

# 72andSunny uses social listening to shine light on trends in a rapidly changing industry



## INDUSTRY

Marketing agency

## SPECIALTIES

Unlocking market opportunities for the world's most ambitious brands

## CHALLENGES

- Helping a client isolate a target audience to better understand the trends and conversations surrounding the rapidly evolving world of vaping
- Understanding and communicating changing trends, sentiment and behavior within this audience
- A lack of funding to combat vaping within the audience

## SOLUTIONS

- Infegy Atlas

## RESULTS

- Built a robust target audience using multiple filters
- Gained an in-depth understanding of trends, sentiment and behaviors among vape users
- Obtained additional funding to combat vaping in this target audience



**M**odern, full-service creative agency, 72andSunny, is known for brand transformations and culturally led marketing campaigns. The agency was working with a non-profit public health organization focused on achieving a culture free from smoking, vaping and nicotine. “After years of battling big tobacco, the client was caught off guard by the rapid emergence of vaping technology and needed to quickly shift to combating the dangers of vaping,” said Fernando Coronado, Data Strategy Director at 72andSunny.

According to Coronado, “The client’s goal was to better understand the people talking about vaping. Seeing so much happening in the news around vaping, we needed to monitor what trends and conversations were happening within this specific group.”

## Using social listening insights to understand a new market

As vaping rose in popularity, the 72andSunny team quickly realized that the audience for these products was vastly different from typical nicotine users. Who were these vapers? To answer that question, the team turned to social listening data.

The team started monitoring vaping conversations across various social media channels to identify commonalities among the people posting about the topic. “When we saw a conversation pop up, we would dig deeper into those posts to gain an understanding of the people behind the posts.



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**Fernando Coronado**, Data Strategy Director

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Using biographic and audience filters, we were able to access this specific audience segment," said Coronado. "We discovered that the majority of those posting about vaping were teens and Gen Zers."

Armed with this data, Coronado and the team used audience filters to monitor conversations related to vaping within this demographic. They created a monthly compilation of posts, topics and behaviors, which allowed the client to quickly view trends and better understand the rapidly changing vaping audience.

According to Coronado, "It was an effective way to monitor conversations within a specific audience. It would not have been possible to access this type of data without Infegy Atlas's audience filters."

### Not just Twitter

Throughout the process, Coronado and the team were able to access insights across multiple social media platforms. This multi-channel data was key to understanding conversations within the target audience.

"Other platforms pull mostly from Twitter, but that's not where these conversations were happening," said Coronado. "We pulled a lot of information from multiple channels, especially TikTok because that's what our target audience uses most. Other platforms don't even offer access to TikTok."

### Richer data

In addition to monitoring multiple social media channels, Infegy Atlas allowed the team at 72andSunny to access richer data than other social listening platforms.

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### Results

Using social listening insights into this vaping audience, 72andSunny's client was able to better understand trends and target specific vape users. "Infegy Atlas data allowed us to connect the dots with other tools," said Coronado. "We were able to look into Gen Z and

understand their thoughts and interests. Incorporating social listening into the equation brings a level of texture to who these people are as an audience."

The client used the insights gained to focus its efforts on this specific audience. Thanks to the ability to isolate certain products and better understand trends and sentiment related to vaping, the client was able to secure additional funding to combat vaping within this specific demographic.

According to Coronado, "Infegy Atlas is much more than an advertising tool. It's a way to be smart about what's going on."

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