



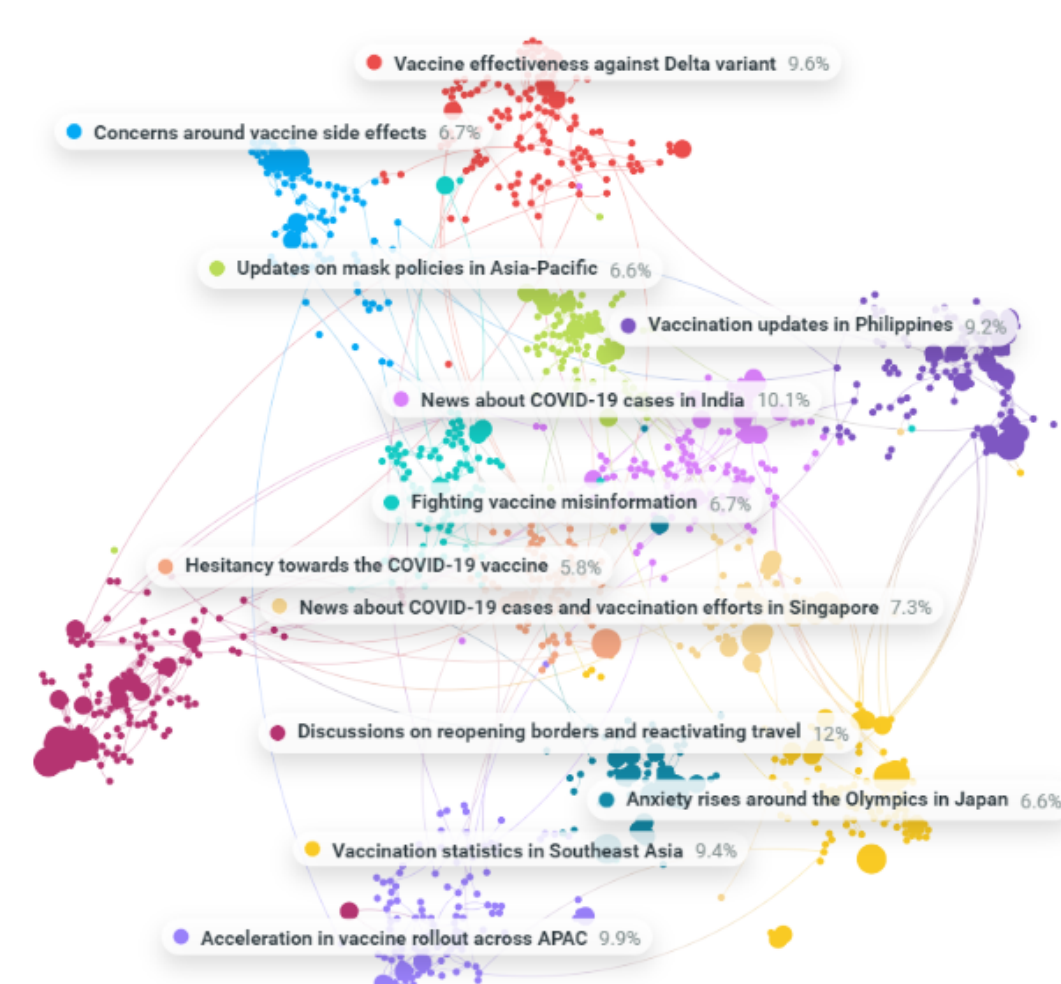
Talkwalker Market Pulse - Your weekly briefing June 16th, 2021

Who are the most loved brands in the world? Check out our Brand Love Story 2021 Report.

Are you a fan of the Talkwalker Market Pulse newsletter? Remember you can share it with your network, anybody can sign up.

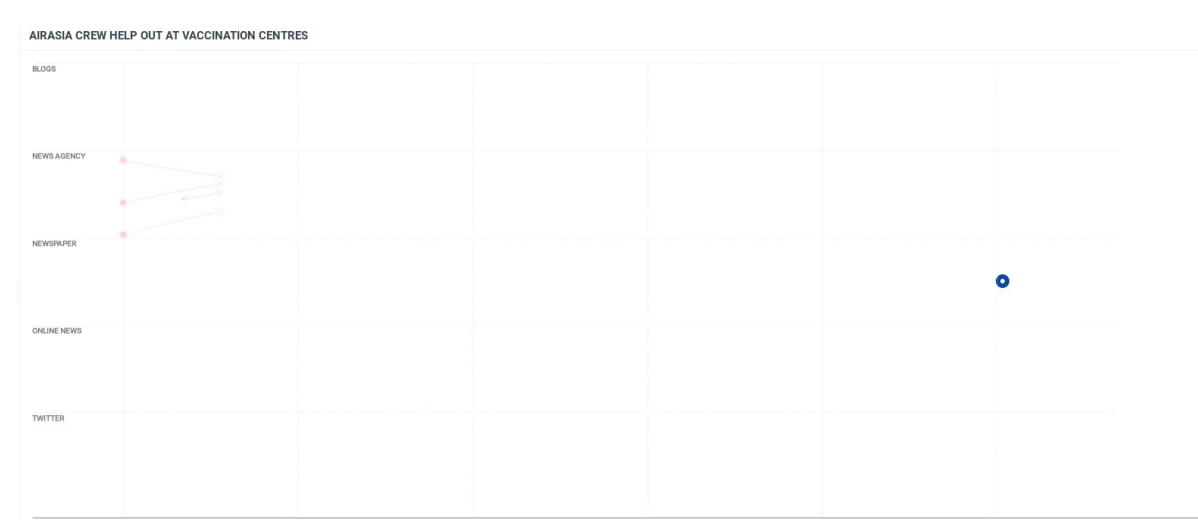
Consumer Insights - A summer of vaccines

Ramping up vaccination efforts. According to global statistics, the level of vaccinations in Asia Pacific stands at 23.8 doses for every 100 people, which is lower than other regions of the world.



Conversation Clusters around vaccines in Asia Pacific show a constant effort to update the population in terms of COVID-19 cases, vaccination developments and other policies for the region.

Status update. During the last 30 days, conversations around vaccines in the Asia Pacific region were focused mostly on the measures being taken to protect the population.

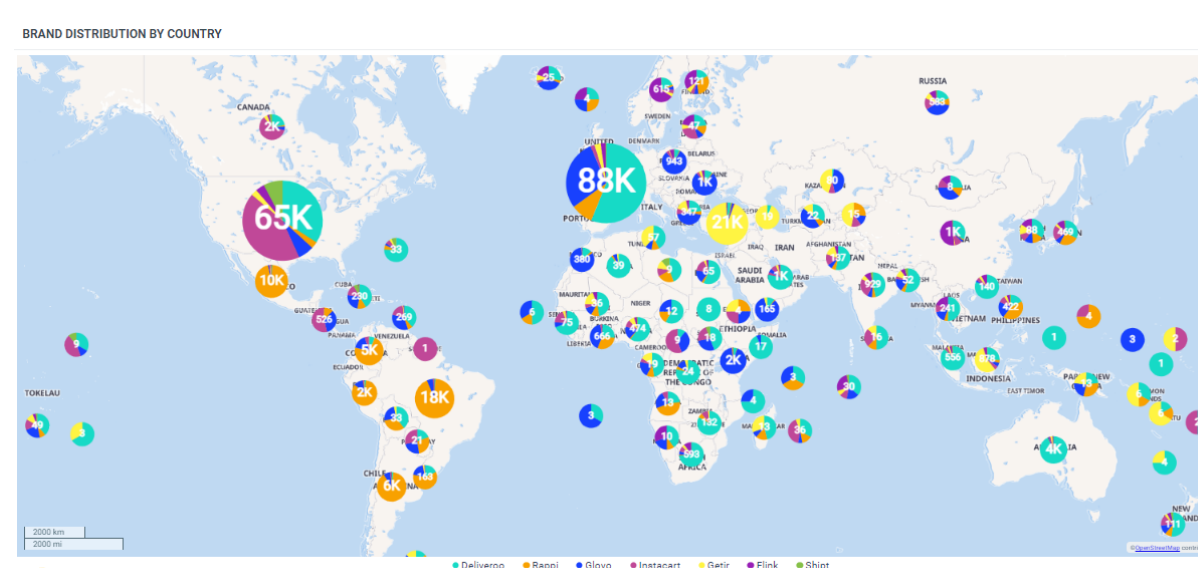


The news regarding AirAsia crew members volunteering at vaccination sites became viral, with more than 14K engagements across PR coverage, online news and social media.

Unexpected volunteers. With cases surging in recent weeks and lockdown now extended until June 28th, the Malaysian vaccination program has responded well, and is steadily gaining speed.

Industry Insights - Food at your doorstep

Just a click away. The business of food deliveries has been on the rise since last year, and does not seem to be stopping. New brands are entering the market, and differentiating themselves from existing players by focusing on groceries, or by promising a faster delivery.



Looking at the global scene, it is possible to see the shifting share of voice of delivery apps, as some have a strong foothold in certain markets, and are competing in others.

An evolving landscape. With their success in 2020, some of these delivery brands began to expand to new markets, as others consolidated their presence in existing ones.

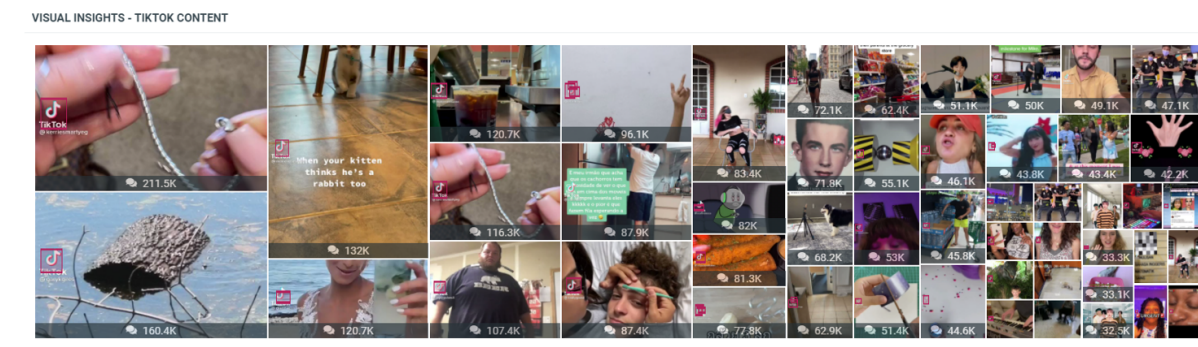


In recent weeks, consumers have described Flink & Getir as ambitious, independent brands, especially after receiving new investment rounds.

Filling up the gas tank. Specialized in rapid delivery, Flink and Getir were the two latest brands to receive investments of \$240 million and \$555 million respectively.

Movers & Shakers - #CreateKindness to kick bullying out of oscillation

TikTok content everywhere. Even with a number of hurdles along the way, TikTok continues its meteoric rise as one of the most successful social media platforms today.



Visual analytics show the top engaged posts among the 2M that carried the TikTok logo on other social media outlets in the last 7 days.

Top TikTokers #CreateKindness. This past week TikTok announced a new campaign to fight harassment in its unique way, with the hashtag #CreateKindness pushing users to steer away from bullying and trolling.

TikTok's announcement garnered nearly a thousand mentions in just a few days on other social media platforms, with a healthy 34% positive sentiment.



#CreateKindness emerged as the top hashtag around TikTok bullying after the company launched the campaign last week.

Thank you, and see you next Wednesday.

Want to know how social listening will increase brand awareness? Protect your online reputation? Amplify sales & prove ROI? Take your free Talkwalker demo now!

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