



*Monthly Report:*  
**BRAND A AND ITS COMPETITORS**

Period: **01/01/2017 – 31/01/2017**

By YouNet Media



- ❑ **Buzz Generation** – Brand A got **4,768** mentions in January. Buzz volume has decreased 28% compared to December.
- ❑ **Sentiment** – Positive rate accounted for **6.3%** (a reduction of 3.3%) & negative rate was **1.8%** (a decrease of 0.3%) compared to previous month.
- ❑ **Share of voice** – Brand A ranked 3<sup>rd</sup> with 22% (a decrease of 4%) while Brand B ranked 1<sup>st</sup> with 34%.



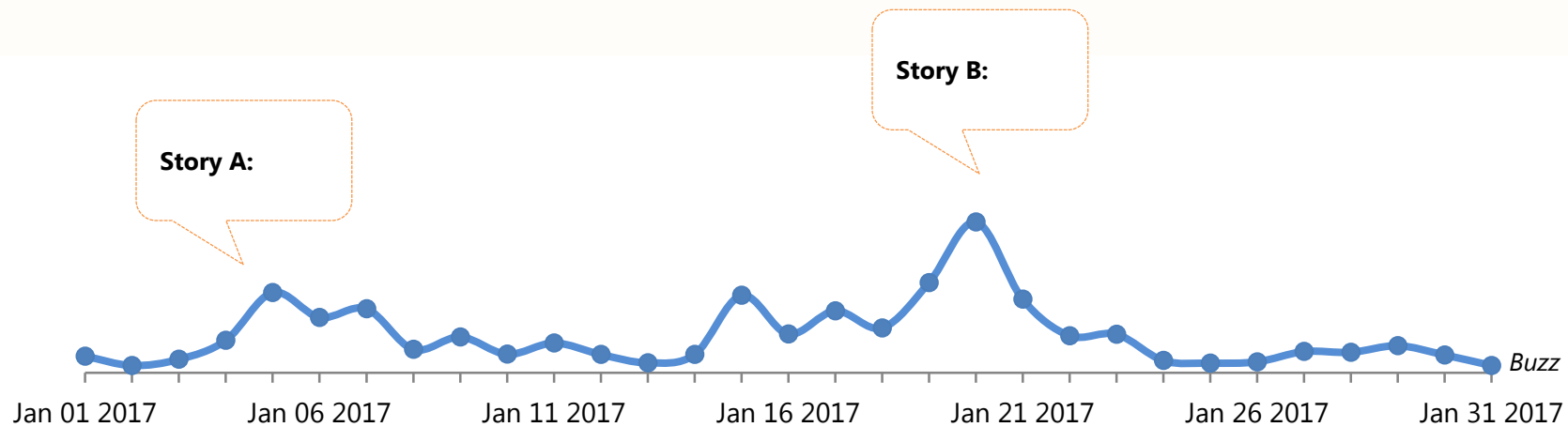
# 1. Brand A



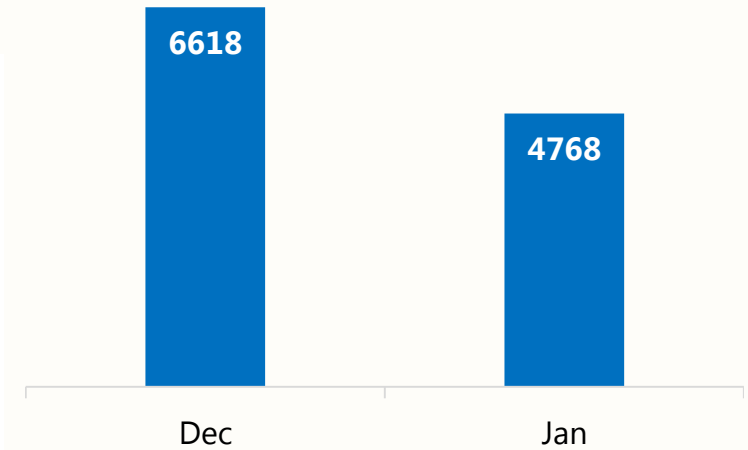
# Brand Performance across all platforms

- **Buzz:** Brand A received **4768** mentions from 676 original posts and 3283 comments. Buzz volume decreased 28% compared to December.
- **Trend line:** there was unstable movement in which the highest interaction was on the 20<sup>th</sup> of January. Topics that created the highest engagement rate for Brand A this month were **Tuition Fees** ([Link](#)) **Final Exam** ([Link](#)), **Cotton Cloud Beauty fair** ([Link](#)), **The Launching of a New Bachelor of Tourism and Hospitality Management Program** ([Link](#)) ([Link](#)) and **Thoughts about Brand A Student image** ([Link](#)).

BUZZ TRENDLINE



BUZZ VOLUME ACROSS 2 MONTHS



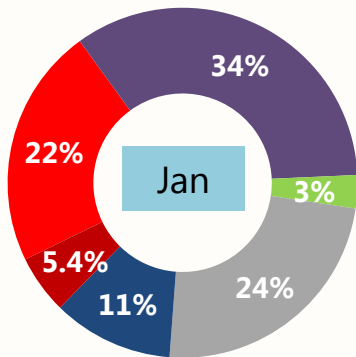
**Buzz Volume** ↓ **28%**  
in comparison with previous month



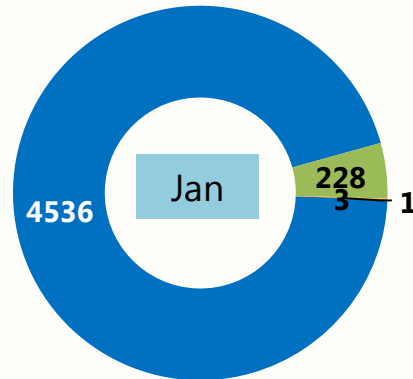
# Brand Performance across all platforms

- In December, Brand B, Brand A and Brand D got the highest SOV among the brands.
- Brand A ranked 3<sup>rd</sup> with 22% in SOV (4% of decrease compared to previous month). Facebook and News were the most engaging sources this month.
- Brand B ranked 1<sup>st</sup> due to discussions about **Student Image** ([Link](#)) ([Link](#)), **Workshop SPREAD** ([Link](#)) and **“Should I quit Brand B?”** ([Link](#))

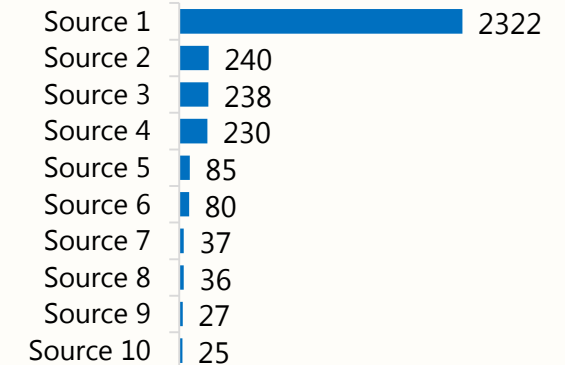
## SHARE OF VOICE



## SOCIAL PLATFORMS

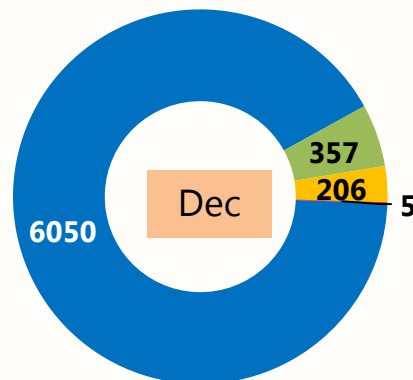
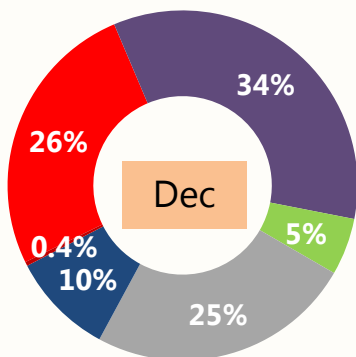


## TOP SOURCES



■ Brand A ■ Brand B ■ Brand C ■ Brand D

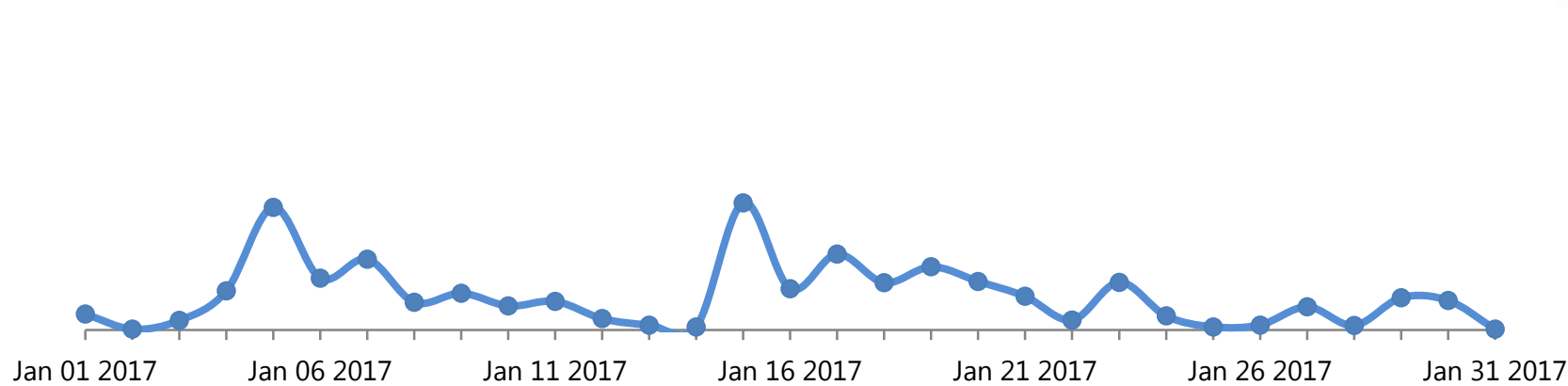
■ Facebook ■ News ■ Forum ■ Youtube



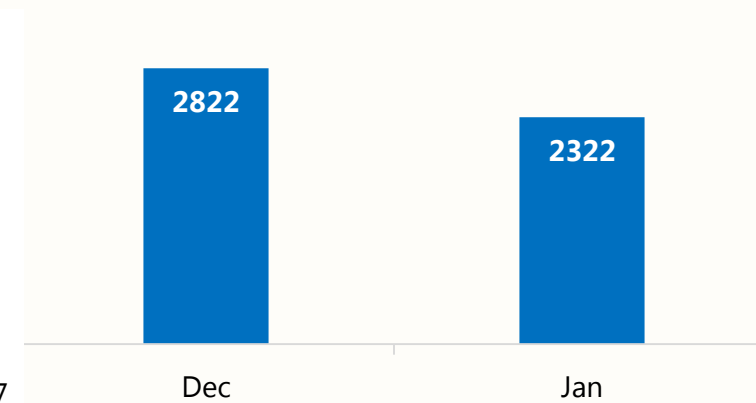
# Brand Activity

- Buzz volume on Brand A Confessions had a decrease of 848 mentions compared to last month, mostly about Study Programs and Tuition Fees.
- *Why should we choose girlfriend from Huflit international relations major?* ([Link](#)) and *Thoughts about Brand A student image* ([Link](#)) got the highest engagement on Brand A Confessions.

## BUZZ TRENDLINE – Brand A CONFESSIONS



## BUZZ VOLUME – Brand A CONFESSIONS



## POSTS EVALUATION - Brand A CONFESSIONS

### DISCUSSION AROUND #40091

- ❑ Likes : -
- ❑ Shares : -
- ❑ Comments : -

[Brand D Confessions](#)  
[Brand A Confessions](#)  
[Brand A Confessions](#)

### THOUGHTS ABOUT Brand A STUDENT IMAGE

- ❑ Likes: 1,100
- ❑ Shares : 64
- ❑ Comments : 56

[Brand A Confessions](#)

### CONFESSION ABOUT NEW BUILDING

- ❑ Likes: 470
- ❑ Shares : 2
- ❑ Comments : 37

[Brand A Confessions](#)

### WHY SHOULD WE CHOOSE GIRLFRIEND FROM HUFLIT INTERNATIONAL RELATIONS MAJOR?

- ❑ Likes: 353
- ❑ Shares : 45
- ❑ Comments : 109

[Brand A Confessions](#)

### STUDENT'S OUTFIT

- ❑ Likes: 163
- ❑ Shares : -
- ❑ Comments : 35

[Brand A Confessions](#)

Topics that got the highest interaction from other sources this month were Extra Activities/ Workshop/ Event and Student Image.

## POSTS EVALUATION - OTHER SOURCES

### FINAL EXAM

- ❑ Likes : -
- ❑ Shares : -
- ❑ Comments : -

[Brand A University Vietnam](#)  
[Brand A University Vietnam](#)  
[Brand A & Sinh viên tương lai](#)

### TUITION FEES

- ❑ Likes : -
- ❑ Shares: -
- ❑ Comments : -

[EBIV](#)  
[EBIV](#)

### MR. PAUL SMITH

- ❑ Likes : -
- ❑ Shares: -
- ❑ Comments : -

[Brand A University Vietnam](#)  
[Brand A Confessions](#)

### GDAY X 2017

- ❑ Likes : 926
- ❑ Shares: 6
- ❑ Comments : 5

[Ticketbox](#)

### END OF SEMESTER SHOWCASES

- ❑ Likes : -
- ❑ Shares: -
- ❑ Comments : -

[Brand A University Vietnam](#)  
[Brand A University Vietnam](#)

### THE LAUNCHING OF A NEW BACHELOR OF TOURISM AND HOSPITALITY MANAGEMENT PROGRAM

- ❑ Likes : -
- ❑ Shares : -
- ❑ Comments : -

[Brand A.edu.vn](#)  
[Brand A VN - Trải Nghiệm và Hướng Nghiệp](#)  
[ictnews.vn](#)

### COTTON CLOUD BEAUTY FAIR

- ❑ Likes : -
- ❑ Shares : -
- ❑ Comments : -

[Brand A Event Club](#)  
[Hanoi Creative City](#)  
[ttvn.vn](#)

### “CÁ HỒI” – CHARITY EVENT

- ❑ Likes : -
- ❑ Shares : -
- ❑ Comments: -

[CÁ HỒI](#)  
[CÁ HỒI](#)  
[tuoitrethudo.vn](#)

### Brand A LECTURER BRINGS VIETNAMESE FOLKLORE TO LIFE THROUGH TOYS

- ❑ Likes : -
- ❑ Shares : -
- ❑ Comments: -

[Brand A.edu.vn](#)  
[nguoitieudung.com.vn](#)  
[ictnews.vn](#)

### PROJECT “KOLAKO”

- ❑ Likes : 500
- ❑ Shares :24
- ❑ Comments : 12

[Hội những người thích Quảng Cáo](#)



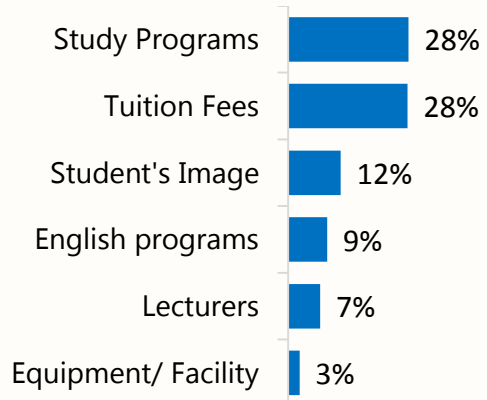
# Most discussed attributes

**Tuition Fees** and **Study Program** gained the highest engagement in January. **Student Image** got the highest negative rate. Negative mentions were mostly about student's behaviors inside and outside the study environment.

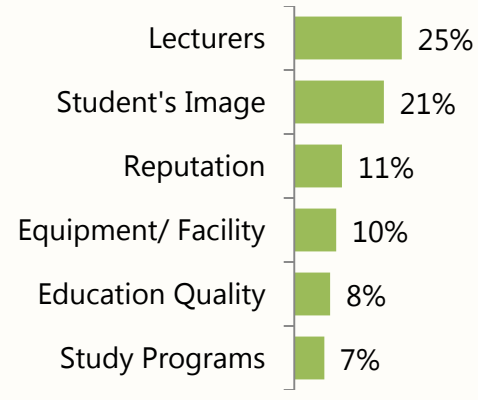
Neutral mentions took up to 72% of total discussion which focused on Study Programs and Tuition Fees.

Jan

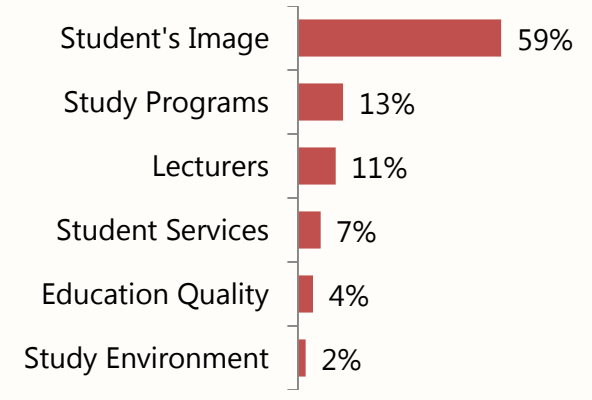
### MOST DISCUSSED TOPIC



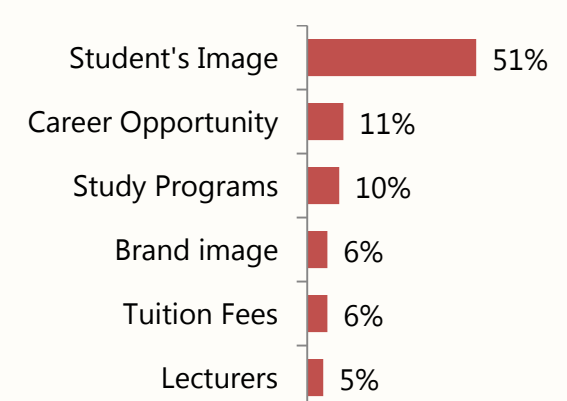
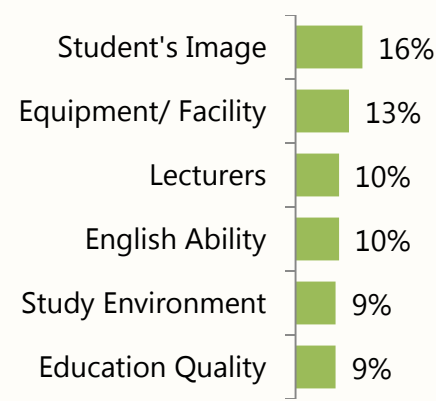
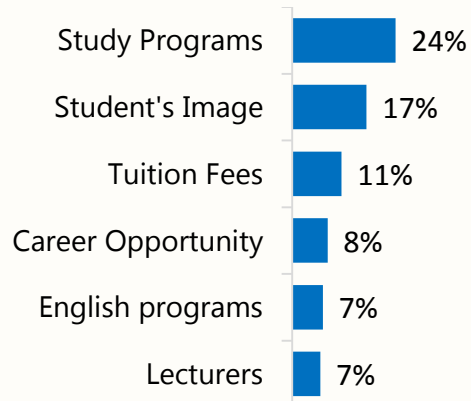
### MOST POSITIVE DISCUSSED TOPIC



### MOST NEGATIVE DISCUSSED TOPIC



Dec





- Student Image got highest negative ratio and fairly high positive ratios in December.
- Brand A Confessions was the top source that received most of positive and negative mentions.

## POSITIVE FEEDBACK

Source	Mention
<a href="#">Phan Tuấn Anh</a>	Toàn trường công, Mình thấy mấy trường tư như Brand A, Hoa Sen, Văn Lang... CSVC tốt mà trình độ giảng viên cũng thuộc dạng đẳng cấp. thế mà ko lọt vào
<a href="#">Hocmai.vn Online</a>	Em thi ĐH Ngoại thương hoặc nhà khá giả thì học Brand A cũng ok lắm đó
<a href="#">Brand A Confessions</a>	Thầy vừa đẹp trai vừa hiền vừa nhiệt tình dạy dễ hiểu nữa nha bạn ơi ?????
<a href="#">Brand A Confessions</a>	E à :)) thú thật, 1 trong những lý do a học Brand A là vì trường k có Mác- Lê Nin :)))
<a href="#">Brand A Confessions</a>	Mình thấy sv Brand A rất chuyên nghiệp và giỏi. K phải giỏi bt mà là cực kì giỏi.
<a href="#">Brand A Confessions</a>	Cá nhân mình thích các bạn Brand A cực kì vì các bạn mình từng gặp đều tự tin, có trách nhiệm và có khí chất, cả nam lẫn nữ ?????

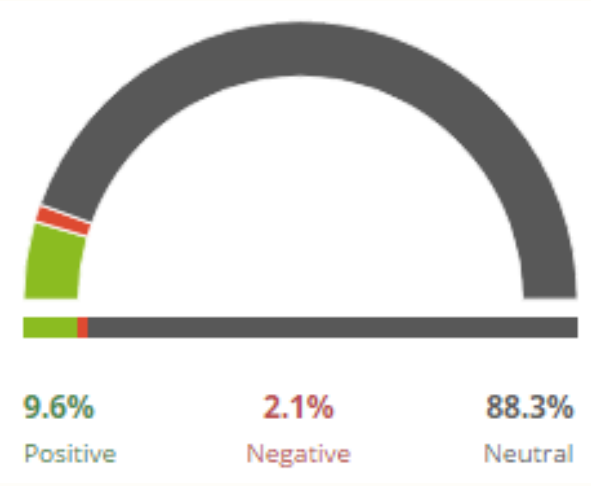
## NEGATIVE FEEDBACK

Source	Mention
<a href="#">Brand A Confessions</a>	Hiện tại mình đang cực kì bực và khó chịu với cách dạy và chấm điểm của thầy Sagi tại Brand A Hà nội, ai có cùng quan điểm không
<a href="#">Juan Baram</a>	khóa rồi mình đậu L4 để lên L5 của c.trình cũ, thế là Brand A làm ăn chuẩn xác. Xếp lớp đẩy mình vào L3 của c.trình mới (nghĩa là học lại L4 cũ)... mình học hết một ngày cũng không để ý tại đổi sách, thế là bạn mình phát hiện và mình phải chạy lên english center khiếu nại để đổi lớp :((
<a href="#">Brand A Confessions</a>	đọc cmt của các bạn Brand A mình thấy rõ sự giàu có đẹp trai xinh gái ..... và sự nghèo nàn về bộ óc của các bạn. 1 stt dặt mũi có thể dễ dàng dặt mũi các bạn và bắt đầu cào vào bàn phím =))
<a href="#">Brand A Confessions</a>	""mấy bạn"" kì quá hà. Thư viện là nơi giữ yên lặng mà mấy bạn discuss hoài, sao mấy bạn không book room or ra phòng lab bên ngoài tha hồ thảo luận.
<a href="#">Brand A Confessions</a>	Hieu Duc Mai nhìn học phí mà muốn ná thờ, biết phí cao r mà hông ngờ nó lại cao ngất ngưỡng như vậy. :3
<a href="#">Brand A Confessions</a>	Day la nganh' the manh cua Thuy Sy chu Brand A day. thi minh cam thay ko hay = ( dieu kien di thu tap sau nay Thuy Sy an dut!!)

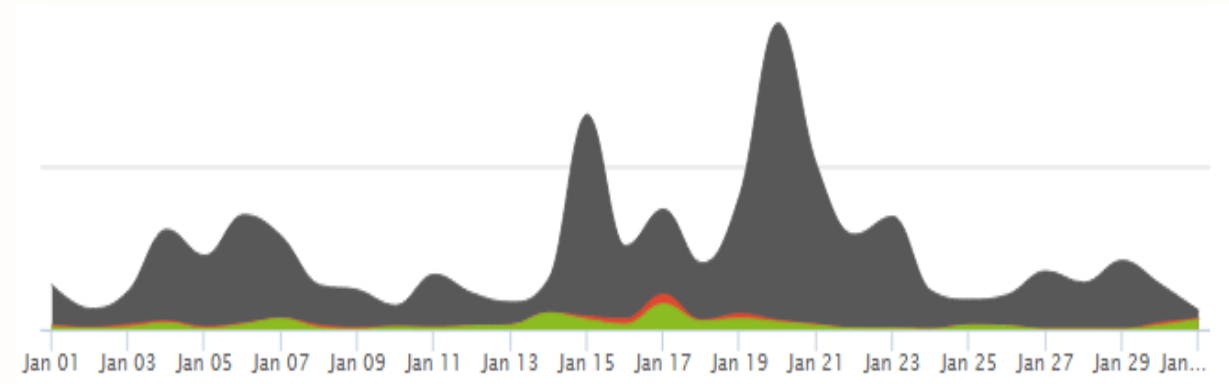
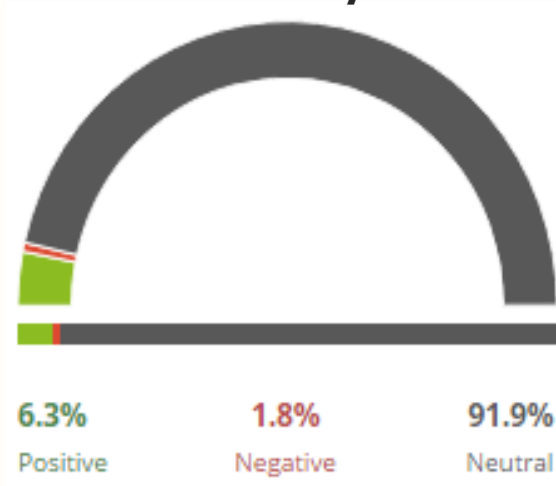


# Overall Sentiment

December



January



**P**ositive **6.3%** ↓ **3.3%** in comparison with previous month

- **Positive rate: 6.3%** - There has been a decrease of 3.3% in positive rate.
- Positive mentions mainly from News and Facebook channels contributed to the fairly high positive rate in January.

**N**egative **1.8%** ↓ **0.3%** in comparison with previous month

- **Negative rate: 1.8%** - Negative rate had a decrease of 0.3%.
- Mentions from Facebook mainly about Student Image had created fairly high negative engagement this month.

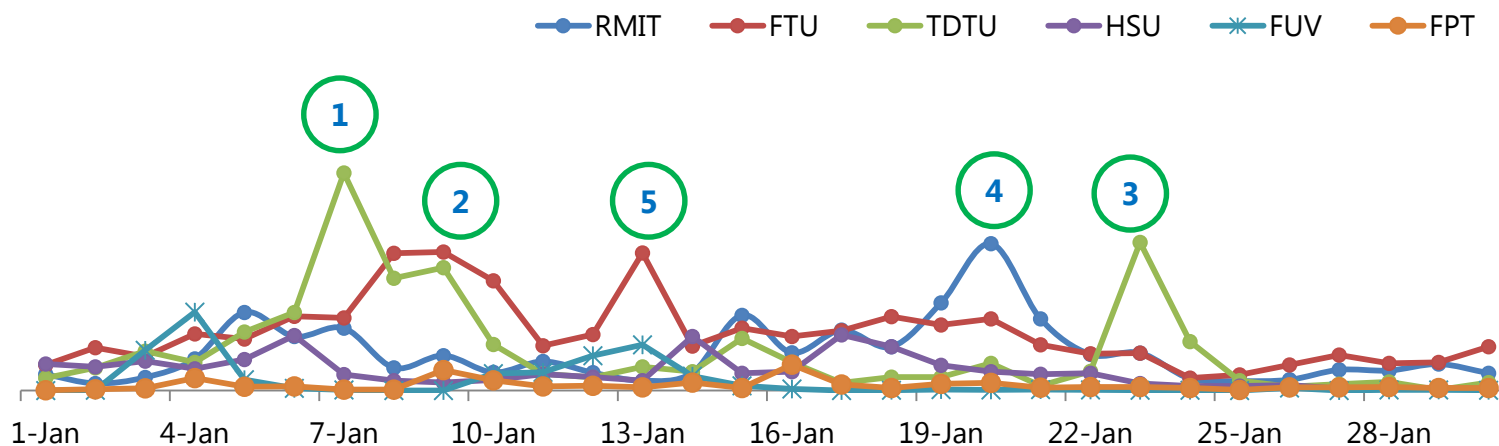


## 2. Competitors

# Buzz Trendline

- Generally Brand B, Brand A and Brand D got remarkable trendline movement in January while others showed little significant fluctuation.
- Facebook is the main channel for discussion for most brands.

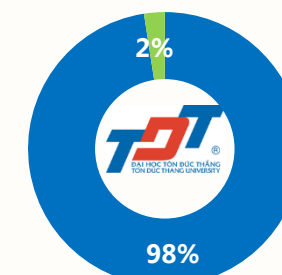
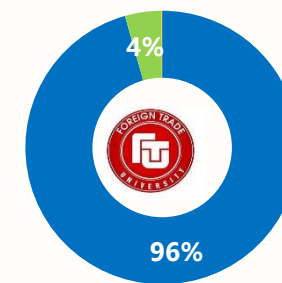
## BUZZ TRENDLINE



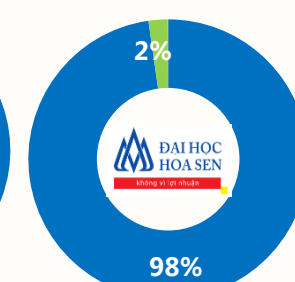
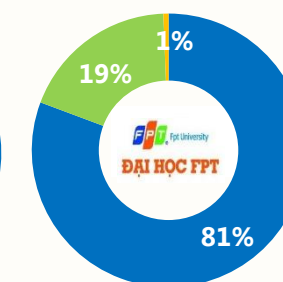
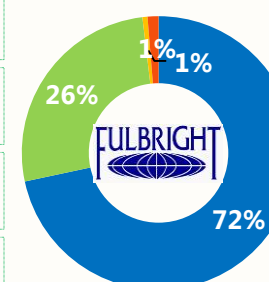
## HIGHLIGHT

- 1 International standard library ([Link](#)), Black Friday ([Link](#)), Top 200 global green facilities ([Link](#)), Brand DU Flycam ([Link](#))
- 2 "Should I quit Brand B?" ([Link](#))
- 3 Brand D University (Bao Loc Branch) opens for visitors to take photos at beach blossom hill ([Link](#))
- 4 Tuition Fees ([Link](#)) ([Link](#)), Thoughts about Brand A Student Image ([Link](#))
- 5 Student Image ([Link](#)) ([Link](#)), Workshop SPREAD ([Link](#))

## SOCIAL PLATFORM



Facebook News Forum Youtube





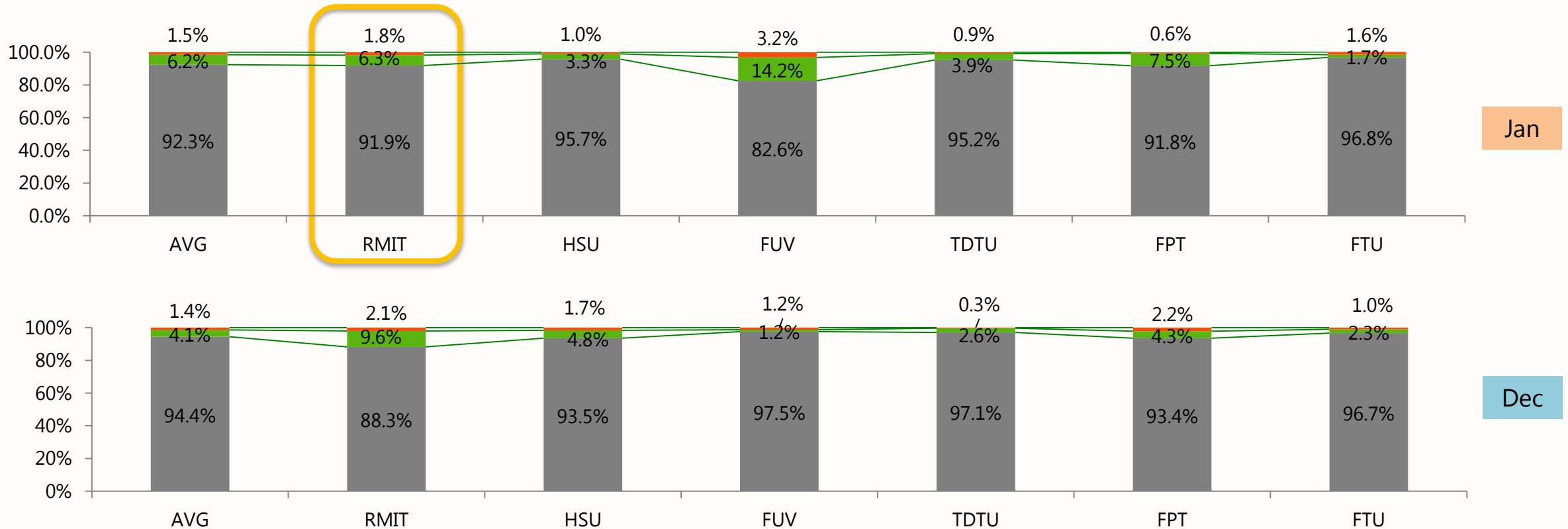
# Competitor Activities

- Almost positive mentions came from the discussion about Student Image, Extra Activities and Reputation.
- Negative mentions were mainly about Student Image and Reputation.

	<b>Brand B</b>	<b>Brand D</b>	<b>FUV</b>	<b>FPT</b>	<b>HSU</b>
<b>POSITIVE</b>	<a href="#">"Cảm hứng khởi nghiệp"</a>	<a href="#">"Ra mắt hội khuyến học cơ sở đầu tiên tại trường đại học"</a>	<a href="#">"Ngoại trưởng Kerry trao thư tài trợ cho ĐH Fulbright"</a>	<a href="#">"Những start-up chinh phục thi trường của sinh viên FPT"</a>	<a href="#">"Triển lãm "Design Me Now" của sinh viên Hoa Sen"</a>
	<a href="#">"ĐH Ngoại thương thúc đẩy hoạt động nghiên cứu khoa học"</a>	<a href="#">"Trường ĐH Tôn Đức Thắng vào top 200 trường phát triển bền vững hàng đầu thế giới"</a>	<a href="#">"Tổ chức Mỹ muốn tài trợ xây dựng khuôn viên Đại học Fulbright Việt Nam"</a>	<a href="#">"Sinh viên công nghệ tạo flycam trên điện thoại thông minh"</a>	<a href="#">"Sinh viên trường Đại học Hoa Sen ra trường có dễ kiếm việc làm hay không?"</a>
	<a href="#">"ĐH Ngoại thương hỗ trợ tiền Tết cho sinh viên nghèo học giỏi"</a>	<a href="#">Một vài hình ảnh trường Đại Học Tôn Đức Thắng tại Bảo Lộc sắp khánh thành</a>	<a href="#">Advocacy of the appointment of Mr. Bob Kerrey</a>	<a href="#">"FPT cấp xe đưa không người lái cho các trường đại học"</a>	<a href="#">2 trang phục truyền thống trong top 5 mẫu dự thi dành của Lê Hằng tại Miss Universe</a>
	<a href="#">"Tết yêu thương"</a>	<a href="#">"Cuộc thi dành cho những bạn trẻ đam mê khởi nghiệp"</a>		<a href="#">"FPT tìm được 'gà nhà' tranh tài tại Cuộc đua số"</a>	<a href="#">"THỜ Ơ" VỚI TẾT</a>
<b>NEGATIVE</b>	<a href="#">Student's Image</a>	<a href="#">Tuition Fees</a>	<a href="#">Mr. Bob Kerrey</a>	<a href="#">Student's Image</a>	<a href="#">Reputation/ Management</a>
	<a href="#">Reputation</a>	<a href="#">Extra Activities</a>		<a href="#">Extra Activities</a>	
	<a href="#">Student Services</a>	<a href="#">Equipment/ Facility</a>			


# Sentiment comparisons


- In January, Brand A gained relatively fairly high positive rate and negative rate compared to others.
- Negative mention of FUV came from discussions about the establishment of FUV related to Mr. Bob Kerrey
- Brand B's negative mentions were mainly about Student Image | Reputation and Student Services
- Negative mentions about HSU were mostly about Reputation/ Management
- Brand D got negative rate due to Tuition Fees Equipment/ Facility, Extra Activities and Reputation
- Brand E received negative feedbacks about Student's Image and Extra activities



<b>POSITIVE</b>	<b>Post</b> -The post was created by admin. <b>Comment</b> Comment with positive feedback about the brand image, lecrurers, study program
<b>NEGATIVE</b>	User complain about the tuition fees, student service..
<b>NEUTRAL</b>	<b>Post &amp; Comment</b> -From Internet Users without clear emotional.
<b>UNRATE</b>	<b>Comment</b> -From Internet Users who engaged into the post of fan page but did not mention about brand

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**s<sup>o</sup>cialheat s<sup>o</sup>cialcare**