

# Case Study: Beer Brands in Poland

Case study about Facebook performance of  
select Polish beer brands.



# The Study



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On a global level, beer brands are often one of the most engaging types of brands on social media, attracting large amounts of fans. **But what does the situation look like in Poland, Europe's third largest producer and consumer of beer?** Did beer brands embrace social media in a country that has over 70 breweries but where the market is dominated by 3 companies?



In this short case study, we decided to monitor and analyze a few select Polish beer brands. The time period chosen for this comparison was two months, from **September 1 – October 31**. Since Facebook is the dominating platform in Poland we decided to focus this case study solely on this social network.

# The Brands



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Name	Fans	Fan Growth	Interactions	Response Rate Questions	Response Rate Posts	Moving Average of Post ER
<b>Polskie piwa</b>						
Tyskie	309 614	+8 022 +2,66 %	33 997	50 % 4 / 8	30,15 % 41 / 136	0,2785 %
Lech	292 391	+6 452 +2,26 %	31 449	50 % 5 / 10	57,95 % 51 / 88	0,157 %
Redd's	193 532	+6 083 +3,25 %	22 381	46,15 % 6 / 13	31,71 % 26 / 82	0,1272 %
Żubr	125 302	+34 149 +37,46 %	33 721	60 % 9 / 15	22,13 % 27 / 122	0,855 %
Żywiec. Męskim Zdaniem.	66 419	+1 104 +1,69 %	4 789	0 % 0 / 3	4,35 % 1 / 23	0,2972 %
Warka	65 204	+1 190 +1,86 %	6 230	40 % 2 / 5	21,05 % 4 / 19	0,2151 %
Tatra	15 755	+1 511 +10,81 %	3 209	66,67 % 2 / 3	14,29 % 2 / 14	0,305 %

For our comparison we chose 7 polish beer brands – the largest one with 309,000 fans and the smallest one with almost 16,000 fans. In this study we are analyzing the metrics we believe are the most important for all brands across the majority of markets: **Fans, Engagement, Content and Responses.**

# Facebook Fans and Fan Growth

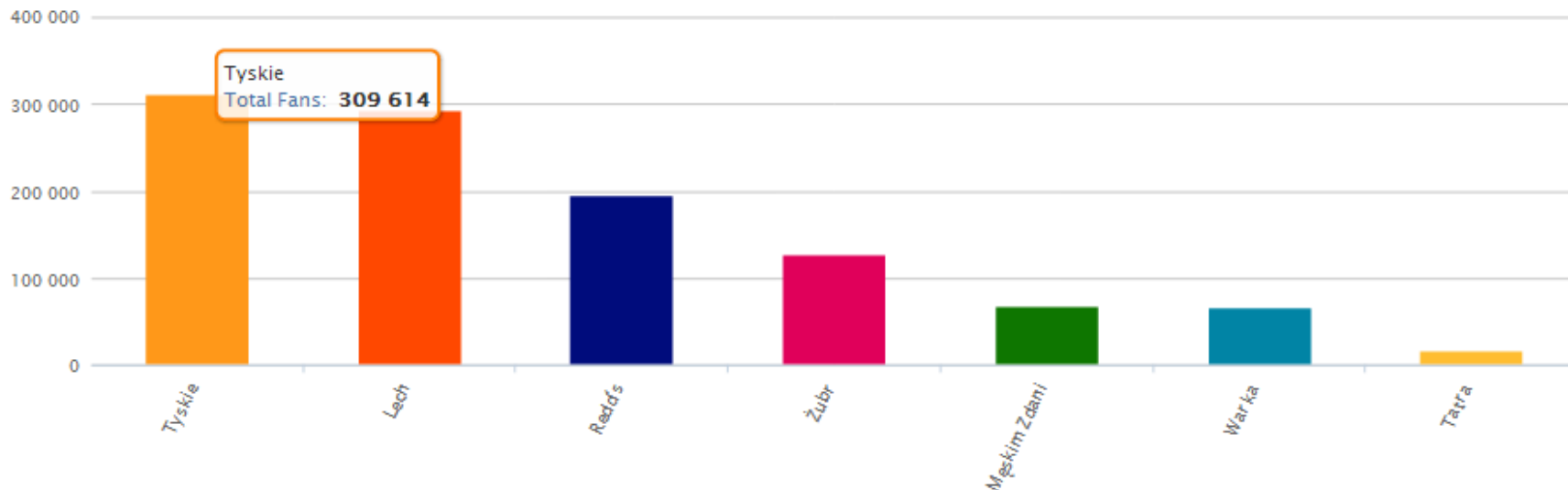


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## Total Fans



Total Fans  
from Sep 01, 2012 to Oct 31, 2012

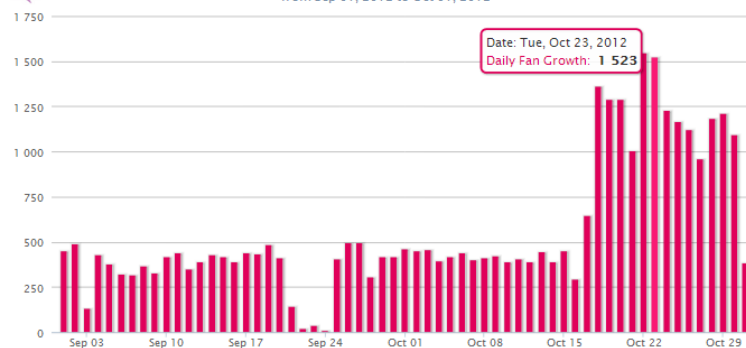


The most successful beer brand in Poland in terms of Total Fans was **Tyskie with 309,614 fans**. In terms of Fan Growth the most successful brand was **Żubr**, which excelled with the highest **total number of new fans attracted (34,287)** and had the **fastest fan growth rate (+37.46%)**. The brand had an outstanding performance during the second half of October.

## Daily fan growth



Daily Fan Growth  
from Sep 01, 2012 to Oct 31, 2012



# Facebook Engagement

Now that we know which two beer brands were the most successful in terms of increasing the number of fans, but lets have a look which were the most successful when it comes to engaging fans? When we take a look at Moving Average of Post Engagement Rate we can see that **Żubr was doing exceptional with 0.855 %**, followed by **Żywiec (0.2972 %)** and **Tyskie (0.2785 %)**

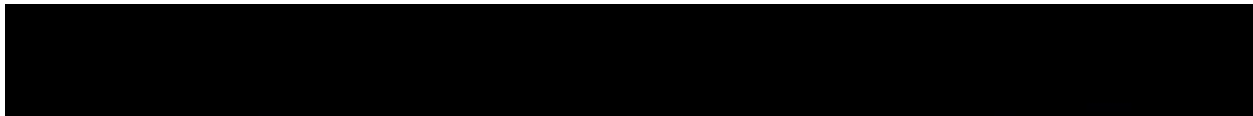


When it comes to the actual **total number of interactions** (likes, comments and shares) we can see that the top three brands had a very close score – these were **Tyskie (33,997)**, **Żubr (33,721)** and **Lech (31,449)**.



# Top Content

When looking at the content that is most engaging, we see that **the most successful post was made by Tatra** beer. This post (photo) had an amazing Engagement Rate of **8.9973%** with 274 likes, 38 shares and an **exceptional 1026 comments**. Tatra made a smart move by letting its fans choose t-shirt designs, which will be given away in a later contest. The second most engaging post was made by **Żubr** which was a “thank you” photo for the celebration of 100,000 fans on their Facebook page.



**Tatra**

Like This Page · 19 September via Tatra \*

Sprawa jest prosta! Wy wybieracie projekt koszulki o najbardziej męskim charakterze, my przygotowujemy konkurs, w którym będziecie mogli ją wygrać. To co? 1, 2... czy może 3? Głosujcie w komentarzach do piątku! ;)

Like · Comment · Share

👍 274 people like this.

📄 38 shares

💬 View previous comments

6 of 1,026



**Radosław Ziemba 2**

23 September at 23:40 · Like



**Darek Dark 2**

24 September at 07:13 · Like



**Wiesiekcieszka Wiesiekcieszka 3**

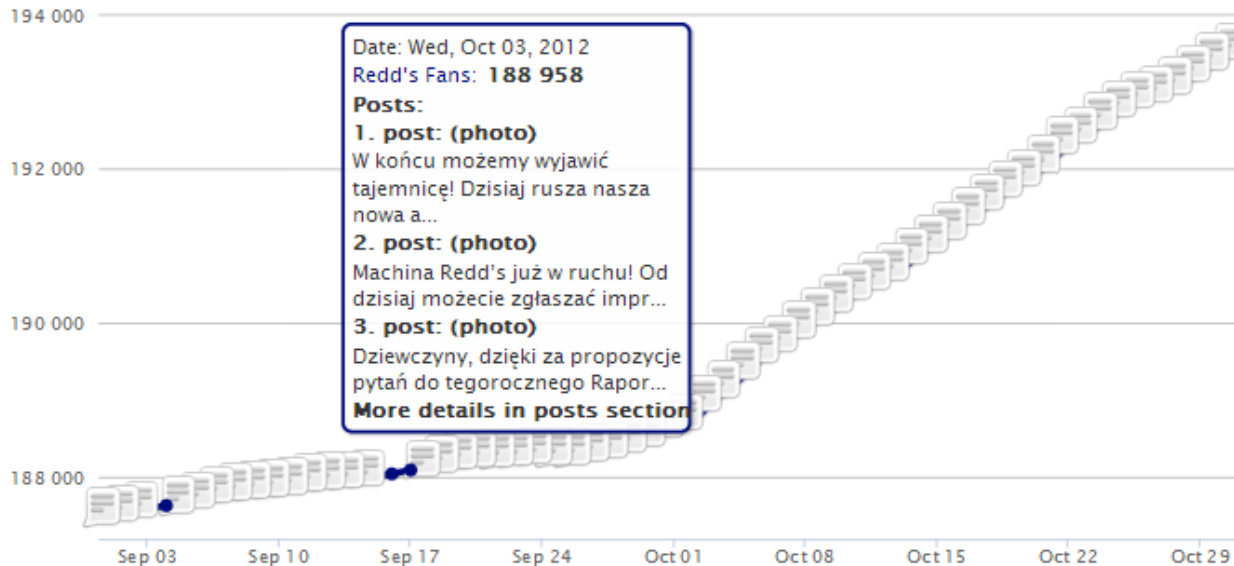
25 September at 14:11 · Like

# Content Published

## Posts by admin on the total fans graph ?



Page Posting vs. Fans  
from Sep 01, 2012 to Oct 31, 2012



On this page we will take a closer look at **how often Polish beer brands publish content, what type of content they publish most often and what type of content is most engaging.**

**The most active beer brand was Redd's**, which published 76 posts during the two months, **followed by Lech (70) and Warka (54)**. The most popular type of content being used is clearly photos. Although photos are the most popular and typically most engaging posts in this study, this does not necessarily apply to everyone. For example for Warka the most engaging post type on average was a link, even though they published only three during the two months.

# Response Rates to Questions



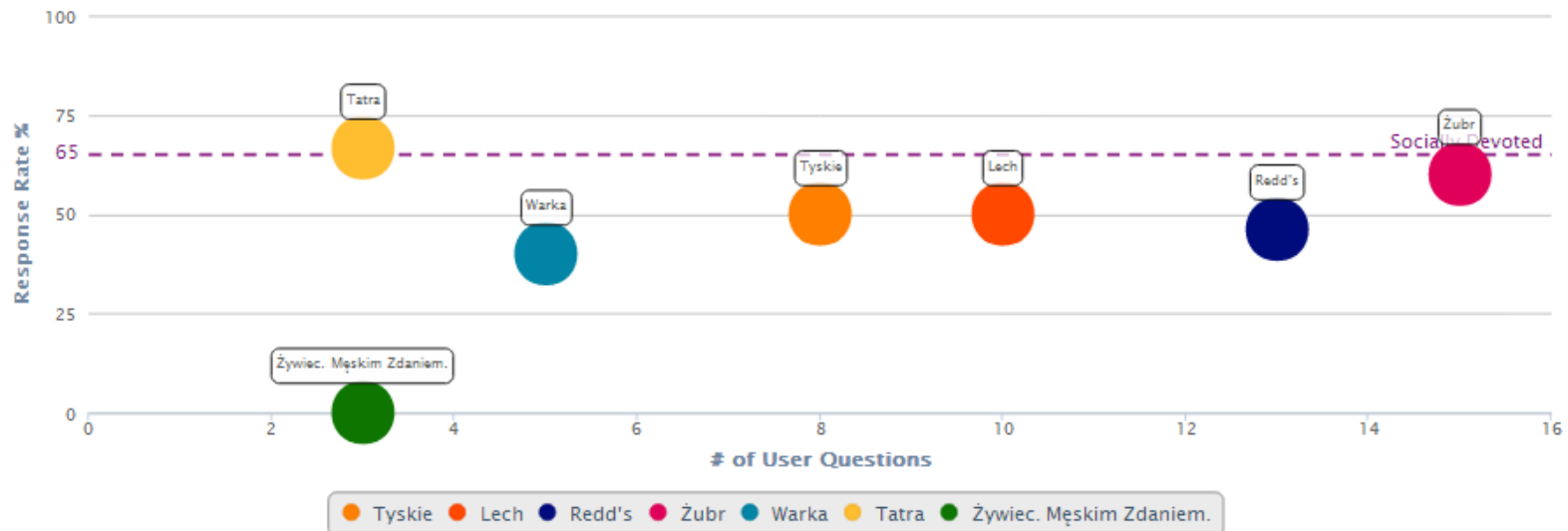
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## Response Rate vs. Number of Questions

User Question  User Post



Response Rate vs. Number of Questions  
from Sep 01, 2012 to Oct 31, 2012



These beer brands receive quite a lot of fan posts but only a small number of fan questions. This is completely understandable as the beer industry is not customer service oriented. However, we still believe if a question is asked, it is the brands responsibility to respond. The brand with the highest response rate was **Tatra** (67%), however, they had very few questions. If you are to take into account the number of questions, the most successful was **Żubr**, which responded to 60% of the 15 questions asked. This is not socially devoted but it is getting close. The situation is different if we count all posts and not solely those marked as questions – in this case the most responsive brand would be **Lech** with a Response Rate of 57.95% (commenting on 51 questions out of 88 asked).



- » Tyskie has the largest number of total fans - 309,614
- » The fastest growing was Żubr. Attracting 34,149 new fans with a growth rate of 37.45%
- » Żubr also had the highest average engagement (0.855 %), followed by Żywiec (0.2972 %) and Tyskie (0.2785 %)
- » The beers with the most interactions were Tyskie (33,997), Żubr (33,721) and Lech (31,449)
- » The most engaging post was made by Tatra. The Engagement Rate of this post was 8.9973%, with a total of 274 likes, 38 shares 1026 comments.
- » The most active brand in communicating its own content **was Redd's**, which published 76 posts
- » The most popular type of post was photo, which on average is also the most engaging one.
- » Żubr was most the successful in terms of answering questions, however, when it comes to reacting to fan posts in general, the most successful was Lech.

We hope you enjoyed this **short study on the social media performance of Polish beer brands.**

If you have any further questions, please do not hesitate to contact us.

You can reach our support team at **experts@socialbakers.com.**

Contact Social Media Experts  
[experts@socialbakers.com](mailto:experts@socialbakers.com)

Get more information at  
[analytics.socialbakers.com](https://analytics.socialbakers.com)