



Lazada

DA CA3

Group 5

Dayana
Jae
Jun Han
Melissa
Poh Sim



Lazada

Lazada

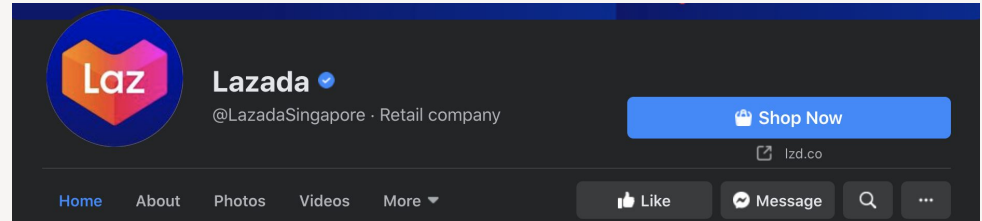
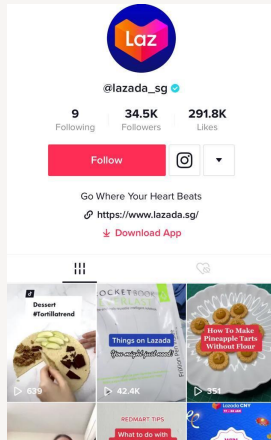
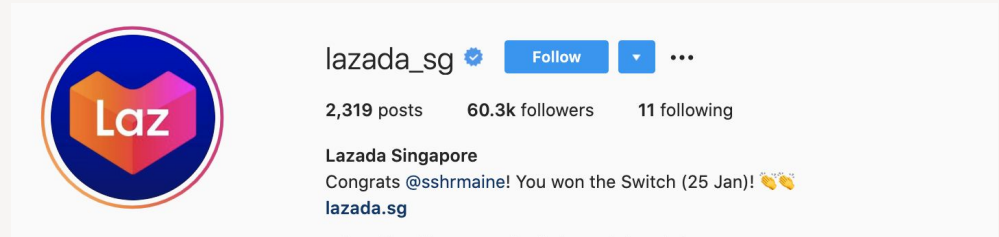
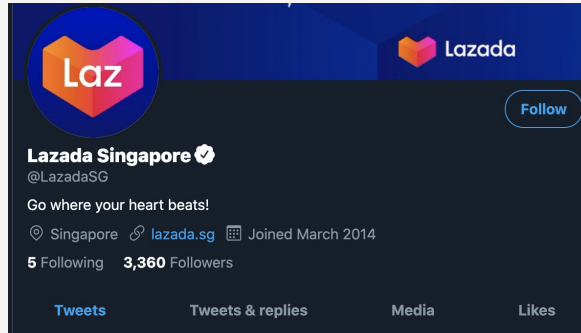
- Founded in 2012
- eCommerce platform.
- With a presence in six countries – Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam
- Regional flagship of the Alibaba Group

Competitors



ZALORA

Lazada's Social Media



01

Share of Audience

the brand's and its competitors' follower counts on their social media accounts

Raw Breakdown

Brand	Instagram Followers	Facebook Likes	TikTok Followers	Twitter Followers	
Shopee	86,400	19,946,898	31,100	7422	19,985,420
Qoo10	28,200	389,000	3285	3,979	424,464
Zalora	115,000	19,500	19,500	67,500	221,500
EzBuy	38,000	313,465	226	1168	352,859
Lazada	60,300	30,476,325	34,500	3,360	30,574,485

SOA (Data on 28 January 2021)

A	B	C	D	E	F
Shopee	19,985,420		30,574,485		65%
Qoo10	424,464		30,574,485		1%
Zalora	221,500		30,574,485		1%
EzBuy	352,859		30,574,485		1%

SOA Insights



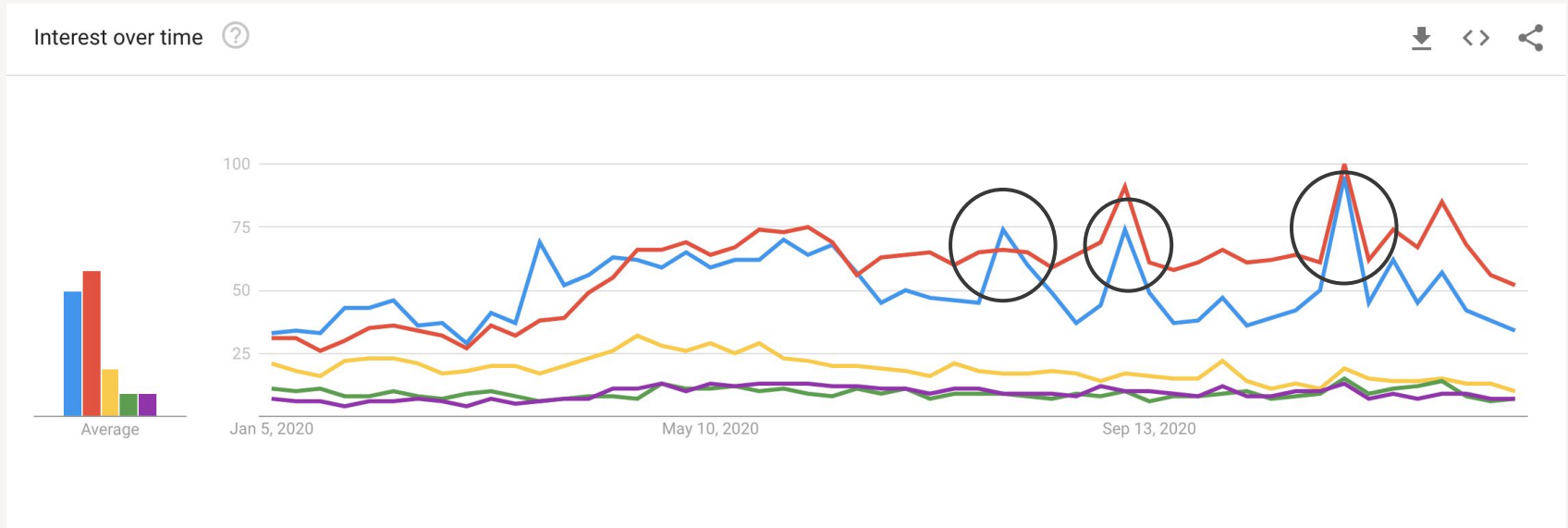
- Lazada dominates the share of audience.
- Shopee has 65% of the SOA of Lazada
- The rest of the brands (Qoo10, Zalora, EzBuy) have only 1% of the SOA of Lazada.

02

Share of Search

the brand's and its competitor's overall
and monthly search trends using
Google Trends

SOS



There were spikes in Lazada's search volume in August **(2-8 August)**.
A second spike was observed in September **(6-12 September)**.
A third spike was also observed in November **(8-14 November)**.

Reason behind the August Spike



8.8 Lazada
NATIONAL DAY SALE

8-10 AUG

**OUR HEART BEATS
WITH SINGAPORE.
CELEBRATE WITH
UP TO 90% OFF.**

GET \$5 OFF ON FIRST ORDER

ADD TO CART

The banner features a large heart shape with the Singapore flag's red and white stripes and blue field with white stars. Inside the heart are white line-art illustrations of the Esplanade - Theatres on the Bay, the Merlion, and a person parachuting. In the foreground, there is a laptop, a box of 'anight eye' eye masks, a pair of sneakers, and some skincare products.

Reason behind the September Spike



Reason behind the November Spike

Lazada 11.11

11 NOV

**LOWEST PRICE*
IN OUR BIGGEST
ONE-DAY SALE**

11 MILLION VOUCHERS | **11,000 EXCLUSIVE DEALS**

*Terms and Conditions Apply

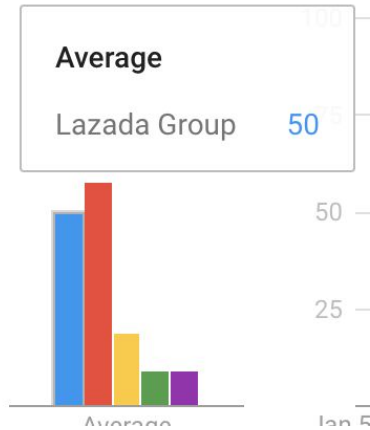
The banner features a male model in a pink suit holding a smartphone with the Lazada logo. Behind him are large, stylized '11' graphics in orange and pink. Product showcases include a hair dryer, a watch, and a sneaker, all on boxes with the Lazada logo. Confetti is scattered around the scene.

What are people searching for Lazada?

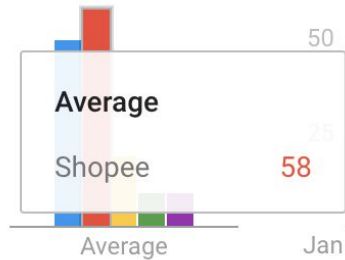
Related queries 		Rising    
1	lazada voucher 2020	Breakout
2	lazada promo code 2020	Breakout
3	lazada voucher code 2020	Breakout
4	lazada national day sale	Breakout
5	lazada birthday 2020	Breakout



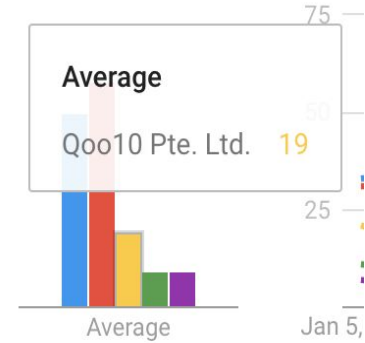
Share of Search Volumes



Lazada's Brand share: 34.48%



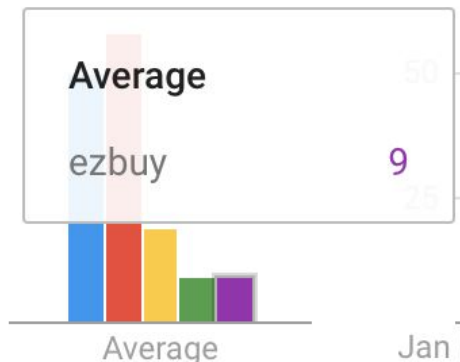
Shopee's Brand share: 40%



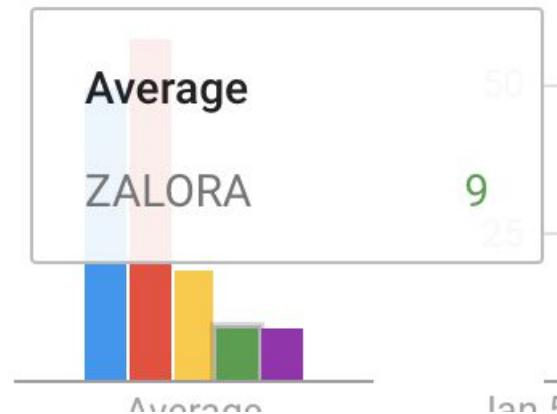
Qoo10's Brand share = 13.10%



Share of Search Volumes

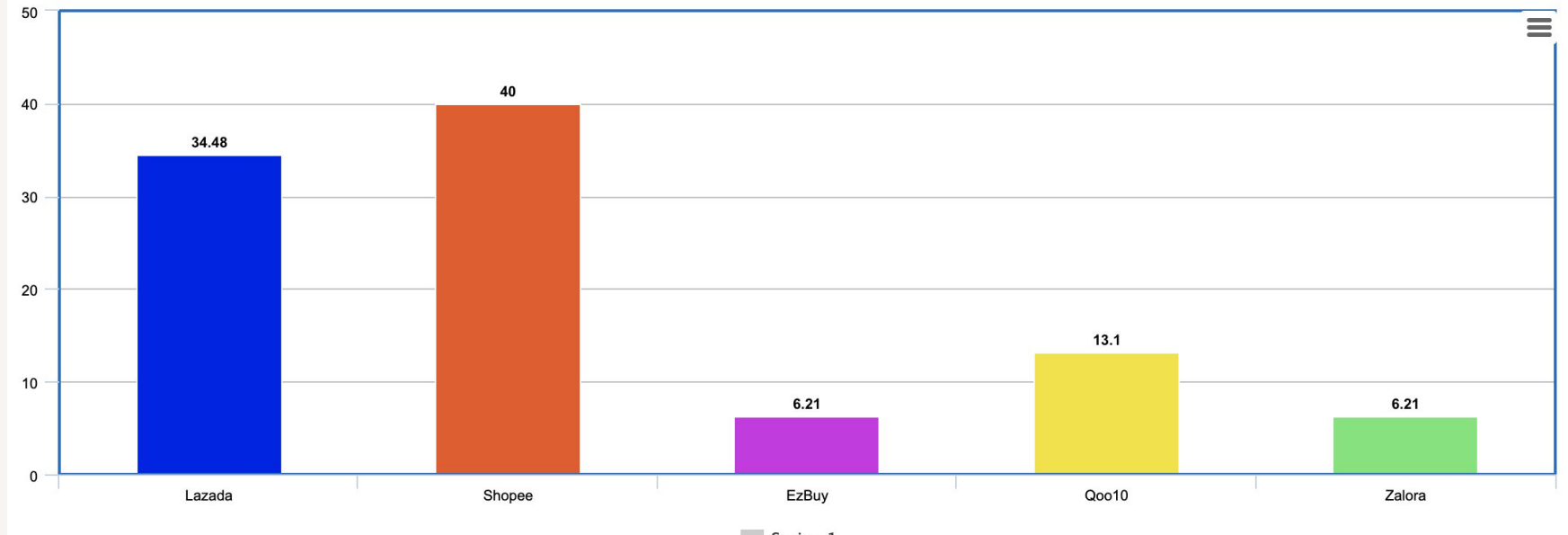


EzBuy's Brand share: 6.21%



ZALORA's Brand share = 6.21%

SOS Insights



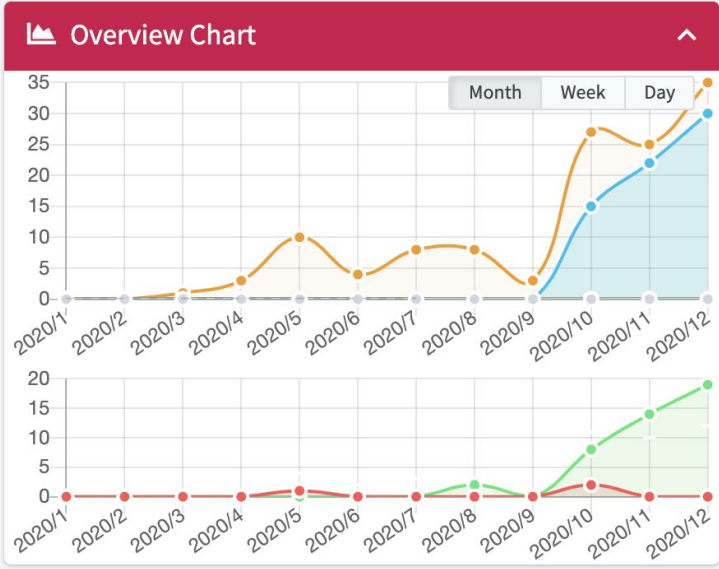
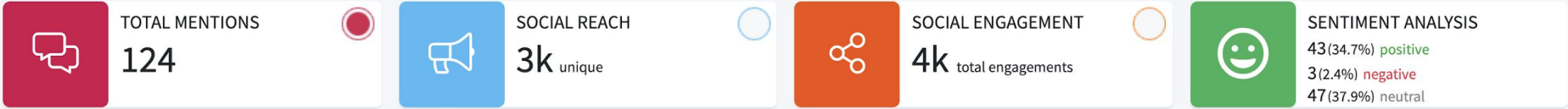
Shopee has the largest share of search (40%) relative to other e-commerce platforms in Singapore. Lazada comes in closely in the 2nd place (34.48%), which is only 5.52% difference. Lazada has more than double the share of search relative to Qoo10 (13.10%), Zalora (6.21%) and EzBuy (6.21%).

03

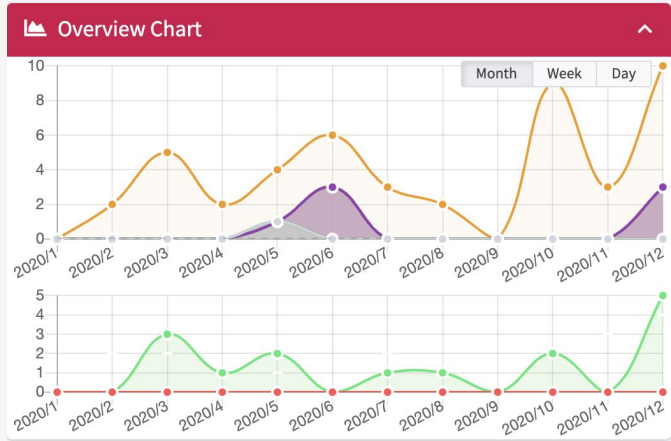
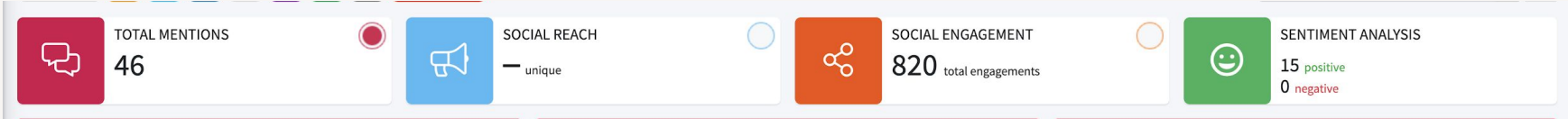
Share of Voice

The brand's and its competitor's mentions and the recurring topics and sentiment

Lazada SOV



shoppe sov



Zalora SOV



TOTAL MENTIONS

54



SOCIAL REACH

67k unique



SOCIAL ENGAGEMENT

283 total engagements



SENTIMENT ANALYSIS

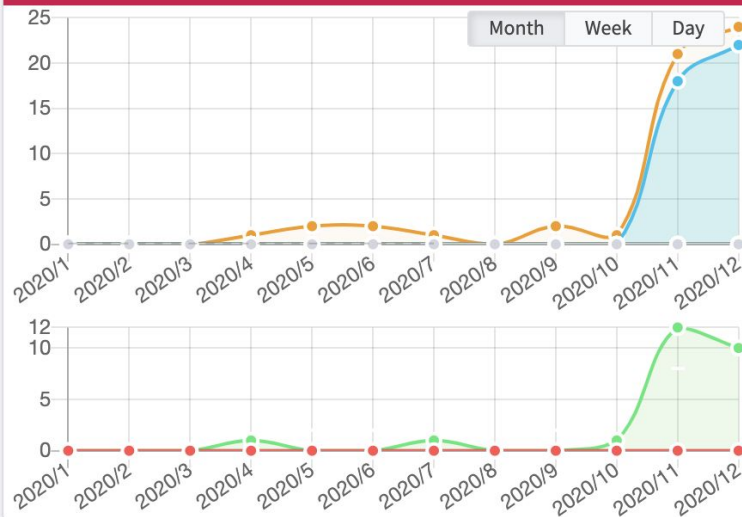
25 (46.3%) positive

0 (0.0%) negative

28 (51.9%) neutral

shop
2020
customer
sales
team
email
assist
further
link
nbsp
customer

Overview Chart



Ezbuy SOV



TOTAL MENTIONS
15



SOCIAL REACH
— unique



SOCIAL ENGAGEMENT
14 total engagements



SENTIMENT ANALYSIS
1 (6.7%) **positive**
0 (0.0%) **negative**
14 (93.3%) **neutral**

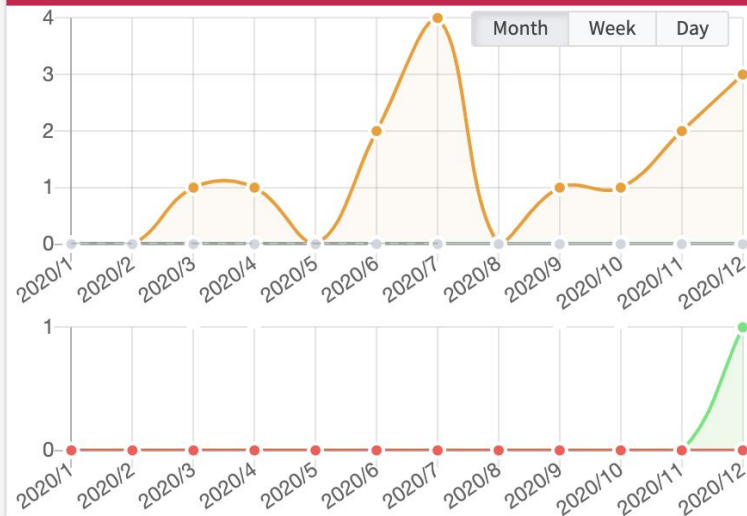
Keyword Cloud

☐ Hashtags Only



2020

Overview Chart



Qoo10



TOTAL MENTIONS

0



SOCIAL REACH

— unique



SOCIAL ENGAGEMENT

0 total engagements



SENTIMENT ANALYSIS

0 positive

0 negative

Mention Trackers

Add Keyword/Tracker

☐ Brand Monitoring -

☐ Lazada Keywords -

☐ Owned Media -

☒ Competitors 0

☐ Shopee -

☐ Zalora -

☐ Ezbuy Singapore -

☒ Qoo10 0

☐ Marketing Leads -

Overview Chart



Keyword Cloud

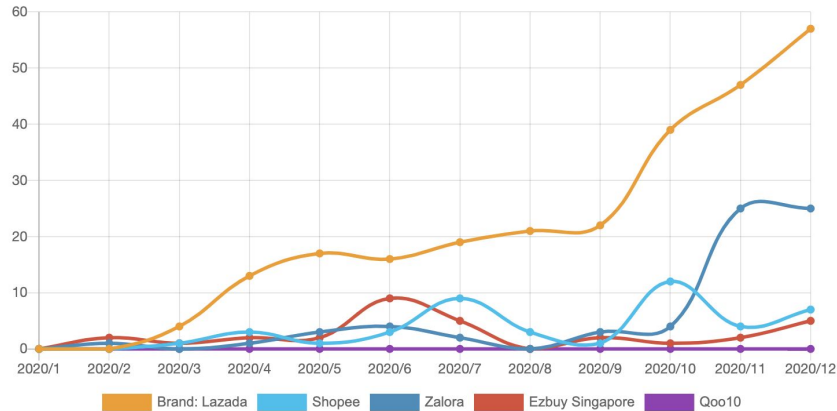
☐ Hashtags Only

Not enough data to generate keyword cloud.

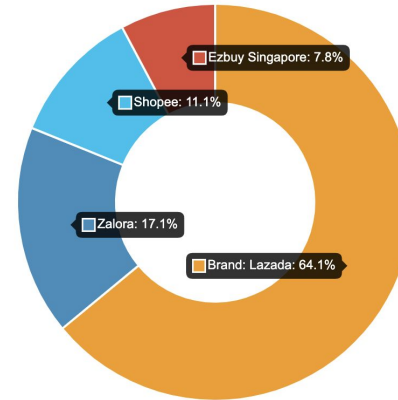
Overall Sentiments

Share of Voice

Based on **Mentions** from Jan 01, 2020 to Dec 31, 2020



Share of Voice



Share of Positive



Share of Negative



Share of Neutral



Manual Collection of Sentiments for Lazada

Instagram



January 2020

Likes: 103

Comments: 1



February 2020

Likes: 83

Comments: 1

Instagram



March 2020

Likes: 83

Comments: 1



April 2020

Likes: 68

Comments: 1

Instagram



May 2020

Likes: 1465

Comments: 33



June 2020

Likes: 4101

Comments: 9

Instagram



July 2020

Likes: 1859

Comments: 3

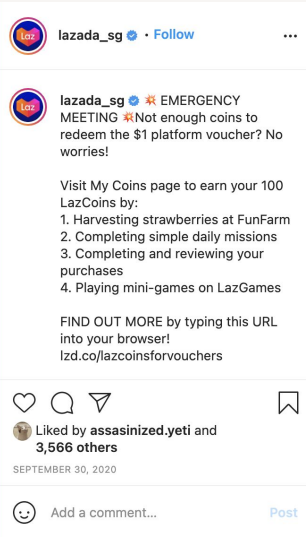


August 2020

Likes: 3895

Comments: 6

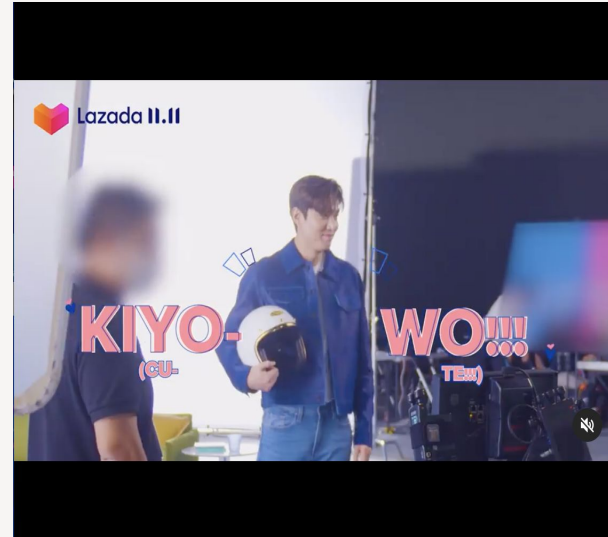
Instagram



September 2020

Likes: 3567

Comments: 56



October 2020

Likes: 1778

Comments: 37

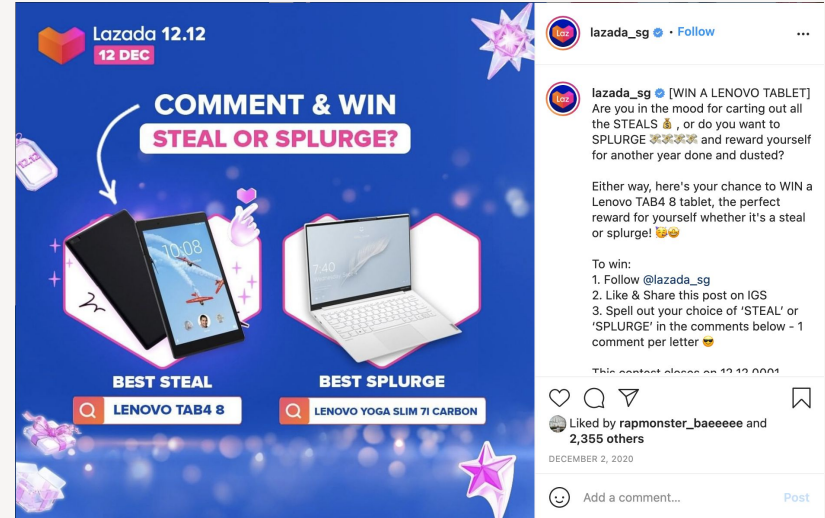
Instagram



November 2020

Likes: 4288

Comments: 16

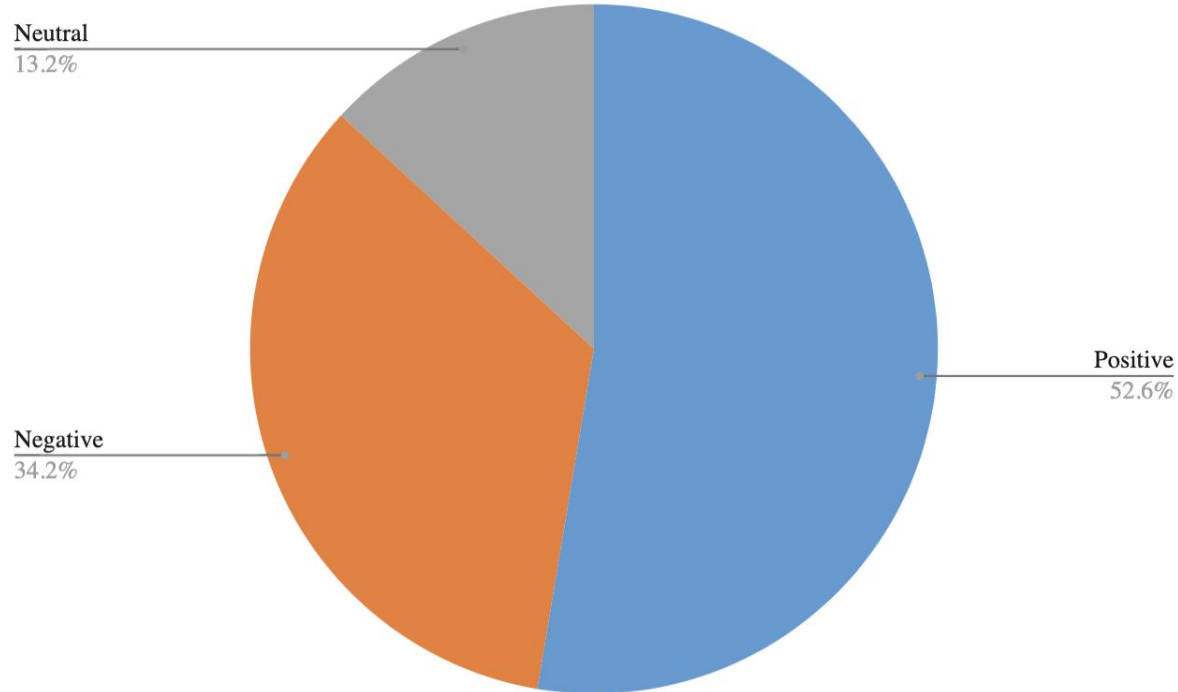


December 2020

Likes: 2356

Comments: 1486

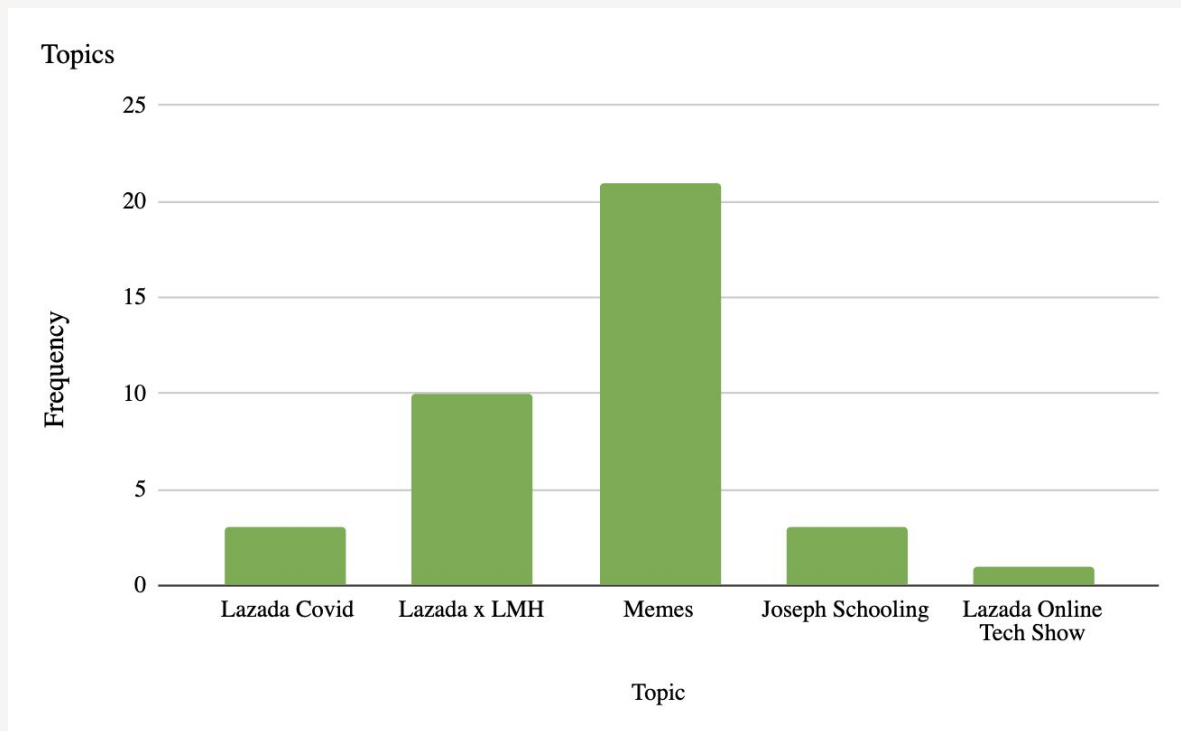
Overall Sentiments for Lazada



Word Cloud



Topic Count



Instagram Insights

Negative	Positive
• Lazada's meme advertisements are cringy.	• There are still people who actually like the memes and are appreciative of it.
	• Like Lazada's mention of Among Us game
	• Posts with celebrity ambassadors, e.g., Lee Min Ho, are well-liked.
	• Acknowledge Lazada's commitment to improve

04

Brand & Consumer Alignment

Lazada's Mission Statement

Customers first,
Employees second,
Shareholders third

100% authentic
products

Affordable
competitive prices

Variety of Products

Brand Window Framework Template

Highest Volume Topic

- Cringy/annoying advertisements
- Improving
- Appreciate the memes as ad
- Items not delivered
- Items are not authentic (a lot of fake brands)
- Enjoy their collaborations

- Customers first
(Release content that customers enjoy)

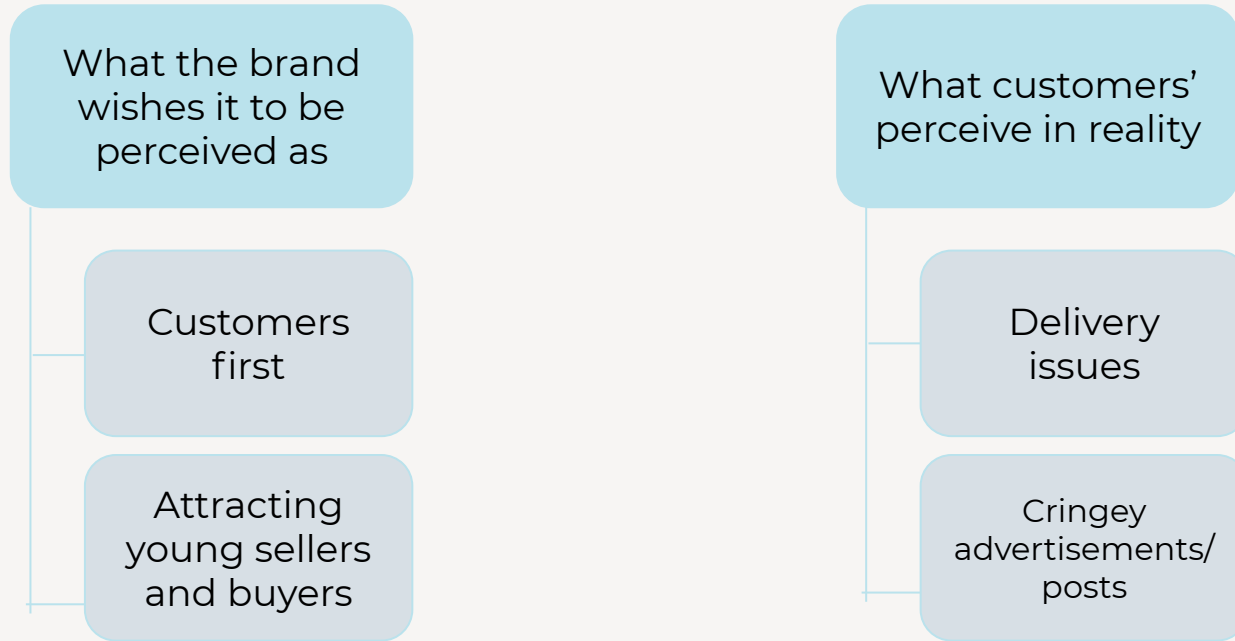
Consumer
Conversations

- Wide variety and high quantity of products
- Affordable and competitive prices
- 100% authenticity (products)
- Attract young sellers and buyers

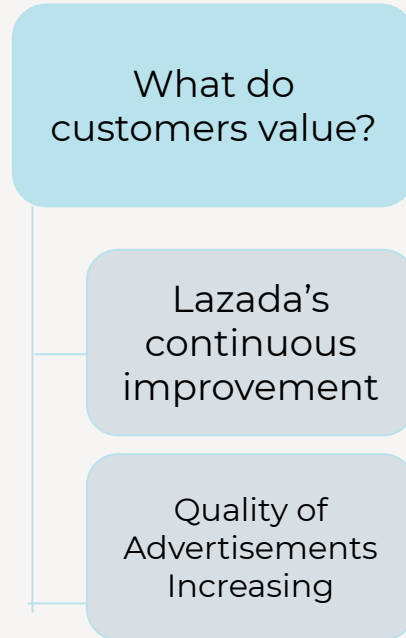
Brand Communications

Key stories/Messages

Alignment Issues: Negative



Alignment Issues: Positive



Alignment Issues: Not in the mind of the consumers



05

SWOT Analysis & Recommendations



Strengths

- Customers acknowledge Lazada's commitment to improve (SOV)
- Customers enjoy Lazada's collaborations (SOV)
- Lazada has a clear lead in terms of SOA
- Lazada has more than double the share of search relative to Qoo10, Zalora and EzBuy. (SOS)



Weaknesses

- Lazada places customer first, but consumers think that Lazada has poor customer service (SOV)
- Consumers do not appreciate Lazada's content that is tailored for them (SOV)
- There is a significant drop in the search volume once the promotion period ends. (SOS)



Opportunities

- Collaborate with popular ambassadors as they are well-liked by their audiences (SOV)
- Release more discount codes to increase Share of Search volume (as seen during promotion periods). (SOS)



Threats

- Negative misalignments > poor brand image > customers to not trust the brand (SOV)
- Poor communication channels can lead to breakdown in communication (PR disaster) (Brand window framework)
- Poor delivery service can lead to drop in purchases (news spreads quickly)
- Shopee: 65% of SOA, 2nd highest in terms of SOS

Recommendations

1. Improve Lazada's Social Media's content
 - a. Analyse competitors' socials and then adopt their good practices
2. Try to improve on issues that the customers are currently facing
 - a. Eg. delivery, UI, customer service/hotline/support (eg. fix technical issues)
3. Collaborate more with popular individuals/ well known retailers
 - a. Do more giveaways with popular brands

THANK
YOU!

Feel free to ask any questions.