



NORD

Nord DDB

The creative marketing agency Nord DDB used Parlometric to provide narrative data during their campaign work for one of their largest clients. During the project, we scraped and analyzed several years of Facebook posts and comments as well as Tweets to establish the public sentiment towards the client's brand.

We also analyzed all 13 500 free text responses from their own CSI (NKI in Swedish) and OPI (opinion index) – an information sources that up until that point had remained untapped.

Impact

- ✔ Insights about the narrative DNA of the customers – what they like and dislike about the brand
- ✔ Attitude clusters mapped to buying habits and individual variables
- ✔ The campaign won several prestigious PR awards