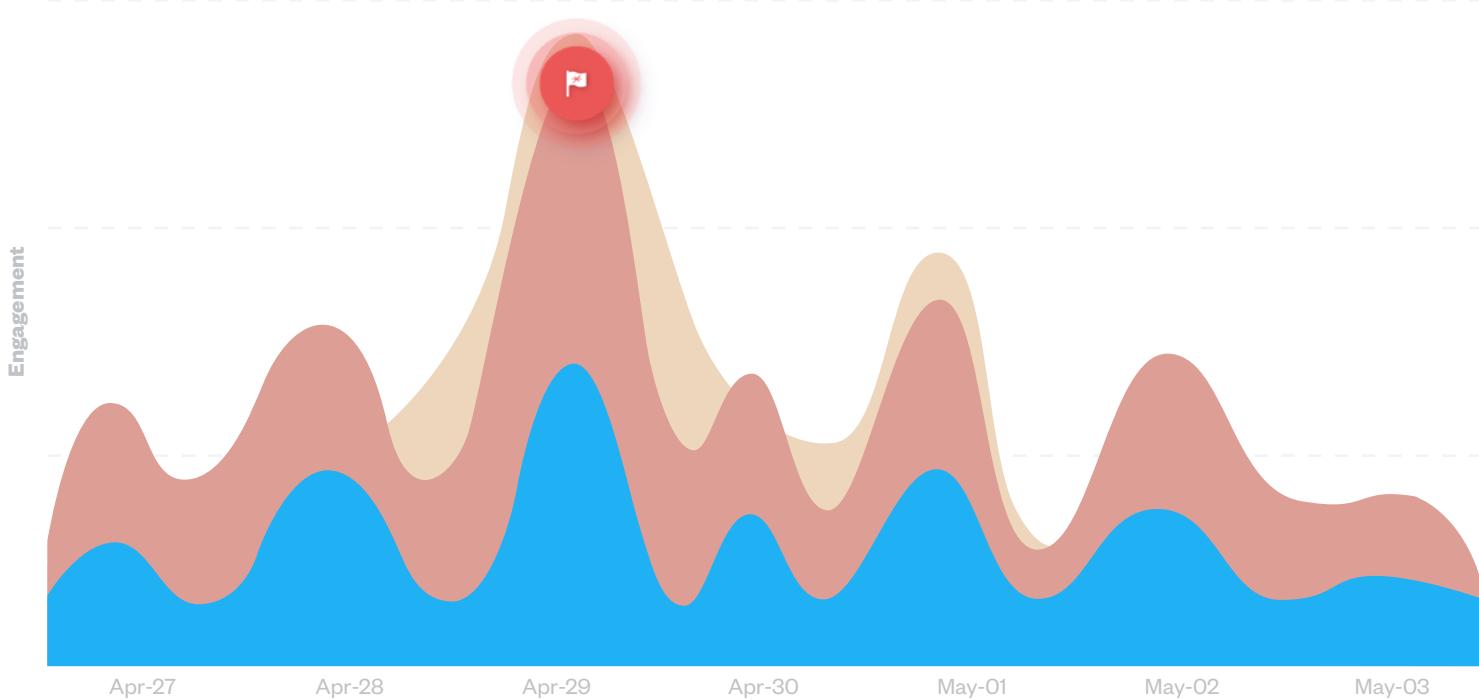


# Get a Step Ahead of Viral Conversations That Impact Your Brand Value

Yonder tracks narratives emerging online — before they go viral. Brands have more time to prepare for unpredictable viral moments, and the context they need to align teams around a plan that mitigates risk and protects brand value.



**Inauthenticity:**

29%

**Trajectory:** ▲ speeding up

**Risk:** ▲ moderate

**Top Factors:**

Toxic Free Future

Anti-Vaxxers

Conspiracy Theorists

Anti-GMO

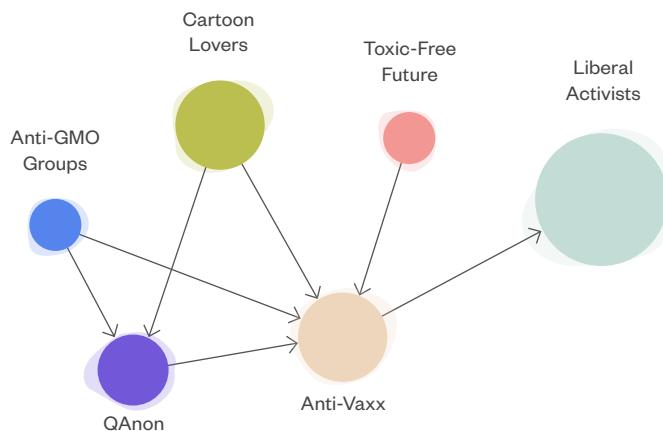
Foreign Influence

**Is your favorite fast-food restaurant using PFAs in its food packaging?**

**What's Next:**

Conspiracy Theorists often amplify Anti-Vaxxer narratives.

**IN ACTION:** Yonder worked with the **world's largest fast food chain** to detect brand-damaging narratives before they entered the mainstream in order to mitigate risk and protect brand reputation.

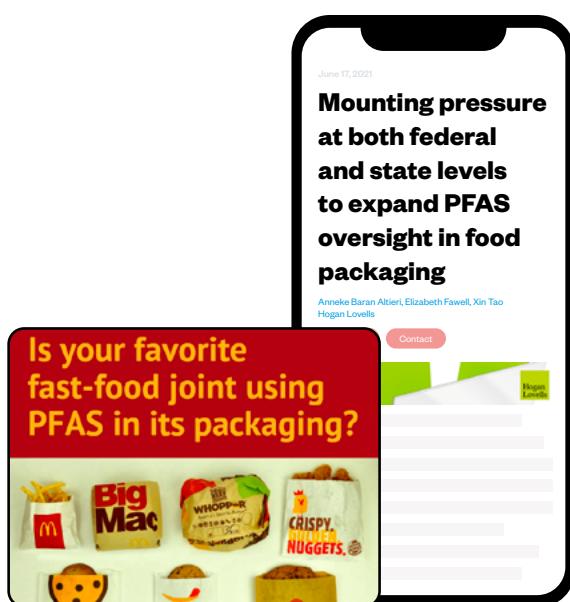
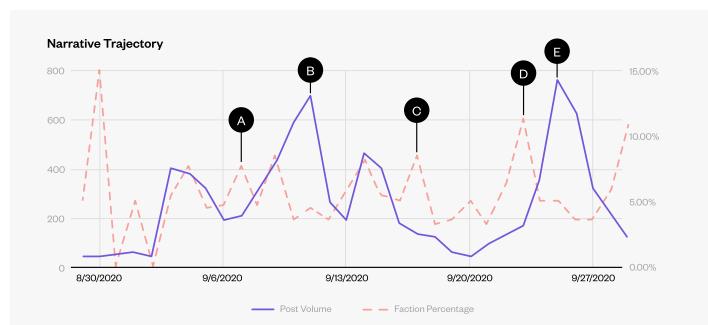


### Detect early signs of coordinated online activities to be proactive, not reactive.

Yonder alerted the fast food brand that groups online were coordinating around narratives focusing on cancer-causing chemicals called PFAs. An analysis of the groups involved in amplifying the conversation – Anti-GMO, QAnon and Anti-Vaxxers – revealed the brand would become a target given its use of PFAs in food packaging.

### Give your team time and insights to prepare and align around a decision that mitigates risk.

Yonder worked with three teams across the organization – reputation risk, analytics, and social measurement & evaluation – to deliver insights around the origins of the narrative, the trajectory of post volume, and involvement by influential groups online. This saved the brand months of back and forth debating a decision.



### Protect brand value and reputation with data-backed policy and strategic communications decisions.

The brand made a \$6.4M dollar policy change to stop the use of PFAs in its food packaging globally. This decision thwarted a reputation crisis and built trust among consumers and groups of activists.

