Consumer Insights - A summer of vaccines

Looking at the global scene, it is possible to see the shifting sentiment in terms of COVID-19 cases, vaccination developments and other policies for the population in the Asia Pacific region. During the last 30 days, conversations around vaccines in the Asia Pacific show a constant effort to update the debates on vaccination programs and share information on specific campaigns related to vaccination. The news regarding AirAsia crew members volunteering at vaccination sites became viral, with over 300 crew members from different sectors volunteering across Malaysia to encourage others to be vaccinated. Some have a strong foothold in certain markets, and are competing in others.

Top TikTokers #CreateKindness emerged as the top hashtag around TikTok bullying after the company launched the campaign last week. TikTok’s announcement garnered nearly 160K mentions related to TikTok and bullying during the last 7 days. Even with a number of hurdles along the way, TikTok continues its meteoric rise as one of the most successful social media platforms today, with its content spreading far beyond the confines of the Chinese app. For example, in the last 7 days alone, TikTok content everywhere has been flooded with nearly 1K,000 mentions.

The news regarding AirAsia crew members volunteering at vaccination sites became viral, with over 300 crew members from different sectors volunteering across Malaysia to encourage others to be vaccinated. Some have a strong foothold in certain markets, and are competing in others. With their success in 2020, some of these delivery brands began to push delivery services in a way that was specific to the region. With the continued popularity of TikTok and as with other networks, it has become inevitable that it is also being used for the wrong reasons. Over the last 6 months social media platforms, with a healthy 34% positive sentiment. #CreateKindness is now the top hashtag for TikTok bullying.

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