

SCOOTER
PERIOD: OCTOBER 1-31, 2019

SOCIAL MONITORING MONTHLY REPORT



YAMAHA

zanroo

it's
Automatic



ยามาฮ่า **คิวบิกซ์**
NEW ARRIVAL

สีสันใหม่ สไตล์แฟชั่น...
#ของมันต้องมี!



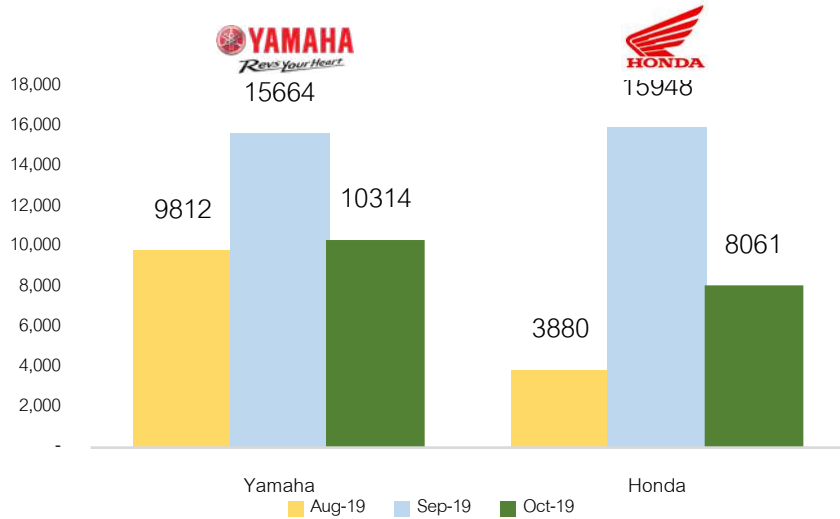
Content

- Part I : Overall Brand health Check
 - Share Of Voice by Brand
 - Channel by Brand
 - Sentiment and Attitude by Brand
- Part II : Competitors Analysis
 - Promotion / PR
 - Activity
- Part III : Product and Service Feedback
- Part IV : Model Comparing Analysis
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- Part VI : Model Complaint Summary
- Part VII : MOTO GP Analysis
- Part VIII : Recommendation

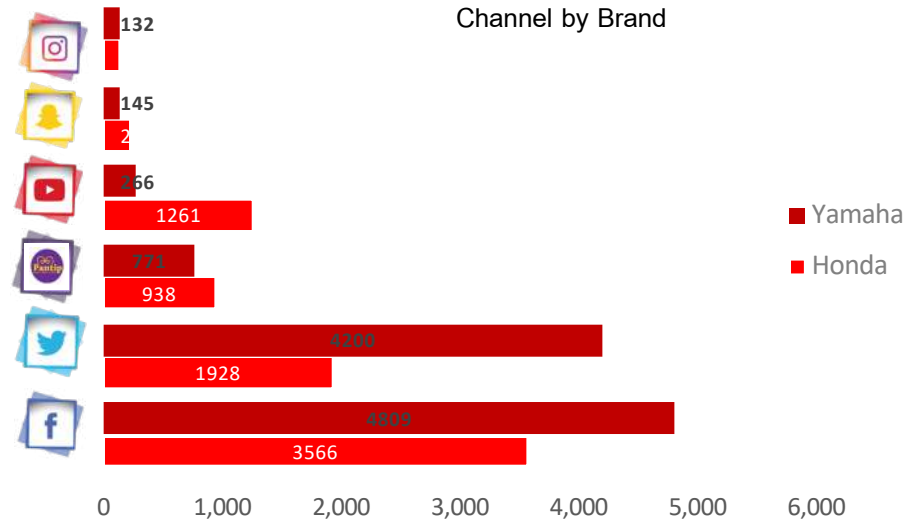


OVERALL BRAND HEALTH CHECK

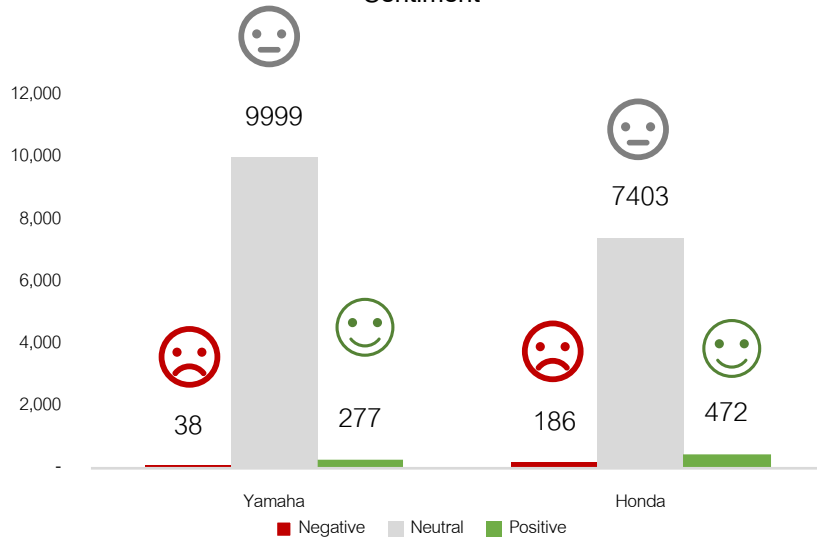
Share Of Voice by Brand



Channel by Brand



Sentiment



Attitude by Brand: 1-31 October 2019

Yamaha: 10,314 mentions

Voice : Facebook was majority (47%).

Sentiment : Neutral 96% (9,999), Positive 3% (277) and Negative 1% (38)

Honda: 8,061 mentions

Voice: Facebook was majority (44%).

Sentiment: Neutral 92% (7,403), Positive 6% (472) and Negative 2% (186)

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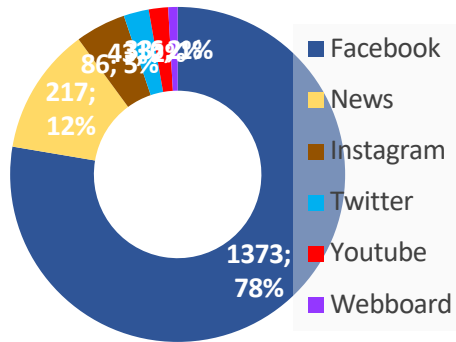
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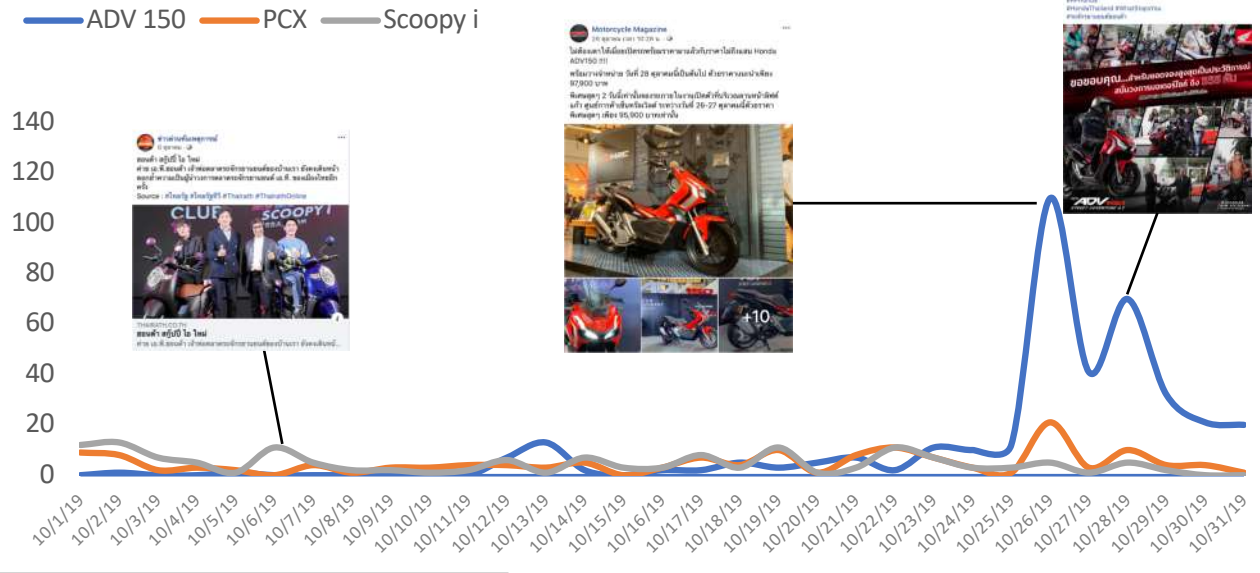
COMPETITORS ANALYSIS BY HONDA [Promotion / PR]

1,768 Mentions

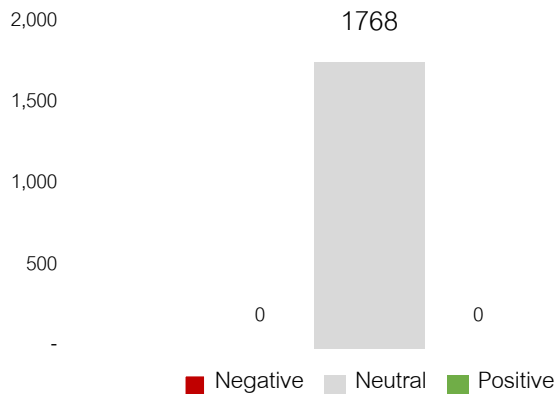
*Yamaha (3,257 Mentions)



Top 3 Promotion and PR Buzz Timeline



Sentiment by Promotion/PR



Facebook, News, and Instagram were among popular channels for promotion/PR campaign.

Dealers just posted their campaigns via those channels. Most mentioned models were 1) ADV 150, 2) PCX and 3) Scoopy i, respectively.

Top 3 models in this month

1. ADV 150 : Mostly mentioned product grand opening and product price.
2. PCX : Mostly mentioned payment installment plans as 1) low down payment, 2) no down payment, respectively.
3. Scoopy i : Dealer announced All-new Honda Scoopy i and provided payment installment plans.



Top 3 Engagement

1



#Honda #Forza #สีใหม่
รีวิว 2019 Honda Forza 300 สีแดงใหม่ ตัวแต่ง H2C ค่าตัวเริ่ม 1.69 แสน

Channel : Youtube
Post by : AutostationTH
Model : Forza

Engagement
46,171 Views |495 Likes | 20 Dislikes| 72 Comments |
46,758 Engagement

2



ADV150 เคาะครั้งสุดท้าย 99,000 CBS / ABS 109,000 Honda เปิดตัว 26 ต.ค.62 Central

Channel : Youtube
Post by : **มอเตอร์ไซค์เคลียร์ไทยแลนด์**
Model : ADV 150

Engagement
26,350 Views |425 Likes | 20 Dislikes| 235 Comments |
27,030 Engagement

3



รีวิว First Ride "Honda New ADV 150" Launching in Thailand by Motocross Magazine

Channel : Youtube
Post by : MotocrossMagazine Channel
Model : ADV 150

Engagement
26,138 Views |171 Likes | 21 Dislikes| 36 Comments |
26,366 Engagement

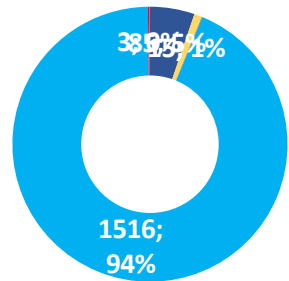


COMPETITORS ANALYSIS BY HONDA [ACTIVITY]



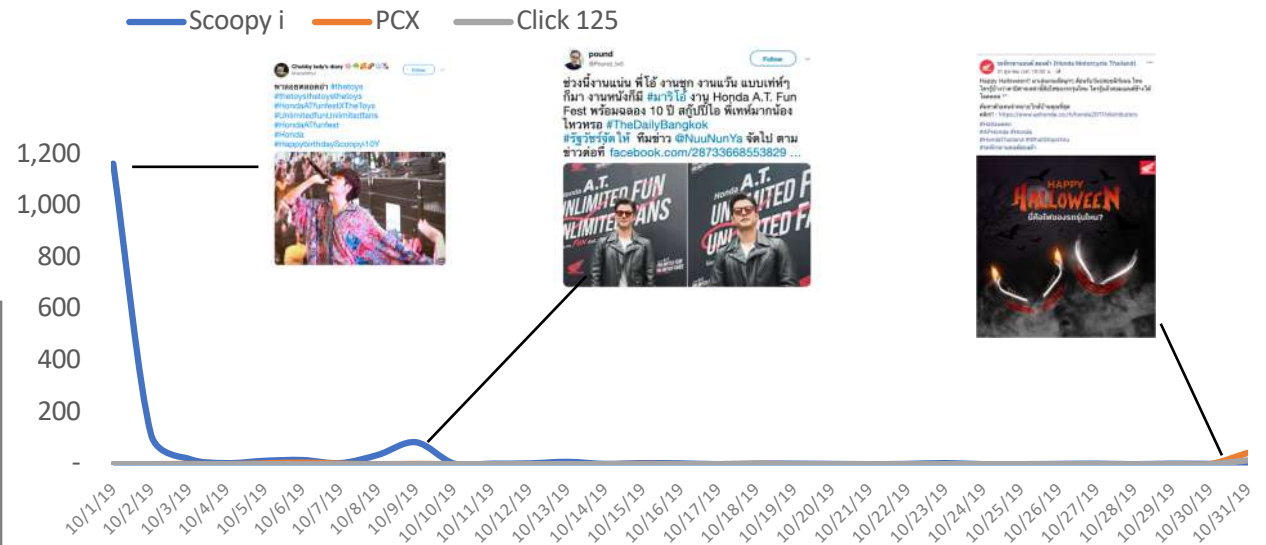
1,621 Mentions

*Yamaha (428 Mentions)

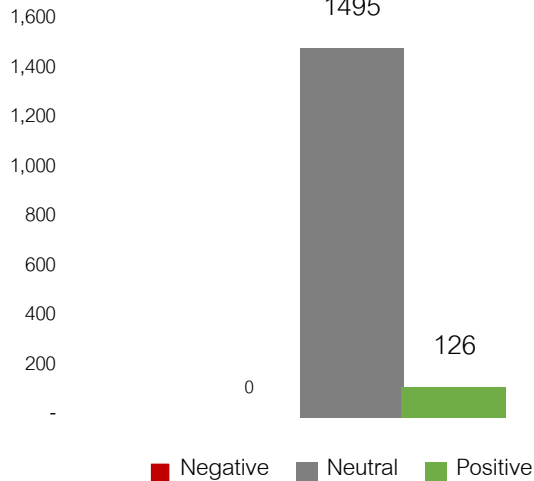


- Facebook
- News
- Instagram
- Twitter
- Youtube
- Webboard

Top 3 Activity Buzz Timeline



Sentiment by Activity



Most activities were in Twitter 94% (1,516).

Lot of activities were 'retweet' mentioned Honda A.T. Fun Fest.

Top 3 models in this month

Scoopy i : Mentioned Honda A.T. Fun Fest (10 anniversary ceremony of Scoopy i). Most mentions were tweets by fans of The Toy, Singto & Krist, and Mario Maurer Maurer (All of them are Thai celebrities)

PCX and Click 125i : Voice were from Happy Halloween event. The event was able to participate by guessing Honda motorbike model from its headlight photo. Then, commented under post.

Sentiment

Positive : Most of mention praised Honda A.T. Fun Fest (10 anniversary ceremony of Scoopy I).



Positive Activity

fonsuk_TheToys
@FonsukT

งานดี ๆ ที่อยากให้จัดบ่อยๆ
#Honda
#HondaATfunfestXTheToys
#UnlimitedfunUnlimitedfans
#HondaATfunfest #Honda
#HappybithdayScoopyi10Y

PPETrends
@PpeTrends

190929 #HondaATfunfest_TEMPT ❤️💙💛
4 หนุ่มวงเทมป์ ในงาน ฉลอง 10 ปี สก๊อบบี้ไอ
ขอบคุณทาง ฮอนด้า 'เอ.ที. ฟัน เฟสต์' มากๆ
ที่ให้โอกาสน้องๆได้ร่วมงานนะคะ 🙌🙌
HQ : imgur.com/a/3SAOfAs
#รอยยิ้มของซูครีม

อารีรัตน์ เสียงลอย
@5Gr2uet79ci3BXH

ทำมัยน่ารักขนาดเนี่ย เจ้าหมื่นน้อย ❤️ #thetoys
#thetoysthetoysthetoys

#HondaATfunfestXTheToys
#UnlimitedfunUnlimitedfans
#HondaATfunfest #Honda
#HappybithdayScoopyi10Y



Top 3 Engagement

1

 **M M M C Z A A 2** @MMiczaa2 Follow

ไม่หยุดความฟิน มั่นส์เบอร์หนึ่ง! ฮอนด้าจัดมหกรรมความมันส์ Honda A.T. Fun Fest พร้อมฉลอง 10 ปี สกู๊ปปีโอ

Cr. Facebook: The Daily Bangkok

👉 ไลค์ แชร์ 👈
facebook.com/28733668553829 ...

#ทีมพีรญา @peraya_official
#KristPerawat #ยยชคพ @krist_est
#SingtoPrachaya #สมุนจ้าวป่า @Singtofc_Th

ส่งมอบความสนุกแบบไร้ขีดจำกัด พร้อมเปิดตัวโฆษณาแนวใหม่ จับ 3 ศิลปินแห่งยุค "ทำให้นับไม่เชื่อลองนับดู" ดอกร้าความยิ่งใหญ่ Honda A.T. วันอาทิตย์ที่ 29 กันยายน 2562 ณ ลานหน้าศูนย์การค้าเซ็นทรัลเวิลด์

เอ.พี. ฮอนด้า ผู้นำแห่งวงการรถจักรยานยนต์ไทย จัดมหกรรมความมันส์ครั้งใหญ่แห่งทศวรรษ Honda A.T. Fun Fest ฉลองครบรอบ 10 ปีรถจักรยานยนต์ฮอนด้าสกู๊ปปีโอ ดังศิลปินดังมากมายแห่งยุคไม่ว่าจะเป็น เดอะทอยส์ ยัวร์บอยเจ เคคริส สิงโต เหมปี และพระเอกชื่อดัง มาริโอ้ เมาเร่อ มาส่งมอบความสนุกให้กับวัยรุ่นกันแบบไม่ยั้งตั้งแต่เที่ยงวันอันสามทุ่ม

มร. ชิกโกโตะ ติมุระ ประธานกรรมการบริหาร บริษัท เอ.พี. ฮอนด้า จำกัด เปิดเผยว่า "ด้วยแนวคิด Unlimited Fun Unlimited



Channel : Twitter
87 Retweets | 62 Likes |
149 Engagement

2


 **pound** @Pound_tv5 Follow

งานคู่มือยังมีเหมือนเดิม ไม่หยุดฟิน! ไม่หยุดความฟิน! มั่นส์เบอร์หนึ่ง! 2คู่จิ้น ในงานฮอนด้าจัดมหกรรมความมันส์ Honda A.T. Fun Fest พร้อมฉลอง 10 ปี สกู๊ปปีโอ ทีมข่าว #TheDailyBangkok @NuuNunYa ตามข่าวต่อที่ facebook.com/28733668553829 ... #รัฐวัชรจัดให้ #สิงโตปราชญา #คริสพีรวัส




Channel : Twitter
47 Retweets | 41 Likes |
88 Engagement

3

 **Chubby lady's diary** @Jazz69Nyc Follow

พาลอยตลอดอ่า #thetoys #thetoysthetoysthetoys #HondaATfunfestXTheToys #UnlimitedfunUnlimitedfans #HondaATfunfest #Honda #HappybirthdayScoopyi10Y



Channel : Twitter
24 Retweets | 24 Likes |
48 Engagement

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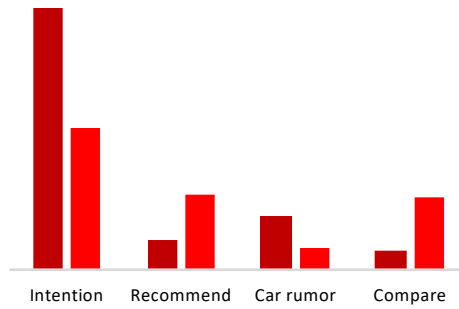
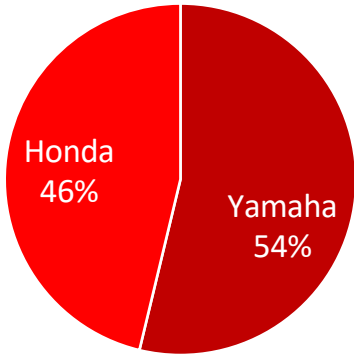
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PRODUCT AND SERVICE FEEDBACK

PRODUCT



Intention: Most popular model was Xmax 300. Most of inquiry were about 1) payment installment plans and 2) in-depth information of Nmax, respectively.

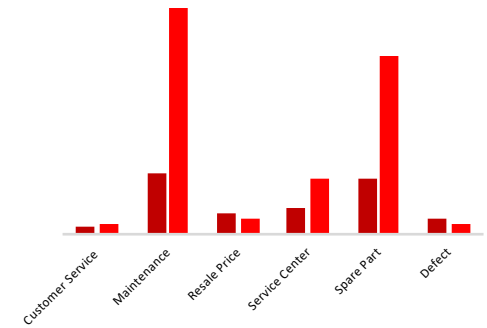
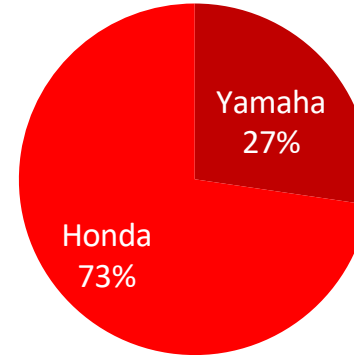
Recommend: Xmax300 was highly recommended over other models such as good looking, convenience, safety, and best for smooth riding. Aerox was also recommended for its competitive price, good acceleration but it's not good for passenger.



Intention: Most popular model was ADV150. Most of inquiry were about 1) specification, 2) price, and 3) payment installment plan. While the less popular PCX, Most inquiry was also payment installment plan as well.

Recommend: Scoopy i was highly recommended for its easy maintenance, cheap replacement part, low fuel consumption, and very capable for riding in city limit. While, PCX was recommended for its convenience for daily basis, and good for passenger.

SERVICE



Customer Service

- Excellent customer service.
- Xmax300 is able to have service at all service stations.
- YZF-R15 should be acquired from your nearby dealer.
- MT-15 had heat issue after servicing.

Maintenance

- Newly acquired Nmax (3 days) had engine issue.
- M-Siaz was recommended for its easy maintenance.



Maintenance:

- Scoopy i was highly praised for its easy maintenance.
- There was inquiry concerned about Click 125i maintainability (mainly about motor oil) and service fee.

Customer Service

- PCX had unresolved battery issue. Customer said the PCX was received service for third times.
- Company did not provide enough service to make customers can grab their motorbikes at nearest dealer.
- Forza can be serviced at all service stations.
- Customer can ask for CB300 maintenance schedule at service station.

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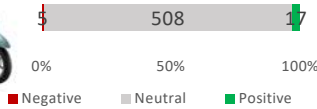


MODEL COMPARING ANALYSIS

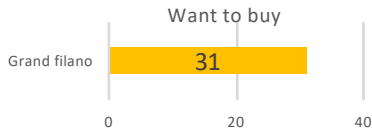


602 Mentions

Grand Filano Hybrid
Sentiment by model



Positive Category	Percent
Exterior	36%
Performance	27%
Product Discussion	18%
Negative Category	Percent
Exterior	43%
Performance	29%
After Sales	14%



Positive 17 mentions: Most of positive mentions were on Pantip (Thai-language forum). Most customers praised its looking, capacity, and fuel consumption.

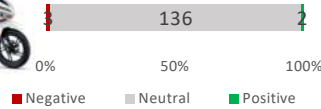
Negative 5 mentions: Customers mentioned its oversize footrest, and engine noise issue when starting.

Want to buy: Most of customers looked for payment installment plan such as free down payment from dealer.

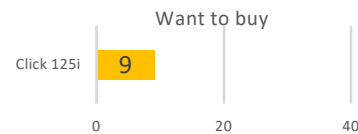


140 Mentions

Click 125i
Sentiment by model



Positive Category	Percent
Performance	50%
After Sales	50%
Negative Category	Percent
Performance	50%
Exterior	50%



Positive 2 mentions: Customers praised for availability of part replacement and convenience for long riding.

Negative 3 mentions: Customers mentioned brake system issue, tire issue, and oversize engine. Customer also recommended Scoopy i over this model.

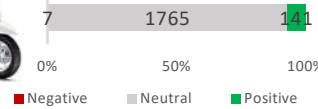
Want to buy: Customers looked for payment installment plan from Facebook page:

คลินิกยานยนต์ Honda.

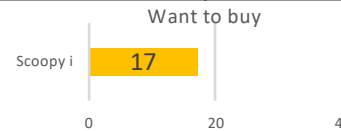


1,913 Mentions

Scoopy I
Sentiment by model



Positive Category	Percent
Advertising	80%
Exterior	6%
Performance	4%
Negative Category	Percent
Performance	40%
Exterior	20%
Accessories	10%



Positive 141 mentions: Most of mentions were about presenters and Honda A.T. Fun Fest. The model itself was praised for its looking and convenience.

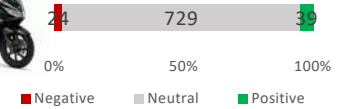
Negative 7 mentions: Customers mentioned too bright headlight and engine noise issue.

Want to buy: Customers looked for promotion from dealer. While in Pantip, there was inquiry for usability and comparison with Grand filano and Click 125i.

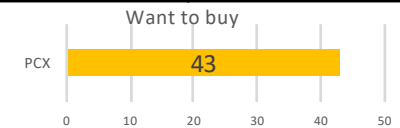


792 Mentions

PCX
Sentiment by model



Positive Category	Percent
Performance	36%
Exterior	36%
Product Discussion	13%
Negative Category	Percent
After Sales	32%
Exterior	29%
Performance	22%



Positive 39 mentions: Customer praised for its good acceleration and convenience.

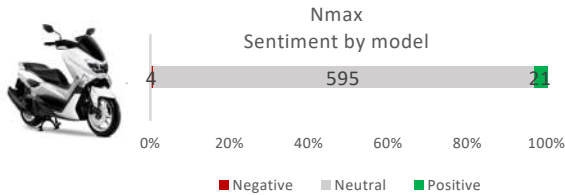
Negative 24 mentions: Most customer mentioned its battery issue. This issue persisted even they got service for several times.

Want to buy: There were some inquiry for promotion from dealer.

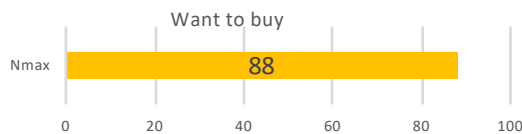
MODEL COMPARING ANALYSIS



620 Mentions



Positive Category	Percent
Exterior	48%
Performance	29%
Safety	10%
Negative Category	Percent
Performance	17%
After Sales	17%
Exterior	17%



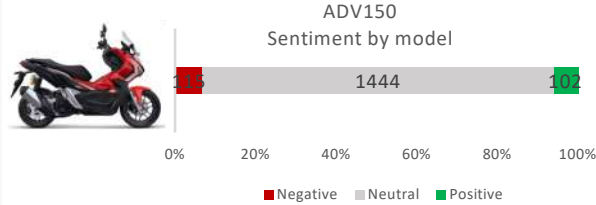
Positive 21 mentions: Most of mentions praised its good looking. While in Pantip, there were mentions praised its good acceleration, mobility, ABS system (compared to PCX)

Negative 4 mentions: Customers mentioned its radiator issue and its unimpressed fuel consumption.

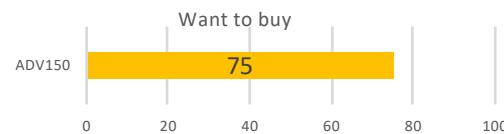
Want to buy: Most of customers looked for payment installment plan such as free down payment from dealer.



1,661 Mentions



Positive Category	Percent
Exterior	64%
Performance	11%
Product Discussion	10%
Negative Category	Percent
Sale	72%
Performance	10%
Product Discussion	8%



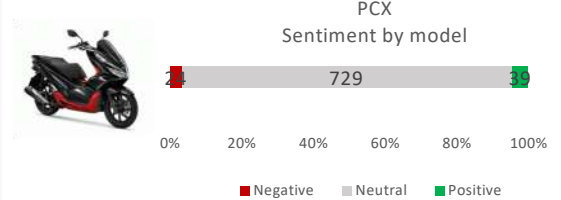
Positive 102 mentions: Most mentions praised its good looking. Facebook fan page 'Just Ride It' also gave a positive review for the model capability.

Negative 115 mentions: Most mentions were about its noncompetitive price for its 150 cc engine and its ABS system.

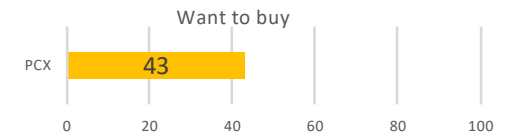
Want to buy: Customers looked for payment installment plan from Facebook page 'รถจักรยานยนต์ ฮอนด้า (Honda Motorcycle Thailand)'.



792 Mentions



Positive Category	Percent
Performance	36%
Exterior	36%
Product Discussion	13%
Negative Category	Percent
After Sales	32%
Exterior	29%
Performance	22%



Positive 39 mentions: Most mentions praise its good acceleration and its convenience.

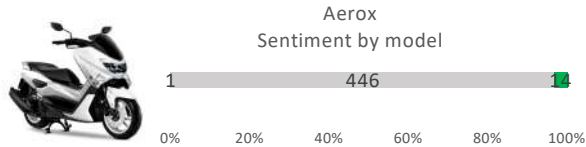
Negative 24 mentions: Most customer mentioned its battery issue. This issue persisted even they got service for several times.

Want to buy: Customers looked for payment installment plan from dealer.

MODEL COMPARING ANALYSIS

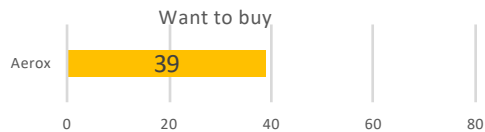


461 Mentions



■ Negative ■ Neutral ■ Positive

Positive Category	Percent
Exterior	47%
Performance	37%
Product Discussion	11%
Negative Category	Percent
After Sales	100%



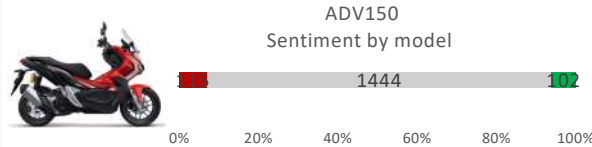
Positive 14 mentions: Most of mentions in Facebook praised its good looking. While in Pantip, most mentions praised its acceleration, engine, and efficiency of Blue Core Technology.

Negative 1 mention: Customer mentioned failure to start issue.

Want to buy: Customers looked for payment installment plan such as 1.69% interest rate from dealer.

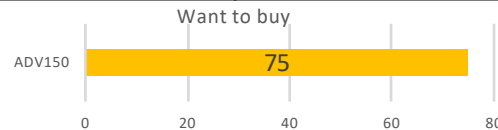


1,661 Mentions



■ Negative ■ Neutral ■ Positive

Positive Category	Percent
Exterior	64%
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Product Discussion	10%
Negative Category	Percent
Sale	72%
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Product Discussion	8%



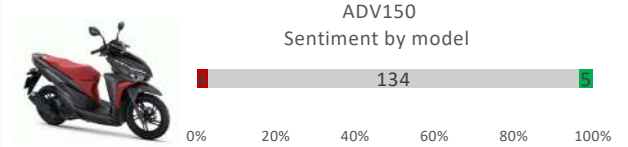
Positive 102 mentions: Most mentions praised its good looking. Facebook fan page 'Just Ride It' also gave a positive review for the model capability.

Negative 115 mentions: Most mentions were about its noncompetitive price for its 150 cc engine and its ABS system.

Want to buy: Customers looked for payment installment plan from Facebook page 'รถจักรยานยนต์ ฮอนด้า (Honda Motorcycle Thailand)'.



143 Mentions



■ Negative ■ Neutral ■ Positive

Positive Category	Percent
Exterior	33%
Product Discussion	17%
Performance	17%
Negative Category	Percent
After Sales	38%
Sale	38%
Exterior	13%



Positive 5 mentions: Customers praised for its good looking and availability of replacement part.

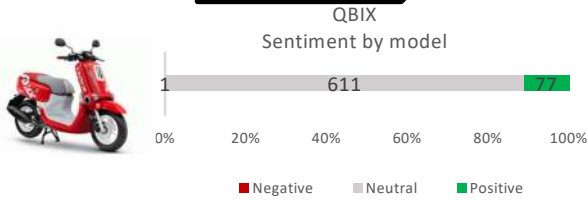
Negative 4 mentions: Customer complained service station of AP Honda in Pantip blaming service station irresponsibility.

Want to buy: Customers looked for payment installment plan such as free down payment.

MODEL COMPARING ANALYSIS



689 Mentions



Positive Category	Percent
Advertising	94%
Exterior	5%
Product Discussion	1%
Negative Category	Percent
Exterior	100%



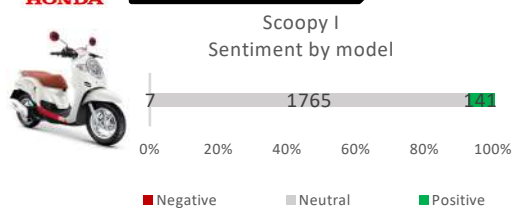
Positive 77 mentions: Most of mention praised product presenters and its good looking.

Negative 1 mention: The mention was its love-hate design.

Want to buy: Customers looked for payment installment plan such as free down payment, and no guarantor (required ID card).



1,913 Mentions



Positive Category	Percent
Advertising	80%
Exterior	6%
Performance	4%
Negative Category	Percent
Performance	40%
Exterior	20%
Accessories	10%



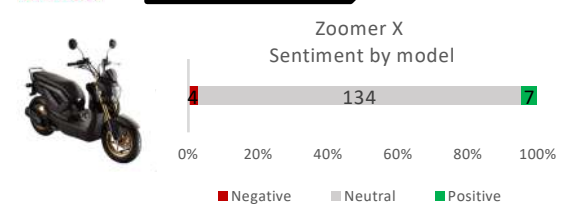
Positive 141 mentions: Most of mentions were about presenters and Honda A.T. Fun Fest. The model itself was praised for its looking and convenience.

Negative 7 mentions: Customers mentioned too bright headlight and engine noise issue.

Want to buy: Customers looked for promotion from dealer. While in Pantip, there was inquiry for usability and comparison with Grand filano and Click 125i.



145 Mentions



Positive Category	Percent
Advertising	73%
Performance	9%
Exterior	9%
Negative Category	Percent
After Sales	37%
Performance	37%
Exterior	26%

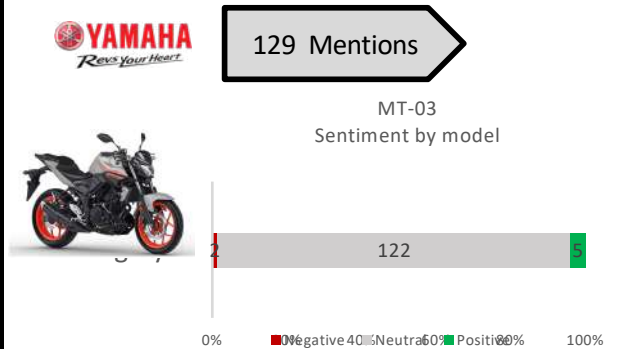


Positive 7 mentions: Customers praised UrBoyTJ concert in Honda A.T. Funfest via Twitter. Customers also praised its classy red, its design, and its mobility.

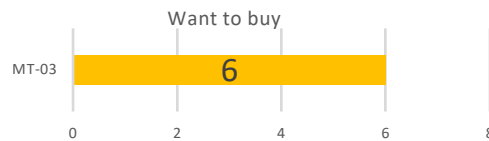
Negative 4 mentions: Customers mentioned several issues such as poor replacement parts, failure to start, and fuel tank issue. Customers were also not recommended the model for certain reason such as oversize tires, too small storage box, and poor quality headlight.

Want to buy: Customer asked for pros and cons of Zoomer X for riding from house to univerisity in Pantip.

MODEL COMPARING ANALYSIS



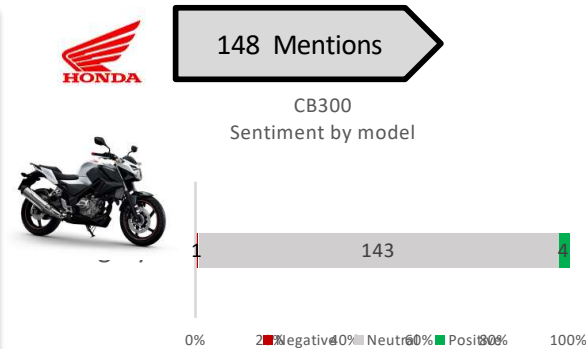
Positive Category	Percent
Exterior	71%
Product Discussion	29%
Negative Category	Percent
Product Discussion	100%



Positive 5 mentions: Most of mentions were in the news (announced All-new 2020 Yamaha MT-03. Most mentions praised its design, and its mobility.

Negative 2 mentions: Customers mentioned they were not impressed the announcement of All-New 2020 Yamaha MT-03.

Want to buy: Customers were interested in the announcement of All-New 2020 Yamaha MT-03.



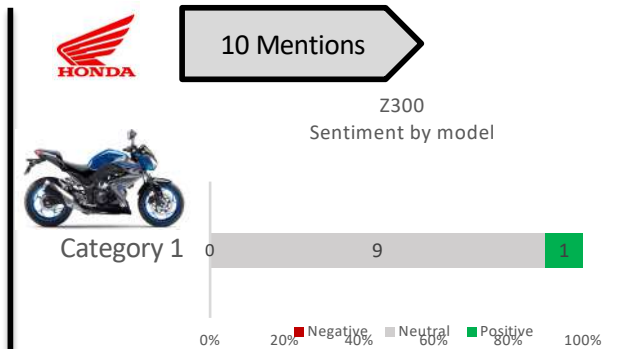
Positive Category	Percent
Performance	38%
Product Discussion	25%
Sale	25%
Negative Category	Percent
Sale	33%
Performance	33%
Exterior	33%



Positive 4 mentions: Most of mentions were from Pantip. Most of mentions praised for its competitive price, its mobility, and low maintenance fee.

Negative 1 mention: Customer complained its noncompetitive price and lacked of some crucial components (gear indicating display and double stand).

Want to buy: Customers looked for payment installment plan from dealer.



Positive Category	Percent
Performance	100%

Positive 1 mention: Customer praised its mobility in Pantip.

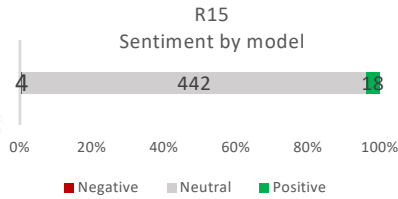
There is no 'Mention Negative' and 'Want to buy'.



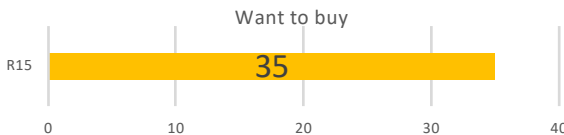
MODEL COMPARING ANALYSIS



464 Mentions



Positive Category	Percent
Exterior	74%
Performance	16%
Product Discussion	5%
Negative Category	Percent
Exterior	33%
Performance	33%
After Sales	17%



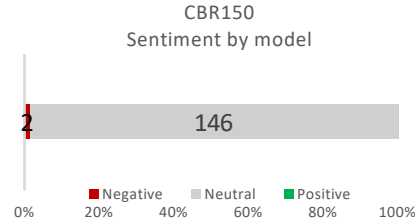
Positive 18 mentions: Customers praised for its good looking in dealer's Facebook page. While in Pantip, customers also praised for its capable acceleration that was suitable for long journey.

Negative 4 mentions: In Pantip, customers mentioned comfortable issues with its cushion, lacked of storage box, and engine issue.

Want to buy: Customers looked for payment installment plan from dealer.



148 Mentions



Negative Category	Percent
Sale	50%
Performance	50%



Negative 2 mentions: Customers mentioned in Facebook and Pantip stated its balancing issue.

Want to buy: Customers looked for payment installment plan from dealer.



0 Mention



There is no mention for Suzuki GSX.

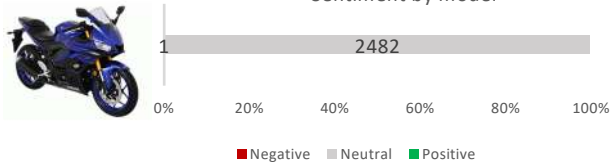
MODEL COMPARING ANALYSIS



2,483 Mentions

YZF-R3

Sentiment by model



Negative Category	Percent
Exterior	100%



There is no positive mention.

Negative 1 mention: In Pantip, Customer mentioned comfortable issue with its cushion.

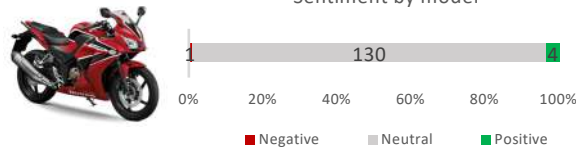
Want to buy: Customers looked for payment installment plan from dealer. Customers also looked for black YZF-R3.



135 Mentions

CBR300

Sentiment by model



Positive Category	Percent
Product Discussion	33%
After Sales	22%
Performance	22%
Negative Category	Percent
Performance	67%
Product Discussion	33%



Positive 4 mentions: Customers recommended this model in Pantip and praised its acceleration, competitive price, and cheap replacement parts.

Negative 1 mention: Customer complained its engine strength that was not capable enough to get ahead of other vehicles at 120 km/h speed.

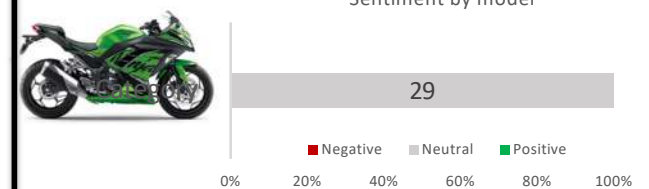
Want to buy: Customers looked for payment installment plan from dealer.



29 Mentions

Ninja 300

Sentiment by model



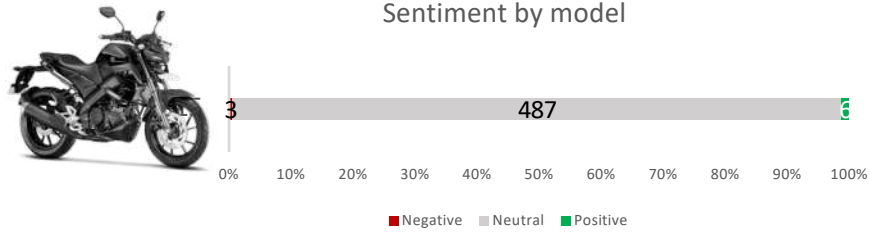
There is no Sentiment Positive Negative And Want To Buy

MODEL COMPARING ANALYSIS

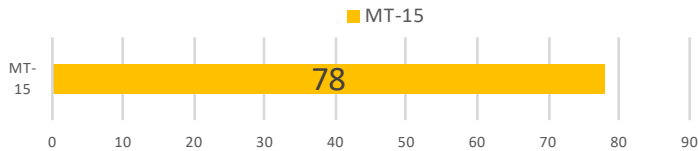


496 Mentions

MT-15
Sentiment by model



Negative Category	Percent	Positive Category	Percent
Performance	33%	Exterior	57%
After Sales	33%	Performance	29%
Exterior	22%	Product Discussion	14%



Positive 6 mentions: Customers praised its good looking, classy color, and competitive price.

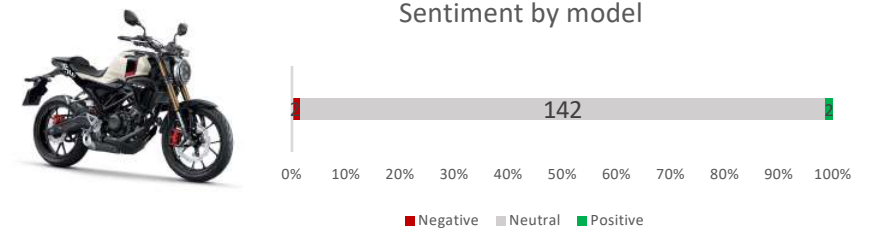
Negative 3 mentions: Mentions were from Pantip and twitter complained that the model was too short and its cushion was too hard. Service station failed to solve its issue. There was engine heat issue after service station did engine stress test.

Want to buy: Customers looked for payment installment plan from dealer.



146 Mentions

CB150R
Sentiment by model



Negative Category	Percent	Positive Category	Percent
Exterior	50%	Performance	67%
After Sales	50%	Exterior	33%



Positive 2 mentions: In Pantip, Customers praised for its design and engine power.

Negative 2 mentions: Customer complained that there was no storage box under cushion, ergonomic issue, and uncomfortable for passenger.

Want to buy: Customers looked for payment installment plan from dealer.

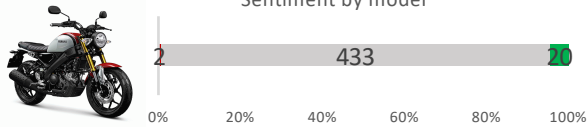
MODEL COMPARING ANALYSIS



455 Mentions

XSR155

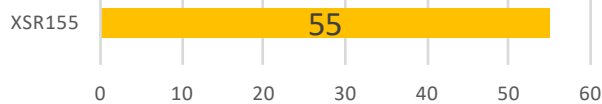
Sentiment by model



■ Negative ■ Neutral ■ Positive

Positive Category	Percent
Exterior	82%
Product Discussion	14%
Performance	5%
Negative Category	Percent
Performance	50%
Product Discussion	25%
Exterior	25%

Want to buy



Positive 20 mentions: Most of mention were from Facebook. Customer praise its design and comfort.

Negative 2 mentions: Customer complained that there was no storage box under cushion, ergonomic issue, and uncomfortable for passenger.

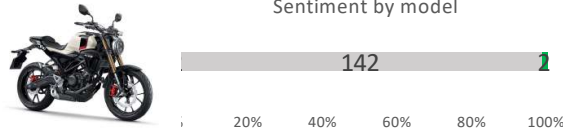
Want to buy: Customers looked for payment installment plan from dealer. XSR155 was more popular than other model.



146 Mentions

CB150R

Sentiment by model



■ Negative ■ Neutral ■ Positive

Positive Category	Percent
Performance	67%
Exterior	33%
Negative Category	Percent
Exterior	50%
After Sales	50%

Want to buy



Positive 2 mentions: In Pantip, Customers praised for its design and engine power.

Negative 2 mentions: Customer complained that there was no storage box under cushion, ergonomic issue, and uncomfortable for passenger.

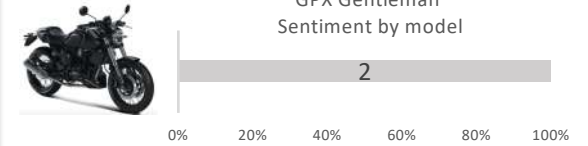
Want to buy: Customers looked for payment installment plan from dealer.



2 Mentions

GPX Gentleman

Sentiment by model



■ Negative ■ Neutral ■ Positive

There is no Sentiment Positive Negative And Want To Buy.



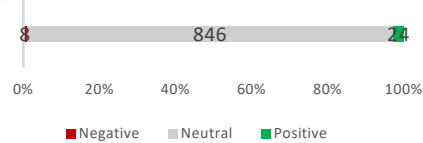
MODEL COMPARING ANALYSIS



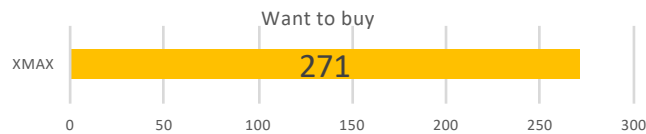
878 Mentions

XMAX

Sentiment by model



Positive Category	Percent	Negative Category	Percent
Exterior	46%	Exterior	42%
Performance	17%	Performance	25%
Product Discussion	17%	Product Discussion	17%



Positive 24 mentions: Customers praised for its good looking, its comfort for long journey, and large storage box.

Negative 8 mentions: Customers mentioned it lacked of mobility and it was too tall for some people.

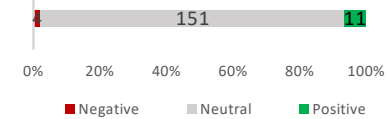
Want to buy: Customers looked for online reservation with special deal from dealer (ຍາມາສ່ຳ ໂມໂຕສແກວຣ໌).



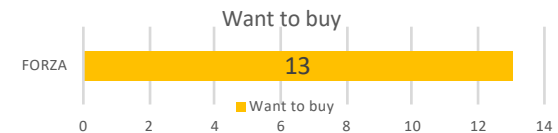
166 Mentions

Forza

Sentiment by model



Positive Category	Percent	Negative Category	Percent
Exterior	35%	Performance	40%
Performance	35%	Exterior	20%
Product Discussion	18%	After Sales	20%



Positive 11 mentions: Customers praised it good looking, its convenience, and enjoyable driving. In Pantip, customer mentioned its ergonomic was better than Xmax.

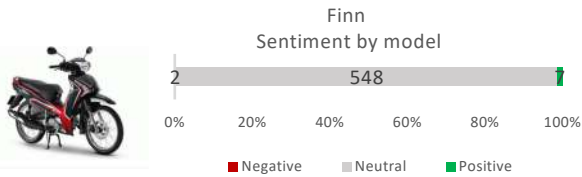
Negative 4 mentions: Customer complained that it was prone to scratch and was not good acceleration at 120 km/h speed.

Want to buy: Customers looked for online reservation with special deal from dealer (ຍາມາສ່ຳ ໂມໂຕສແກວຣ໌).

MODEL COMPARING ANALYSIS



557 Mentions



Positive Category	Percent
Fuel Economy	42%
Product Discussion	29%
Exterior	29%
Negative Category	Percent
Performance	50%
After Sales	50%



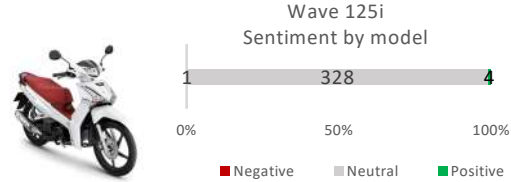
Positive 7 mentions: Customers praised for its good looking and its fuel consumption.

Negative 2 mentions: In Pantip, customers stated that there was engine noise issue when starting.

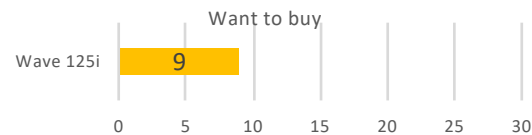
Want to buy: Customers looked for payment installment plan from dealer such as free down payment and various special deal.



333 Mentions



Positive Category	Percent
Performance	75%
Fuel Economy	12%
Advertising	12%
Negative Category	Percent
Performance	100%



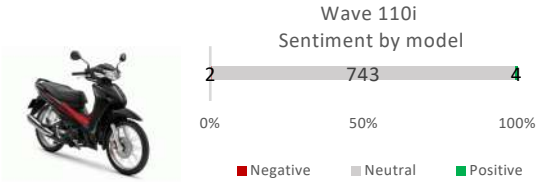
Positive 4 mentions: Customers praised its durability and fuel consumption.

Negative 1 mention: In Pantip, customer told user experience when engine immediately failed during the ride.

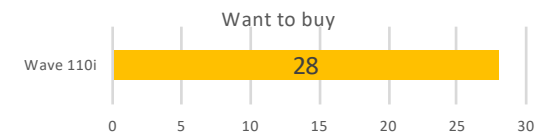
Want to buy: Customers looked for payment installment plan from dealer.



749 Mentions



Positive Category	Percent
Fuel Economy	36%
Product Discussion	18%
Performance	18%
Negative Category	Percent
Performance	50%
Fuel Economy	50%



Positive 4 mentions: Customers praised for its mobility and fuel consumption

Negative 1 mention: In Pantip, customer conducted fuel consumption test of Wave110i and the result revealed that it was not as same as Honda stated.

Want to buy: Customers looked for special deal from dealer (บุรีรัมย์สยามมอเตอร์).

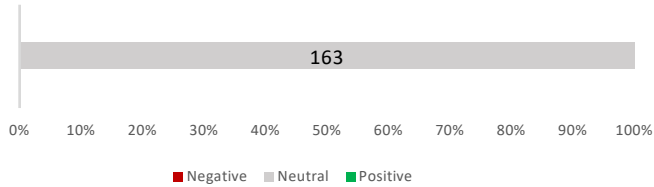
MODEL COMPARING ANALYSIS



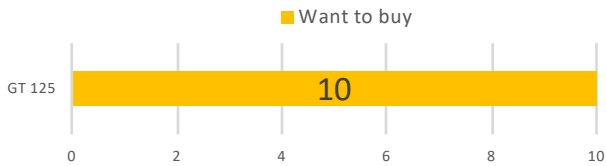
163 Mentions



GT 125
Sentiment by model



There is no Sentiment Positive Negative



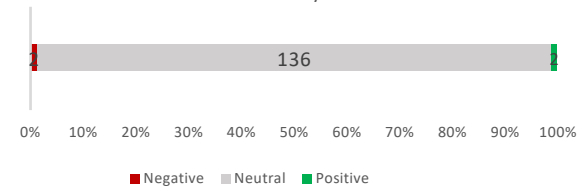
Want to buy: Customers looked for payment installment plan from dealer Facebook page.



140 Mentions



Click125i
Sentiment by model



Positive Category	Percent
Performance	50%
After Sales	50%

Negative Category	Percent
Performance	33%
Exterior	33%
Product Discussion	33%



Positive 2 mentions: In Pantip, Customer praised for availability of replacement parts and convenience.

Negative 2 mentions: In Pantip and Twitter, Customers complain that it lacked of mobility and was too heavy. Customers also stated issue with its tires.

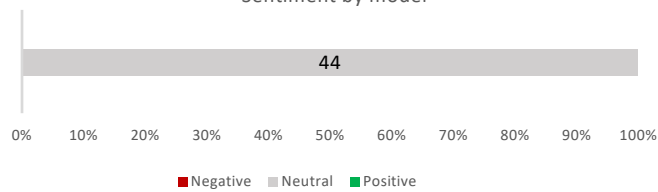
Want to buy: Customers looked for payment installment plan and special deal from dealer.

MODEL COMPARING ANALYSIS



44 Mentions

Free Go
Sentiment by model

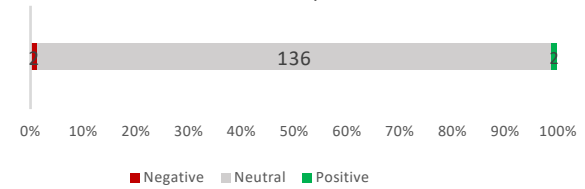


There is no Sentiment Positive Negative
And Want To Buy.



140 Mentions

Click125i
Sentiment by model



Positive Category	Percent
Performance	50%
After Sales	50%
Negative Category	Percent
Performance	33%
Exterior	33%
Product Discussion	33%



Positive 2 mentions: In Pantip, Customer praised for availability of replacement parts and convenience.

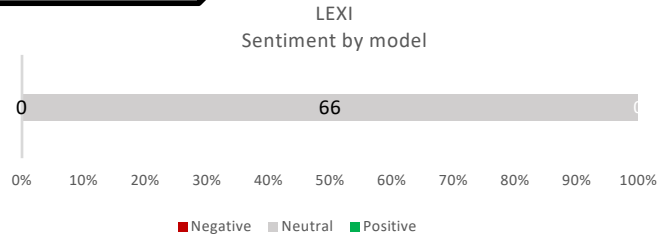
Negative 2 mentions: In Pantip and Twitter, Customers complain that it lacked of mobility and was too heavy. Customers also stated issue with its tires.

Want to buy: Customers looked for payment installment plan and special deal from dealer.

MODEL COMPARING ANALYSIS



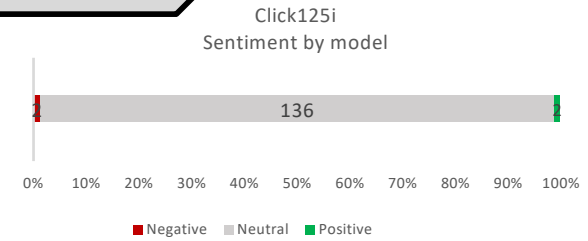
66 Mentions



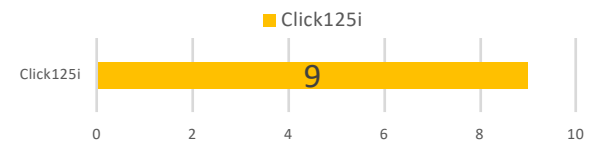
There is no Sentiment Positive Negative
And Want To Buy.



140 Mentions



Positive Category	Percent
Performance	50%
After Sales	50%
Negative Category	Percent
Performance	33%
Exterior	33%
Product Discussion	33%



Positive 2 mentions: In Pantip, Customer praised for availability of replacement parts and convenience.

Negative 2 mentions: In Pantip and Twitter, Customers complain that it lacked of mobility and was too heavy. Customers also stated issue with its tires.

Want to buy: Customers looked for payment installment plan and special deal from dealer.

it's
Automatic



ยามาฮา **คิวบิกซ์**
NEW ARRIVAL

สีสันใหม่ สไตล์แฟชั่น...
#ของมันต้องมี!



Content

- Part I : Overall Brand health Check
 - Share Of Voice by Brand
 - Channel by Brand
 - Sentiment and Attitude by Brand
- Part II : Competitors Analysis
 - Promotion / PR
 - Activity
- Part III : Product and Service Feedback
- Part IV : Model Comparing Analysis
- Part V : Market Trend Analysis
- Part VI : Model Complaint Summary
- Part VII : MOTO GP Analysis
- Part VIII : Recommendation



MARKET TREND ANALYSIS

Cloud Word



Type	Mentions
YZF	2,160
unlimitedfununlimitedfans	1,146
hondaatfunfestxkristingto	1,082

YZF mentions were from Twitter. The mentions were retweet related to Wang Yibo (Chinese celebrity) and his YZF-R3.

unlimitedfununlimitedfans and hondaatfunfestxkristingto were from Twitter as well. Both related to Honda A.T. Fun Fest (10 anniversary Scoopy I) and its presenters.



จากสัมภาษณ์ตอนแข่งสนาม ARRC กับ BAZAAR อีปอบอกว่ามีมอเตอร์ไซค์อยู่ 2 คัน คือคันที่ใช้แข่ง กับคันที่เอาไว้ขี่ปกติ ไปไล่มามาแล้ว คือ 2 คันนี้

YAMAHA YZF-R3 2017 ราคาเปิดตัว \$ 4,999 คันนี้ไว้แข่ง สี่น้ำเงินดำ

YAMAHA YZF-R6 2017 ราคาเปิดตัว \$ 12,199 คันนี้เอาไว้ขี่ปกติ สีดำ



ภาพในเด็นท์ เป็นชาวตำเลยน่าจะโอกว่า 😊
#HondaATfunfestXKristSingto
#UnlimitedfunUnlimitedfans #คริสสิงโต
#scoopyi #honda 29.9.2019



ภาพบรรยากาศ คริส สิง โต สร้าง ปรากฏการณ์ความ Fun มั่นสเบอร์หนึ่ง! ใ้กับ เหล่าแฟนคลับในงาน Honda A.T. Fun Fest ณ ลานหน้าศูนย์การค้าเซ็นทรัลเวิลด์ (2)

#HondaATfunfestXKristSingto
#UnlimitedfunUnlimitedfans
#HondaATfunfest #Honda
#HappybithdayScoopyi10Y





MARKET TREND ANALYSIS

Hash Tag



Type	Mentions
#scoopyi	829
#Yamaha	468
#YamahaFINN	204

#Scoopyi

This related to Honda A.T. Fun Fest (10 anniversary Scoopy I) and its presenters.

#Yamaha

Most of mentions were special deal and payment installment plan from dealer.

#YamahaFINN

This meant to promote testing result of Yamaha Finn fuel consumption.

Yamaha Society Thailand
 11 ตุลาคม · 📍
 พิสูจน์แล้วโดยสื่อ 20 สำนัก !! #YamahaFINN ทบสถิติครั้งใหม่ 96.16 กม./ลิตร รวมระยะทาง 58 กม. จากเซียร์รังสิตถึงอยุธยา บิดพันน้ๆ กันขนาดไหน ไปดูกันเลยคร้าบบบ 🤩
 Full HD: <https://www.youtube.com/watch?v=4725t6s9kL4>
 อ่านเพิ่มเติม <http://bit.ly/ฟินนกล้าท้าประหยัด>
 เช็กสเปคยามาฮาฟินนได้ที่นี่ http://bit.ly/Yamaha_FINN_COC_2019
 #FINN #ฟินนกล้าท้าโดนกว่า #ฟินนกล้าท้าประหยัด
 #Yamaha #RevsYourHeart
 #YamahaSocietyThailand

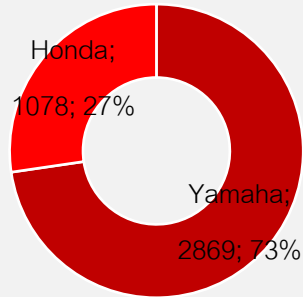


jinseing จินเสิ่ง ยามาฮา พิฉิตร 🤩 กำลังรู้สึกเบิกบานที่ จินเสิ่ง พิฉิตร
 31 ตุลาคม เวลา 14:40 น. · Pichit · 📍
 จินเสิ่งยามาฮา มาแล้วจ้า 🤩🤩 ได้มากกว่า ซิมซ้อปใช้ ต้องมาออกรถ กับจินเสิ่งยามาฮา รับพื้นที่บัตรโลดสเอาไปซ้อปกันเลข 4,000 บาท ส่วนลด สูงสุด 15,000 บาท พร้อมของแถมอีกเพียบ
 พบกันได้ที่ 📍 บูธ จินเสิ่งยามาฮา (หน้าห้างแฮปปี้ฟลาซ่า)
 ✨ ตั้งแต่วันศุกร์ที่ 1 พฤศจิกายน 2562 นี้เป็นต้นไป ✨
 LINE : jinseng888
 📞 0897078918, 0818874448, 056611282, 056650328
 📍 โซว์รูม จินเสิ่ง ยามาฮา พิฉิตร (หน้า ธนาคารธนชาติ สาขาพิฉิตร)
 📍 โซว์รูมจินเสิ่ง สากเหล็ก (ตรงข้ามปั้ม ปตท สากเหล็ก)
 📍 โซว์รูมจินเสิ่ง ยามาฮา วังทรายพูน (หน้า รพ.วังทรายพูน)
 #Yamaha #Finn115 #MT15 #Nmax155 #Xmax300 #Aerox155 #GrandFilanoHybrid #Fino125 #Exciter150 #XSR155 #YZFR15 #YZFR3 #Qbix125 #Lexi125 #โลดสพิฉิตร #แฮปปี้ฟลาซ่า #พิฉิตร #ยามาฮา #จินเสิ่ง



MARKET TREND ANALYSIS

Dealer



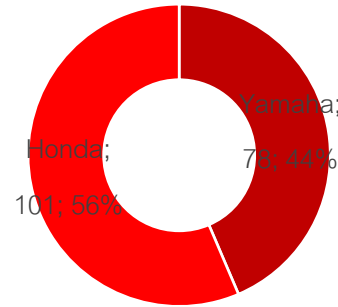
■ Yamaha ■ Honda

Dealer

Yamaha : Most of mentions were special deal and payment installment plan. 419 mentions were Yamaha Finn and 329 mentions were Yamaha Xmax.

Honda : Most of mentions were special deal and payment installment plan. 105 mentions were Honda PCX and 91 mentions were Honda ADV 150.

Brand post



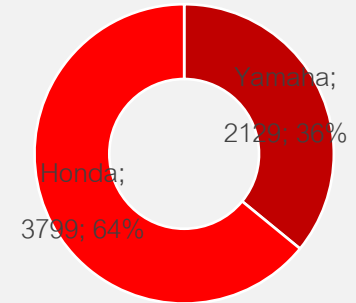
■ Yamaha ■ Honda

Brand post

Yamaha : Most of mentions were special deal, payment installment plan, and Yamaha Finn's fuel consumption testing result.

Honda : Most mentions related to announcement of Honda ADV 150.

Customer



■ Yamaha ■ Honda

Customer post

Yamaha : Most of mention were inquiry for payment installment plan for Yamaha XMAX300. Yamaha QBIX was also mentioned in Yamaha Auto Check in Event.

Honda : Most of mentions were Honda A.T. Fun Fest (10 anniversary of Scoopy I). There were mentions about Honda ADV 150 price and efficiency.

it's
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ยามาฮา คิวบิกซ์
NEW ARRIVAL

สีสันใหม่ สไตล์แฟชั่น...
#ของมันต้องมี!



Content

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AUTOMATIC



Fino 125

- The customer brought the product to fix the brake but was refused. [LINK](#)
- Customers can not start engine. [LINK](#)
- Pillion people sitting inconvenient. [LINK](#)



Grand Filano

- Footrest is too long. [LINK](#)
- Red color of new model not beautiful. [LINK](#)
- The mudguard is noisy. The mechanic doesn't care to fix it. [LINK](#)
- Brake pads and brake discs problem. [LINK](#)



Mio125&Mio GT125

Have no negative mention



Aerox

- The product can start without clutching the brakes. [LINK](#)



AUTOMATIC



QBIX

- Bad shape design. [LINK](#)



Nmax

- Nmax has a water pressure and valve problem. [LINK](#)
- Hard to piled up. [LINK](#)
- There is a problem with engine oil. [LINK](#)



Tricity

Have no negative mention



AUTOMATIC



LEXi

Have no negative mention



XMAX 300

- Too large size. [LINK](#)
- No swiftness. [LINK](#)
- Hard to ride for inexperienced people. [LINK](#)
- The acceleration is not enough for overtaking. [LINK](#)



FreeGo

Have no negative mention



MANUAL



M-Slax

- Difficult riding. [LINK](#)
- Lost engine oil problem. [LINK](#)



Jupiter

Have no negative mention



MT-03

Have no negative mention



MANUAL



YZF - R15

- Difficult to ride up. [LINK](#)
- Brake pads problem. [LINK](#)
- The radiator fan system has a problem. [LINK](#)



YZF- R3

- Uncomfortable riding. [LINK](#)



MT-03

Have no negative mention



MANUAL



Finn

- Hard to riding. [LINK](#)
- There is noise disturbing while riding. [LINK](#)



XSR155

Have no negative



MT-15

- Staff test the engine until hot before receiving the product. [LINK](#)



Spark 115i

Have no negative



AUTOMATIC



Scoopy I

- The headlights are too bright. [LINK](#)
- Rubber easily leak. [LINK](#)
- Pillion people sitting uncomfortably. [LINK](#)
- The belt has a problem. [LINK](#)



Click 125i

- Brake system has problems. [LINK](#)
- The quality of the road tires. [LINK](#)
- The engine is too big. [LINK](#)



PCX

- Hard to piled up. [LINK](#)
- Engine shake problems. [LINK](#)
- Can not start problem. [LINK](#)
- Batteries deteriorate easily. [LINK](#)



AUTOMATIC



Forza

- Slowly acceleration. [LINK](#)
- The font shield is scratched. [LINK](#)
- Not flexible. [LINK](#)



Zoomer X

- Parts from the center are not good quality. [LINK](#)
- Water into the oil tank. [LINK](#)
- Small storage. [LINK](#)



Click 150i

- The service center technician does not work prudently. [LINK](#)



ADV 150

- Not beautiful design. [LINK](#)
- Slowly acceleration but expensive price. [LINK](#)
- Only one wheel ABS. [LINK](#)
- Slowly power engine. [LINK](#)



MANUAL



Wave 110

Have no negative mention



Wave 125

Have no negative mention



Wave 110i

- Bad shape design. [LINK](#)
- Unrealistic Gasoline Ad. [LINK](#)



Wave 125i

- Front light, rear light and engine turn off while riding. [LINK](#)



MANUAL



CBR 150

- Unbalanced weight. [LINK](#)
- No discount promotion. [LINK](#)



Super Cub

- Too expensive. [LINK](#)
- Dislike the shape design. [LINK](#)
- Wheel design is not beautiful. [LINK](#)



MSX 125

- The seat is not comfortable. [LINK](#)
- The engine is tripped and turned off when wet. [LINK](#)
- The rear wheel made a sound while exiting. [LINK](#)
- Hard to start. [LINK](#)



CBR 300

- The acceleration is not enough for overtaking. [LINK](#)



MANUAL



CB300

- Expensive, no indicator lights and a dual stand. [LINK](#)



CB150R

- Riding long distances is not comfortable. [LINK](#)
- Inconvenient to use because there is no storage space under the seat and people are not comfortable sitting. [LINK](#)



CBR150R

Have no negative mention



MANUAL



Monkey

- Expensive price. [LINK](#)



CBR250RR

- Handlebars is not comfortable. Not suitable for ride in the city. [LINK](#)

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ยามาฮา คิวบิกซ์
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MOTO GP ANALYSIS



3,708 Mentions

PPTV HD 36
8 October

"มาร์ค" แชมป์โลกสมัยที่ 8 ของสเปนคว้าแชมป์ "แชมป์โลก สมัยที่ 8" ในวันนี้ที่ 6 โยคเนมโบร์ค สโลวาเกีย หลังไล่ล่าเอาชนะคู่แข่งอย่าง วาเลนติโน รอสซี และ คีร์ติส สเป็คในสนามอย่างหวุดหวิด

ทั้งนี้ มาร์คยังได้ฉลองชัยชนะด้วยการชูถ้วยแชมป์โลกสมัยที่ 8 ซึ่งเขาได้มาครองเป็นครั้งแรกในรอบ 13 ปี และยังเป็นแชมป์โลกสมัยที่ 8 ของสเปนอีกด้วย

PPTV PHOTO ประจำวัน
#PPTVHD36 #PPTVSport #MotoGP #Moto2 #Moto3 #ThaiGP #PTTThailandGrandPrix2019 #สนามช้าง #สนามช้างอินเตอร์เนชั่นแนล #สนามช้าง #สนามช้าง #สนามช้าง #สนามช้าง #สนามช้าง #สนามช้าง



1

Yamaha Society Thailand
8 October

ผู้ดี Yamaha YZR-M1 ของระดับโลก !!
เพราะมันถึงขั้น #MonsterEnergyYamahaMotoGP ในศึก PTT Thailand Grand Prix 2019 ที่สนามช้าง อินเตอร์เนชั่นแนล เซอร์กิต สนามช้างบุรีรัมย์ #VR46 และ #Mv12 ของ M1 คราวใหม่เต็มไปหมดเลยที่ 6 ล.ส. เวลาบ่ายสองโมงเย็นนี่!

#MotoGP2019 #MotorSport
#YamahaSocietyThailand #RevsYourHeart
#สนามช้าง2019



2

Yamaha Society Thailand
4 October

ชาวในสนามไปหาเขาบ้าง คีทาร์ดี
พบกับ #MonsterEnergyYamahaMotoGP ของดีระดับโลกที่สนามช้างบุรีรัมย์
คู่ขวัญคู่ใจ #YamahaGP ของดี เวลา 1 ชม. เย็นๆ ไปด้วย
พบกับ The Doctor #VR46 และ Top Gun #Mv12 ช่างเวลา !!

#MotoGP2019 #MotorSport
#YamahaSocietyThailand #RevsYourHeart
#สนามช้าง2019



3



First, Marc Márquez, Spanish motorcycle racer, of team Repsol Honda celebrated his 8th world champion.

Second, this showed Rossi and Vinales Yamaha YZR-M1 using in PTT Grandpax 2019 at Chang International Circuit

Third, the meet and greet event with Monster Energy Yamaha MotoGP at YamahaGP booth, Chang Internation Circuit.

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ยามาฮา **คิวบิกซ์**
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RECOMMENDATION

Halloween event and promoting content based on trending motion picture of Honda had particularly reception.



Engagement : 971



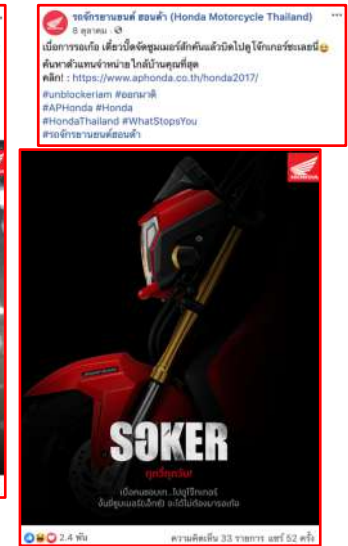
Engagement : 3,684



Engagement : 194



Engagement : 3,467



Engagement : 2,485

According to engagement comparison, Honda had better engagement because it was easy to participate in event (just leaved comment under the post). This ended up with better response.

Honda had far better engagement than Yamaha according to the comparison. The promoting content based on trending motion picture by Honda significantly helped with high engagement. Yamaha needs to do promoting content based on up-to-date trend to boost engagement.



RECOMMENDATION

FACEBOOK POLL getting back on its feet



Facebook developed 'Poll ads' to make it easier to gather precious information from customers. Initially, the content is shown on 2 platforms (Facebook mobile app and Instagram stories. There is no restriction so both picture and motion picture can be used in poll.

According to Poll ads flexibility, brand can do any styles of contents to gather online customer preference such as preferable promoting channel, promotion and even product-related content (preferable color, style and so on).