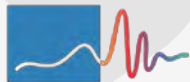




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洞察·真相

# Lotus

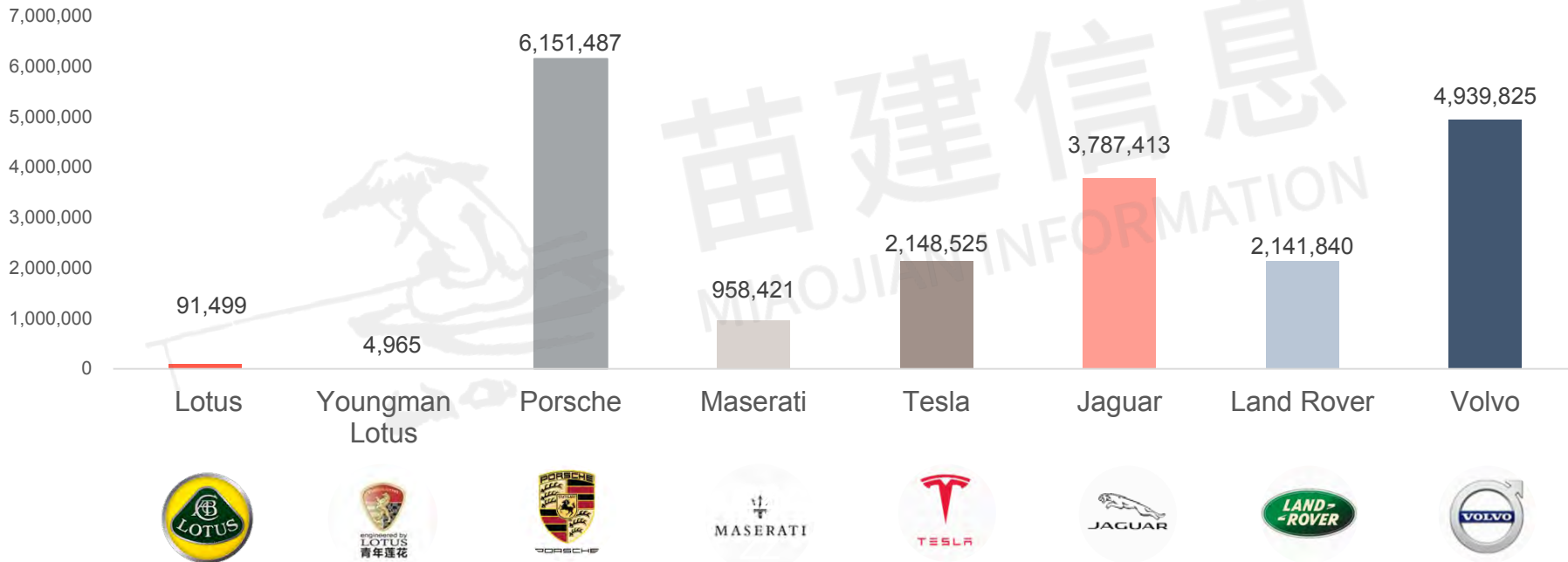
Social Listening

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# Buzz Overview By Brands

## Share of Voice



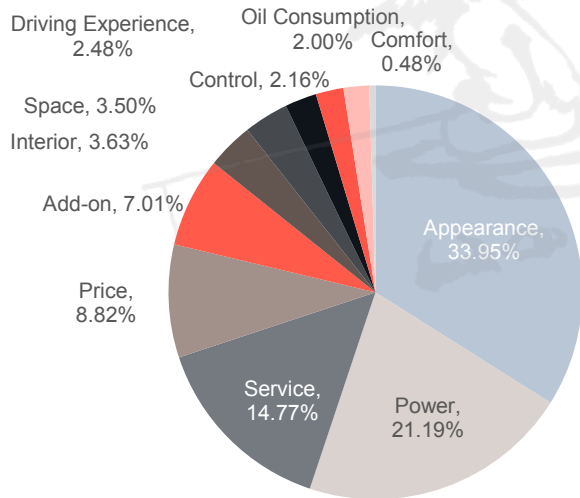
Covered platform: Weibo, Q&A, Forum

# Conversation Topics / Themes For Content Analysis

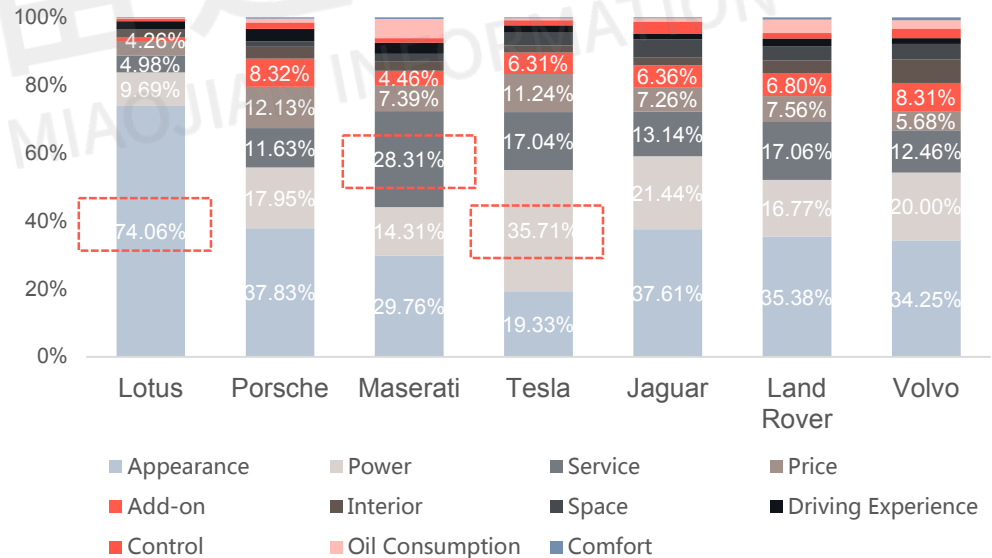
## Brand Dimensions

- **Appearance** and **power** are the most mentioned topic by Chinese netizens.
- Over 70% of Lotus related posts mentioned appearance.
- **Tesla** received the largest numbers of power topic posts among all the brands.
- **Maserati** received the highest mention rate on service which is much higher than other brands.

Content Topics Overview



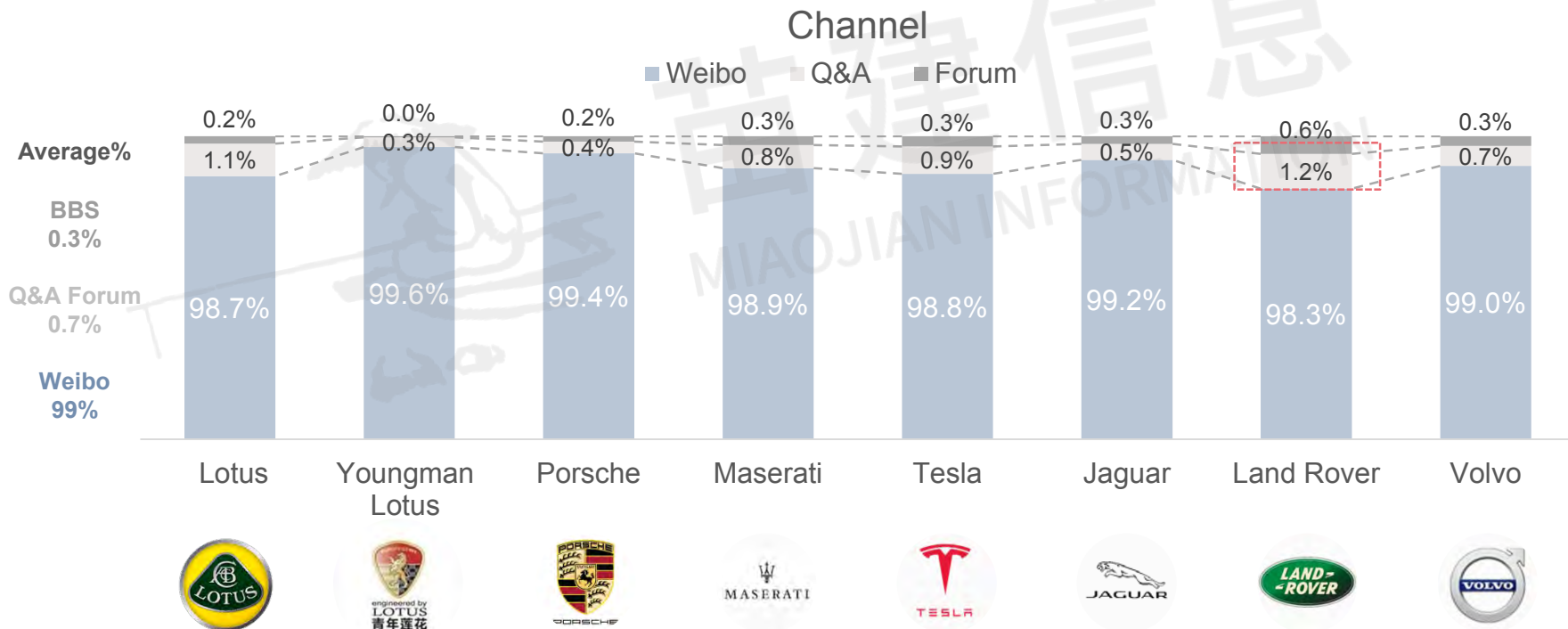
Content Topics Breakdown by Brands



Covered platform: Weibo, Q&A, Forum

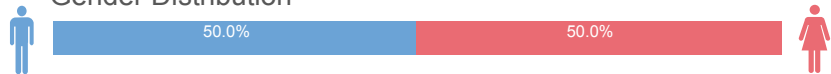
# Channel Distribution By Brands

- **Weibo** received the largest buzz among online channel.
- There's no obvious difference in platform among brands. However, **Land Rover** received the largest percentage on Q&A platform compared to other brands. Because many netizens are interested in talking about upgrade the interior and add-on for Land Rover.
- Lotus gained the second highest percentage on Q&A platforms due to discussions about Lotus' future after Geely's stake acquisition.

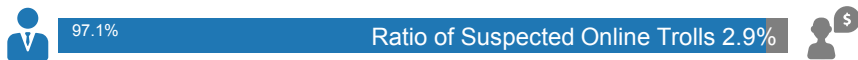


Covered platform: Weibo, Q&A, Forum

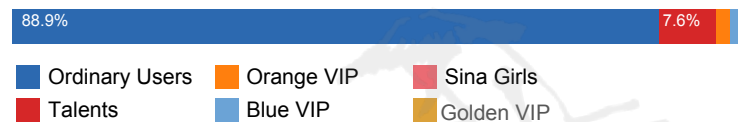
## Gender Distribution



## Ratio of non-zombie fans



## Weibo Certificate Type

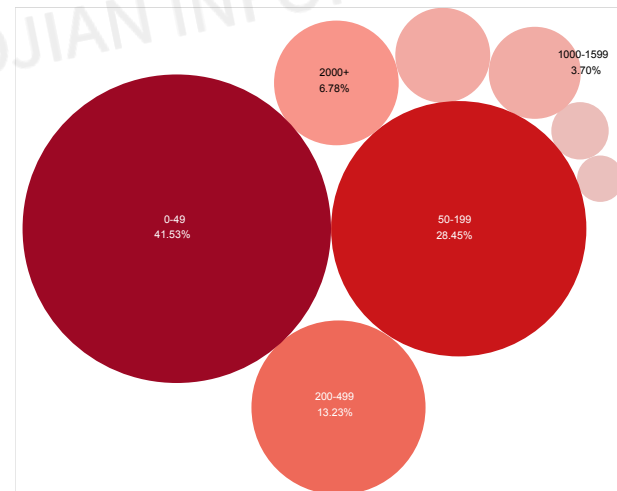


## Weibo Topic

Marathon's Turn	Volvo	226,607	84.9%
How Many Pigs Could You Buy By Your Salary?	Maserati	22,396	8.4%
First Flight Of Falcon Heavy Rocket	Tesla	2,225	0.8%
Returnee To Sell Land Rover At 1	Land Rover	1,782	0.7%
Let Red Packet Fly	Volvo	1,244	0.5%
Zhang Yikai's Surprise	Porsche	895	0.3%
William Chan	Jaguar	819	0.3%
Zhu Zhengting	Porsche	770	0.3%
Send You Huawei Mate RS	Porsche	734	0.3%
Produce 101	Porsche	638	0.2%

- According to the MRCJ(每日财经), the gender ratio of total Weibo users is 4:6 male to female in 2017. Data from our research skews towards 5:5 indicating that guys are more interested in talking about auto topics on Weibo than women. [Link](#)
- The top 1 Weibo topic is created by Volvo which leverage many KOLs and celebrities' ads on Weibo and increase high engagement. [Link](#)
- The top 2 Weibo topic is created by Chinese reality show '疯狂大爬梯' which is similar as the 'who wants to be a millionaire' TV show, the winner can get a Maserati. [Link](#) [Link](#)

## Follower Distribution



# Thanks

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