



Talkwalker Market Pulse - Your weekly briefing June 2nd, 2021

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Consumer Insights - Friends: The Reunion, Could it BE more nostalgic?

The one where they get back together. The Central Perk gang had their much anticipated reunion last week, and fans were thrilled. **Mentions about Friends: The Reunion amounted to nearly a million** so far. [HBO Max had a 30% uptick](#) in the number of app downloads on the day of the premiere compared to the day before. The streaming service which launched only last year and operating mainly in the US is quickly becoming a fierce competitor in the OTT space. The rapid accumulation of the 20% market share in the US is thanks to content like Friends: The Reunion, which was watched by 29% of the American streaming households on premiere day. Even though the US amassed half of all conversations around Friends: The Reunion, we saw engagement from over 100 countries, showing the reach that the show had over its 10 seasons.



Conversations themed prominently around the special guests, with **BTS and Lady Gaga** being the most popular appearances.

Special guests entertain. The one-off special was received with **35% positive sentiment**. Recreations of epic scenes and narrations of anecdotes drove [nostalgia](#), while inside information like secret crushes made fans ecstatic. One of the most enjoyable features of the show were the **special guests** as seen in the theme cloud above.

Celebrity fans like David Beckham, and gems like The Barbershop Quartet, who actually starred in the series, further enhanced the nostalgic charm of the show. Among the guest stars, K-pop sensation **BTS** topped the list on social media with their 13-second appearance, followed by Lady Gaga's recreation of "Smelly Cat" with Pheobe. In fact, **BTS** was featured in all the top five overall results as well as the top visual result.

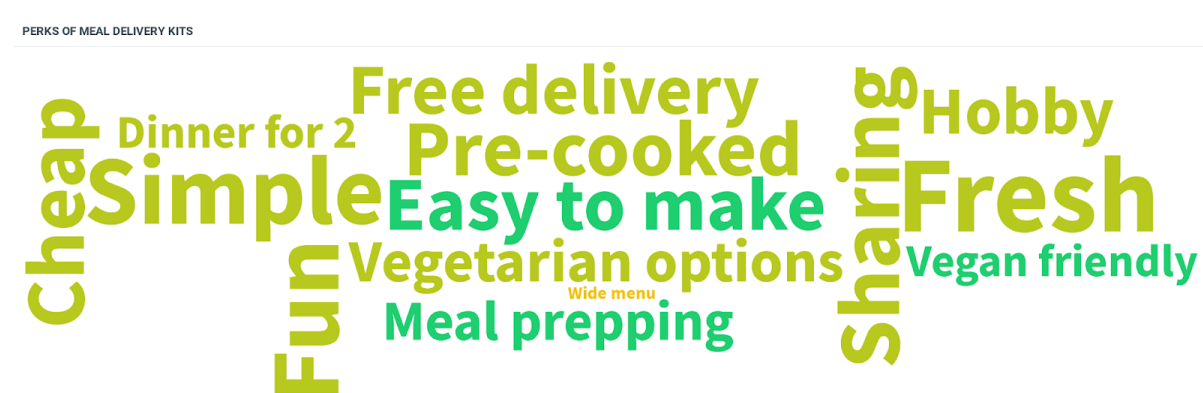


BTS were not only featured in the top 5 results around the special, they were also the top visual mention.

Read more about how entertainment was reinvented last year, and the impact it had on OTT share of voice in our latest [media & entertainment industry report](#).

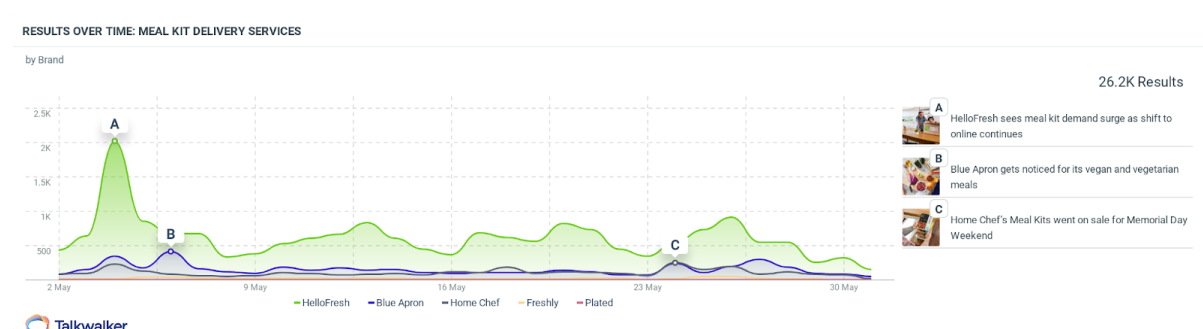
Industry Insights - Everyone's a home chef now

Built up momentum. Since June 2020, we found over a million online results for meal kits, or meal kit providers like [HelloFresh](#) and [Plated](#). In the first quarter of 2021, HelloFresh reported it had **7.3 million subscribers**, a **growth of 42%** from the same period last year. This result shows that even though many restaurants are opening up again and others are expanding their capacity, the industry of at-home full meal solutions is not exactly being replaced.



Fresh products, quick and easy recipes, and the chance to share meals are just some reasons why these brands continue to be so popular.

Following the recipe. The reasons why consumers are still keen on these products have to do with their overall convenience. With free delivery options, exact quantities and recipes that are easy to follow, customers have not fully returned to their grocery shopping lists. The entertainment and social aspect of meal kits have also been important factors for consumers to keep their subscriptions. Many consumers have fun preparing these meals, and others see it as a great way to cook with a friend or roommate.



Conversations on some of the world's most popular top meal kit providers have recently revolved around their achievements, their menu flexibility, and even special discounts.

Where to go next? From conversations over the past month it was possible to see that HelloFresh has dominated the [share of voice](#) amongst competitors. Another big player in the market, Blue Apron, has recently been getting more attention due to its partnership with Beyond Meat, which allows them to offer these products in their kits. With changing preferences amongst consumers, the industry will need to track if overall conversations decline, while making the most of the different perks that consumers have identified in its offering.

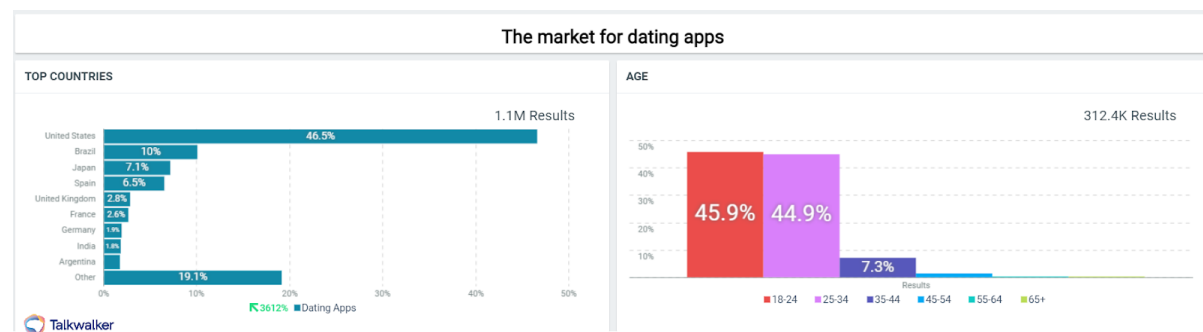
Movers & Shakers - The push for vaccine-certified dating profiles

Swiping right on the vaccine. Even before COVID-19, nobody questioned the popularity of dating apps. This could be the reason why many are vouching for [online dating's recent initiative](#), to encourage vaccination through users' profiles. With new features in place, consumers will not only be able to sort their potential matches based on their vaccination status, but also gain premium features for free if they show that they have gotten vaccinated.



The main announcement that the most popular dating apps would launch features to encourage vaccinations reached 2.6k engagements across media types.

The path forward. The campaign is being launched in the United States, where 40% of the population is already fully vaccinated, but **the average daily pace of vaccinations has fallen by 50%** from its peak in April. The dating apps that matched up for this campaign have a combined total of 50 million users in the country. With the incentives being given, the initiative hopes to get more people to take the jab against COVID-19 in the next few weeks. One statistic being shared by OkCupid to encourage vaccinations among users is that **people who are vaccinated receive 14% more matches** than those who don't.



Conversations around dating apps have been led by people between the ages of 18-34 mostly in the US but also across the globe including like Japan, Brazil, and Spain.

The goal is July 4th. President Biden wants to have 70% of US adults with their first dose by Independence Day. According to the numbers above, the age groups who engage with these apps most are adults under 34 years old, so this could be a clever way to convince many of them during the next month. Given that conversations about dating apps are not only happening in the US, these brands could consider making this a global campaign, and raise awareness of the COVID-19 vaccine across geographies. We invite you to check out our [pharma report](#), where we discussed initiatives such as this one, at length.

Thank you, and see you next Wednesday.

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