

Social listening case study

SAKE TRUTHES

英国市場における日本酒の需要

**Uncovering effective methods to market
Japanese Sake in the United Kingdom**

TAMLO

JAPANESE CONTENT AGENCY

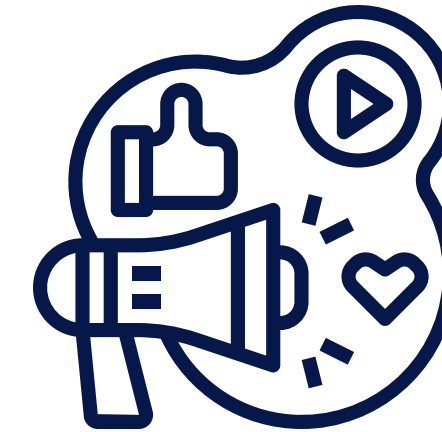
TOKYO / LONDON



Content Creation
+ Transcreation



SEO + Digital
Advertising



Social Media
Campaigns

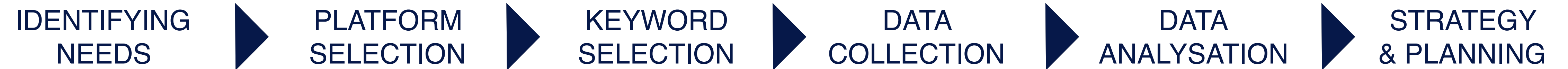


WHAT IS SOCIAL LISTENING?

Social listening is the process of monitoring what people are saying about topics, brands and industries across social media.



RESEARCH METHODOLOGY



IDENTIFYING NEEDS

In this report we investigate shifts in the category of Sake, the iconic alcoholic beverage of Japan. The purpose being to uncover the current most effective ways to market sake in the UK.

PLATFORM & KEYWORD SELECTION

We chose to monitor all conversations around
Sake on Twitter in the whole of the United
Kingdom.

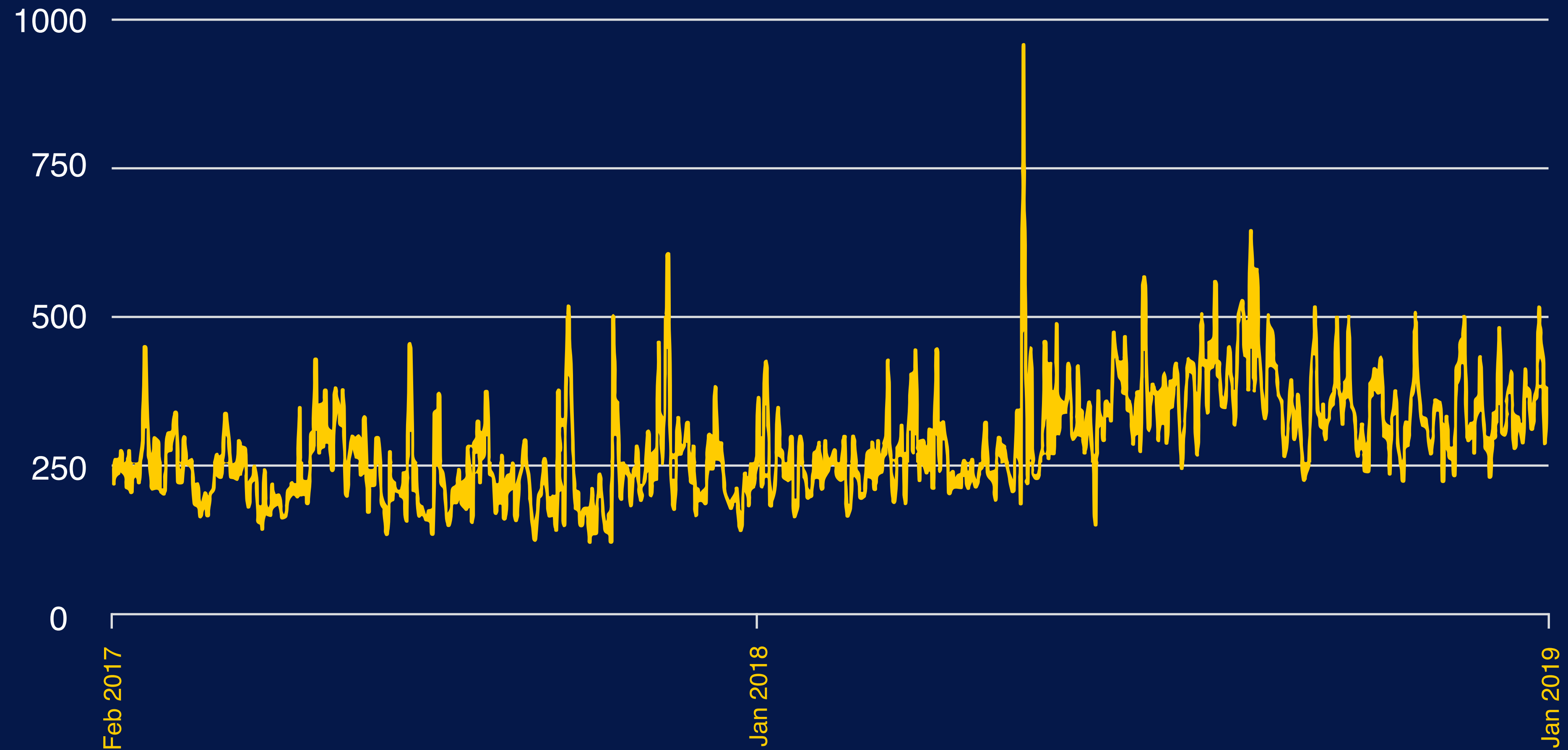


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Sake

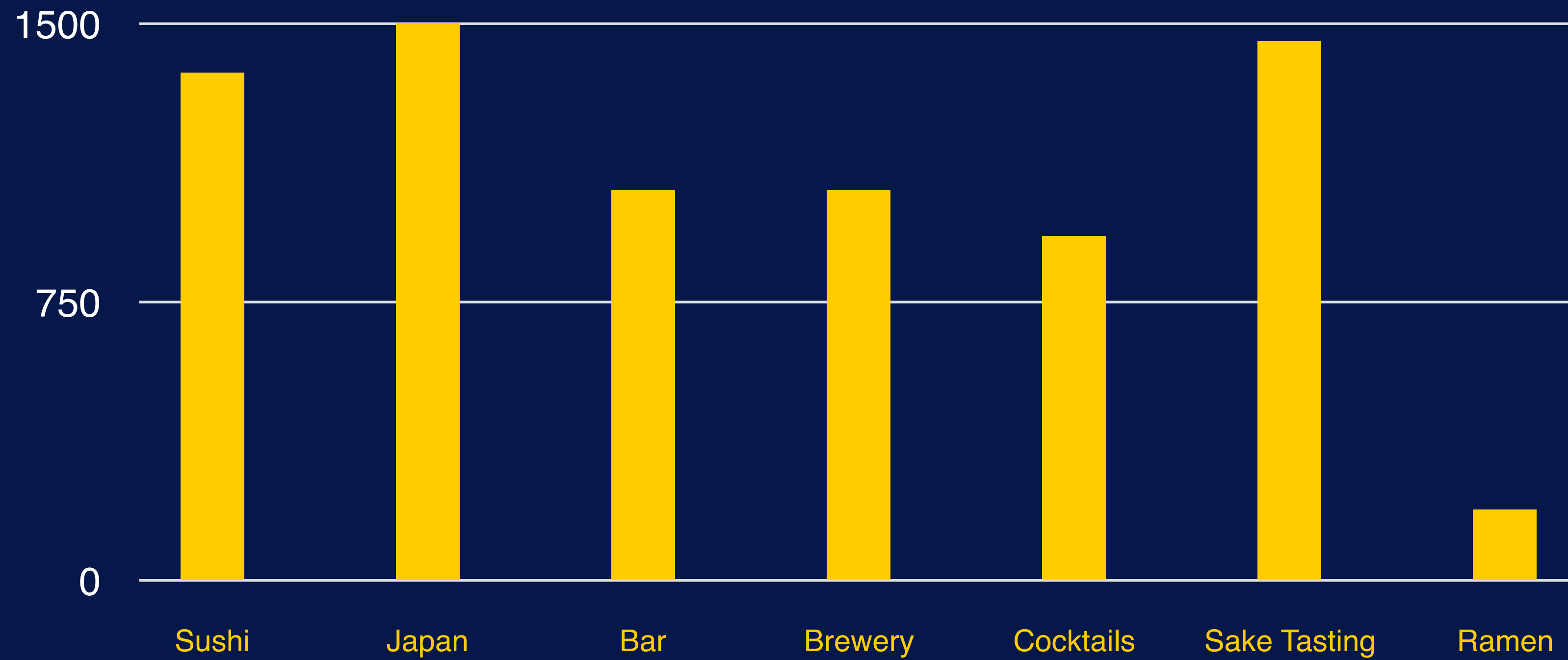
DATA COLLECTION

Initial research showed that the conversation was growing.



DATA COLLECTION

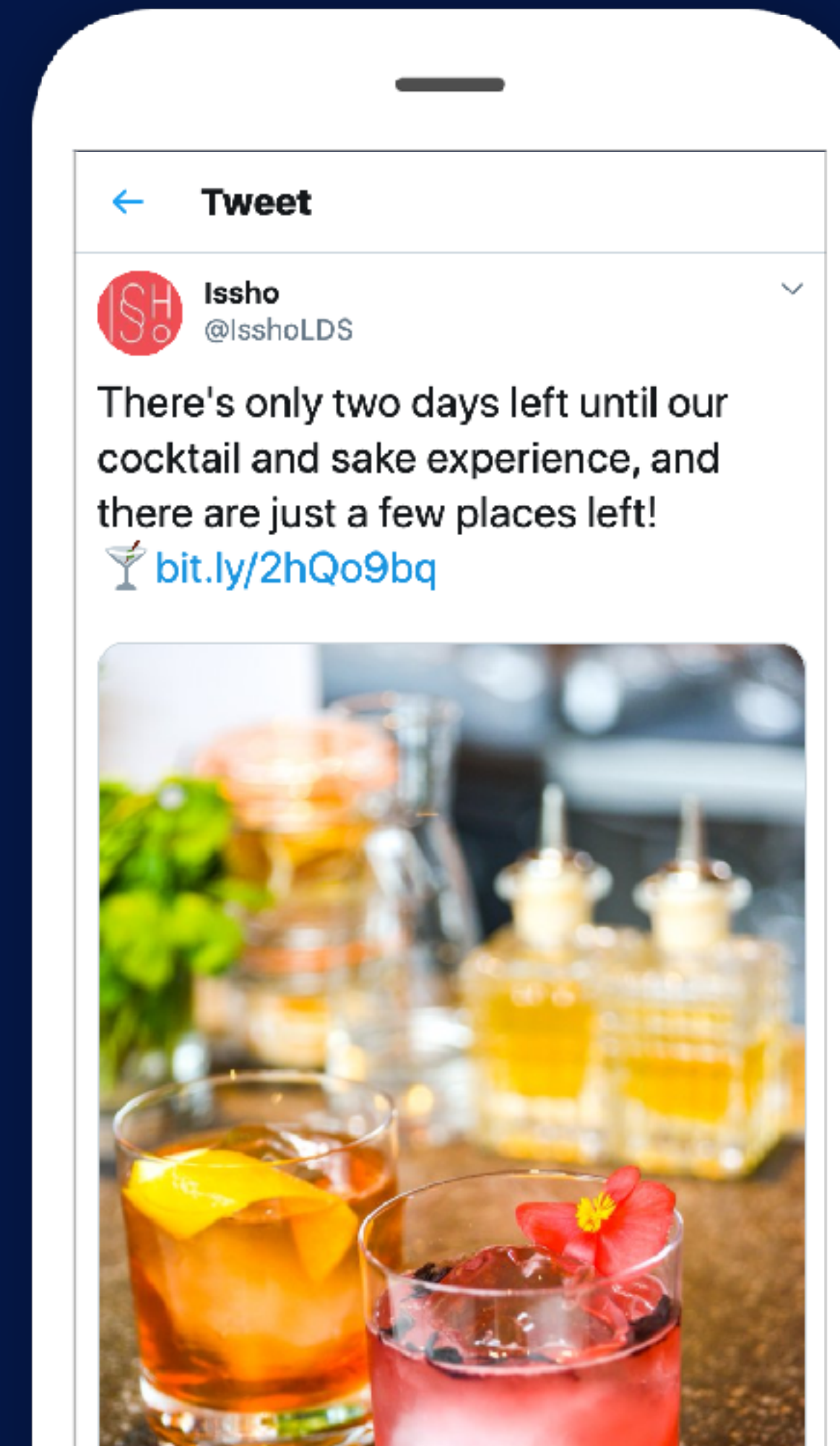
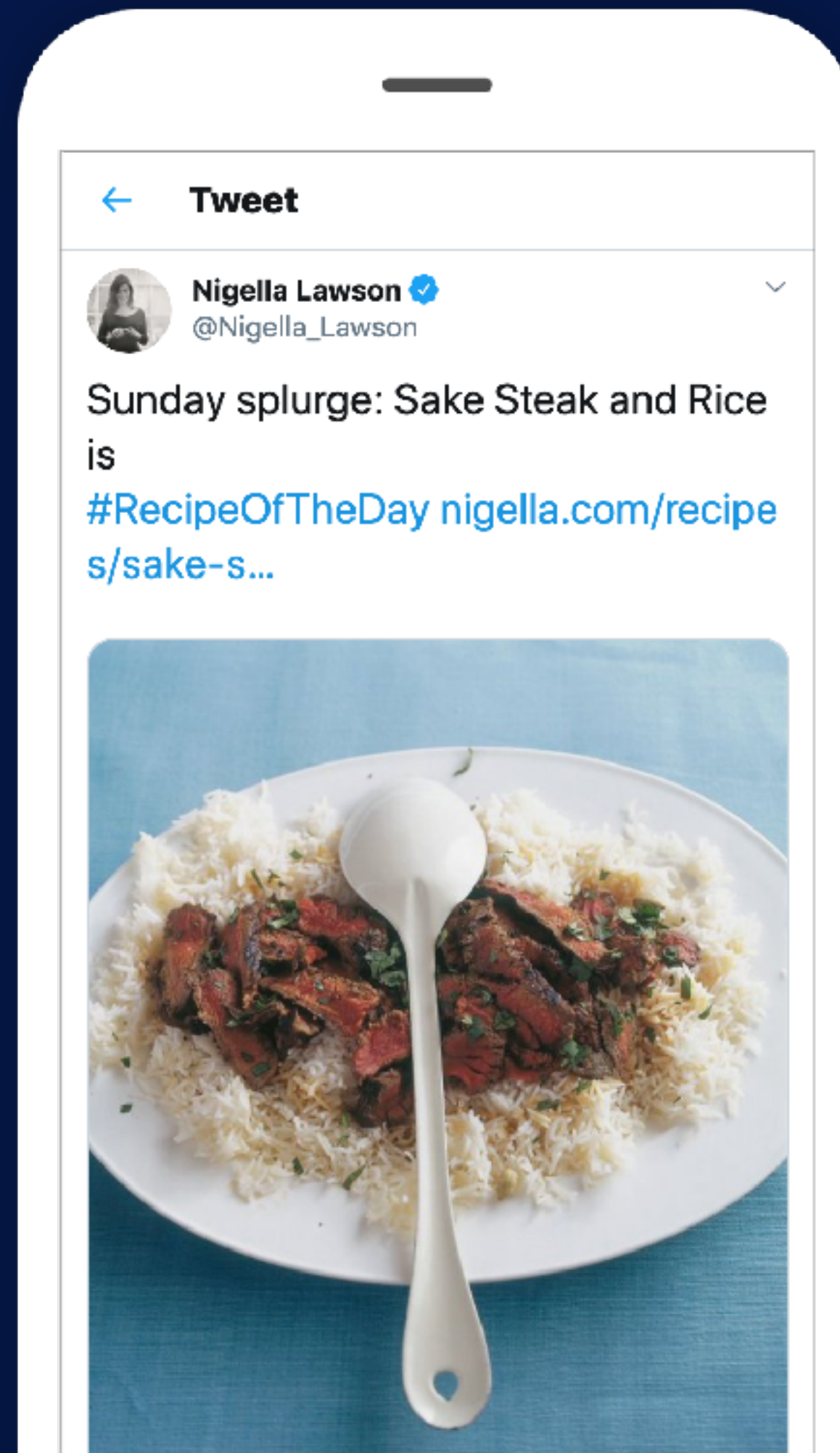
So we delved deeper, analysing what was driving this increase in conversation



Main themes connected with Sake

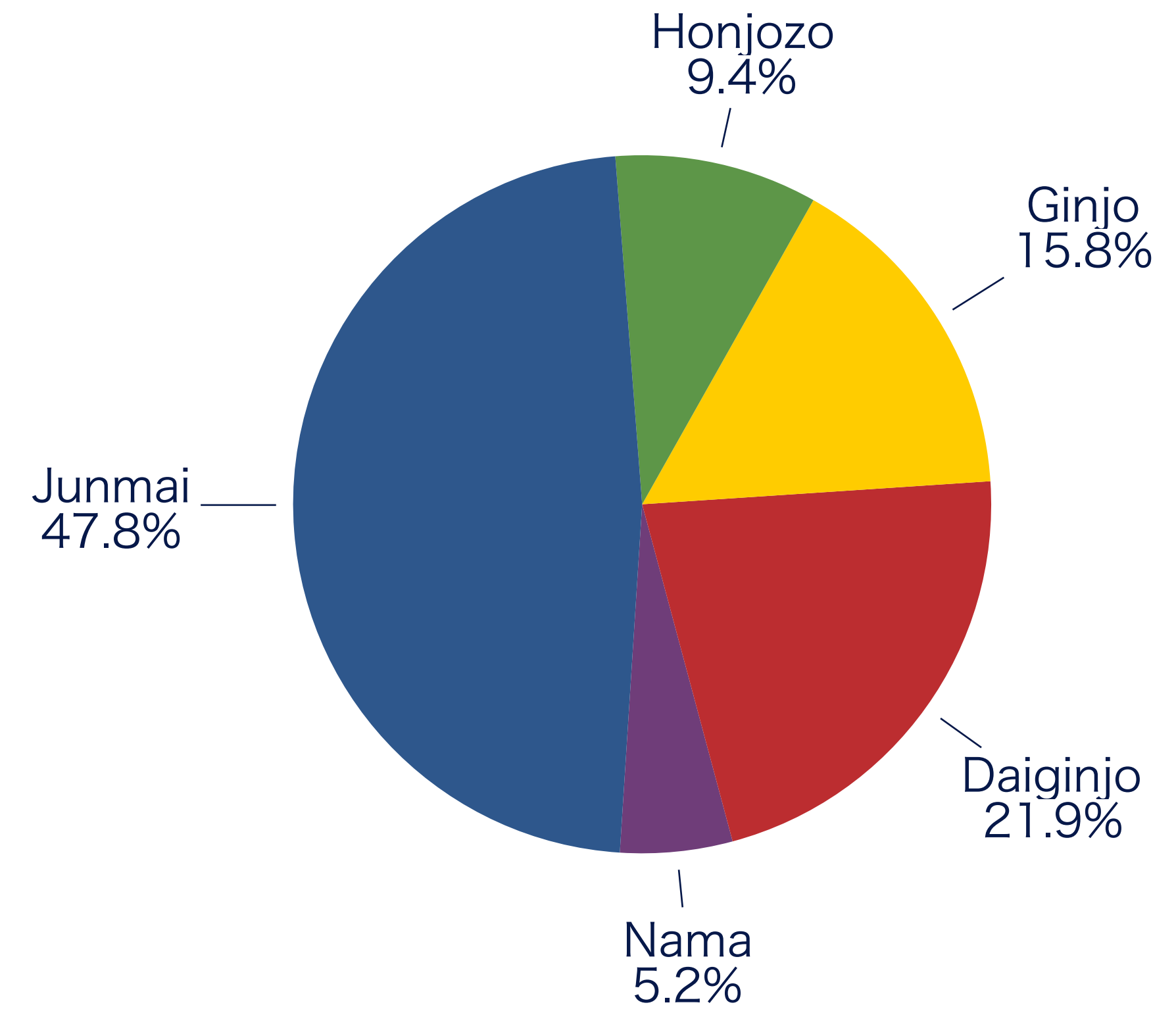
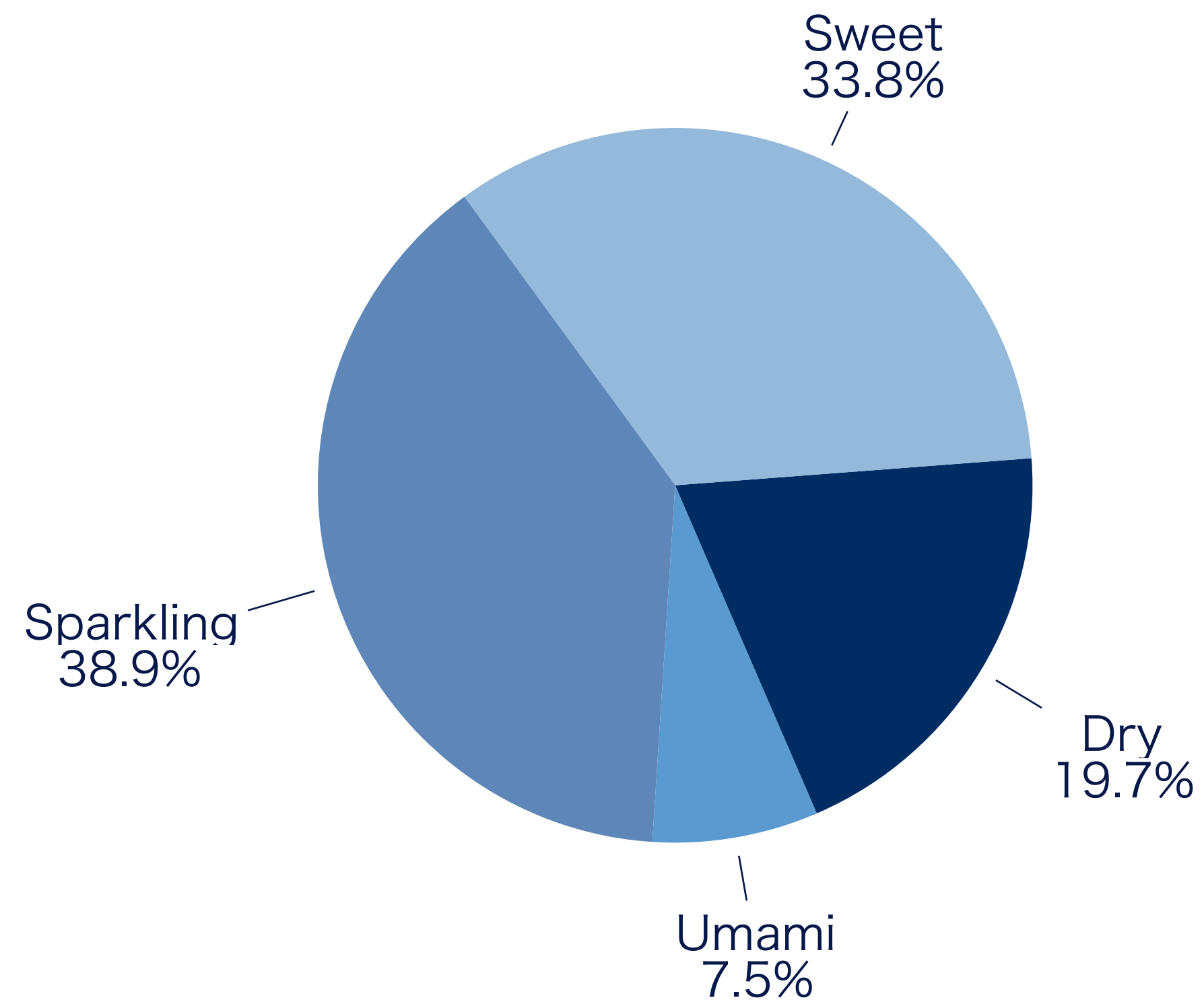
DATA COLLECTION

Food pairings and sake cocktails dominated this trend.



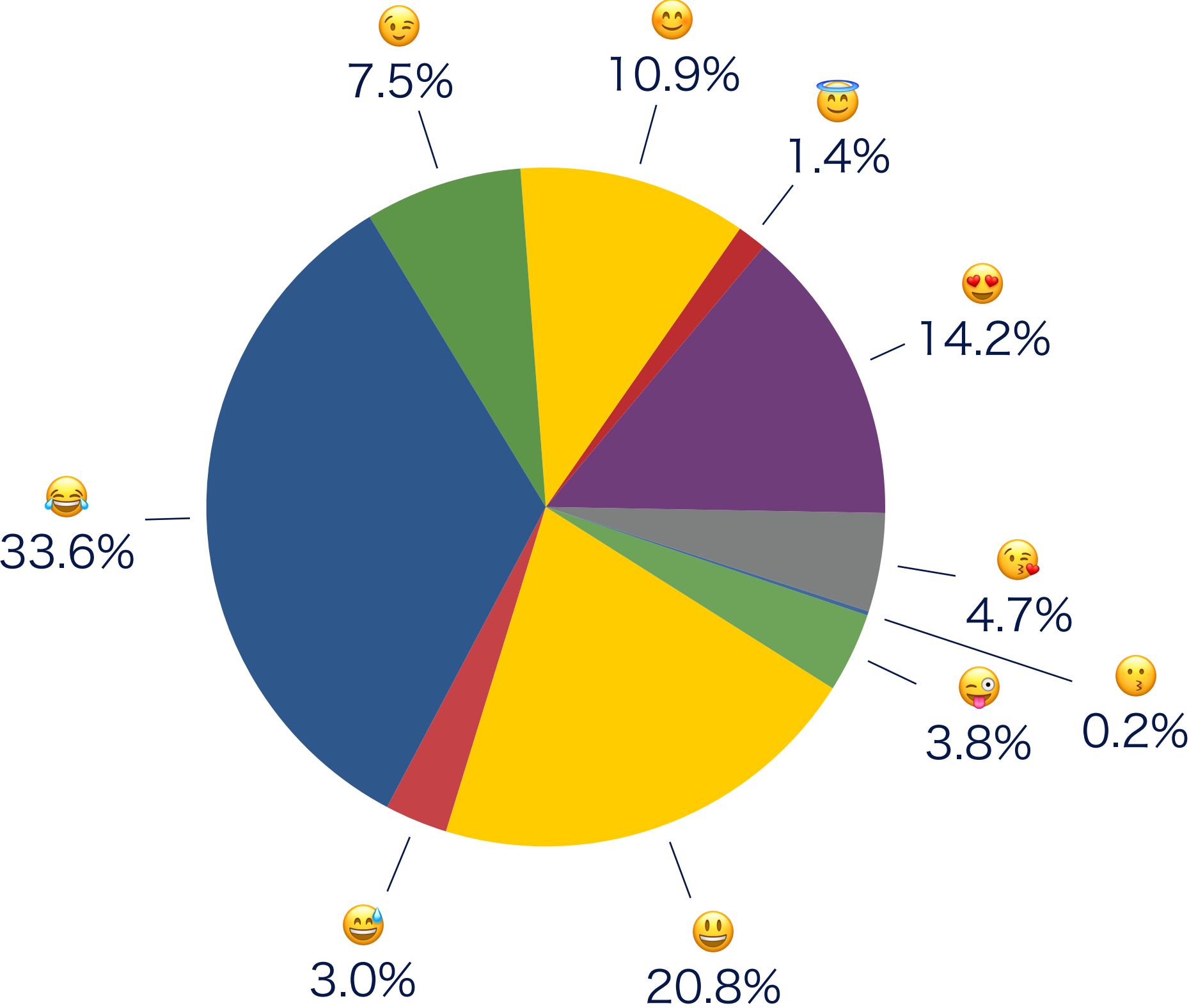
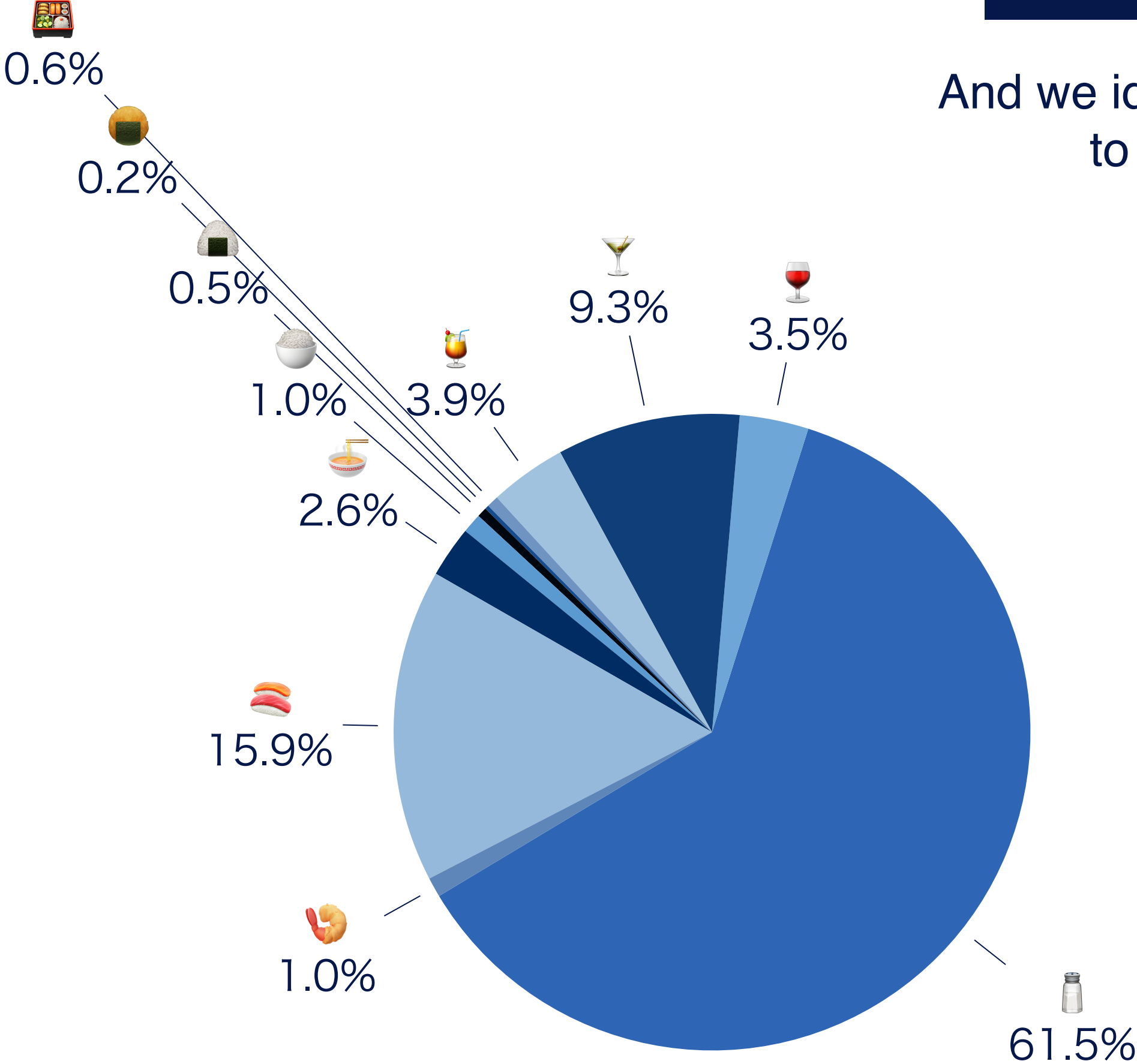
DATA ANALYSATION

We uncovered that people prefer sweeter and often sparkling Junmai Sake.



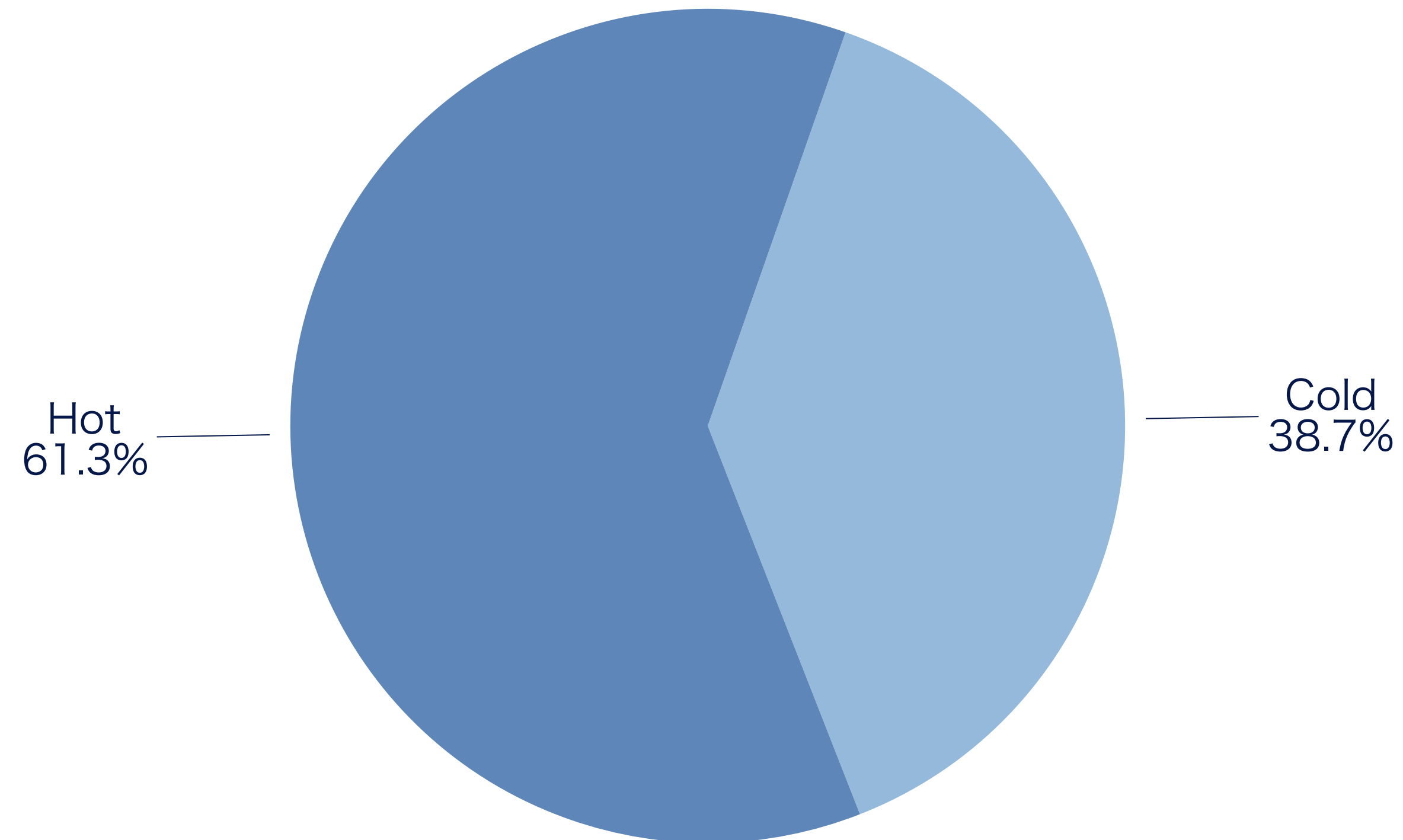
DATA ANALYSATION

And we identified what emojis people prefer to use when discussing sake.



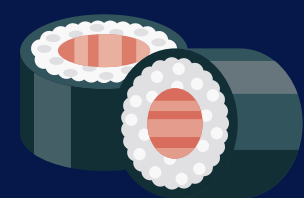
DATA ANALYSATION

What was fascinating is people talk about warm Sake a lot more than cold Sake, despite there being much more cold Sake offered. This highlights a gap in UK Sake education and presents an advertising opportunity for a Sake brand.



STRATEGY & PLANNING

From our analysis, the UK Sake Audience can be divided in to these 3 persona groups.



Foodie

Age
18-24

Gender
Male

Interests
Food & Drink, Travel,
Shows & Events

Purchasing Drivers
Word of Mouth, Brand Names

Consumer Behaviour:
Likely to respond to marketing
campaigns, targeted ads and to
make spur of the moment purchases



Political Enthusiasts

Age
25-34

Gender
Male

Interests
Law, Govt & Politics,
Society, Sports

Purchasing Drivers
Product Utility

Consumer Behaviour
Likely to respond to marketing
campaigns & targeted ads



Japanophile

Age
25-34

Gender
Female

Interests
Movies & TV, Music,
Tech & Computing

Purchasing Drivers
Word of Mouth, Online Ads
& Social Media

Consumer Behaviour
Likely to make spur of the
moment purchases

DATA ANALYSATION

Summary of findings

**Interest in
Sake in the UK
is increasing**

**Interest is driven by
the following trends:**
*Food pairings, Sake
cocktails, Brewery
launches & Sake tastings*

**People prefer
Junmai and sweet,
sparkling Sake
than any other
types**

**The majority of
people think that
you can only get
warm or hot Sake**

**The UK Sake
audience can
be segmented
in to 3 personas**

DATA ANALYSATION

Additional findings from the research

If you're designing a sake cocktail list, choose autumnal colours in your social media posts

Sake enthusiasts are interested in Japanese myths, folk stories, consumer events and competitions

There are influencers pushing these trends

GET IN TOUCH

And learn more about how TAMLO can help you
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