



# Lakme's Report

December 10, 2019 - January 8, 2020



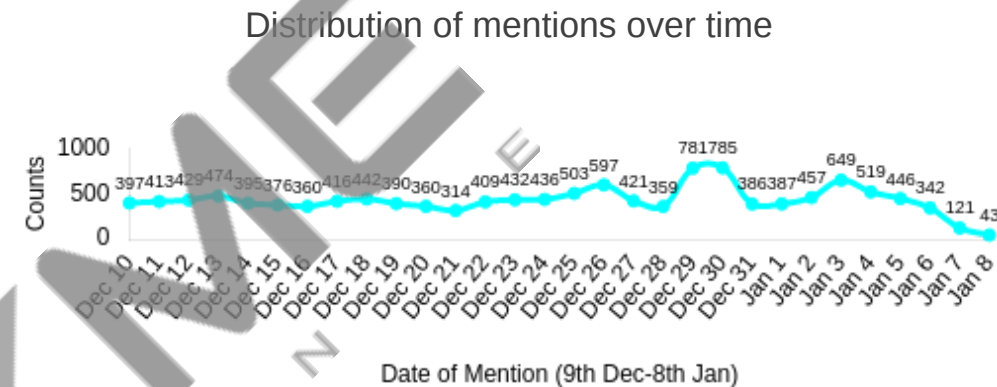
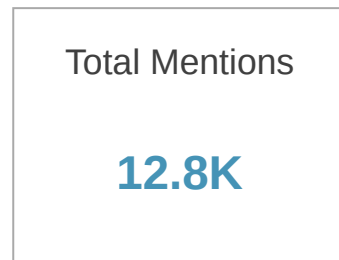
# Executive Summary

December 10, 2019 to January 8, 2020

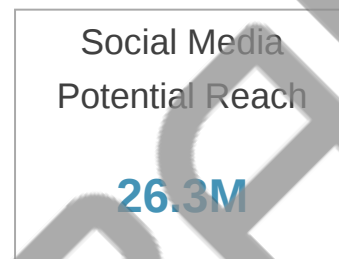
Non-Social Mentions: 534  
Maximum Mentions(785) were done on 30th Dec. Minimum Mentions(43) were done on 8th Jan.



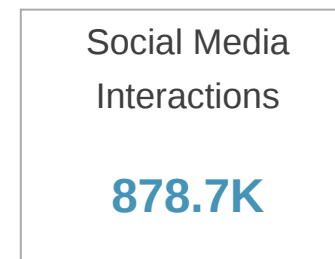
## Key Performance Metrics



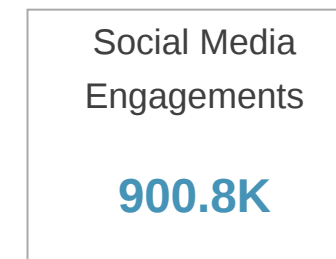
## Social Media Metrics



Adding all social media mentions combined, the total reach of all the mentions by your brand handles and audience handles comes out to be



Adding the likes and upvotes received from all social media mentions combined.



The total engagement received on all the mentions of the brand in terms of comments, shares and replies.



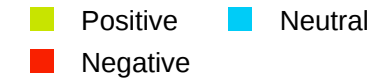
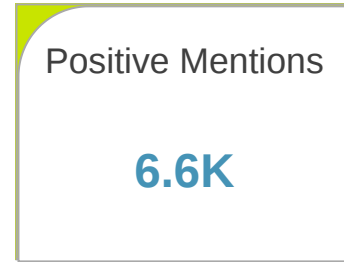
# Online Reputation Metrics

December 10, 2019 to January 8, 2020

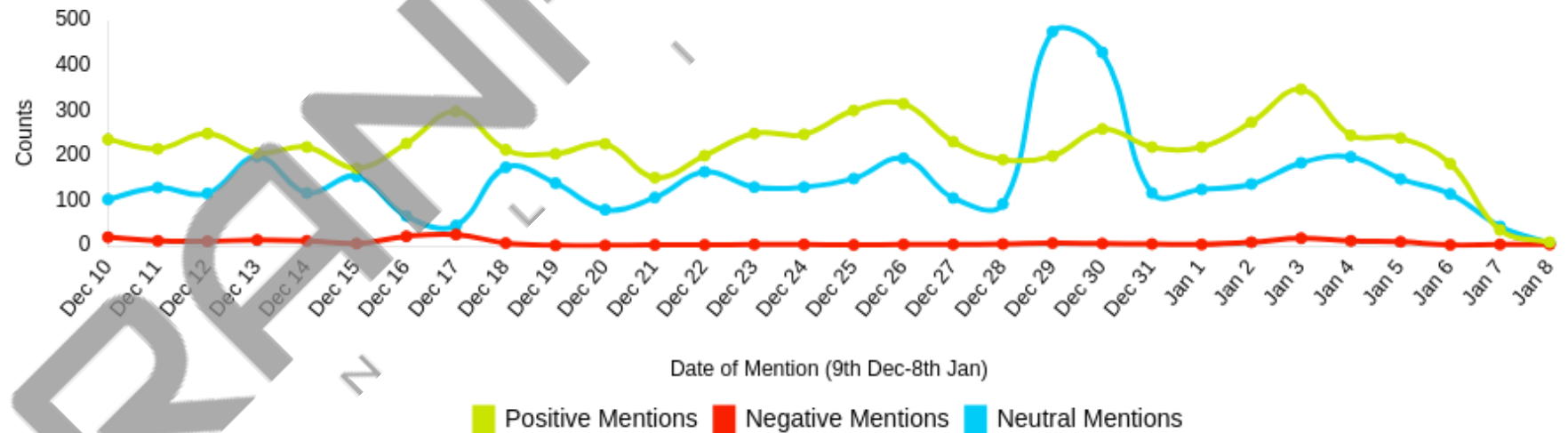
Positive Mentions saw a maximum spike on 3rd Jan with a value of 347.

Negative Mentions saw a maximum spike on 17th Dec with a value of 25.

Neutral Mentions saw a maximum spike on 29th Dec with a value of 475.



## Distribution of mentions over time based on sentiment of mention



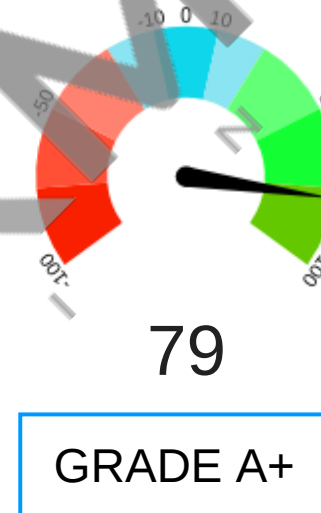


# Net Brand Score

December 10, 2019 to January 8, 2020



The customer happiness index is measured in terms of net brand score, a concept on lines of net promoter score. Bases on the tone of the audience and the time at which the mention was posted, we find the overall value of the person with respect to brand and grade on a scale of 1 to 10, 1 being the most disgruntled customer and 10 being the most loyal customer. The index is taken on a 3 month value and can be benchmarked with the industry and competitors.



💡 While detractors need your immediate attention, even promoters need to be engaged as they are the ones who chose to be faithful to your brand. Talk to them regularly to understand what is it that you did right and what can be improved too.



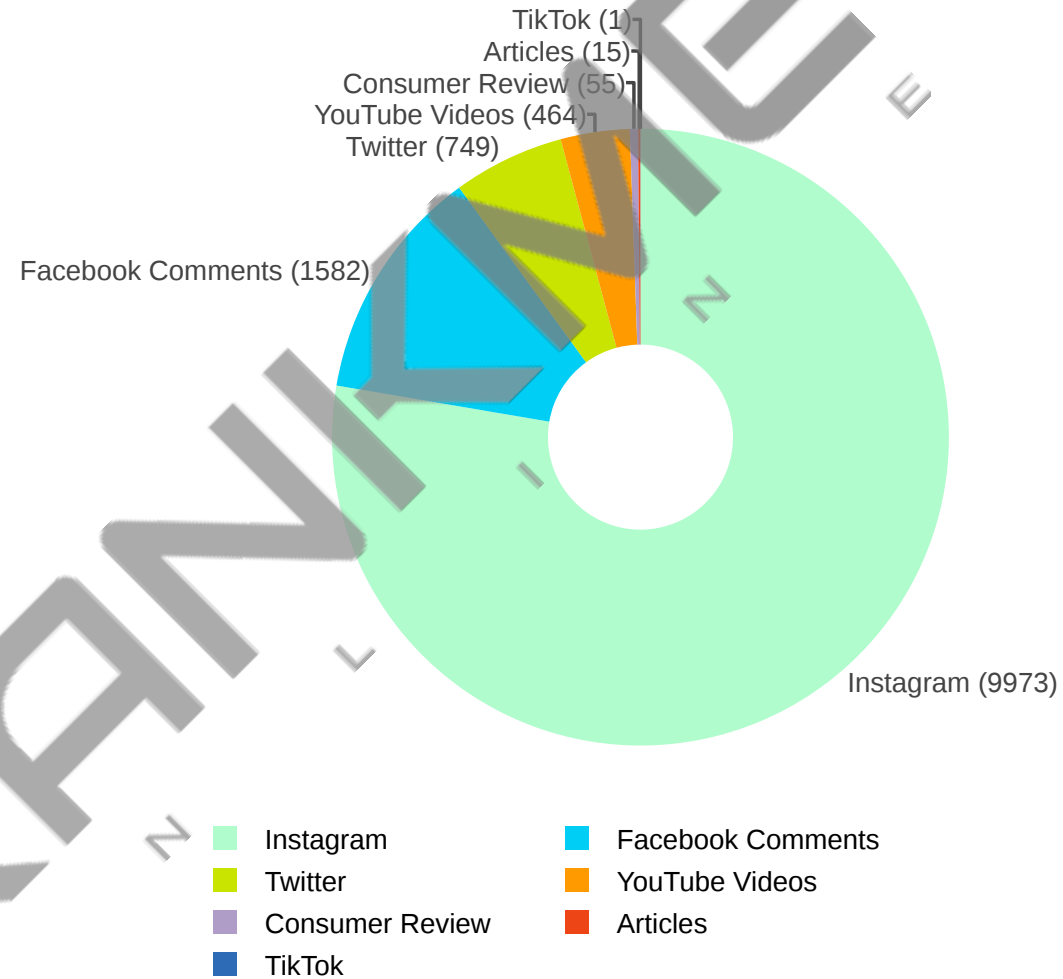
# Mention Analysis

December 10, 2019 to January 8, 2020

Instagram has the maximum number of Mentions.



## Channel Wise Distribution







# Keyword Analysis

December 10, 2019 to January 8, 2020



## Keyword Distribution By Channel





# Hashtag Analysis

December 10, 2019 to January 8, 2020

## Top Hashtags:

#lakme  
#lakmeindia  
#makeup  
#ilakme  
#makeupartist

## Popular Hashtags in Audience for Lakme

#makeup #lakmefashionweek #lakme #trending  
#ilakme #hairstyling #hair #lakmeindia #lakmeabsolute  
#lakmeacademy #haircolor #hairstylist #makeupartist  
#makeupideas #lakmemakeup #fashion #makeupoftheday  
#beautiful #moradabad #cosmetology #makeuplooks  
#makeovers #makeuplover #lakmeacademydelhi #hairstyles  
#makeupinspiration #makeuplife #haircut



# Buzzword Analysis

December 10, 2019 to January 8, 2020

## Top Buzzwords:

Delhi  
delhi  
India  
Janakpuri  
Lakme Fashion Week



## Popular Buzzwords in Audience for Lakme







# Twitter Brand Account Summary

@ilovelakme

December 10, 2019 to January 8, 2020

Maximum engagements for Twitter were done on 2nd Jan.



Total Tweets

77

Engagement

855

Average Engagement

11

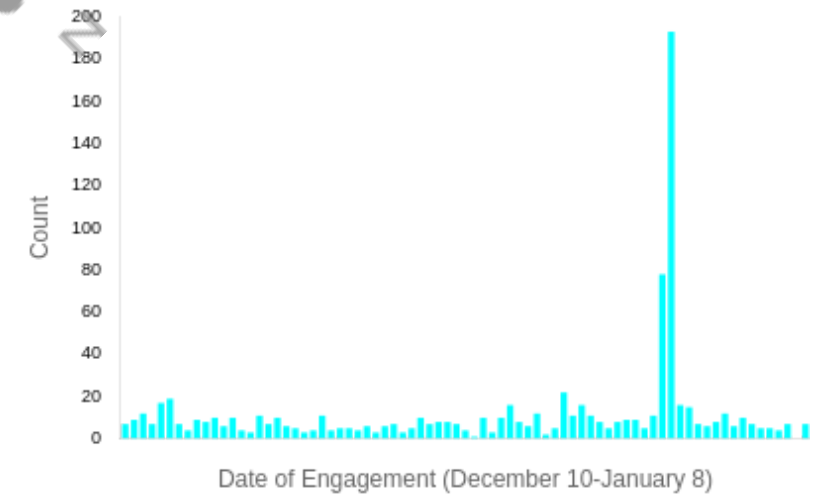
Followers

78.1K

## Top Tweet



## Engagement Trend





# Facebook Brand Account Summary

@lakme

December 10, 2019 to January 8, 2020

Maximum engagements for  
Facebook were done on 29th  
Dec.



Total Posts

70

Engagement

54.1K

Average  
Engagement

773

Followers

3.2M

## Top Post



I Love Lakme

December 29, 2019 at 8:00 PM · 🌐

Beauty blogger Srishti Agarwal of @curiouscomponentsblog is head over heels in love with the shades of Lakmé 9to5 Weightless Mousse Lip and Cheek Color.

Pro Tip- Add a hint of gloss to the centre of your lips to give it a plump look.

Shop now on [www.lakmeindia.com](http://www.lakmeindia.com) and get free shipping or at a Lakmé counter near you.

Shop here: <https://lakmeindia.com/p.../lakme-9to5-mousse-lip-cheek-color...>

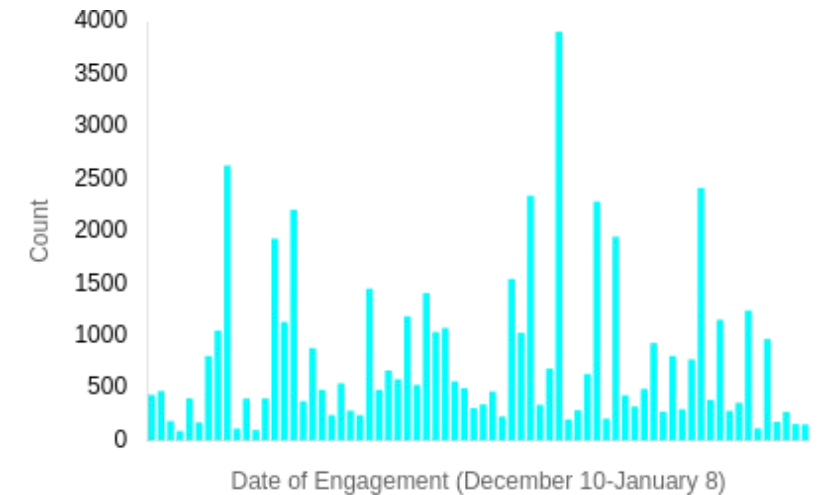
#Lakmeabsolute #Lakmeliner #shimmer #shineliner #Beauty #Makeup #Eyes #eyeliner #eyetrends #makeup #beauty #eyemakeup



👍❤️ 215

1 Share

## Engagement Trend



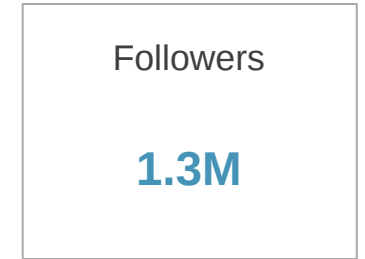
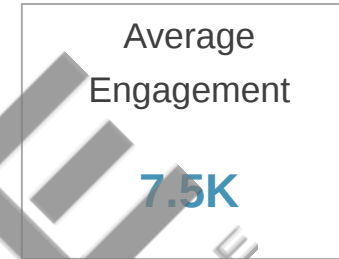
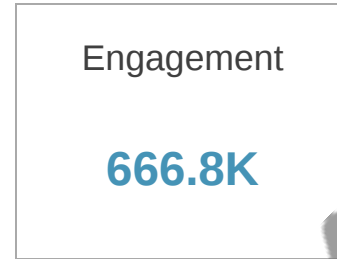
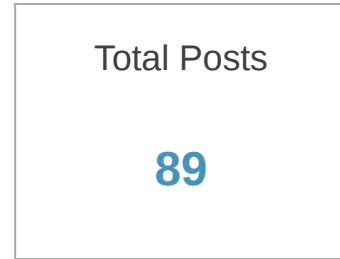


# Instagram Brand Account Summary

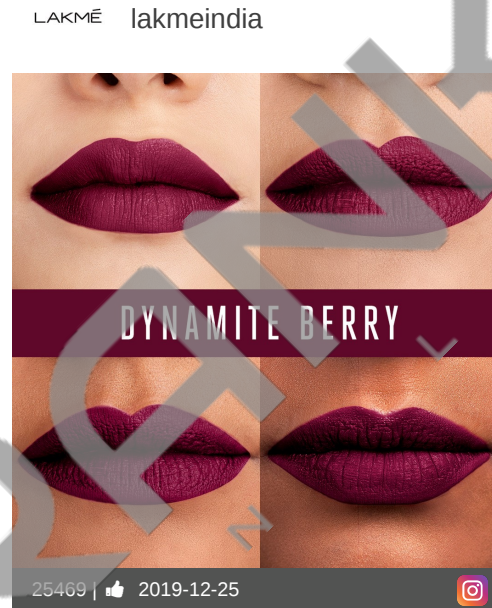
@lakmeindia

December 10, 2019 to January 8, 2020

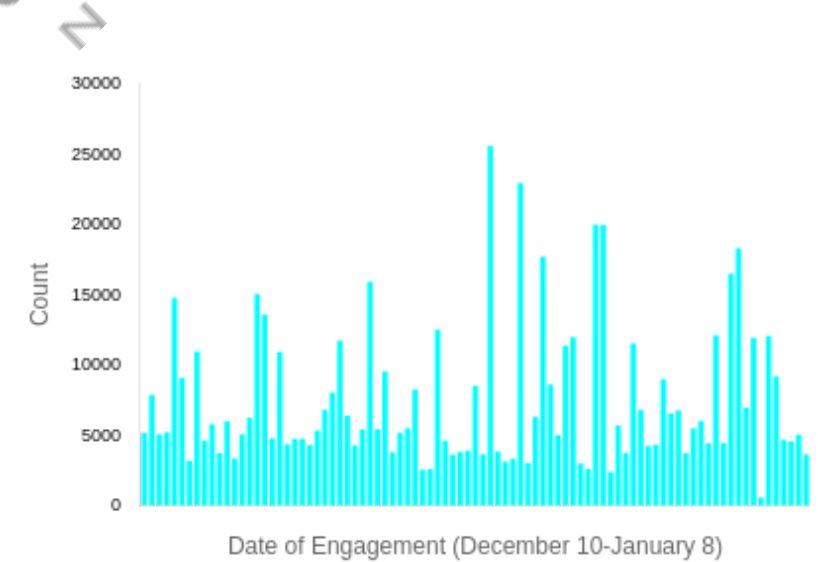
Maximum engagements for  
Instagram were done on 25th  
Dec.



## Top Post



## Engagement Trend





# Hashtag Analysis

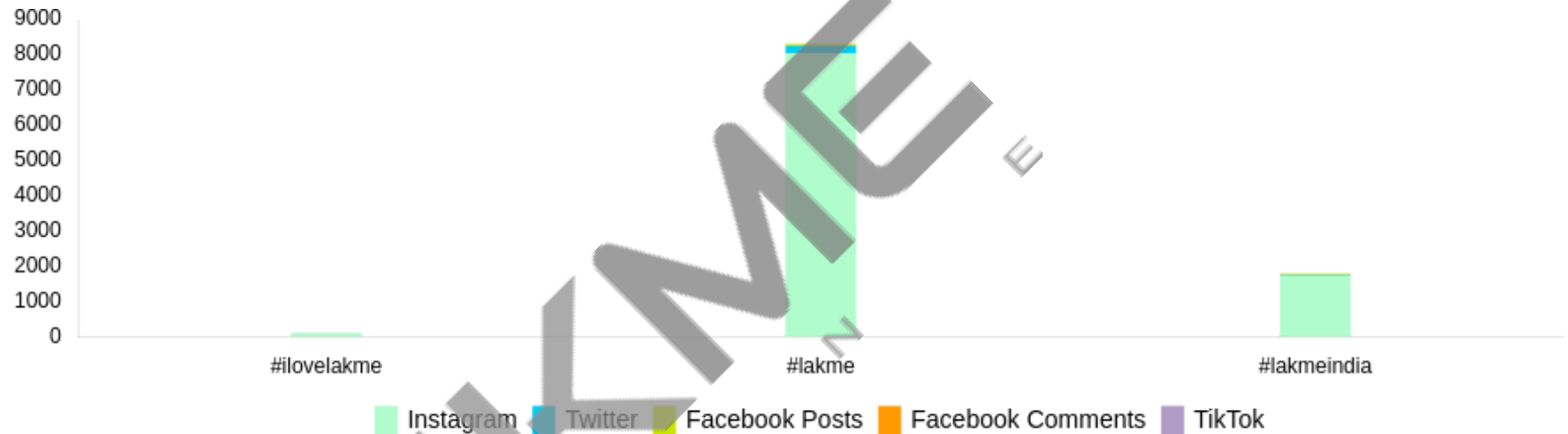
December 10, 2019 to January 8, 2020

Instagram has the maximum number of Hashtag Mentions with a total of 8045 mentions for the keyword '#lakme'.

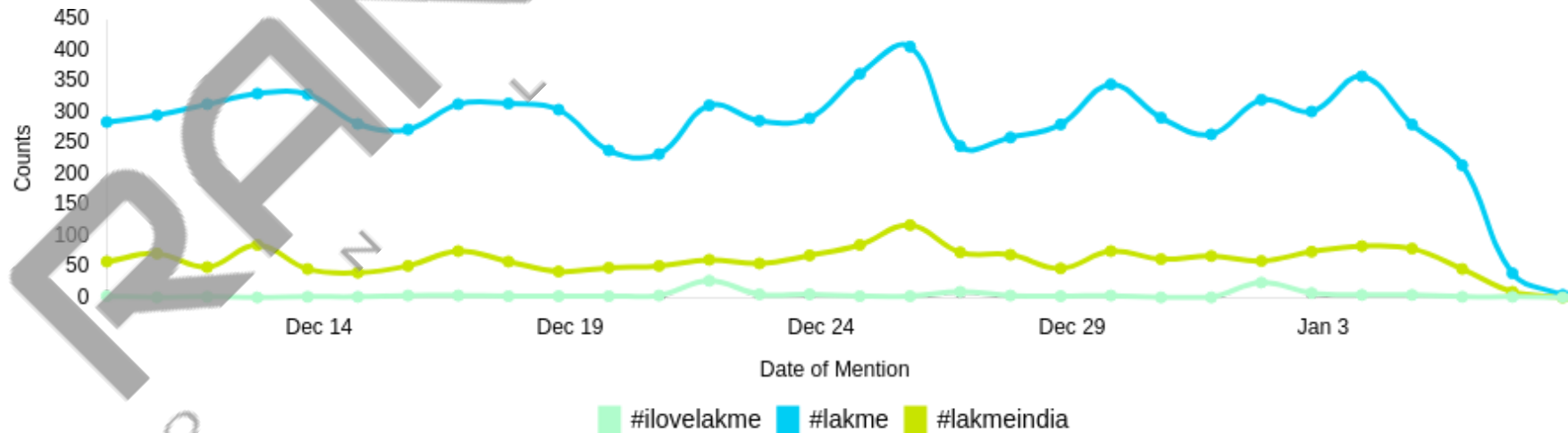
#lakme is the highest performing Hashtag Mentions with a total of 406 mentions on 25th Dec.



## Channel wise Hashtag Distribution



## Timewise hashtag performance





# Hashtag Analysis

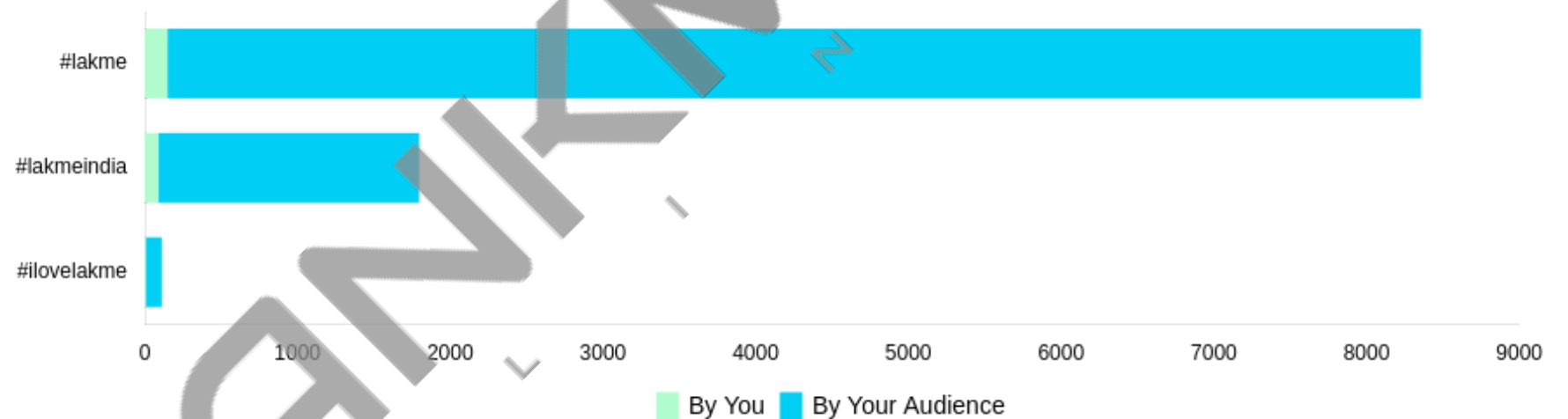
December 10, 2019 to January 8, 2020

#lakme was used by your audience the most for a total of 8209 times.

#lakme was used by your brand the most for a total of 149 times.



## Performance Comparison of Brand Own Hashtags vs Audience Usage





# Audience Analysis

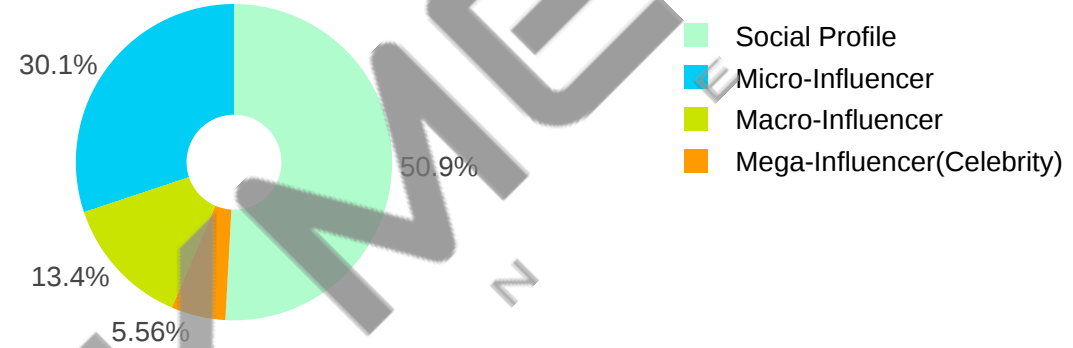
December 10, 2019 to January 8, 2020

Social Profile form the majority of the influencers.

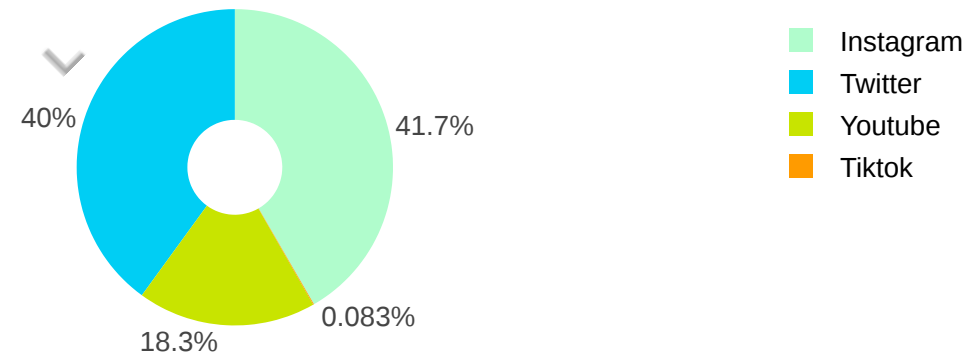
Your audience uses mostly Instagram, Twitter Channel.



## Distribution of Audience by Influencer Category



## Channel wise distribution of audience







# Audience Analysis

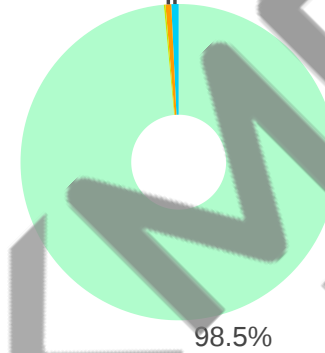
December 10, 2019 to January 8, 2020

Your audience uses mostly English language.  
It has a majority of Female population.



## Distribution of language

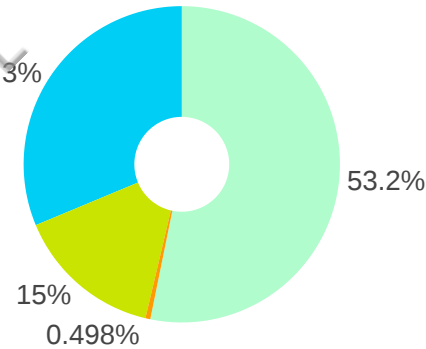
0.749%  
0.583%  
0.167%



- English
- Hindi
- Others
- Persian

## Audience by Gender

31.3%



- Female
- Unknown
- Male
- Unisex

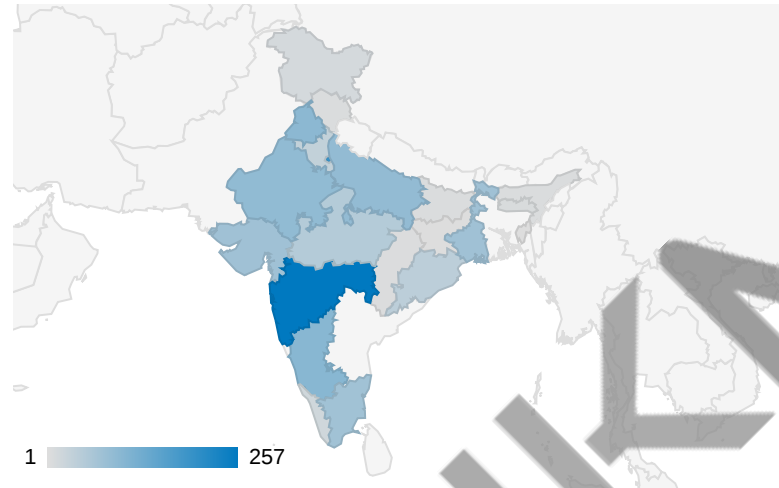


# Mentions Location

December 10, 2019 to January 8, 2020

LAKMĒ

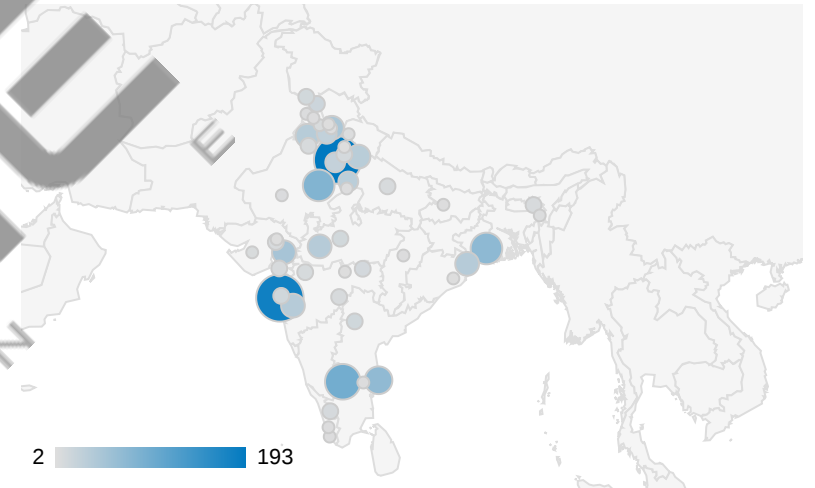
## Statewise Distribution of Mentions



These are the 5 top important states with the most number of mentions for your brand.

RANK	STATE	POPULARITY SCORE
1	Maharashtra	257
2	Delhi	193
3	Karnataka	99
4	Punjab	95
5	Rajasthan	89

## Citywise Distribution of Mentions



These are the 5 top important cities with the most number of mentions for your brand.

RANK	STATE	POPULARITY SCORE
1	New delhi	193
2	Mumbai	179
3	Bangalore	94
4	Jaipur	81
5	Kolkata	70




# Brand Promoted Content


@mrjovitageorge

December 10, 2019 to January 8, 2020




## Social Profile






♥ JOVITA GEORGE ♥  
(@mrjovitageorge) [Engage](#)

" ##### • ##### • ##### #560K JOVIANS ON YOUTUBE # For Indian Collabs - [India@jovitageorge.com](mailto:India@jovitageorge.com) # For Middle East & others- [info@jovitageorge.com](mailto:info@jovitageorge.com) "

 Mega-Influencer(Celebrity)

Followers	100K
Average Engagement	4.8K
Engagement Rate	4.8%
Post Frequency	✓ 2/week
Interactions per 1000 followers	48


## Top Post







mrjovitageo... ✓

100.5k followers

[View Profile](#)



[View More on Instagram](#)

6,698 likes




# Brand Promoted Content


@minnie\_rohilla

December 10, 2019 to January 8, 2020




## Social Profile





**Minnie Rohilla**  
 (@minnie\_rohilla) [Engage](#)

" Satnam Waheguru # MTV Roadies Xtreme Fashion| Beauty| Travell| Lifestyle Mail: [minnie.rohilla@gmail.com](mailto:minnie.rohilla@gmail.com)"

 Mega-Influencer(Celebrity)


Followers	155.2K
Average Engagement	4.9K
Engagement Rate	3.18%
Post Frequency	3/week
Interactions per 1000 followers	32

## Top Post







**minnie\_ro...**  
 154.6k followers

[View Profile](#)



[View More on Instagram](#)

6,585 likes




# Brand Promoted Content

@mrinalinism

December 10, 2019 to January 8, 2020




## Social Profile




**Mrinalini | Lipstick for Lunch** (@mrinalinism) [Engage](#)

" Beauty & lifestyle blogger at lipstick-for-lunch.com. #Pune/Mumbai Check out my blog and exclusive deals [↓](#) "

 Micro-Influencer


Followers	6.8K
Average Engagement	169
Engagement Rate	2.49%
Post Frequency	3/week
Interactions per 1000 followers	25

## Top Post







**mrinalini...**  
6,830 followers

[View Profile](#)



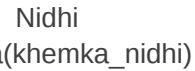
[View More on Instagram](#)

152 likes



LAKMĒ



በጣም ምን ማሳሰቢያ ለማድረግ ለሚችል  
በጣም ምን ማሳሰቢያ ለማድረግ ለሚችል  
በጣም ምን ማሳሰቢያ ለማድረግ ለሚችል  
በጣም ምን ማሳሰቢያ ለማድረግ ለሚችል

## Social Profile

<b>40</b>	<b>0.1</b>
Followers	Influence



World wide shipping Contact :-  
9582994206 Specialised in  
handwork|| best quality||all types  
replicas by handwork Bank

### Mega-Influencer(Celebrity)

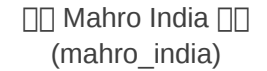
300.5K	0.8
Followers	Influence



Designers are specialized in Making Replicas at with a very best quality and service For more details Whatsapp us on M.no.+91

Macro-Influencer

<b>82.7K</b>	<b>0.3</b>
Followers	Influence



☐☐ Showcasing the most #beautiful  
#moments and #places in #India.  
Tag @mahro\_india &  
#mahro\_india to be featured.

Micro-Influencer

7.5K	0.3
Followers	Influence



✈ world wide shipping delhi based  
bespoke couture hand embriodery  
(zardosi, aari) Wtsaap +91  
7838855066

## Macro-Influencer

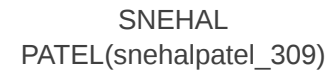
<b>61.3K</b>	<b>0.1</b>
Followers	Influence



□ Jamshedpur □ Bangalore □  
Happiness blooms from within □

## Social Profile

<b>563</b>	<b>0.4</b>
Followers	Influence



SC- sneh30900 Pvt acc -  
@snehalp30

Micro-Influencer

<b>3K</b>	<b>1.1</b>
Followers	Influence



LOVE TO win 100 follow back

## Social Profile

<b>1</b>	<b>0.2</b>
Followers	Influence











# Top Media Mentions

December 10, 2019 to January 8, 2020

LAKMÉ

 <div> <div>Lakme</div> <div>flutesshop.com</div> <div>a day ago</div> </div>	Influence Score: 0/10
	Brands Product Compare (0) Showing 1 to 9 of 91 (11 Pages)
<span>●</span> Sentiment	

 <div> <div>10 Top Indian Brands Overwhelming the World (Must Checkout)</div> <div>www.isrgrajan.com</div> <div>25 days ago</div> </div>	Influence Score: 1.7/10
	<p>We, as Indians, for the most part, have a conviction that abroad brands offer more an incentive for cash when contrasted with their Indian partners. In any case, in the meantime, it is essential to take note of that there are innumerable Indian beginning brands out there that offer noteworthy worldwide rivalry to outside brands. This even incorporates some Indian New companies that have gone ahead ...</p>
<span>●</span> Sentiment	


 <div> <div>Lakme Fashion Week announces 2020 Summer/Resort edition</div> <div>www.thehansindia.com</div> <div>a month ago</div> </div>	Influence Score: 9.4/10
	<p>Celebrating 20 years of the mega fashion extravaganza, this edition will kick off in February next year <b>Lakme</b> Fashion Week is all set to bring out its Summer/Resort 2020 edition in a five-day fashion extravaganza next year. The Schedule is to take place between February 12-16-2020. This LFW 2.0 edition will pay tribute to <b>Lakme</b> Fashion Week's 20 year anniversary. It will have a celebration of cura ...</p>
<span>●</span> Sentiment	





# Top Media Mentions


December 10, 2019 to January 8, 2020





 INIFD Ahmedabad Awarded with 2nd Runner up at INIFD Lakme Launchpad, 2019


 inifdahmedabad.com


 21 days ago


Influence Score: 0/10


Fashion Design Students of INIFD Gurukul Ahmedabad had participated in INIFD Launch pad of **Lakme** Fashion Week, Summer / Resort 2019 representing brand INIFD at Premium Platform. INIFD Ahmedabad Institute was awarded with 2nd runner up trophy in zone-wise competition on INIFD Launch Pad of **Lakme** Fashion Week Fashion and Interior Design Students of INIFD Centres witnessed launch pad of **Lakme** Fashion ...

● Sentiment



 Lakme Eye Makeup Products Online


 adorablesoul.com


 19 days ago


Influence Score: 0/10

**Lakme** is a renowned and highly trusted beauty brand known for offering premium quality products for its vast customer base. Its eye makeup range has especially gained much popularity amongst women of all age groups due to the excellent results and durability they offer. Available in a wide range of colors and shades, the eye makeup products from the brand are perfectly safe for extensive use by wo ...

● Sentiment



 #Repost @Mtv #Lakme Academy #Winged

 11 days ago

Influence Score: 0/10

Repost @Mtv #Lakme Academy #Winged . Join **Lakme** Academy Noida and learn #Cosmetology, #Makeup, #Hairstyling...

● Sentiment 1.6K Potential Reach 5 Likes



# Top Media Mentions

December 10, 2019 to January 8, 2020



What is the difference between Lakme CC cream and Lakme Foundation?  
[www.quora.com](https://www.quora.com)  
22 days ago

Influence Score: 10/10

No Answers Yet

● Sentiment

**#Repost @Mtv #Lakme Academy #Winged**  
15 days ago

Influence Score: 0/10

Repost @Mtv **#Lakme** Academy #Winged . Join **Lakme** Academy Noida and learn #Cosmetology, #Makeup, #Hairstyling...

● Sentiment   1.6K Potential Reach   1 Like   1 Comment

**#Repost @Mtv #Lakme Academy #Winged**  
11 days ago

Influence Score: 0/10

Repost @Mtv **#Lakme** Academy #Winged . Join **Lakme** Academy Noida and learn #Cosmetology, #Makeup, #Hairstyling...

● Sentiment   1.6K Potential Reach   6 Likes



# Appendix

## A.1

### A.1 Net Brand Score

Net Brand Score measures the digital customer perception index of the brand. The score can range between -100 to 100. The scale values directly corresponds to the scale of Net Promoter Score which is used to measure the customer's loyalty.

#### Calculation Of Net Brand Score

The score for individual mention is calculated first, on a scale of 1 to 10 to rate the brand sentiment. Using our artificial learning algorithms, sentiment is calculated for each mention. Based on the harshness or the happiness of the tone of voice, sentiment is given a value from -1 to 1. -1 being the most harsh tone to 0 being the neutral tone and 1 being the happiest tone of voice.

The score is then normalized on the scale of 1 to 10 to match the NPS question scale. ( On a scale of 1 to 10, how likely are you to recommend the product/services to your friends and family)

1. A score between 9 to 10 is called "Promoter" and marks the perception as positive.
2. A score between 7 to 8 is called "Passive" and marks the perception as neutral ie. neither positive or negative.
3. A score between 1 to 6 is called "Detractor" and marks the perception as negative.

**Net Brand Score = %age of Promoters - %age of Detractors**

**The Net Brand Score ranges from -100 to 100**



# Appendix

## What is a good NBS?

There are industry specific benchmarks to understand what NBS score is good or needs improvement. On a generic level, anything above 0 is considered good because it clearly shows more positive mentions than negative. The number is not a true reflection of the NPS, but for comparison and benchmarking, it gives a score to compare customer happiness. It also gives a measure of ROI improvements when marketing spends are increased. The better NBS gives a much higher ROI with lesser spends.

## How to use NBS?

The ideal duration to measure the NBS would vary from brand to brand but most brand can find substantial insights by monitoring it on a monthly basis. That way you will be able to pick up early warning signs and take corrective measures.



# Appendix

## A.2

### A.2 Influence Score For Mentions

It measures the virality of the mentions. This score is out of 10 and gives a way to understand how viral it can go. Even if the author of the mention is not very influential, this score will still work.

#### A.2.1 Calculation for Blogs, Articles, Review Platforms, Discussion platforms

It uses alexa rank of the website to understand how popular is the website. It segregates phishing websites and personal blogs from articles that public reads - like news websites - Entrepreneur.com, economictimes.com, are seen by many people but blogs like purposescrossed.wordpress.com are seen by only a few.

#### A.2.2 Calculation for Social Media Platforms like Facebook, Twitter, Instagram, Youtube and Tiktok

The score is directly based on the engagement of the post ( likes + shares + comments + video views etc) and finds a number irrespective of who the author is. It is clearly helpful in understanding which post can get viral even though it may not be generated by an influential person.





## Appendix

### A.3

#### A.3 Reach Score For Mentions

It measures the total audience count that the mention has the potential to reach

##### A.3.1 Calculation for Blogs, Articles, Review Platforms, Discussion platforms

It is equal to the influence score of the platform.

##### A.3.2 Calculation for Social Media Platforms like Facebook, Twitter, Instagram, Youtube and Tiktok

It is a measure of the author's followers count to understand how many people this post can reach.



# Appendix

## A.4

### **A.4.1 Influence Score For Social Media Accounts aka Brand Advocates/Influencers**

It scores the influence of the person based on true engagement the person gets. While people can buy likes and followers, the number of likes and followers do not represent a true understanding of a person's social influence. The algorithm takes comments and shares as the true metric for engagement. It also takes into account the influence of the community of the influencer. If more influential people are liking and commenting on the person's post, then the genuinity of the person is more and hence the influence.

### **A.4.2 Reach Score For Social Media Accounts aka Brand Advocates/Influencers**

Use Reach Score as a metric to measure REAL reach of the influencer. It scores a particular author on the basis of the followers count. A person is having a large number of genuine followers will have a greater reach and hence a higher Reach Score.



# Appendix

## A.4

### A.5 Categories of Influencers

#### A.5.1 Celebrities (Accounts with more than 100K followers)

These profiles are visited by all types of audience alike and can be used for more visibility. They work majorly for paid collaborations and respond to various industries. Brands use them to gain more visibility and reach mass audience quickly.

#### A.5.2 Macro Influencers (Accounts with followers between 10K to 100K)

These profiles have high following and have established a niche for themselves. They are selective and work for barter or paid collaborations. They have a niche following and work well for brands who are looking to gain engagement and conversions through paid collaborations.

#### A.5.3 Micro Influencers (Accounts with followers between 1K to 10K)

These profiles are of budding influencers who have a good engaged audience. They perform better with brand associations and are pocket friendly.

#### A.5.4 Social Profiles (Accounts with less than 1000 followers)

These are normal social profiles which do not have much influence. People with less than 1000 following when connect with a brand, they do it either for putting a review or a complaint or they are just too happy with the product/services of the brand.

Thank You !

LAKMÉ