



UK Casual Dining Restaurants

Social Media Analysis

March 2015 - May 2015

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Research framework

Report Objectives

This social media analysis measures and identifies consumers' opinion and perception with respect to five casual dining restaurants in the UK. Key goals include discovering important nuances and dynamics in comments published on social media channels, as well as understanding what proportion of these comments relates to strategic issues in restaurant management, including Food, Service, Value and Ambience (called Pillars in this analysis).

Report Focus

This report explores the overall social media profile of Harvester, Nando's, Wagamama, ASK Italian and Carluccio's. The research employs the following sets of metrics that can be utilised for benchmarking and comparison purposes between the five casual dining brands:

- > Coverage favourability;
- > Social media channel types;
- > Prominence and favourability of Pillars;
- > Prominence of other key issues covered in social media;
- > Proportion of retweeted content;
- > Prominence and influence of social media users.

Media set

A total of **5,058 English-language posts** in the UK Twittersphere and forums were qualitatively analysed. Commetric used Sysomos to source coverage for a three-month period, comprising the months of March 2015 through May 2015.

Measurement Approaches

Qualitative Analysis

The relevancy of the coverage in the analysis is ensured by careful and customised search sampling and also by rigorous manual screening. The latter guarantees that every processed item is read by an experienced analyst who verifies that the coverage is relevant to the objectives of the research.

The search strategy required the analysed items to mention the casual dining restaurants alongside other Pillar-specific terms. Please see the Appendix for a complete list of Pillar keywords used for the sampling.

In addition to the use of keywords, Commetric used Sysomos' authority ranking to manage the high number of social media posts for the Nando's and Wagamama brands. This reduced those brand volumes from +9,000 and +7,000 items, respectively, to about 1,000 for each brand. The authority ranking takes into account the following aspects:

- > Followers and Following data
- > Number of tweets
- > Number of re-tweets

Quantitative Analysis

The study also includes automated quantitative media analysis to show the total social media coverage for each brand. This means that only content that has not been analysed manually by analysts is included for presentation purposes.

The strings designed for the quantitative analysis use only the brand names of the restaurants and exclude any content generated by the official Twitter handles of the brands. To improve the relevancy of the results for Nando's and Harvester, which are associated with multiple meanings in the social media space, Commetric required items to mention their brand names along with restaurant-specific keywords.

No posts were read for the quantitative portion of the study; posts were retrieved based on keyword searching only. Quantitative analyses are useful to provide ratio comparisons. They are purely informative and do not undergo qualitative assessment, therefore results should only be used as a guide.

Commetric based the quantitative analysis on social media posts in Twitter and Forums in the UK, looking into the months of March, April and May 2015, commensurate with the qualitative portion of the research. A total of 142,024 Twitter and Forum posts.

Key Findings

- > Nando's was the only competitor to receive a significant number of forum post mentions (188 posts). Forums posts mostly focused on Nando's food offerings.
- > Despite being the least prominent competitor, Carluccio's was the most positive one. The brand was often praised for its Food, Service and Ambience.
- > ASK Italian also received very positive comments regarding Food. The brand generated the lowest percentage of negative coverage overall (3%). At the same time it received the most neutral mentions (86%), mostly due to retweets of vouchers for ASK Italian restaurants.
- > Harvester's bad service drove negative coverage, making it the brand with the least favourable profile.
- > Food was the most mentioned pillar overall, while Ambience was of low interest to Twitter users.
- > ASK Italian and Wagamama's Twitter users tweeted mostly about Value and were less interested in Ambience.
- > ASK Italian's coverage featured the largest number of retweets (80%). Posts retweeted voucher offers.
- > Competitors other than Nando's were rarely mentioned in sarcastic tweets. The "cheeky Nando's" meme drove 22% of "sarcastic" coverage for Nando's :
 - > "The Queen is off for a #cheekynandos to celebrate #britishvalues. Oh yes, I'm jumping on THAT bandwagon." (@ChadwickHussein (hyperlinked), 13 May 2015)
 - > "If we cut benefits we can use the money to go for cheeky Nandos." (@Iam_Messiah (hyperlinked), 9 May 2015)

Harvester

- > Most of the relevant Harvester coverage was generated on Twitter (94%), with 43% of all relevant tweets and forum posts being negative. Customers were primarily concerned with the type of **Service** (49%) and **Food** (43%), which they can receive in Harvester restaurants.
- > Disgruntled customers of the Harvester chain were very active on Twitter, expressing their disappointment about the low service quality "[@HarvesterUK I can tell you here. Food was cold, wait was awful and the service from staff was the worst I've had.](#)" (@HelloPaul, 3 May 2015)
- > The top complaint was about the long wait for seating, even when restaurants were empty. Customers were dissatisfied with the untimely taking of orders and delivery of bills. Twitter users also protested against the rudeness of waiters and managers, insufficient staffing and training, as well as being either ignored when they gave negative feedback via email or had their tweets deleted.
- > Positive **Service** experiences were few and tended to mention the specific branch of Harvester and the particular waiter who was efficient or generally made a good impression.
- > The **Food** pillar was more balanced with 55% loving the offers in Harvester or having overall pleasant experiences when eating there. Some expressed their excitement about the salad bar as a healthy eating option.
- > **Ambience** was not among the chief client concerns. **Value** was mostly related to using vouchers, which often led to complaints from visitors when the voucher codes failed to work.

Nando's

- > The majority of Nando's coverage was generated by Twitter users (83%) and the remaining 17% originated in forums. Nando's coverage featured the largest number of mentions under the Other category.
- > Slightly over half of the comments were focused on the **Food** in Nando's restaurants (53%) with sentiment being largely positive (61%). Clients, who praised the offerings on the menu, focused on the burgers and chicken recipes. Complaints came from visitors who were not happy with the way the food was prepared ("*burnt chicken wings*", "*plastic salad*", "*dry overpriced chicken*", "*cold food*", "*frozen chips*").
- > **Service** (25% of coverage) and **Value** (23% of coverage) were more marginal in Nando's coverage. Comments about the Service in Nando's restaurants were highly polarized (40% were positive and 43% negative). Happy clients expressed gratitude for catering their events, suggesting that Nando's is good at taking care of pre-organized events. Customer dissatisfaction was expressed when people had to wait too long to receive their orders or to pay the bill.
- > **Value** received a lot of neutral comments by Twitter users (43%): "*What's the prize for the best tweet today? @NandosUK vouchers of course!! #DBDMC2015 #welovechicken*" But there were also many clients who thought that the Value of Nando's offerings was low as compared to the prices. Positive feedback (25%) came from loyal clients, who received free meals or discounts.
- > A significant amount of tweets and forum posts about the brand were sarcastic in tone (22% of all comments), with the term "*cheeky Nando's*" (follow hyperlink for more context on the use of the phrase) and a related meme proving popular on Twitter. The majority of retweets were under this category.

Wagamama

- > Wagamama's coverage touched upon all of the Pillars, with only 9% relating to other topics.
- > **Value** generated the most mentions. Users actively retweeted invitations from shopping centres to compete for discount vouchers. A small number of consumers criticised the high price of food: "*Taking Edward to Wagamama for his first taste of vastly overpriced noodles for lunch today.*" (@ Emma_Tweetz, 11 March 2015) Favourable Value references related to Wagamama's practice of offering green tea for free and giving vouchers for a replacement meal in response to complaints.
- > **Food** was described as "*yummy*", "*delicious*", "*tasty*". Wagamama was praised for offering meals that are healthy or suitable for people with allergies. Disappointment with the quality of food appeared in only 3% of coverage.
- > **Service** received mixed comments, some customers found the staff's service to be excellent and some were annoyed about having to wait too long. About 20% of the references to Service discussed the Qkr! mobile payment app that Wagamama provides in collaboration with MasterCard. The option was generally well received by users, although some noted it did not work at all for them and actually slowed the service.
- > Only 2% of items on Wagamama touched upon **Ambience** and were mainly positive in tone. Customers often mentioned the restaurants were very busy, attributing it more to the brand's popularity in the UK than expressing disapproval of the fact.

ASK Italian

- > ASK Italian coverage was dominated by tweets about vouchers and discounts which made **Value** the most prominent pillar throughout the analysed period.
- > **Food** was the second most prominent coverage pillar. The majority of the tweets and forum posts were positive for the brand (80% positive). Customers did not often mention specific dishes on the menu that impressed them, but described ASK Italian as a friendly spot for people with children, who especially liked the desserts. Negative comments were tied to the tastiness of the food (*"flavourless pasta", "burnt pasta"*) as well as the small portions.
- > Twitter and forum users commented on the **Service** in the restaurant chain and the sentiment was highly polarised. Half of the comments (51%) were positive and the other half (49%) negative. Generally, people complained of slow service in the restaurants in Scarborough, Swindon, London and Staines.
- > Twitter users congratulated ASK Italian's staff for their initiative to donate tips for charity. A few tweets mentioned Ask Italian among other restaurant chains they visit regularly with friends.

Carluccio's

- > The vast majority of relevant coverage for Carluccio's came from Twitter (97%) with the brand enjoying the most positive reactions overall (79% of all tweets and forum posts were positive).
- > **Food** and **Service** were the most discussed pillars in Carluccio's coverage, accounting for 77% of all comments. Ambience and Value, on the other hand, received relatively low (0.7% and 0.5% respectively) and predominantly positive coverage with customers commenting mainly on the pleasant atmosphere and the good price/quality ratio in Carluccio's restaurants.
- > A significant portion of the coverage (11%) was dedicated to other topics, including mentions of Carluccio's as a dining option and positive client reactions to various events, such as corporate lunches and presentations, held in Carluccio's restaurants.
- > The biggest generator of positive comments was the quality of the food and beverages served by Carluccio's (90% of all coverage for food was positive). *"@Carluccioscaffe an absolutely wonderful family meal at your Pinner restaurant! Staff could not have been nicer or more helpful! Thank you!"* (@PhilippaJG, 27 March 2015)
- > **Service** was the second most often mentioned pillar, which again generated mostly positive comments (70%).
- > Negative reactions were few and mostly related to instances of poor service. *"@Carluccioscaffe disappointing experience in your covent garden restaurant tonight. Embarrassing. Bland food and poor service."* (@KatCimetta, 21 March 2015)

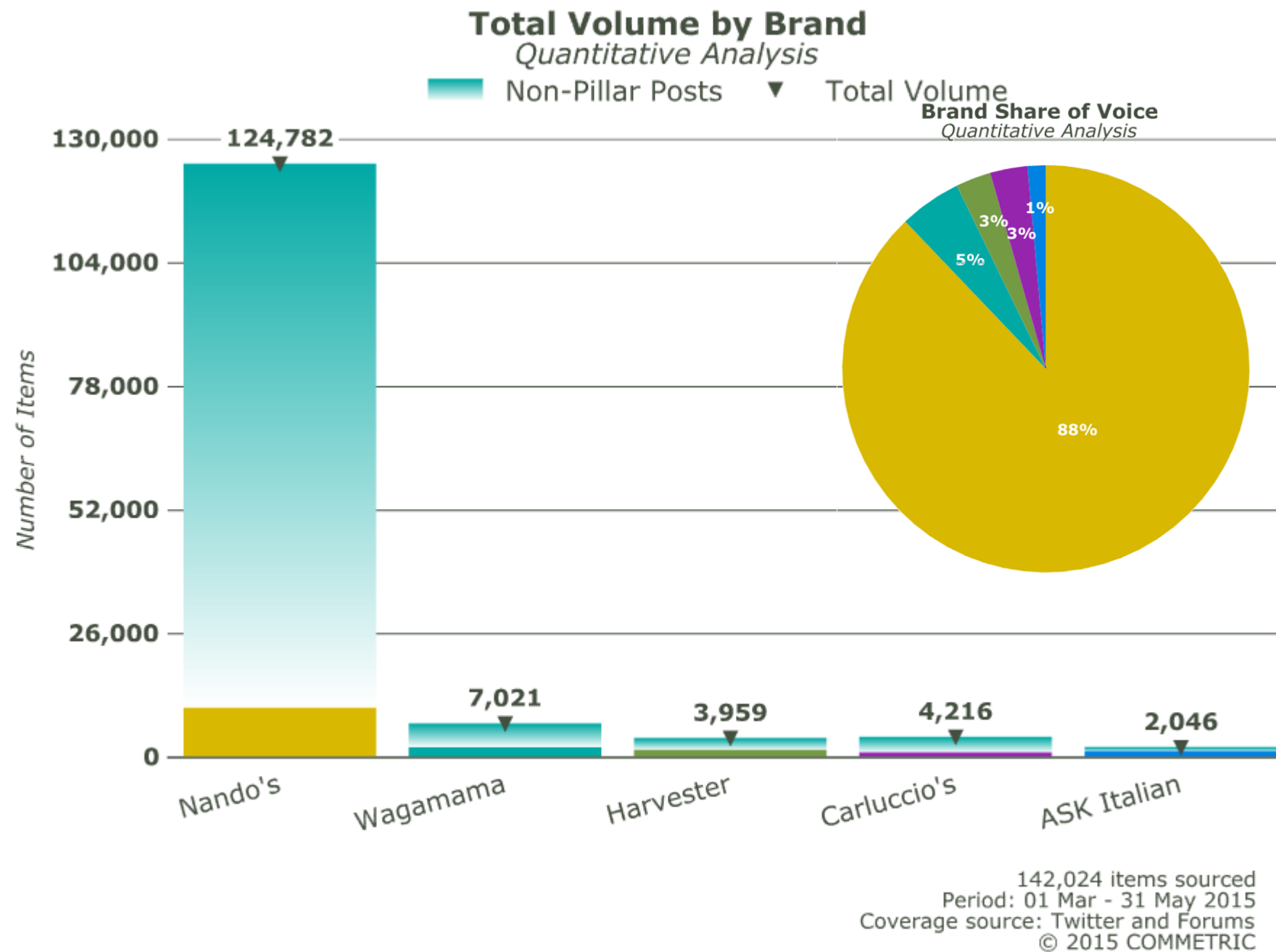


UK Casual Dining Restaurants

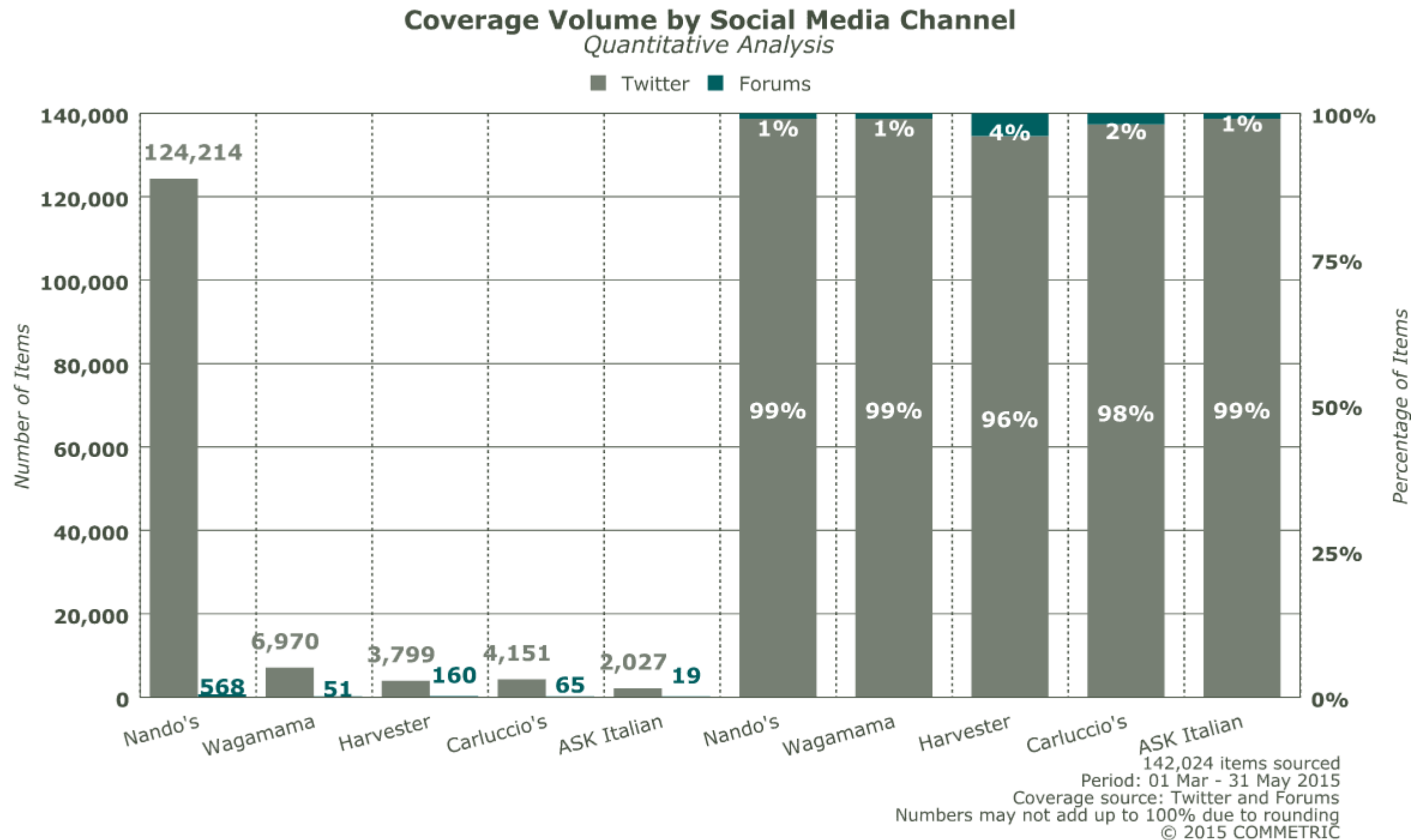
Quantitative Analysis



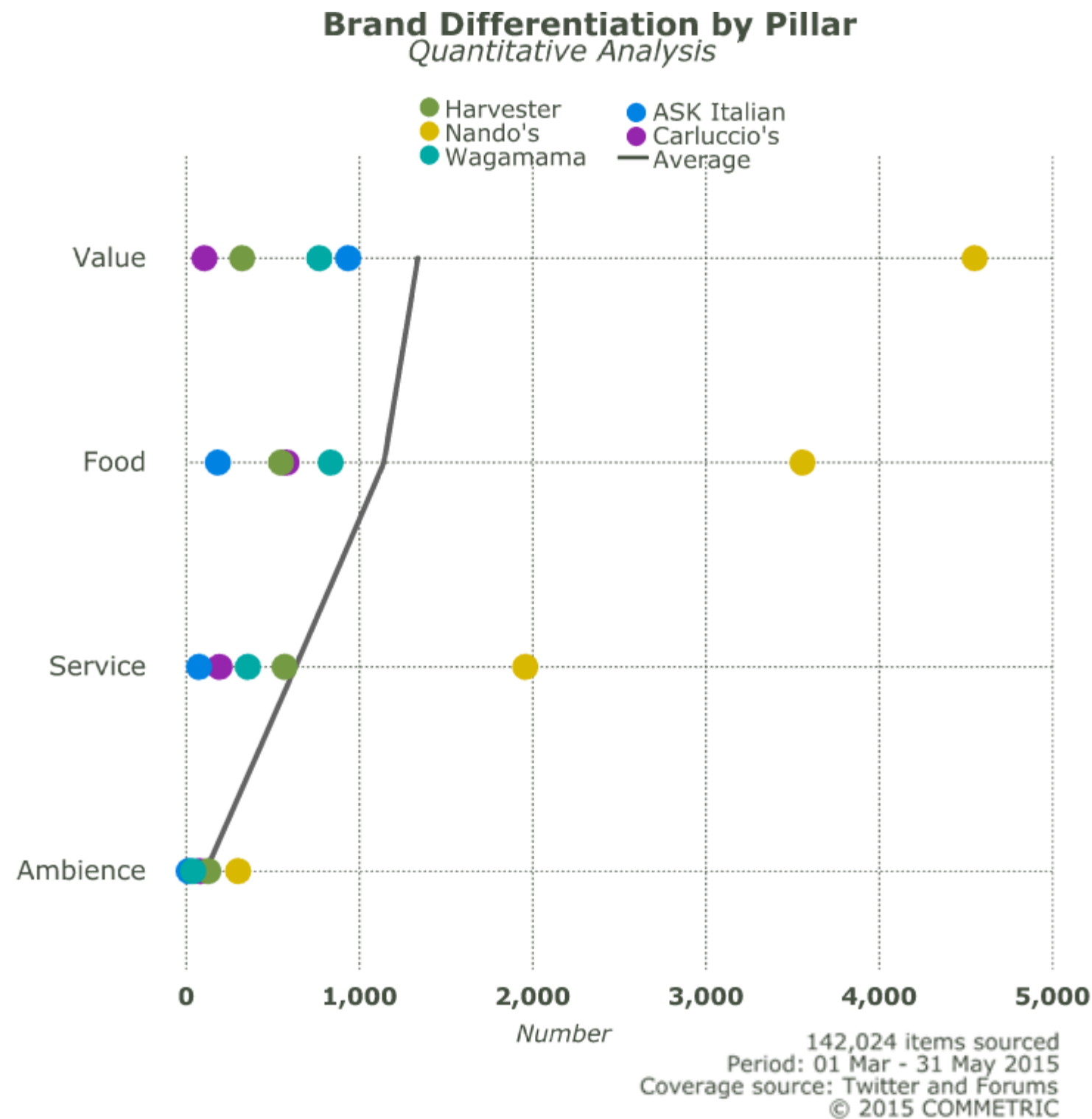
Nando's received the most coverage which did not relate to one of the pillars, most of this was related to the 'cheeky Nando's' tweet.



The “cheeky Nando’s” meme comprised over 90% of the entire Twitter 3 month sample for Nando’s



Quantitative analysis of the three month sample showed us that Nando's was by far the leader in all pillars, especially in Value



Although it was excluded from the samples, brand content was widely retweeted amongst Twitter users; Retweets for the least prominent brand ASK Italian reached 1.7m users

Harvester

Treating Mama McConnell to Breakfast at [@HarvesterUK](#) !!!

[@mrandmrsMCT](#) 🎉😊

15 Mar 2015 by Bailey McConnell



37 estimated
Tweets

Wagamama

sip. stir. slurp. repeat. RT to win £20 wagamama vouchers in celebration of all things ramen! Show your love!

<http://t.co/fj8UllspFv>

21 Apr 2015 by Union Square

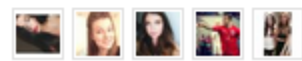


62 estimated
Tweets

Nando's

americans trying to understand the meaning of a 'cheeky nandos' omg 😂😂😂 <http://t.co/LKlpKsDLLI>

10 May 2015 by els



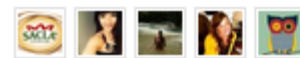
3,812 estimated
Tweets

ASK Italian

RT & enter here <http://t.co/ZNQyOrw0tC> to #WIN a Mother's Day hamper with goodies from [@crostamollica](#) & [@ASKItalian](#) vouchers

#WinItWednesday

11 Mar 2015 by Sacla UK Limited



87 estimated
Tweets

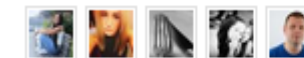
Carluccio's

This tastes incredible... 😍

#ShareCarluccios /

[@Carluccioscaffe](#) <http://t.co/Jk1tHBFwIz>

15 Apr 2015 by Laila Loves



102 estimated
Tweets

Top 10 Retweets by Brand I

Nando's				
User	Content	Date	# Retweets	Twitter Reach
Nando's PERi-PERi	But seriously @NandosUK, what is a #cheekynandos?	12 May	3,837	4.3m
els	americans trying to understand the meaning of a 'cheeky nandos' omg 😂😂😂 http://t.co/LKlpKsDLL	10 May	3,812	3.7m
Nando's	Oh @NandosUSA, you just won't get it... #cheekynandos	11 May	2,063	1.3m
ésco	#CheekyNandos 🐦😂😂😂 Americans just don't get it. http://t.co/QBPZ48Um50	12 May	2,503	2.6m
TheLADbi ble	Americans trying to understand the meaning of a 'cheeky Nandos'... http://t.co/Wb6t5Db4XH	11 May	2,063	1.3m
Nando's	@ManLikeCalvin Fam, we ain't on a delivery ting right now so you're gonna have to come to your local restaurant.	8 Apr	1,321	3.5m
UK Banter	when he's not ruining our country he's having a cheeky nandos with the lads http://t.co/gR7OJoZ3md	15 May	1,032	1.3m
Carlton Cole	"I intend to cut down on taxes, invest in the NHS, and make Nando's extra cheeky" http://t.co/ISHntFdwNt	2 Apr	949	792,250
CuntsWat ching	Rumour has it, if you say "banter with the lads" three times in the mirror, a cheeky Nandos will appear in your hands	18 Mar	922	2.3m
TheLADbi ble	Spending all the NHS money on a cheeky Nandos... http://t.co/wETN9MIGLm	18 May	853	633,124
Total:				+21m

Wagamama				
User	Content	Date	# Retweets	Twitter Reach
Union Square	sip. stir. slurp. repeat. RT to win £20 wagamama vouchers in celebration of all things ramen! Show your love! http://t.co/fj8UllspFv	21 Apr	62	257,080
The Printworks (x2)	#win £100 of @wagamama_uk vouchers! Follow @The_Printworks & RT to enter #win http://t.co/c50wWOosk0 RT #competition	2 Mar	50	415,641
		1 Mar	45	415,641
Eldon Square	We're giving away a £30 @wagamama_uk voucher for our #TreatTuesday competition! RT & follow by 5pm today for your chance to win!	5 May	49	163,964
Eldon Square	What is your fave @wagamama_uk dish? To win a £30 voucher simply RT & follow us by 5pm tonight! #TreatTuesday http://t.co/RrQmziJIV4	5 May	49	206,100
Eldon Square	Happy Tuesday! Celebrate the #intuBigTreat & win a £30 @wagamama_uk voucher by 5pm tonight! Just RT & follow to enter #TreatTuesday 1/2	5 May	45	108,613
Olly Murs	Mouth is on FIREEEEEEE 🐦 @wagamama_uk 🍔	7 Mar	43	166,740
Eldon Square	Fancy winning a £30 @wagamama_uk voucher? Simply RT & follow us by 5pm for your chance to win! #TreatTuesday #intuBigTreat	5 May	43	143,477
Eldon Square	Competition time! We're giving away a £30 @wagamama_uk voucher at 5pm today. All you have to do is RT & follow to enter! #TreatTuesday	5 May	42	123,309
Gabriella	I crave Wagamama constantly	8 Mar	41	20,483
Total:				+2m

Top 10 Retweets by Brand II

Harvester				
User	Content	Date	# Retweets	Twitter Reach
Bailey McConnell	Treating Mama McConnell to Breakfast at @HarvesterUK !!! @mrandmrsMCT 🍷🍷	15 Mar	37	205,257
Red Army Travel	Our friends @HarvesterUK Cardiff Bay said they'll open at 7:30 Sunday for breakfast if enough Red Army want to go Favourite now if you're in	3 Mar	6	7,076
WestgateLeisurePark	RT & @ us the person you'd take to be in with a chance of winning a @HarvesterUK meal for 2 voucher #WinningWednesday http://t.co/YOIzR0UZPY	11 Mar	6	36,134
Harvester Restaurant	Nearly here 😊 We can't wait to share our #newmenu with you. http://t.co/RnxDwSBBjv	17 Mar	6	23,844
Sophie Barnes	Lady on the train just pointed at a sprayer and said "Oh look at that combine harvester"...So disconnected from where their food comes from!	14 May	6	6,999
Transport for London	Enjoy Easter discounts at @TheO2 including @YourAllBarOne @cabana_brasil @HarvesterUK http://t.co/ZkhS2g91Nf http://t.co/fC6JqknAUm	29 Mar	6	590,349
Katie London	off to my favourite place @HarvesterUK to get some lovely food before hitting the studio.. 🍷😊 http://t.co/VyZ3s6cNfw	27 May	6	152,002
Sophie Delys Collins	Absolutely disgusting service at Talbot Green Harvester tonight, waited over an hour 😡 @HarvesterUK http://t.co/YZRRBGykg5	23 Apr	5	3,132
Rusholme	Waiting Staff required @HarvesterUK in Printworks #Manchester #mcrjobs @MBcareers Full Time, Permanent http://t.co/60WekfTS8U	26 Mar	5	12,681
Harvester Restaurant	Which is your Harvester breakfast favourite? RT for Unlimited Breakfast FAV for Unlimited Continental Breakfast http://t.co/RZgHp2Dlgy	25 Mar	5	20,232
Total:				+1m

Carluccio's				
User	Content	Date	# Retweets	Twitter Reach
Laila Loves	This tastes incredible... 😊 #ShareCarluccios /@Carluccioscaffe http://t.co/Jk1tHBFwIz	15 Apr	102	296,361
Carluccio's	To celebrate another bank holiday weekend, we're giving away a picnic! Simply follow us & RT this post by 6pm Monday. http://t.co/oyAzFTxPOX	23 May	102	258,098
Carluccio's	We always make sure to get at least 1 of our 5-a-day... #FridayFeeling http://t.co/ejfSaCmo0i	29 May	16	163,964
We Want Plates	." @anne_clarke : Green beans in a teacup @Carluccioscaffe no excuse. http://t.co/YfPE8oiMBO "	29 May	14	11,332
Dan Jackson	It's still 'a city of palaces'. Lovely view of Grey St/Market St from Carluccio's in Newcastle. http://t.co/04F18SoFV5	15 May	13	10,187
Anna Saccone Joly	#worthit 🍷😊🍷 #carluccios https://t.co/uJefuxBHWH	22 May	11	305,105
Dr. Oetker Pizza UK	Tell us your favourite #Ristorante flavour for the chance to #win a Carluccio's dip selection #giveaway #competition	5 Mar	11	16,513
Freshwalks	Tickets available now for Glossop - Kinder Downfall. Friday 15 May. Meet @Carluccioscaffe Man Picc from 8am. https://t.co/5hMSK2mngh	28 Apr	9	24,556
Carluccio's	Our Spring menu is here and we couldn't be more excited to share it with you! http://t.co/ie87aiEblq http://t.co/bvluajwuKi	5 May	8	61,176
Paul Jenner	Firefighters damping down Carluccios @bicestervillage . http://t.co/721sB9s5TW	1 Apr	8	39,691
Total:				+1.1m

ASK Italian				
User	Content	Date	# Retweets	Twitter Reach
ASK Italian	#WinItWednesday Win a £50@ASKItalian Gift Voucher: RT & Follow @ASKItalian to enter. #Competition ends 9am 20/4/2015 http://t.co/kSMiWrRP5r	15 Apr	540	706,792
		<u>11 Mar</u>	<u>87</u>	<u>217,524</u>
Sacla UK Limited (x4)	RT & enter here http://t.co/ZNQyOrw0tC to #WIN a Mother's Day hamper with goodies from@crostamollica & @ASKItalianvouchers #WinItWednesday	4 Mar	86	217,524
		<u>13 Mar</u>	<u>69</u>	<u>76,318</u>
		<u>8 Mar</u>	<u>27</u>	<u>30,173</u>
Caroline Eardley	If any #Manchester #bloggers would like to come to an eve of menu sampling and entertainment @ASKItalian Tue 26th May pls let me know.Pls RT	18 May	15	27,252
CityLife Manchester	It's open! ASK Italian in Manchester Piccadilly Gardens is ready to serve you. Take a look... http://t.co/Y1xuKIV4U http://t.co/g11eg6lrq0	11 Mar	11	302,691
Ant.	@bignarstie ASK Italian keeping it trill on the streets cuz #BASE #BDL #BaseDefenceLeague http://t.co/jnVSxErZh0	31 Mar	7	72,024
AskItalian Sheffield	We had an absolutely fantastic week here in Sheffers Last week. Shall we do it all again?? We think so Sheffield!!! #sheffieldissuper	30 Mar	6	28,255
ASK Italian	Here's a cheeky shout out to@karlmorganmusic and his new video... https://t.co/SS0308ae8u (he's a big fan of@ASKItalian and we love him!)	6 May	6	40,176
Total:			<u>+1.7m</u>	

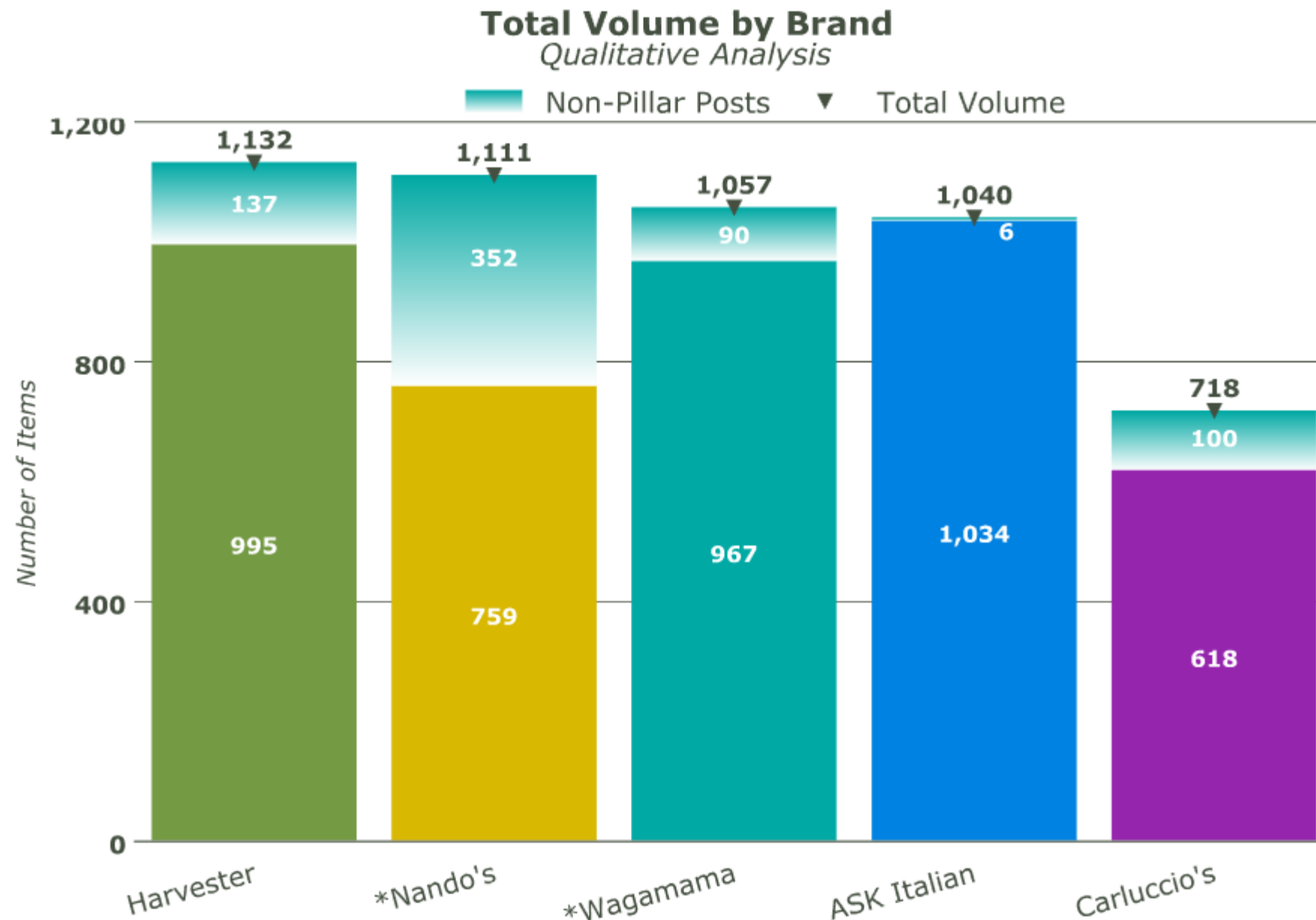


UK Casual Dining Restaurants

Qualitative Analysis



Nando's non-pillar mentions were high due to the "cheeky Nando's" phrase; Value mentions drove Wagamama and ASK Italian coverage

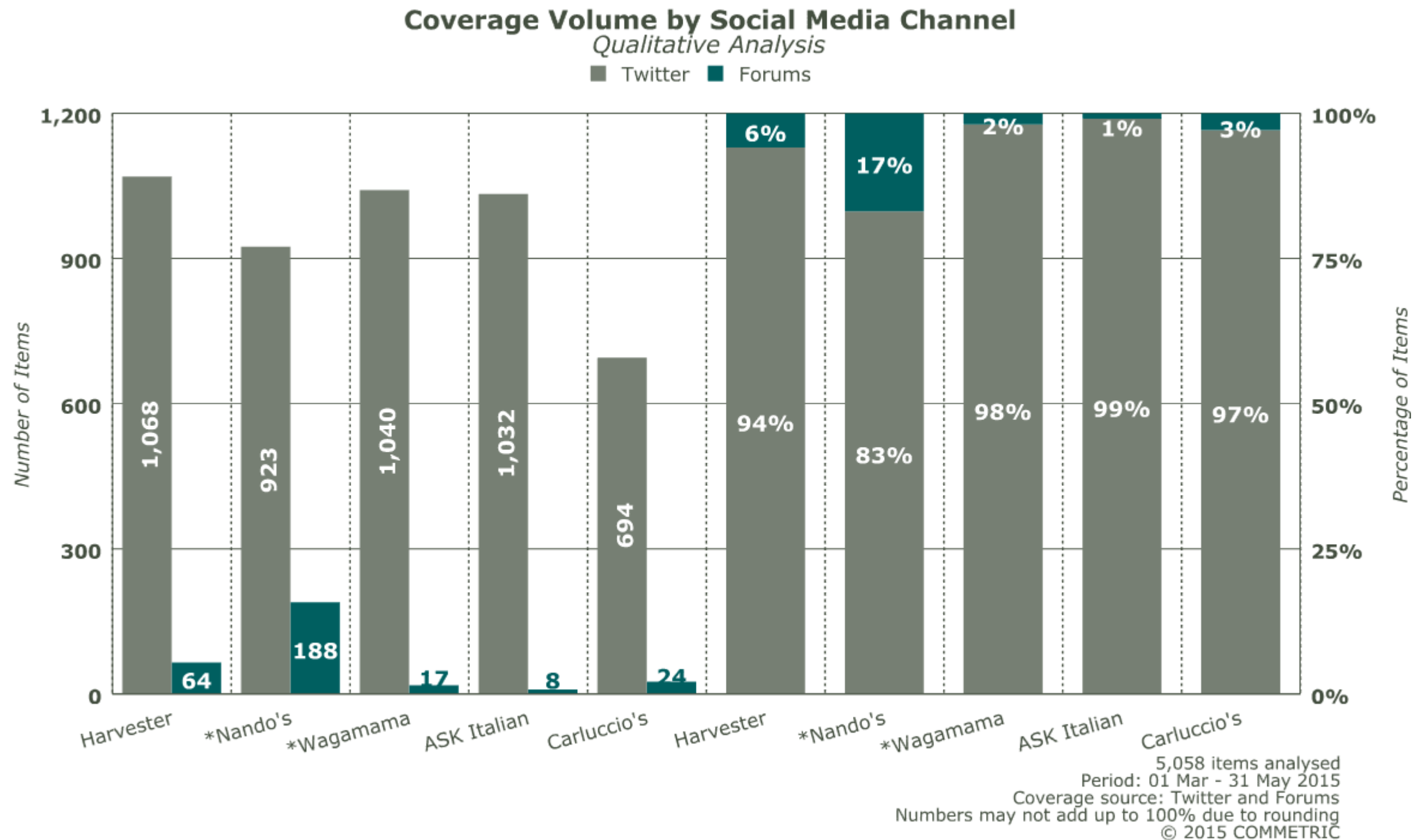


Note: The initial social media volume for Nando's and Wagamama was reduced to a manageable sample of approx. 1,000 items. Commetric used authority ranking to select high-quality posts. The authority ranking takes into account:

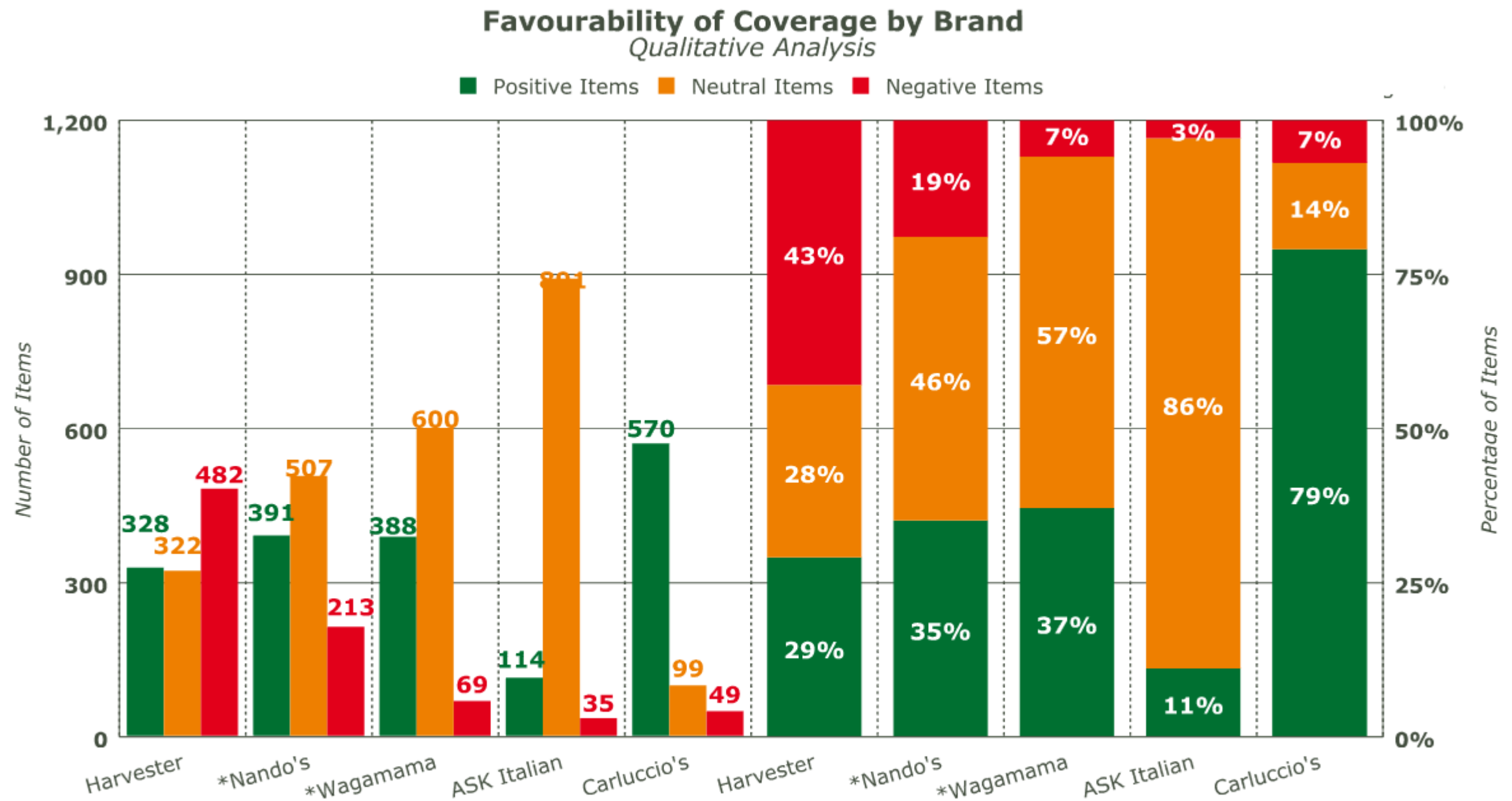
- Followers and Following data
- Number of tweets
- Number of re-tweets

5,058 items analysed
Period: 01 Mar - 31 May 2015
Coverage source: Twitter and Forums
© 2015 COMMETRIC

The share of forum posts was insignificant for all brands except Nando's, where discussions focused on food offerings

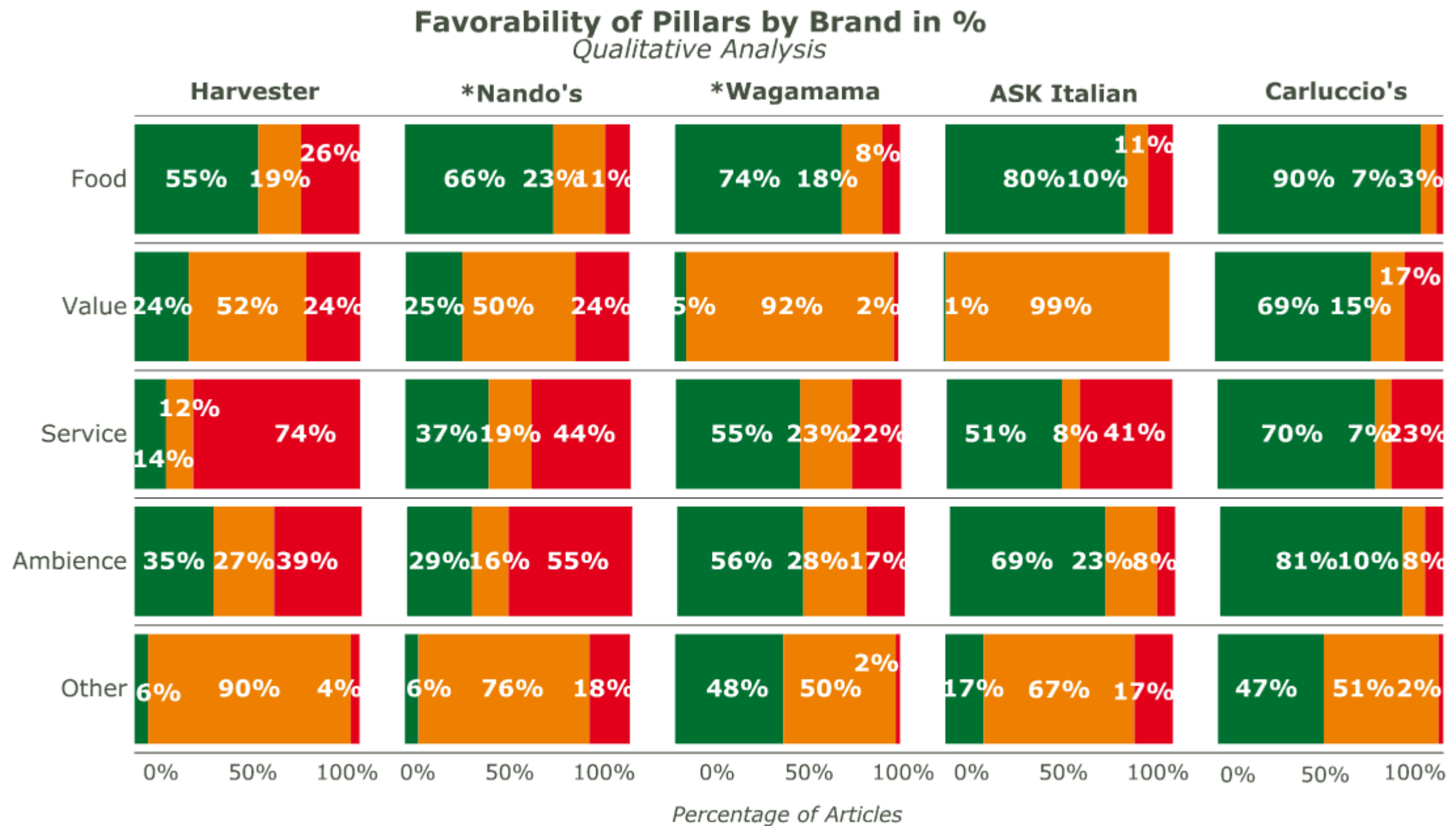


Carluccio's positive coverage was the highest among the brands and featured praise for the restaurant's good food and service



5,058 items analysed
Period: 01 Mar - 31 May 2015
Coverage source: Twitter and Forums
Numbers may not add up to 100% due to rounding
© 2015 COMMETRIC

Harvester's poor service drove negative mentions; Nando's scored poorly for Ambience due to its "disgusting" restaurant conditions

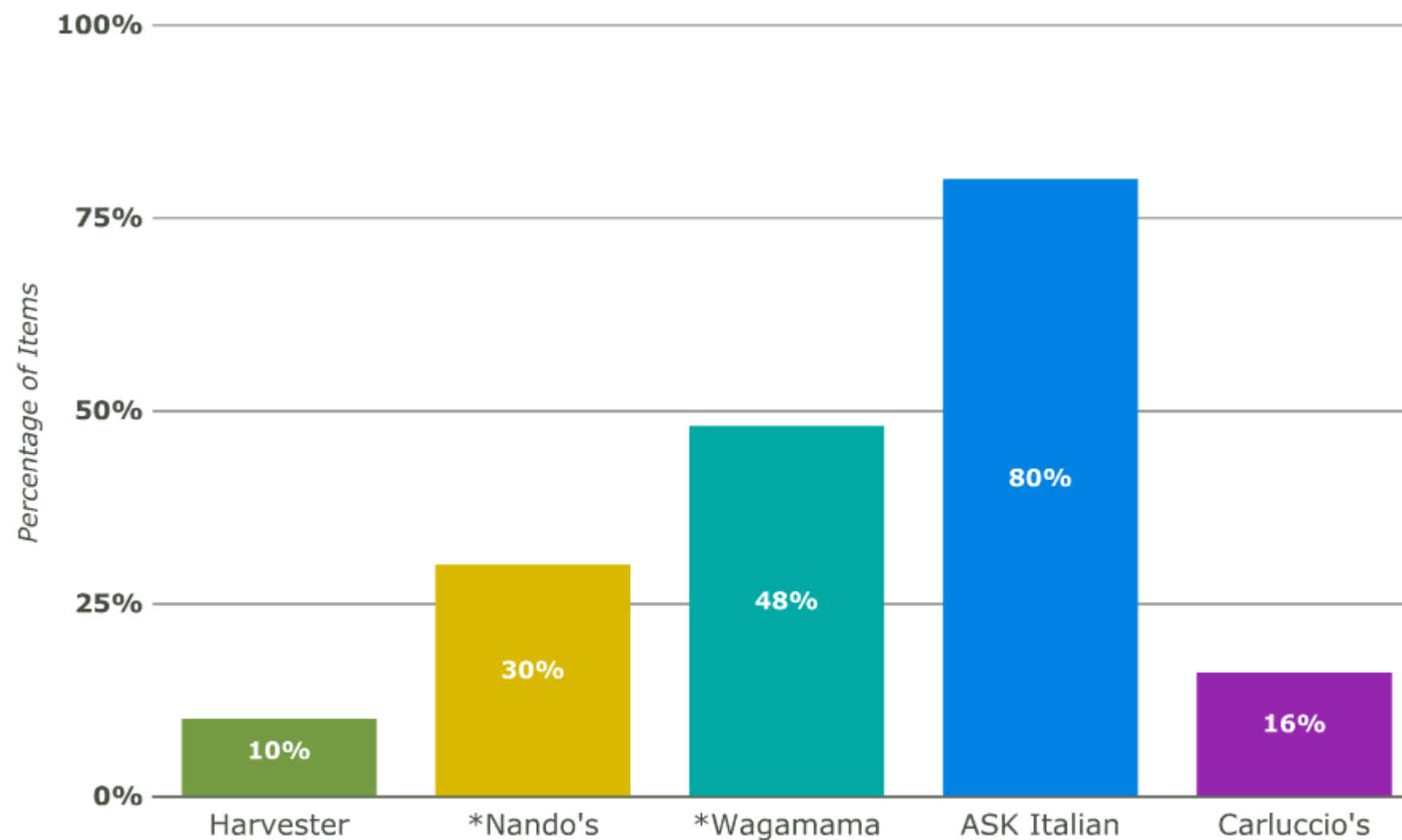


■ Positive Articles
■ Neutral Articles
■ Negative Articles

5,058 items analysed
 Period: 01 Mar - 31 May 2015
 Coverage source: Twitter and Forums
 Percentages may not add up to 100% due to rounding
 © 2015 COMMETRIC

The large share of retweets in ASK Italian's coverage was due to discount offers reposted throughout the whole period. A great deal of discount information was retweeted by shopping centres.

Percentage of Retweeted Content by Brand
Qualitative Analysis

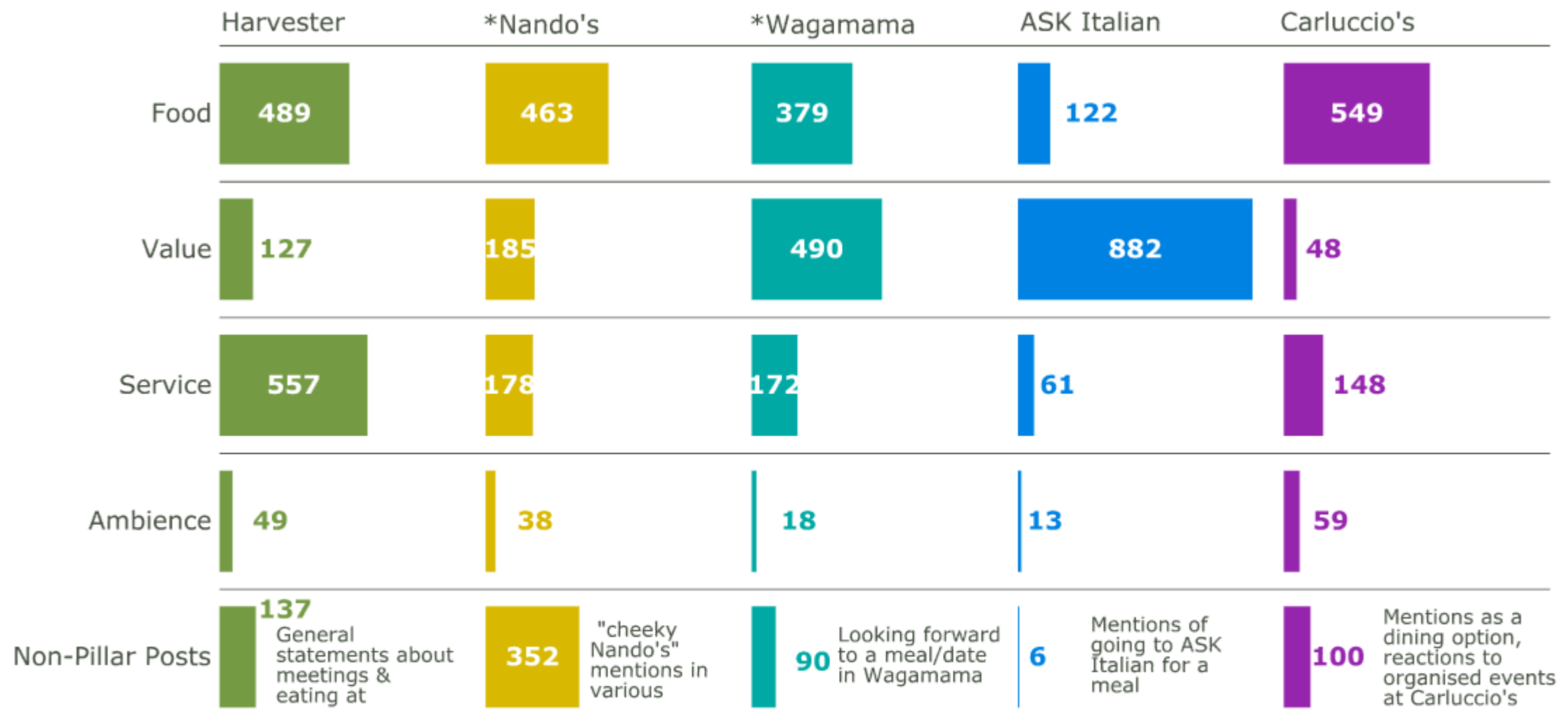


5,058 items analysed
Period: 01 Mar - 31 May 2015
Coverage source: Twitter and Forums
© 2015 COMMETRIC

Overall, Ambience was of least interest for consumers; Food and Value were often mentioned together

Brand Coverage Volume by Pillar

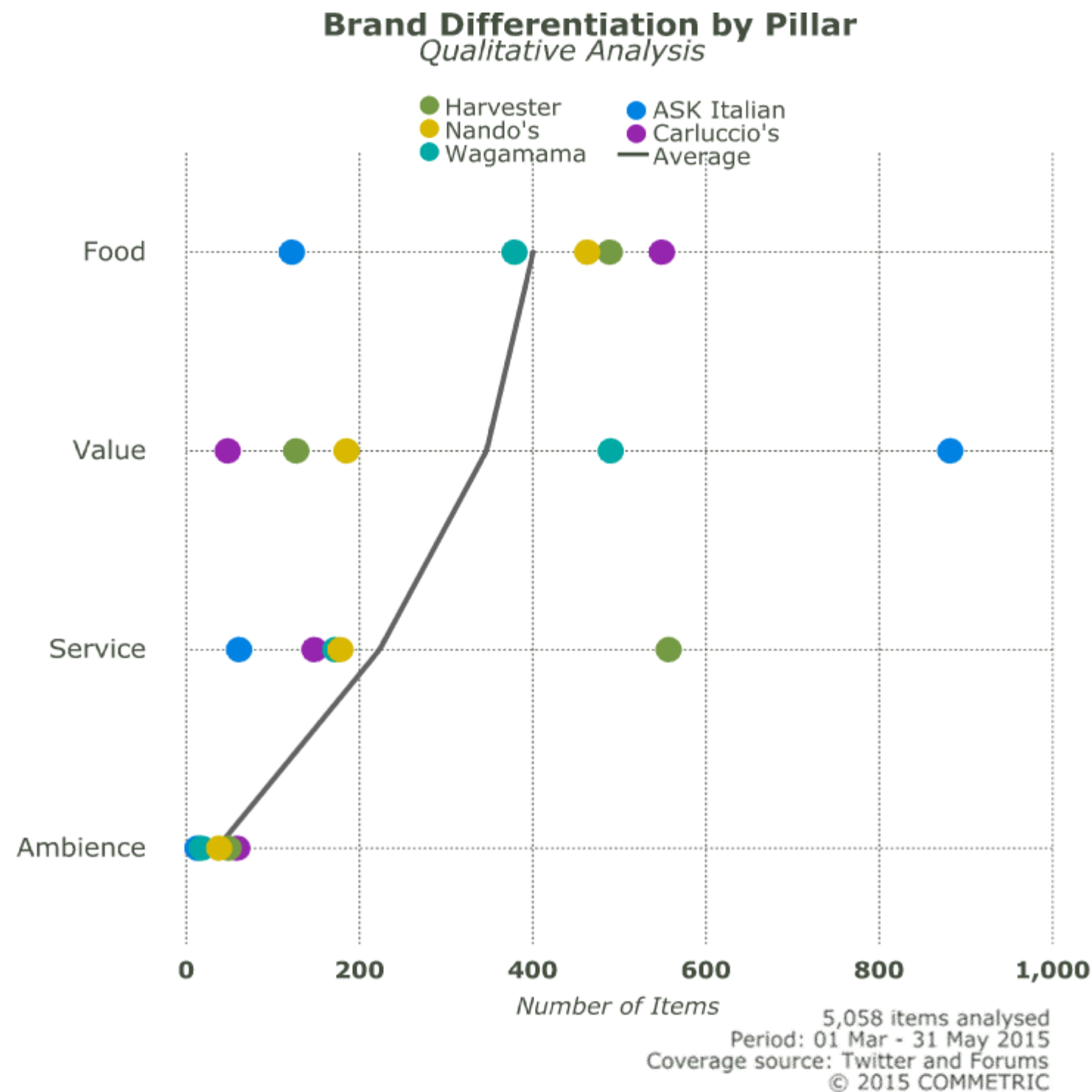
Qualitative Analysis



Number of Items

5,058 items analysed
 Period: 01 Mar - 31 May 2015
 Coverage source: Twitter and Forums
 Numbers may not add up to 100% due to rounding
 © 2015 COMMETRIC

Carluccio's Food was the most discussed among brands; Value was key for ASK Italian; Harvester was criticised for Service





NatashaHardy
@natashahardy91

[Follow](#)

DO NOT waste ur money in [@HarvesterUK](#) Riverside, Northampton! Shocking service, rude staff and even head office doesn't reply to complaints.



2:02 AM - 14 Apr 2015



Sun Perks
@sunperks

[Follow](#)

Knock off while the boss isn't looking? Head to [@HarvesterUK](#) for a FREE pint [@carling!](#) sunpl.us/6012CdZ4



Sarah Rees
@jomarise

[Follow](#)

RT [@tezza147](#): RETWEET and FOLLOW to win a £20 NANDOS voucher for use at any restaurant, winner announced at 1000 followers



1:27 PM - 23 Apr 2015



Sammy Victoria
@trainsniffer

[Follow](#)

RT [@tezza147](#): RETWEET and FOLLOW to win a £20 NANDOS voucher for use at any restaurant, winner announced at 1000 followers



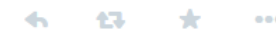
7:04 AM - 4 Mar 2015



Beauty Fiend
@whokilledlola

[Follow](#)

[@intueldonsquare](#) [@wagamama_uk](#) wagamama is one of my favourite places to eat so would be wonderful to win a voucher!



6:32 AM - 5 May 2015



Lorraine Johnson
@finleypoppet

[Follow](#)

[#win](#) £100 of [@wagamama_uk](#) vouchers! Follow [@The_Printworks](#) & RT to enter [#win](#) ln.is/theprintworks RT [#competition](#)



7:02 AM - 4 Mar 2015

Dean Hutchinson
@MrDeanos

[#AllAboutTheBase](#) in Warwick.
@ASKItalian treating passers by to their new delicious sourdough pizzas.
@wakeupwarwick




RETWEETS 2 FAVORITE 1

10:00 AM - 28 Mar 2015

Lorraine Johnson
@finleypoppet

[#WinItWednesday](#) Win a £50 @ASKItalian Gift Voucher: RT & Follow @ASKItalian to enter. [#Competition](#) ends 9am 20/4/2015



2:31 PM - 16 Apr 2015

Milsom Place
@MilsomPlace

Some tasty advice for your taste buds from the Deli @Carluccioscaffe @MilsomPlace



RETWEET 1 FAVORITE 1

12:09 PM - 8 Mar 2015

Linda Walters
@LindaWalters23

@Carluccioscaffe Looks delicious!! Heading to your Covent garden restaurant for dinner again tonight [#excited](#)

8:15 AM - 24 May 2015



UK Casual Dining Restaurants

Influencer Network Analysis (INA)



Influencer Network Analysis identifies the influencers and commentators that drive coverage and the topics that generate traction with media outlets and reporters. By interpreting the linkages, momentum, influence and 'pass-through' of ideas in the media INA identifies the Gatekeepers of Influence. INA studies help clients plan and implement communications programs based in influencer outreach, stakeholder cooperation, and partnership with other organisations.

The INA methodology is a patented combination of free-text database search, natural-language processing (entity extraction) and qualitative media analysis. In the first stage of each study, a coverage sample of 300 to 1,800 articles is created using free-text database search strings. Coverage samples can be constructed based on media issues, organisations, individuals or events. In the second stage, the Siera Engine Entity Extractor identifies the people, organisations and media mentioned within the articles. Stage three consists of a qualitative review of coverage and the grouping of discovered entities into categories (by job title, role, topic discussed, etc.). In the final stage, discovered influencers are mapped against one another and in combination with the reporters and publications that cover them.



Patent
US 7933843 B1

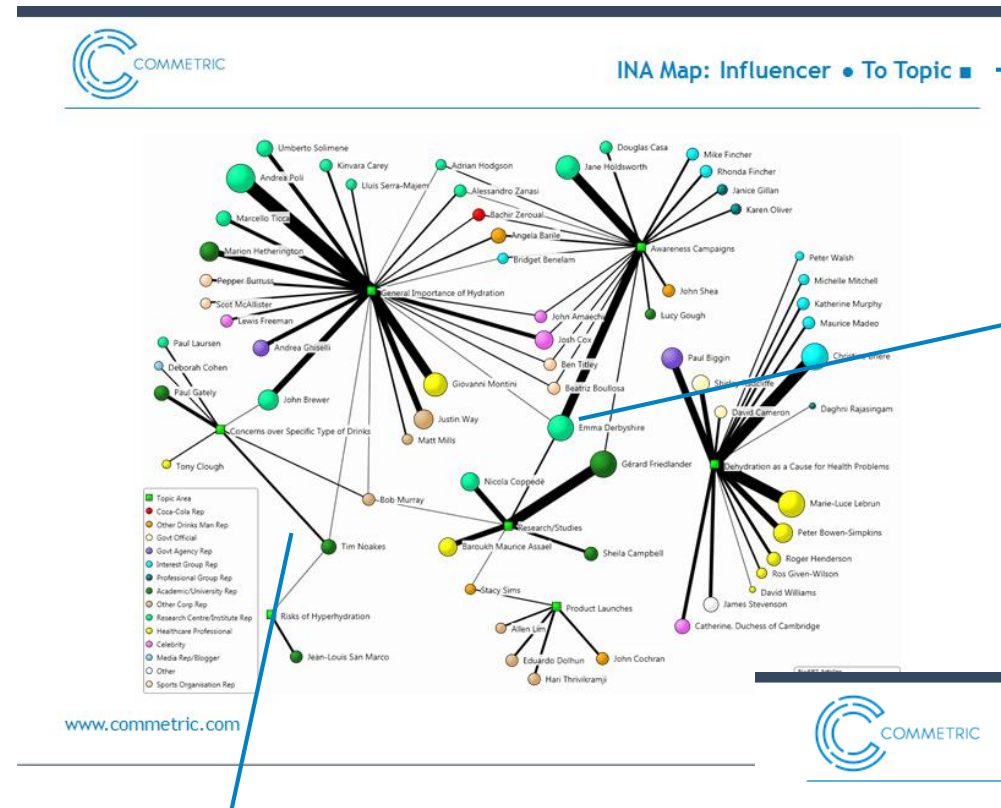
Objectives of INA studies include:

- Profile the organisations and organisation spokespeople engaged in media discussion
- Uncover the issues and topics that drive media discussion
- Discover unknown commentators, influencers and experts
- Discover common themes among seemingly unrelated commentators or media outlets
- Identify stakeholder opportunities to leveraging programs
- Analyze diffusion patterns and information flow
- Identify secondary media outlets outside the scope of key targets

INA maps show the connections between the entities participating in a debate and the media that mentioned them. The entities are influencers or organisations and are depicted by circles. The media representatives are usually reporters, publications or blogs and are depicted by squares. Entities and media are collectively called nodes.

Map structure:

- Highly networked map – A highly networked map indicates a debate that has matured and has established participants who appear in the context of numerous developments in the analysed field.
- Loose map – A loose map (formed of isolated islands of nodes) suggests that there are no established opinion leaders in the analysed debate and most participants appear in relation to single events/developments that did not attract wide media attention.



The thickness of an arrow is relative to the number of articles by the media representative (arrow source) that mentions the entity (arrow target).

The centrality index score is a mathematical method used in network analysis to measure the quantity and quality of connections. The score is based on the number of connections that a specific node has and also on the number of connections for each of the nodes that is it connected to. Scores range from 0 to 100 where a score of 100 means that a node is directly connected to all other nodes in the network.

Slide titles name the particular entity and media representative types shown in the map and centrality tables.

The size of a circle represents the number of articles that mention each entity. The colour of a circle shows the influencer category that its owner falls into. See category legend in bottom-left corner of maps for details.

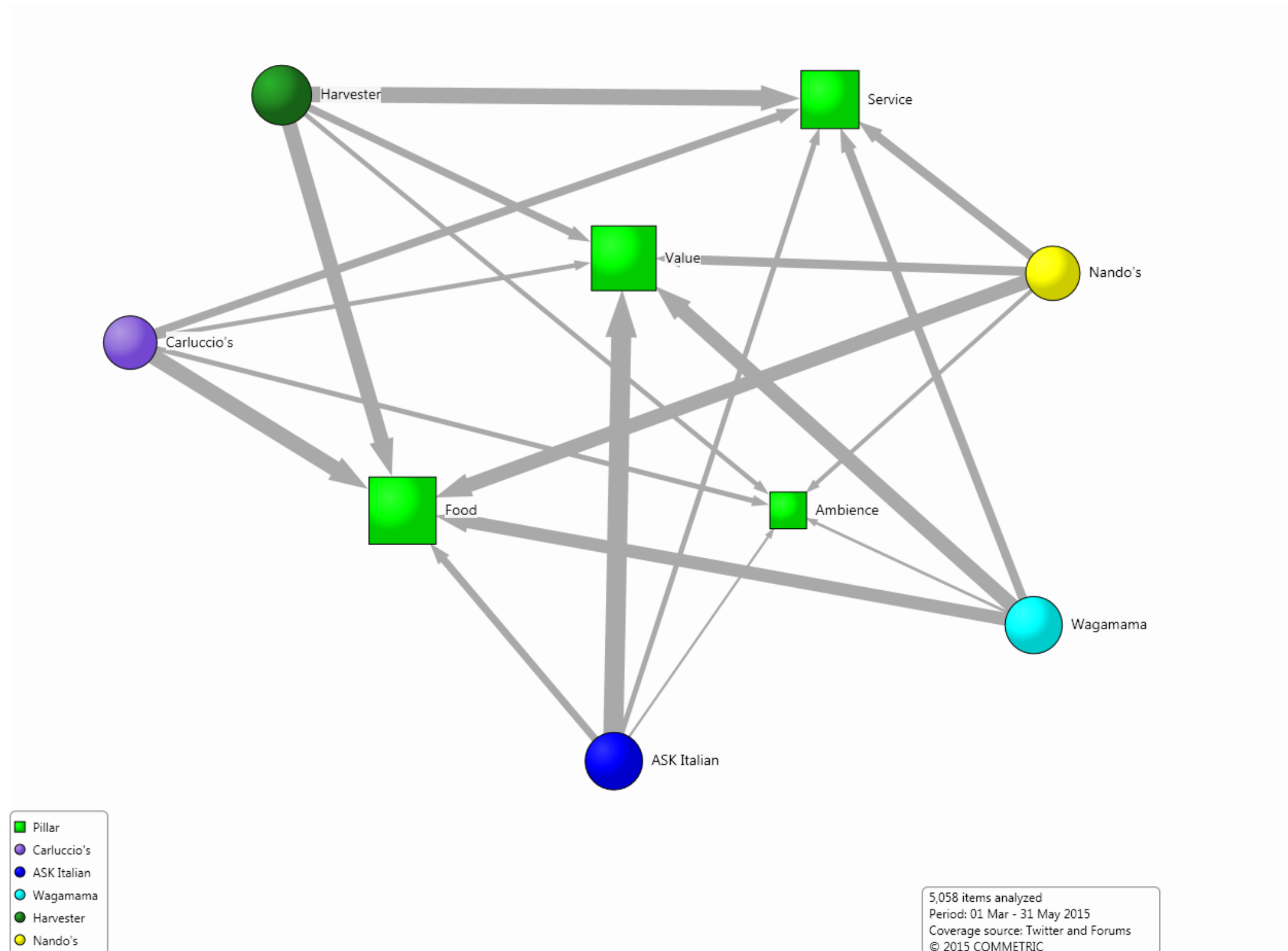


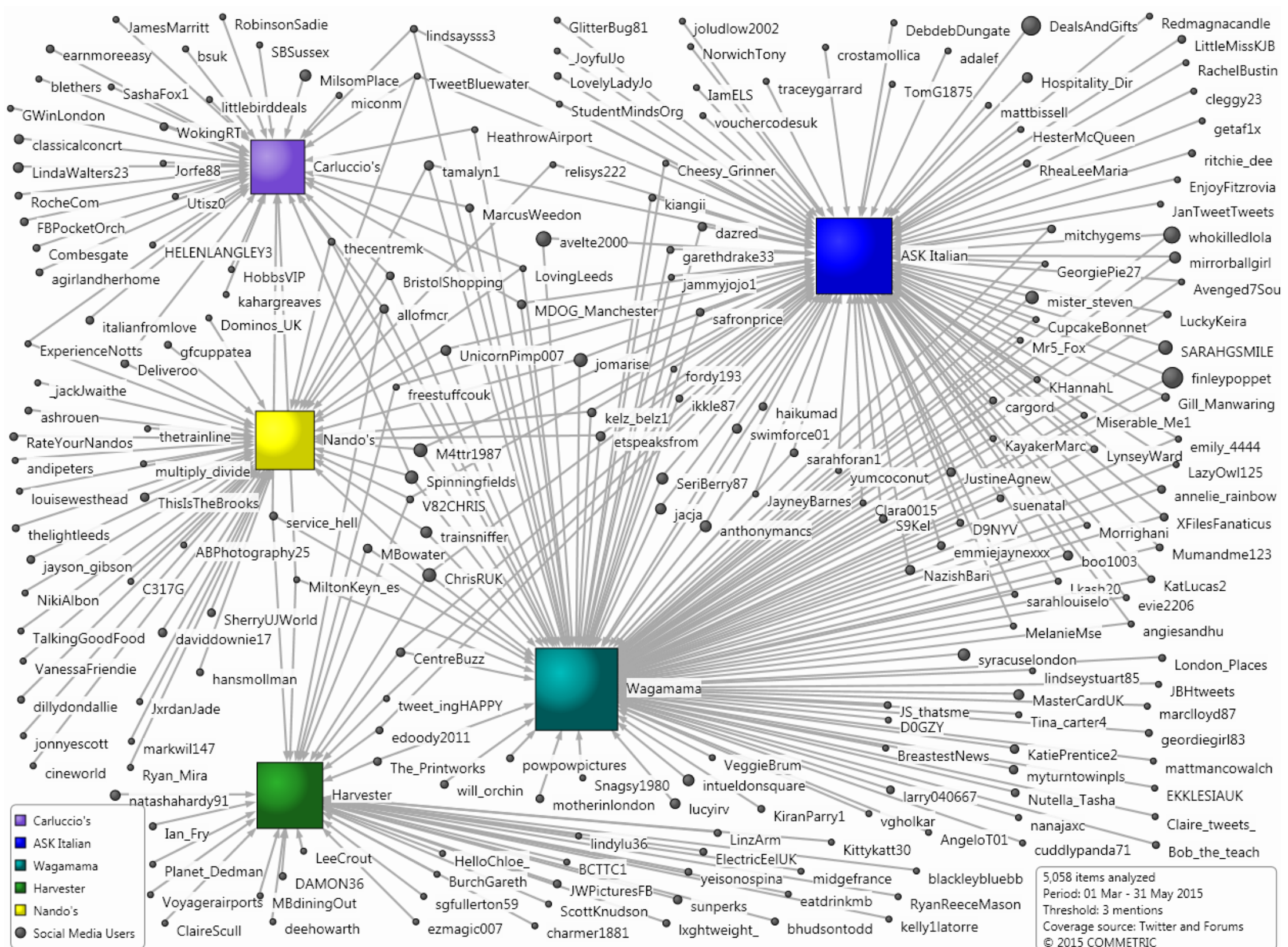
Centrality Table: Influencer To Topic Area

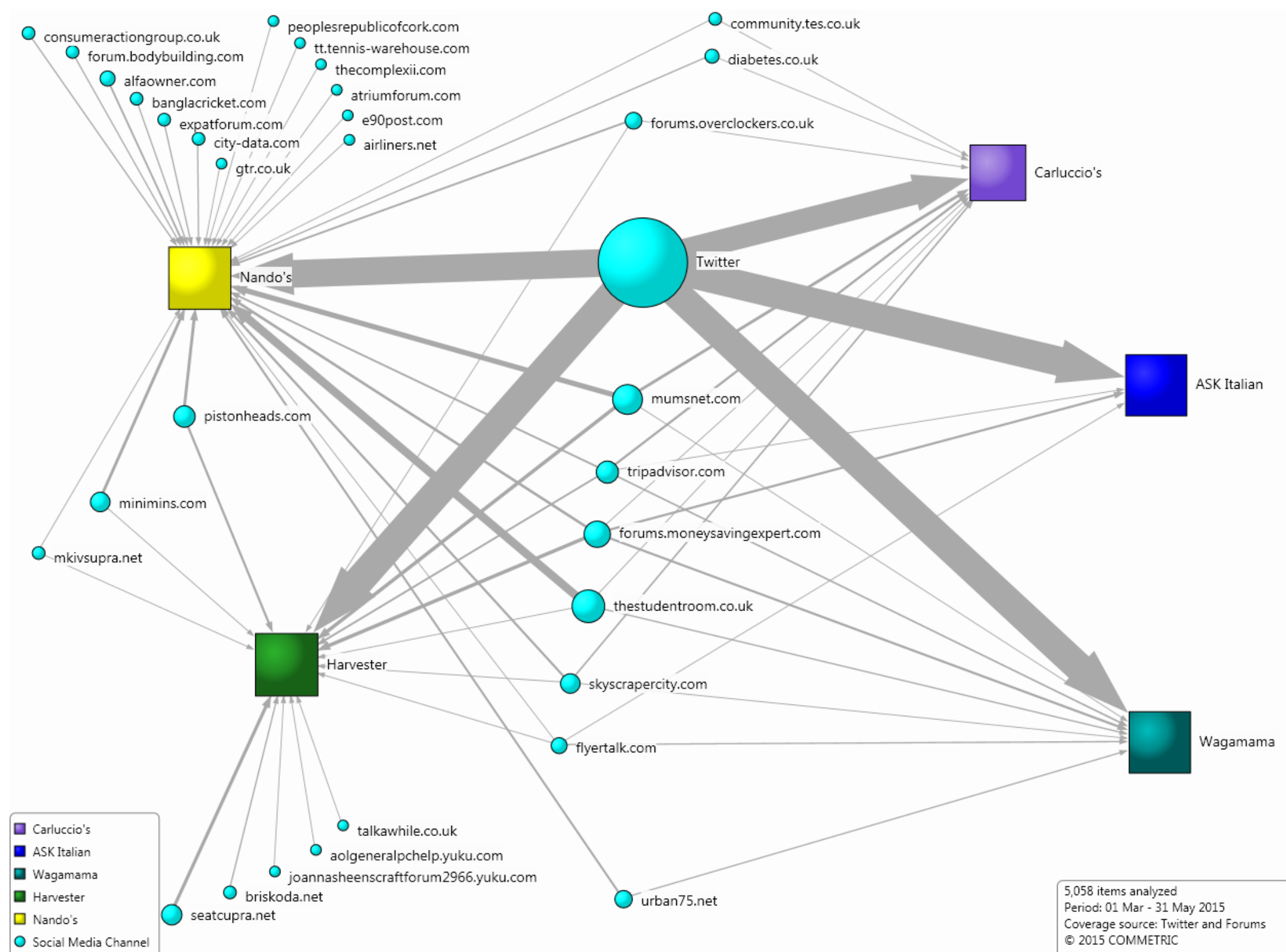
Influencer	Index	Topic Area	Index
Emma Derbyshire - Consultant, Natural Hydration Council	32.5	General Importance of Hydration	26.0
Bridget Benelam - Senior Nutrition Scientist, British Nutrition Foundation	28.0	Awareness Campaigns	28.8
Angela Barile - Group Marketing Manager, Nestlé Waters	28.0	Research/Studies	28.0
Josh Cox - Marathon Runner	28.0	Concerns over Specific Type of Drinks	24.0
Alessandro Zanasi - Expert, Osservatorio Sanpellegrino	28.0	Dehydration as a Cause for Health Problems	23.9
Beatriz Boullousa - Nutritionist, Mexican Football Federation	28.0	Risks of Hyperhydration	20.2
Ben Titley - Swimming Coach, British National Team	28.0	Product Launches	17.5
John Amaechi - Basketball Player, NBA	28.0		
Bachir Zeroual - Global Olympics Senior Marketing Manager, The Coca-Cola Company	28.0		
Adrian Hodgson - Science Advisor, Gatorade Sports Science Institute	28.0		
Tim Noakes - Professor, University of Cape Town	26.9		

Note: For more methodological information on centrality ranking please refer to the Appendix.

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APPENDIX

Competitive Benchmark Report



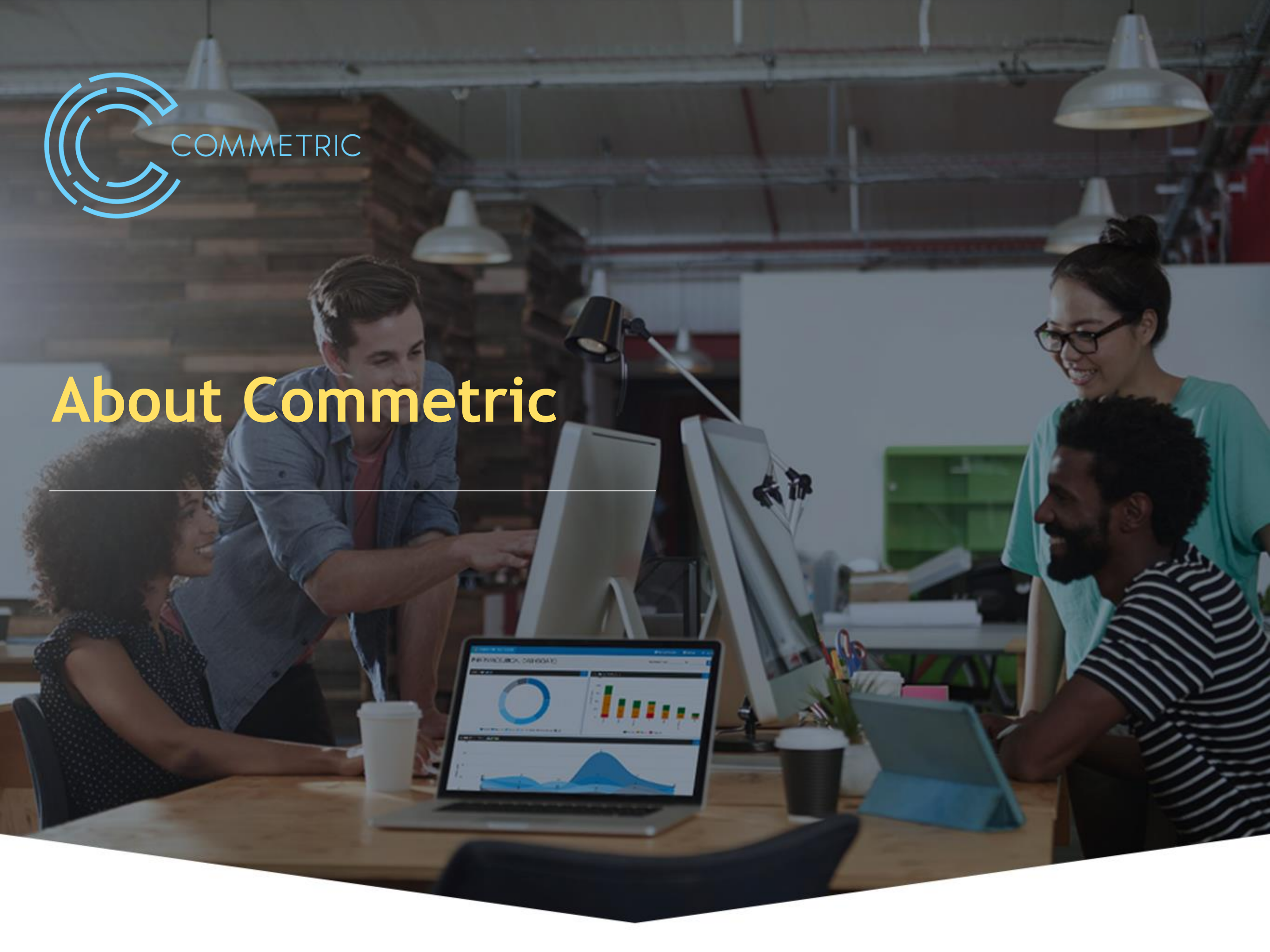
ambience	ambience OR ambience OR atmosphere OR environment OR music OR furniture OR interior OR conditioning OR conditioner OR conditioners OR hygiene OR ventilation OR sanitation OR cleanliness OR clean OR uncleanliness OR dirty OR dirtiness OR dirt OR unclean OR furnishing OR furnishings OR fittings OR palatial OR spacious OR roomy OR airy OR "high-ceilinged" OR "enough room" OR poky OR "little room" OR loud OR noisy OR quiet OR decorations OR decoration OR decor OR furnishing OR ((outside OR outdoor) AND (zone OR area OR spot OR garden))
service	service OR services OR attendance OR serving OR waitressing OR waiter OR waitress OR waiters OR staff OR understaffed OR wait OR waits OR waited OR waiting
food	delicious OR tasty OR delectable OR appetizing OR appetising OR toothsome OR palatable OR succulent OR "mouth-watering" OR mouthwatering OR unappetising OR unappetizing OR tasteless OR distasteful OR flavourless OR flavorless OR unsavory OR savory OR good-tasting OR toothy OR tasteful OR flavoury OR flavoury OR flavorsome OR flavoursome OR well-prepared OR well-seasoned OR unsavoury OR savoury OR yummy OR ((food OR beers OR beer OR salad OR salads OR menu OR seafood OR grill OR coffee OR burger OR burgers OR drink OR drinks OR chicken OR grilled OR chips OR fries OR lunch OR dinner OR breakfast OR meal OR meals OR sandwich OR sandwiches OR beef OR onion OR onions OR nugget OR nuggets OR wedges OR fish OR zucchini OR toast OR toasts OR nacho OR nachos OR muffins OR muffin OR cupcake OR cupcakes OR doughnut OR doughnuts OR juice OR juices OR cuisine OR treat OR treats) AND (authentic OR healthy OR unhealthy OR detest OR love OR lovely OR enjoyable OR delightful OR loveliest OR nice OR good OR pleasurable OR fine OR agreeable OR wonderful OR great OR magnificent OR splendid OR fantastic OR appalling OR Appalled OR fabulous OR terrific OR brilliant OR brill OR amazing OR charming OR pleasing OR appealing OR friendly OR unfriendly OR unpleasing OR unpleasant OR disagreeable OR displeasing OR miserable OR dreadful OR unenjoyable OR adorable OR divine OR bland OR nasty OR satisfying OR unsatisfying OR downhill OR "down hill" OR excellent OR quality OR unsatisfactory OR satisfactory OR disappointing OR disappointed OR satisfied OR unsatisfied OR dissatisfied))
value	pay OR paid OR paying OR cost OR costs OR charge OR charges OR charged OR "% OFF" OR voucher OR vouchers OR coupon OR coupons OR discount OR discounts OR discounted OR price OR prices OR priced OR expensive OR costly OR "high-priced" OR overpriced OR "high-cost" OR exorbitant OR pricey OR cheap OR inexpensive OR "low-priced" OR "low-cost" OR money OR worth OR ((affordable OR reasonable OR reasonably OR steep) AND (price OR prices OR priced))

Additional Brand-Specific Keywords for The Food Pillar

Nando's	Wagamama	Harvester	ASK Italian	Carluccio's
natas	edamame	scampi	arancini	eggs
nata	"wok-fried greens"		bruschetta	porridge
corn	"aga dashi"		caprese	polpette
ratatouille	"tori kara age"		misto	sardine
"PERi-PERi"	squid		fritte	bruschetta
"Wing Roulette"	"ebi katsu"			antipasti
"Wing Roulettes"	gyoza			caponata
"Portuguese Roll"	omakase			
"Portuguese Rolls"	ramen			
pitta	teppanyaki			
pittas	yaki			
veggie	yasai			
veggies	donburi			
beanie	raisukaree			
beanies	katsu			
platter	reika			
platters	noodles			
nandino	pickles			
nandinos	chilies			



About Commetric



SOME PEOPLE WANT NUMBERS ...OTHERS WANT MEANING

Commetric provides media analytics solutions that help communication and marketing professionals monitor and analyse conversations and content on social and conventional media.

Unlike many online tools, Commetric combines innovative, patented analytical technology with the knowledge of its experienced, multi-lingual analysts to provide deeper, more practical level of insight for customers who demand to know more. Commetric's award-winning solutions are used throughout the world and across industry sectors.

GOLD AWARD**amec****AWARDS | 2016***International Communication Effectiveness*
WINNER**International
Diabetes
Federation****MOST IMPACTFUL
CLIENT RECOMMENDATIONS
ARISING FROM A MEASUREMENT STUDY FOR IDF**



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