## Executive Summary

### Positives

<table>
<thead>
<tr>
<th>Metric</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience Growth</td>
<td>3703%</td>
</tr>
<tr>
<td>Paid Reach</td>
<td>536%</td>
</tr>
<tr>
<td>People Reached</td>
<td>474%</td>
</tr>
</tbody>
</table>

### Negatives

<table>
<thead>
<tr>
<th>Metric</th>
<th>Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shares</td>
<td>88%</td>
</tr>
<tr>
<td>Comments</td>
<td>85%</td>
</tr>
<tr>
<td>Engagement Rate</td>
<td>45%</td>
</tr>
</tbody>
</table>
THE SCOREBOARD

COCA-COLA Philippines
BRAND SCORE 96 OUT OF 100

Pepsi Philippines
BRAND SCORE 82 OUT OF 100
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**

  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.
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 SCORE
96
OUT OF 100

pepsi
pepsihitsasarap
mahalima
colteromahalima
naman
talagananman
talaga
vensan
vensan
slmt
philippines
kathniel
kathniel
sana
lang
sana
lang
ricci
riccisarap
yung
yung
stell
stell
coke
coke
commercial
commercial
pepsi
pepsi
pepsi
SENTIMENT SCOREBOARD

Coca-Cola Philippines: 99 out of 100

Pepsi Philippines: 96 out of 100
CONTENT KEYWORDS

Pepsi Philippines
Keywords That Work

- mealtime: 98 out of 100
- meal: 97 out of 100
- dish: 96 out of 100
- Hit Sa Sarap: 60 out of 100

Keywords That Don't Work

- remix: 10 out of 100
- photo: 20 out of 100
- hit star: 23 out of 100
- New York: 23 out of 100

Competitors
Keywords That Work

- CokeStudioItodoMoBeatMo: 98 out of 100
- dining: 97 out of 100
- Breakada: 97 out of 100
- artists: 97 out of 100
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

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**

**POST SCORE 100 OUT OF 100**

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

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

35,812% more comments than the average Pepsi Philippines post.
POST WITH THE GREATEST NUMBER OF SHARES

COMPETITORS

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

Video on 08/08/21 at 15:30 HRS

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

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