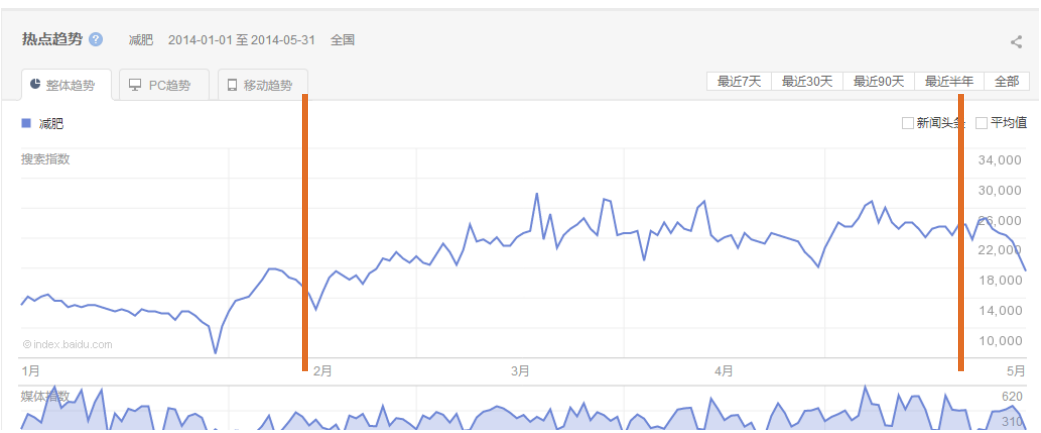


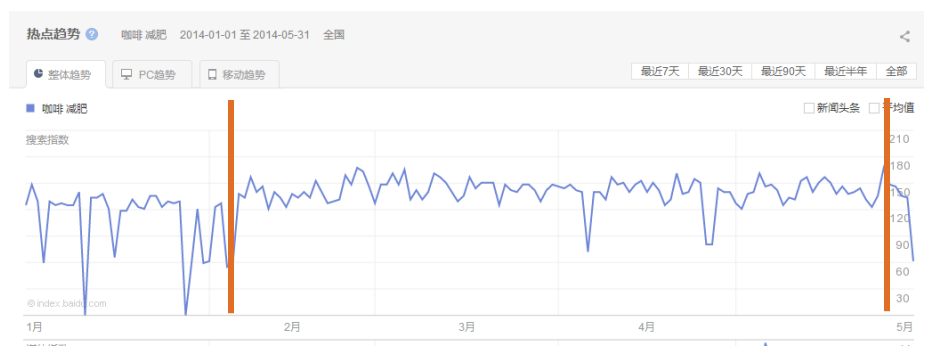
Listening applied to brand moments “Loses weight with NESCAFE”

“lose weight” gradually becomes hot topics starting from February

Baidu search demand on ‘lose weight’



Baidu search demand on ‘ coffee lose weight’



Baidu Search

Most searched key words around topic ‘coffee lose weight’ on Baidu

- 热门搜索 咖啡 减肥 2014-05-30 至 2014-06-05 全国
- 相关检索词
1. 减肥 Lose weight 热度
 2. 21天减肥法 21 days lose weight 热度
 3. 咖啡 coffee 热度
 4. 喝咖啡的利弊 The pro and con of drinking coffee
 5. 黑咖啡 Black coffee 热度
 6. 喝咖啡会胖吗 Will coffee make me fat? 热度
 7. 喝咖啡的好处 The advantage of coffee 热度
 8. 喝茶能减肥吗 Will tea helps lose weight? 热度
 9. 喝咖啡 Drink coffee 热度
 10. 喝咖啡能减肥吗 Will drinking coffee helps lose weight? 热度
 11. 减肥咖啡 Lose weight coffee? 热度
 12. 黑咖啡减肥法 The ways of black coffee help lose weight? 热度
 13. 咖啡减肥吗 Can coffee helps lose weight? 热度
 14. 黑咖啡减肥 Can black coffee helps lose weight? 热度
 15. 女人喝咖啡能减肥吗 Can women lose weight with drinking coffee? 热度

Most asked questions around topic ‘coffee lose weight’ on Baidu

- 百度知道 咖啡 减肥 2014-05-30 至 2014-06-05 全国
1. 每天正常吃饭 早上空腹 中午饭后各一黑咖啡 减肥吗 Will coffee help me lose weight if drink in the morning and after lunch?
 2. 喝咖啡 减肥吗?要喝哪种呢?雀巢还是别的什么牌子好呢?谢谢~~! Will coffee help lose weight? Which brand? Nescafe?
 3. 皇室苗条瘦身咖啡 减肥完能反弹吗 Will the weight will bounce back after lose weight with coffee?
 4. 第一生命瘦身咖啡 减肥效果怎么样? Who knows the coffee brand ‘the first life’? How is its effect on losing weight?
 5. 减肥咖啡 减肥 Lose weight coffee, lose weight
 6. 有谁听说过白咖啡 减肥的?效果好么? Whom has ever heard of the white coffee helps lose weight? What is the effect?
 7. 黑咖啡 减肥,谁知道? Black coffee helps lose weight, whom has ever heard of it?
 8. 黑咖啡 减肥?有谁清楚啊? Black coffee helps lose weight, whom has ever heard of it?
 9. 喝减肥茶 减肥咖啡 减肥好吗?对身体健康有没有害? Lose weight with coffee, will it do harm to body?
 10. 咖啡 减肥好使不? Who knows if coffee can help lose weight? What is the effect?

Listening applied to brand moments “Loses weight with NESCAFÉ”

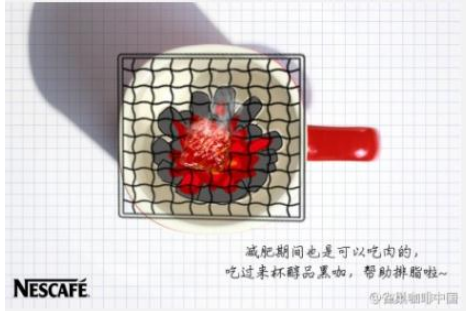
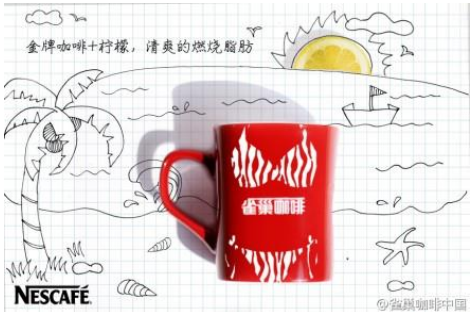
Nescafe social communication content

NESCAFÉ feature tweet: Loses weight and become more healthy with NESCAFÉ (Apr.3 posted, three KOL retweeted the post)

#咖啡减肥进行时#又到了这个念叨着“四月不减肥，六七八月徒伤悲”的时刻🤔其实对大多数人来说，瘦下来并非是给别人看，只想在有限的岁月里不断变得更好，才算没辜负这大好年华；岁月这么美，春光这么媚，用一杯雀巢咖啡和些许努力，换一个更健康的自己，何乐不为？🤔今年夏天的目标，多少斤？

#Lose weight with Coffee# “If you don’t lose weight in April, you will cry later”. Losing weight is not for others, it is improvement for yourself. Get a cup of coffee and try harder to be a more healthy person, why not? [Link](#)

Impression: 1,698,072
 Engagement (Shares + comments + likes): 21,108
 Participants: 21,012 (IDs)



Listening applied to brand moments “Loses weight with NESCAFE”

Consumers' comment on the post



低调寒冰 : 用一杯雀巢咖啡和些许努力，换一个更健康的自己，我希望4月能再减4斤@雀巢咖啡中国 (4月4日 13:39)

With a cup of NESCAFE and efforts, I can be better and healthier. I hope to lose 2 kilogram in April.



无关痛痒是Cold: 下百啊，下午要去买醇品！嘿嘿 (4月3日 11:52)

I hope my weight will be under 50 kg. I'll go to buy NESCAFE rich blend this afternoon.



The good content is forwarded into wechat.

03四月

每益添为《我是歌手》总决赛加油 —— 语音加油喊出...

咖啡君的减肥建议

共9张

QQ星爸爸去哪儿全球海选投票紧张进行中，三位小明...

一只一份心意...谢谢你们零点零分的祝福! 😊😊

03四月

产品+时间点，我们的产品怎么来一个...我想到了它

共6张

31三月

有钱就要花到刀刃上，传播就...

【热点】猜猜文章这条【粉放头条】花了多少钱?

29三月

又到了酸奶草莓的最好季节。测试也很开心。