

---

May 2015

## The Frozen Fish Ranking

### Young's is the most sociable frozen fish brand

Healthy eating and an emphasis on fresh food, including fish, has put an extra pressure on sales of frozen products. With the amount of freezer space in the Big Four supermarkets being squeezed and questions raised by consumers about the nutritional implications of freezing your food, it is more important for frozen food brands to reinforce a connection with their customers.

To discover which household goods brands are using social media to enhance their success, this report will determine the value of published content for their communities and produce an overall ranking based on the results.

#### Methodology

Social and content marketing agency Headstream partnered with The Grocer to compile this study. The Grocer provided Headstream with an original source list of the most socially active frozen fish brands to be considered. Their social performance was monitored for a one month period dating from 2 May to 2 June inclusively.

Within this time frame we extracted each of the Facebook brand posts that were published on the relevant brand pages and analysed their engagements. For the purpose of this report, an engagement is considered to be a like, comment or share on Facebook. We awarded one point for a like, two for a comment, and three for a share – based on their value to the brand. These figures were then totaled to form the combined score shown in the below ranking of the most socially active brands.

The frozen fish category is largely dominated by supermarket own brand ranges, and most of the frozen fish products that are branded all fall under the domain of three of the largest frozen brands. These three brands each have one generic brand page, rather than one for each unique product in the range, and with a lack of any social media presence relating to own brand products, there are only three brands to be considered in the ranking.

#### The ranking

Ranking	Brand	Likes	Comments	Shares	Score
1	Youngs	3524	81	182	4232
2	Whitby	682	34	49	897
3	Birds Eye	120	4	0	128

## What value does the top performing content hold?

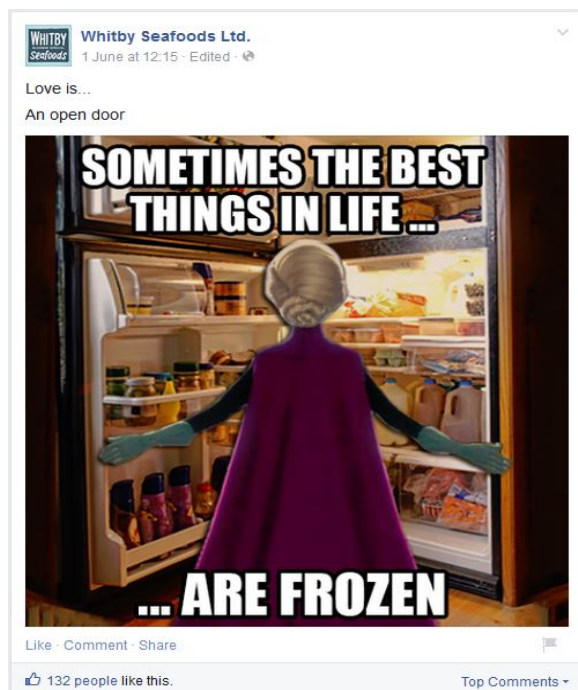
We've taken a closer look at the highest performing Facebook posts from the top 5 ranked brands, to identify which content generated the most engagement from the Facebook community.

### Youngs Seafood (2,333 likes, 32 comments, 128 shares)



Young's Seafood tops the social ranking amongst frozen fish products, with the top performing post in the period achieving over 2000 likes. The post contains a link to a recipe containing Young's prawns; the recipe is timely being that it is a salad and we are leading up to summer. We know that there is a strong trend for people talking about food on social media, sharing photos of their meals and these people have prevalence for healthy eating, which ties back to the content here. This post therefore taps into the sorts of conversations that people are already having on social media. The imagery is appealing and we know that strong image posts are far more likely to be engaged with than text only or posts a poor quality image. In fact Facebook actively squeezes the reach of posts with poor quality images, to ensure that the posts delivered to a user's newsfeed are always interesting, relevant and appealing.

### Whitby Seafood (132 likes, 10 comments, 39 shares)



The most successful post for Whitby Seafood is this funny meme, making a clever connection between frozen food and the popular Disney movie, Frozen.

Funny and entertaining content is a sure fire way to engage an audience on social media, with this being one of the top reasons that people use the platforms. We know that there is a lot of social activity surrounding memes on Facebook, and the topical and clever nature of this post is likely to have sparked an interest.

It is interesting that the most successful post on the feed is not product related, where this is the case with the other brands. Whitby have a more varied approach to content on the page and in this case it proves to be well received.

## Birds Eye (120 likes, 3 comments, 0 shares)



Birds Eye only post once in the time period considered which means that their overall score is much lower than the other brands, but this is not unusual for this Facebook page which appears to only publish posts 2 or 3 times a month.

What is notable about this post however is that it makes use of video content which we know is particularly popular amongst Facebook users. The Facebook algorithm has a growing preference for serving video content, which drives up the reach and often leads to better engagement rates. Auto-play on the platform helps to drive up the number of views, and at the end of last year the platform was serving up an average of a billion video views a day.

### Key findings

With most of the frozen food aisle being dominated by own brands, and the majority of frozen fish products falling under three larger brands, it is difficult to gather large amounts of meaningful data relating to social activity in this category. Own brand products are not represented on social media, which accounts for the fact that only three were able to be considered in this ranking.

Since we are considering food brands, it is not a total surprise that a large number of the posts contain recipes utilizing the relevant products. We already know that there are a huge number of people participating in online conversations about food, and in particular healthy food, which accounts for the success we can see in Young's top performing post. There are recipe posts and dinner ideas across all three of the brand social pages.

There is a particular emphasis on video content for Birds Eye, with a number of posts outside the considered time frame achieving very good levels of engagement. We know that there is a healthy appetite amongst social media users for video content, and the recently updated Facebook algorithm actively favours video in its bid to rival YouTube as the primary video hosting site online. The auto-play feature on the platform helps to drive up the number of views. There are a smaller number of videos posted by both Whitby and Young's, but the content on the news feed for Bird's Eye is dominated by video.

Interestingly, Whitby has a significantly smaller community than the other two brands with just 3,095 page likes, while Young's has 24,502 and Birds Eye has a vastly bigger community of 196,862. Since Facebook not only determines the relevance of a post based on its perceived value to the community to decide the reach, but also serves liked posts to the friends of native community members, the size of the community does not directly influence the success of a post. This is evident from this ranking.