Want to know how social listening will increase brand awareness? Protect your online reputation and learn how to monitor social media conversations effectively.

Thank you, and see you next Wednesday.

Industry Insights - Everyone's a home chef now

Meat, which allows them to offer these products in their kits. With changing preferences amongst consumers, Blue Apron, has recently been getting more attention due to its partnership with Beyond Meat. Blue Apron has seen a significant increase in its customer base, especially among those looking for plant-based options.

Where to go next?

Following the recipe.

The central question is whether consumers will continue to have a preference for meal kits or return to their traditional grocery shopping habits.

Consumer Insights - Friends: The Reunion. Could it BE more nostalgic?

The rapid accumulation of the 20% market share in the US is thanks to content like Friends: The Reunion, which sparked a wave of nostalgia among viewers.

Mentions about Friends: The Reunion amounted to over 10,000, with a 20% positive sentiment.

The series' most popular characters included the Central Perk gang, with Joey and Chandler being particularly popular. The show's iconic theme song and the well-loved settings contributed to the show's enduring popularity.

According to the data, conversations themed prominently around the special guests, with BTS and Lady Gaga being mentioned in the top 5 results around the special. This indicates the show's ability to attract a wide audience.

Celebrity fans like David Beckham, and gems like The Barbershop Quartet, who actually starred in the show, further enhanced the nostalgic charm of the show. Among the guest stars, K-pop sensation BTS topped the list on social media with their 13-second appearance, followed by other notable figures like secret crushes made fans ecstatic. The one-off special was received with a 35% positive sentiment.

The Central Perk gang had their much anticipated reunion, which was met with enthusiasm from fans around the world. Where to go next?