

INFOMEDIA

#WRBreakfast



Chris McCormick 🌶️

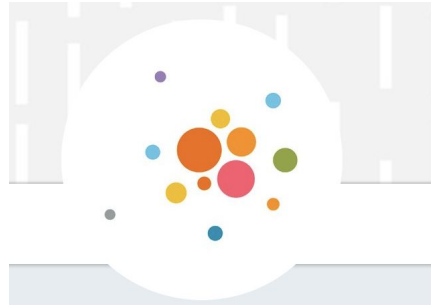
@the_chrismc

Time's Person Of The Year (2006)

📍 Brighton

📅 Joined December 2014

Compliments^



Brandwatch 🗺️ 📊

@Brandwatch Follows you

Insights and updates from the world's best social intelligence platform.

@BrandwatchES @BrandwatchDE

@BrandwatchFR @BW_React

📍 USA / UK / GR / FR / SG

🔗 brnw.ch/Brandwatch

👂 [View broadcasts](#)

📅 Joined October 2009

Hype^



Donald J. Trump ✓

@realDonaldTrump

45th President of the United States of America 🇺🇸

📍 Washington, DC

🔗 Instagram.com/realDonaldTrump

📅 Joined March 2009

Complaints^

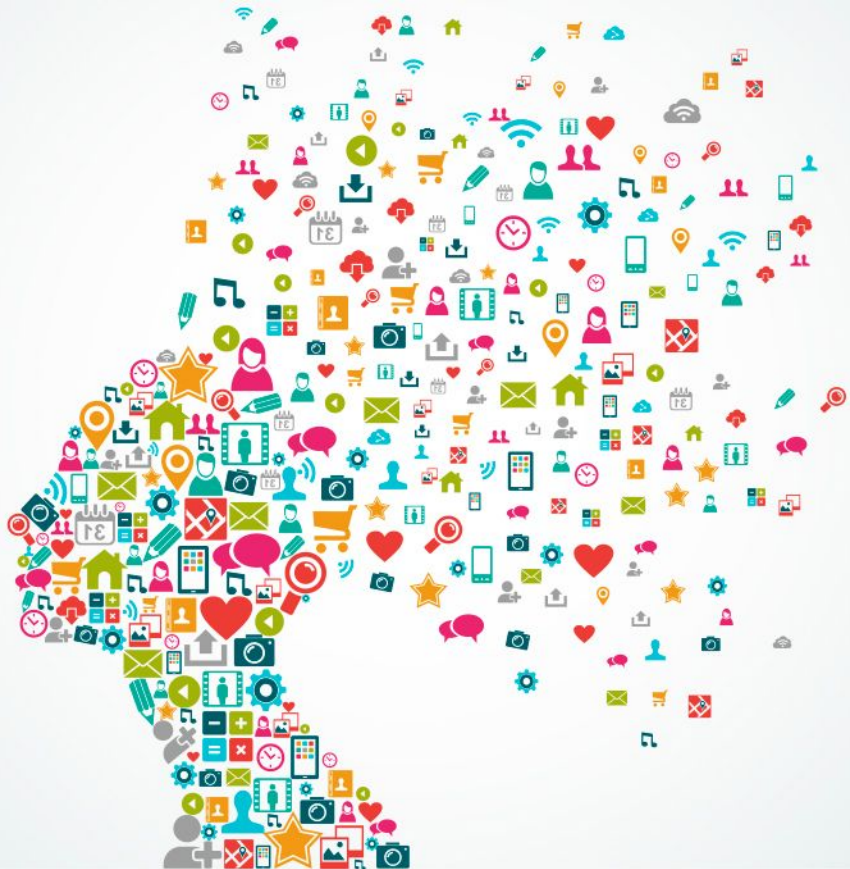
TIME

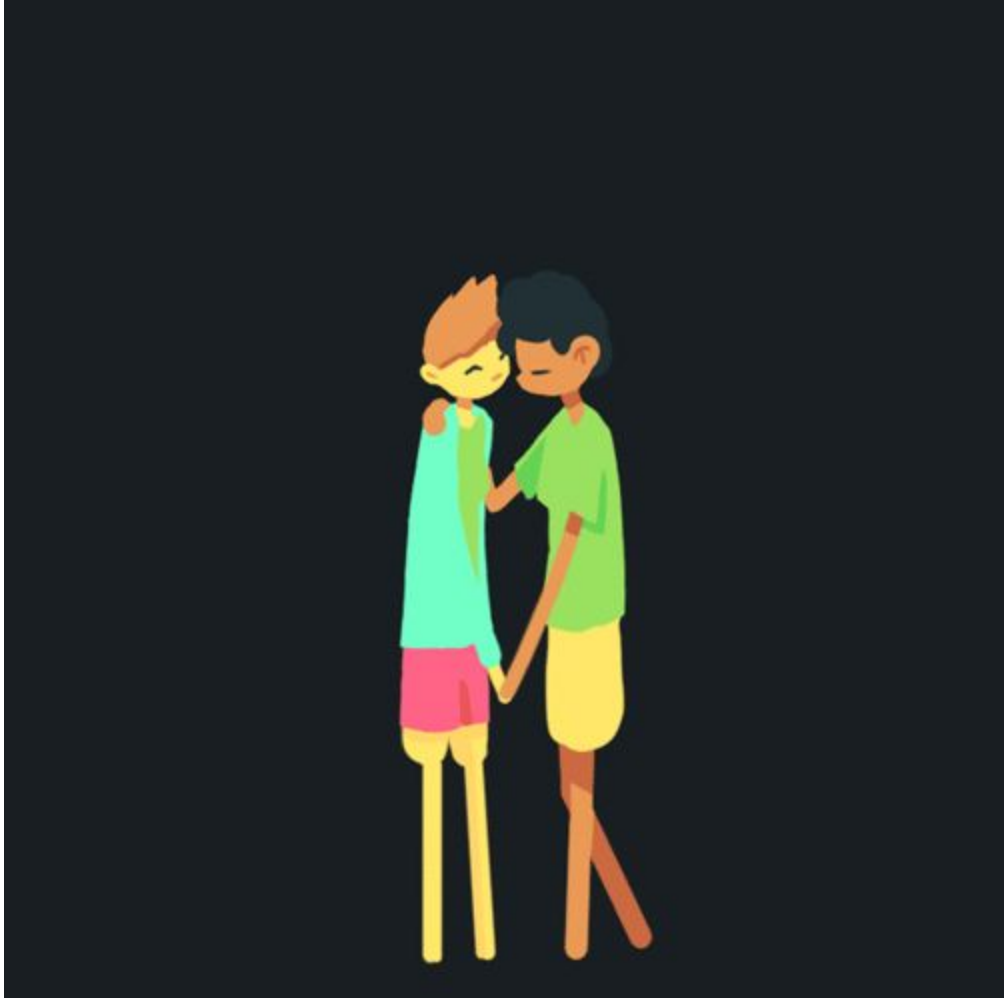
PERSON OF THE YEAR



Yes, you.
You control the Information Age.
Welcome to your world.









- Write
- Set up
- Review

Edit Query "kiss a ginger day"

Language: English

```
1 hashtags:kissaginger*  
2
```

```
("want to" OR gorgeous OR sexy OR handsome OR  
awesome OR "good looking" ) NOT raw:RT|
```

Go

FIND
CHRIS
A
WIFE

User Role
any

Verification
all

Account Type

Gender
Male
Female

Interest

Exclude Interest



Chloe Jade xx

@chloejr01

I'm not a ginger but I do want to kiss someone for some odd reason...Any gingers up for it?

#KissAGingerDay

LIKE

1



3:15 pm - 12 Jan 2016



1





then2x stacy
@athenark14



Follow

Its not that im HORNY all the time its just thay
you're always Fucking sexy
#StolenCode #KissAGingerDay #stacybitch!



8:50 AM - 13 Jan 2016



then2x stacy
@athenark14

am i beautiful??

Joined December 2012



Julia Rose

@MissTrendShe

I must admit, I am in love w/ red hair & though I don't think it's correct to call someone a ginger I'm all for this [#KissAGingerDay](#) thang!

2:11 pm - 13 Jan 2015







Esther Harding

@_iam_esther

#KissAGingerDay not quite the results I expected! Ha, a good lesson in over expectation!

1:38 pm - 14 Jan 2015

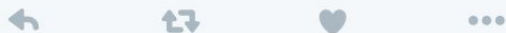






Miss. Portis @kimblesandbits · 21 Jan 2015

@adidasUK I tweeted a picture of a pair of new trainers of yours last night but been unable to find them anywhere :(Can you help please?



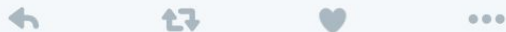
Chris McCormick @the_chrismc · 21 Jan 2015

@kimblesandbits @adidasUK they're not available until the 31st of Jan and super limited... more info: baitinc.formstack.com/forms/bait_x_a...



Miss. Portis @kimblesandbits · 21 Jan 2015

@the_chrismc @adidasUK Ahh thanks Chris! That would make sense to me not finding them lol... I NEED THEM!! :-)



Chris McCormick

@the_chrismc

@kimblesandbits @adidasUK no worries. use google's 'reverse image' search to find that kind of stuff! hope you get your hands on them.

7:58 AM - 21 Jan 2015





★luna lovegood★ @gryffindorellie · 21 Jan 2015
im trying to save gifs to my laptop and k save them as gifs but they still dont move can anyone help me?



Chris McCormick
@the_chrismc

@gryffindorellie check the extension you're saving them as, make sure it is .gif; then open file with a web browser, not a pic viewer.

1:45 AM - 22 Jan 2015



Chris McCormick
@the_chrismc

@RespirePraga fair enough. We live in such different worlds! DM your paypal address and i'll buy you these coins. Happy to Help.

7:26 AM - 3 Feb 2015



#happytohelp

A five-day special KLM customer service team set out to help every traveller in need around the world. Whether they fly KLM or not.





SAVE
ME!





brandwatch

find your audiences

(brexit OR vote OR EU OR referendum OR EUref) AND leave

Twitter bio (brexit OR vote OR EU OR referendum OR EUref) AND leave

Results

Bio: (brexit OR vote OR EU OR r... X) Enter a keyword (e.g. blogger)



541 Authors found

Authors

Insights

Segmentation

Save Audience

Use in Analytics

Export to CSV

Common Bio Keywords:

referendum / brexit / eureferendum /
uniforbritain / voteleave

Interests:

Politics 54%

Profession:

Politician 26%

Location:

United Kingdom 83%

AUTHOR

FOLLOWERS

INFLUENCE



Daniel Hannan @DanHannanMEP

Old Whig. Columnist with CapX, ConservativeHome and the Washington Examiner. Conservative MEP. Author of Why Vote Leave. <https://t.co/6rU0NvpGbS>

70 388

79

LEAVE.EU

LEAVE.EU @LeaveEUOfficial

A cross-party campaign advocating a vote to leave the European Union on June 23rd. #LeaveEU <http://www.Facebook.com/LeaveEUOfficial>

84 393

75



Vote Leave @vote_leave

Vote Leave - campaign for a 'leave' vote in EU referendum. End supremacy of EU law. Take control. Invest in NHS & science. The safer choice.

35 301

71



Denis MacShane @DenisMacShane

My book Brexit: How Britain Will Leave Europe Buy now from IB Tauris. Picture © by Fabien Clairefond - All Rights Reserved <https://t.co/JdlwLmoVNR>

11 903

64



Barbara Roscoe @Roscoelbebell

comedy Film/TV actress in the sixties Religion=Nature all creatures Sun Moon Stars! EU END close UK borders? I'M googlableBELIEVE IN LEAVE EUDEAD OR ALIVE

1 831

64



Pam @2053pam

I work in London, like the arts, Love a lively debate, want the UK to leave the EU, I want us, the British people to rule ourselves.

2 648

62

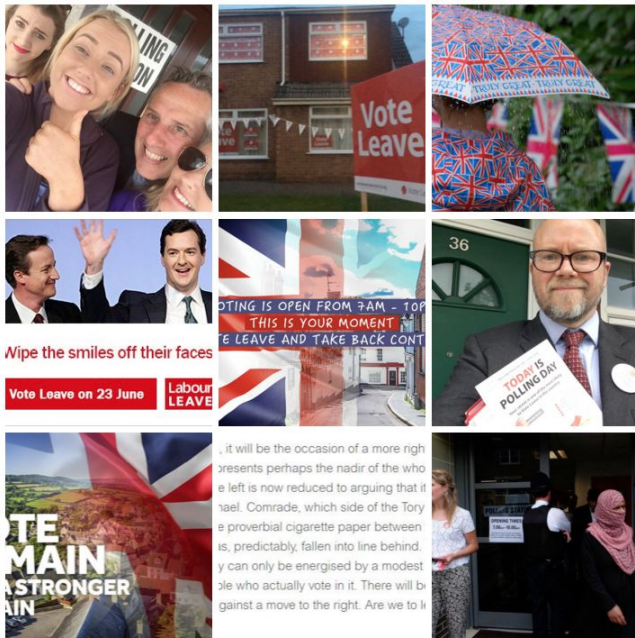


Billy Boatface @BullshineBilly

Vote to leave the corrupt #EU and put an end to uncontrolled mass immigration.

19 158

59



manchestereveningnews.co.uk

EU referendum result live from Manchester

Our rolling coverage will take in every one of our region's results as it arrives, plus others from across the country, as well as comment, analysis, reaction and the final result itself



zerohedge.com

Britain Votes: All You Need To Know About Today's Brexit Referendum And What To Look For | Zero Hedge

Starting at 600 GMT, and continuing through 2100 GMT when polls close, Britain is conducting a historic referendum on whether to stay in the European Union on Thursday. Here are the full details of how today's vote will take place and what to watch for.



linkis.com

LIBERATION OR CAPITULATION OF UNITED KINGDOM

THE UK REFERENDUM FOR AN INDEPENDENT UK OR A SUBJECT OF GERMANY=EU=USA FREE UK OR SLAVE TO MEGA POWERS UK Today is the day you and I, the UNITED KINGDOM...



politicususa.com

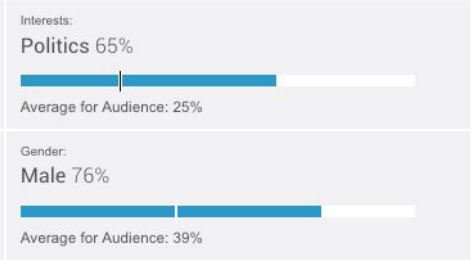
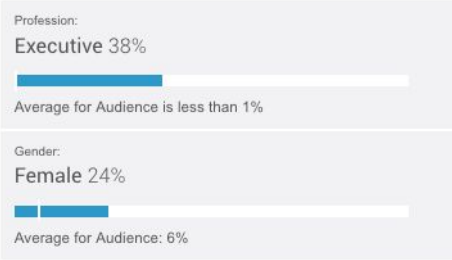
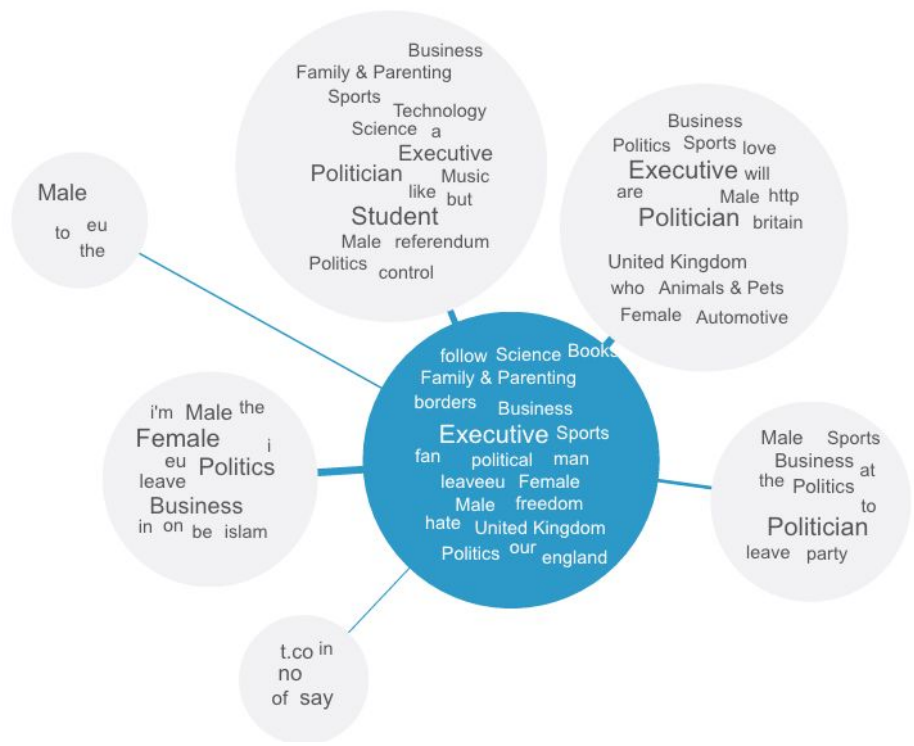
CNN Shows Their Anti-Clinton Bias By Going All In For Trump With Corey Lewandowski Hire

In a move that made their 2016 election bias clear, CNN hired former Trump campaign manager Corey Lewandowski despite the fact that Lewandowski is forbidden by a non-disclosure agreement to say anything negative about Donald Trump.






TRENDING HASHTAGS / LAST 24 HOURS

Sorted by popularity

1. #osborne
2. #endterror
3. #noreferendum
4. #voteleavetoday
5. #deportmuslims
6. #dj_gweezy
7. #beleave
8. #takeourcountryback
9. #neveragain
10. #ancinthestreets



TOP INFLUENCERS IN THIS SEGMENT

		FOLLOWERS	INFLUENCE
	LEAVE.U @LeaveEUOfficial A cross-party campaign advocating a vote to leave the European Union on June 23rd. #LeaveEU http://www.Facebook.com/LeaveEUOfficial	84 393	75
	Pam @2053pam I work in London, like the arts, Love a lively debate, want the UK to leave the EU, I want us, the British people to rule ourselves.	2 648	62
	Anthony Squires @AnthonysSquires Liverpool Supporter Since April 1979 And Labour Party Member, Republican, Free Gaza, Self Acclaimed King Of Bad Jokes, Save Our NHS Please Vote To Leave The EU	3 935	56
	Lynn Smith @freedomlynn123 Absolutely team Nigel. Whilst I support all leave EU campaigns (obviously) I believe Grassroots Out to be more representative of the electorate as a whole.	1 467	54
	Oliver Norgrove @OliverNorgrove Arsenal Vote Leave Conservatarian Blogger Email: oliver.norgrove@gmail.com.	9 826	53
	Daniel #leave @Daniel_Brookes Radical Islam is a problem. Charity starts at home June 23rd is our day #brexit #ukip #leave	2 558	47

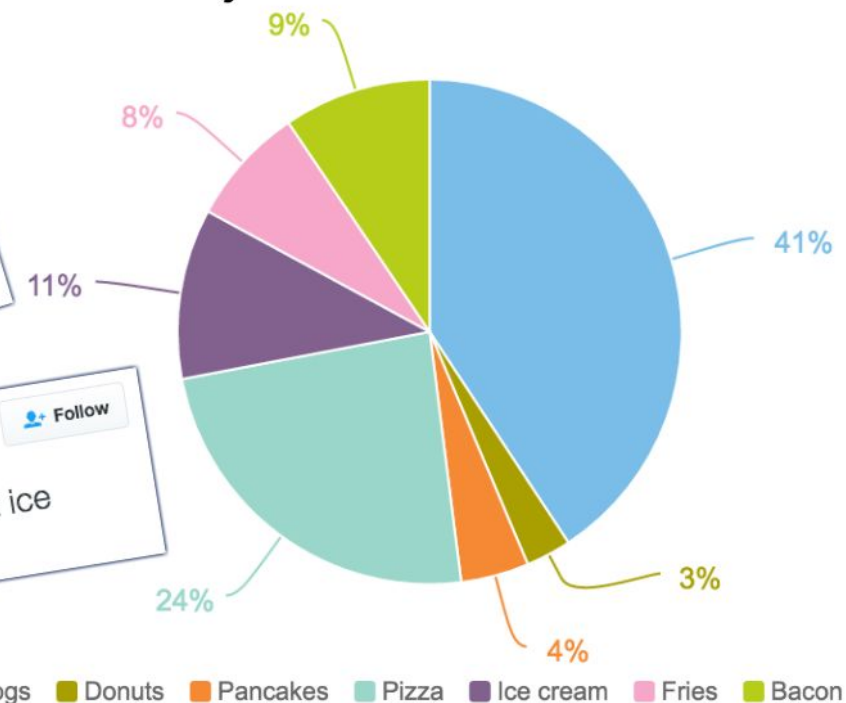


ERRONEOUS



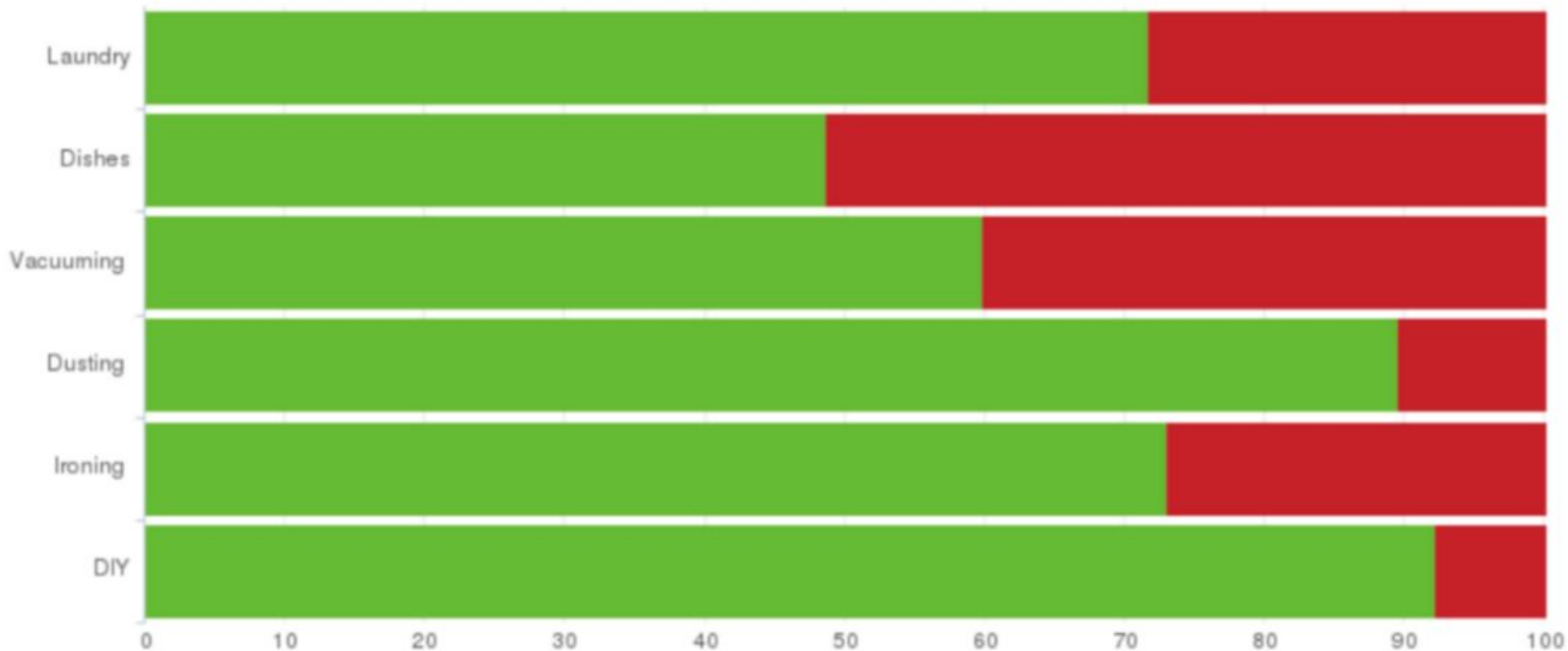
Junk food Twitter can't live without

Hundreds of tweeters are talking about the food they "couldn't live without"



How Twitter Feels About the Most Common Household Tasks

Social would rather dust than do the dishes

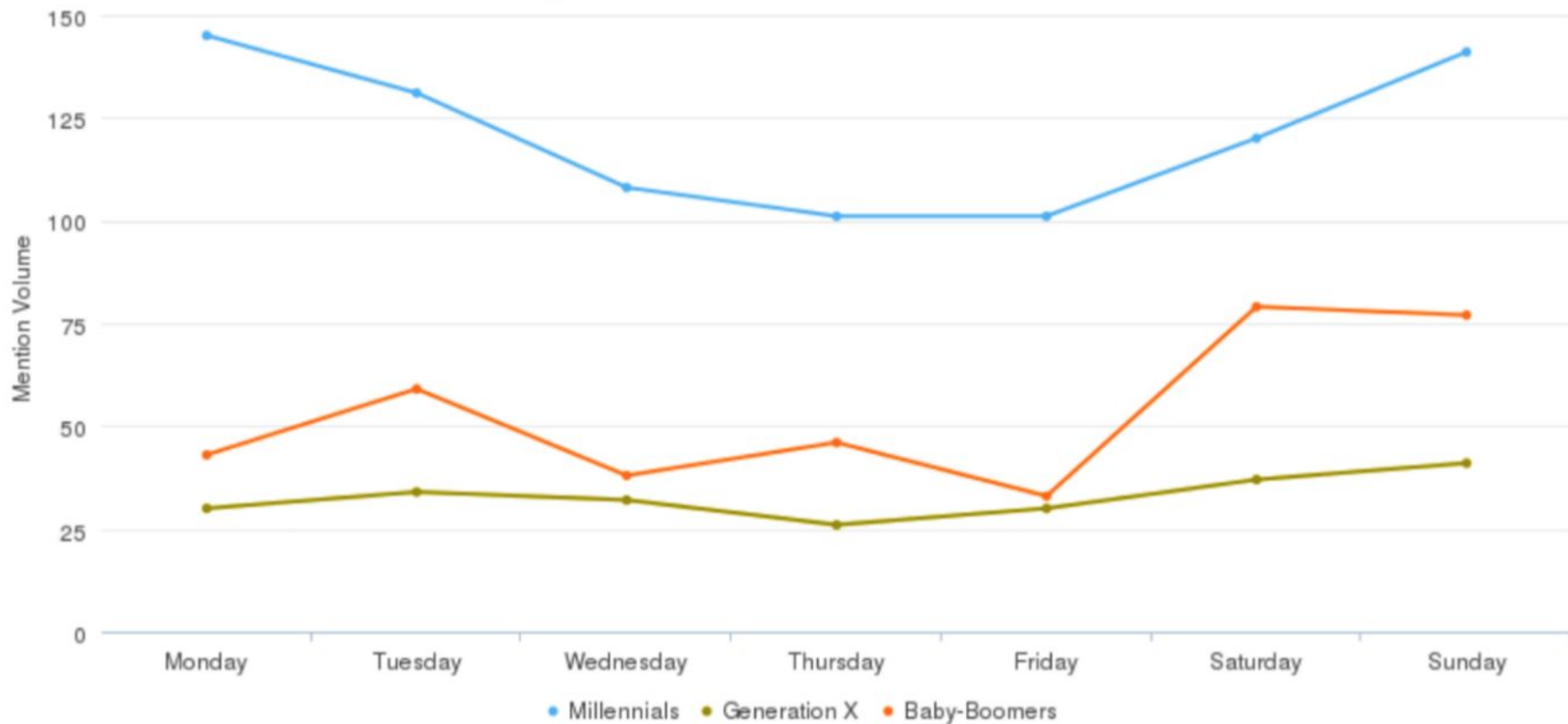


Data via Brandwatch | February 2016

■ Negative ■ Neutral ■ Positive

Generational Breakdown of Housework by Day of the Week

No rest for some on Sundays



Data From Twitter via Brandwatch | February 2016

Mention Volume

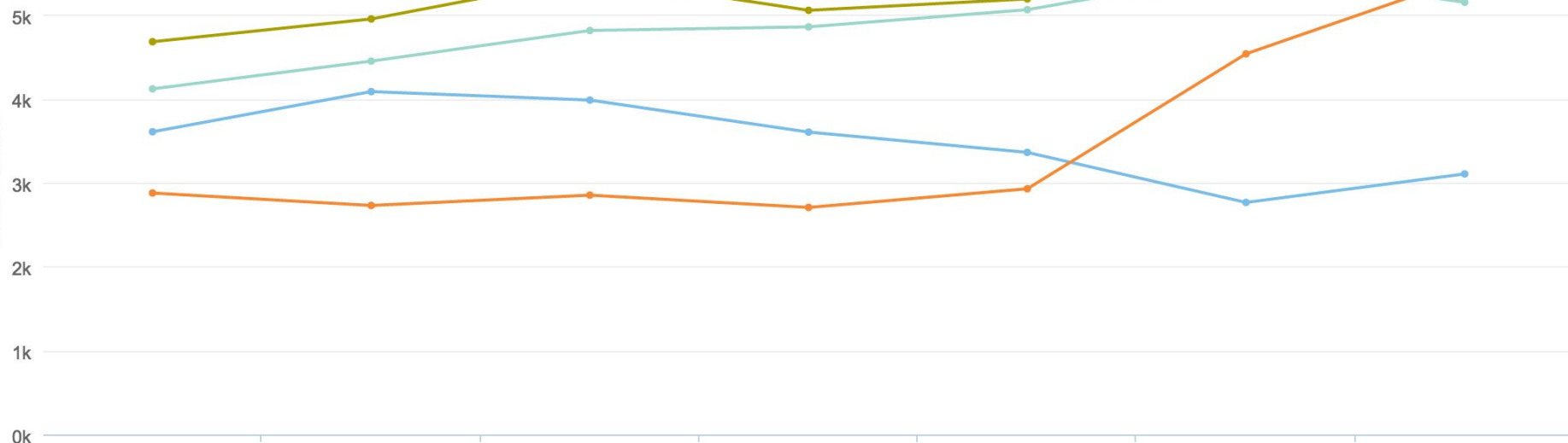
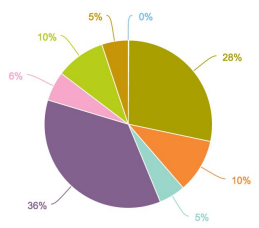


Chart | Eggs | May 01, 2015 - Aug 24, 2015

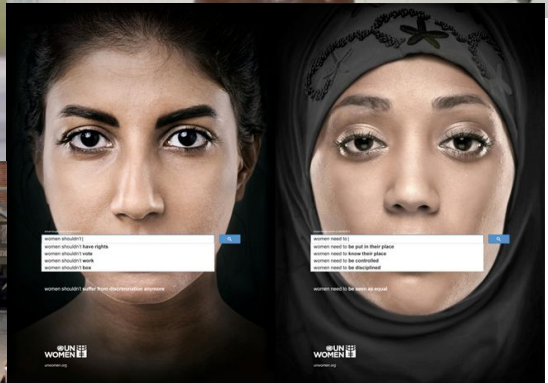
Eggs: 27794 total

Boiled Eggs Fried Eggs Poached Eggs Scrambled Eggs





© Library of Congress



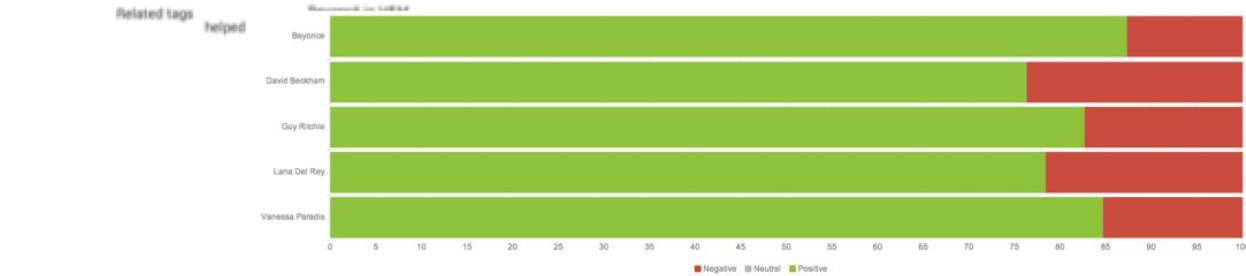
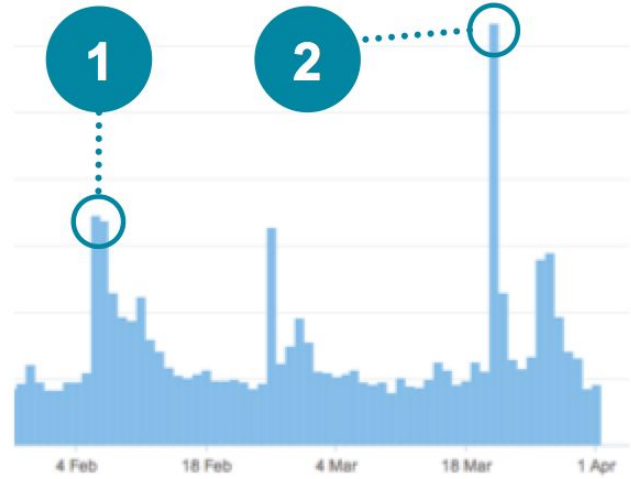


EARLY REPORTS INDICATE,
AND THESE ARE VERY PRELIMINARY,

1



2









US Airways 
@USAirways



 Follow

@thatkatzkat We don't like to hear this, Alex.
Please provide feedback to our Customer
Relations team here:
pic.twitter.com/vbeYgCuG25

 Reply  Retweet  Favorite  Story  More





Please 'SHARE' THE HELL out of this image.
Big mistake Heineken, BIG mistake.



August 30 '14

Disgusting Heineken..... will never promote your brand, NEVER!! Let's make this viral....

Share

139,324 shares



Is this for real?????

August 30 at 1:53am · 1



Looks that way hey?

And apparently Heineken say they had an event prior to this one, and the people forgot to take their banners off for this event... whatEVA!!! What ever they may say, even that they would hold an event in the same place that allows dog fights should not even be in the equation!!

August 30 at 2:56am · 10



I agree! Geen herdie share sods ek voor die rekenaar sit!! Dis BS!!

August 30 at 3:22am · 2



They are getting hammered on their FB page, rightfully so!! Disgusting!

August 31 at 4:04am · 8



I'm Dutch, and have drank many Heinekens in my past, but THIS IS DESGRACEFUL!!!!

August 31 at 5:07am · 2

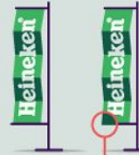
HEINEKEN DOES NOT SUPPORT DOG FIGHTING

THIS IS WHAT REALLY HAPPENED...

WHAT HAPPENED



IN 2010 A TOP NIGHT CLUB IN MONGOLIA HOSTED A HEINEKEN PROMOTION.



HEINEKEN BANNERS WERE PLACED AROUND THE DANCE FLOOR. THEY WERE NOT TAKEN DOWN.



LATER, THE OWNER RENTED THE CLUB FOR THE FIRST TIME FOR A DISGUSTING DOG FIGHT.



A PICTURE WAS TAKEN. IT LOOKS LIKE WE WERE INVOLVED.



WE FOUND OUT ABOUT IT 18 MONTHS LATER WHEN IT APPEARED ONLINE.

WHAT WE'VE DONE



WE IMMEDIATELY ENDED OUR RELATIONSHIP AND STOPPED SELLING OUR BRANDS IN THE CLUB.



THE CLUB OWNER FORMALLY CONFIRMED HEINEKEN WAS NOT INVOLVED WITH THE DOG FIGHT.



WE COULD NOT TAKE LEGAL ACTION BECAUSE DOG FIGHTING IS LEGAL IN MONGOLIA.



WE REACHED OUT TO ANIMAL RIGHTS GROUPS TO EXPLAIN WHAT HAPPENED.



DESPITE ALL OUR EFFORTS, PEOPLE CONTINUE TO SHARE THE IMAGE.

PLEASE SHARE

WE SPONSOR WORLD CLASS EVENTS. WE DO NOT SPONSOR VILE DOG FIGHTING. PLEASE SHARE THIS WITH YOUR FRIENDS SO THEY KNOW WHAT REALLY HAPPENED.





Digesting Big Data:

Ask the right questions

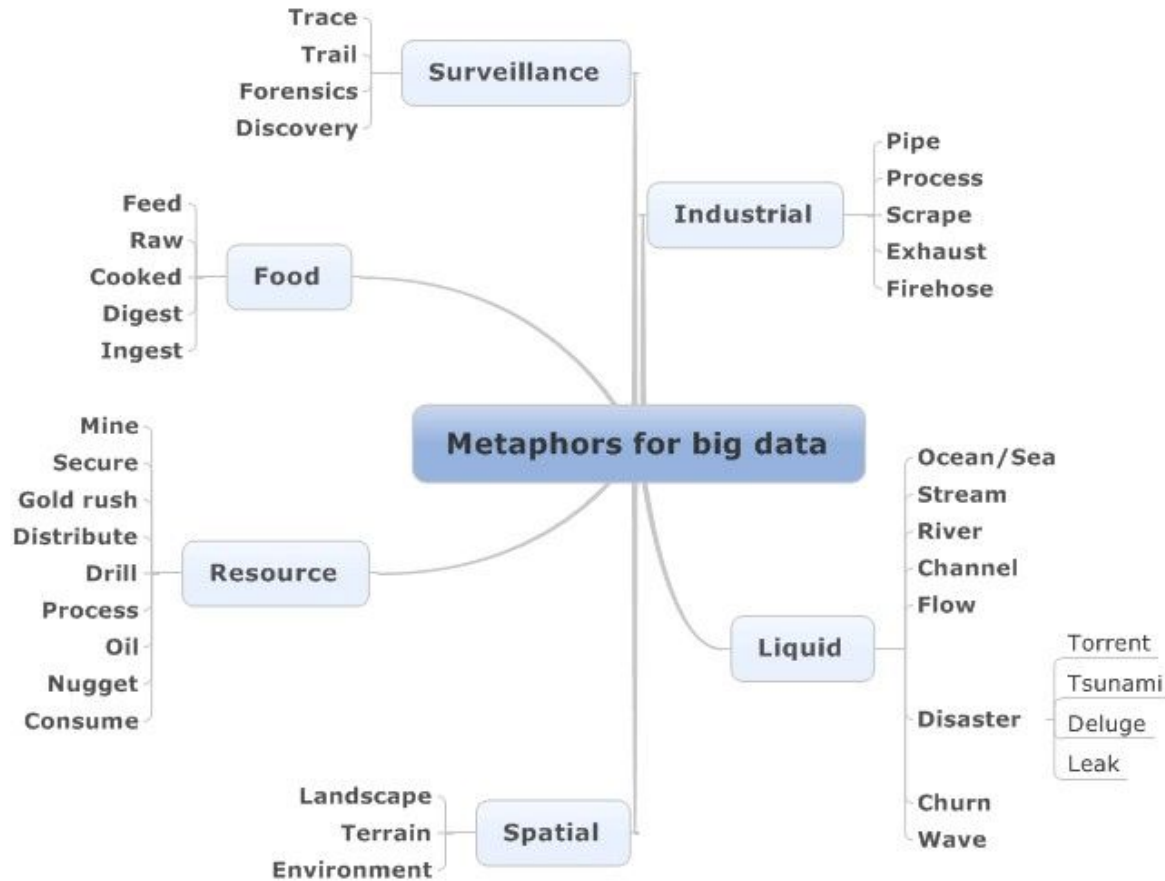
Look for the “outsights”, not just insight

Be aware of missing data, the “out of sight”

Tell a story

Get the story to the right people

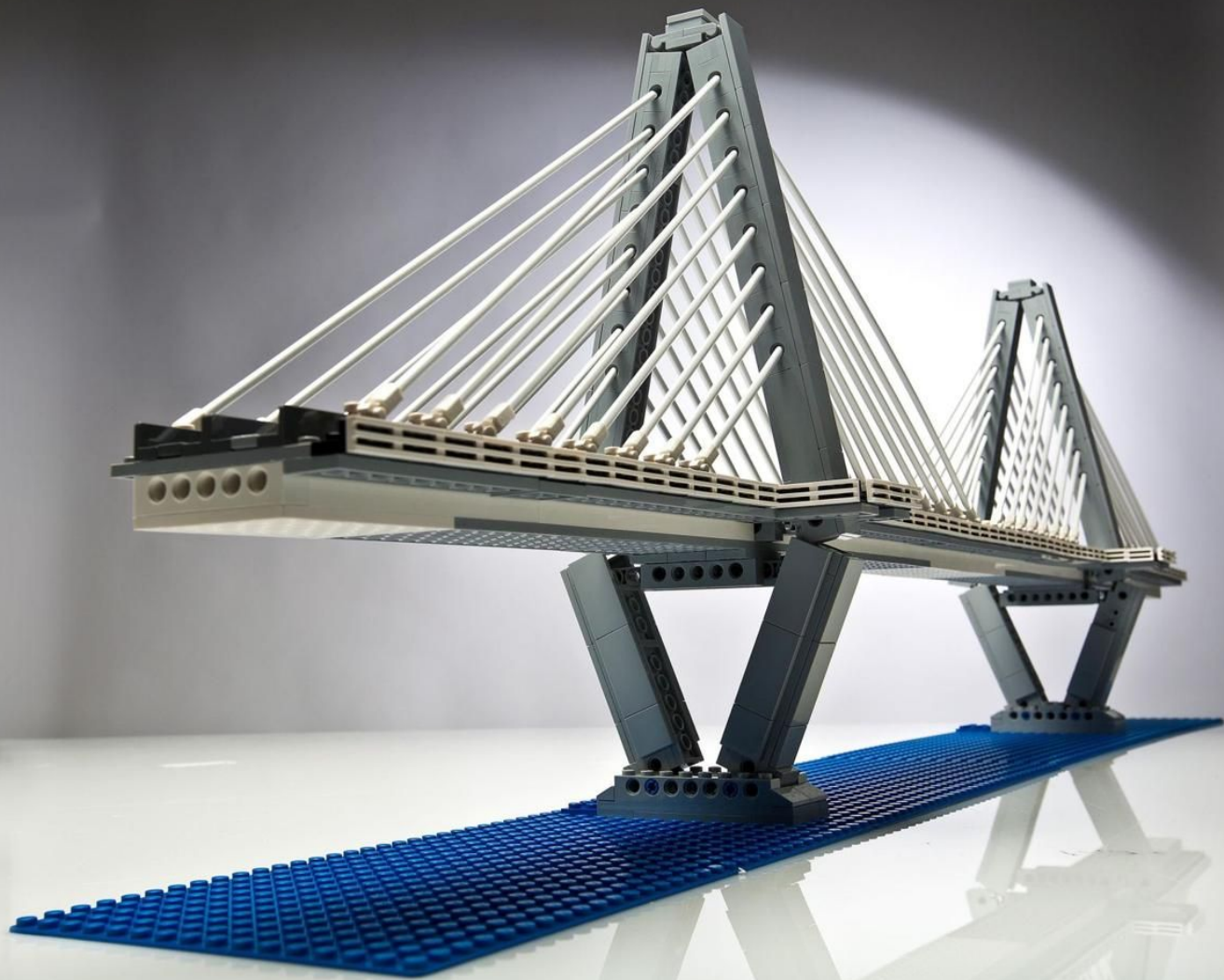
Affect Decisions Holistically













80%

Unstructured



Vs

20%

Structured

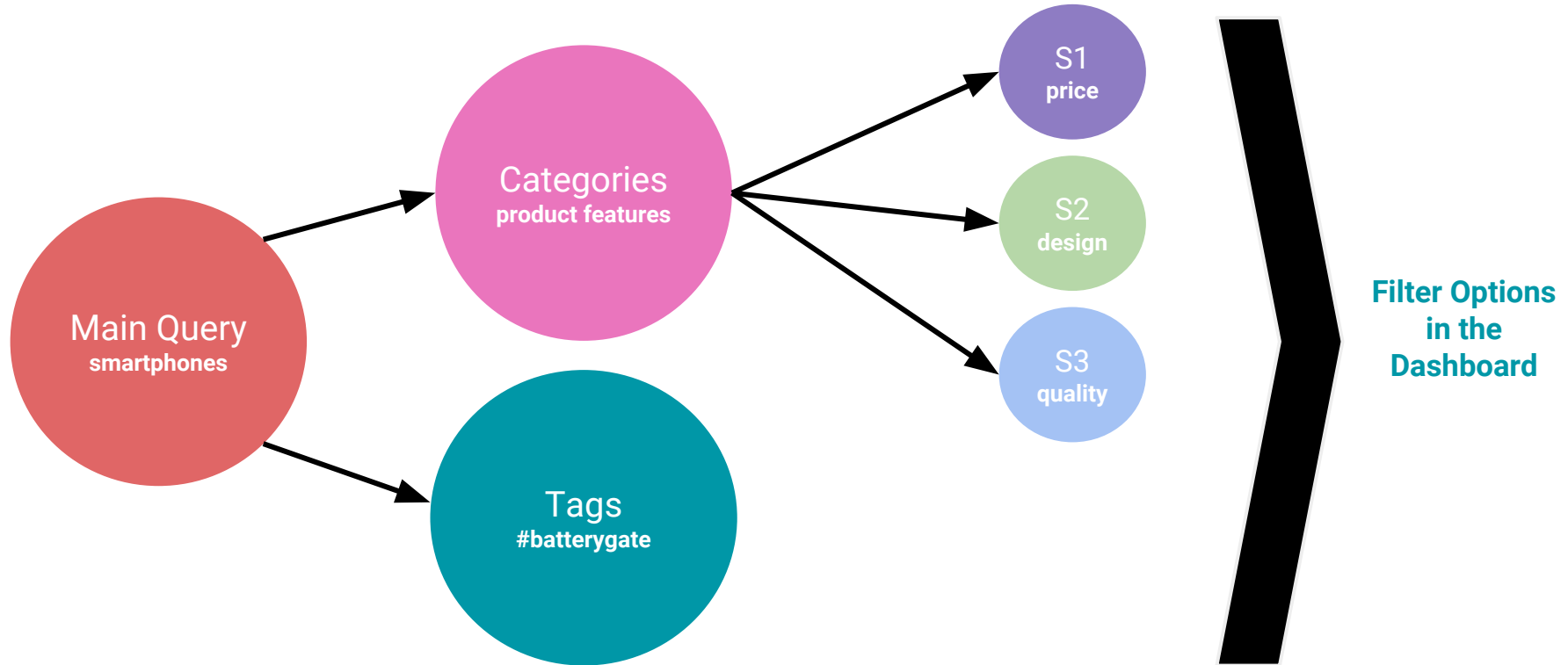
Database



Tables



Data Segmentation







lewisperks_ • Follow

lewisperks_ Such a sick day racing @steelcityseries and managing to take the win on the hardtail beast! Well done to everyone who raced, it's been a sick day 🙌

-
-
-
-

#dh #downhill #downhillmtb
#downhillmountainbiking #instamt
#instabike #instamt #bikestagram #bikes
#lifebehindbars #mountainbikes #mtb
#mthlife #mthlifestyle #cycling



175 likes

16 HOURS AGO

Add a comment...





brianamazikeen_17 • Follow

brianamazikeen_17 Sick Day

.
. .
. .
. .
. .
. .
. .

#sick #day #dark #darksoul #sad
#depression #depression #blackandwhite
#blancoynegro #angel #angel #devil
#demonio #bad #mala #oscuridad
#darkness



28 likes

6 DAYS AGO



Add a comment...





imbaade • [Follow](#)

imbaade Dogs even make a sick day better.
#EllieMae #TCB #SickDay #DogOfInstagram
thesmartchic ❤️



37 likes

19 HOURS AGO

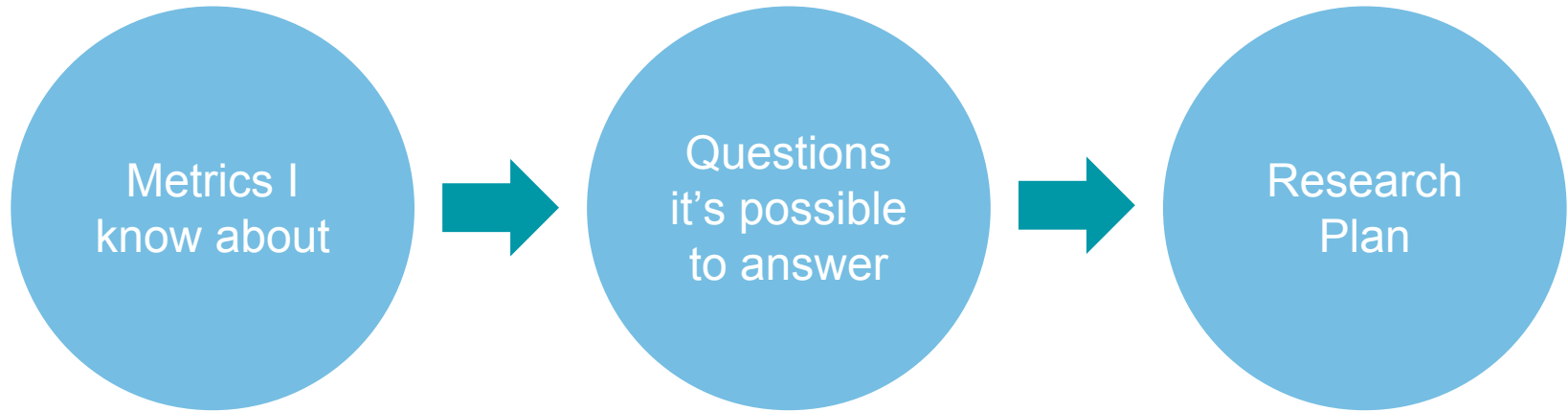
Add a comment...



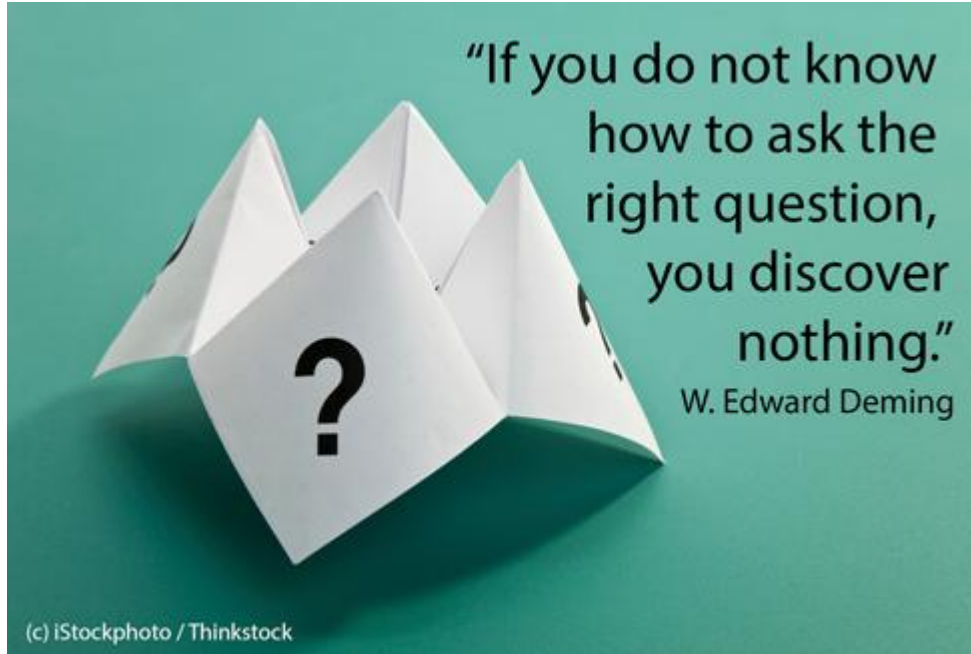


Asking The
Right
Questions

Thinking this way limits your possibilities

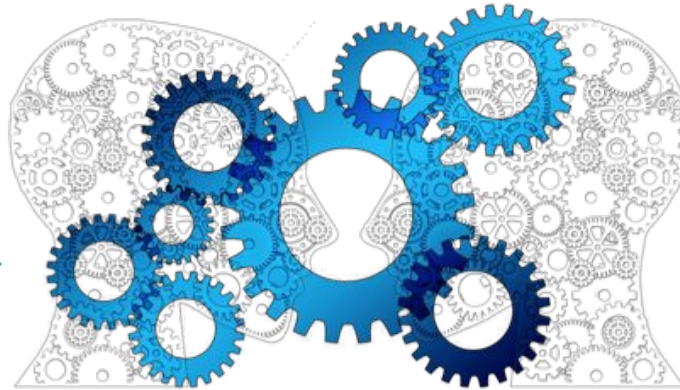
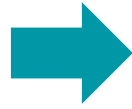


Forget the “how”; think about what you need to solve



The joy of social is its flexibility

YOUR
QUESTIONS



ANALYSIS
APPROACH

Combine/create metrics in
the data platform

What are the right questions to ask yourself?

What do we want to be able to do that is new or different based on this research?

What am I actually empowered to do within the business?

What does success look like for me? How will I recognize it?

What do I already know about this subject/audience? Do I have any hunches/hypotheses to test?

What's my decision timetable look like? When is this insight needed in order to be actioned?

What does my scope look like for this research? How much time/resource do I have?

Some good questions to ask data...



Who should be our new spokesmodel?

SAY
WHAAAT

Do customers really understand our slogan?



How can we optimize our social customer service?



What does the over 50s woman want from a fashion brand?



Is our content resonating with the right target consumers?

Two golden rules for finding insight

1. Constantly seek out difference

2. Be curious & ask why



**If you want
to be
interesting,
be
interested**



Telling The
Story



Some Stories:

Insights

Outsights

Out of sight



Increased life expectancy



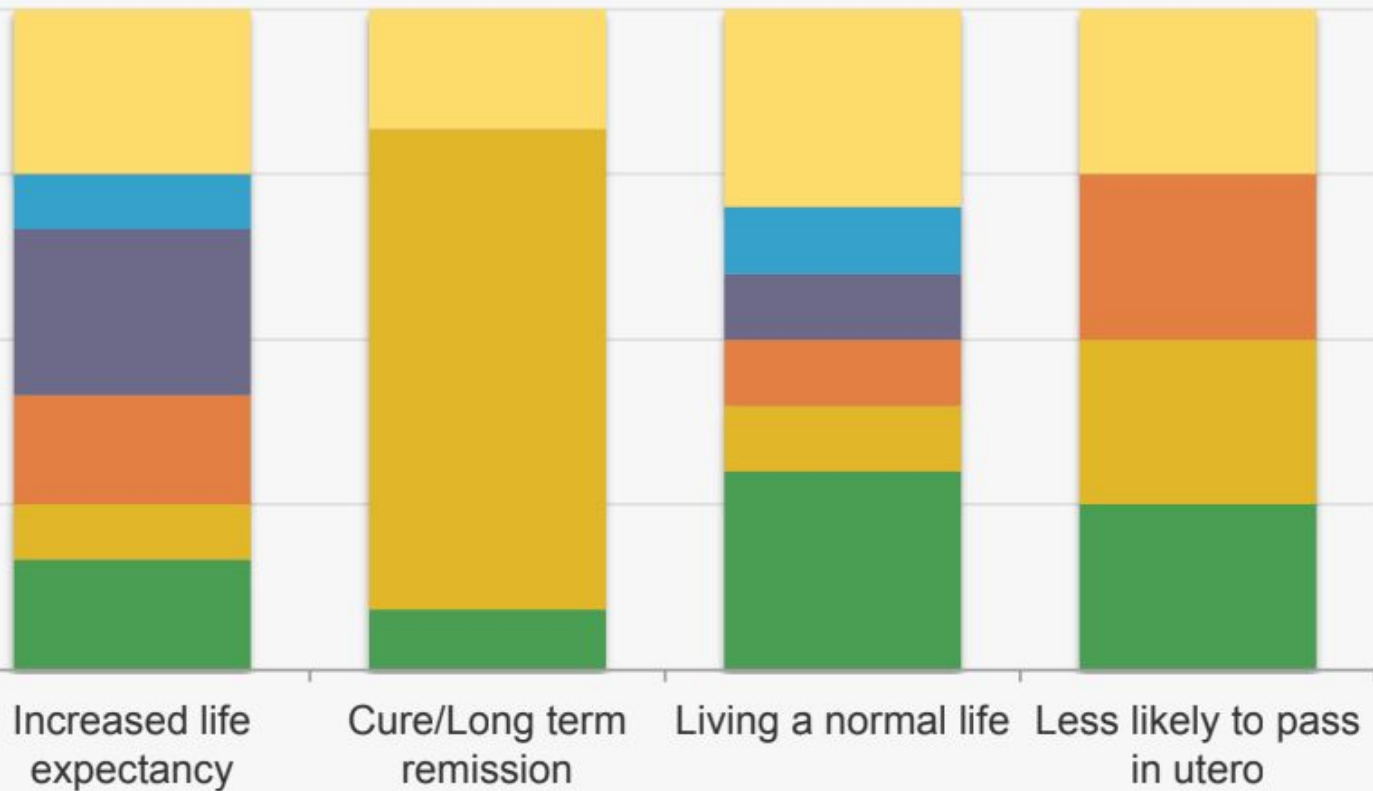
Cure/Long term remission



Living a normal life



Less likely to pass in utero



- Other Consumers
- Medical Students
- Patient Group
- Medical Publisher
- Support Worker
- HCP
- Journalist
- Patient

Sorry we missed you

DELIVERY

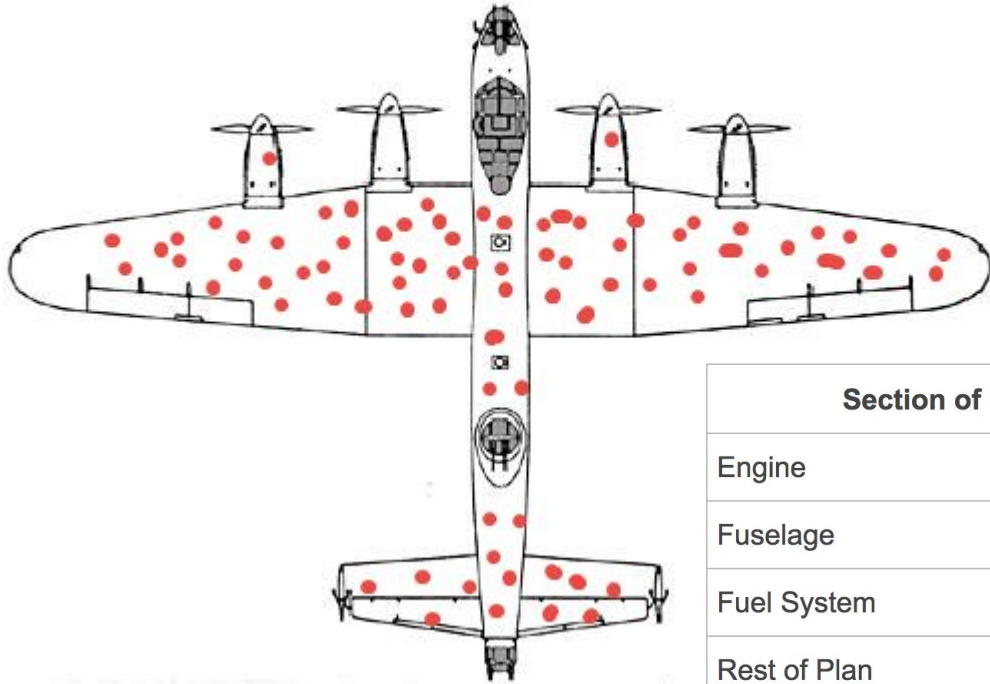
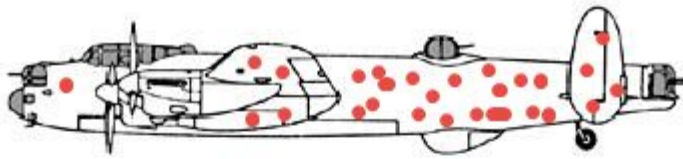


We were unable to deliver your parcel today, as there was no-one present
at the address to sign for the package. You now have a number of options
for arranging this delivery which are detailed below.

Depot

- Deliver to
- Leave



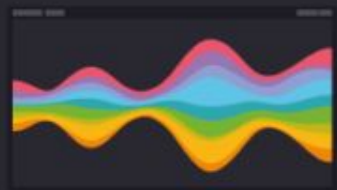
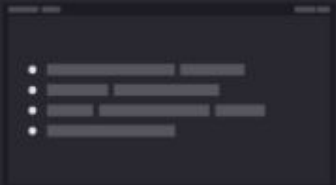
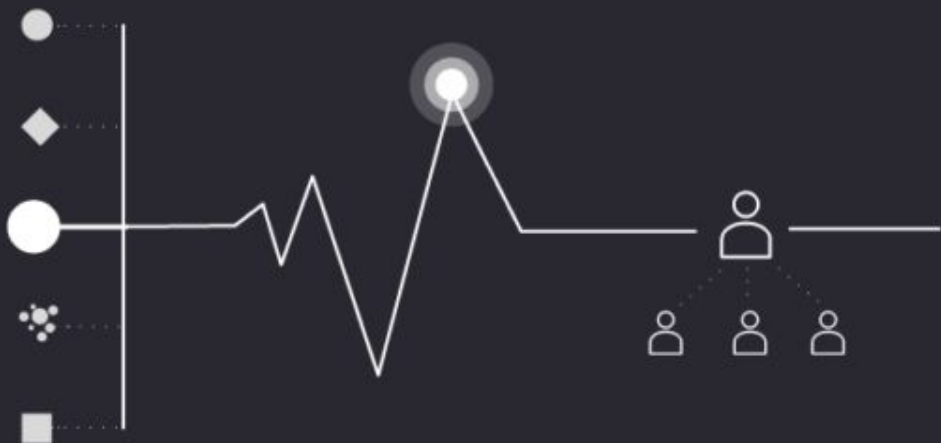


Section of Plane	Bullet Holes Per Sq. Ft.
Engine	1.11
Fuselage	1.73
Fuel System	1.55
Rest of Plan	1.80



I have done the research!





**Deliver the
Right Data**

**At the
Right Time**

**To the
Right Person or Team**

**The
Right Way**

Ask the right questions

Look for the “outsights”, not just insight

Be aware of missing data, the “out of sight”

Tell a story

Get the story to the right people

Affect Decisions Holistically

