



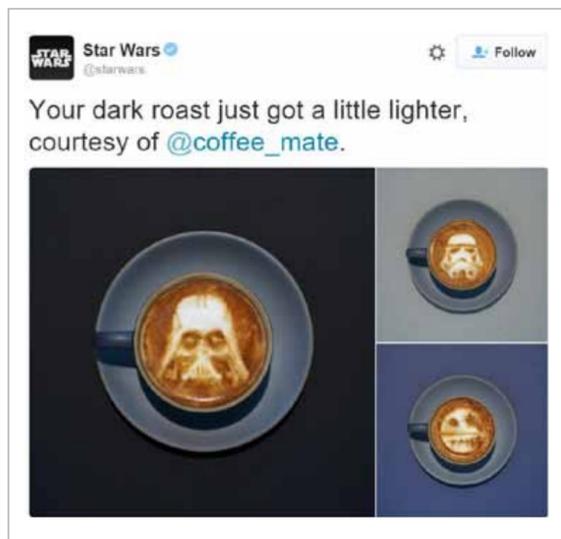
HOW BRANDS ARE LEVERAGING STAR WARS ON SOCIAL MEDIA

A study conducted by Klarity using Machine Learning & Data Analysis

Keep Updated!

You may have heard a lot of chatter around Star Wars on Social Media, but are you aware that *The Force Awakens* World Premiere and related products have been fuelled by some large brands creating Star Wars-related promotional and viral content? Klarity's machine learning technologies have identified 4 brands that have been making the most noise.

COFFEE MATE



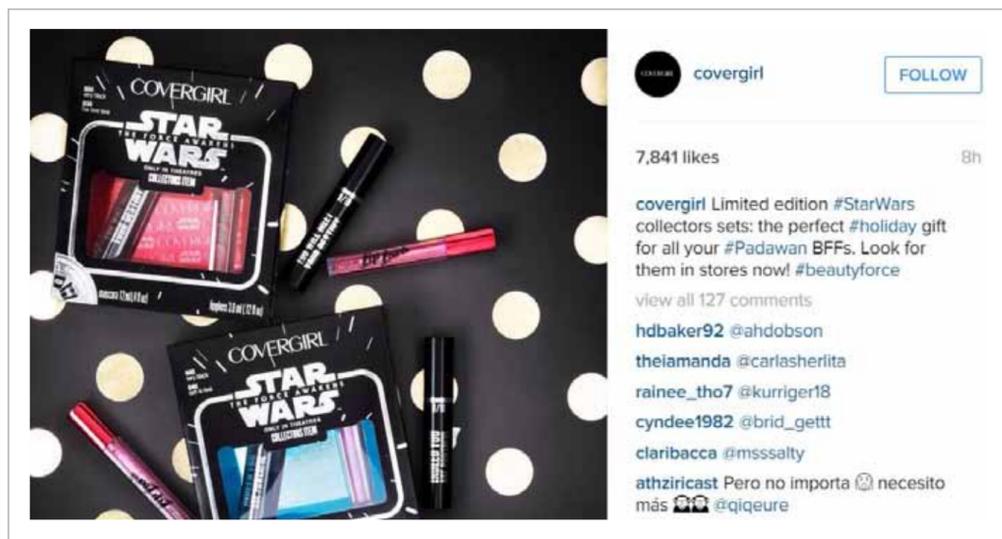
4,481 RETWEETS

9,749 LIKES

Coffee Mate, the non-dairy coffee creamer manufactured by Nestlé, has launched a limited edition of Star Wars creamer bottles, alongside with a contest in partnership with Disney to win a 7-night cruise vacation for 4 that includes a Star Wars party celebration (appearances by Star Wars characters and at-sea screenings of the Star Wars movies). The above tweet from the

Star Wars official account mentioning Coffee Mate went totally viral, hitting no less than 4,481 retweets and 9,749 likes.

COVERGIRL



CoverGirl, the American cosmetics brand, has designed a full collection of Star Wars makeup products, from nail polish and mascara to lipstick, available in various colours. The promotion on Social Media around the hashtag [#beautyforce](#) is widespread and has definitely gone viral. The above Instagram post hit 7,841 likes and generated a lot of excitement. There is no doubt that many girls will get some of the trendy Star Wars makeup products this Christmas!

KOHL'S



The American department store Kohl's ran sweepstakes that went viral on social platforms. The prizes? *Star Wars: The Force Awakens* Premiere tickets. On top of that, Kohl's has been promoting its Star Wars collection on Social Media using the hashtag [#ForceofFamily](#). The American chain really wants you to buy Star Wars products, from clothing to duvet covers to toys.

O2



O2, the telecommunications provider in the UK, ran a contest to win tickets for *Star Wars: The Force Awakens* UK Premiere, and generated buzz by filming the event and the lucky winners on the red carpet, using live streaming videos. The campaign had a huge impact on Star Wars fans and O2's online communities.



What else can we take away from the Star Wars buzz on Social Media? From November 3-4, the touching story of Daniel, the terminally ill cancer patient who had a preview of the movie before its release, created a lot of interest, driving up the mentions for [theforceawakens](#) dramatically on social platforms.

Contact us now to learn how Klarity can help you identify social trends!

