





THAILAND
ZOCIAL
AWARDS 2018+

DATA IS SEXY

#TZA2018

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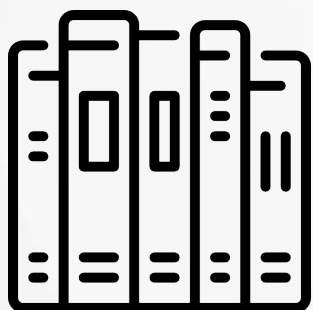
THOTH © **ZOCIAL** **OBVOC**

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THOTH © **ZOCIAL** **OBVOC**

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What we did over the past year?



10+

Industries



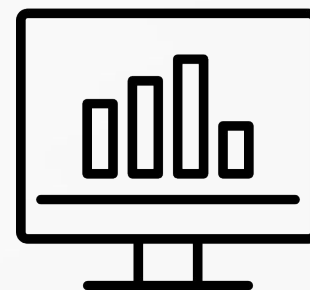
50

Public
Speaking



1,600

Research
Papers



6,000

New
ZocialEye
Campaigns



680,000

WARROOM
Cases



3.6

Billion
Real-time
Messages

(Almost every week)

(~4 Research/day)

(~16 Campaigns/day)

(~1,850 Cases/day)

(~114 Messages/Sec)

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UPDATE

AWARD CRITERIA

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AWARDS

BRAND AWARDS

SOCIAL CAMPAIGN AWARDS

PLATFORM AWARDS

ENTERTAINMENT AWARDS

INFLUENCER AWARDS

SPECIAL AWARD

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SPECIAL THANKS



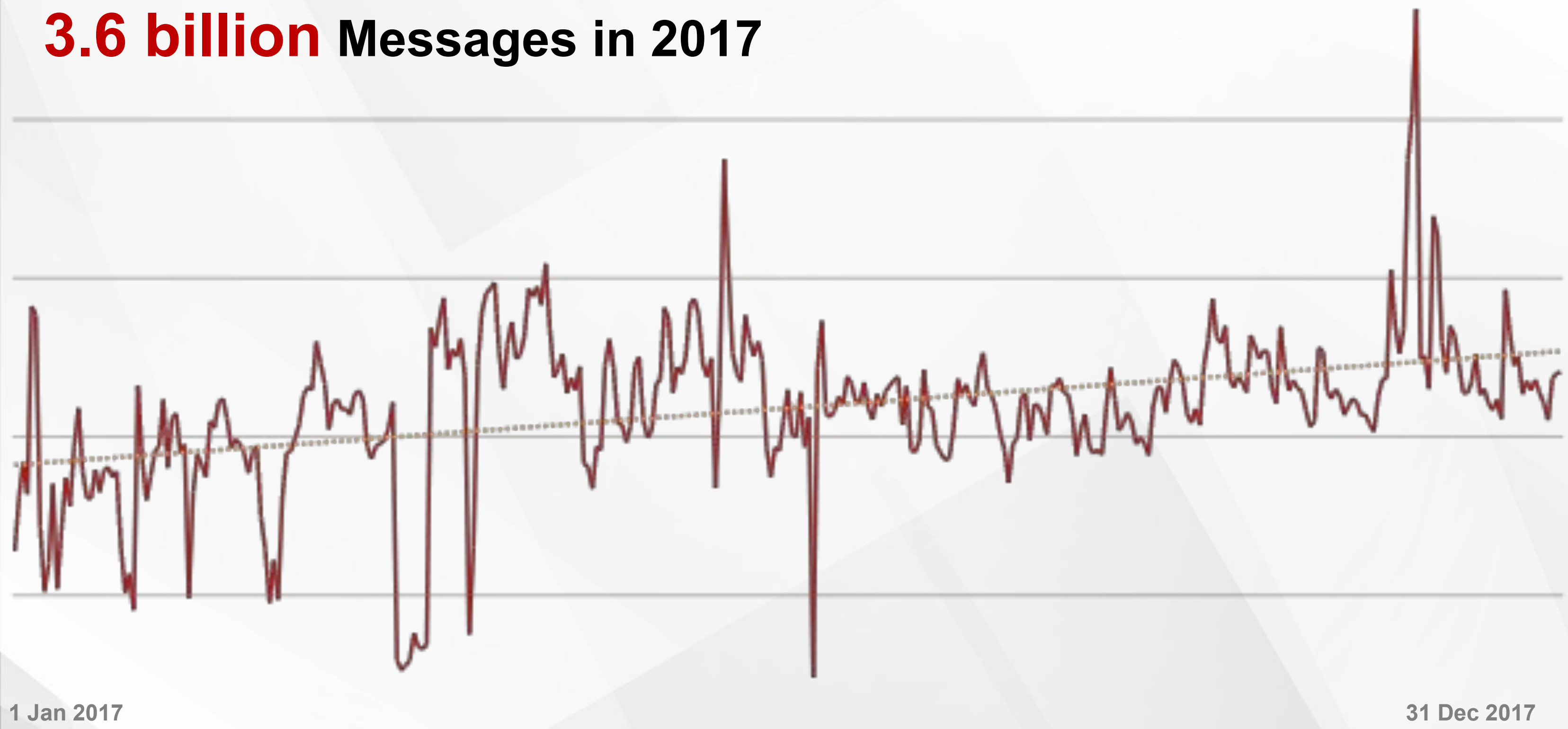
3.6 BILLION MESSAGES DATA UNCENSORED

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3.6 billion messages is about
**what the whole nation did in
2017**

3.6 billion Messages in 2017



1 Jan 2017

31 Dec 2017

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ROYAL CREMATION CEREMONY

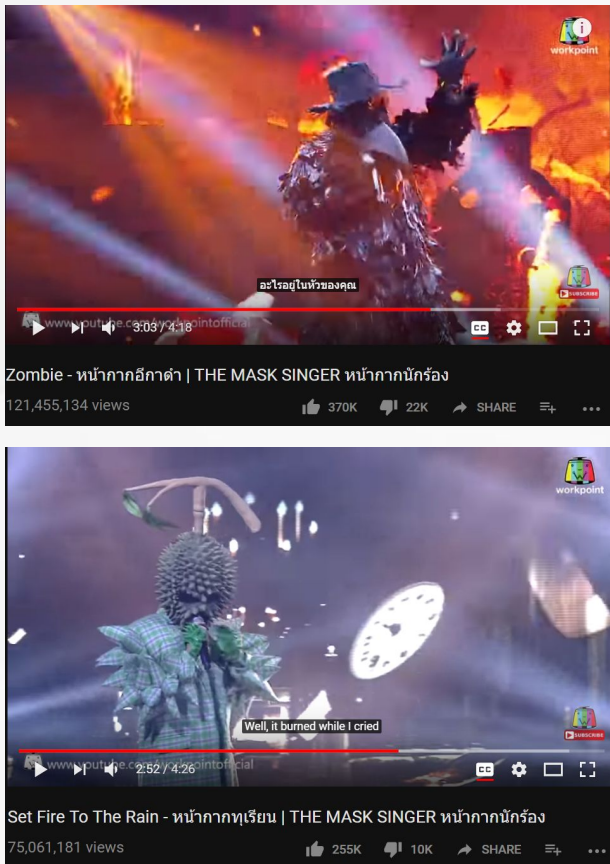


<http://www.kingrama9.th/PhotoGallery>

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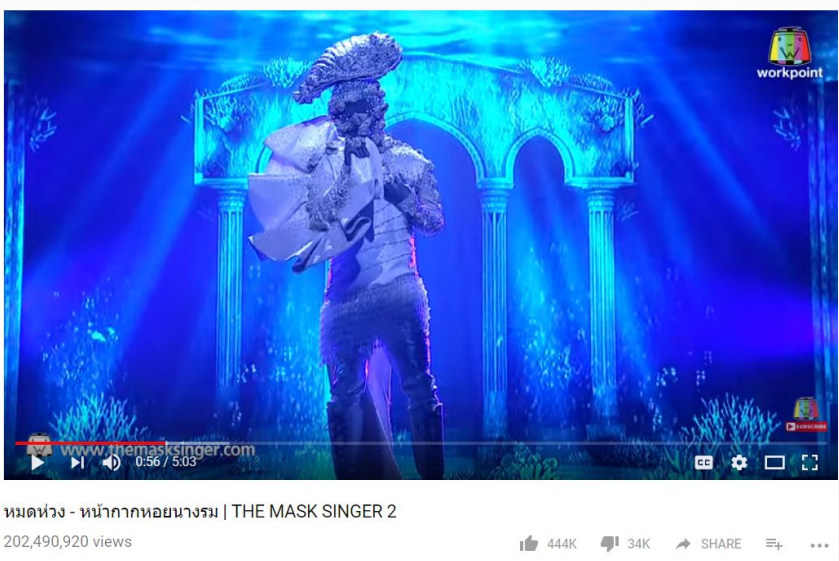
HOT TOPICS OF Q1 2017



The Mask Singer season 1 made global phenomenon on Facebook Live and Youtube Live

#MissUniverse (Namtarn) to become the most popular hashtag in the world.

HOT TOPICS OF Q2 2017



A Cat, Dogs, Oyster Mask, and Jaonaay

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HOT TOPICS OF Q3 2017

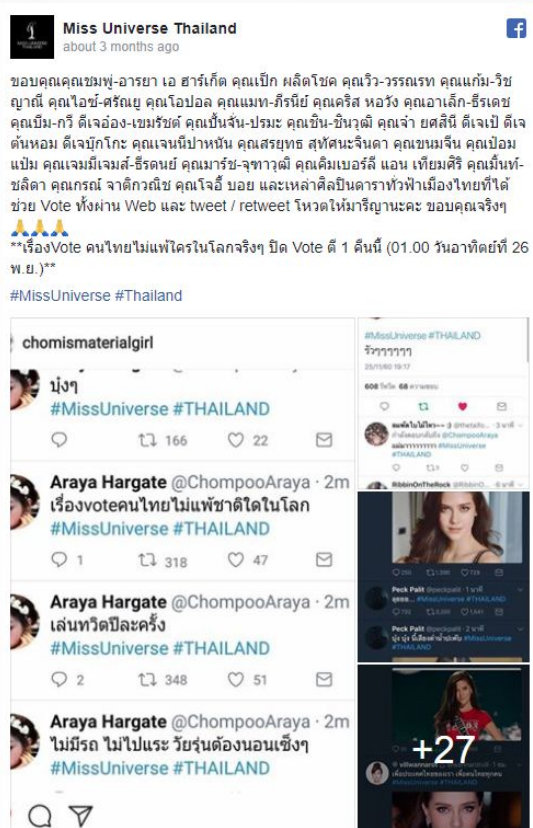


Chester Bennington, SEA GAMES, #ต่ำตม, and 'ส่ม รัค เสี้ยน' Movie

HOT TOPICS OF Q4 2017

Vote #MissUniverse for Mareeya

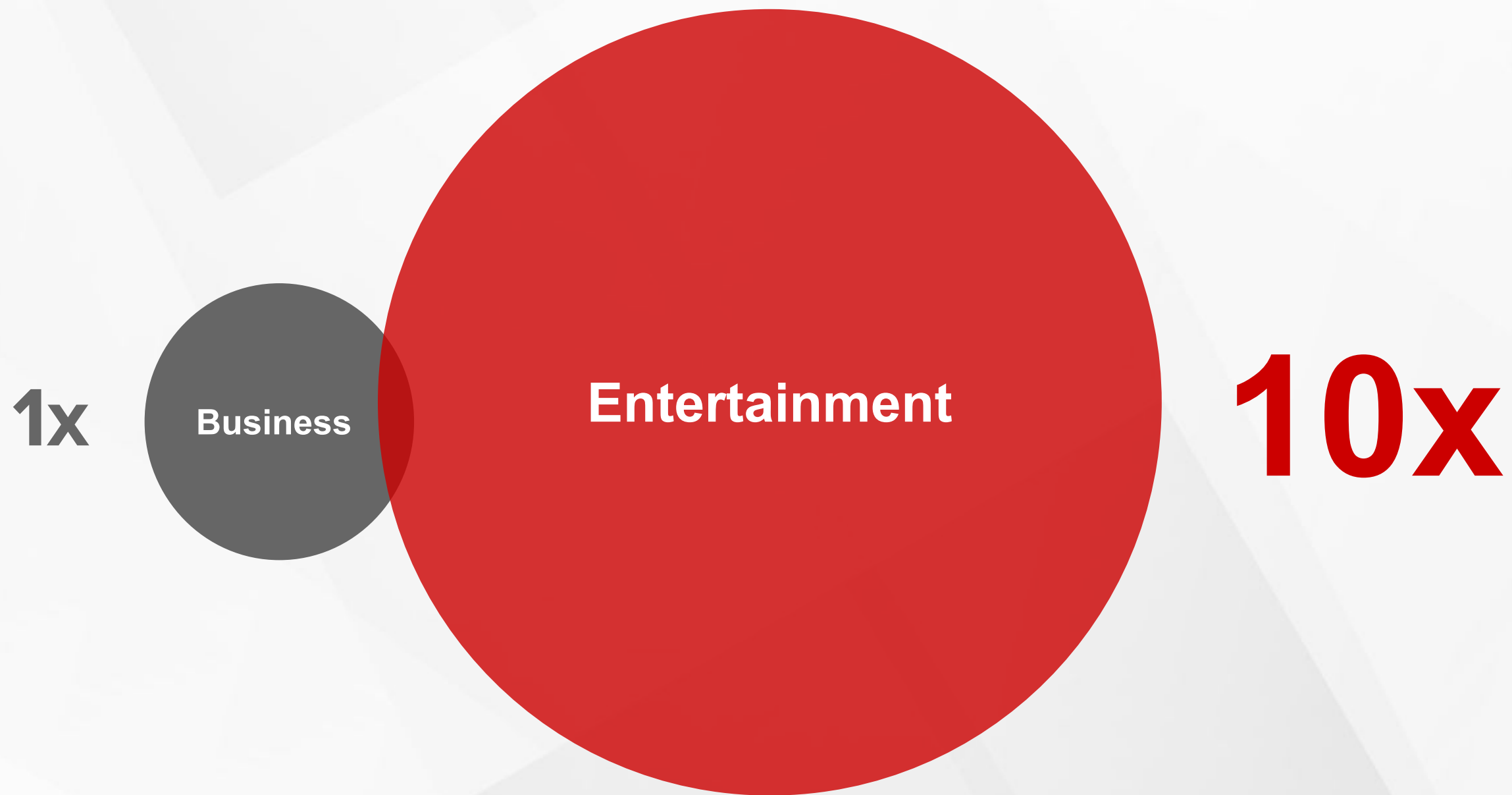
ก้าวคนละก้าว



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Entertainment data on social media are **massive** and their **insights** are yet to be **discovered.**

BUSINESS VOICES vs ENTERTAINMENT VOICES



ENTERTAINMENT DATA

1. MALE ARTIST

1st 7.6x above average
2nd 0.6x below average
3rd 1.0x below average

52.5%



Male Artist

2. TV PROGRAM

1st 5.5x above average
2nd 3.6x above average
3rd 2.0x above average

29.7%



TV Program

3. ACTOR

1st 9.3x above average
2nd 2.2x above average
3rd 0.4x above average

5.9%



Actor

#TZA2018

Influencers should be
considered by their **relevance** to
the **key communication**
message.

Tracking Famous Food Influencers



All channel summary : [TZA2018] Food Blogger

Campaign ID : 6067 - [TZA2018] Food Blogger

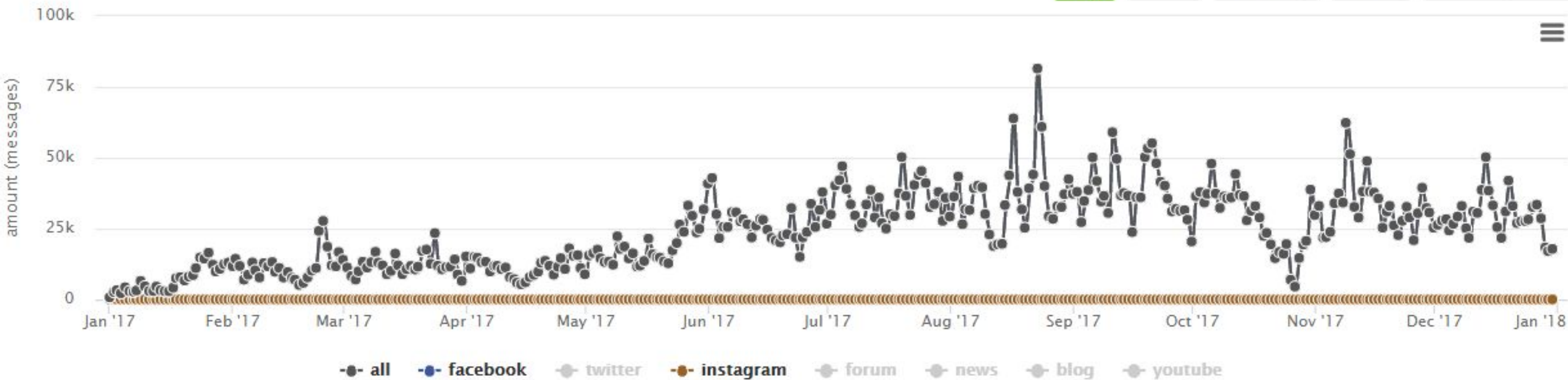
1 January 2017 - 31 December 2017

Show all messages Categories Details Notes Export

Chart Total **8,771,216** Messages

Message Main keywords Sub keywords Sentiment Engagement Category

Day Week Week day Month Week day & time



#TZA2018

Tracking Famous Food Influencers



All channel summary : [TZA2018] Food Blogger

Campaign ID : 6067 - [TZA2018] Food Blogger

1 January 2017 - 31 December 2017

Apply

Show all messages

Categories

Details

Notes

Export

Chart Total **8,771,216** Messages

Message

Main keywords

Sub keywords

Sentiment

Engagement

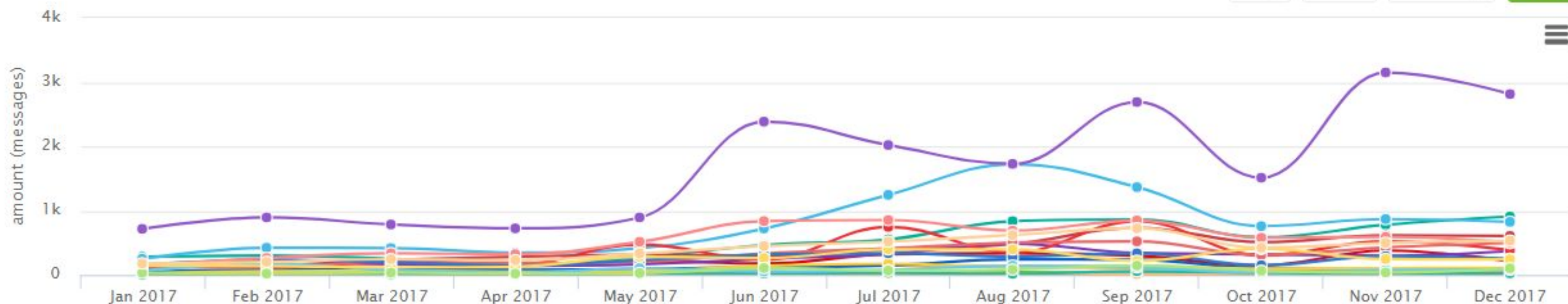
Category

Day

Week

Week day

Month



พาสต้า สด็ก บึงขุ เค้ก ไอติม ชูชี ปลาดิบ ชานู เนืออย่าง หมูกระทะ แฮมเบอร์เกอร์ จิบชา กาแฟ สปาเกตตี้
 ปิ้งย่าง ชีส บุฟเฟ่ต์ shabu ส้มตำ เครป ต้มซ่า ซุป อยาก

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Can we use the same influencers in different channels?



ชีวิตติดรีวิว

1,820 messages

10,991.66 engagements/post



Starvingtime เรื่องกินเรื่องใหญ่

4,851 messages

8,048.02 engagements/post



Foodie Munchies

373 messages

5,645.60 engagements/post



wongnai.com

8,179 messages

2,845.13 engagements/post



Foodyoucaneat เรากินได้ คุณก็กินได้

382 messages

2,093.97 engagements/post



@foodie.munchies

1,361 messages

21,602.58 engagements/post



@starvingtime

1,481 messages

10,027.15 engagements/post



@enfoodgallery

834 messages

7,925.64 engagements/post



@food_oclock

434 messages

5,074.12 engagements/post



@bon_appetitbkk

1,345 messages

3,811.58 engagements/post

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Can we use the same influencers to promote both Bingsu and Shabu?

Bingsu



Foodie Munchies

21,554.50
engagements/post



Starvingtime เรื่องกินเรื่อง
ใหญ่

12,880.59
engagements/post



ชีวิตติดรีวิว

11,877.40
engagements/post



FOOD BLOG by
lonelynite

3,789.50 engagements/post



wongnai.com

3,527.33 engagements/post

Shabu



Starvingtime เรื่องกินเรื่อง
ใหญ่

16,681.96
engagements/post



ชีวิตติดรีวิว

13,188.24
engagements/post



FOOD BLOG by
lonelynite

4,894.86 engagements/post



wongnai.com

3,502.54 engagements/post



เพนกวินรีวิว GuinHungry

3,414.67 engagements/post

**Brands should work with
influencers the way they are,
not the way brands want them
to be.**

A close-up photograph of a person's hand holding a light blue ballpoint pen, writing on a white notepad. The background is blurred, showing a desk and a computer monitor.

SKILLS

A close-up photograph of a person's hand using a white computer mouse on a wooden desk. A keyboard is visible in the blurred background.

TOOLS

Track by account

Group filter for Brand monitoring

Summary page destination

Summary post by province

Track by link

Hi-speed campaign setup

Hot keys

Top Pantip User

Regional support

Heat map display

Trend Dashboard

Mark as read

ZocialEye API



Pipeline system

Tracking by Youtube channel

Display open graph of attach link

Full metric support at main chart

New date picker

New data collecting system

Track by topic

***Brand monitoring
Dashboard***

Export data with email

Full support SSL

Login by token

Display attach link

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ZocialEye Lite

- Full Feature
- 1 Year License
- Quota 10,000 Messages

FREE

Available : 6 Mar 2018

lite.zocialeye.com

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NO MORE **GUESSING**

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