

Case Study:

Iced teas in Indonesia

Case study about Facebook performance of select Indonesian tea based drinks



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The Study



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Iced tea is a popular drink in Indonesia. It is served in a vast majority of foodservice businesses, ranging from street hawkers and traditional food corners to restaurants. Iced tea is sweetened; it is known as "es teh manis" and is served with a meal. Iced teas are available both home-made as well as bottled by various brands.







Source: Wikipedia

In this short case study, we decided to monitor and analyze a few select Indonesian iced tea brands. The time period chosen for this comparison was one month, from **October 15 – November 15**. In this case study we focused solely

The Brands



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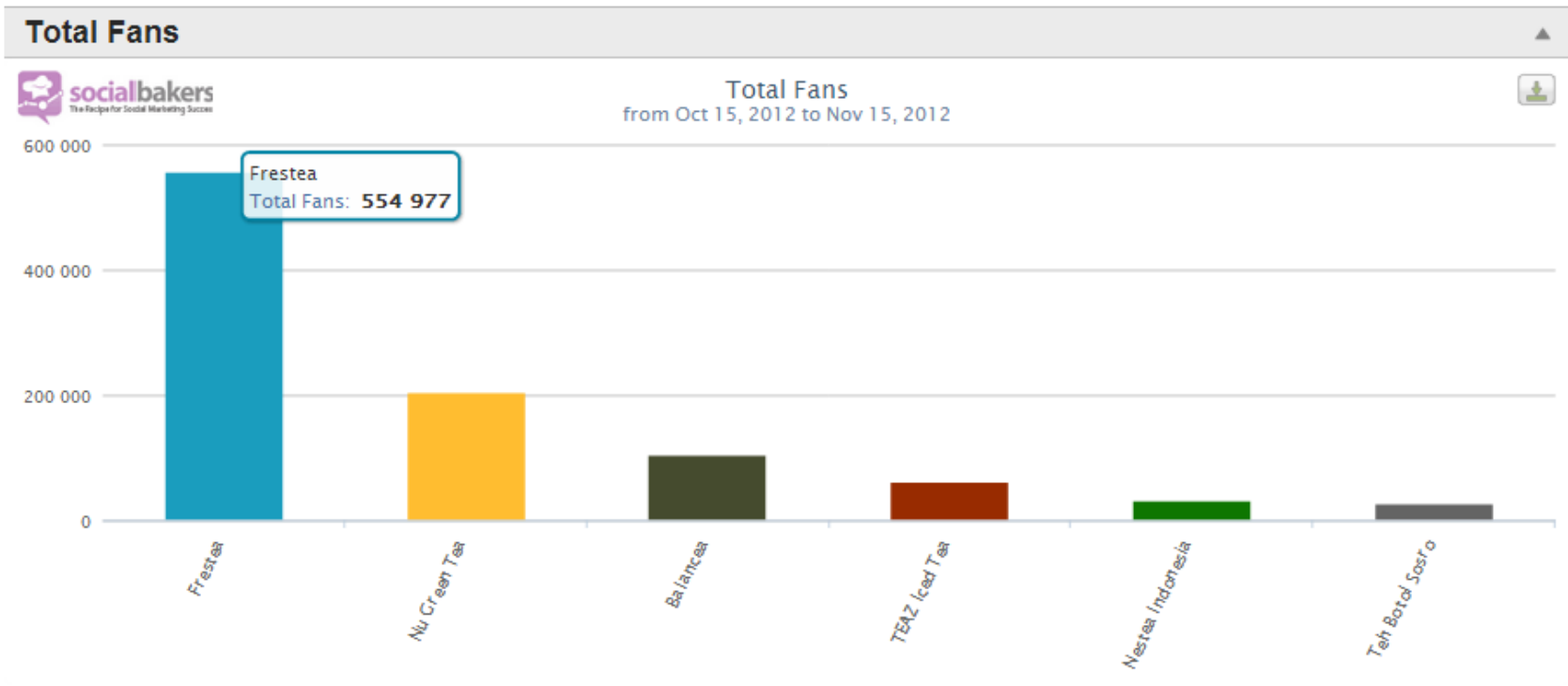
Name	Fans ▾	Fan Growth	Moving Average of Post ER	Interactions	People Talking About	Response Rate Questions
Drinks Indonesia						
 Frestea	554 977	+32 252 +8,17 %	0,1061 % ▾	32 681	17 269 ↗	5,88 % 1 / 17
 Nu Green Tea	204 739	+2 815 +1,39 %	0,0706 % ↗	16 571	7 348 ↗	44,44 % 4 / 9
 Balancea	102 896	+549 +0,54 %	0,03 % ↗	1 605	885 ▾	N/A 0 / 0
 TEAZ Iced Tea	60 835	+86 +0,14 %	0,0092 % ↗	1 142	226 ▾	100 % 2 / 2
 Nestea Indonesia	30 719	-13 -0,04 %	0,0201 % ↗	493	80 ▾	0 % 0 / 1
 Teh Botol Sosro	26 269	+352 +1,36 %	0,0751 % ↗	1 071	259 ▾	71,43 % 5 / 7

For our comparison we chose 6 Indonesian Ice Tea Brands – the largest one with almost 555,000 fans and the smallest one with 26,000 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 Response Rates.**

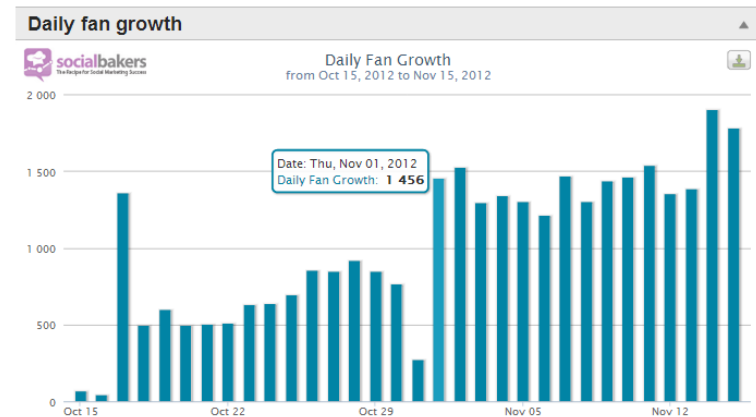
Facebook Fans and Fan Growth



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The most successful ice tea brand in Indonesia in terms of Total Fans was **Frestea with 554,977 fans**. It has been also the most successful brand in terms of Fan Growth with **total number of new fans attracted (32,252)** and had the **fastest fan growth rate (+6.17%)**. The brand grew on **average 1008 fans per day** with the peak of 1903 new fans on November 14.



Facebook Engagement

Now that we know which brand was the most successful in terms of increasing the number of fans, but lets have a look who was 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 it was again **Frestea** – with **0.1061 %**, followed by **Teh Botol Sosro (0.0751 %)** and **Nu Green Tea (0.0706 %)**.



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 **Frestea (32,681)**, **Nu Green Tea (16,571)** and **Balancea (1,605)**.

Top Content



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When looking at the content that is most engaging, we see that **the most successful post was made by Nu Green Tea**. This post (photo) had an Engagement Rate of **0.3563%** with 420 likes, 283 comments and 18 shares. Nu Green Tea used in this post a classical tassellation image from Dutch artist M.C. Escher (1838-1972). The second and third most engaging post was made by Nu Green Tea as well, followed by **Balancea** with question photo involving Nokia phones posted on November 6.



Nu Green Tea
Like This Page · 19 October

Senam mata sebentar ya, Nu Addict

Ada berapa jumlah angsa digambar? — with Agāsi Az'zūmār, Rio Symon and Wulan Purnama Sari.

Like · Comment · Share

422 people like this.

18 shares

View previous comments 6 of 288

Katherine Oktaviani 11
22 October at 16:13 · Like

Rafli Buyung Surya 19 sama yang di air
23 October at 08:21 · Like

Wahyu Prastiyo 20
25 October at 09:41 · Like

Bocah Suren 17
25 October at 16:11 · Like

Nadirah Jasmine 19
30 October at 13:22 · Like

Write a comment...

Content Published

Posts by admin on the total fans graph ?



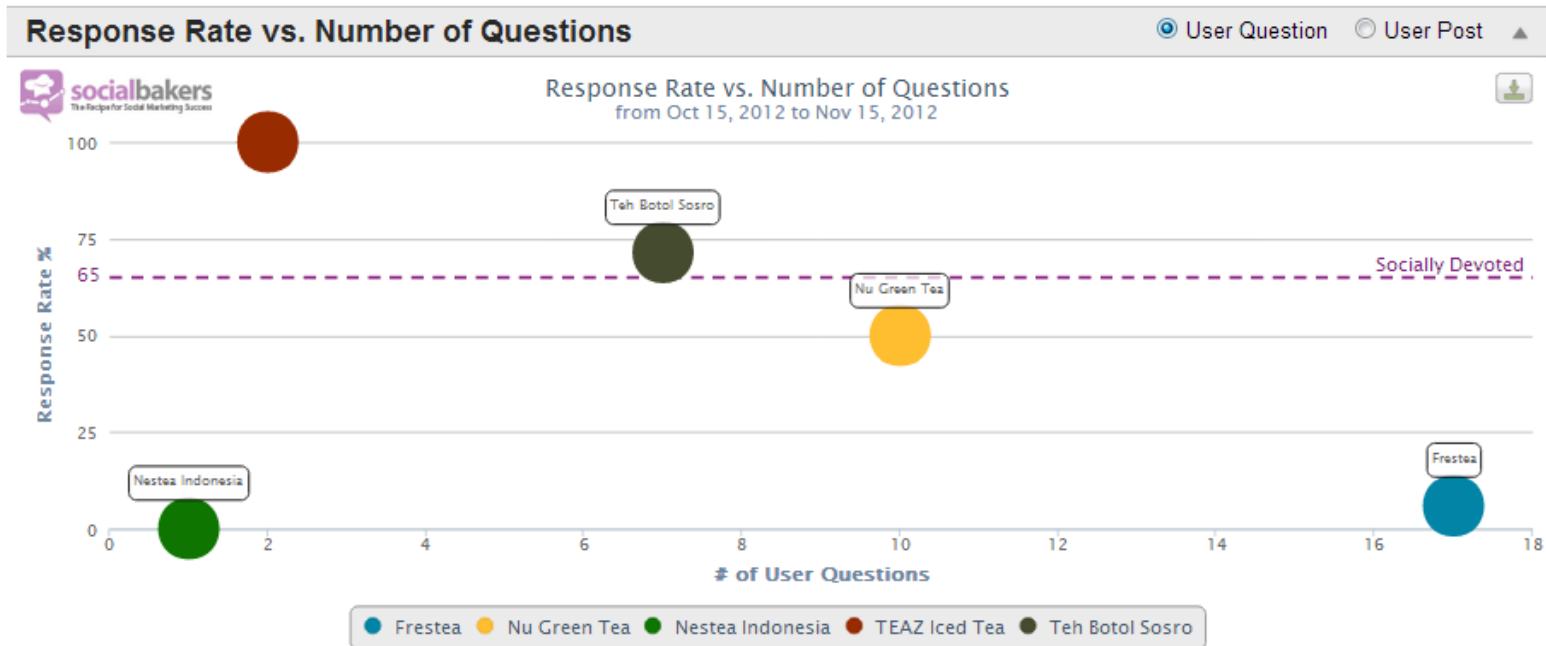
On this page we will take a closer look at **how often Indonesian Ice Tea brands publish content, what type of content they publish the most often and what type of content is the most engaging.**

The most active beer brand was Nu Green Tea, which published 130 posts during the selected period, followed by TEAZ Iced Tea (111) and Nestea Indonesia (80). The most popular type of content being used by the six brands are clearly the photos however for example Frestea prefers statuses in their posting strategy while keeping the highest moving average engagement.

Response Rates to Questions



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The Iced tea brands very 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. Which some brands completely fail. The brand with the highest response rate was **TAEZ Iced Tea** (100%), however, they had very few questions asked by fans (just 2). If you are to take into account slightly bigger number of questions, very weel was doing **Tah Botol Sosro**, which responded to 71% of the 7 questions asked. **The brands that were failing to repond their fans the most were Nestea Indonesia and Frestea** which had the biggest number of questions and posts by fans but was ignoring vast majority of them.



- » Frestea has the largest number of total fans - 554,977
- » The fastest growing was again Frestea. Attracting 32,252 new fans with a growth rate of 6.17 %
- » Żubr also had the highest average engagement (0.855 %), followed by Żywiec (0.2972 %) and Tyskie (0.2785 %)
- » The iced teas with the highest engagement were Frestea – with 0.1061 %, followed by Teh Botol Sosro (0.0751 %) and Nu Green Tea (0.0706 %)
- » The most active brand in communicating its own content was Nu Green Tea , which published 130 posts during this single month
- » The most popular type of post was photo, which on average is also the most engaging one.
- » TAEZ Iced Tea and Tah Botol Sosro were the most the successful in terms of answering fan questions. The least responsive brands were Nestea Indonesia and Frestea

We hope you enjoyed this **short study on the social media performance of Indonesian Iced Tea 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

Get more information at
analytics.socialbakers.com