



# ChatteRL&A in Action: Sambucol & Swine Flu Messaging Through Monitoring

## Challenge

- On April 24<sup>th</sup>, 2009, amid the massive increase in online conversation around Swine Flu, ChatteRL&A's brand monitoring discovered a forum which posted an unfounded connection (rumor) that taking Sambucol while infected with the Swine Flu increased the likelihood of suffering a cytokine storm (health hazard)

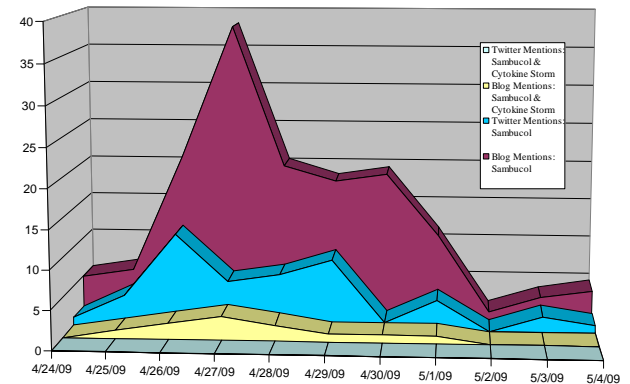
## Approach

- We performed a retroactive keyword search initiative, specifically searching for associations between the product, the ingredient (black elderberry) and cytokine storm reaction
- Conversations were searched in blogs, message boards, forums, Twitter and commercial/organization Web sites

## Results

- Conversation volume about Sambucol spiked, but was overwhelmingly positive
- Conversation linking Sambucol with cytokine storm was both minimal and confined to message boards and blogs
- Outreach to blog authors, seeding in forums and responding on the brand Web site altered the perception around this keyword link and steered sentiment further in our client's favor (positive)

Sambucol & Cytokine Storm: Keyword Associations



Share of Voice: Cytokine Association

