

## **How a Social Listening Report enabled a brand to create a new product extension**

**Covering Note:** Balanced Advantage Fund, a product launched by various AMC's was being well received by investors. We were approached by a leading AMC to present a social listening report around Balanced Advantage Fund.

**Brief:** Balanced Advantage Funds, a sudden trend in the Mutual Funds industry was the talk of the town during its launch. The idea was to conduct a detailed study on how Balanced Advantage Funds were performing, the chatter around it, audience perception etc

**Execution:** Here is how we worked on the report

- 1) A daily chatter analysis of all competitors around Balanced Advantage Fund
- 2) Analyzing the demographics and sentiment of the audience who spoke about this fund
- 3) Identify the Top contributors and influencers talking about the fund
- 4) Identifying top content PEG's used by competitors to talk about the fund
- 5) Understanding the trend on Google Search and analysing the top keywords, location
- 6) Deep dive into Google Adwords by analysing the keywords and the top trends
- 7) Recommendations/Inferences

**Result:** After analysing the recommendations and inferences, the brand successfully launched the Balanced Advanced Fund. This turned out to be one of the top performing funds for the brand and well received by its investors as well.