Have you Tried to Stop a Russian Nuclear Power Plant by using Social Media Insights?
Tackling Giants
Technology & Reading
Insight & Strategy
People’s Concerns
People’s Concerns

- Will this project ever pay for itself?
People’s Concerns

- Could accidents cause radiation leaks?
People’s Concerns

- Are we losing our sovereignty to Russia?
People’s Concerns

- Could the power plant be attacked by IS terrorists?
People’s Concerns

- Is cancer infectious and travels via water?
People’s Concerns

- Will this increase corruption among officials?
People’s Concerns

- Will this project ever pay for itself?
- Could accidents cause radiation leaks?
- Are we losing our sovereignty to Russia?
- Could the power plant be attacked by IS terrorists?
- Is cancer infectious and travels via water?
- Will this increase corruption among officials?
Cancer is infectious, travels via water

- Idea expressed thousands of comments
- An opinion spreading through discussions
- Emotional, irrational, conspiratorial, but REAL
- A new breed of insight

“lots of people have cancer here in Europe”

“It will change Danube’s water”

“It changes something with our thermal water”

“This is why I don’t eat fish”
Research Mechanics
Research Mechanics

Keyword Grid

1214 keywords used
# Research Mechanics

<table>
<thead>
<tr>
<th>Keyword Grid</th>
<th>Data Collection</th>
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<tbody>
<tr>
<td>1214 keywords used</td>
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# Research Mechanics

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Research Mechanics

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No algorithm, just brains
Key Points
Key Points

1. Closer to reality -> highly relevant for marketing
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2. Works well in combination with qual and quant
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3. Hard work, but doable
Key Points

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4. See all target groups as they influence each other
Key Points

1. Closer to reality -> highly relevant for marketing
2. Works well in combination with qual and quant
3. Hard work, but doable
4. See all target groups as they influence each other
5. New insight: radical and resonant
Human understand Humans

bakamo.social
Insights without asking