

BRANDS BOYCOTT

SOCIAL MEDIA ANALYSIS REPORT

JAN 2024

Presented by:



CONTENT

Content	Page
TIMELINE & TRIGGERS	3
BOYCOTTED BRANDS	5
RISE OF LOCAL BRANDS	7
BOYCOTT VS SUPPORT	10
VOLUME OF CONVERSATION	15
TAKEAWAYS	23
THE ZIGZAG SERVICES	27

SOCIAL

01

TIMELINE & TRIGGERS



TIMLINE & TRIGGERS

OCTOBER 2023

01

13th October

The Egyptian franchise of McDonald's has made it clear that it operates independently and is not associated with the actions of other franchises in different countries.

02

14th of October

Social media **users** and **influencers** have gained knowledge about the financial contributions of franchises to the **original** company.

03

15th of October

Egyptian **franchises** of boycotted brands, as well as local Egyptian brands, have begun making pledges to donate in support of Gaza

04

15th of October

Local brands received widespread promotion, whereas the boycotted brands faced user **backlash**, resulting in them ceasing the publication of any content

05

23th of October

BDS announced a selective list of brands to target, with the goal of intensifying the boycott campaign.

06

25th December

Product **replacement** supported by local brands: new alternatives have been launched.

02

BOYCOTTED BRANDS



Top-of-Mind
Brands



BOYCOTTED BRANDS



A specific image shared widely on social media revealed the dominance of **top multinational brands** that are essential in the daily purchasing process of Egyptian consumers. **The image listed dozens of brands that people should boycott**

03

**RISE OF LOCAL
BRANDS**



RISE OF LOCAL BRANDS

COSMETICS



WATER



Food and Beverage



HERO BRAND



In response to the boycott initiative, support for local brands surged, with two specific brands standing out in influential social media content. These brands effectively captured the attention of Egyptian consumers through their strategic content and showcased their initiatives.

04

**BOYCOTT
FORMS**



FORMS OF BOYCOTT CONTENT



BDS targeted list



Attaching guilt to boycotted brands



Pages based on boycotting awareness



Attaching scenes with boycotted brands on markets shelves



Bloody designs for boycotted brands

Various manifestations of user-generated content that spread awareness about **boycotted brands**

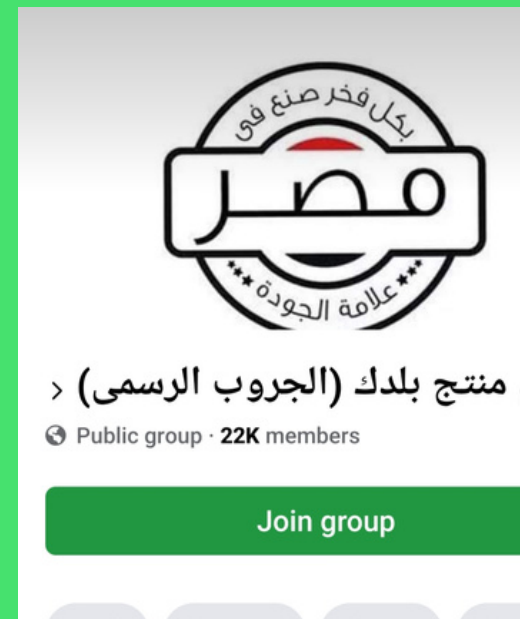
FORMS OF ONLINE SUPPORT



Brand identity merged with supporting Palestine



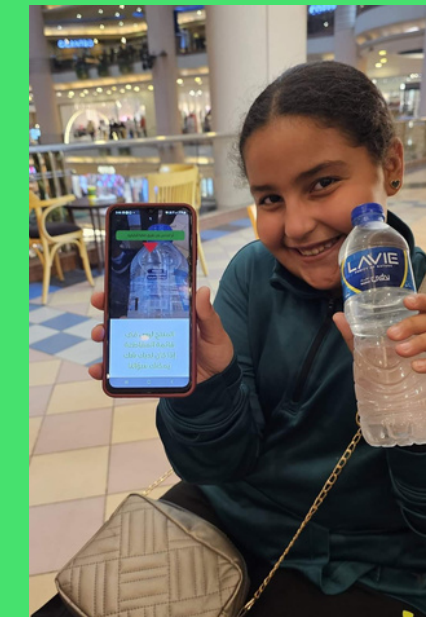
Local brands went viral after announcing support



Groups were created for awareness discussion



Listing boycotted brands with its alternatives



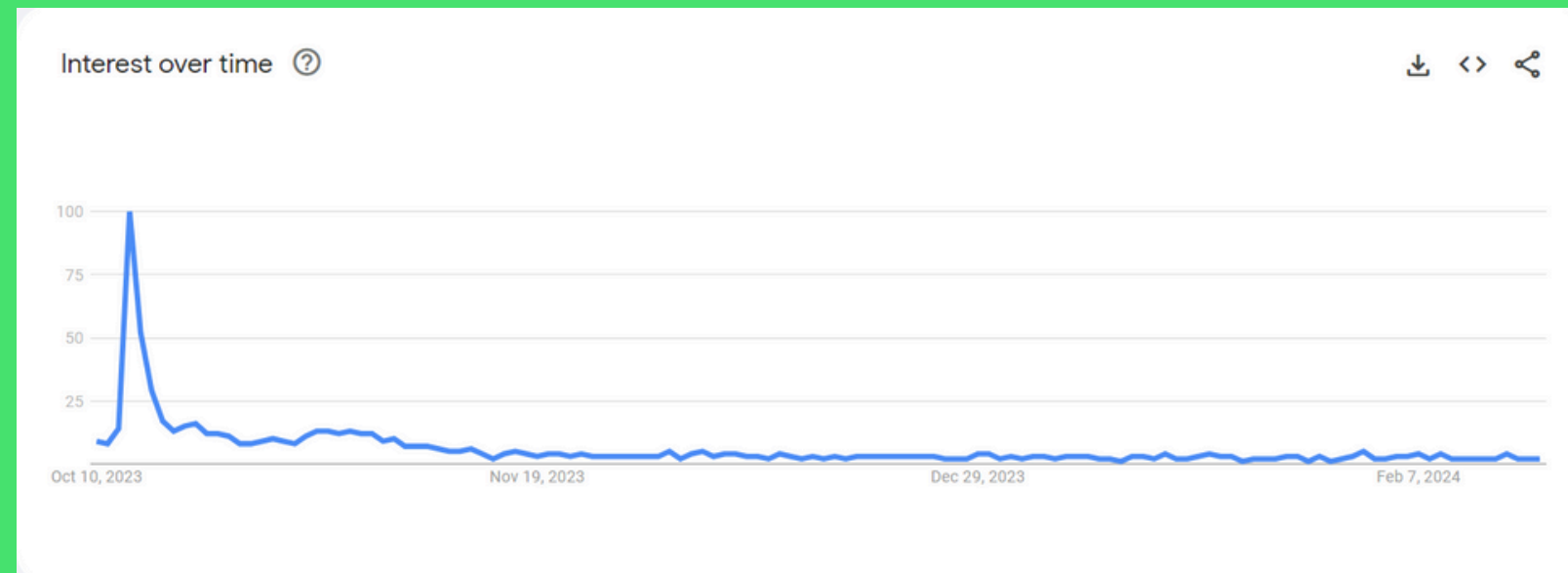
Samples of supportive user-generated content



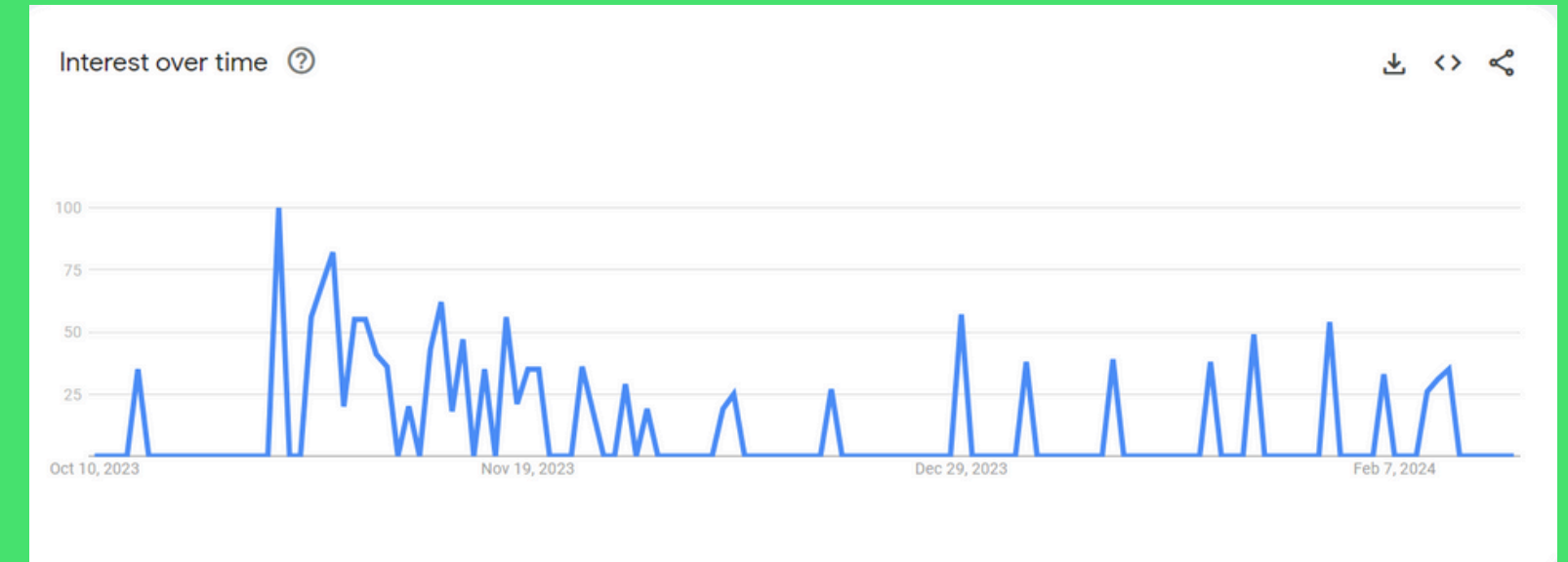
Various manifestations of user-generated content that spread awareness about **local brands as alternatives**

BOYCOTTING VS SUPPORTING

Case studies on Google Trends: McDonald's VS SpiroSpathis
Duration 10th Oct. to 22nd feb.



SEARCH TERM (ماكدونالدز)



SEARCH TERM (سبيروسپاتيس)

Here we examine two brand examples: one faced boycott and lost popularity over time, while the other continues to experience periodic peaks as it is being promoted.

* Google Trends doesn't show actual search volume numbers. Instead, they're providing a relative scale. A measurement of 0 means no interest and 100 means max popularity. A value of 100 on Google Trends means that the search term is as popular as it has ever been in the region and time period selected. A value of 50 means that the search term is half as popular, and so on.




03

VOLUME OF
CONVERSATION





VOLUME OF CONVERSATION

Social Media Platforms - Investagting Hashtags (English version) DURATION

	#boycottmcdonalds	#boycottstarbucks	#boycottCocaCola	#supportlocalbrands	#Spiro_Spathis
	44K Posts	62K Posts	66K Posts	108K Posts	2.9K Posts
	19.6K Posts	33.7K Posts	12.8K Posts	115.2K posts	649 Posts
	2.9M Views	165.1M Views	11.1M Views	77.5M Views	14.5M Views

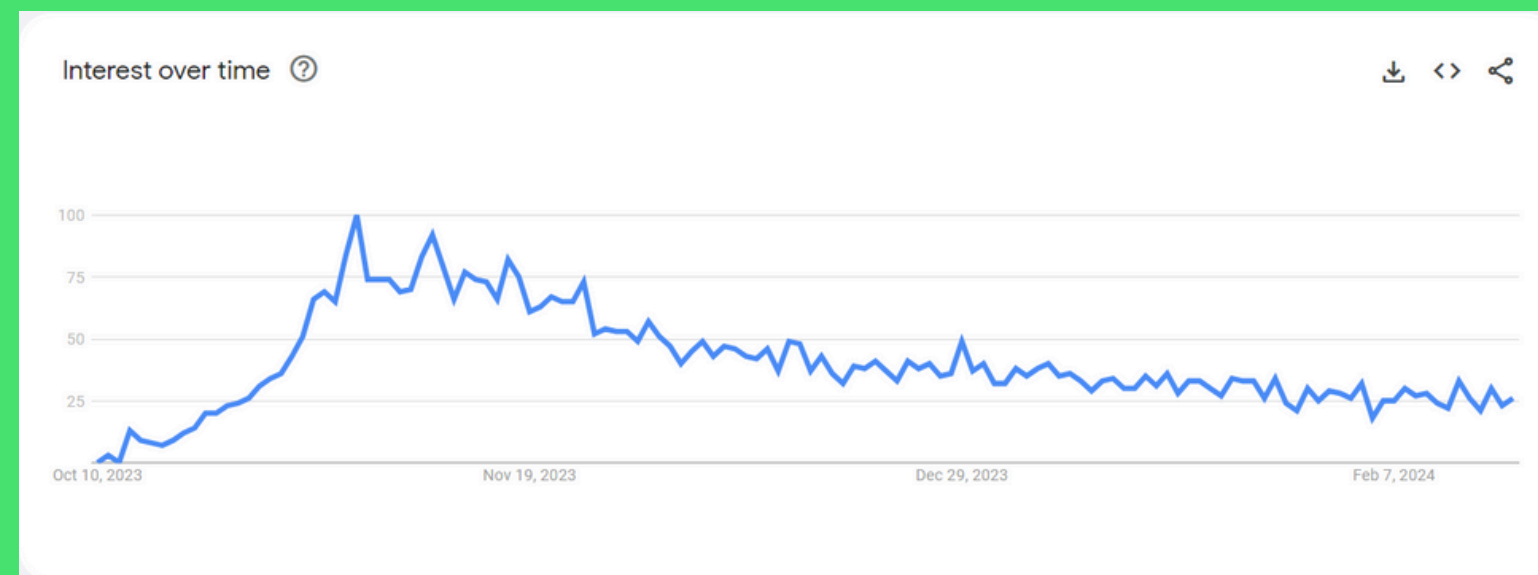
VOLUME OF CONVERSATION

Social Media Platforms - Investagting Hashtags (Arabic version) DURATION

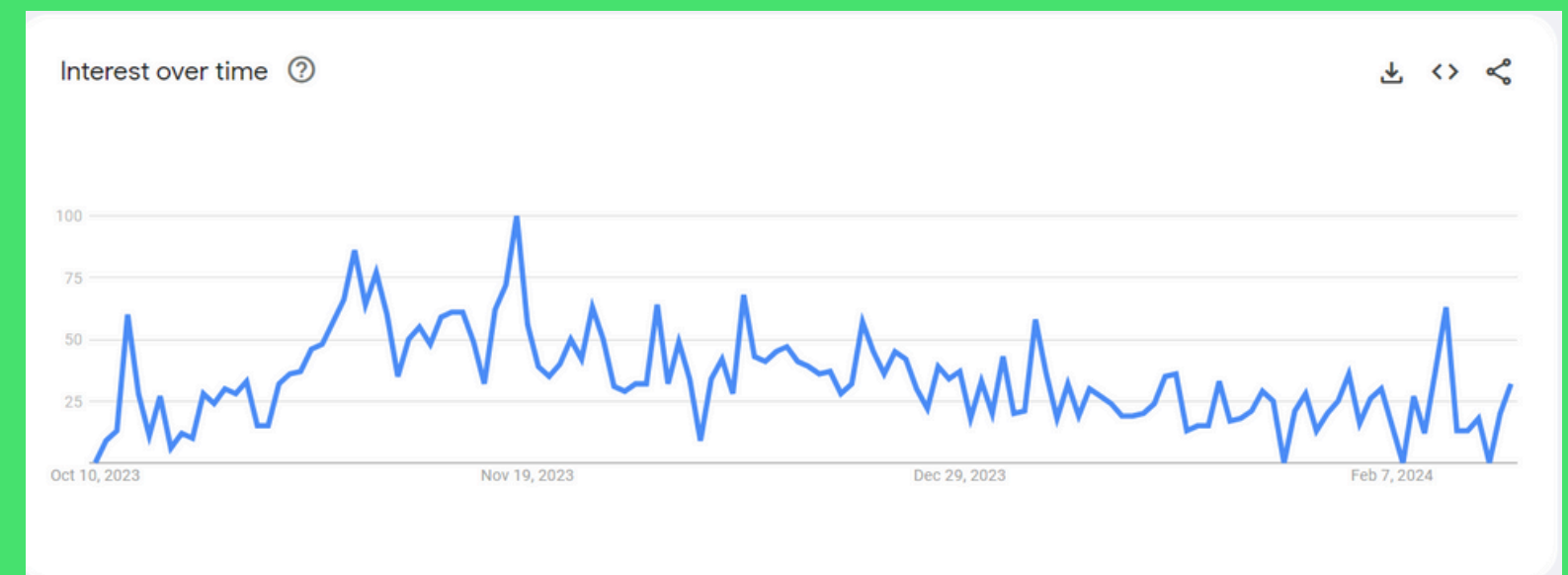
	مقاطعة#	بكل_فخر_صنع_في_مصر#	ادعم_منتج_بلدك#	سبيرو_سباتس#	#بدائل
	217K Posts	74K Posts	21,000 Posts	11,000 Posts	13K Posts
	26.6K Posts	7.3K Posts	3.8K Posts	1,548 Posts	18.6K Posts
	365.6M Views	4.7 M Views	9.2 M Views	9.6 M Views	20M views

VOLUME OF CONVERSATION

Google keywords version - Investagting keywords
Duration 10th Oct. to 22nd feb.



SEARCH TERM (مقاطعة)



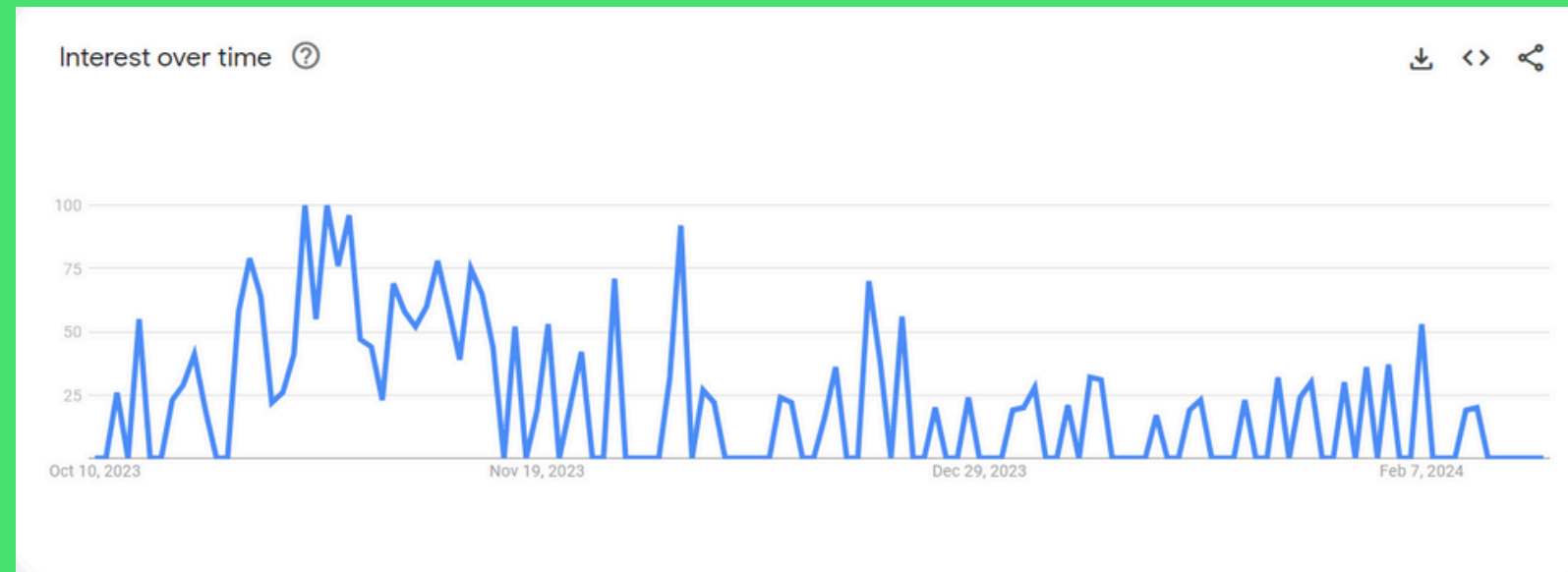
SEARCH TERM (BOYCOTT)

Analyzing the Google Trends data, we observe a sustained high level of popularity for these search terms, with a slight decrease in recent days but still remaining significantly elevated. The interest and engagement with these topics remain notable as we approach February 22nd, 2024, where the boycott initiative is still active and ongoing towards Black Friday.

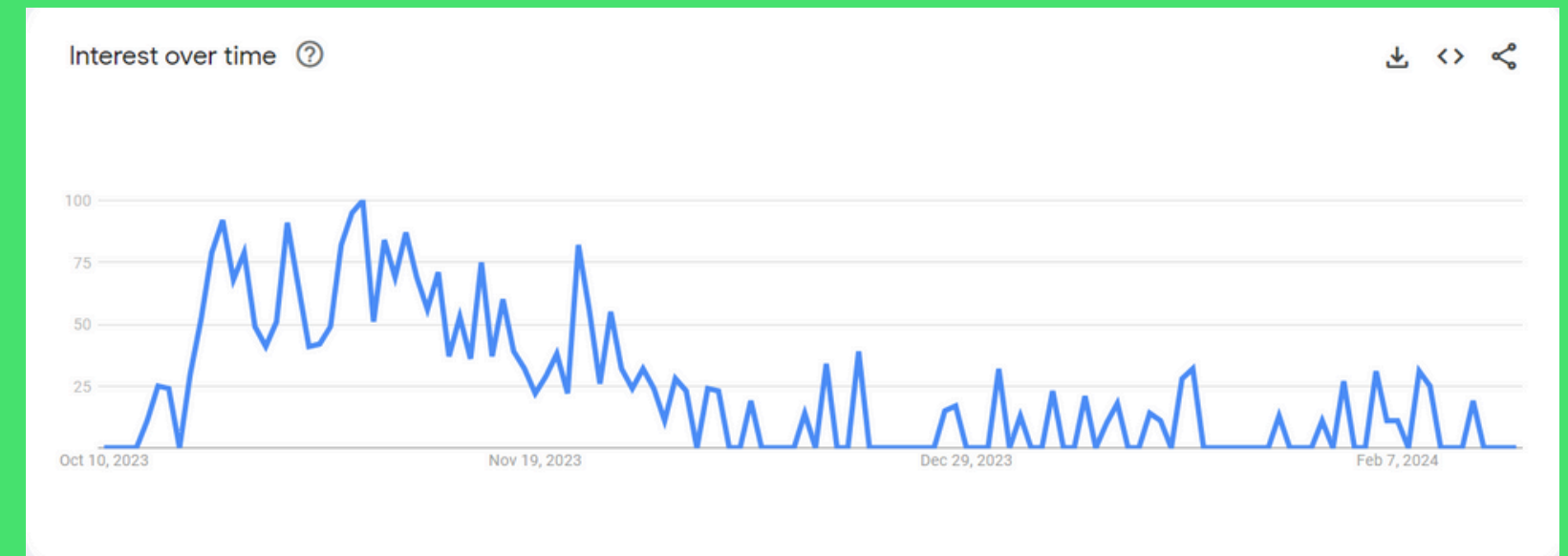
* Google Trends doesn't show actual search volume numbers. Instead, they're providing a relative scale. A measurement of 0 means no interest and 100 means max popularity. A value of 100 on Google Trends means that the search term is as popular as it has ever been in the region and time period selected. A value of 50 means that the search term is half as popular, and so on.

VOLUME OF CONVERSATION

Google keywords version - Investagting keywords
Duration 10th Oct. to 22nd feb.



SEARCH TERM (منتجات مصرية)



SEARCH TERM (منتجات المقاطعة)

According to Google Trends, the frequency of searches for boycotted brands consistently surpasses that of Egyptian brands on a daily basis.

* **Google Trends doesn't show actual search volume numbers. Instead, they're providing a relative scale. A measurement of 0 means no interest and 100 means max popularity. A value of 100 on Google Trends means that the search term is as popular as it has ever been in the region and time period selected. A value of 50 means that the search term is half as popular, and so on.**

VOLUME OF CONVERSATION

Facebook groups as Valuable Social Media Conversation Assets



31K Members



26K Members



15K Members



21.9K Members



95K Members



53K Members



23K Members

Facebook groups were build to include more detailed discussions about the boycotted brands

VOLUME OF CONVERSATION

Facebook Pages as Valuable Social Media Conversation Assets



قاطع
(ادعم منتج بلدك)

مقاطعة المنتجات
الأمريكية والإسرائيلية
(دليل المنتج المصري)

ادعم منتج بلدك

BDS Egypt

حركة مقاطعة إسرائيل
BDS Arabic -

البديل

CTA: MESSAGE

CTA: MESSAGE

CTA: MESSAGE

CTA: SIGN UP

CTA: LEARN MORE

CTA: Sign Up

13K Likes

78K Likes

220K Likes

65K Followers

90K Likes

136K Likes

13K Followers

140K Followers

293K Followers

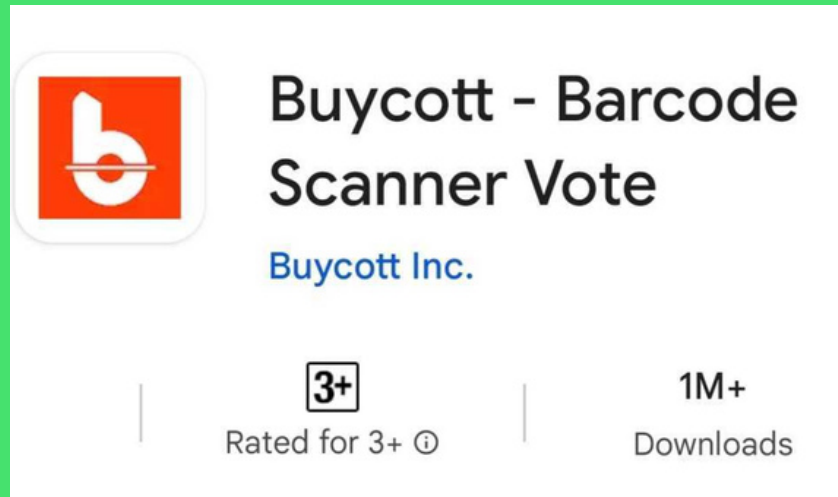
98K Followers

144K Followers

Facebook pages played a vital role in raising awareness about boycotted and alternative brands, with these pages emerging as the most active platforms witnessing a consistent increase in followers.

VOLUME OF CONVERSATION

Apps as a result of Social Media Conversations



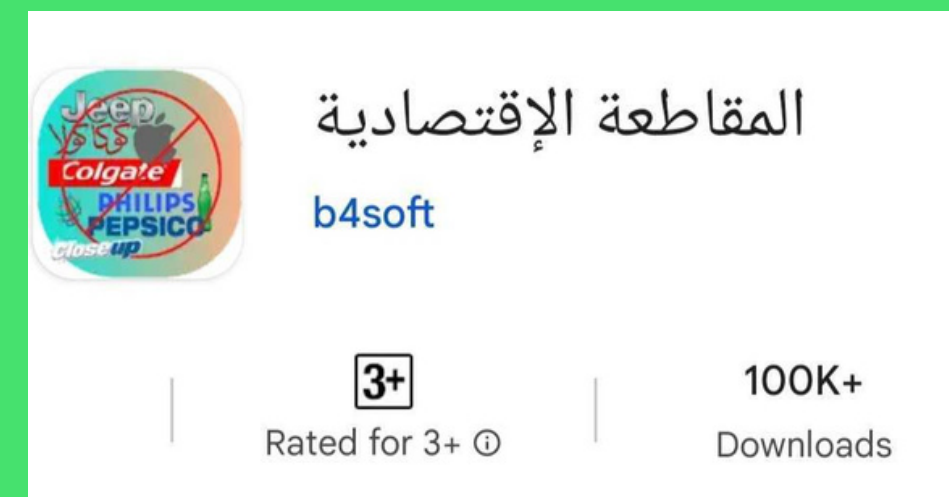
Buycott -Barcode Scanner Vote

1 Million Downloads



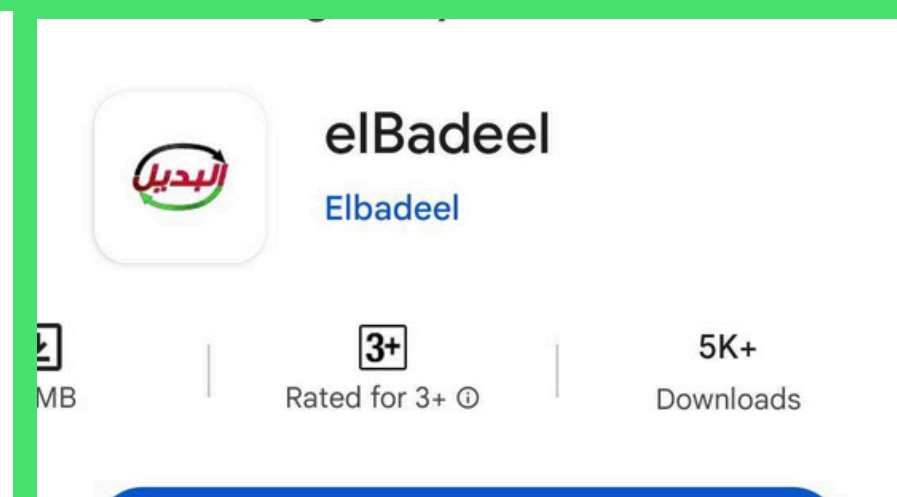
Qadyaty | قضيتي

1 Million Downloads



المقاطعة الإقتصادية

100K Downloads



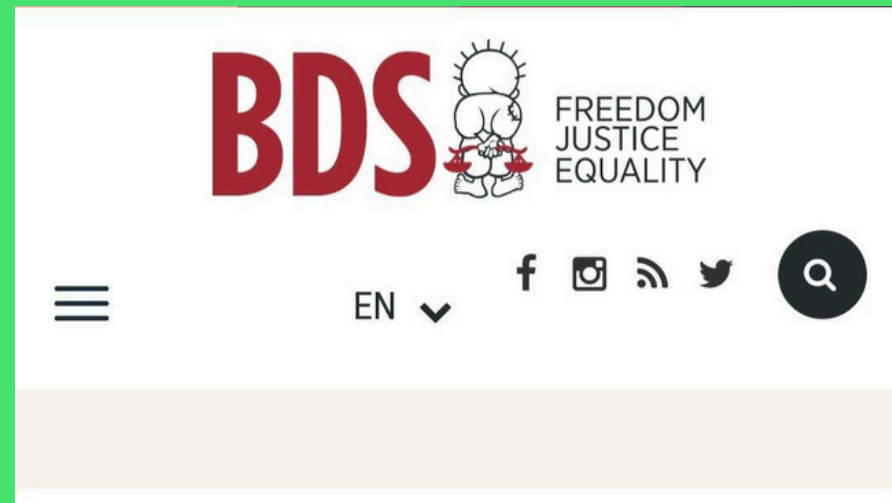
elbadeel

5K Downloads

The substantial volume of social media conversations led to the development and endorsement of apps and websites, aiding social media users in making informed purchasing decisions.

VOLUME OF CONVERSATION

Websites as a result of Social Media Conversations



BDS website

519,853 Monthly Visits



bdnaash

2.617M Monthly Visits



#BOYCOTT ZIONISM

N/A

The substantial volume of social media conversations led to the development and endorsement of apps and websites, aiding social media users in making informed purchasing decisions.

THE BOYCOTT CONTINUES



V7 - Cola

launching new alternatives for Cola



Willys kitchen



**Starbucks ME post - announcement
19 Jan - 2024**

Product replacements continue to be on the rise as more brands launch **Cola** drink replacements considering it is the most sought after product. While boycotted brands continue to invest in communication clarifying their stance to regain market share

06

ANALYSIS



KEY TAKEAWAYS

1 Consumer Behavior Priorities: Ethics, Quality, Coolness"

According to marketing professionals, consumer digital behavior has become more sophisticated. Consumers are now actively seeking information about a company's ethics and quality, with the coolness of their content strategy being a subsequent consideration.

2 Trend Hijacking Strategies

To effectively engage in trend hijacking, it is essential to take smart, wise, and proactive actions that can maximize your content impact with the minimal effort, by checking the consumer's receptiveness and level of interest throughout the current trend to ensure they are not fatigued or bored with it.

KEY TAKEAWAYS

3 Keep your Engagement Thoughtful

Consumers are actively seeking brands that engage with their thoughts and inquiries through effective community management and compelling content.

4 Platform Visibility Influence

Certain platforms have greater visibility and reach, enabling them to educate their audience more than the audience on other platforms about specific topics or public matters.

KEY TAKEAWAYS

5 Millennials Initiating Boycott, Gen Z Elevating It

Millennials were the pioneers in initiating boycott initiatives, while Generation Z took it to another level by further amplifying the impact and influence of such initiatives on their preferred platform TikTok

6 Videos and Short Videos Taking Over

Traditional text-based posts became outdated, as consumers now prefer engaging with videos and short video content.

Have you incorporated these formats into your content calendar yet?

OUR MARKETING SERVICES

At The ZigZag, we recognize the immense value that your consumer conversations on social media hold in driving product development, enhancing customer support, and elevating your marketing strategy.

That's why we offer expert social media monitoring and listening services, transforming these interactions into invaluable insights. Whether you prefer quarterly, half-yearly, or yearly analysis, we are equipped to deliver comprehensive reports tailored to your specific needs.



If you are interested in similar reports

Connect with us!



+20 100 188 8036



**The
ZigZag**