

# Digital Presence

Client

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SOCIAL MEDIA LISTENING - US

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# Methodology

The primary objective of this analysis is to analyze the social media conversation around Air Purifier

## Geography



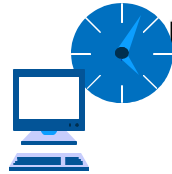
US

## Language



English

## Timeframe

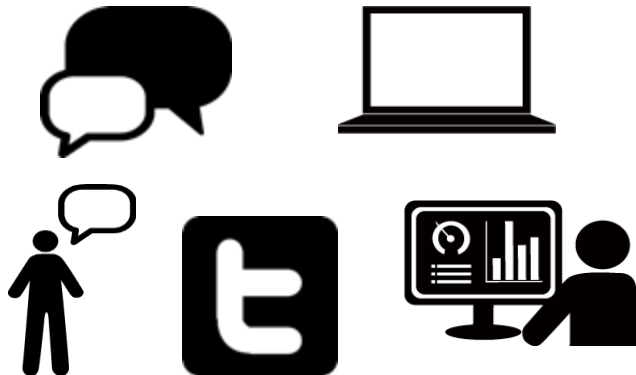


Nov 2015  
-  
Apr 2016

## Brand Analyzed

None

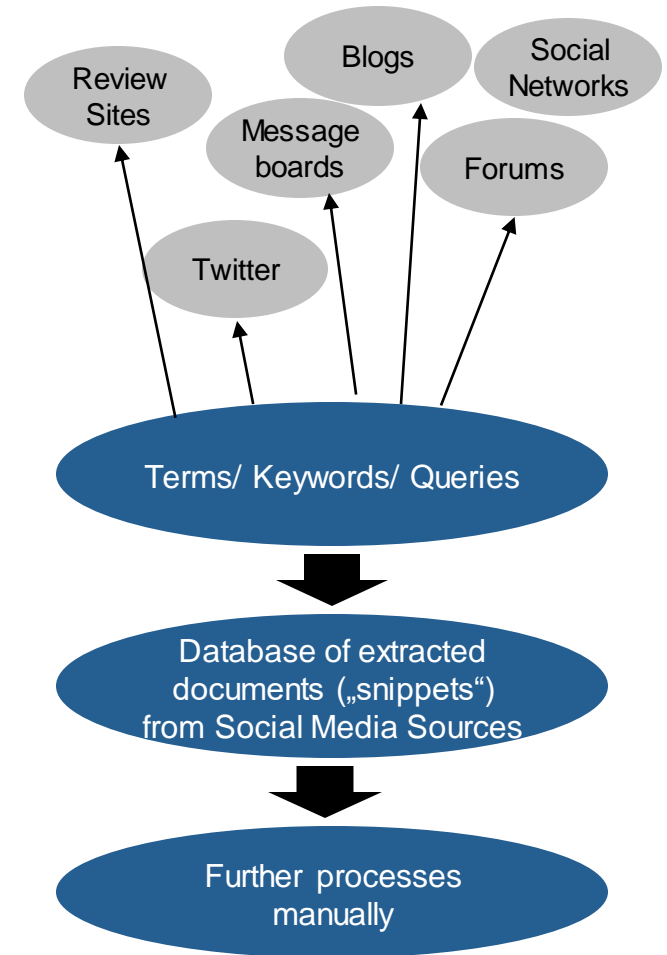
## Data Sources Used



The analysis is based on a sample data. The coverage, from our data partner, used in the analysis includes -

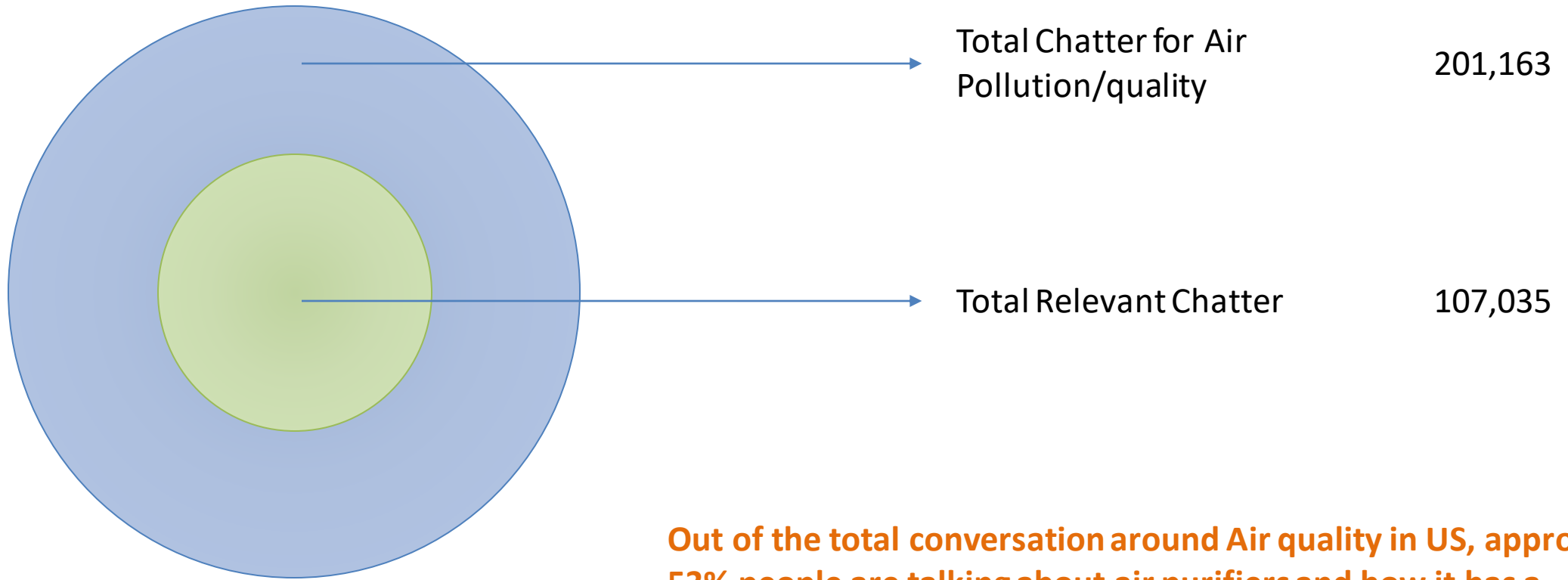
- Blogs
- Forum Sites
- Review Sites
- Twitter

## Methodology



# Overall Volume Analysis

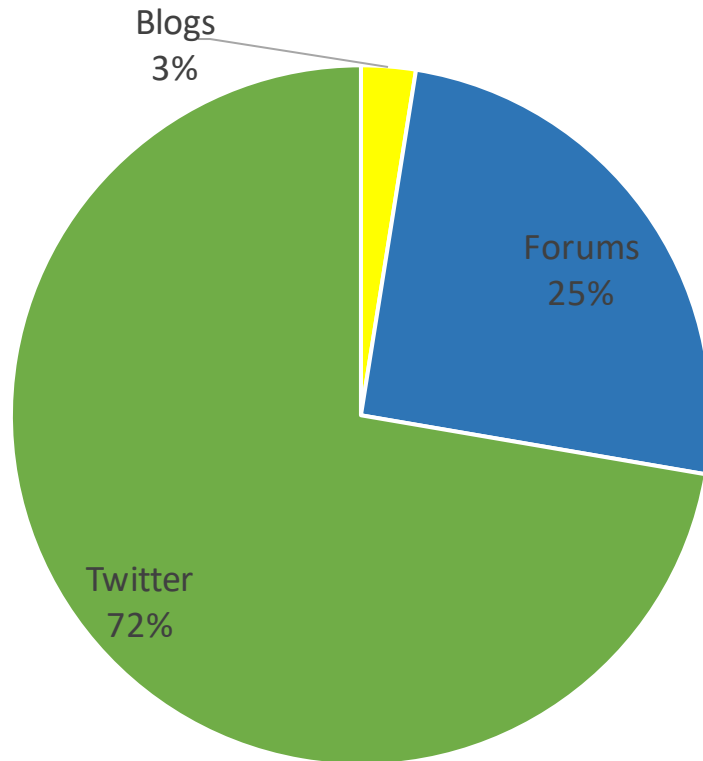
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**Out of the total conversation around Air quality in US, approx. 53% people are talking about air purifiers and how it has a positive effect on health. In US, pet allergy is the biggest driver behind the purchase of air purifier.**

# Total Relevant Chatter: Twitter dominates the share of voice

Share of Voice



## Overview

Most of the conversation happened on **Twitter** where people are seen talking about upcoming seasons and associated health issues and how an air purifier can help. Other topics of discussion on Twitter are: HEPA filters, alternative methods to tackle air pollution etc.

Around 25% of the conversation happened on **Forum**. The quality of chat on Forum is much better than other channels. People are seen talking about triggers for buying an air purifier, best brands, alternative methods, checklist before buying a purifier etc.

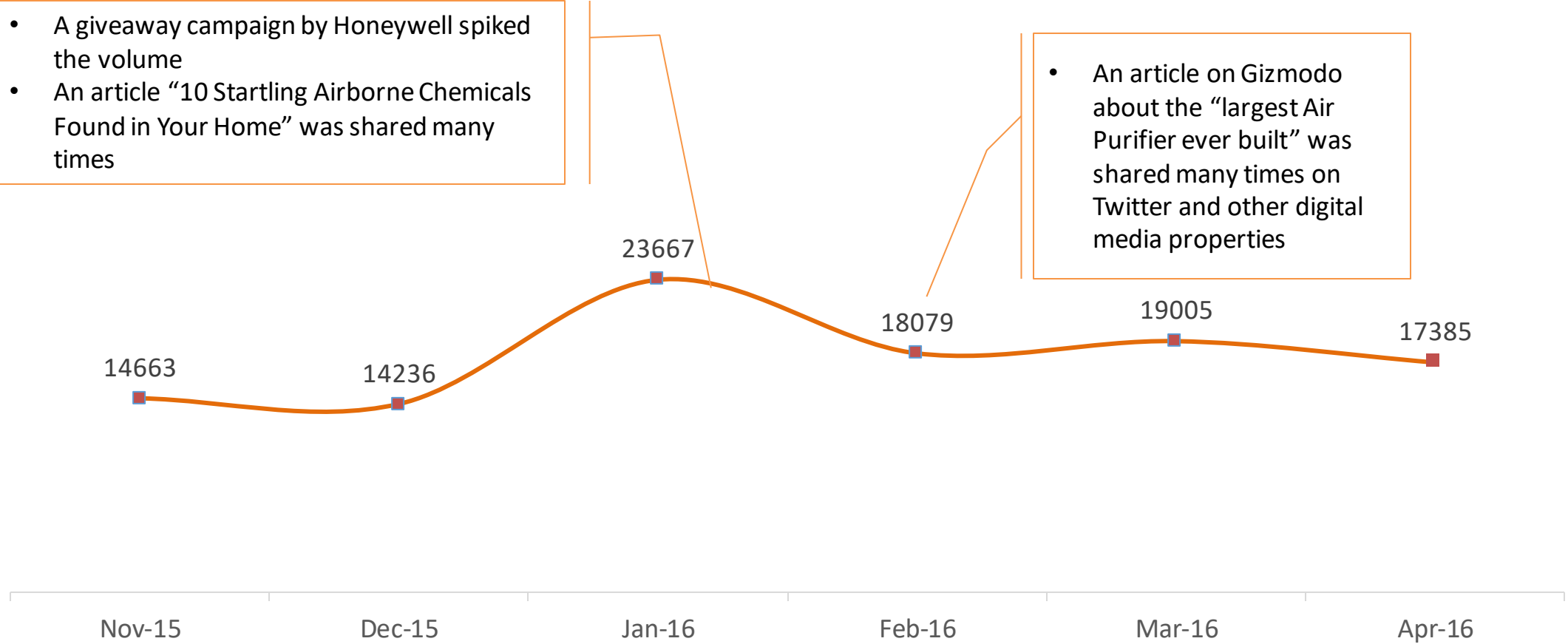
Only 3% of the chatter took place on **Blogs**

# Total Chatter: Last 6 months

## Conversation Chatter

- A giveaway campaign by Honeywell spiked the volume
- An article "10 Startling Airborne Chemicals Found in Your Home" was shared many times

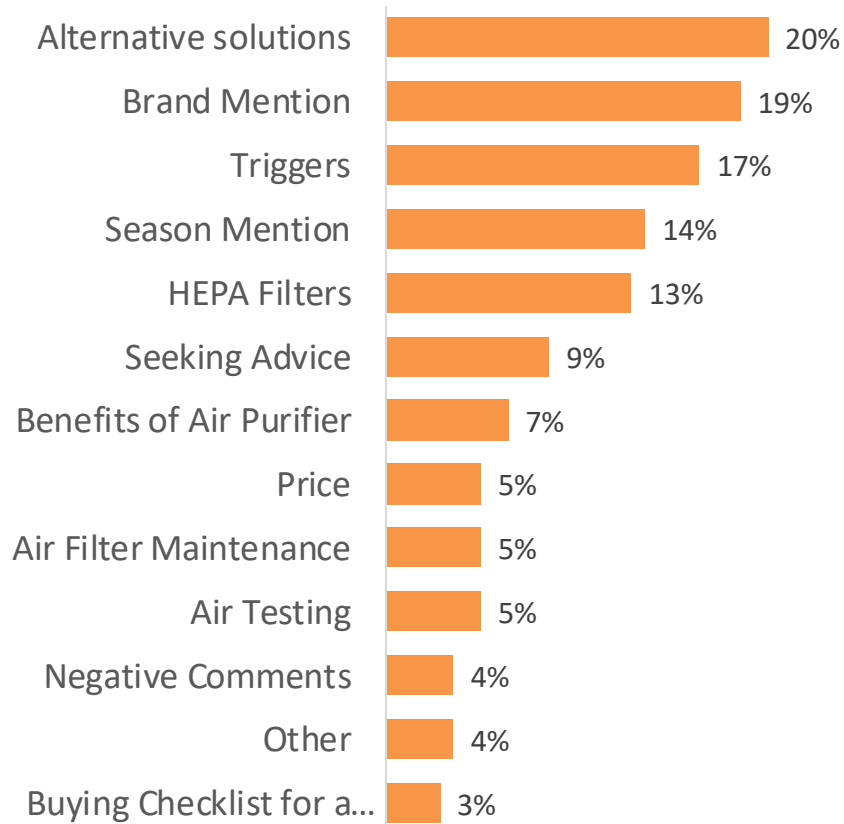
- An article on Gizmodo about the "largest Air Purifier ever built" was shared many times on Twitter and other digital media properties





# Allergy is the most important reference point in US when it comes to discussion around Air Purifier

## Topics of Discussion



## Overview

In US, most of the people associate an Air purifier with some thing that can cure or supress their health conditions like Allergy, Asthma, Hay Fever etc.

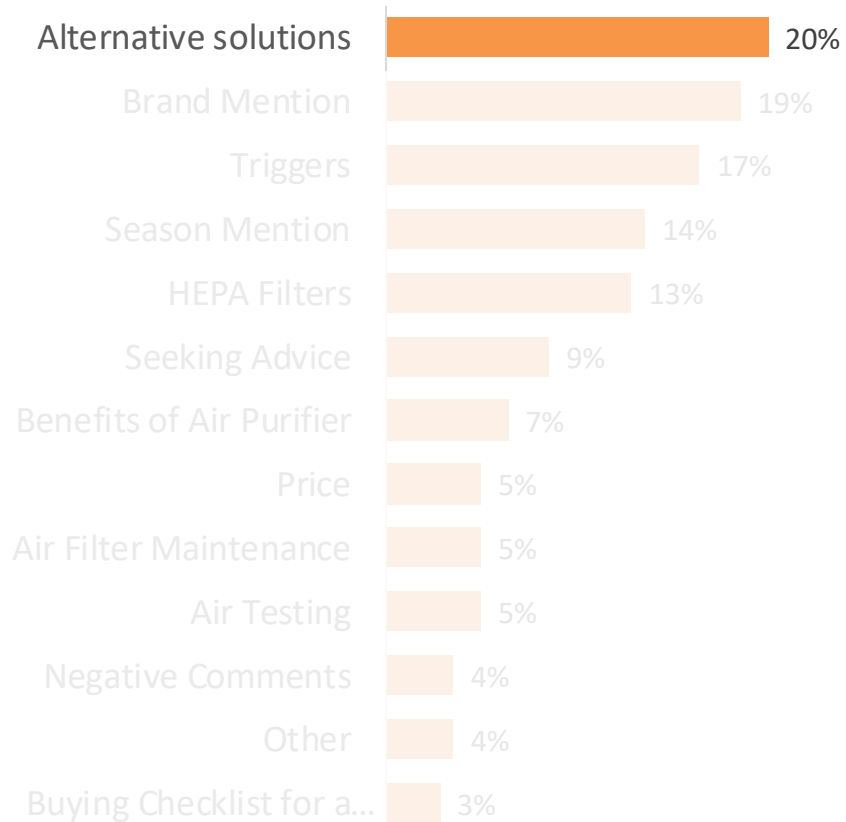
Pet Allergy is the major driver why people tend to buy an air purifier in US.

Alternative solutions like use of Vacuum cleaner, carpet etc. are also discussed. Interestingly, people in UK consider carpet as a source of Allergy, in US the audience consider carpets as a filter that holds dust particles.

HEPA filters is the most recommended feature in an Air purifier.

# In US lots of people are talking about the use of Vacuum cleaner over Air purifier

## Topics of Discussion



## Alternative Solutions

Interestingly, unlike UK where only 8% people spoke about alternative solution, in US this topic of discussion occupies second place with 20% of the sample conversation. Some of the most popular alternative solutions being discussed are:

1. Use of Vacuum cleaner for regular house cleaning so it is dust free
2. Carpet can act as a passive air filter.
3. Wearing dust mask
4. Regular house cleaning
5. Use of washable furnace filter to remove dust in house
6. Use of inhaler or other medical equipment
7. Ozone Generators etc.

Snippets:

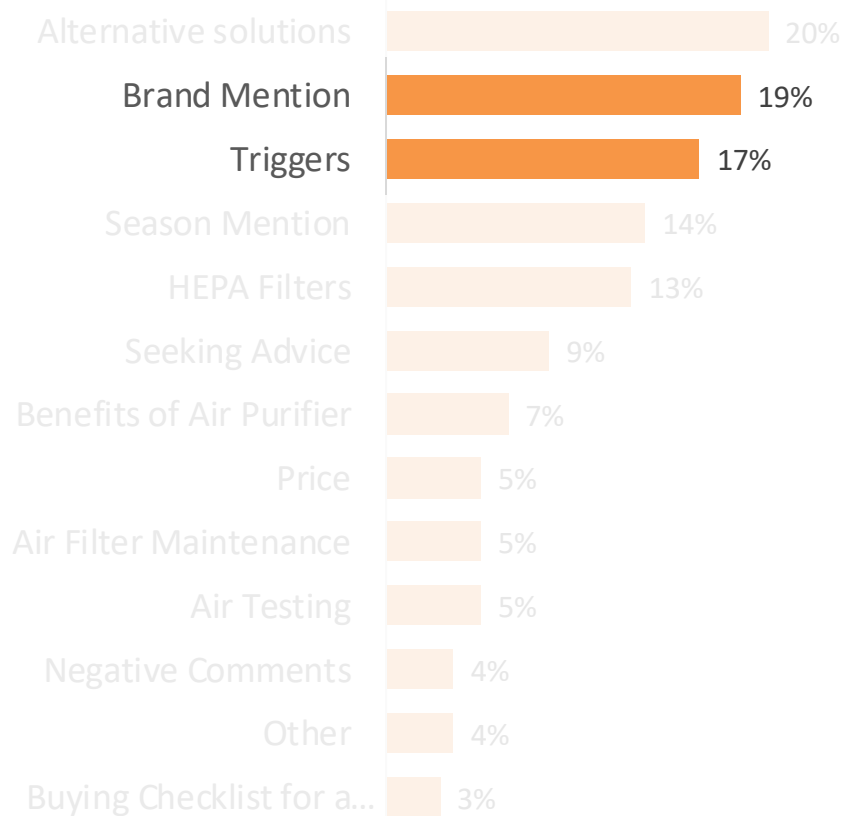
“Coping with seasonal #allergies: Use a vacuum cleaner equipped with a HEPA filter, which filters tiny particles”

“Carpet acts as a passive air filter, trapping dirt and other particles and removes them from the breathing zone. <https://t.co/G5vAPOU8q3>”



# Honeywell has the maximum share of voice in the US. Pet Allergy is a biggest trigger for purchasing Air Purifier.

## Topics of Discussion



## Brand Mention

Honeywell is a clear winner in US in terms of share of voice with most of the people recommending the brand. Other brands being mentioned in the US are Oranci, Electrolux, Whirlpool, Air Oasis, Guardian Technologies, Rabbit Air Bio, Blue Air Purifier etc.

Snippets:

“Do You or Someone You Know Suffers from COPD? Learn How Oransi Air Purifiers Counteract The Respiratory Disease: <https://t.co/AjPq6TTDvK>”

“Honeywell True HEPA Air Purifier Permanent Cleaner Asthma Relief Allergy Control : <https://t.co/lcfWIsu2XH> <https://t.co/zaQxghyLso>”

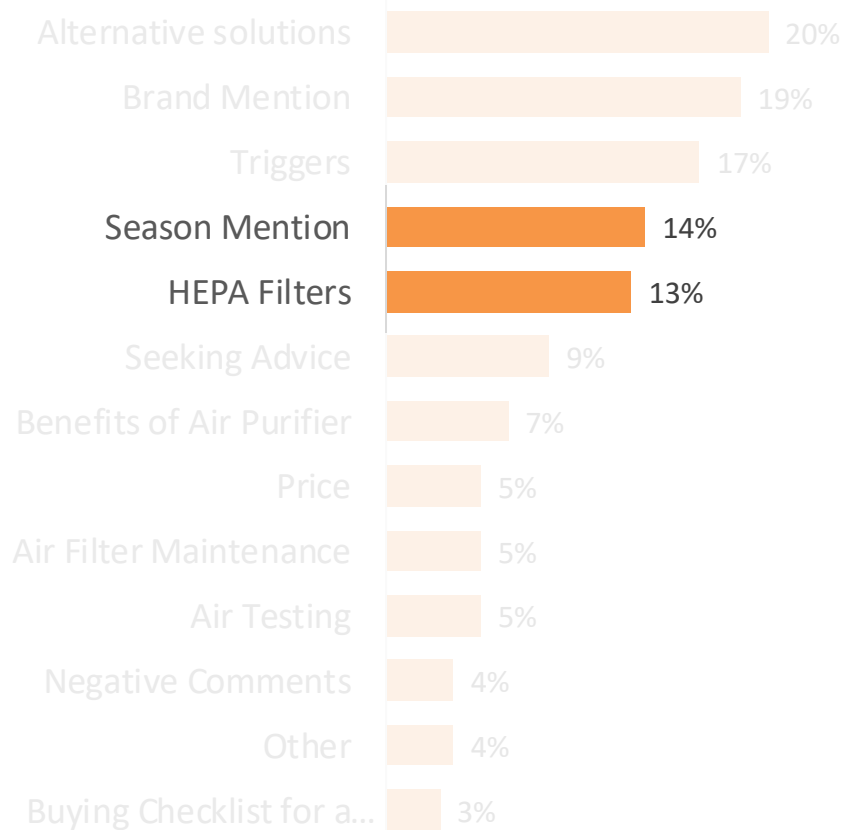
## Triggers for buying an Air Purifier

Pet allergy is one of the biggest trigger in US for buying an air purifier. Apart from this other common triggers are:

1. Recent diagnosis with conditions like Lungs problem, Asthma etc.
2. Mattress and pillow
3. Change in season

# Most of the people are talking about allergies during spring and winter season and recommending the use of HEPA air purifier

## Topics of Discussion



## Season Mention

In US, change in season is one of the popular topics people are seen discussing. Most of the conversation starts with change in season and associated allergy/health issues and then followed by an advice on using an Air Purifier. Spring and winter are the only two seasons which were mentioned.

### Snippets:

“Prevent spring allergies by changing your air filters, spring cleaning your bed and closing your windows! <https://t.co/UacLJ9OzrA>”

“With spring comes #allergies. Change your home's air filters and shut the windows to keep allergen exposure to a minimum.”

## HEPA Filter

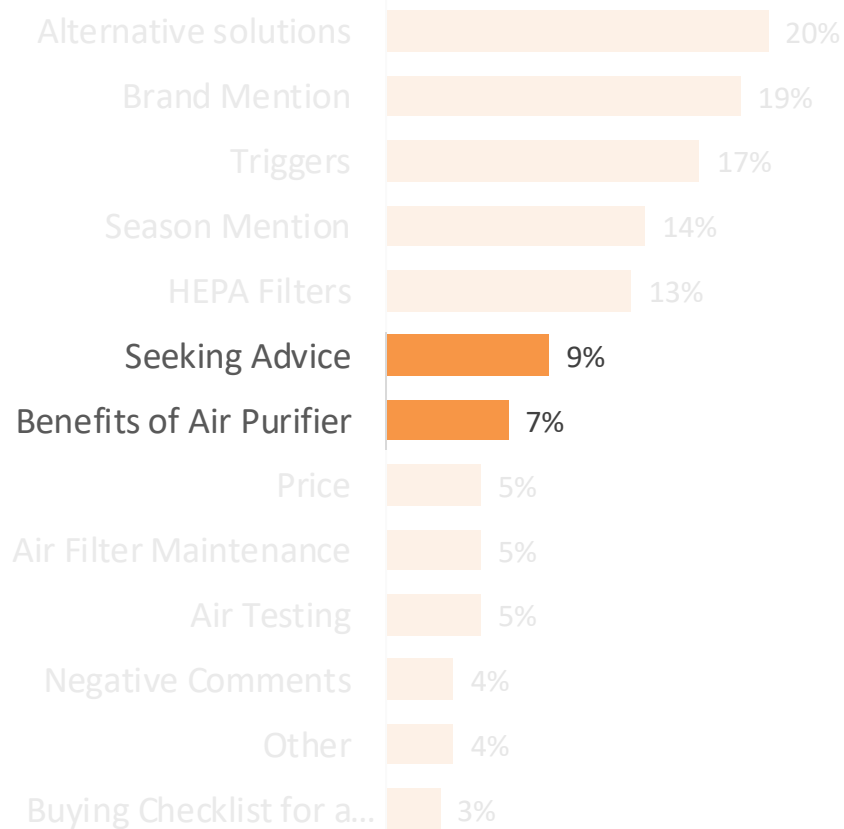
Around 13% of people recommended the use of HEPA filter both for Air purifier as well as Vacuum cleaner. HEPA filter has become a generic name which represents the best quality to have in an Air Filter.

### Snippets:

“Seeking advice on allergy management. I am currently using Zyrtec, Flonase, and a Neti pot, HEPA filter and... <https://t.co/LLSmpkJEEt>”

# Many people are seen enquiring about the benefits of using an Air purifiers specially when they suffer from a stated disease

## Topics of Discussion



## Seeking Advice

Instances were seen where people were seen seeking advice from others regarding the use of Air purifier, available brands, prices, benefits etc.

Snippets:

“Air purifiers for dust allergies that are \$250 or less? <https://t.co/UfrEGbO5Mj> -- more #Allergy on <https://t.co/8u8azFTcl>”

“Would this work on harmful pollutants like excess CO2 and other gasses that are harmful to the atmosphere? Or just disease causing molecules like bacteria and viruses? If it does then I imagine that would be a massive breakthrough in helping the planet.”

## Benefits of Air Purifier

Chatter highlighting the benefits of an Air purifier is also seen. Most of the people were appreciating the product for it's effectiveness against Allergy, pollen etc.

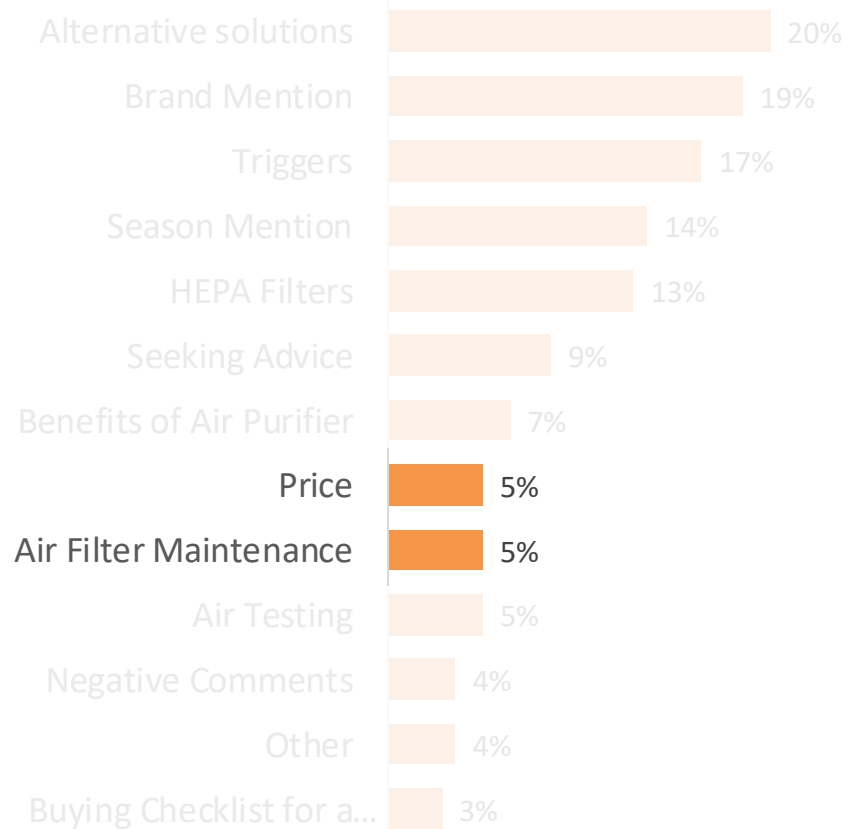
Snippets:

“They bought me an air purifier for my office breathing is so much more fun now”

“Removing Household Air Pollutants: Why Large Room Air Purifiers are Best: <https://t.co/QATLO6nVgW> #health #ALLERGY #asthmaproblems #fitness”

# Price and affordability is a topic of discussion with many people talking about the benefits of Air purifiers vis-à-vis price they paid

## Topics of Discussion



### Price

Just like UK, people in US are also not talking a lot about prices. Some who did discussed, talked about affordability and ROI

#### Snippets:

“Oreck: This particular brand is EXCELLENT! The one filter can be easily washed/cleaned by soaking through clean warm water. Each filter WILL last longer than 6 months. The price is remarkable for its size and the amount of dust, animal dander and mites it attracts.”

### Air Filter Maintenance

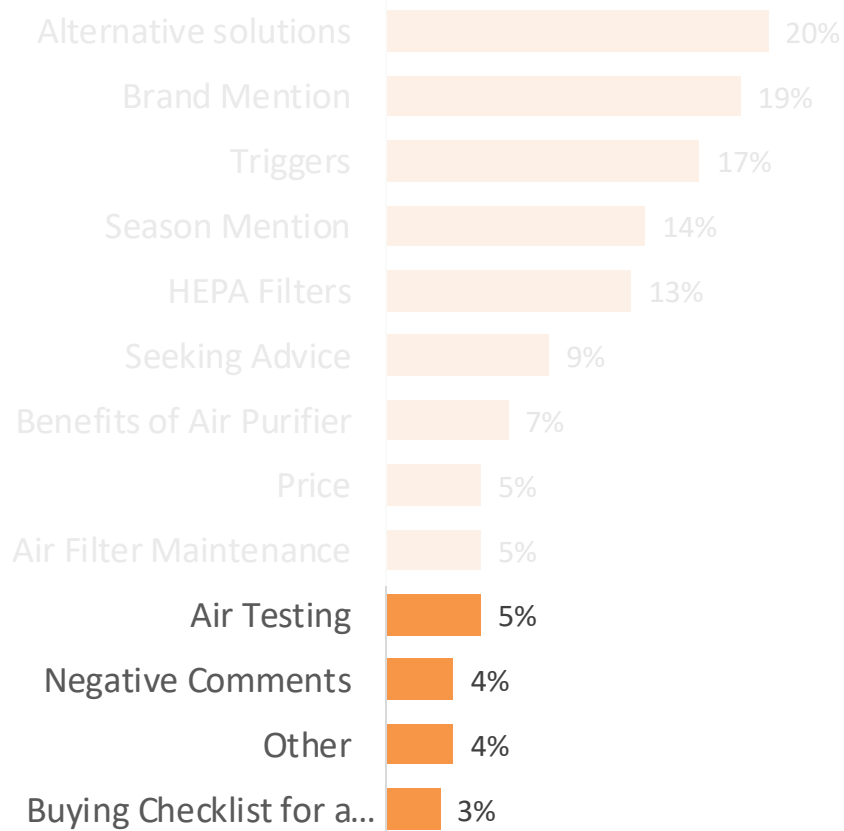
Chatter was seen where people were seen talking about Air Filter maintenance and associated tips/tricks. For some customers, replacing or cleaning air filters is a botheration

#### Snippets:

“This model caught my attention because I like the style and size and power of it. My only hisitation is that you have to replace the filters.”

# Few people recommended air testing before buying an Air filter. Approx. 4% people in US criticized the use of air purifier

## Topics of Discussion



### Air Testing

In UK, people are not talking about Air Testing however in the states, there is around 5% conversation around Air testing and simultaneous purchase of air purifiers.

Snippets:

“, It's probably also worthwhile to have as air testing company come in and test the house.”

### Negative Comments

Instances were seen where people spoke negative about the use of Air Purifier. Some said that it makes a lot of noise and other pointed out that the benefits of using an air purifier is not recorded.

# Thank you

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