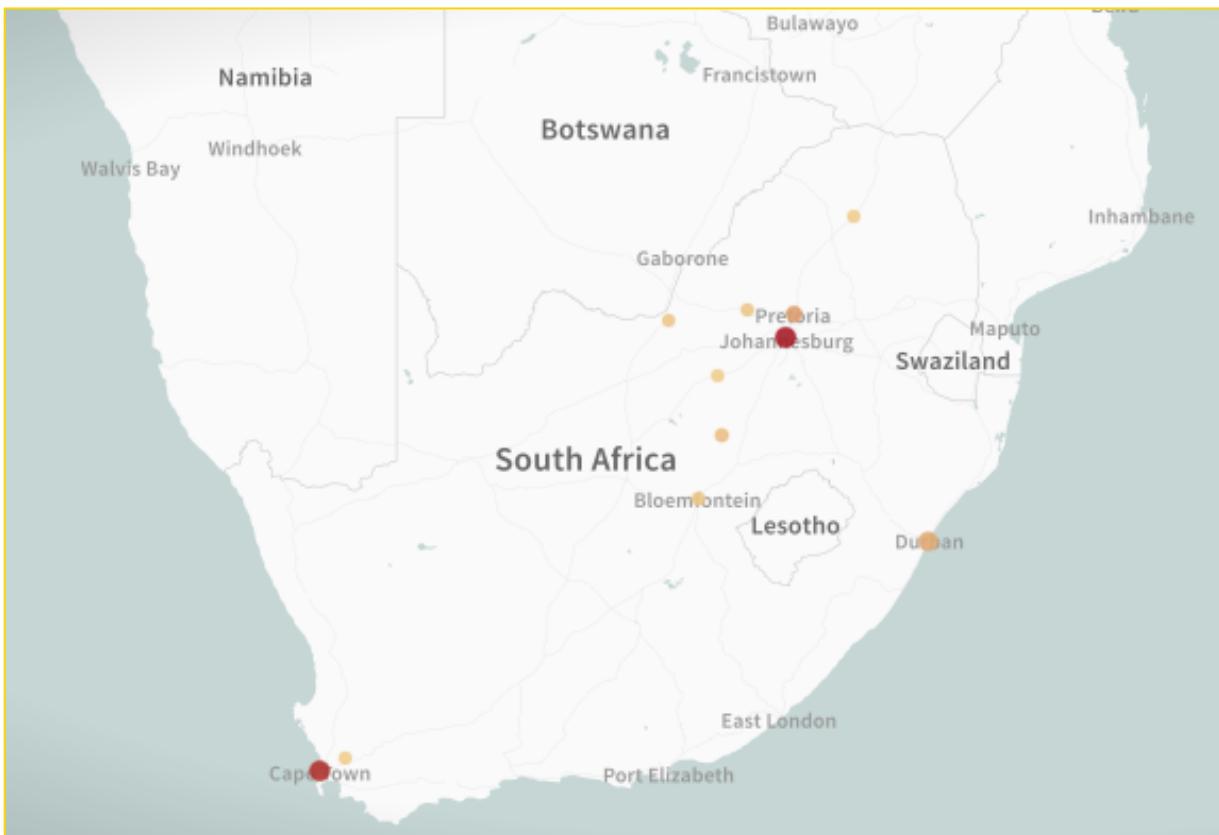
| Most Influential Twitter Authors | | | | | |
|--------------------------------------|----------------|------------------|---------------------|----------------------|--|
| FSC International @FSC_IC | 2,896 tweets | 607 following | 18,549 followers | 9.2 influencer score | |
| Liesl Hattingh @lieslh | 433 tweets | 719 following | 309 followers | 4.4 influencer score | |
| Jaden Smith @officialjaden | 5,471 tweets | 178 following | 8,014,020 followers | 3.5 influencer score | |
| Sustainable Brands @SustainBrands | 129,576 tweets | 7,959 following | 95,081 followers | 3.1 influencer score | |
| A Plastic Planet @aplastic_planet | 27,661 tweets | 7,357 following | 31,768 followers | 2.6 influencer score | |
| TIPA-Corp @TIPACorp | 28,370 tweets | 1,674 following | 3,126 followers | 2.6 influencer score | |
| Tomorrow Matters Now @toma_now | 766 tweets | 364 following | 244 followers | 2.2 influencer score | |
| Tetra Pak SA @TetraPakSA | 290 tweets | 71 following | 603 followers | 2.2 influencer score | |
| Woolworths SA @WOOLWORTHS_SA | 114,380 tweets | 11,929 following | 545,219 followers | 2.2 influencer score | |



GEO LOCATIONS.

113 users have an identifiable location.

Once again larger cities show a higher volume, this due to population numbers. There are standout cities like Welkom and Mmabatho.



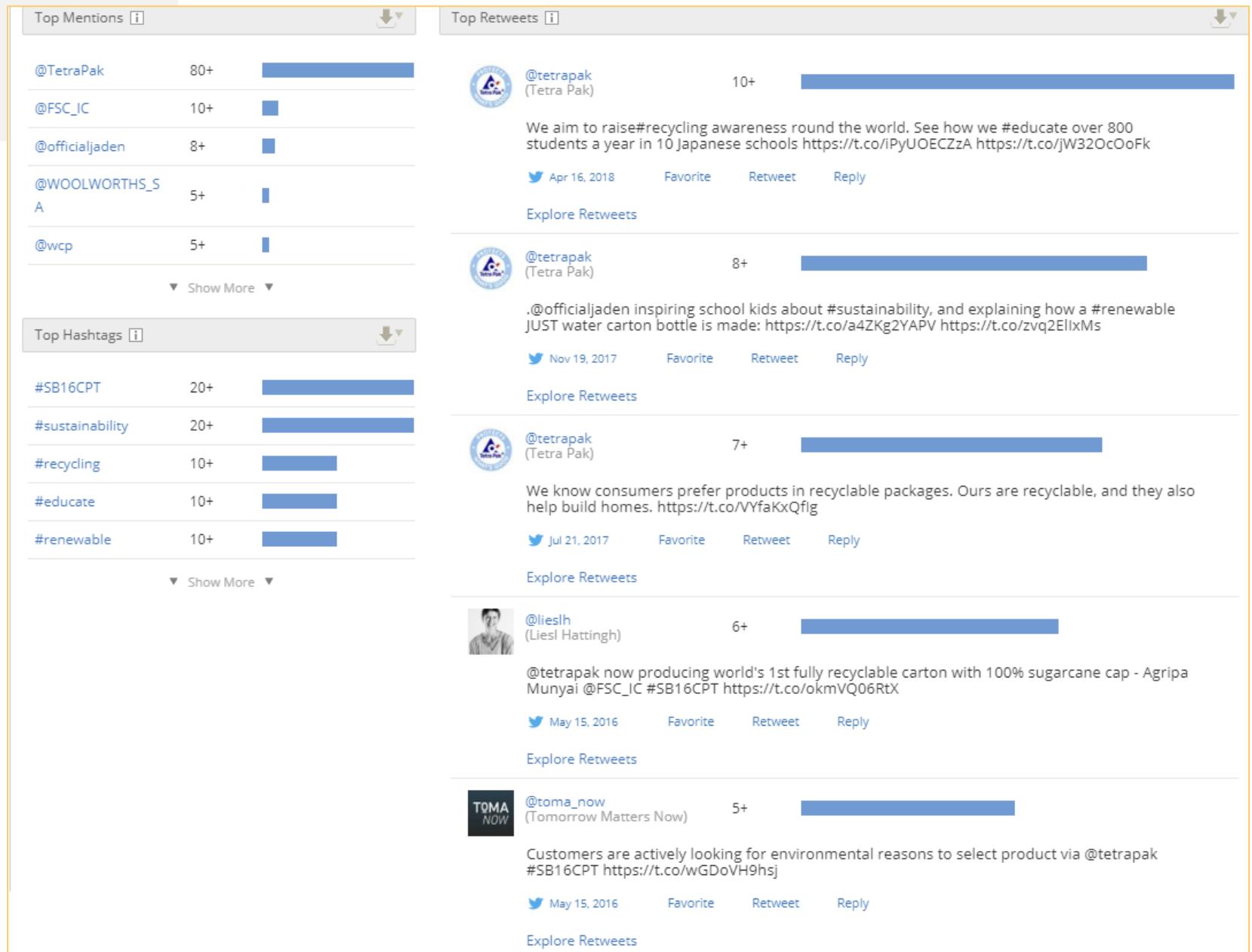
| State/Region | City/Urban Area | Posts |
|-------------------------|-----------------|-------|
| Gauteng | Johannesburg | 45 |
| Western Cape | Cape Town | 40 |
| Gauteng | Pretoria | 10 |
| KwaZulu-Natal | Durban | 7 |
| Orange Free State | Welkom | 3 |
| North West South Africa | Mmabatho | 2 |
| North West South Africa | Rustenburg | 2 |
| Orange Free State | Bloemfontein | 2 |
| Limpopo | Polokwane | 1 |
| North West South Africa | Klerksdorp | 1 |
| Western Cape | Paarl | 1 |



KEY TWITTER INSIGHTS.

The top hashtag for #SB16CPT

With owned official content being the most retweeted.





PRODUCT MENTIONS.

Mentions aren't really focused on products in South Africa – this suggests that an education content campaign may be beneficial. What we did find was mention of liquid cartons, and the Milk for Change initiatives. Another sub topic for South Africa is Raising awareness. These posts are mainly "news" and PR articles.

albertonrecord.co.za

Tetra Pak South Africa joins the world in celebrating World Milk Day

Advertorial Tetra Pak South Africa joins the world in celebrating World Milk Day In 2017, 54.3% of milk consumed was safe packed milk. What contribution did Tetra Pak make and what measures have been put in place by this organisation to achieve healthy consumption of milk? 2 hours ago On June 1st, 2018, Tetra Pak the world's leading food

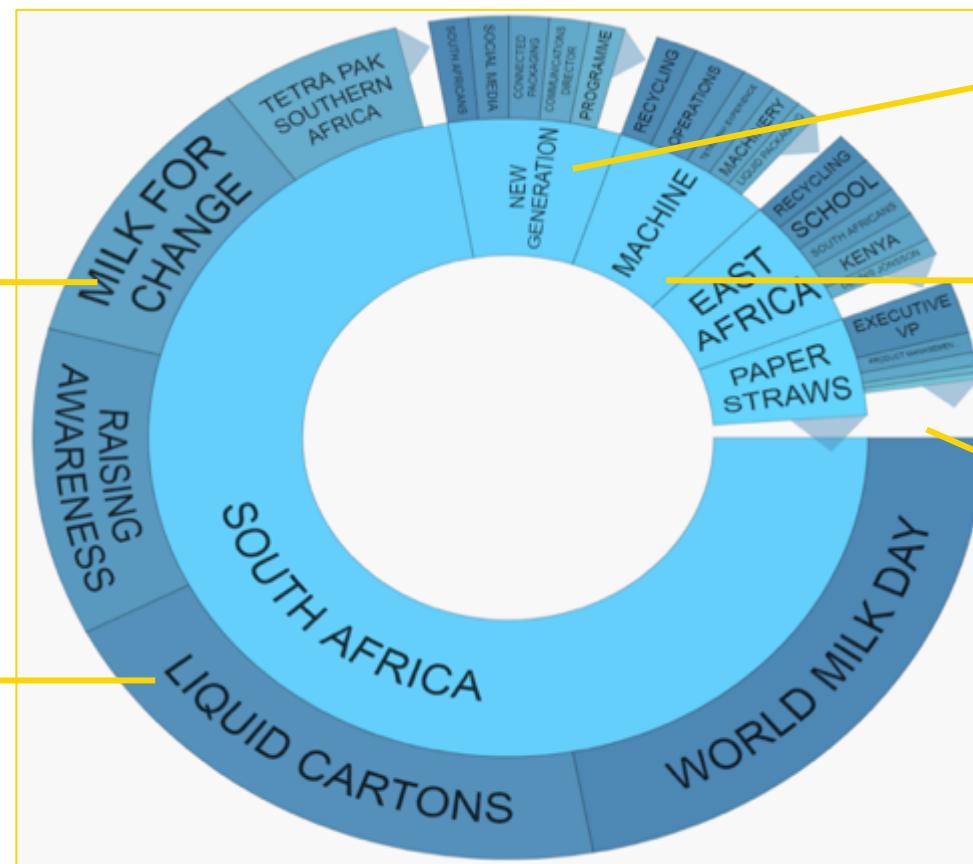
[READ POST AT albertonrecord.co.za](#)

ladysmithgazette.co.za

Mpact is now recycling liquid cartons

However, they don't have enough feed-stock to fill the plant. "This means the consumers are still not recycling their carton[s]," said Hunt. The Tetra Pak South Africa environmental manager Agripa Munyai said they want to get the message out that liquid cartons like long life milk cartons and Fruit Tree cartons are recyclable and in high demand. There

[READ POST AT ladysmithgazette.co.za](#)



New Generation Social & Digital Media Awards 2017 winners

Next Engage - My Chocolate Box Bronze winner – 2017 Best Low Budget Campaign Milky Lane #SwirlySmiles by Sauce Advertising Gold winner – 2017 Most Viral Campaign DHL Express South Africa 'Knysna Fires' by HaveYouHeard Silver winner – 2017 Most Viral Campaign Vodacom NXT LVL Soccer by Ogilvy & Mather Bronze winner – 2017 Most Viral Campaign Tetra Pak

[READ POST AT bizcommunity.com](#)

iol.co.za

Transformed from waste to raw resource

be recycled again. The water used in the system is cleaned on site and re-used. Quality by-products taken from cartons Milk and juice cartons have become a staple in many households, but not everyone is aware that these can be recycled with their normal paper recycling. The cartons, commonly known as Tetra Pak, come in all shapes and sizes and are

[READ POST AT iol.co.za](#)

Pn PackagingNews
@PackNews

@tetrapak becomes 'first carton packaging' company to launch paper straws in Europe [packagingnews.co.uk/news/environment...](#)



3 7:17 PM - Jul 19, 2019

[See PackagingNews's other Tweets](#)



PRODUCT MENTIONS.

There were 23 mentions under the umbrella theme of sustainable packaging. Notable mentions included the Gable Top, the Renewable Packaging Campaign and how companies drive innovation in sustainability. While consumers don't specifically name a product they do mention packaging with words like sustainability or innovation.

Rick T. Lingle
@PackmanRick

Tetra Pak debuts 1st fully renewable/bio-based Gable Top #sustainable #packaging into U.S. bit.ly/1T4TCdi

7 7:11 AM - Feb 10, 2016

See Rick T. Lingle's other Tweets >

PETCO
@PETCO_SA

Learning about #sustainability driving #innovation from Gisele of @tetrapak. #Propak2016 #packaging @PropakAfrica

2 11:10 PM - Mar 17, 2016 · Roodepoort, South Africa

See PETCO's other Tweets >

Environmental Leader
@ELDaily

Tetra Pak Launches Renewable Packaging Campaign - environmentalleader.com/2014/07/09/tetra-pak-launches-renewable-packaging-campaign/ #environment #sustainability #green

1 12:14 AM - Jul 10, 2014

See Environmental Leader's other Tweets >

PAMSA
@paperrocksza

TRUE OR FALSE: Liquid packaging such as milk and juice cartons are recyclable. Photo cred: Tetra Pak #Milkcartons #JuiceCartons #Beverages #Liquidpackaging #packagingdesign #lesswaste #drinks #packaging#ThePaperStory #Paper #Recycling #Recycle #Reuse #Sustainability

1 4:00 PM - Apr 10, 2019



**SINGLE-USE
PLASTICS.**

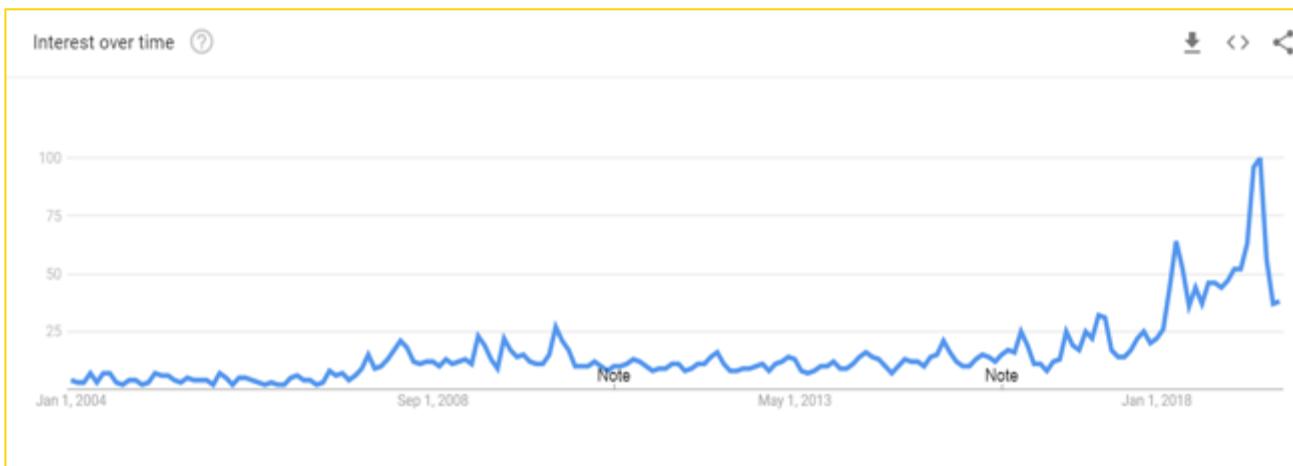


INTERNATIONAL TRENDS.

David Attenborough's Blue Planet 2 first aired at the end of 2017 with the last episode focusing on the human blame for ocean plastics. As can be seen in the word cloud, this conversation is still ongoing in 2019 and has impacted thousands of people as well as rise in ocean plastics awareness.

The power of Crimson Hexagon is its ability to dive into unsolicited social media posts to offer insights into communities and the issues close to them – while extracting true sentiment and effects.

What we're seeing is a similar trend in the growth of conversation for single-use plastics within the South African landscape.



financialgazette.co.zw

Guinness maker removes plastic from multipacks

PLASTIC ring carriers and shrink wrap will be also removed from packs of Harp, Rockshore and Smithwick's beers, as part of Diageo's £16m initiative. The change will be phased in with multi-can packs sold in "100 percent recyclable and biodegradable cardboard" in Ireland from August this year. The new packaging will then be used in the UK and

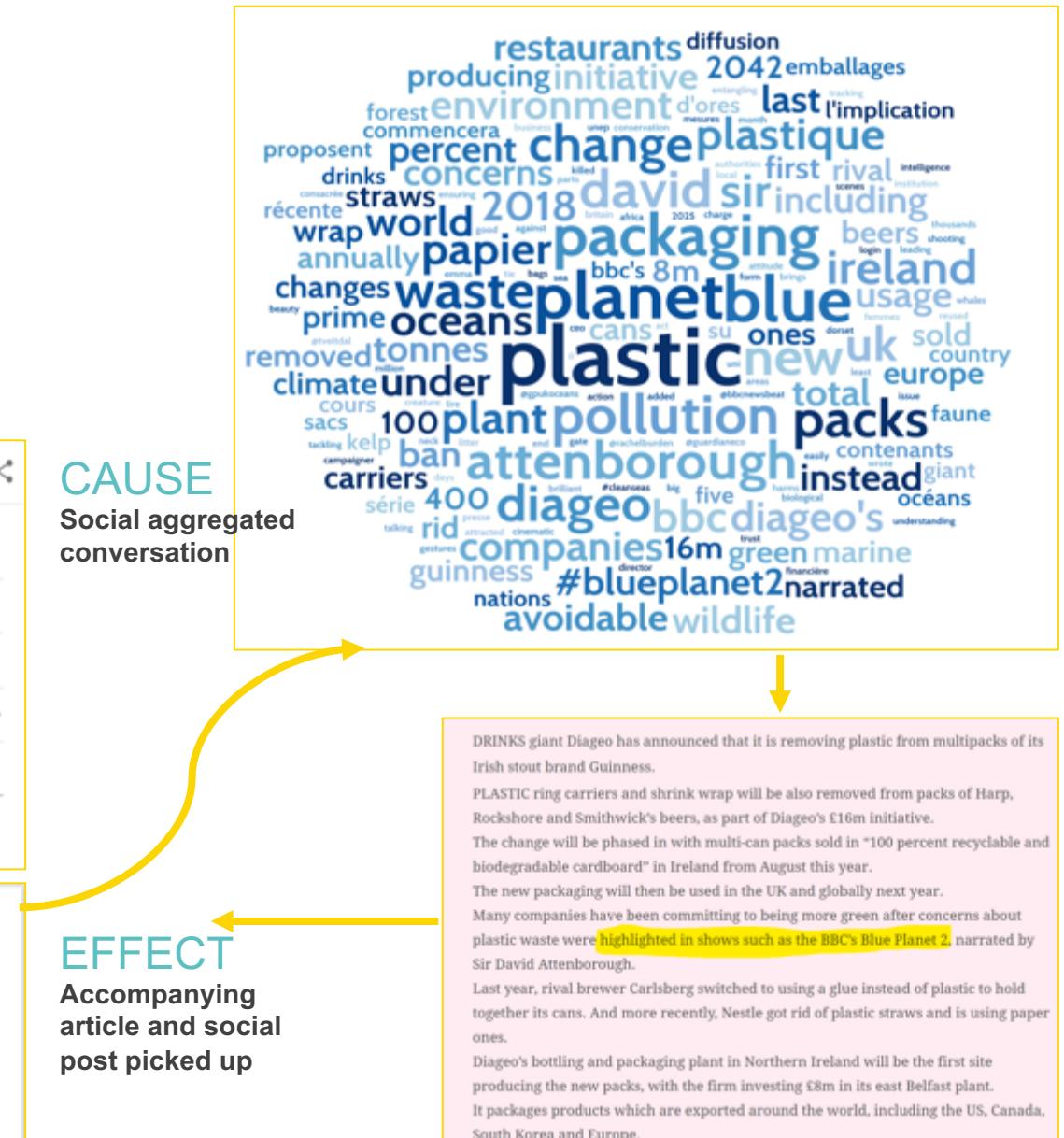
READ POST AT financialgazette.co.zw

CAUSE

Social aggregated conversation

EFFECT

Accompanying article and social post picked up





VOLUME TRENDS.

As witnessed in the trend graphs internationally we're seeing growth from the end of 2017 and steady peaks from 2018 onwards.

TOTAL VOLUME
569,213

AVERAGE VOLUME
8,370

HIGHEST VOLUME
Jun 2018

LOWEST VOLUME
Dec 2014

Volume ⓘ

⋮

Auto

Month

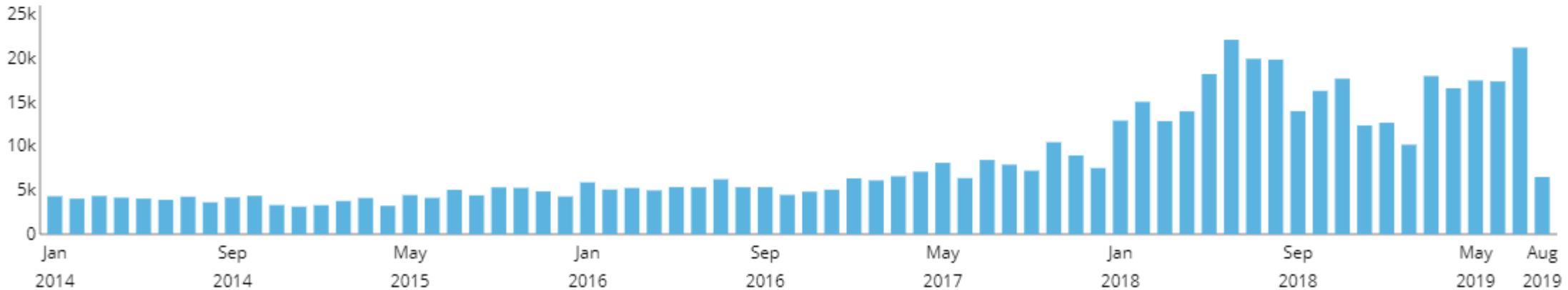
Week

Day

Bar

Area

Line

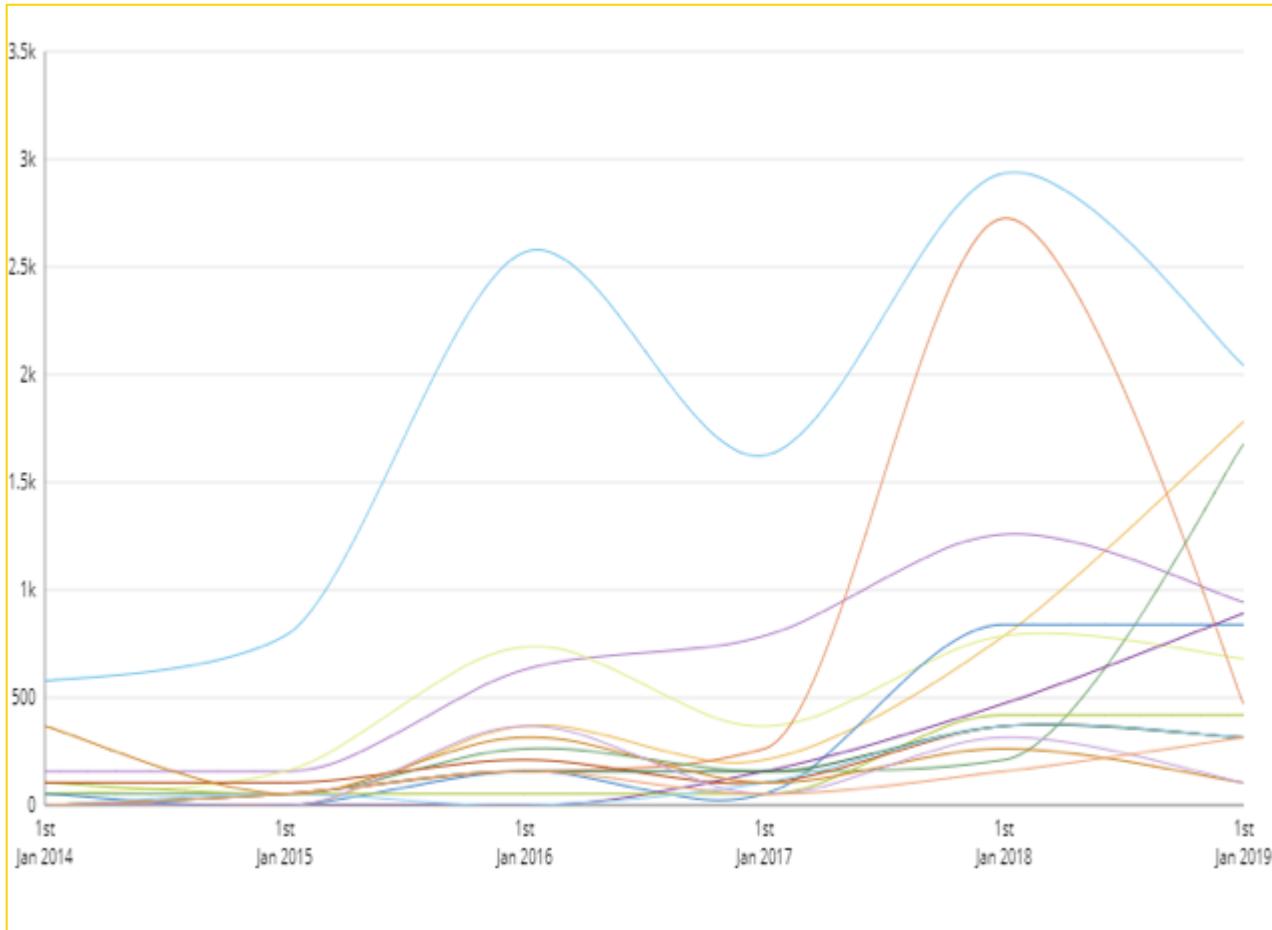




VOLUME TRENDS.

Plastic bags have the highest volume of conversation and has remained high since 2014.

The table on the right is the colour key to company the trends.



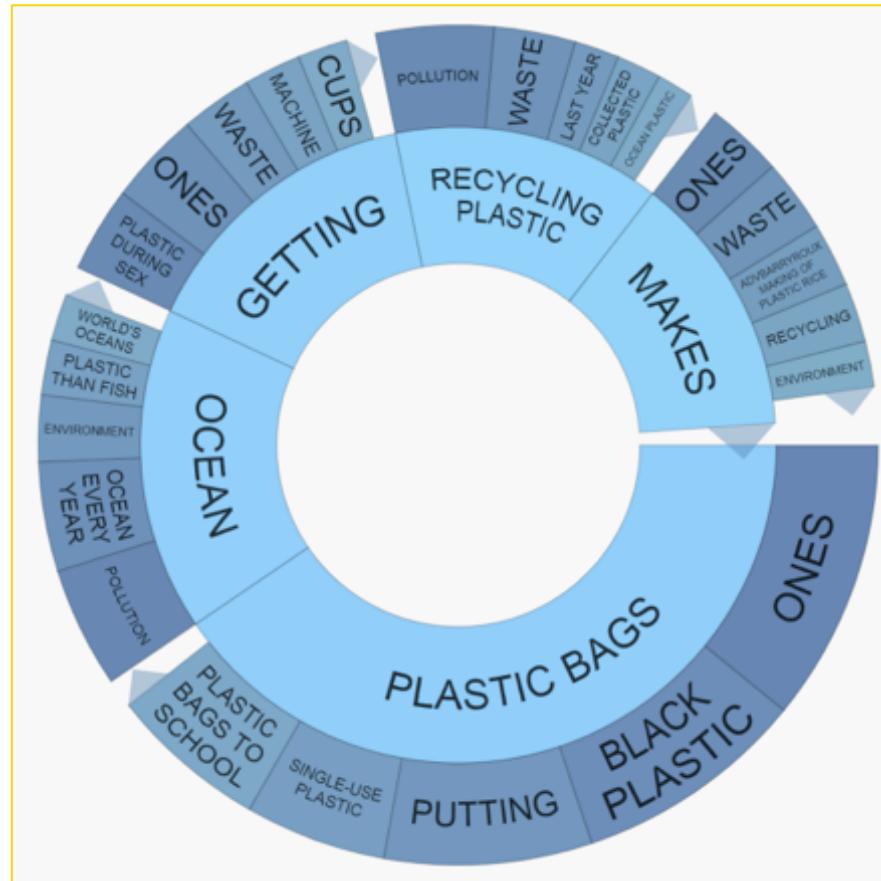
**524,138
Posts**

| Name | Posts | % of total | Volume at Peak |
|-----------------------|--------|------------|----------------|
| Plastic Bags | 10,535 | 2% | 2,935 |
| Plastic Bottles | 3,930 | 1% | 1,258 |
| Black Plastic | 3,669 | 1% | 2,726 |
| Recycling Plastic | 3,145 | 1% | 1,782 |
| Ocean Plastic | 2,777 | 1% | 786 |
| Plastic Pollution | 2,410 | 0% | 1,677 |
| Waste so much Plastic | 1,939 | 0% | 839 |
| Plastic Straws | 1,520 | 0% | 891 |
| Paper and Plastic | 1,206 | 0% | 367 |
| Plastic Fans | 1,205 | 0% | 367 |
| Plastic Cups | 1,099 | 0% | 419 |
| Piece of Plastic | 1,047 | 0% | 367 |
| Single Use Plastic | 838 | 0% | 367 |
| Plastic than Fish | 838 | 0% | 367 |
| Last Year | 732 | 0% | 314 |



SINGLE-USE PLASTIC CONVERSATIONS.

Plastic conversation is large. These conversations focus on the effect of plastic on the oceans, the environment and how to overcome these issues. The wheel below shows main topics with sub topics in the out most wheel.



INTERESTING POST

 Sara Laughter @GreenAwakening

single-use plastics—world's top plastic polluters @CocaCola @Pepsi @Nestle @Danone—leaked letter shows attempt to weaken EU legislation aimed at reducing global plastics crisis—companies oppose proposal that requires bottle caps stay attached to bottles [independent.co.uk/news/business/...](https://independent.co.uk/news/business/)



Leaked letter from top global polluters attempts to weake... Some of the world's biggest plastic polluters have lobbied EU member states in an attempt to water down legislation aimed at independent.co.uk

10 8:11 PM - Oct 20, 2018

25 people are talking about this



SINGLE-USE PLASTIC CONVERSATIONS.

EXAMPLES:

 **rav**
@Doughbvy 

U might like getting choked but sea turtles don't, so keep ur FUCKING plastic out of the ocean!!!

 350K · 4:41 AM - Apr 12, 2018 

 173K people are talking about this 



A woman with blonde hair, wearing a black top and a patterned skirt, is standing at a red recycling station. She is holding a clear plastic bottle and a brown paper bag. The recycling machine has a circular opening for waste and a small screen or display above it. The background shows a modern interior space.

A screenshot of a Twitter post from user @mikatinah (@mikamachike). The post contains a message about recycling, a link to a YouTube video, and a thumbnail for the Mandela 100 Global Citizen Festival.

enokenwao replied

 **Green New Deal All Day** @PfeifferTim · Nov 11, 2017 [Twitter](#)

Replying to @KevinClimate and 3 others

At COP23 volunteer conference we were given lunch packs with every single item wrapped in plastic...

 **Baa Enokenwa.O** @enokenwao

And yet we talk of fighting plastic waste, pollution. Time for real actions to take place

 10:49 PM · Nov 11, 2017 

 See Baa Enokenwa.O's other Tweets 



SENTIMENT ON SINGLE-USE PLASTICS.

More negative conversation around single-use plastics. With a focus on awareness on these plastics their effect on the environment. Positive sentiment offers praise for innovation in curbing the problem.

Sentiment Analysis



Positive

43%



-3% ↘

Neutral

Data excluded

Negative

57%



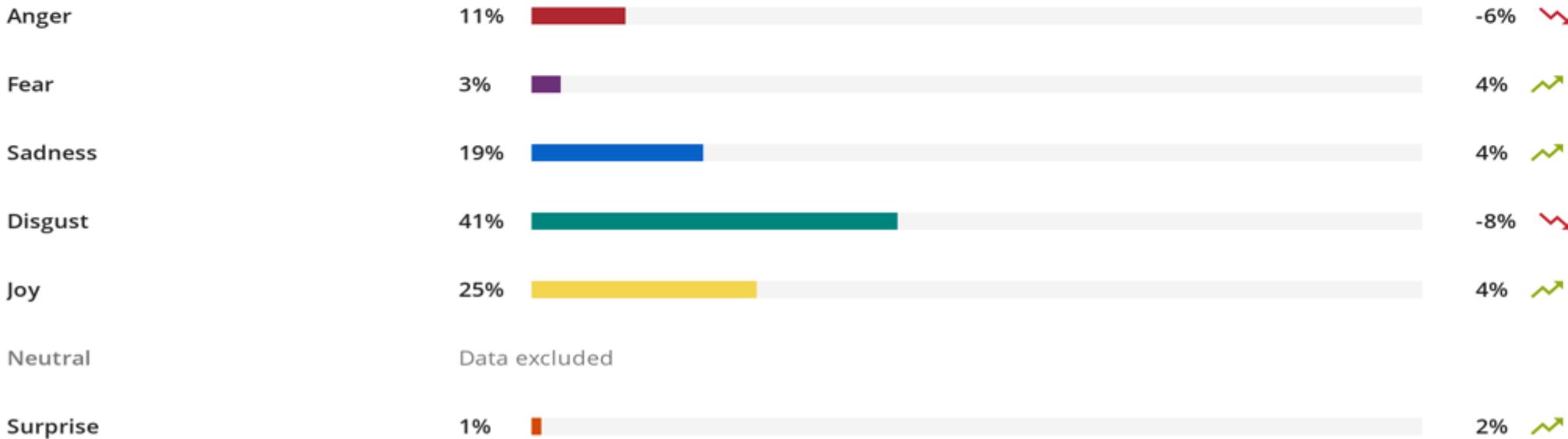
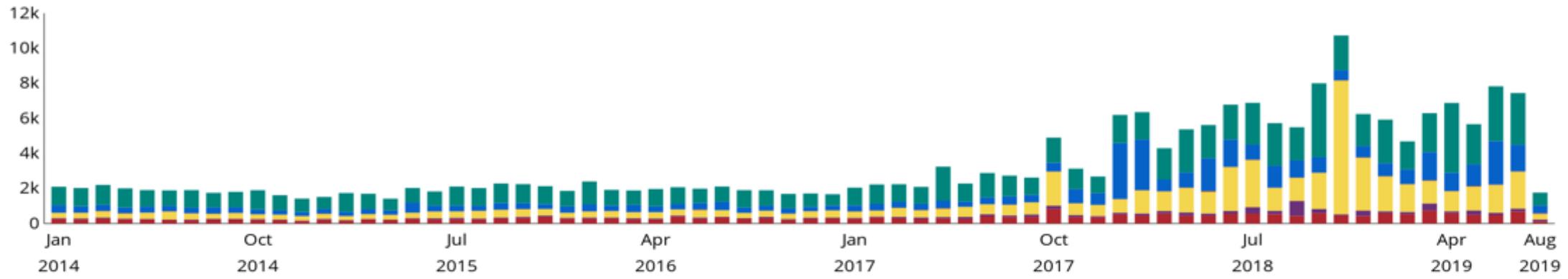
3% ↗



EMOTION ON SINGLE-USE PLASTICS.

More posts with the emotion of disgust around single-use plastics followed by joy. We see more negative emotions here when talking about the effect of the plastics.

Emotion Analysis

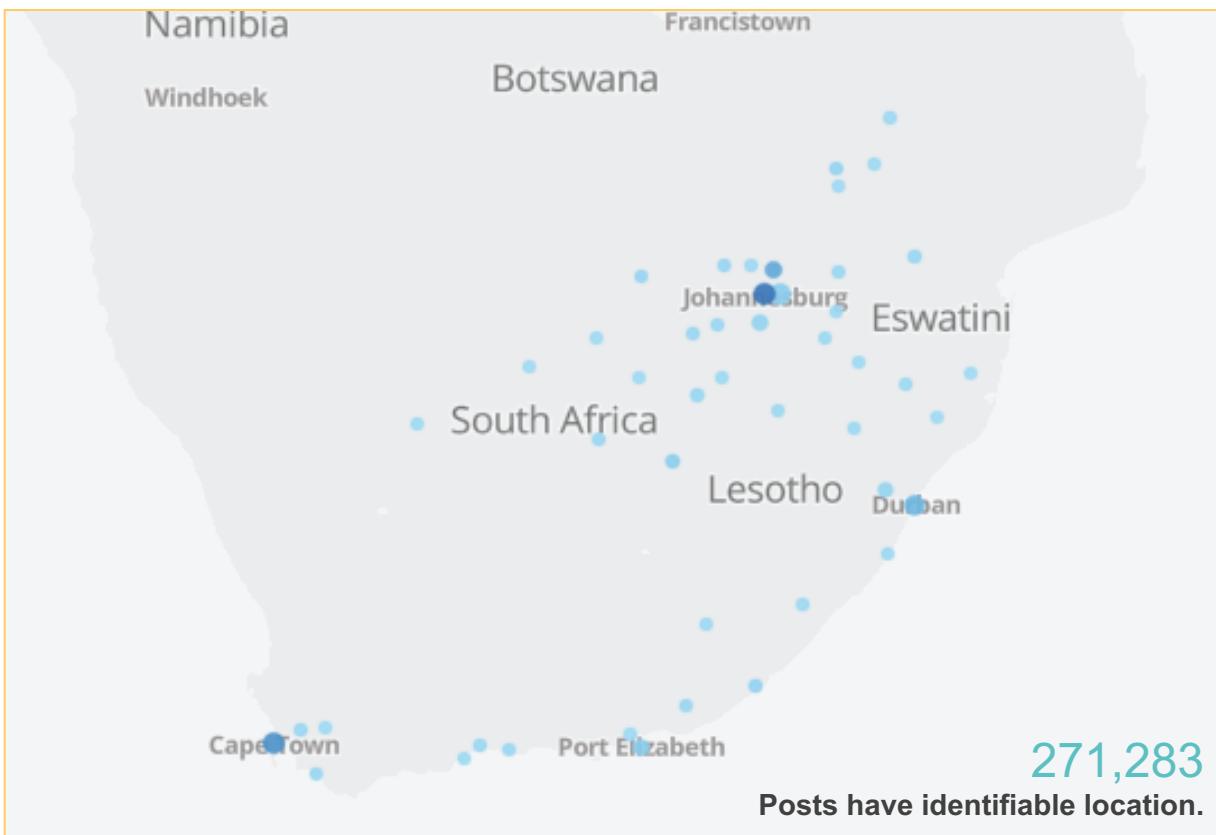




GEO LOCATIONS.

FOR SINGLE-USE PLASTICS.

More posts with the emotion of disgust around single-use plastics followed by joy where people are talking about positive change. We see more negative emotions here.



| | | |
|----|------------------|--------|
| 1 | Johannesburg | 101857 |
| 2 | Cape Town | 64543 |
| 3 | Pretoria | 37882 |
| 4 | Durban | 23333 |
| 5 | Port Elizabeth | 6890 |
| 6 | Benoni | 5854 |
| 7 | Bloemfontein | 5354 |
| 8 | East London | 2656 |
| 9 | Vereeniging | 2391 |
| 10 | Polokwane | 2172 |
| 11 | Pietermaritzburg | 1867 |
| 12 | Mmabatho | 1613 |
| 13 | Rustenburg | 1549 |
| 14 | Mbombela | 1151 |
| 15 | Grahamstown | 1046 |
| 16 | Hermanus | 986 |
| 17 | Welkom | 941 |
| 18 | Kimberley | 930 |
| 19 | Paarl | 846 |
| 20 | Potchefstroom | 828 |



INFLUENCERS SINGLE-USE PLASTICS.

| Top Hashtags | |
|-----------------------|---------|
| #plastic | 10,000+ |
| #BeatPlasticPollution | 2,800+ |
| #WorldWithoutWaste | 2,700+ |
| #plasticpollution | 2,700+ |
| #environment | 2,500+ |

TOP HASHTAGS

| Top Mentions | |
|------------------|---------|
| @CocaColaAfrica | 12,000+ |
| @TheShadeRomm | 2,200+ |
| @WOOLWORTHS_SA | 1,200+ |
| @wef | 1,000+ |
| @2OceansAquarium | 1,000+ |
| @ | 930+ |
| @missearch_sa | 800+ |
| @PicknPay | 730+ |
| @CityofJoburgZA | 660+ |
| @upap | 650+ |
| @WWFSouthAfrica | 620+ |
| @youtube | 610+ |

TOP MENTIONED
TWITTER ACCOUNTS

| Most Active Authors | |
|---|------|
| Golden Angel @DistractinglyMe | 4617 |
| Cry Green @crygreen2 | 1045 |
| GREEN HOME @GreenHomeSA | 696 |
| Africa Green Media @AfricaGreenMedi | 680 |
| SAASA @SAASA_RSA | 623 |
| Two Oceans Aquarium @2OceansAquarium | 584 |
| Bridgitte Goosen @BridgitteLesley | 535 |
| Nichea @nicheachem | 468 |
| ICCDI AFRICA @ClimateWed | 413 |
| Grade 12 Job Finder @grade12jobs | 391 |

MOST PROLIFIC
AUTHORS

| View All | View Bios | Influencer Score | Tweets | Followers | Following | |
|-------------------------------------|-----------|------------------|--------|-----------|-----------|----------------------------|
| Coca-Cola Af... @cocacolaafrica | Bio | 2.8 | 19.1k | 56.5k | 353 | View Posts |
| Man's Not B... @AdvBerryRoux | Bio | 0.9 | 19.2k | 480k | 14 | View Posts |
| Global Citizen @gblctzn | Bio | 0.6 | 42k | 377k | 1.74k | View Posts |
| Jamielyn H... @jamielyn_howard | Bio | 0.6 | 31.3k | 19.7k | 18.8k | View Posts |
| TIPA-Corp @tipacorp | Bio | 0.6 | 28.4k | 3.13k | 1.67k | View Posts |
| Two Oceans... @2OceansAquarium | Bio | 0.5 | 16.9k | 15k | 3.32k | View Posts |
| Greenpeace @greenpeace | Bio | 0.5 | 56.3k | 1.77M | 3.91k | View Posts |
| Lionoffreeto... @jeffgodsonheave | Bio | 0.5 | 1.63k | 290 | 443 | View Posts |
| IG: MelGaw... @MelGawad_SA | Bio | 0.5 | 107k | 103k | 78.1k | View Posts |
| The Shade R... @cheshaderoomm | Bio | 0.5 | 688 | 103k | 258 | View Posts |

TOP INFLUENCERS



BRANDS.

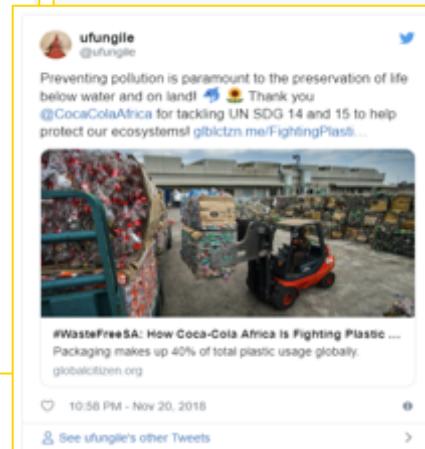
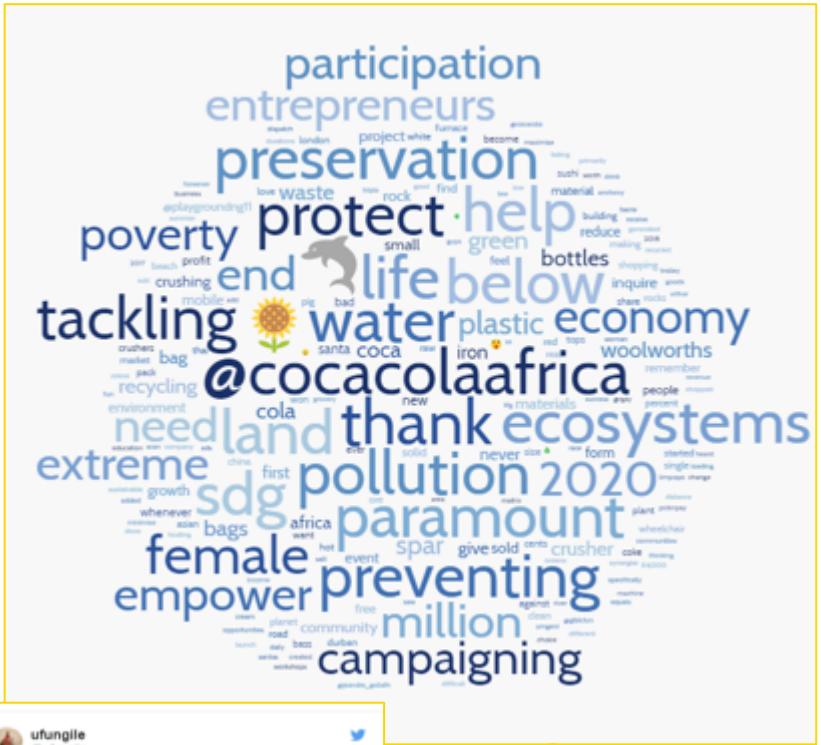
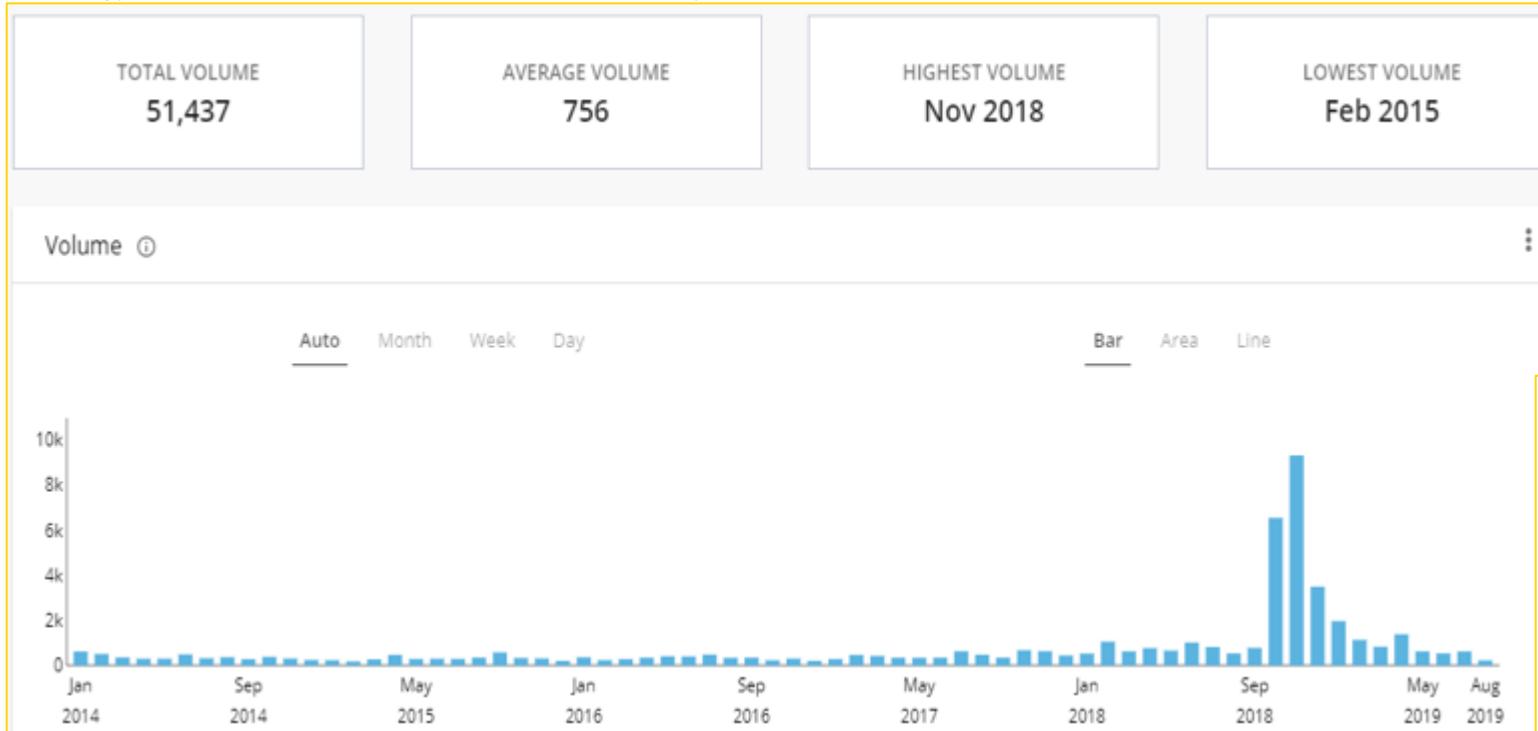


BRAND MENTION VOLUME.

Brand mentions are high with major peaks for Coca-Cola in November of 2018. The word cloud shows the majority of mentions for the company.

These don't mention specific companies necessarily unless associated with a brand.

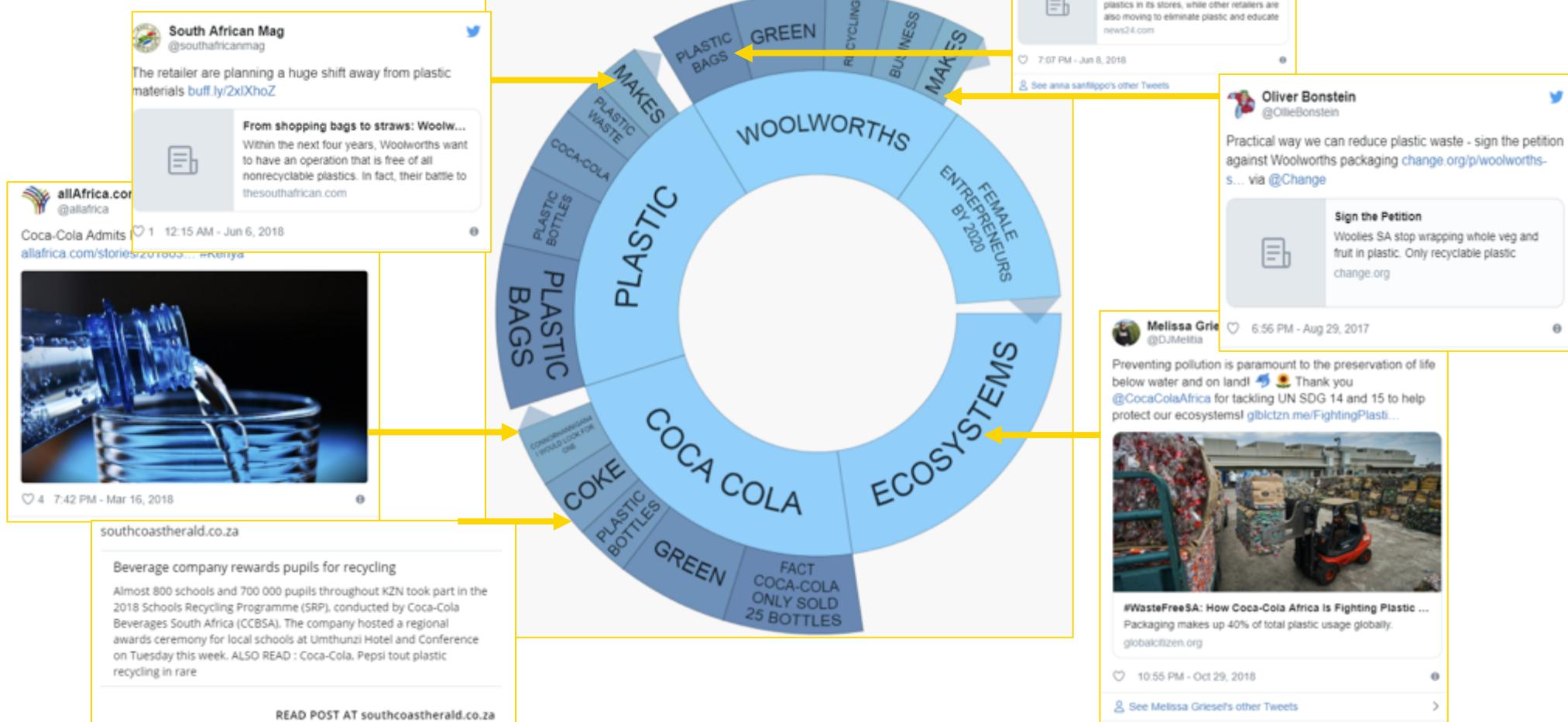
The low amount of conversation for brands in South Africa offers an opportunity to educate consumers on key partnerships and what that means for the consumer. Definitely an opportunity for an aggressive content strategy – focused on education. Visual and auditory.





ALL BRAND MENTIONS.

Brands that stand out are Coca-Cola and Woolworths. The conversation for Woolworths are in connection with plastic bags while Coke bottles are being discussed with Coca-Cola. Coca-Cola have more positive posts based on their action against plastic and initiatives. Ceres had no brand mentions and nor did First Choice.





BRAND SPECIFIC CONVERSATION.

WOOLWORTHS

DEEP DIVE.

79 of 51,872 Posts (<1%)



Negative Posts
show that people are
concerns around Woolworths
and plastic bags

3 Positive Posts

show that people are concerns around Woolworths and plastic bags

 859 Ecobalanc...
@EcobalanceLLC

Well done Woolworths SA what an amazing initiative. #bethechange #bethedifference #recycle #environment #woolworthsSA #recycledchristmasdecorations #consciouschange #change #eco #green #greencreator #welldonewoolwortssa #sustainability #zerowaste #ecobalance lifestytemagazine
<https://t.co/bMcXOAHSrf>

Product of the week: Woolworths introduces coffee capsules (and they're recyclable too!) - All 4 Women

Sustain_SA
@Sustain_SA

We are thrilled to hear that WOOLWORTHS and Checkers are moving towards a new labelling system which is more honest about whether packaging can be recycled. #Sustainability #Waste <https://t.co/KmGj2TRL5F>



BRAND SPECIFIC CONVERSATION.

CLOVER DANONE

DEEP DIVE.

23 out of 51,872 posts (<1%)

Courtney Gehle @CourtneyGehle "Reporting on sustainable development goals is a good way to educate decision makers" @laurspalmero of @Danone I love this idea #RBFAfrica

1 5:50 PM - Sep 1, 2017 See Courtney Gehle's other Tweets >

Lisa Rose @ecotist

Very inspirational statements from @EmmanuelFaber CEO of @Danone & @AKassoy while they sit with bottles of @evianwater. If Danone really wants to lead on sustainability & go against capitalist greed - why not stop selling bottled water where you can drink it from the tap? #BCorp

2 2:52 AM - Nov 27, 2018 · Tropentheater

See Lisa Rose's other Tweets >



There is a mix in the conversation for Clover Danone with some praise, also scientism. The post showing that Danone is one of the worlds top polluters have been found.

Sara Laughter @GreenAwakening single-use plastics—world's top plastic polluters @CocaCola @Pepsi @Nestle @Danone—leaked letter shows attempt to weaken EU legislation aimed at reducing global plastics crisis—companies oppose proposal that requires bottle caps stay attached to bottles independent.co.uk/news/business/...

Leaked letter from top global polluters attempts to weake... Some of the world's biggest plastic polluters have lobbied EU member states in an attempt to water down legislation aimed at independent.co.uk

10 8:11 PM - Oct 20, 2018 25 people are talking about this >



BRAND SPECIFIC CONVERSATION.

COCA-COLA

DEEP
DIVE.

Coca-Cola have the most mentions at 28,531 of 51,872 Posts (55%)



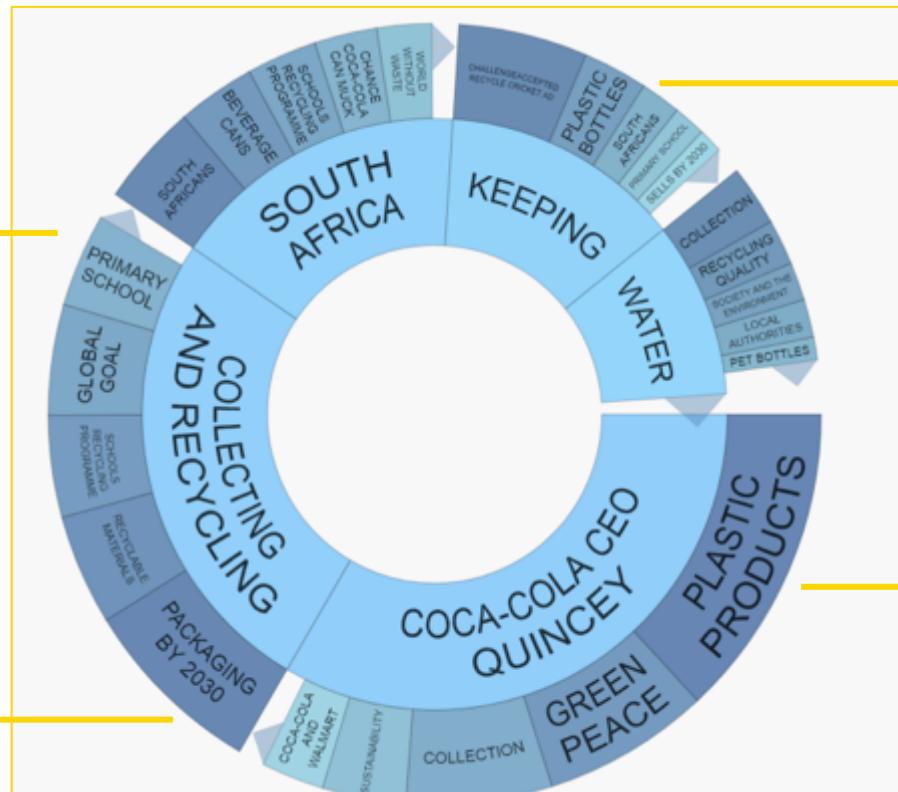
CarinM

@CarinM66

Like Coca-Cola it tastes better in glass...and better for the environment too 😊

1 12:37 AM - Jan 8, 2019

See CarinM's other Tweets



heidelbergnigelheraut.co.za

Coca-Cola, Pepsi tout plastic recycling in rare joint appearance
Coca-Cola, Pepsi tout plastic recycling in rare joint appearance The bosses of Coca-Cola and Pepsi promised Thursday that "huge progress" would be made by 2030 to reduce plastic waste, which contaminates humans, wildlife, and oceans. Coca-Cola CEO James Quincey (2L) and PepsiCo CEO Ramon Laguarda (R) participate in a panel discussion on reducing

READ POST AT heidelbergnigelheraut.co.za

Faith Nkosi
@ofaltho

We need more female participation in the economy to end extreme poverty! Thank you @CocaColaAfrica for campaigning to empower 5 million female entrepreneurs by 2020! gblctzn.me/WorldWithoutWa...



Planet Over Profits: Why It Pays to Do Business the Right...

"Profitability is important, but not at any cost. People matter. Our planet matters."

globalcitizen.org

10:07 AM - Oct 14, 2018

See Faith Nkosi's other Tweets

Sips
@sibilevilkaz

Preventing pollution is paramount to the preservation of life below water and on land! 🌊 Thank you @CocaColaAfrica for tackling UN SDG 14 and 15 to help protect our ecosystems! gblctzn.me/FightingPlasti...



#WasteFreeSA: How Coca-Cola Africa Is Fighting Plastic ...

Packaging makes up 40% of total plastic usage globally.
globalcitizen.org

12:13 AM - Feb 2, 2019

See Sips's other Tweets



BRAND SPECIFIC CONVERSATION.

PARMALAT

DEEP
DIVE.

18 out of 51,872 posts (0%)

SneHope @SinethembaAnele · Jul 15, 2019

My aunt has Biochemistry and Microbiology which she did at UKZN years ago, then she decided to do PGCE because of low job opportunities in the field she wanted but still she has no luck in getting a job.
Can you please help me with biochem posts/websites or a job
🤔 twitter.com/akreana_/status/115081031111111111

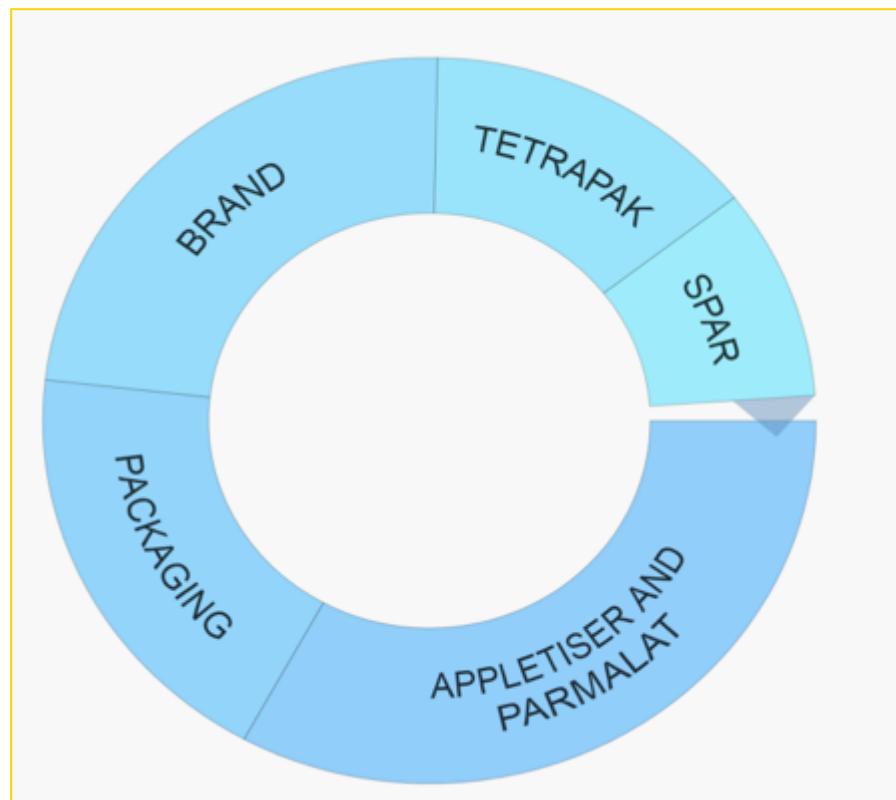
Keabetswe @akreana_
O jewa ke eng ?

Collin Mutlwane @CollinMutlwane2

Try MINTEK, CSIR, Leanership at Dept of science and technology, clover, parmalat, SAB R&D, SAMANCOR, try to forge a relationship with influential people such as Dr Ramokgopa(MEC for Agric and Environment) in Gauteng, offer your first 3 months internship at Lancert labs for free

1 8:30 PM - Jul 15, 2019 · Mafikeng, South Africa

[See Collin Mutlwane's other Tweets](#)



Your Family @YFMag

Clover, Parmalat & Woodlands joined [@tetrapak](#) & also donated long life milk, brining the initial donation to 33 000 liters! #milkforchange

2 6:09 PM - Apr 20, 2016

Rich Simmonds @RichSimmondsZA

Noami @naomi_rsa as far as I can recall Parmalat and Clover are the same perhaps they having a problem with [@TetraPak](#) packaging currently.

1 2:19 AM - Mar 14, 2014

Brett Field @BrettBField · Mar 14, 2014

Replying to @RichSimmondsZA
@RichSimmondsZA at least tag them and allow them the chance to respond. Im certain they would make good and appreciate the feedback

Rich Simmonds @RichSimmondsZA

Brett @BrettBField I have searched Parmalat and Clover but no Twitter accounts. However I have seen that @TetraPak have an handle.

1 2:22 AM - Mar 14, 2014



BRAND SPECIFIC CONVERSATION.

SPAR

DEEP
DIVE.

12 out of 51,871 posts (0%)

 Southern Courier SA
@courier_south

Get ready to reduce, reuse and to recycle on your next shopping trip. southerncourier.co.za/151245/spar-go...

1 2:00 AM - Oct 17, 2018

 See Southern Courier SA's other Tweets >

bedfordviewedenvalenews.co.za

#RethinkTheBag with SPAR | Bedfordview Edenvale News
disposed of properly, plastic bags can take up to 400 to 1 000 years to decompose,' said South Rand divisional marketing director, Martin Webber. 'We want to encourage our shoppers to buy the Spar alternative bags, which are biodegradable, recyclable and reusable,' he added. Also read: Memories made at Spar Women's Race Joburg According to Alison

READ POST AT bedfordviewedenvalenews.co.za

 **Bill Gates**  @BillGates · Apr 9, 2018
Replying to @BillGates
But I am more optimistic than he is. I think innovation—and the urgency brought on by climate change—will speed up the process when it comes to clean energy.

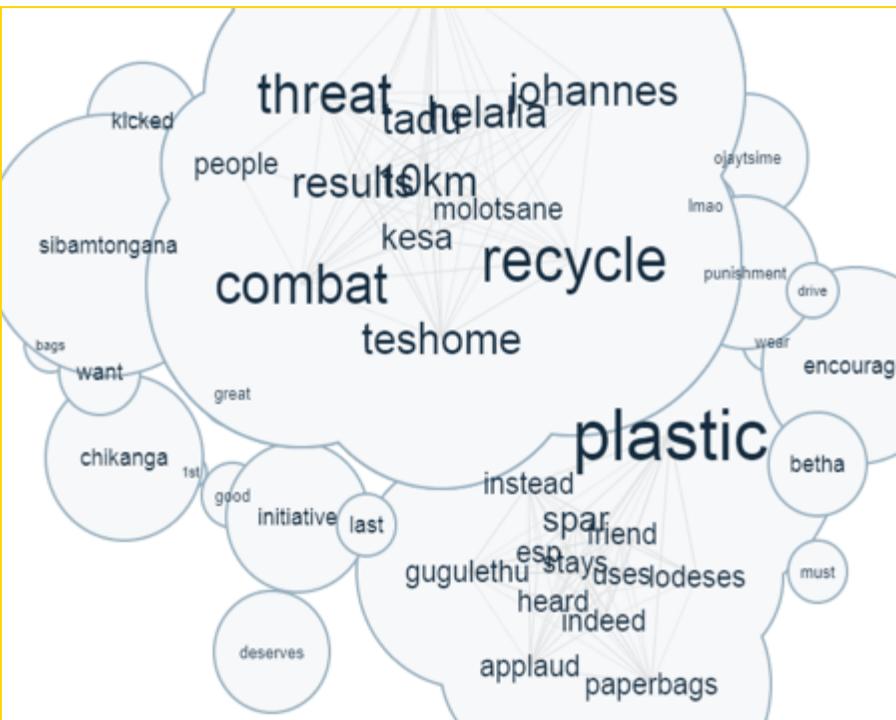
 **Dericka Cornell**  @CornellDericka

Little by little steps like less pollution littering like replacing plastic bags with carton bags like the shops of spar is doing now. Maybe more innovation like sun energy cars and recycle computers in safe environment

Little by little steps like less pollution littering like replacing plastic bags with carton bags like the shops of Spar is doing now. Maybe more innovation like sun energy cars and recycle computers in safe environment

 2:16 AM - Apr 11, 2018

Again low volumes with more neutral sentiment. However there is praise for Spar and their stance on plastic.



WATCH: SPAR goes green with new shopping bags

minimises its carbon footprint. "Even when disposed of properly, plastic bags can take up to 400 to a 1 000 years to decompose," said South Rand divisional marketing director, Martin Webber. "We want to encourage our shoppers to buy the Spar alternative bags, which are biodegradable, recyclable and reusable," he added. According to Alison Zweers

READ POST AT kemptonexpress.co.za

A photograph of a large-diameter blue plastic pipe lying horizontally. The interior of the pipe is heavily clogged with a thick, white, fatty substance, likely grease or oil, which has completely阻塞了 the pipe's lumen. The exterior of the pipe shows signs of weathering and discoloration. In the background, a bridge and some trees are visible under a clear sky.



THE POWER OF
S.M. ANALYSIS.

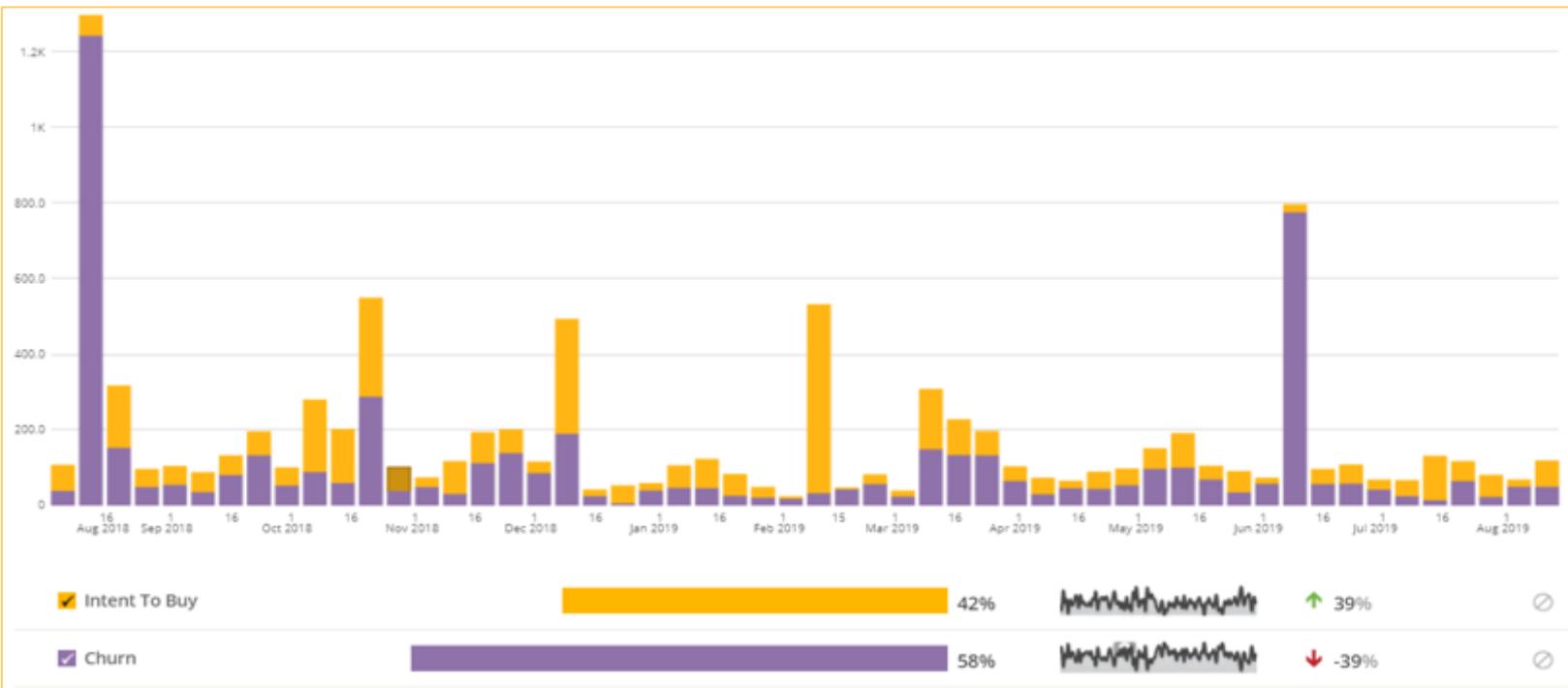


PURCHASE OR CHURN.

Data in the form of social media conversation is ubiquitous. A company's ability to detect, extract and manage conversation puts them in a driver's seat. Social media is about perception, harnessing or changing perception helps brands build powerful communities, these communities buy products. Alternatively these communities, choose not to buy products.

With the right research questions there is no reason that social media research can't help every stage of the conversion funnel. From informing the content strategy, to diving down into geographic areas where there are recycling issues with specific products. Picking up major issues early helps to circumvent any disastrous issues – because what's said on line can be found and tracked.

We've done a quick exercise below and trained all social media conversation globally to look at indicators or intent to churn or intent to purchase. This is an extremely rough version, and requires more refining but we found the following:





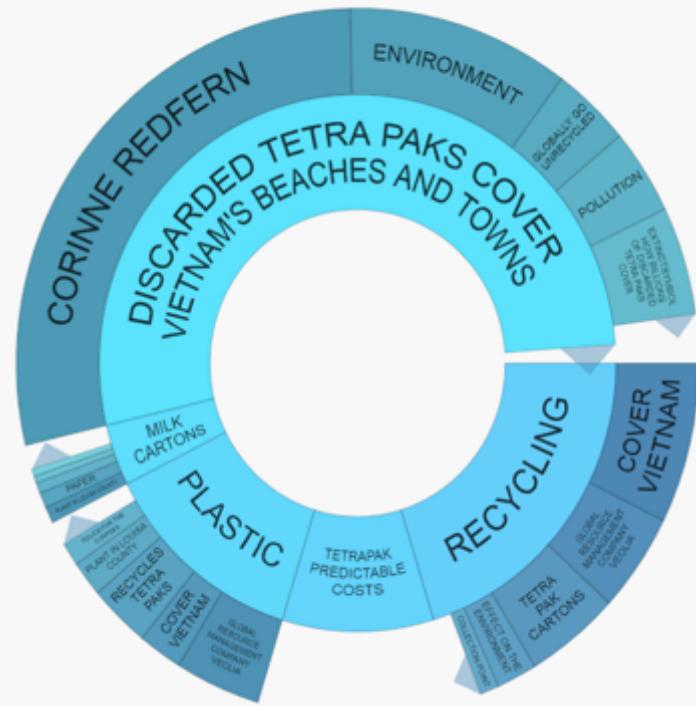
CHURN ANALYSIS.

As mentioned in the earlier slide: we very roughly trained the text analysis to understand where people communicate an intent to buy or churn. We made a few assumptions: where there is negative coverage there will be an intent to churn, while positive comments mean an intent to purchase, specifically where a product is praised.

Brand content was mostly omitted so was conversation noted as irrelevant to the categories of Churn or Purchase.

Topic Wheel

13,545 out of 51,452 posts (26%)



Guardian Environment @guardianeco
How billions of discarded Tetra Paks cover Vietnam's beaches and towns | Corinne Redfern theguardian.com/environment/20...

The Observer

How billions of discarded Tetra Paks cover Vietnam's bea...
More than 8bn Tetra Paks are sold every year in Vietnam – and only a few percent are recycled. It's having a devastating effect theguardian.com

36 10:59 PM - Dec 9, 2018

74 people are talking about this >

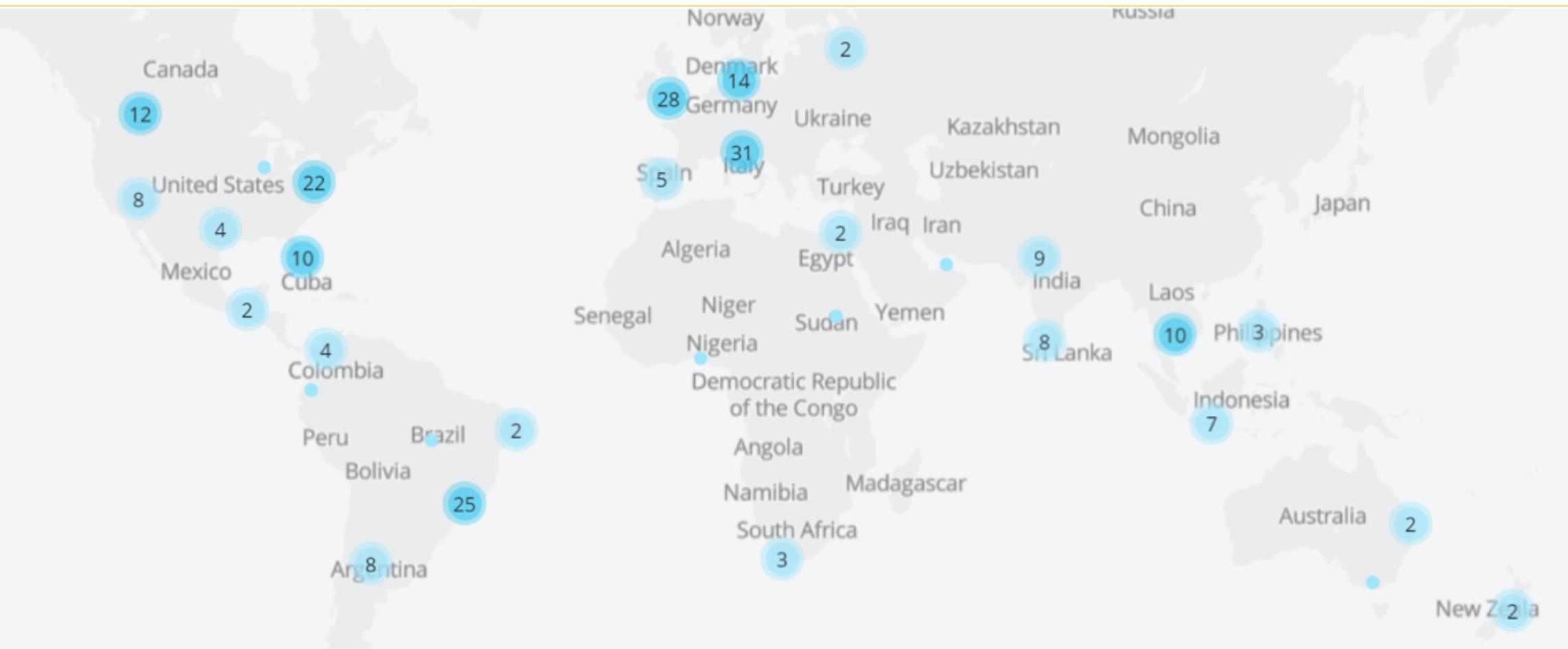
Globally, specialised recycling requirement is a pain point, however we can see that from the 19th to the 16th this post from the Guardian Environment went viral with 1000+ people retweeting and commenting. This example is an opportunity for Tetcompanies to show "heart" by cleaning up the beach etc. An easy way to change perception. The main point here is that, with active monitoring – brands aren't blindsided anymore but more in control.



CHURN LOCATIONS.

The highest volume of intent to churn from 2018 to 2019 came from Denmark, Germany and Italy and Paraguay.

Social media insights analysis can give us insight into markets, based on honest opinion mined online.





OPPORTUNITIES: PURCHASE.

Purchase shows a very different story, here we can see that certain companies cartons are a major selling point. The subtopic of Aloe, is as a direct result of a social media post. Overall, One company is seen as an industry leader when it comes to renewable packaging – even with the pain point of specialised recycling needs in some cases.

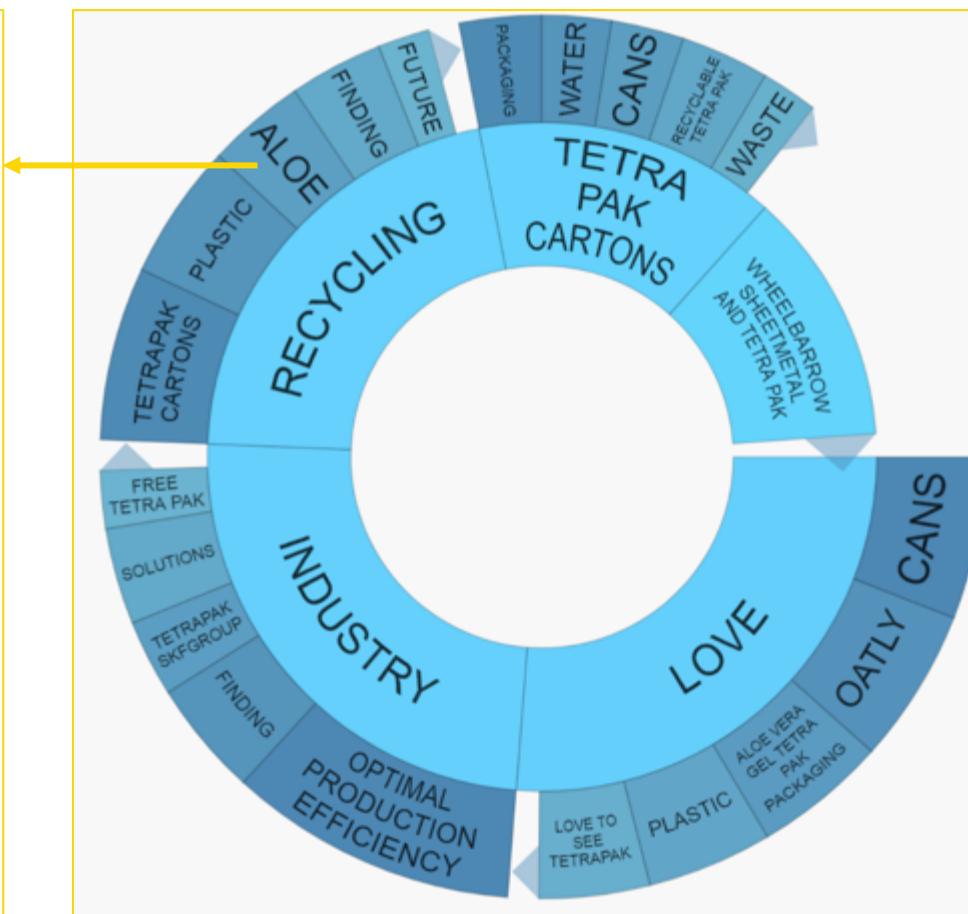
 **Forever Living Products International**
@ForeverGlobalHQ

We love the Earth and always work to be more environmentally friendly. Did you know that our Aloe Vera Gel® tetra pak packaging is made of 100% recyclable materials? Just another reason to love our aloe! #EarthDay



80 6:38 PM - Apr 22, 2019

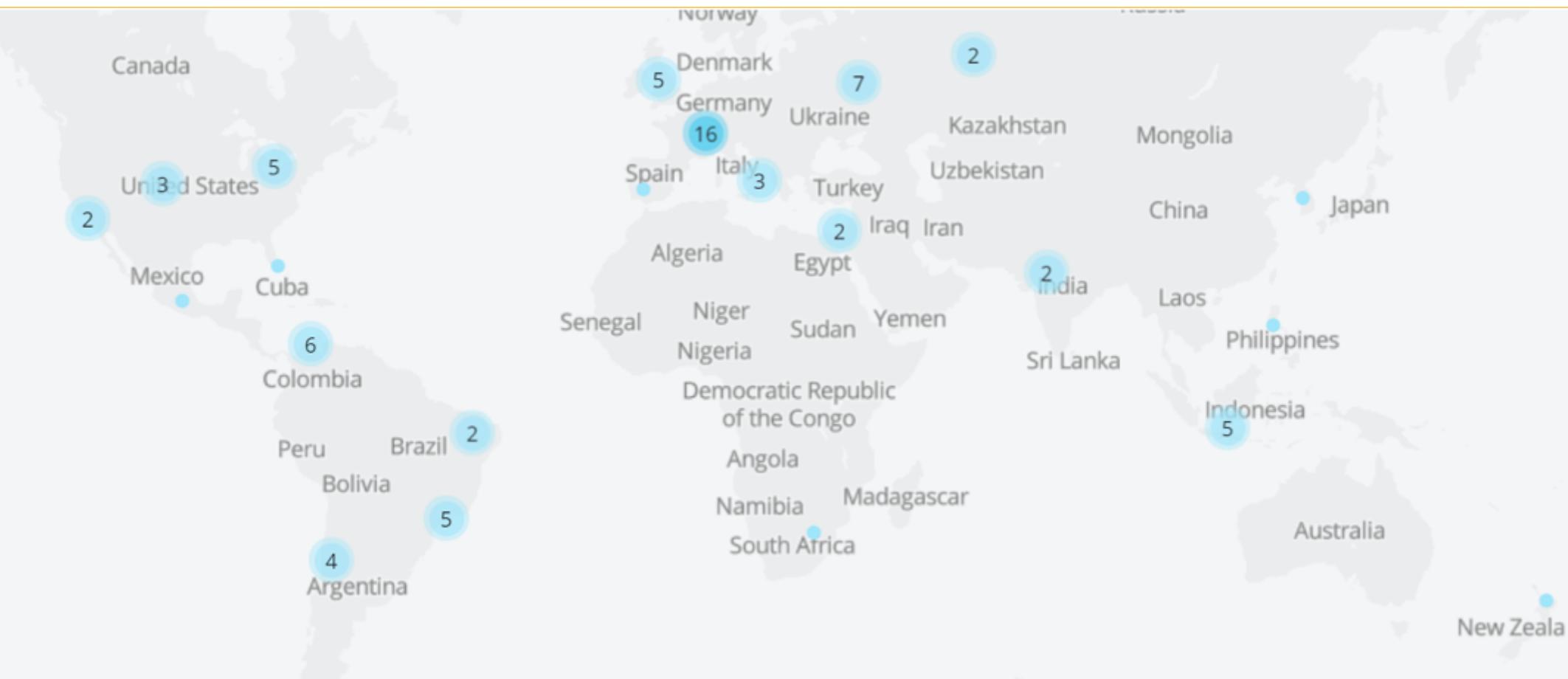
27 people are talking about this >





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CONTENT OPPORTUNITIES.

The social media conversation has uncovered a few great content opportunities.



artandthecloud · Follow

artandthecloud NUS ARCHI Y1 Semester 1: tetrapak shelter concept; reimplementing the use of tetrapak as a possibility to form walls of refugee shelters - as part of the weekly assignment: exploring possibility of materials (This wasn't my best piece of work but I definitely love the concept of it)

#architecture #design #refugee #shelter #arch #materials #tetrapak #green

37w kimmarmalade Omg so cool and real! Keep up the great work!!

37w 1 like Reply View replies (2)

19 likes DECEMBER 4, 2018 Log in to like or comment.

naynayhack @naynayhack · Jun 18, 2019

@oatly never thought I could turn my back on milk, you've made this happen. Question, will you ever supply in glass bottles? Thinking the milkman could deliver...

Oatly @oatly

>> can still be recycled in existing plastic recycling plants. For these reasons we will be sticking with Tetra Pak. Love, Oatly

7:18 PM - Jun 18, 2019

See Oatly's other Tweets >

Looking at the volume of upcycling and recycling and the inability to recycle some products. There is an opportunity to spearhead an Art for Good movement. Perhaps the proceeds could go towards specialised recycling plants.

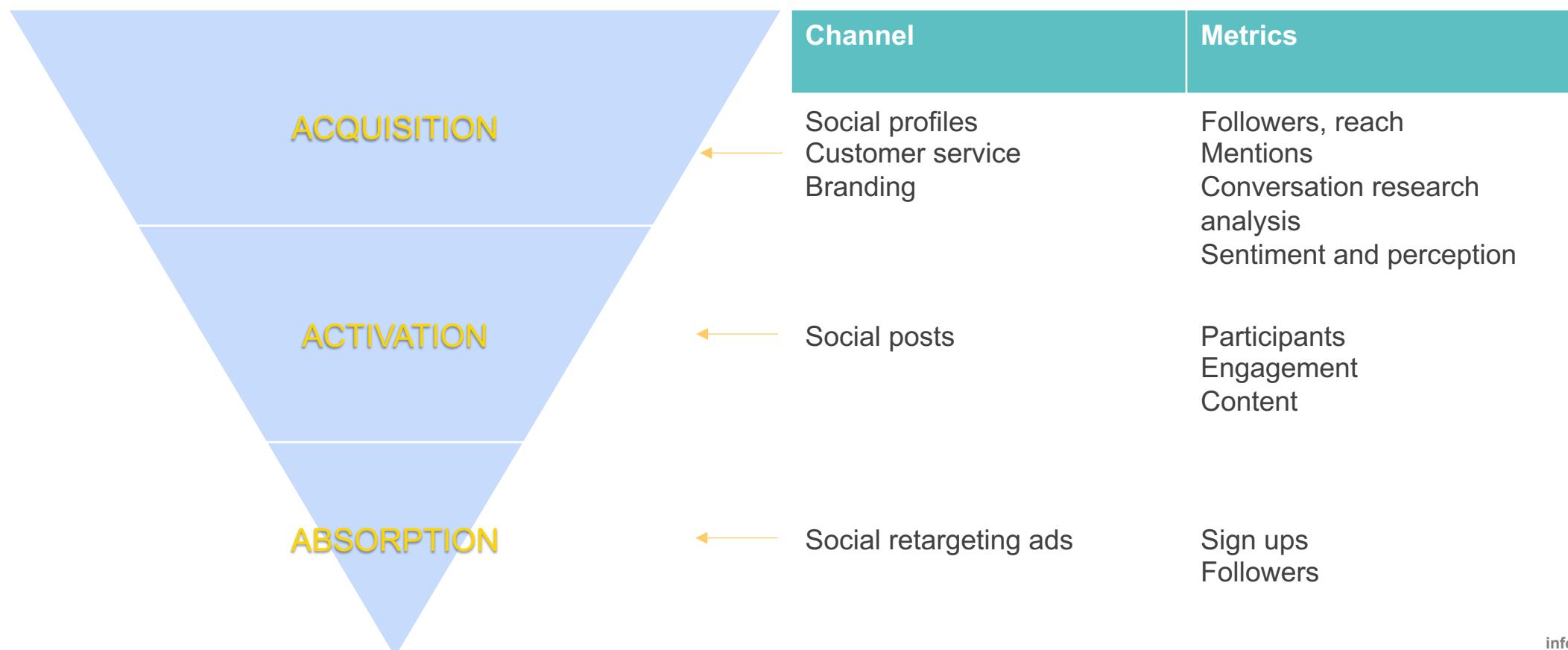
Product collaborations, this works for brands too in a cobranded opportunity. Recycling is a lifestyle change, not just a once-off act. It's an opportunity to spear-head this movement by sharing lifestyle content with soft sell opportunities.



DATA & THE PURCHASE CYCLE.

Social media analysis is an integral part of any campaign, it offer research insights, accountability and measurement.

The research from unsolicited social posts should form a strong foundation for any digital campaign. Social media insight and data forms part of a larger Marketing Science programme and this includes online reputation management.





THANK YOU!

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