

# Sparkling Water

THE SOCIAL MEDIA CONVERSATION



# Sparkling Water: A New Fad?

Many think of sparkling water as being enjoyed in recent years by millennials when, in fact, it is no new trend.

For centuries people have enjoyed and touted the benefits of drinking sparkling water. As early as the 18<sup>th</sup> century, man-made methods of introducing carbonation into water were being invented, and naturally-occurring sparkling mineral water can be found in artesian wells around the world.

The latest resurgence in the popularity of sparkling water cannot, however, be denied. Over a thirty-day period, Ann Michaels & Associates and the Social Media Research Association looked at what is being said online about sparkling water—both positive and negative.

## Recent Controversy: Spotlight on LaCroix

“LaCroix sparkling water is facing a lawsuit alleging its claims of ‘all natural’ and ‘100 percent natural’ are misleading because of artificial ingredients” (Picchi, 2018).

By AIMEE PICCHI | MONEYWATCH | October 5, 2018, 10:25 AM

### LaCroix ingredients: Lawsuit alleges "all natural" claim is false

SCIENCE

### The ‘all-natural’ label on your LaCroix is meaningless, but that doesn’t mean the seltzer is bad for you

Your LaCroix can't kill cockroaches. Or you.

By Neel V. Patel | October 4, 2018

BRIEFING • LACROIX

### LaCroix Denies Allegations That It's Not 'All Natural'





## Recent Controversy: Spotlight on LaCroix

Popular sparkling water brand LaCroix has been making headlines recently. A consumer is pursuing a lawsuit against LaCroix and parent company Natural Beverage Corporation alleging that the brand's claims of being all-natural are misleading and false.

According to *Popular Science*, “[T]his lawsuit seems to be a stretch, working on the ambiguous nature of how the FDA distinguishes natural chemicals from synthetic ones, and a product of alarmist, chemophobic ideas about what we put in our foods” (Patel, 2018).

Natural Beverage Corporation stands by LaCroix's advertising claims and denies all allegations. “[LaCroix's] flavors...are ‘derived from the natural essence oils from the named fruit used in each of the flavors. There are no sugars or artificial ingredients contained in, nor added to, these extracted flavors’” (Bach, 2018).

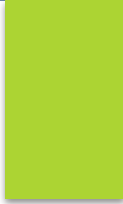


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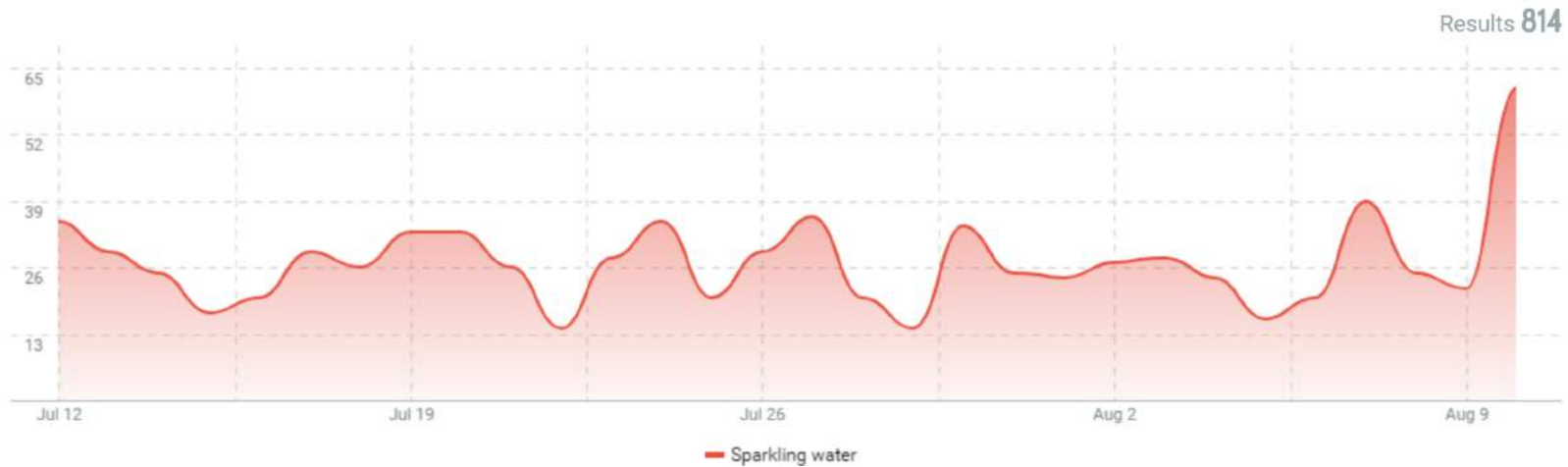
What's being said online about sparkling water?

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Analyzing the social media conversation and discovering what it reveals



RESULTS OVER TIME



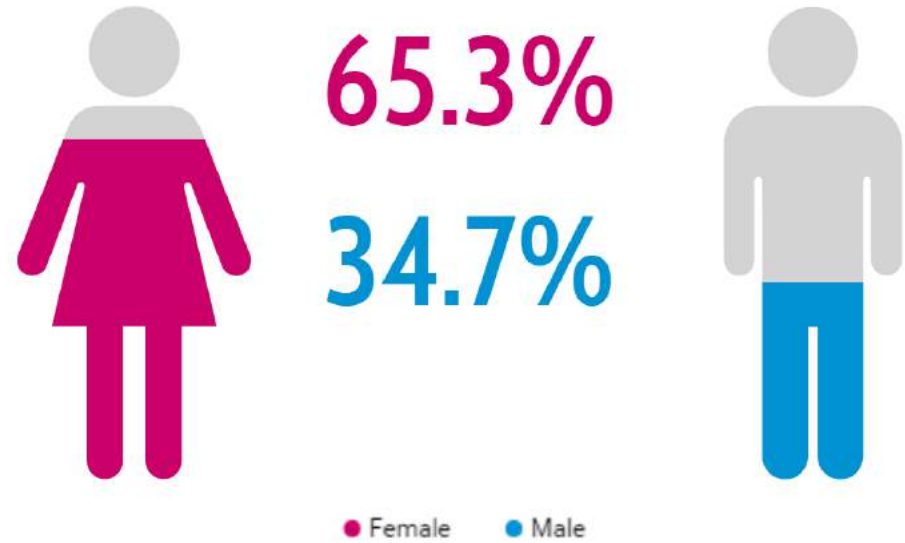
## Sparkling Water: Online Posts Data

We tracked the online conversation surrounding sparkling water on social media in the United States over a thirty-day period in 2018. During this month-long period, 814 unique results were found.

## Who's Talking About Sparkling Water?

### **GENDER DEMOGRAPHICS:**

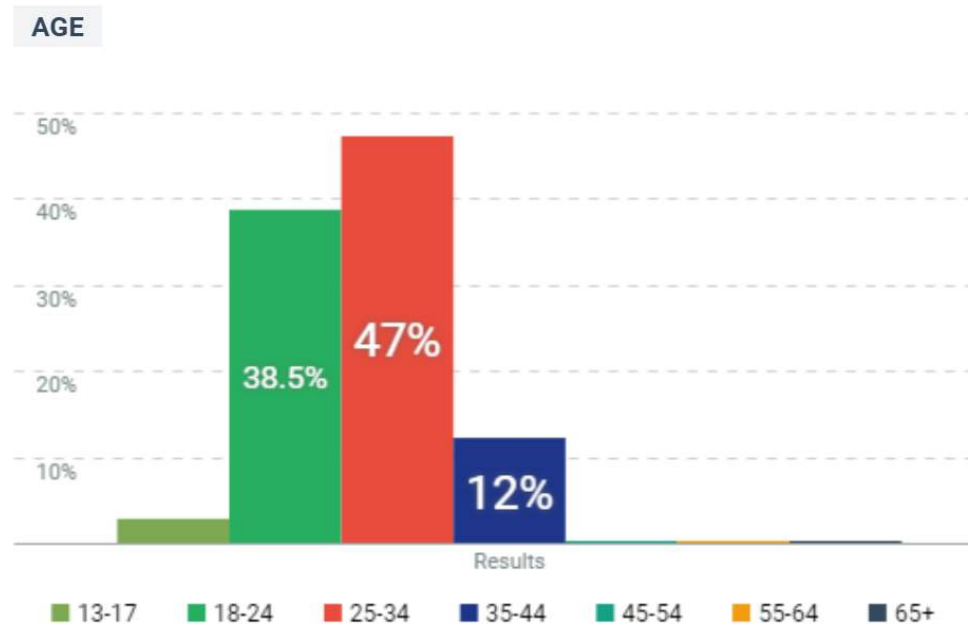
More women than men are talking about sparkling water online. Posts by women comprise 65.3% of the online conversations about sparkling water; posts by men account for 34.7%--just over a third--of all posts about sparkling water.



# Who's Talking About Sparkling Water?

## AGE DEMOGRAPHICS:

Individuals who are 25-34 years old are doing the most talking about sparkling water online—accounting for 47% of posts. They are followed by those who are 18-24 years old—accounting for 38.5% of posts. Posts by individuals who are 35-44 years old make up only 12% of all posts studied, and all other age brackets only account for 2.5% of posts.





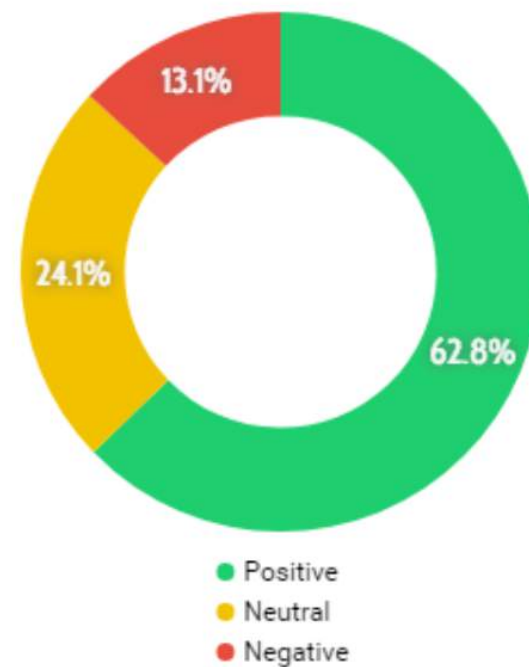


## Sentiments Surrounding Sparkling Water

By looking at the sentiments surrounding sparkling water, we can see whether the reaction to the subject is positive, neutral, or negative.

For posts about sparkling water, 62.8% of sentiments are positive, 24.1% of sentiments are neutral, and 13.1% of sentiments are negative.

SHARE OF SENTIMENT



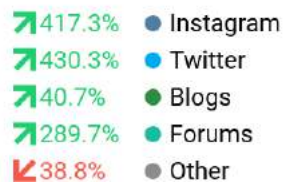
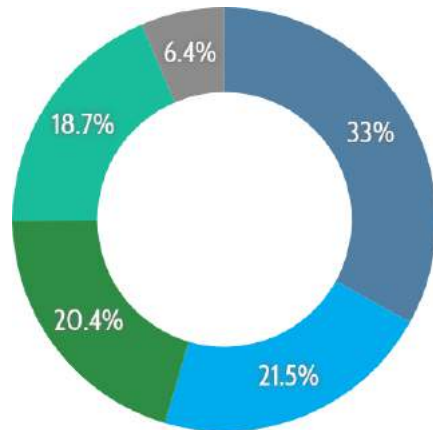
SENTIMENT KEY DRIVERS



## Sentiments: Negative to Positive

Here we can see all the keywords found in posts about sparkling water that are analyzed and arranged by sentiment from negative to positive.

# Where Are People Posting?



The most posts about sparkling water are being made on Instagram—33% of posts.

Twitter follows Instagram with the next highest percentage of posts about sparkling water (21.5% of posts).

Blogs account for the third highest percentage of posts about sparkling water (20.4%), and forums follow blogs with 18.7% of posts happening there. Posts being made other places online make up 6.4% of all posts.



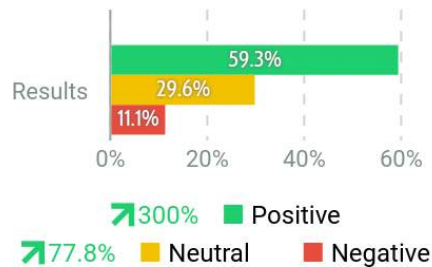
# A Look at Brand-Specific Data

All of the information highlighted gives us an idea of *who* is talking about sparkling water, *sentiments* toward sparkling water, and *where* posts are being made, but what can this information look like for a specific brand?

To answer this question, we analyzed data for one of the most popular sparkling water brands—Perrier. Results are taken from the same thirty-day time period as the broader sparkling water study.

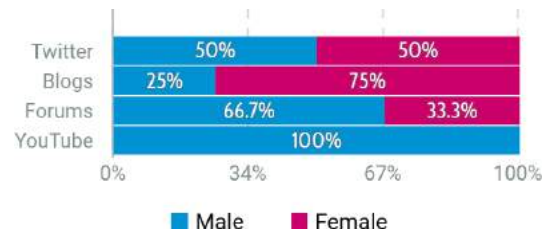
# Brand Data: Perrier

Results 54



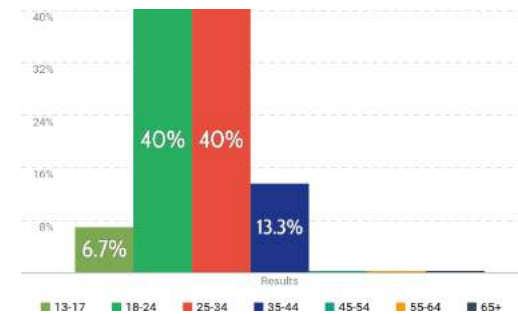
## Sentiment

In looking at the 54 Perrier-specific results, we can see that sentiment about Perrier is mainly positive (59.3%) or neutral (29.6%), with only 11.1% of posts being flagged as negative.



## Gender Demographics

Men and women account for an even number of Twitter posts about Perrier, but men's posts only account for 25% of blog posts about the brand. Men talked more than women about Perrier on forums (66.7% and 33.3% respectively). Surprisingly, only men posted on YouTube about Perrier during the thirty-day period from which we gathered data.



## Age Demographics

Posts by those who are ages 18-24 and 25-34 make up 80% of posts about Perrier, with the two age groups each accounting for 40% of posts. 13.3% of posts are by those who are 35-44 and the remaining 6.7% are by those who are 13-17.

# References

Bach, N. (2018, October 5). LaCroix Denies Allegations That It's Not 'All Natural'. *Fortune*. Retrieved from <http://fortune.com/2018/10/05/lacroix-natural-ingredients-lawsuit/>

Patel, N. V. (2018, October 4). The 'all-natural' label on your LaCroix is meaningless, but that doesn't mean the seltzer is bad for you. *Popular Science*. Retrieved from <https://www.popsci.com/lacroix-lawsuit-natural-synthetic-flavors>

Picchi, A. (2018, October 5). LaCroix ingredients: Lawsuit alleges "all natural" claim is false. *CBS News*. Retrieved from <https://www.cbsnews.com/news/lacroix-ingredients-lawsuit-alleges-all-natural-claim-is-false/>