

Text Mining Voice of Customer Online

Case Study

Unilever

CPG/Cosmetics
Text Mining VOC

“Customers are always right.” But can a company listen to everything their customers have to say? More than ever, companies today have far greater access to the voices of consumers. Millions of people make their opinions heard daily by participating in online forums and blogs. And for companies that place value on listening to their customers, these voices are likely to be heard by the right people.

“Text analytics is a new methodology for us and we were very pleased with the results and the depth of insight.”

Catherine Cardoso,
Unilever

Challenge

- **Quickly gain insight into consumer sentiment**
Volumes of customer comments were pouring in. The company needed to quickly gain an accurate understanding of the emotion and sentiment in regard to a possibly controversial campaign. Accuracy and speed gained by using a more advanced methodology was essential, as volume did not allow for manual reading and analysis of text comments.
- **Provide direction for future marketing efforts**
Brand management needed to evaluate advertising campaign effectiveness in order to improve and fine tune future marketing messages.

Solution

- **Webscrape Dove message board**
Anderson Analytics applied advanced web/screen scraping techniques to gain and organize the customer comments from a message board for which Unilever was unable to gain backend access in time.
- **Text analysis for overall content and psychological profiling**
Anderson Analytics’ proprietary text analytics methodology helped the company quickly make sense of the thousands of messages by providing an accurate view of the verbatim concepts and themes, as well as the psychological profiles and emotions of the posters (i.e. the target audience)

Accessing the Situation

In 2007 Unilever launched pro•age, a beauty/skincare product line designed for mature women. One of the most notable aspects of the marketing campaign was a series of tastefully filmed TV commercials featuring women over the age of 50 in the nude. The commercials were perceived as too “shocking” and were refused to be aired by the network TV stations. A more “censored” version of the commercials was aired instead, prompting viewers to visit the pro•age website to

Dove® is pro•age™

We created Dove® pro•age™ products and invited women in their best years to show the world that beauty has no age limit by appearing in our next ad. Thousands embraced the pro•age challenge and answered our casting call to be the next Dove real women. Now see the results.

- see the real stars of our casting call
- **NEW!** ways to explore mind, body and spirit



give your skin what it needs now
➤ pro•age™ hand and body lotion

try pro•age™ today
➤ get a free sample
(white supplies last)

learn about pro•age™
➤ products for skin, face & hair



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watch the original version of the commercial and to participate in a discussion about beauty, aging, and the media.

The commercials as well as network TV's refusals raised controversy which fueled additional media coverage. Entertainment Tonight and the Oprah show featured the story and interviewed the nude models as well as Dove's brand management. Response to the marketing campaign of pro•age was tremendous. Comments poured into the pro•age online discussion board. The immediate challenge facing the marketing department of Unilever was how the company could quickly analyze the text data and leverage the insights to build better customer relations and improve future marketing efforts.

Specifically, Unilever needed to know:

- What was being discussed on the message boards?
- Who were the participants, and what motivated them to post?
- How were the commercials perceived?
- What were customers' and potential customers' views on beauty and aging?
- How could future campaign messaging be improved?

Traditionally customer comments are read and coded by individual analysts, an error prone approach based on the monitor's perception. Knowing that many insights would be lost due to sampling error, and desiring an exact measure of sentiment, Unilever turned to Anderson Analytics for assistance.

Delivering the Solution

Anderson's first task was to set up an automatic system for retrieving text data from the pro•age message board. Often companies will have the capability to export their forum data into a structured database. However, due to time considerations Anderson Analytics was asked to "scrape" the on-screen text and other data using screen scraping robots. The resulting database included several thousands of posts as well as other data such as time stamps, frequency of posts etc.

Unlike survey open-ends, comments in this study were typically long (3 to 4 paragraphs). Therefore, the analysis of the data was conducted utilizing AA-TextSM, an Anderson Analytics proprietary methodology that combines qualitative research, text mining and psychological content analysis. The process identifies meaningful word combinations, sentiment and measures significant differences on over 40 psychological traits.

While the primary conclusion of the study was that Dove and the pro•age

"The results were helpful beyond understanding reactions to our campaign. We also gained an Understanding of what motivates people on discussion boards, which issues are most important to women in our target group, and how to create better products and messaging for them."

Catherine Cardoso
Unilever

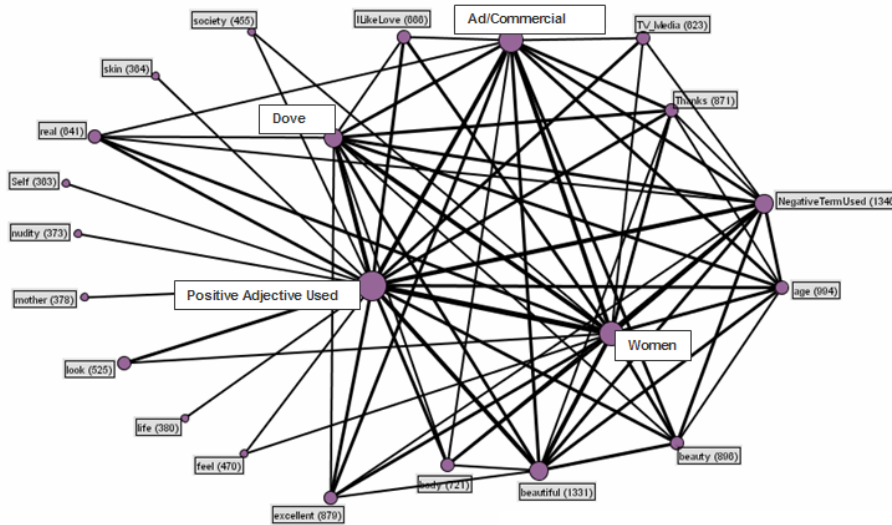


brands were being viewed by many as a champion for the cause of women over the age of 50, the methodology identified unique discussions that were likely to be dismissed by human analysts. Researchers at Anderson were not surprised to see positive discussions about aging, beauty and the appropriateness of the TV commercial. However, topics dealing with inter-generational issues, comments on American society and the world at large, and intense contrast and comparison between the US and European media were also prevalent on the forum.

Text mining allowed Unilever to gain a much more complete, 360 degree, view of their customers ensuring that not just a small sample of customers were listened to, but rather each of the thousands of women posting their comments were 'heard'.

“We’ve been thinking about other ways to utilize this technology which would allow us to not only continue to listen to and understand our consumers, but to create a more real time 2-way communication.”

Catherine Cardoso
Unilever



Visualizing the data (theme interconnections)