



# SOCIAL LISTENING

Transform social media conversations into actionable consumer insights; driving product innovation and smarter decision making.

# We don't just analyze social data; we discover the human stories within it.

We go beyond social media 'likes' and immerse ourselves in the **human experience**. We make the most of social data as a rich, spontaneous, story-led source of insight.

**MMR handles social listening differently, with product and sensory expertise baked in at every step.**

A rigorous approach to mining social data which incorporates analytics to see the breadth of conversation and deep qualitative work inspired by ethnographic principles.

Cutting-edge methods enabled by the latest advances in AI to enable query development, topic modelling, summarization and analysis.

Product-relevant, leading-edge conversations – via a proprietary feed of global content creators related to social media food culture.

Combine the power of conversation mapping and qualitative analysis to reveal the true voice of your consumer. Using conversation mapping, we uncover the organic topics that matter, and size their relevance to the research objectives.

We then dive deeper into the rich consumer-generated data, using qualitative analysis to extract the insights that drive their behavior and preferences.

## **METRICS**

Social & search volumes, trends over time, sentiment & engagement

## **CLUSTER ANALYTICS (BOTTOM UP)**

Identification and sizing of organic conversation themes

## **TEXT ANALYTICS (TOP DOWN)**

Sizing predefined themes, projected onto unstructured data

## **QUALITATIVE**

Deep immersion led by our qualitative experts, layering in MMR product expertise and cultural understanding.

## **LANGUAGE AND ARTICULATION**

Unpicking natural language and articulation including emojis and hashtags

## **IMAGE AND VIDEO**

Consumer imagery and video linked to the relevant brand, category or theme

## **TRENDSPOTTING**

AI enabled emerging trend identification, tracking and projection

## **AUDIENCES AND INFLUENCERS**

Identify, profile and bring to life the audiences driving category conversation.

And our cutting-edge methods are enabled  
by the latest advances in AI.



# Tune in to product-relevant conversations.

What are people talking about within a **particular topic or category**? For example, sustainability, sugar, no/lo alcohol, nootropics, inflation...

What are the **emerging flavor or consumption trends** within my category?

What are the **dominant topics and themes** in how consumers discuss this category?

What do people think about my brand in **consumer reviews**?

What other **brands and products** are discussed alongside my own? Positively or negatively?

What **consumer language** and tone is being used in relation to this topic / my brand / etc.?

What **benefits** are resonating which my brand can dial up?

What are the consumer **pain points** which could be solving?

Where is the **white space** – what should I feed into my innovation pipeline?

How are people **consuming or customizing** this category?

What does an occasion look like?

**#GIRLDINNER**  
Embracing culinary non conformity

**What is #GIRLDINNER?**

#Girldinner is a term that refers to a meal consisting of various snacks that do not require cooking, such as cheese, bread, nuts, pickles, olives, cured meat, etc. The term was coined by TikToker Olivia Maher in May 2023, when she posted a video of her dinner that included bread, cheese, grapes, butter, and cornichons, and called it "girl dinner".

The trend has gained popularity on TikTok, with over 60 million views on the hashtag #girldinner. Women have shared their own versions of girl dinner, ranging from simple to elaborate, and some have also expressed their opinions on the concept, whether positive or negative.

**Big culinary non-conformity trend: local of cooking and the**

It is a liberating and empowering choice when they are alone, without worrying about the optics of girl dinner, however, suggesting that it equates diet culture and performed femininity, disengagement or satisfaction.

Play to counter-trend and #GIRLDINNER is no exception. #GIRLDINNER which describes stereotypical meals are often simple, unhealthy, or unusual. Equally #GIRLDINNER conveyed a functional approach to playdinner conveyed a functional approach to playdinner with nutritional value, price, and performance.

**#GIRLDINNER**  
Innovation opportunities

**Think Beyond Mainstream Conventions**  
Both #girldinner and #boydinner indicate a demand for playful, individual, convenient, varied, and appealing snacks that can be consumed as a meal. It also reveals a desire for food products that match preferences, lifestyles, and values which go beyond traditional conventions.

**Be Mindful Of Gendered Innovation**  
The polarized response to these high-profile trends demonstrates the complexity and delicacy required when exploring gender-based innovation opportunities.

**Approach Innovation Playfully**  
This playful, simplistic, non-conformist philosophy could be adopted within innovation in other categories – what is the #GIRLDINNER equivalent for beverages, personal care, home care etc?

Network diagram topics: Water Conservation, Empowering Women in Sustainability, Sustainable Agriculture, Eco-Friendly Cleaning Hacks: Tips for Zero Waste Living, Urban Gardening, Composting and Food Waste, Oceans and Aquaculture, The Dark Side of Recycling: Landfills and Incinerators, Sustainable Travel Destinations, Renewable Energy, Green Transportation, Celebrating Earth Day, Embracing Sustainability: The Power of Recycling and Re-Use, Greenwashing Alert: How to Spot Sustainable Environmental - Global leaders and influencers, Greenwashing Alert: How to Spot Sustainable Environmental - Global leaders and influencers, Embracing Sustainability: The Power of Recycling and Re-Use, Greenwashing Alert: How to Spot Sustainable Environmental - Global leaders and influencers, Celebrating Earth Day, Renewable Energy, Green Transportation, Oceans and Aquaculture, The Dark Side of Recycling: Landfills and Incinerators, Sustainable Travel Destinations, Urban Gardening, Composting and Food Waste, Eco-Friendly Cleaning Hacks: Tips for Zero Waste Living, Sustainable Agriculture, Empowering Women in Sustainability, Water Conservation.

# CASE STUDY: Prioritizing Plant-based

## BRIEF

To succeed in the plant-based market, an FMCG client wanted to uncover the drivers and barriers of consumers' choices in three regions.

The research aimed to reveal the characteristics, motivations, occasions, needs, categories, brands and trends behind plant-based consumption, and provide insights for strategic decision making.

## APPROACH

Social Discovery was used to explore the plant-based conversation in three markets (and four languages). The AI enabled approach mapped the conversation in each market (via topic modelling) and qualitative deep dived into relevant key themes.

## OUTCOME

We uncovered the key aspects of consumers' plant-based choices (who, what, when, why) and revealed five promising territories for innovation to inspire product development.



# CASE STUDY: Functional Ingredients

## BRIEF

Our coffee client sought to uncover emerging trends in functional ingredients within their category and beyond. Their goal was to explore the global landscape of functional ingredients, delve into functional coffee conversations, and identify product experiences that shape sensory expectations.

## APPROACH

Harnessing the power of Social Signals, we more than doubled the known list of functional ingredients. We meticulously mapped these ingredients by their potential and conducted a qualitative analysis of key ingredients of interest. Additionally, we explored global functional coffee conversations and performed an in-depth qualitative analysis of video product reviews from key competitors.

## OUTCOME

We paired Social Signals with Q.Bot (conversational AI based research) to reveal three distinct opportunity spaces within the functional coffee category.





**TO DISCOVER MORE, CONTACT:**

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