



PEPSI PHILIPPINES

Facebook **Brand Audit** 1 August - 31 August 2021

EXECUTIVE SUMMARY

POSITIVES

Audience Growth

↗ **3703%**

Paid Reach

↗ **536%**

People Reached

↗ **474%**

NEGATIVES

Shares

↘ **88%**

Comments

↘ **85%**

Engagement Rate

↘ **45%**

THE SCOREBOARD

COCA-COLA Philippines



Pepsi Philippines



STATE OF THE LANDSCAPE

- Pepsi Philippines has 16% of the total audience in the competitive landscape. The brand grew 15% faster in August than the average growth in the landscape.
- Pepsi Philippines reach stood for 97% of the total reach in the landscape.
- Pepsi Philippines stood for 51% of all the new posts in August and the sentiment was 3% more negative than the average sentiment in the landscape.

ACTIVITY



11 PHOTO

0.44% ER

11 VIDEO

6.72% ER

- Pepsi Philippines posted 22 times, which is a 100% increase compared to July.
- The most used post format were photos with 50% of all posts. Video was the post format with the highest average engagement rate at 7%.
- The average post engagement rate was at 2%, which is 45% lower than in July.

AWARENESS

REACH

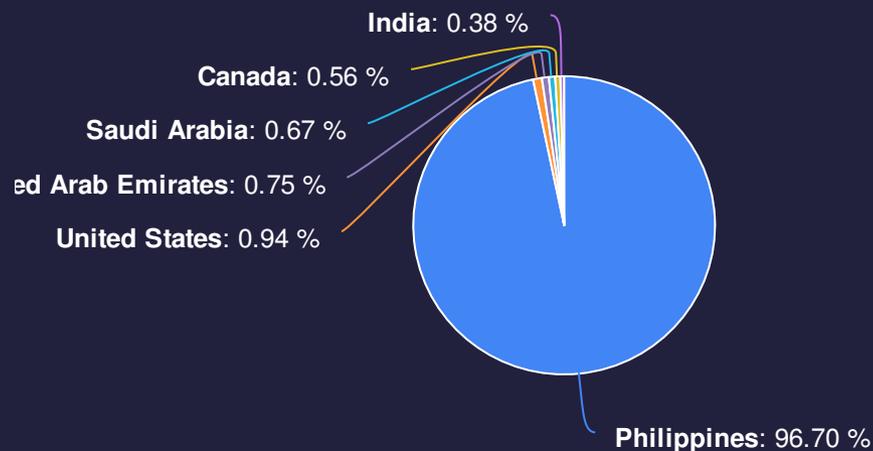
228,201,745

MAJORITY

FEMALE

AGE GROUP

25-34



- Pepsi Philippines audience is 806,228. The brand grew by 0.15% in August. The predicted growth for September is 0.21%.
- The total number of people reached was 228,201,745 (474% increase), with paid reach being at 99.58% of total page reach.
- There were 13,576,284 engagements in total (321% increase). Most fans are from Philippines and female fans account for 52% of the total audience, and the largest segment is the age group 25 to 34.

WHAT PEOPLE ARE SAYING



SENTIMENT SCOREBOARD

COCA-COLA Philippines



Pepsi Philippines



CONTENT KEYWORDS

Pepsi Philippines

Keywords That Work

mealtime



meal



dish



Hit Sa Sarap



remix



photo



hit star



New York



Pepsi Philippines

Keywords That Don't Work

CokeStudioItodoMoBeatMo



dining



Breakada



artists



Competitors

Keywords That Work

POST WITH THE HIGHEST ORGANIC REACH

Pepsi Philippines



Video on 📅 04/08/21 at 11:05 HRS

Siguradong hit na hit ang favorite ulam mo 'pag may kasamang Pepsi! Ready ka na ba sa next...

1,136 Likes

413 Comments

2,071 Shares

3,201,645 Engagement

255,468 Organic Reach

3,173,393 Clicks

49.8% Engagement Rate

Pepsi Philippines



34% lower than the average organic reach in the landscape.

POST WITH THE GREATEST NUMBER OF COMMENTS

Pepsi Philippines



Video on 📅 12/08/21 at 11:00 HRS

Ito ang secret para sa isang #PepsiHitSaSarap meal. Stop the GIF to find out!

5,810 Likes

559 Comments

213 Shares

422,890 Engagement

23,265 Organic Reach

411,648 Clicks

2.29% Engagement Rate

Pepsi Philippines



68% less comments than the average post in the landscape.

POST WITH THE GREATEST NUMBER OF SHARES

Pepsi Philippines



Video on 📅 04/08/21 at 11:05 HRS

Siguradong hit na hit ang favorite ulam mo 'pag may kasamang Pepsi! Ready ka na ba sa next...

1,136 Likes

413 Comments

2,071 Shares

3,201,645 Engagement

255,468 Organic Reach

3,173,393 Clicks

49.8% Engagement Rate

Pepsi Philippines



880% more shares than the average post in the landscape.

POST WITH THE HIGHEST ORGANIC REACH

COMPETITORS



Video on 📅 08/08/21 at 15:30 HRS

Itodo ang soundtrip this COKE BREAK dahil makakasama natin ang COKE STUDIO Breakada artist...

3,908 Likes
30,672 Comments
3,022 Shares
37,602 Engagement
1,117,610 Organic Reach
0.9% Engagement Rate

COCA-COLA Philippines



3,436% higher than the average Pepsi Philippines organic reach.

POST WITH THE GREATEST NUMBER OF COMMENTS

COMPETITORS



Video on 📅 08/08/21 at 15:30 HRS

Itodo ang soundtrip this COKE BREAK dahil makakasama natin ang COKE STUDIO Breakada artist...

3,908 Likes
30,672 Comments
3,022 Shares
37,602 Engagement
1,117,610 Organic Reach
0.9% Engagement Rate

COCA-COLA Philippines



35,812% more comments than the average Pepsi Philippines post.

POST WITH THE GREATEST NUMBER OF SHARES

COMPETITORS



Video on 📅 08/08/21 at 15:30 HRS

Itodo ang soundtrip this COKE BREAK dahil makakasama natin ang COKE STUDIO Breakada artist...

- 3,908 Likes
- 30,672 Comments
- 3,022 Shares
- 37,602 Engagement
- 1,117,610 Organic Reach
- 0.9% Engagement Rate

COCA-COLA Philippines



1,305% more shares than the average Pepsi Philippines post.