



Strategic Insights Study

Brand Intelligence

Introduction & Methodology

OVERVIEW

Methodology, data collection and analysis by Endeavor, on behalf of EC&M.

Methodology conforms to accepted marketing social listening research methods, practices and procedures.

PRIMARY OBJECTIVES

- Better understand how the brand is being discussed online.
- Who is discussing the brand and its competitors most online?
- How is the audience talking about my brand and competitors?
- What is the competition doing to reach and influence the target audience?

METHODOLOGY

Through a combination of robust third-party tools, we look across online media types (blogs, forums, social media channels, mainstream news, etc.), during a specific time period, based on study objectives & goals.

Using manual research, our experienced analysts are able to go beyond traditional channels to uncover additional audience and industry insights that would not be collected through tools alone.

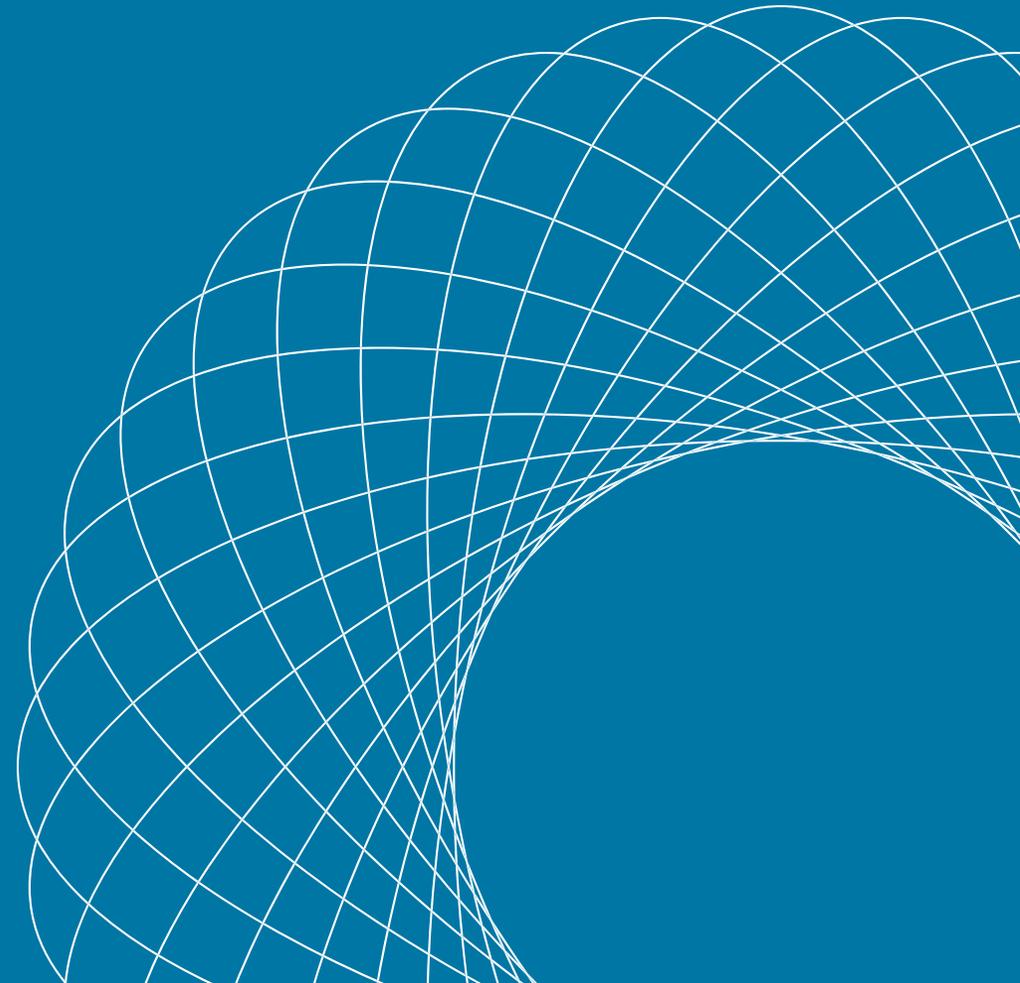
ANALYZE & ASSESS

Findings are explored, insights are identified, opportunities are outlined and content is reviewed.

After identifying key insights, we are able to validate and/or expand on the findings with Informa's own industry experts.

This collaboration of qualitative and quantitative research results in the findings that are published in this report. We align insights with marketing recommendations and provide a path of execution for you to use this data moving forward.

Key Findings: Brand & Competitive Insights



Key Findings: Client Brand

Where Brand A Comes Up Online

News articles were the overwhelming source of brand mentions over the lookback period at 56 percent, comprising product announcements and market analysis of automation and smart cities initiatives worldwide.

On Twitter, the announcement that the CEO would deliver this year's Brand Convention keynote has been shared widely this past month.

Brand A Partner Program

The BrandProgram program has seen some traction, specifically on LinkedIn and Twitter, with ambassadors sharing information with the hashtag #BrandProgram.

Malware Vulnerabilities

A simple Google search for "Brand A" news was dominated by the vulnerabilities discovered in July 2019. These articles include immediate reactions from Client Brand and competitors without a follow-up on the steps Brand A has taken to neutralize risks.

Further research quickly shows that the vulnerabilities were neutralized, but it leaves an uncertain first impression. Sponsored articles would quickly move this obsolete news off the first page of results.

Smart Factory Program

Two-thirds of the mentions about this program were shared on Twitter, either through Client Brand press releases or brief news pieces. It was overwhelmingly positive or neutral.

Not Sounding Like a Corporation

Australian Client Brand employee Jane Doe's personal Twitter page is an excellent example of sharing great industry information while still sounding like a fun, relatable human. She shares work-related events and uses appropriate hashtags with a fun tone and lots of candid photos.

Key Findings: Competitor Brands

Product-specific conversations are practically nonexistent, both for competitors and for Brand A. Brands are only mentioned in PR or company-provided content, though companies are more widely discussed.



Competitor 1 – Brand B

- The three aspects Brand B reportedly focuses on most closely is:
 - Scalability
 - Cost
 - Environmental Sustainability
- They have introduced the hashtag #brandacronym to showcase their automation services, but so far only their own social media accounts have used it, and sparingly.

Market presence

According to Forrester Research, Client Brand, Brand B and Brand C all shared a similar market presence, as of Q3 2018.

Competitor 2 – Brand C

- Focused intently on the “Fourth Industrial Revolution,” AKA automation, as one of the driving megatrends worldwide.
- Only 14 mentions on news sites, half of them from Business Wire, in the past 6 months.

Additional Competitor Mentions

- Seems to be practically nonexistent in the online space. As of last year, Competitor 3 was working toward fully wedding the Brand D and Brand D Digital brands in the IoT space.
- No organic conversations about Brand D Product available. No media mentions within the past 6 months.

Brand & Competitive Analysis



Client Brand – Brand Health & Insights

Total Brand Mentions

4,159

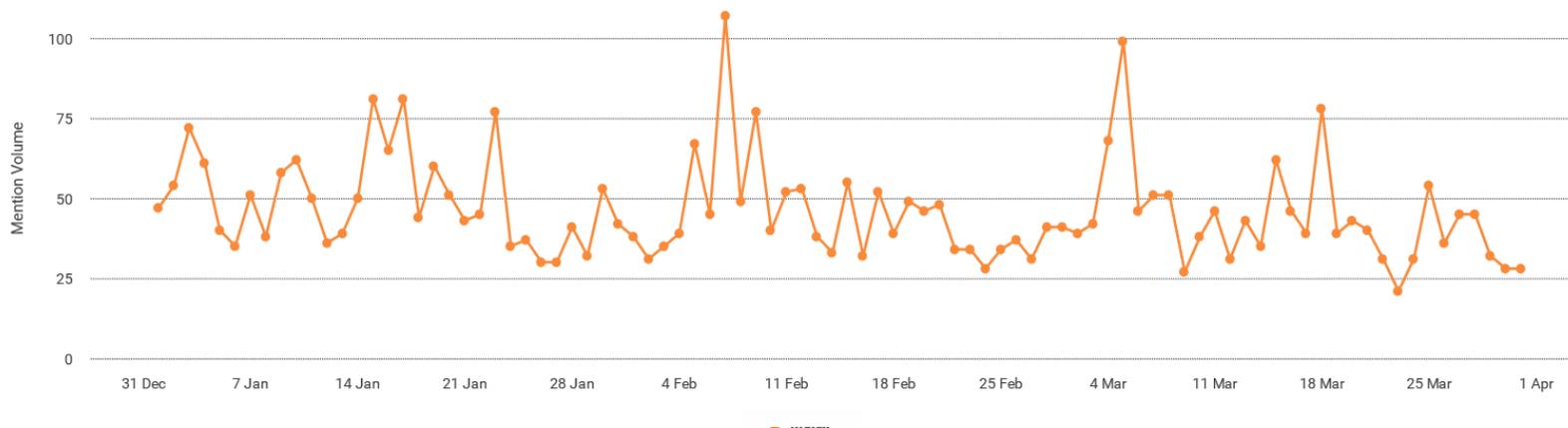
Timeframe: January 1 – March 31, 2019

Top 5 Topics

1. **PSU**
1,016 mentions
2. **Power Supply**
707 mentions
3. **CPU**
548 mentions
4. **Technologies**
489 mentions
5. **USB**
474 mentions

Top 5 Sites

1. **Reddit.com**
1,824 mentions
2. **Twitter**
269 mentions
3. **Overclock.net**
149 mentions
4. **Forums.**
TomsHardware.com
64 mentions
5. **TomsHardware.co.uk**
63 mentions



PC Assembly

End-users often discuss using Brand A cables in PC repair and assembly. Brand A cables and connectors are very popular and often discussed in forums and message boards in relation to computer assembly.

Authentic vs. Generic

End-users often discuss “Brand A connectors” when discussing PC repairs, but a few recommend buying “authentic” Brand A cables versus cheaper, generic ones. Despite the manufacturer, Brand A is used to describe the parts.

“Brand A to SATA, Lose All Your Data”

This is a popular phrase among end-users on message boards. Over the past few years, there are hundreds of posts discussing Brand A to SATA connections that have caught fire. There are various suggestions and solutions being provided, but nothing from the manufacturers.

Conversation Spikes & Mention Samples

October 10 Spike

The brand conversation spiked on October 10 due to the popularity of a tweet from the Client Brand's Twitter account. In total, this tweet was retweeted 397 times, leading to an increase in brand reach and mentions.

9 square miles of solar panels inverters
= the ability to power 250,000 homes in Dubai. #DRONEWEEK



1:16 439K views

DRONEWEEK: The Solar Tipping Point

11:00 AM · 10 Oct 2017

397 Retweets 797 Likes

November 11 Spike

The reason for the increase in mentions on November 11 was from a “sales tweets.” These tweets are listing products for sale, in this case Client Brand's products, using the product name and a link.

01-09-18, 02:25 PM #1

derelectric ◦ Junior Member Join Date: Mar 2007 Posts: 11

Reducing AIC at a machine.

Hello,
Our company was ask to install a 3 phase 480/277v panel about 4 months ago. We installed several 30 & 60 amp type TEY 14K AIC 3 phase breakers. Ran the conduit and wire to where each new machine. Each machine has 3 fuses that our feeds connect to. Just received a call from the company that the machine manufacture wants the AIC on some of the machines to be 10K AIC. I couldn't find any 10K AIC 480 breakers at any supply houses. I called . They said they don't make them. My question is does anyone know how to reduce the AIC from 14K to 10K. Could I possible change the fuses on the machines that need to be 10K AIC. If so what style of fuse? Thanks, in advance!

Reply With Quote

All Green - Environmentguru August 16, 2017 ·

ALBANY, New York, August 16, 2017 /PRNewswire/ -- Key players in the global medium voltage switchgear market include Schneider Electric SE, General Electric, Siemens AG, and ABB. The medium voltage switchgear market is likely to provide a solid oppor

Medium Voltage Switchgear Market: Growth to be driven by Rising Adoption of Smart Grid Technology, Finds TMR

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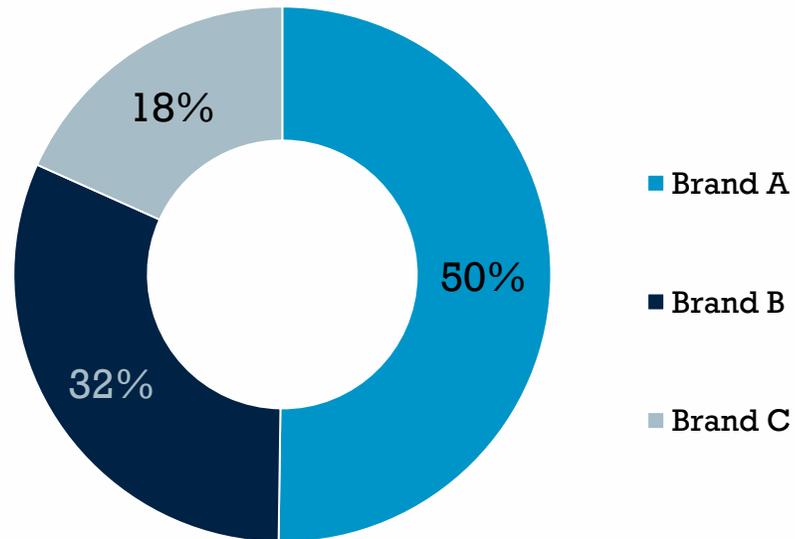
WWW.ENVIRONMENTGURU.COM

Like Comment Share

Client Brand - Competitive Analysis

Three Month Timeframe: January 1, 2019 – March 31, 2019

Share of Voice
Total Mentions: 23,404



Competitive Trends & Insights

- The majority of mentions for all brands originate on Twitter.
- Many of these mentions involve product sale listing.
- Sentiment around the brand and its competitors is neutral; negative sentiment is less than 1% of all mentions for each brand.
- Brand conversations within forums rarely if ever involve product comparisons. Typically, contractors mention the product they are encountering and looking for technical support.
- Contractors compare Brand A to both competitors, with many preferring the products of Brand B. They cite the quality and price of the products as being drivers for their decisions.
- The longevity of Brand B's product is often mentioned as being a major factor toward quality.

Brand B – Brand Health & Insights

Total Brand Mentions

2,353

Timeframe: January 1 – March 31, 2019

Top 5 Topics

1. **Forecast**
1,307 mentions
2. **Revenue**
998 mentions
3. **Applications**
950 mentions
4. **Market Size**
838 mentions
5. **Research Report**
771 mentions

Top 5 Sites

1. **Twitter**
308 mentions
2. **OpenPr.com**
169 mentions
3. **Reportsnreports.com**
88 mentions
4. **DigitalJournal.com**
83 mentions
5. **MarketWatch.com**
83 mentions

News Mentions

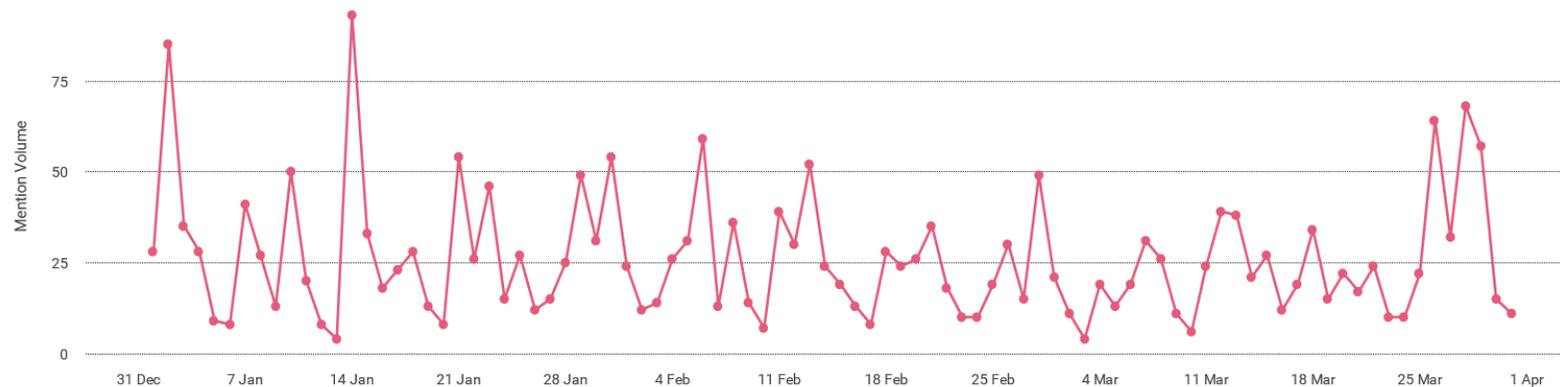
71% of Brand B's mentions during the lookback period originated from news sites. Market reports that included Brand B products, such as sensors in wearables, contributed to these types of mentions.

Camera Sensors

There were quite a few discussions within message boards about the Brand B sensors in cameras. There were a few conversations coming from end-users mentioning that Brand B's sensors are lacking compared to its competitors.

Wearable Sensor Market

Within the past year, mentions of Brand B within the wearable sensor market have increased. Brand B is viewed as a top manufacturer in the wearable motion sensor market. These sensors are said to be changing the landscape of healthcare. This market is continuing to grow worldwide.



Brand C – Brand Health & Insights

Total Brand Mentions

2,450

Timeframe: January 1 – March 31, 2019

Top 5 Topics

1. [Application](#)
1,672 mentions
2. [Overview](#)
1,091 mentions
3. [CAGR](#)
1,056 mentions
4. [Industrial](#)
1,043 mentions
5. [Market Size](#)
1,007 mentions

Top 5 Sites

1. [Twitter](#)
195 mentions
2. [OpenPr.com](#)
176 mentions
3. [DigitalJournal.com](#)
141 mentions
4. [EmpoweredNews.net](#)
120 mentions
5. [Sbwire.com](#)
112 mentions

News Mentions

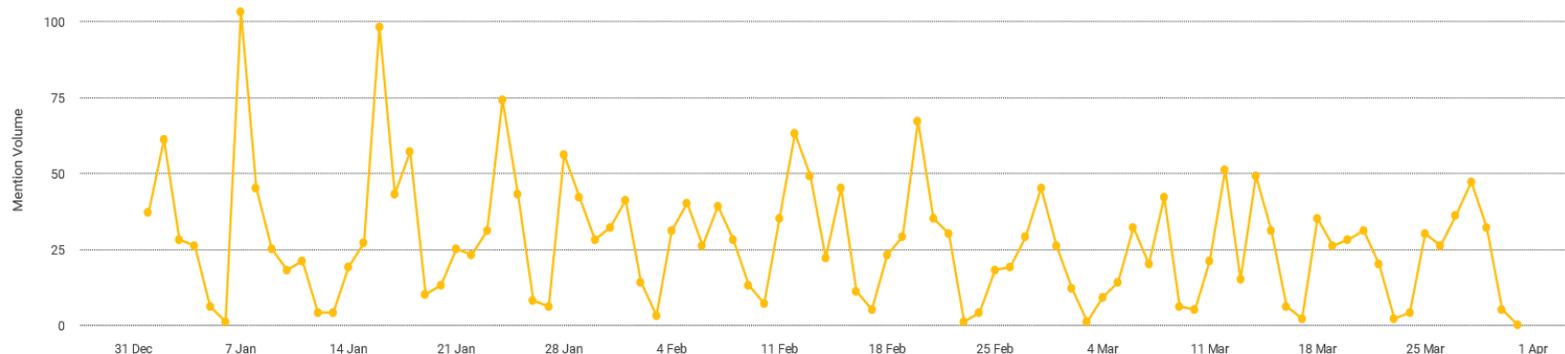
85% of Brand C's mentions during the lookback period originated from news sites. One of the top news stories during the period was on the Global Artificial Intelligence of Things market report for 2018.

Research & Market Reports

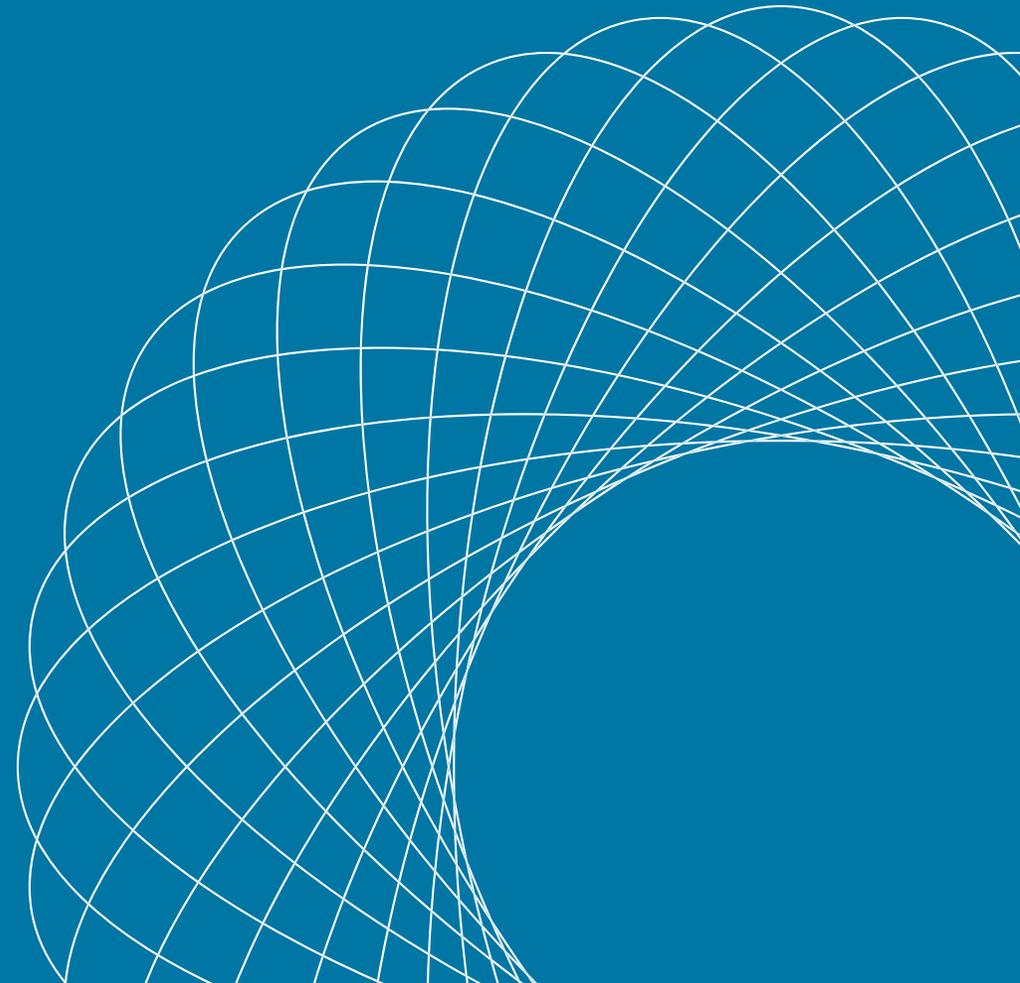
Many of these news mentions were market forecasts and research reports focused on various products, such as semiconductors, diodes, sensors and power switches. The inclusion of the brand in these reports led to a major increase in mentions during the timeframe.

End-User Discussion

There were very few mentions of the brand coming from end-users (<20). Of the few mentions coming from forums or message boards, the products mentioned include film resistors, diodes, sensors and semiconductors.



Audience Analysis



Electronic Parts Distributors

What are they saying about...?

Component Availability

- Distributors are running out of stock quickly and restocks from manufacturers are slow. This is leading to some distributors losing customers who need the components before they can be restocked.
- These shortages are impacting everyone: end-users, distributors and manufacturers.

Impact of eCommerce

- The supply chain that could once only be accessed via a dedicated distributor can now be tapped online through eCommerce sites.
- The expansion by major industrial players, such as Grainger and Digikey, into the online space poses a serious threat to distributors that have not transitioned towards a better online interface.
- According to a survey by [Accenture](#), 86% of US-based B2B companies with over \$500M in annual revenues have already implemented e-commerce solutions.

What are their Pain Points?

- eCommerce sites are becoming a disruption for industrial wholesale and distribution companies.
- As demand grows, component shortages and availability continues to be an issue for distributors.
- Increased tariffs in certain places, like China, are impacting manufacturers and, in turn, distributors bottom line.

Where are they going?

- Webinars
- Sponsored Articles & Blogs
- Training Videos
- White Papers

Thank you!

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