

Consumer Insights on

Instagram

VS

Vine

Debate



crimson hexagon

KNOW MORE. KNOW WHY. KNOW HOW.

CASE STUDY: **MOBILE VIDEO SHARING**

APPS: *Vine • Instagram Video*

BUSINESS

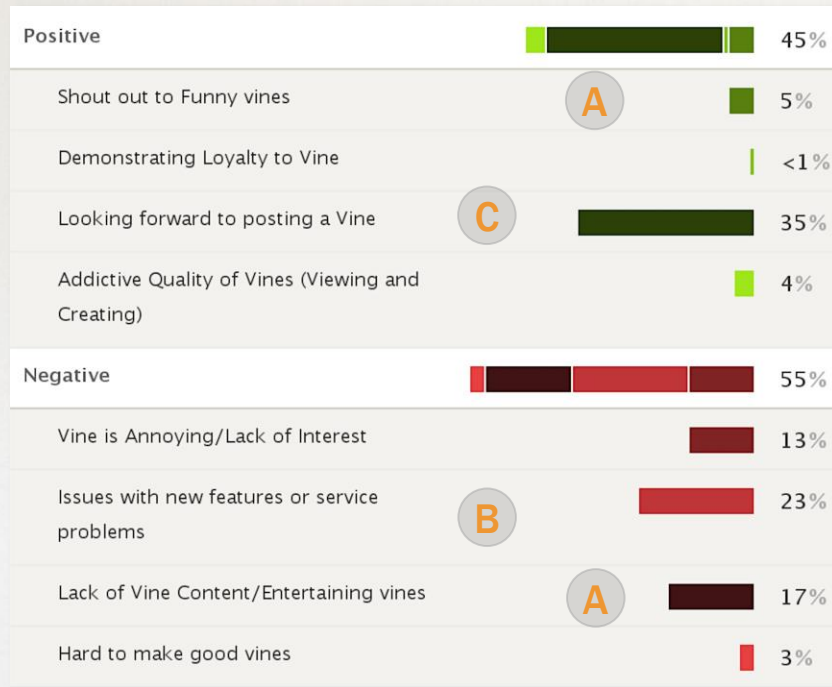
QUESTIONS: *(1) How did consumers react to the launches of Vine and Instagram Video?*
(2) How has Instagram Video impacted discussion of its competitor, Vine?

METHOD: *Perform contextual analysis of millions of social media conversations surrounding Vine before and after the launch of Instagram Video.*

MOBILE VIDEO SHARING: VINE

Vine: Launch

(1/24/13 – 2/24/13) • 248,508 Relevant Posts



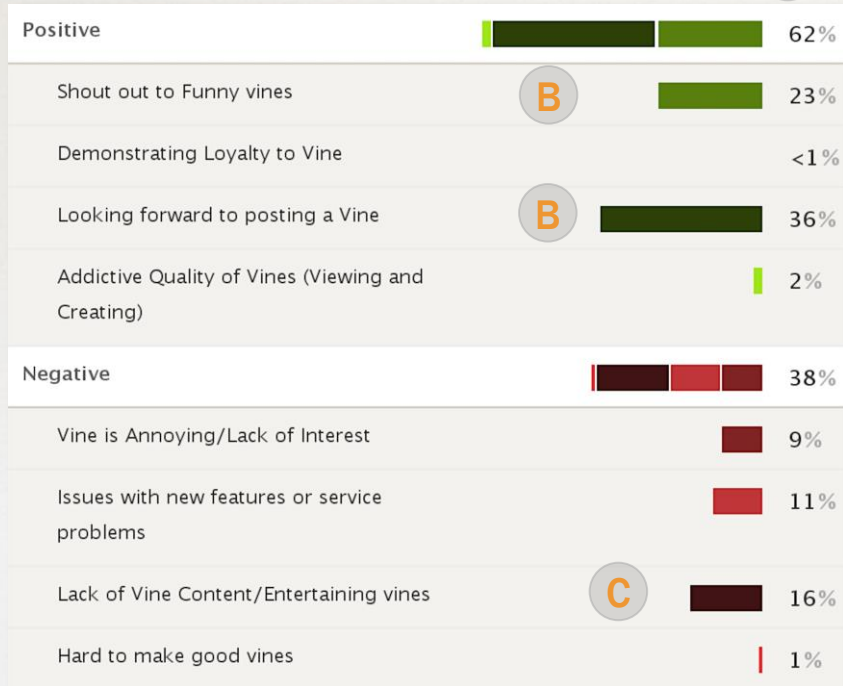
FINDINGS:

- Vine suffered from a lack of entertaining content following its launch (**17%**)
 - Also reflected in the low percentage of the “Funny Vines” category (**5%**)
- Users complained about uploading issues and bugs when the app first became available (**23%**)
- Yet, the user base was engaged and very excited to interact with the new app (**35%**)

MOBILE VIDEO SHARING: VINE

Vine: **Three Months Later**
(5/19/13 – 6/19/13) • 3,659,190 Relevant Posts

A

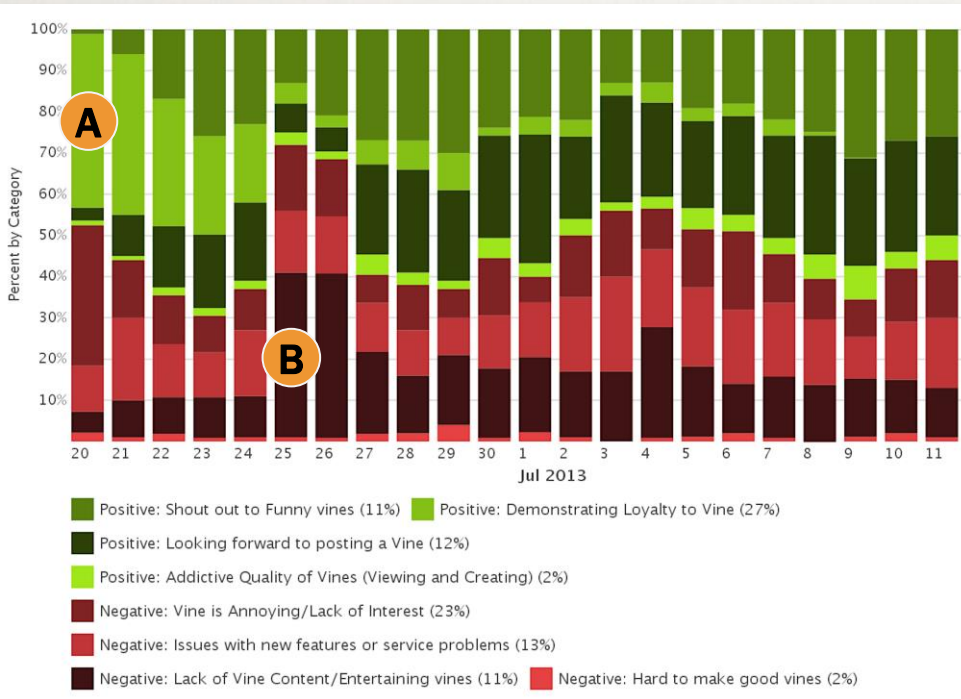


FINDINGS:

- A. Discussion grew in volume by **more than 14x** and became more favorable (**62% vs. 45%**)
- B. Majority of conversation was engagement with and sharing of content on Vine (**59%**)
- C. User experience was highly variable; many consumers complain about the lack of interesting video content (**16%**)

MOBILE VIDEO SHARING: VINE

Vine: Instagram Video Launch
(6/20/13 – 7/11/13) • 2,645,221 Relevant Posts

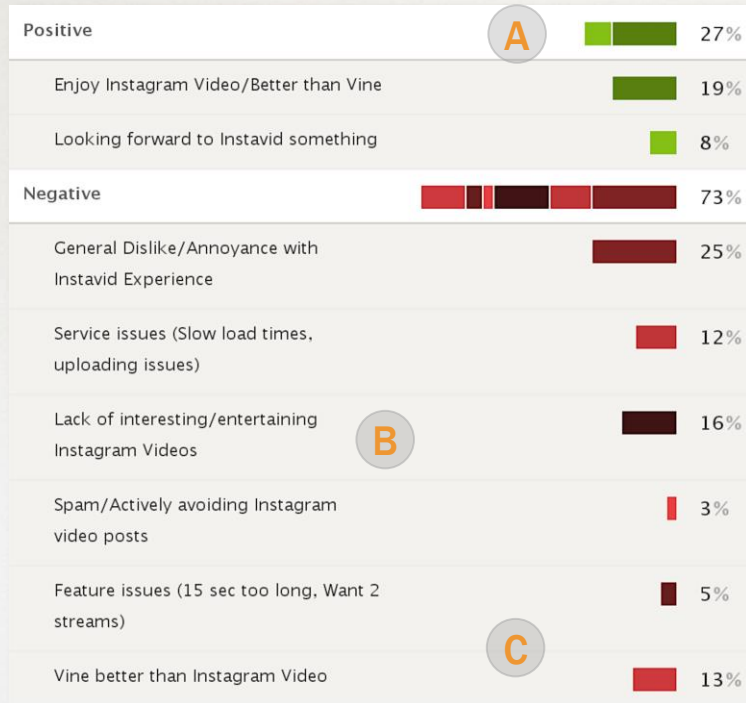


FINDINGS:

- A. **42%** of conversation on launch day reflects loyalty to Vine over Instagram Video, while **34%** say Vine is inferior
- B. Complaints about the lack of entertaining Vines peak to **40%** of conversation, as loyalty discussion dissipates

MOBILE VIDEO SHARING: **INSTAGRAM VIDEO**

Instagram Video: **Launch**
(6/20/13 – 7/11/13) • 338,990 Relevant Posts



FINDINGS:

- A. Only 27% of discussion is positive surrounding the June launch of Instagram Video**
- B. Aside from general annoyance with the app (25%), the largest driver of negative sentiment is the lack of entertaining content—a grievance familiar to Vine**
- C. 13% generally prefer Vine over Instagram Video; 5% also comment that 15-seconds is too long for a video**

WHEN VIDEO CONTENT IS NOT PREFERRED



A screenshot of a tweet from user @babyheroin. The tweet text reads: "Cringing at instagram video selfies. Unnecessary." Below the text are interaction buttons for Reply, Retweet, Favorite, and More. The tweet has 9 retweets and 9 favorites. A row of 18 small profile pictures of users who interacted is shown. The timestamp is 7:01 PM - 20 Jun 13.

 @babyheroin

Cringing at instagram video selfies.
Unnecessary.

Reply Retweet Favorite More

9 RETWEETS 9 FAVORITES

7:01 PM - 20 Jun 13



A screenshot of a tweet from user Tucker Mullen (@mazamotuck). The tweet text reads: "thank you instagram, now I can enjoy VIDEOS of people's babies...like 18 pictures wasn't enough". Below the text are interaction buttons for Reply, Retweet, Favorite, and More. The tweet has 3 retweets and 1 favorite. A row of 3 small profile pictures of users who interacted is shown. The timestamp is 7:32 PM - 24 Jun 13.

 **Tucker Mullen**
@mazamotuck

thank you instagram, now I can enjoy
VIDEOS of people's babies...like 18 pictures
wasn't enough

Reply Retweet Favorite More

3 RETWEETS 1 FAVORITE

7:32 PM - 24 Jun 13



A screenshot of a tweet from user Steffani (@steffstefohmy). The tweet text reads: "Some people's instagram videos should have just stayed a picture." Below the text are interaction buttons for Reply, Retweet, Favorite, and More. The tweet has 1 retweet. A single small profile picture of a user who interacted is shown. The timestamp is 3:48 PM - 6 Jul 13.

 **Steffani**
@steffstefohmy

Some people's instagram videos should have
just stayed a picture.

Reply Retweet Favorite More

1 RETWEET

3:48 PM - 6 Jul 13

FINDINGS:

- Some content that may traditionally be popular as images on Instagram are not sitting well with users in video format, perpetuating sentiment around the lack of entertaining content

MOBILE VIDEO SHARING: **KEY TAKEAWAYS**

- Instagram Video's launch falls short compared to the introduction of Vine
 - Vine benefited from first mover advantage, which contributed to heightened excitement—and may have increased expectations for Instagram Video
 - While both apps suffered from initial service issues, excitement to share videos on Vine was much higher than on Instagram (35% vs. 8%)
- An ongoing consideration for mobile video sharing
 - Although expressed loyalty to Vine has dropped significantly since Instagram Video came to market, the lack of entertaining content continues to be a major pain point with both platforms
- Through social media analysis, technology companies can quickly uncover and track consumers' nuanced value and pain points with competing applications



Jehan Hamedi

Global Market Development Manager



Jehan Hamedi is a natural strategist with a passion for investigating new media, technology, and market disruption. As Global Market Development Manager at Crimson Hexagon, Hamedi is responsible for developing the value propositions, vertical go-to-market and growth strategies, tailored messaging, and content marketing programs for all of the company's domestic and international markets. It is his goal to discover and demonstrate new creative opportunities for companies in each industry to strategically leverage social media data to gain competitive advantage in multiple areas of the enterprise. As an industry thought leader, Hamedi regularly shares his expertise on social intelligence and data-driven decision-making at industry conferences and in academia.

CRIMSON HEXAGON

Crimson Hexagon, founded in 2007, is the leading provider of analysis software that delivers business intelligence from social media data for global corporations. Powered by patented technology developed at Harvard University's Institute for Quantitative Social Science, the Crimson Hexagon ForSight™ platform delivers the industry's most comprehensive Big Data analysis capabilities for a variety of large-scale data sources. Clients include leading global organizations such as: Microsoft, Paramount Pictures, Starbucks, Simon & Schuster, Twitter, and many more. For more information go to: <http://www.crimsonhexagon.com>.

Learn More About Crimson Hexagon's ForSight™ Platform

