

#RealTalk

The state of brand
behaviour on Twitter and
what's coming next



**It's been over
a decade
since brands
joined Twitter**





You've Asked Us

What do people
really think about
brands on Twitter
today?



Who you are on Twitter

tone

How you talk

topics

What you say
When you say it

community

Who you're
speaking for



What We Did

Analysed

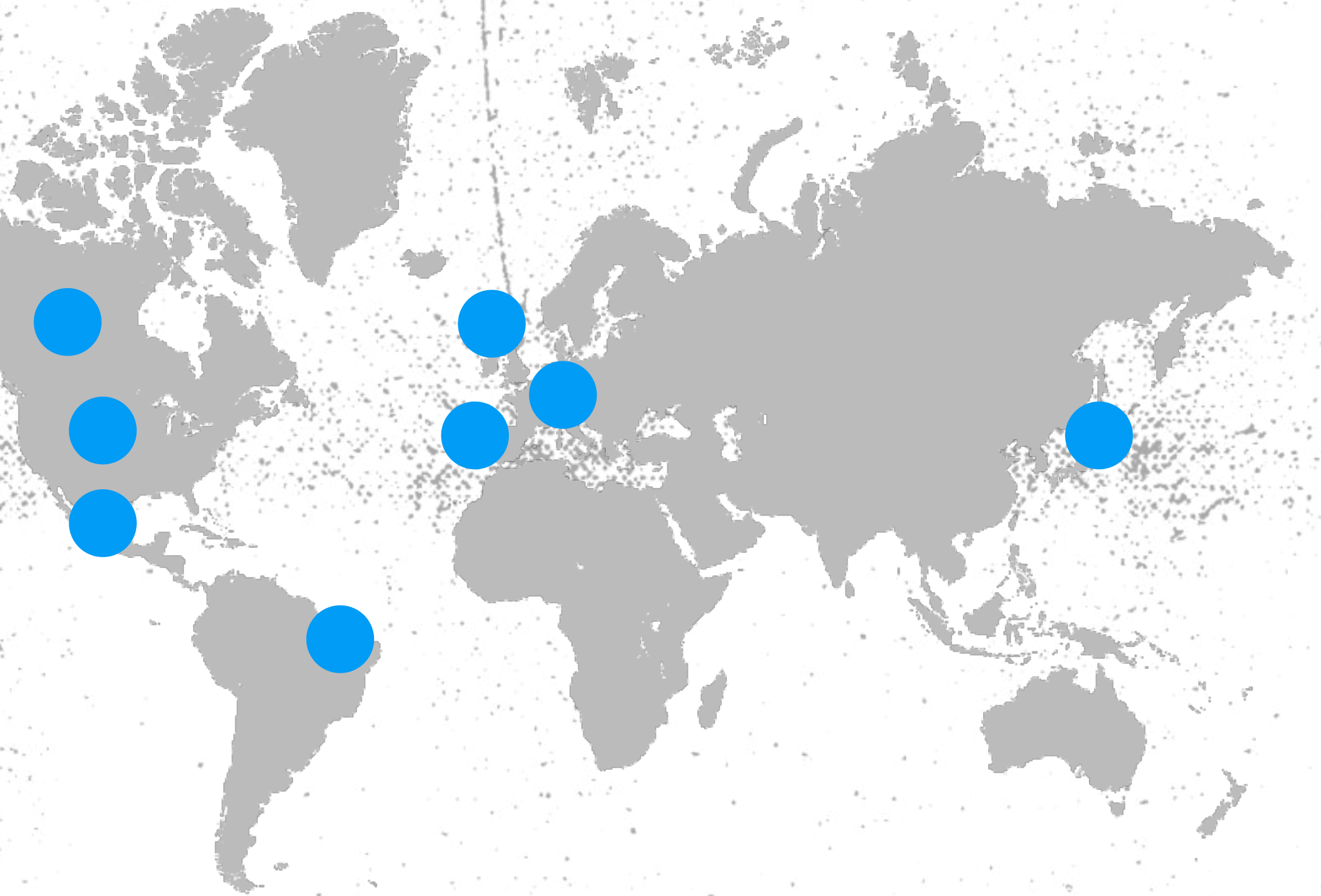
5,000

**Unprompted Tweets
about brands**



What We Did

**Surveyed
& Tested**



What We Did

Dissected Tweet Behaviour



3 years | 20 brands

What We Learned



1

They're on to us.

People are **far sharper** than brands give them credit for.



rachelmercer
@rachelmercer



If you don't think GenZ can see straight through your marketing (and also just eviscerate you by making the content even at a parody level in 1/100th of the time) - think again:





Seán Burke
@SeanBurkeShow



Every Bank Ad.



0:46

1:04 PM · Oct 13, 2021 · Twitter Web App

10.1K Retweets 922 Quote Tweets 74.4K Likes



Savvy

74%
agree

“I don’t mind being sold to on social media, as long as it’s fun, useful, entertaining, informative or moves me in some way”

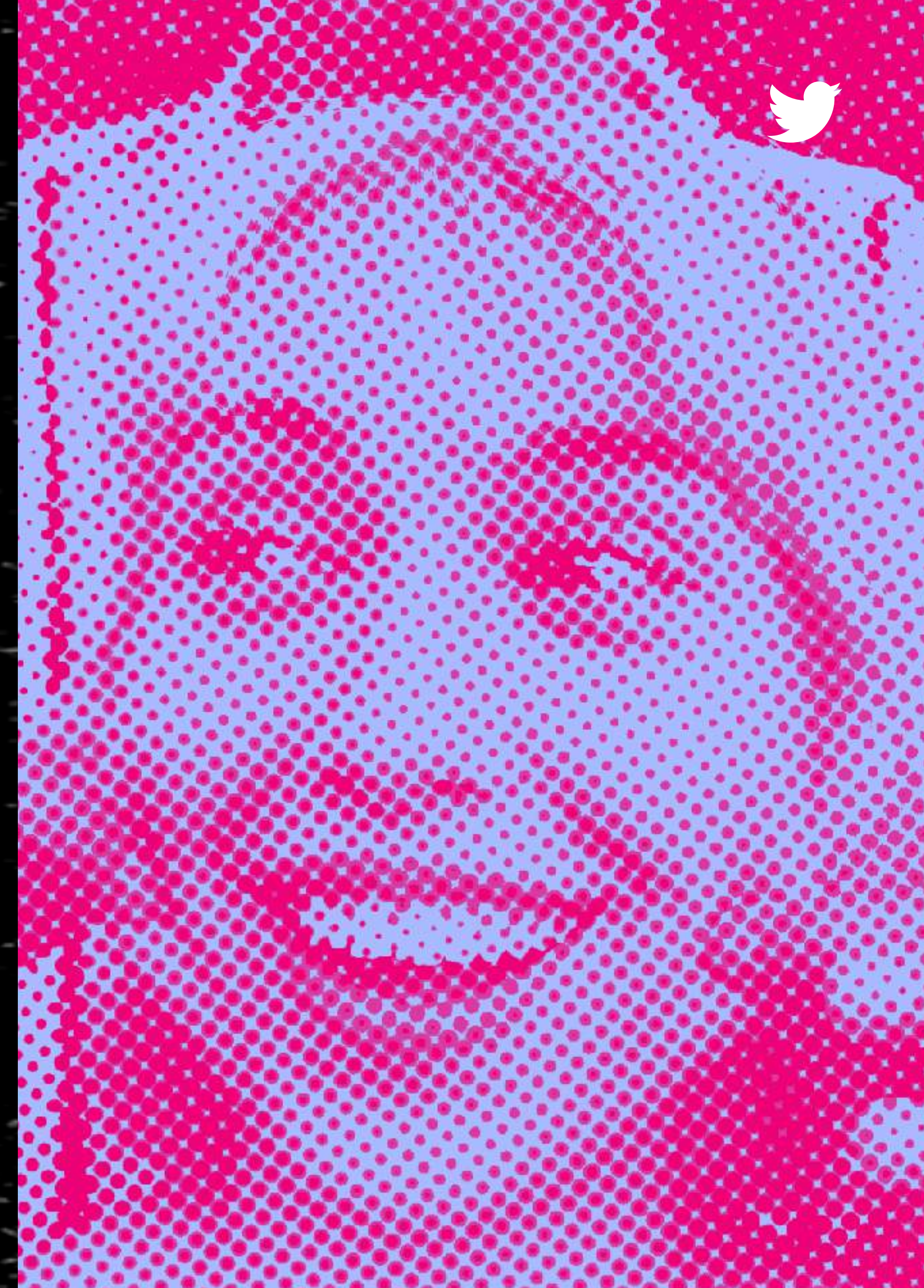
Source: Sparkler Custom Research, commissioned by Twitter, #RealTalk Study 2021, Fieldwork May-June 2021, n=2,000 Twitter Users per market (UK).



Active

Savvy

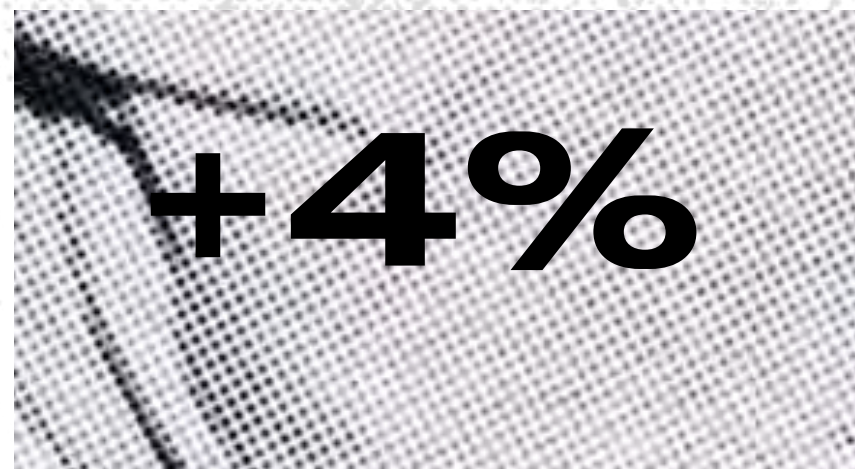
Paying Attention



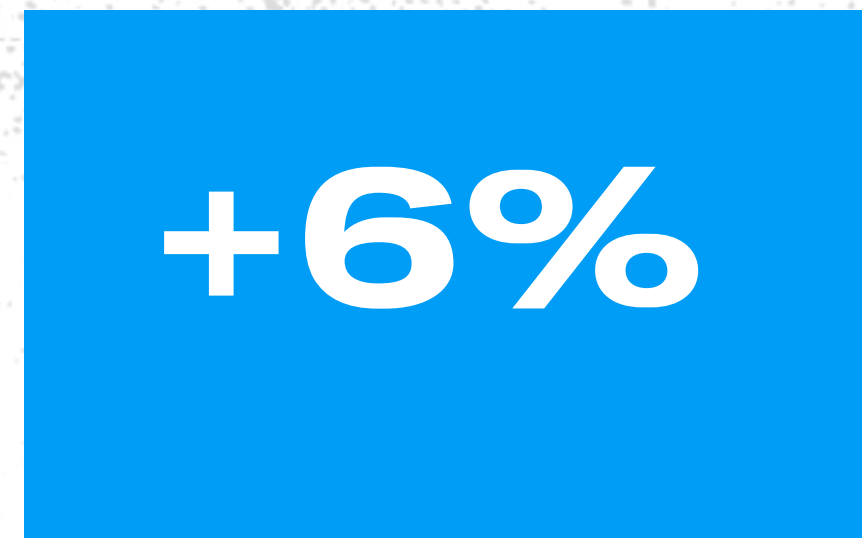


Active Conversations with & about brands are up

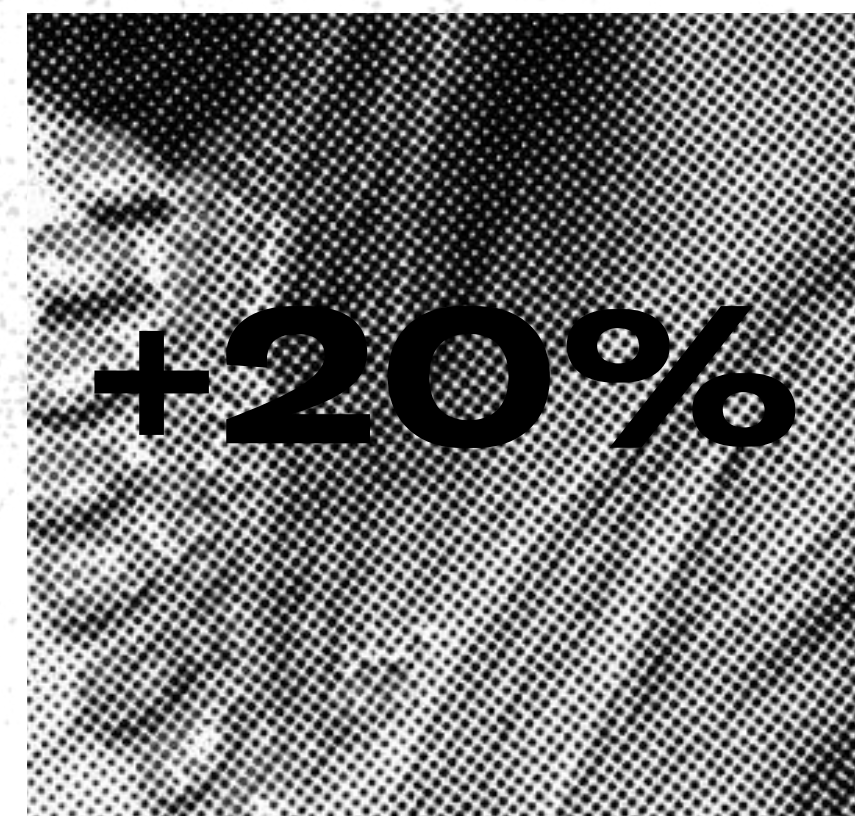
(2020 vs. 2019, UK)



Retweets



Tweets



Quote Tweets



Replies

Source: Twitter Internal Data (Big Query, Semantic Core). January 1st, 2019 - January 1st, 2021. UK Tweets and users only.



Active

They **actually want** brands here

6 in 10
people agree

“Brand Twitter” can be one of the best parts about Twitter.

Source: Sparkler Custom Research, commissioned by Twitter, #RealTalk Study 2021, Fieldwork May-June 2021, n=2,000 Twitter Users (US).



Allow "App" to track your activity across other companies' apps and websites?
Your data will be used to measure advertising efficiency.

Ask App Not to Track

Allow

Expectations Are Even Higher



Waitrose & Partners 
@waitrose



**Finish the sentence: "I shop
at Waitrose because
_____." #WaitroseReasons**





Ben Jones
@welshben



I shop at Waitrose because I once heard a 6yr old boy in the shop say "Daddy does Lego have a 't' at the end, like Merlot?" [#waitrosereasons](#)





2

**People are tired of
the sea of same.**

Brand Twitter is at a tipping point.



Same Tones



Thom Binding
@Slightly_Random



Eventually all of the lockdowns will end, and we'll just after the freedoms we've been missing.

Wondering how many brand campaigns will all fall into the same trap of looking, sounding, and feeling exactly the same.

"Rediscover your freedom" will ring out across the airwaves.



Same Topics



Scott Bryan
@ScottyGB



I wonder if all the brands telling us to look after our mental health this week are prioritising their own staff's mental health.



Same Communities



We Could Be Shiroes
@shirosirius



Brands during Pride





Who you are on Twitter

tone

How you talk

topics

What you say
When you say it

community

Who you're
speaking for



Tone

**Are brands
really starting
to sound
the same?**



We created a test...

[Redacted]
We are the women who push ourselves to the max. To face the labels. The odds. And defy them. We won't be minimized, maximize us. We face today, for a better tomorrow. Because together, we are the change.

See the full campaign at [Redacted] [/faceanything](#)
[#FaceAnything](#)



7:59 PM - Oct 21, 2020 - Twitter Web App

10 Retweets 8 Quote Tweets 63 Likes



1 in 3

People could guess the correct brand from a list of five options

Source: Sparkler Custom Research, commissioned by Twitter, #RealTalk Study 2021, Fieldwork May-June 2021, n=2,000 Twitter Users (US). *Based on US brand accounts

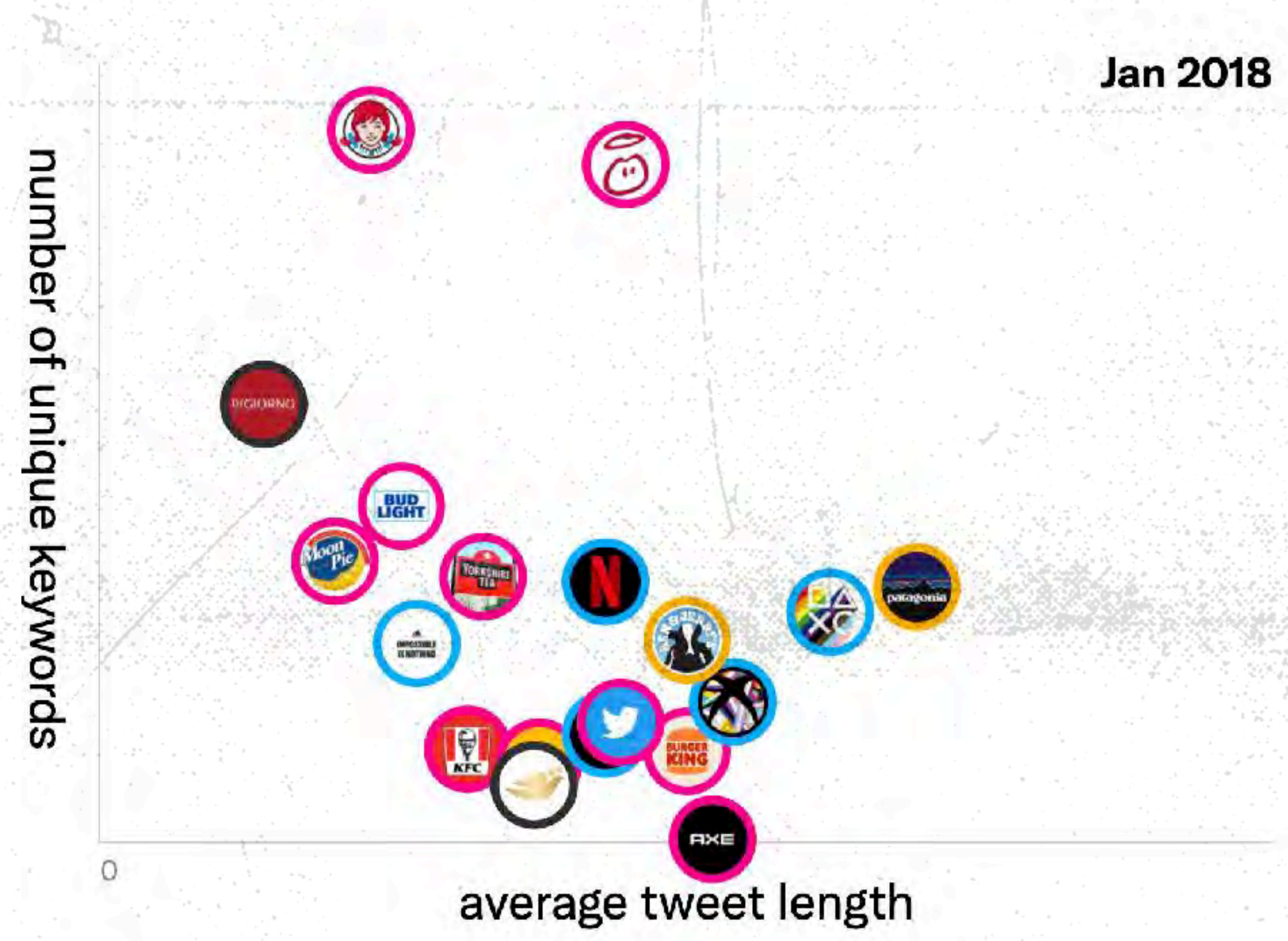




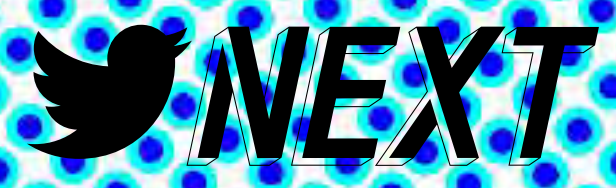
Jan 2018

The Sea of Same

- Same unique keywords
- Same length of Tweets
- Same brand “archetypes”



Source: Pulsar Custom Research, commissioned by Twitter, #RealTalk Study 2021, Fieldwork March-April 2021, Based on Tweets from January 1, 2018 to March 31, 2021 from 20 selected Brand accounts.





They describe brands on Twitter the same way

Most common descriptor of brands on Twitter in 8 countries



“Funny!”

“Playful!”

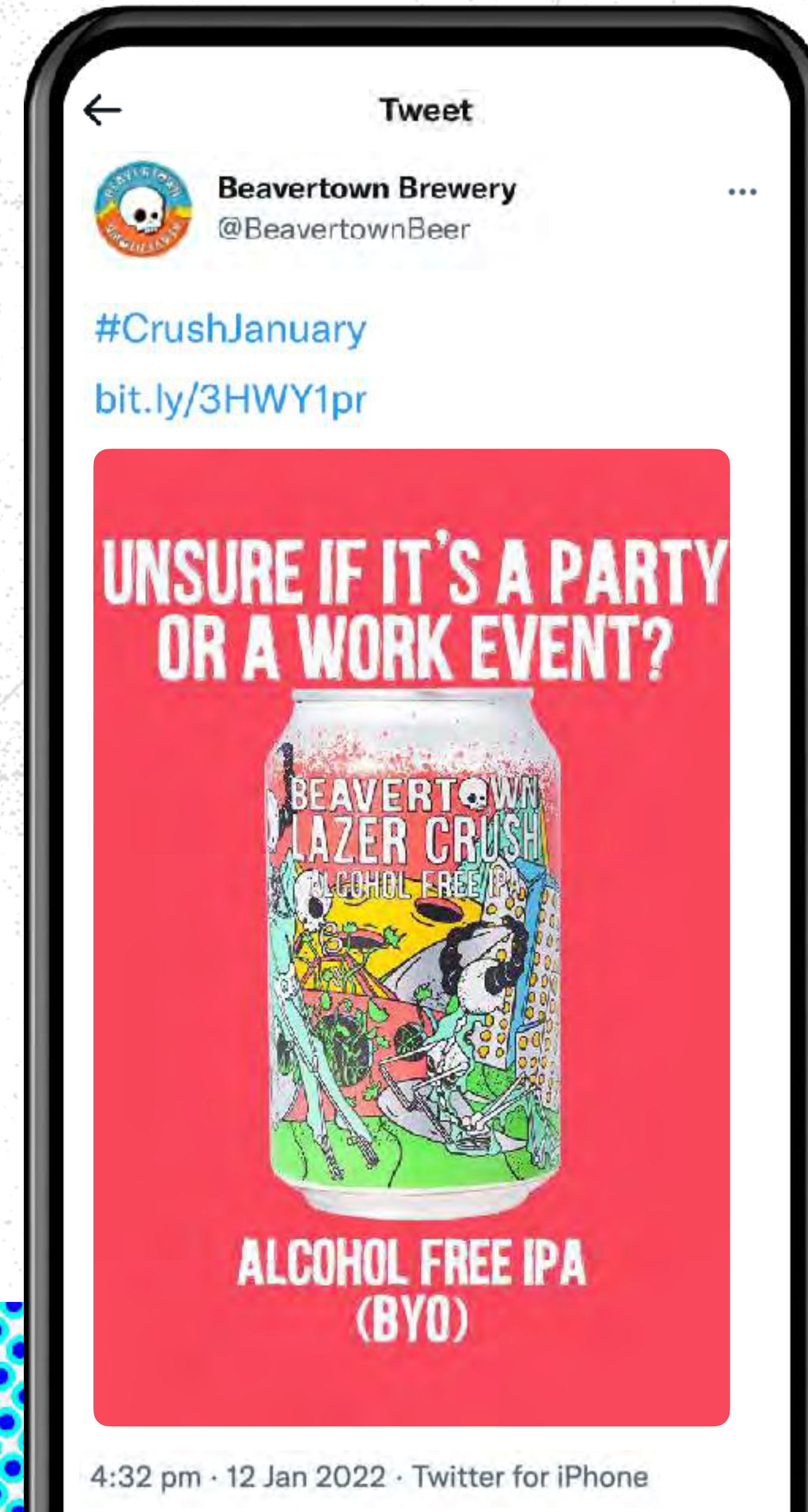


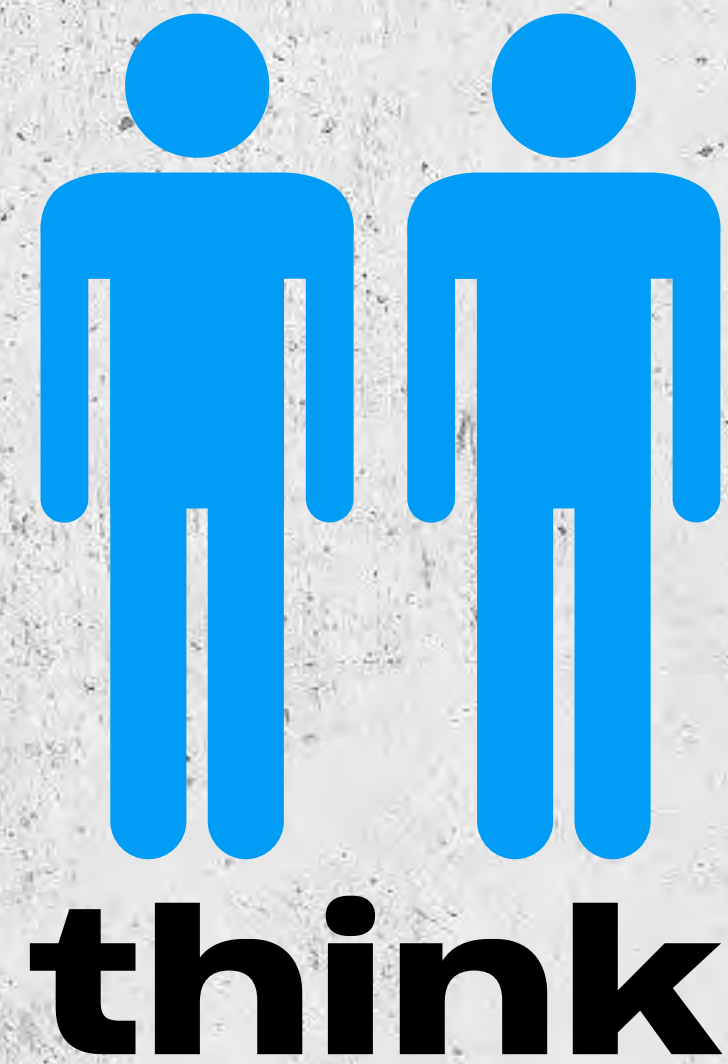
Source: Sparkler Custom Research, commissioned by Twitter, #RealTalk Study 2021, Fieldwork May-June 2021, n=2,000 Twitter Users per market (US,UK,CA,FR,BR,JP,ES,MX).





“Playful” Done Well





“Brands who rely **only**
on humour and jokes can feel
outdated in today’s world”

Source: Sparkler Custom Research, commissioned by Twitter, #RealTalk Study 2021, Fieldwork May-June 2021, n=2,000 Twitter Users per market (US,UK,CA,FR,BR,JP,ES,MX).



Francisco // djstarion
@djstarion



Man, some brands just need to read the room.

5:04 PM · Apr 20, 2021



9 in 10
people expect

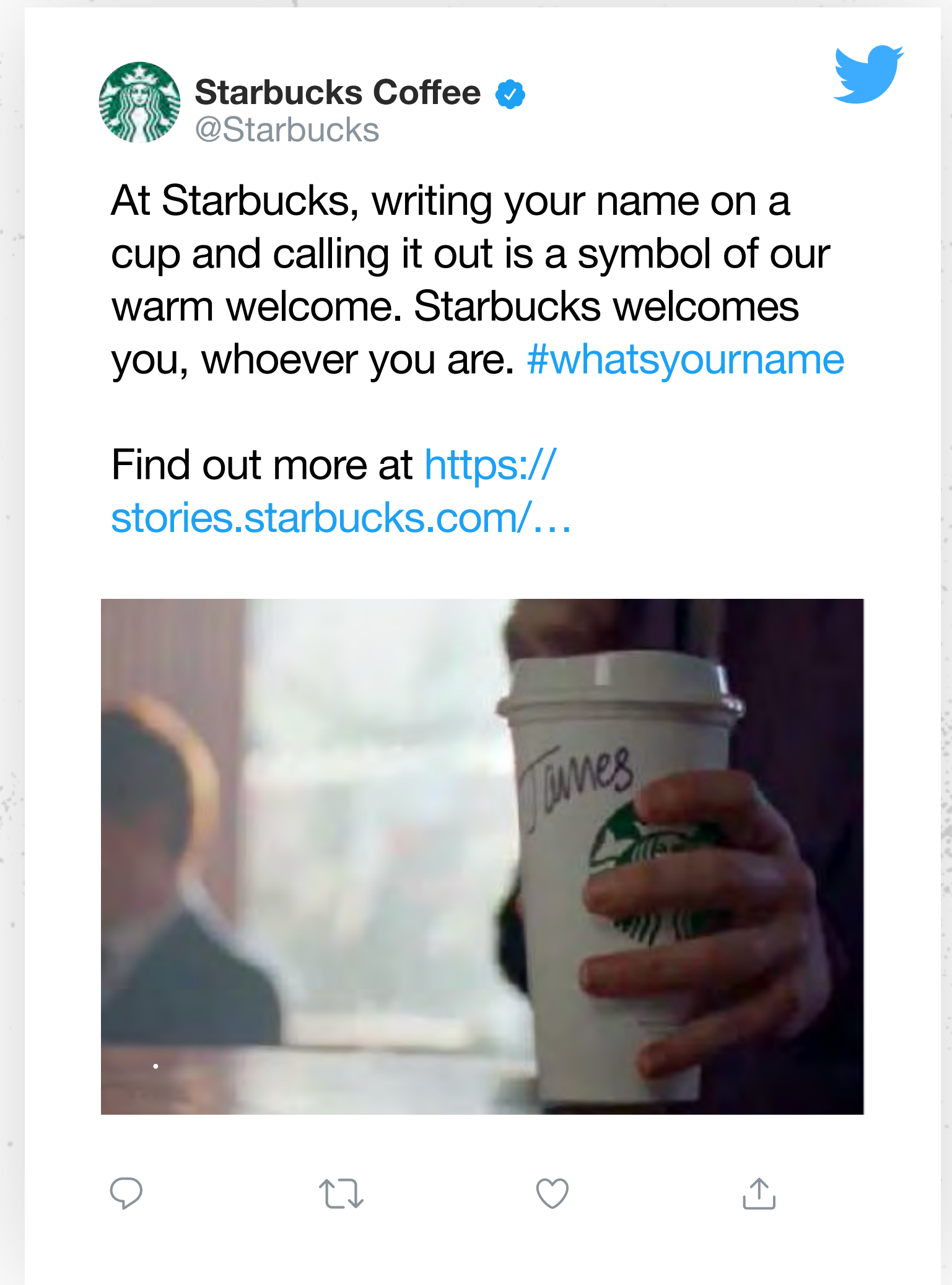
“Brands to evolve their tone with the times.”

Source: Sparkler Custom Research, commissioned by Twitter, #RealTalk Study 2021, Fieldwork May-June 2021, n=2,000 Twitter Users per market (US,UK,CA,FR,BR,JP,ES,MX).

2008



2020





Who you are on Twitter

ONE

How you talk

TOPICS

What you say
When you say it

COMMUNITY

Who you're
speaking for



Topics

**What
conversations
should brands
join?**



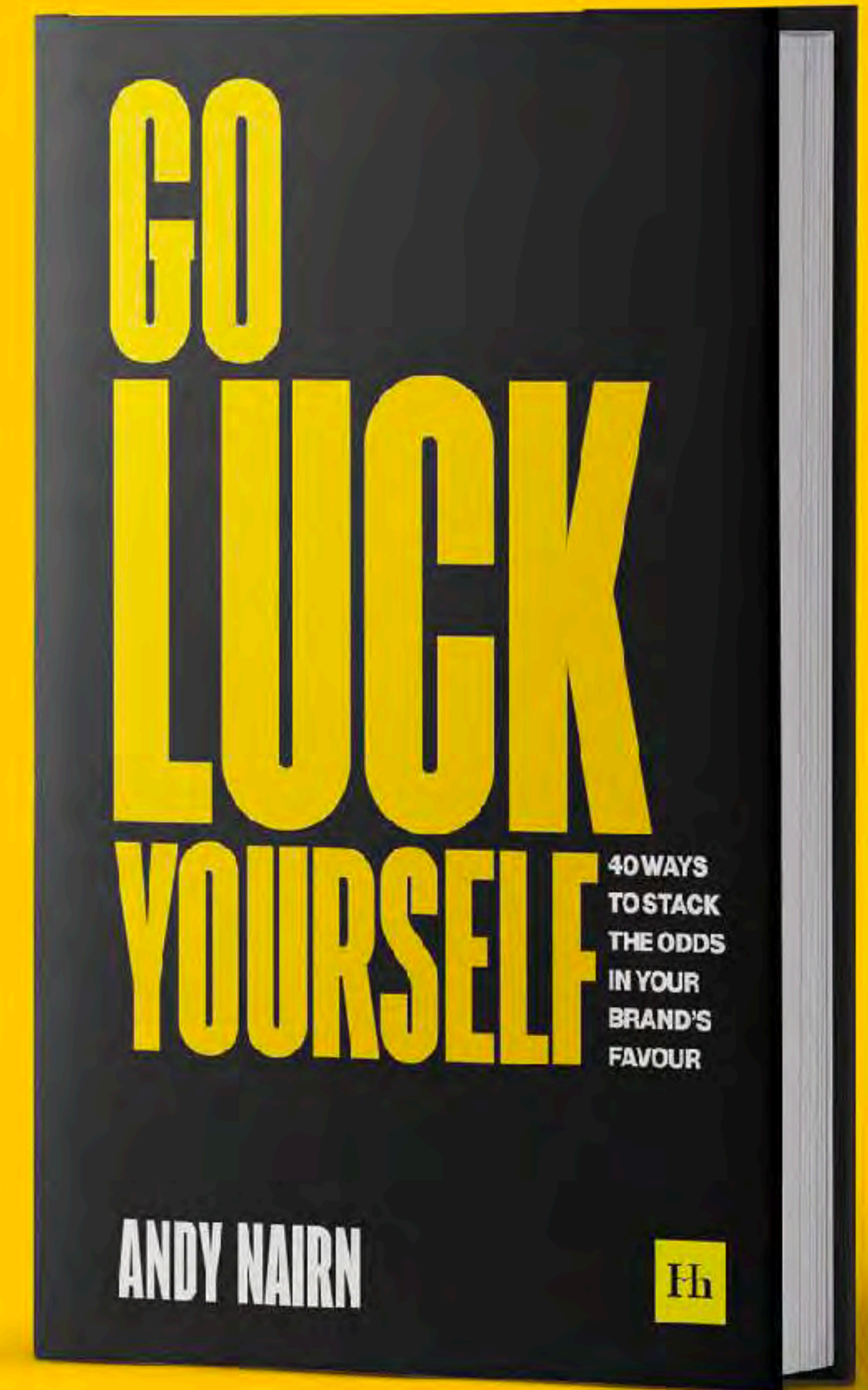
Lucky Quote

“Brands can talk more credibly about culture when there’s an obvious fit with demographics, a strong link to the product or a long standing association.

Even better if all three conditions are met.”

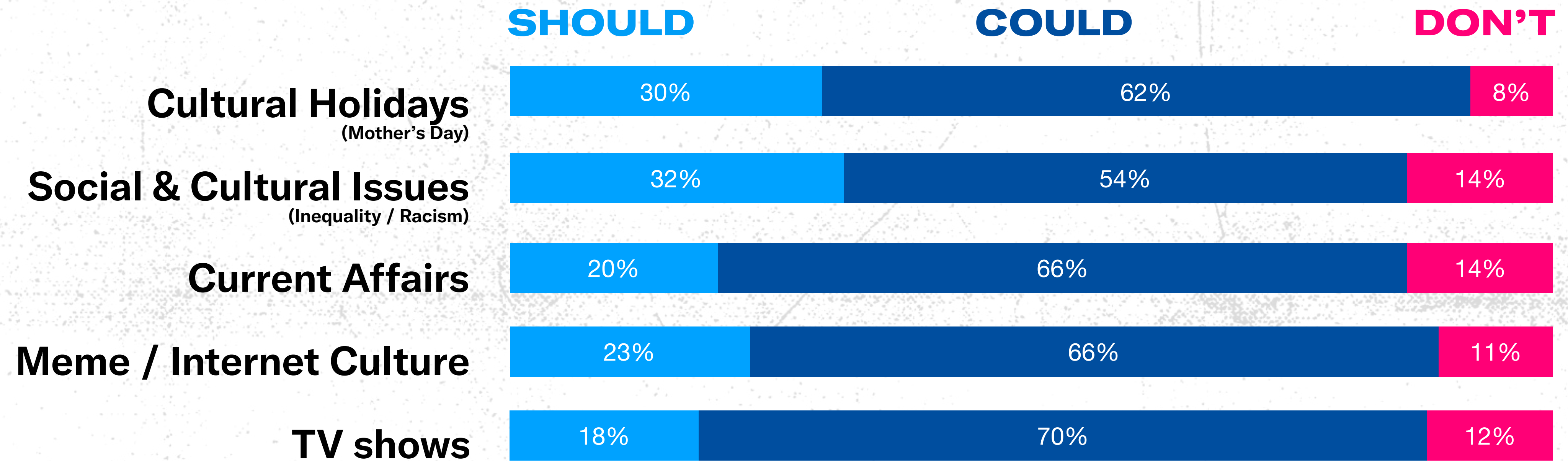
Andy Nairn

Founder of Lucky Generals and author of Go Luck Yourself





Shoulda, Coulda... Don't



Source: Sparkler Custom Research, commissioned by Twitter, #RealTalk Study 2021, Fieldwork May-June 2021, n=2,000 Twitter Users per market (UK).

#Shoulda



A screenshot of a tweet from Ben & Jerry's (@benandjerrys). The tweet text reads: "Black Lives Matter. Choosing to be silent in the face of such injustice is not an option. <http://benjerrys.co/blm> #BlackLivesMatter 🍪🍪". Below the text is a black rectangular image with the words "BLACK LIVES MATTER" in white, bold, sans-serif capital letters. The tweet interface shows the Ben & Jerry's profile picture, name, and handle, along with a blue Twitter bird icon. At the bottom of the tweet are icons for replies, retweets, likes, and share.

#Coulda



Laura
@thisislaurat



I'm dead chuffed that
Yorkshire Tea hasn't
supported BLM. 😁

4:45 PM · Aug 5, 2020



#Coulda



 Yorkshire Tea 
@YorkshireTea 

Replying to [@thisislaurat](#)

Please don't buy our tea again.

We're taking some time to educate ourselves and plan proper action before we post. We stand against racism.




#BlackLivesMatter 

1:36 PM · Aug 6, 2020

#Coulda






 PamelaWS 
@bonmarche946 

So now I've got to buy PG Tips??

Well f me. This sucks. And Yorkshire Tea is done. Good luck with the bs stance.

12:28 PM · Jun 8, 2020

 PG Tips 
@PGtips 

Yeah it does suck, Pamela. If you are boycotting teas that stand against racism, you're going to have to find two new tea brands now

[#blacklivesmatter](#)  

[#solidaritea](#)

1:31 PM · Jun 8, 2020

#Coulda



teapigs
teapigs @teapigs

Nicely done guys 🙌 Make that three [#solidaritea](#)



3:08 PM · Jun 8, 2020

Reply Retweet Like Share

#Coulda



 **Tetley UK** 
@tetleyuk 

**We stand with you in
#solidaritea!**

4:50 AM · Jun 9, 2020

 **Twinings UK** 
@TwiningsUK 

**We support
#blacklivesmatter 🍵 and are
proud of our industry showing
#solidaritea**

10:28 AM · Jun 9, 2020

#Coulda



When you do it right, good things happen.

+383%

@mentions H1 2020 vs 2019

+16.2%

Lockdown sales vs. 2019
while competitors saw +1%

Source: Pulsar Custom Research, commissioned by Twitter, #RealTalk Study 2021, Fieldwork March-April 2021, Based on increase of @Mentions of @YorkshireTea in Tweets in H1 2020 vs H1 2019.
<https://www.thedrum.com/news/2020/10/29/self-proclaimed-underdog-yorkshire-tea-finding-its-brand-voice>



#Coulda

“We decided early on that our role shouldn’t be the same as other brands...

As a brand, Yorkshire Tea has a really firm understanding of our role in culture and our ideas. It allowed us to respond to the situation with a bit more confidence and speed as a team.”

Dom Dwight
Marketing Director
Yorkshire Tea





Terri Lowe 
@HelloTerriLowe



There's nothing more tiresome than people celebrating the bAnTz of big brands on twitter when they're run by the same social media agency and it was all pre-planned content gone through several weeks of sign off to sound off the cuff.



#Don't



boohooMAN 
@boohooMAN



There's a rather big debate going on in the office this morning. 🤔

This needs addressing..

WHAT DO YOU CALL THIS 





Who you are on Twitter

tone

How you talk

topics

What you say
When you say it

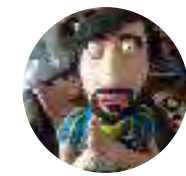
community

Who you're
speaking for



A screenshot of the HSBC UK online application form for an HSBK Bank Account. The page is titled "Application | Step 1 of 4" and "Personal details". It includes a dropdown menu for "What will we do with these details?", a text input field for "Your email address", a dropdown menu for "Title", a text input field for "First name", a text input field for "Surname / Family name", a radio button selection for "Have you had any previous names or are you known by any other names?", a radio button selection for "Gender", and a date of birth input field with "DD", "MM", and "YYYY" labels.

#Don't



Ben da Costa
@benjimoan



Gender's too fluid for borders, but not for application forms @HSBC_UK



HSBC UK

You're applying for an HSBC Bank Account

Application | Step 1 of 5

Personal details

Please fill us a bit about yourself. All questions are mandatory unless indicated.

What will we use with these details?

Your email address

Title

First names

Surname / Family name

When you had any previous names or are you known by any other names?

Gender

Date of birth



#Don't





Communities



**Are brands
reflecting the
communities
that buy from
them?**

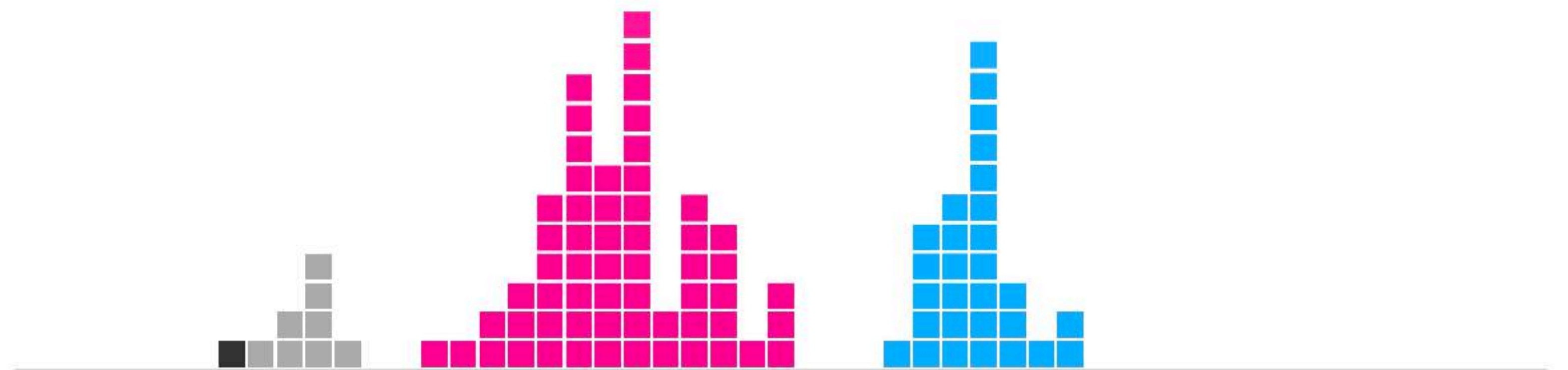


Feb 2020

More people are wearing their ❤️ on their feeds

10x↑

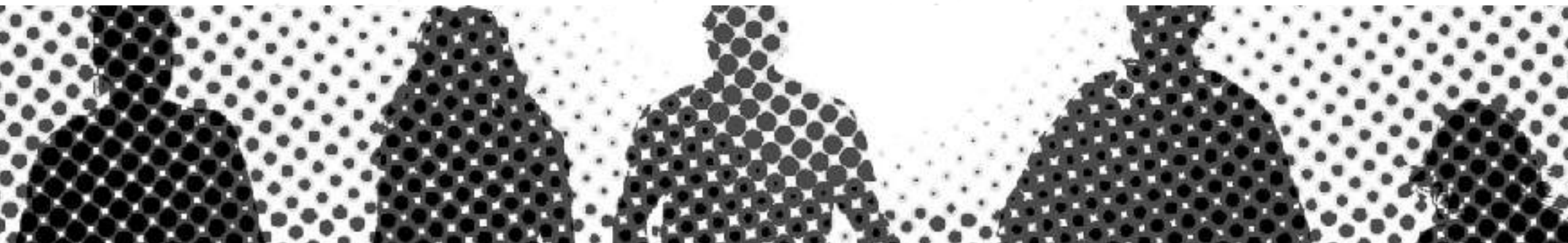
Allyship keywords in Twitter account bios this year.



□ 1000 people

■ #Ally ■ #BlackLivesMatter ■ #MeToo ■ #StopAsianHate ■ #TransLivesMatter

Source: Twitter Internal Data, Total number of Twitter profiles with specified Hashtag in their Bio from March 2020 to March 2021.

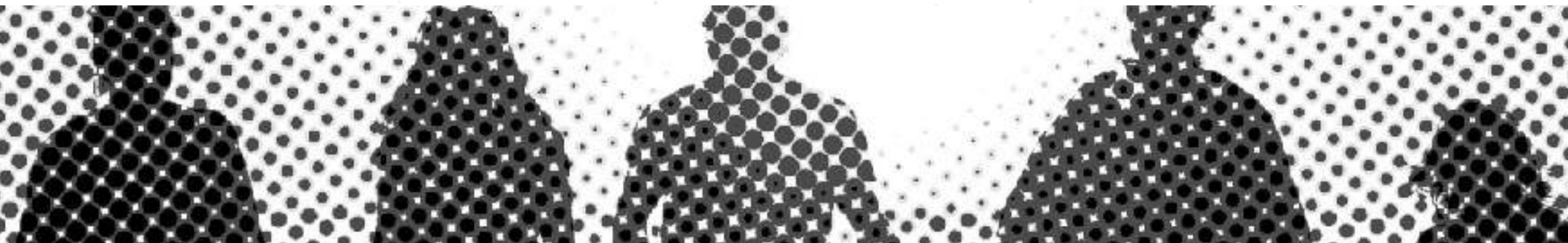




8 in 10
agree

“The voice of a brand’s Twitter account should
reflect the full diversity
of their customers - not just one customer type.”

Source: Sparkler Custom Research, commissioned by Twitter, #RealTalk Study 2021, Fieldwork May-June 2021, n=2,000 Twitter Users per market (US,UK,CA,FR,BR,JP,ES,MX).





Poorna Bell 
@poornabell



I don't know what's worse. Brands that posted a black square saying 'we're listening and learning' and continuing to post the same content with the same old skin tone, or brands that have not addressed it at all and show no sign of changing.

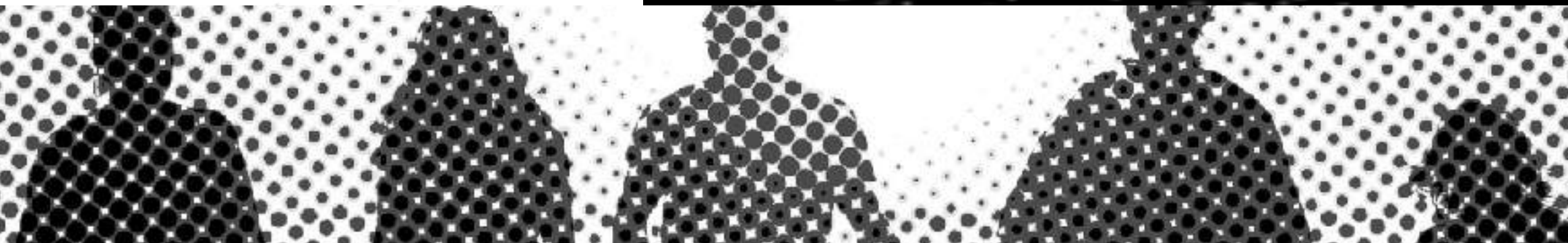




82%
agree

“I don’t mind when a brand addresses me as part of a specific community on social media, as long as they do so with respect”

Source: Sparkler Custom Research, commissioned by Twitter, #RealTalk Study 2021, Fieldwork May-June 2021, n=2,000 Twitter Users per market (US,UK,CA,FR,BR,JP,ES,MX).

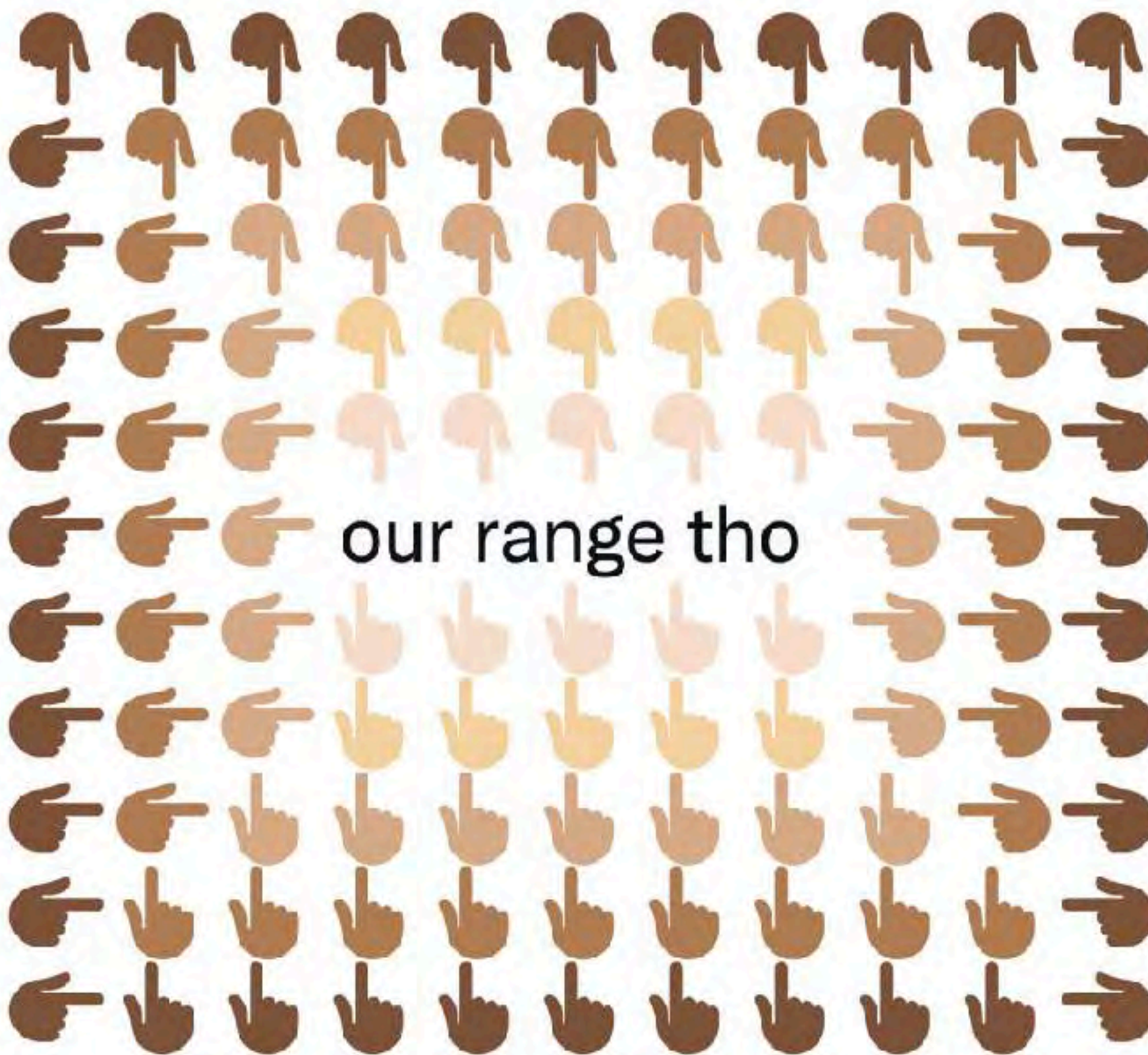




FENTY BEAUTY



@fentybeauty



2:57 am · 15 Nov 2019 · Twitter for iPhone



EMMA



Nike
@Nike



“I’ve always looked at my journey as bigger than me, because I know what I represent.”

See how Olympian [@IbtihajMuhammad](#) legacy serves as a symbol of hope for Black women and Muslims all across the globe in episode 5 of FM Broadcast: Path to Progress.



5:01 PM · Feb 23, 2022 · Twitter Web App

30 Retweets 4 Quote Tweets 229 Likes





3



How We Evolve



Sameness won't survive



DISTINCTION

= EVERYTHING



9 in 10
people

**Valued brands that
have a strong sense
of who they are**

Source: Sparkler Custom Research, commissioned by Twitter, #RealTalk Study 2021, Fieldwork May-June 2021, n=2,000 Twitter Users per market (US,UK,CA,FR,BR,JP,ES,MX).





Who you are on Twitter

tone

How you talk

topics

What you say
When you say it

community

Who you're
speaking for

Reclaim your tone





Be unapologetically you

For every...

You also get...

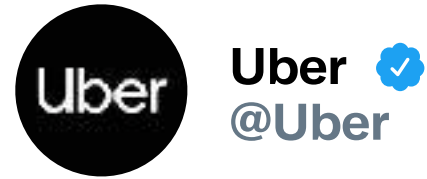


Revisit your topics

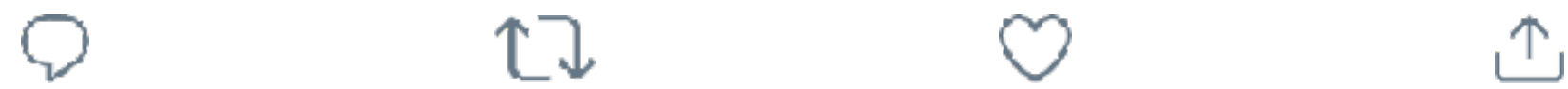
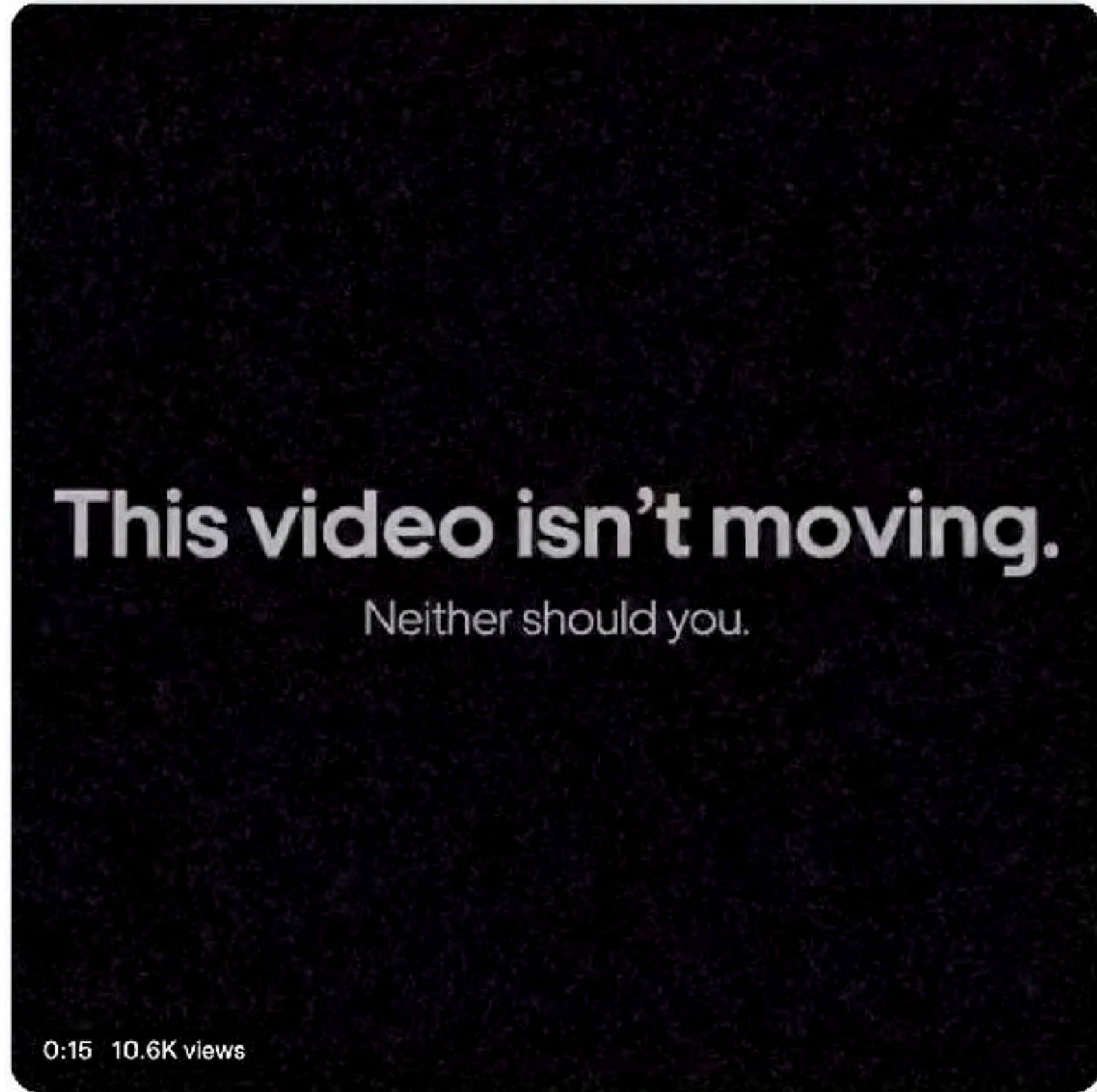




Be (Self) Aware



If you can, stay home. We can stop this.
[#MoveWhatMatters](#)



Burger King France
[@BurgerKingFR](#)



En attendant l'original.



Rewrite your community approach





**Reflect the
nuances of your
community**

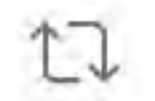


Tanya Compas FRSA
@TanyaCompas



I need brands and companies to show support and work with queer people all year around and not just pride month

7:39 PM • Jun 16, 2020





ScotRail 
@ScotRail



Our commitment to support the LGBTQ+ community goes way beyond Pride month. Our [#PrideOfScotRail](#) train will wear this design until it needs painted in 2029!





Tweet



EA SPORTS FIFA
@EASPORTSFIFA

The Midnight Ramadan League...
Inspiring the next generation of
footballers 💪

#FIFA21 #WinAsOne



**It's time to
reimagine your
brand behaviour
on Twitter.**

**We're here
to help.**





#ThankYou