

Social Listening Among Pet "Parents"



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Hi! I'm Deb



Welcome to the "I Love My Dog" online community. I'm your host Deb. This is a place where passionate dog lovers gather to share their stories, meet other dog lovers and compare notes about our lives with dogs. I hope you'll visit often for fun contests, polls and lively discussions about our furry kids.

- HostDeb

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Cartoon Caption Contest

Submitted by HostDeb on Tue, 2006-09-12 19:21.

Doggie Playpen



[> add new comment](#)

Write a caption to this cartoon and win a "Dogs Are People Too" T-Shirt PLUS a "My Dog Made Honor Roll" bumpersticker.

Submit your entry below. All entries will be voted on by the I Love My Dog Community. The winner will be announced on November 29th.

Good luck!

HostDeb

[Dog friendly vacation places >](#)

Mrjefft

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Who's online

There are currently 1 user and 0 guests online.

Online users



Mrjefft

Who's new

Background and Objectives

- ❖ During 2006 and 2007 we moderated Del Monte's "I Love My Dog" online community of dog enthusiasts in collaboration with MarketTools (later acquired by MetrixLab).
- ❖ In March of 2007 there was a massive pet food recall initially due to contaminated wheat gluten from a manufacturer in China.
- ❖ Our team engaged the services of Umbria (later acquired by JD Power) to gauge consumer reaction to the recall by conducting a social listening, or, as it was called at that time "blogosphere listening" study.
- ❖ Key Research Objectives:
 - Monitor blogosphere discussions surrounding the pet food recall specific to del Monte pet foods and treats
 - Ascertain blogosphere mention volume
 - Identify blogosphere mention sentiment
 - Breakdown specific product buzz
 - Gather representative sample of verbatim quotes

Methodology

- ❖ Data collected from April 16—April 22, 2007 with millions of blogs analyzed.
- ❖ Using proprietary natural language processing and machine learning algorithms, Umbria determined attributes of speech:
 - Multiple layers of topical analysis
 - Supervised and unsupervised cluster analysis
 - Sentiment determination
- ❖ Umbria also used proprietary natural language processing and machine learning algorithms to determine attributes of the speaker:
 - Age group (Boomers, Generation X, Generation Y)
 - Gender (Male/Female)
 - Unique Voice determinations
- ❖ Use of multiple methods (automated and manual) to eliminate spam.
- ❖ Blog analysis is a qualitative form of market research providing directional and observational results. Caution should be used when analyzing quantitative data from this report as it is not a representative sample of the general population. Findings from the report should be tested using traditional research methodologies.

Methodology -- Metrics

- ✓ **Overall Volume:** The total volume of discussion in the blogosphere for a time period.
- ✓ **Relative Sentiment:** The percent of comments from the sample that can be classified as either positive or negative with a given degree of confidence.
- ✓ **Unique Voices:** A count of the number of topic mentions by a blogger over a pre-defined period of time.
- ✓ **Demographics:** The age and gender classifications of bloggers based on posting language.
- ✓ **Features of Conversation and Qualitative Themes:** The natural themes of discussion, either clustered statistically or observed manually.

Key Findings

- ❖ There were 39% fewer pet food recall mentions compared to the previous period analyzed.
 - Spam mentions of the pet food recall had infiltrated the blogosphere.
 - There were very low volumes of relevant mentions.
 - Bloggers continued to distribute the recall list with few voicing personal opinions about the recall or the pet food brands/manufacturers.

- ❖ Del Monte had the lowest share of buzz with 11% of recall mentions, down 3% from the previous week.

- ❖ Iams recall buzz rose from the previous analyzed period.
 - Iams generated more buzz due to the free pet food voucher distributed during the current period.

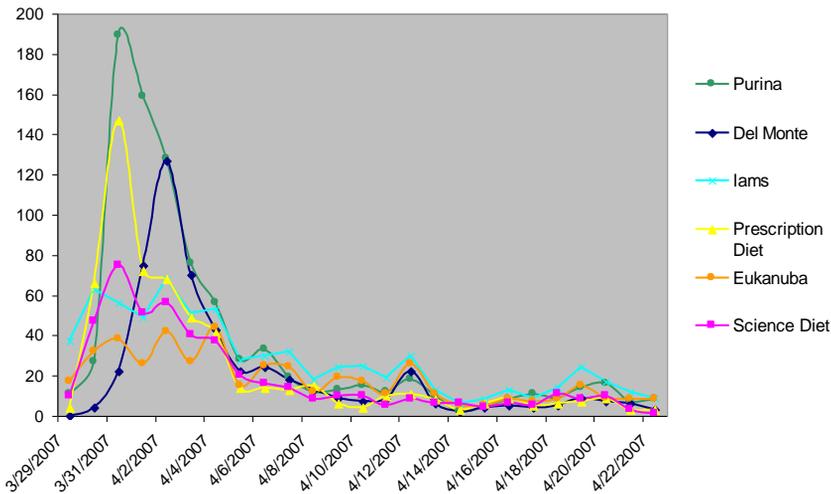
- ❖ Concerns about human grade wheat gluten infiltrating human foods continued to surface and drive negative buzz. However, the majority of Del Monte conversation during the monitored period was neutral.
 - Neutral mentions:
 - Bloggers continued to cite the recall announcement made by Del Monte for pet snacks and food.
 - One blogger warned Europeans to check their food due to the potential contamination.

Primary Pet Food Recall Issues in the Blogosphere

Issue	From the Blogger's Keyboard
<p>Goodwill toward lams</p> <p>Most bloggers are appreciative of the free pet food voucher.</p>	<p><i>"Right now they are offering a free 4lb. bag of lams cat or dog (or both) dry food. The coupons are actually for \$9.00 off of any size bag of dog food or \$14.50 off any size bag of cat food, so if you found the biggest bag they have on sale and also took off the full value of the coupon, it would then become quite a deal."</i></p>
<p>Backlash Against Pet Food Brands</p> <p>Bloggers continue to voice disbelief.</p>	<p><i>"I have four cats and a dog and the thought that the food I have been feeding them, high quality-brand foods, like lams and Science Diet are possibly laced with harmful, fatal chemicals is absolutely overwhelming and very discouraging."</i></p>
<p>Negative Consumer Feelings Toward Wheat Gluten in Human Foods</p> <p>Bloggers are concerned for contamination of human foods.</p>	<p><i>"Vegans aren't safe either. In fact, vegans may be even more at risk, because most meat substitutes contain large amounts of wheat gluten. Del Monte and Menu Foods have both confirmed that the contaminated wheat gluten they purchased was labeled human grade."</i></p>

Mentions Trend Analysis

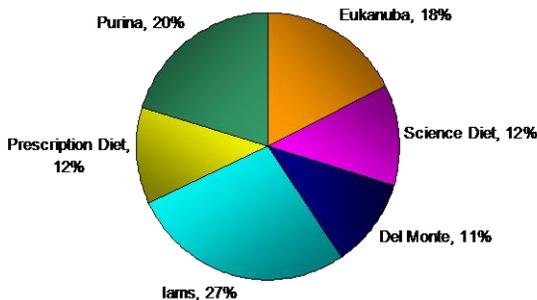
Blogosphere Recall Buzz - Selected Brands



Key Findings & Observations

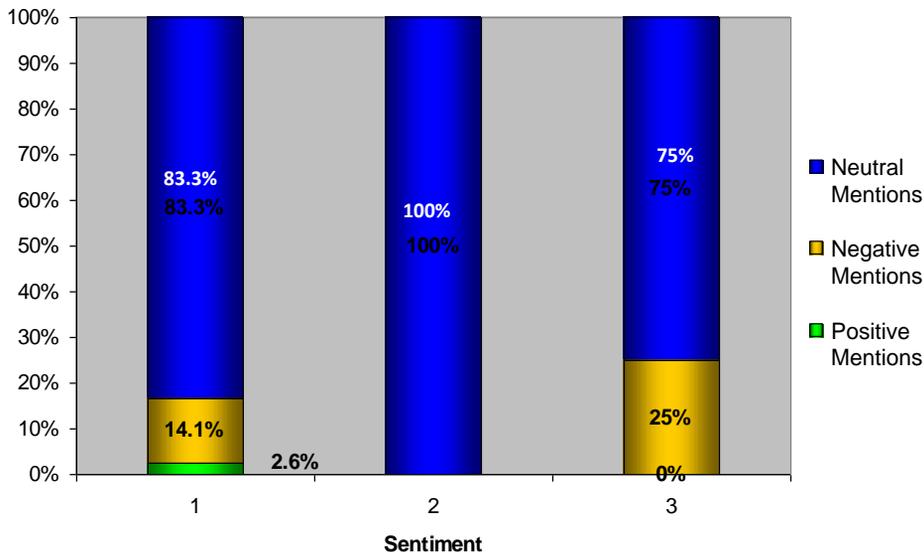
- + The blogosphere buzz for the analyzed period had **359 recall-related mentions - 39% fewer than the previous analyzed period.**
 - + These mentions cover only postings directly related to the recall event.
 - + Del Monte commands 39 of these mentions (11%; down 3% from the previous week).
- + **lams experienced a spike in mentions around April 19th. Drivers were:**
 - + Free lams pet food vouchers
 - + P&G press release restating lams pet foods were not affected by the recent recalls of Natural Balance, Blue Buffalo, or Royal Canin pet foods
- + **Del Monte mentions remained steady during the analyzed period.**

Blogosphere Recall Buzz: April 16 - April 22, 2007



Aggregate Del Monte Sentiment Analysis

Aggregate Del Monte Recall Sentiment: March 29 - April 22, 2007



Key Findings and Observations

Legend

1 – March 29 – April 4

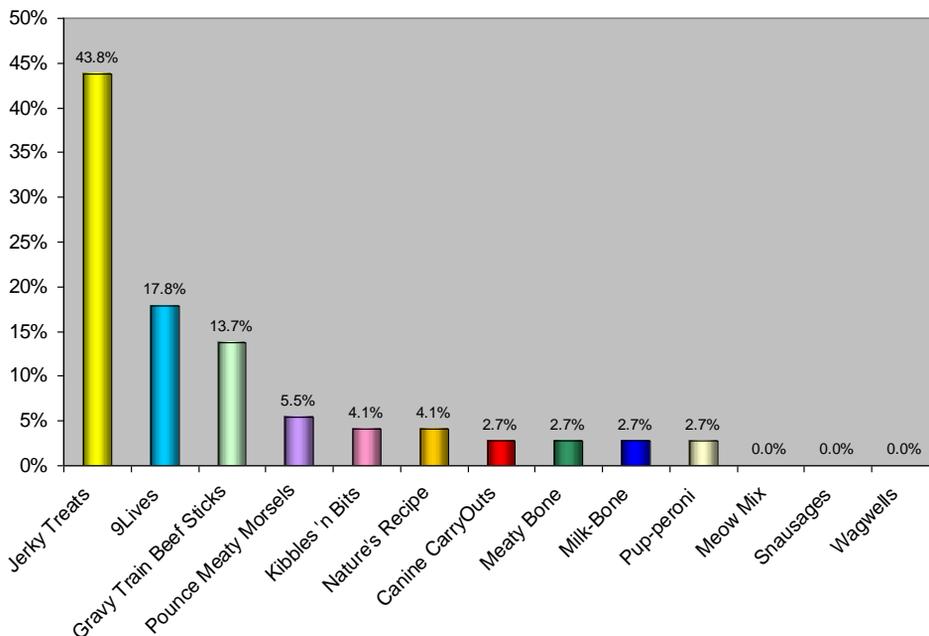
2 – April 5-16

3 – April 16-22

- + **Neutral mentions drove 75% of Del Monte buzz while 25% were negative.**
 - + Note that Del Monte had extremely low volumes this analyzed period which could skew results.
 - + Bloggers continued to repost the pet food recall announcements.
 - + One blogger mentioned the potential contamination of vegan food if human-grade wheat gluten was used by Del Monte.
- + **Bloggers have significantly decreased their mentions of Del Monte.**
 - + Bloggers' high neutral sentiment may be due to lack of interest in the recall or exhaustion of opinions on the topic.

Del Monte Pet Product Buzz Analysis

% of Del Monte Recall Buzz: April 16 - April 22, 2007



* Low volumes across all brands

Key Findings and Observations

- + The volume of mentions were extremely low for Del Monte's Jerky Treats. However, this recalled product dominated the product buzz.
- + One of Del Monte's non-recalled products continued to drive Del Monte recall buzz.
 - + 9Lives: 17.8%
 - + Bloggers comment that this food is safe to feed.
- + Gravy Train Beef Sticks was the third most-popular Del Monte product in the blogosphere.
 - + 13.7% of weekly Del Monte pet product mentions

Voice of a Blogger

"Wellness Pure Rewards - an alternative to recalled beef jerky treats. Grain free, wheat free, and 100% natural."

Themes of Conversation

General Recall Buzz – Blogs

Iams Free Pet Food Voucher

At Iams, we would like to invite you to obtain a free 4-lb. bag of our dry dog or dry cat food, or equivalent value off a larger-size bag.

<http://www.PetLvr.com/blog>

Premium Pet Food Backlash

When Cosmo was a pup, he ate Iams and Eukanuba, two of the “premium” Proctor & Gamble brands by Menu Foods. He had all sorts of health issues, and thinking diet might have something to do with it, we went on a search to find something better.

<http://www.emilydavidow.com/wp/2007/04/18/emily-approved-the-honest-kitchen/>

Human Food Contamination

Vegans aren't safe either. In fact, vegans may be even more at risk, because most meat substitutes contain large amounts of wheat gluten. Del Monte and Menu Foods have both confirmed that the contaminated wheat gluten they purchased was labeled human grade.

<http://queerbychoice.livejournal.com/>

Specific Mentions of Del Monte - Blogs

Del Monte adds some of its moist pet food and snacks to a recall list that now includes dry cat food and Alpo dog food

<http://pfpr.blogspot.com/2007/04/more-pet-food-recall-information.html>

European Dogsters check your foods and treats! It looks like you've got tainted food too!

<http://dogblog.dogster.com/>

As of today, 4/16/07, no 9 Lives brands are on the recall list. I looked at this recall list and at the 9 Lives website to be sure, and I'm not seeing any recalled items.

<http://www.whencatsattack.com/?p=66>

Themes of Conversation Continued

Specific Mentions of Purina – Blogs

I can't keep up but I think Purina has now said it doesn't use rice protein concentrate. At this point, doesn't matter what you're feeding. If your pet starts exhibiting signs of illness go to the vet and get the kidney values run.

<http://www.nnseek.com/e/rec.pets.dogs.health/>

Yesterday I read that Purina was removing some of their products from the store shelves, and Alpo dog food is getting recalled.

<http://the-golden-retriever.blogspot.com/2007/04/pet-food-nightmare.html>

Nestle Purina says it's recalling some of its Alpo Prime Cuts in Gravy dog food

<http://www.jylsh.com/Purina-Dog-Food/2007/04/ads-with-animals-work-best-on-animal-planet-purina-dog-food.php>

I have been feeding her Beneful by Purina since before the Diamond Mold Scare. We used to use Diamond. Someone suggested Purina One we tried it. I wasn't impressed, and I don't think she was either.

<http://1000daysinfrogtown.blogspot.com/2007/04/day-fifty-five.html>

Specific Mentions of Eukanuba – Blogs

When Cosmo was a pup, he ate Iams and Eukanuba, two of the "premium" Proctor & Gamble brands by Menu Foods. He had all sorts of health issues, and thinking diet might have something to do with it, we went on a search to find something better.

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Menu Foods of Ontario Canada has issued a major pet food recall of 48 brands of dog food and 40 brands of cat food, including such well known brands as Eukanuba, Iams and Nutro.

<http://annachweb.com/wp/2007/04/16/is-your-pet-sick/>

Themes of Conversation Continued

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