

P&G's strategy delivering results on MediaCom's Olympic Twitter Tracker

LONDON, UK: Analysis: week ending 5 August 2012... With the Games in full swing, two of the sponsors who have traditionally been at the top of the rankings have seen a drop in their levels of Twitter activity.

Both Coca-Cola and Samsung have a significant number of followers and a high level of reach, but with the Torch Relay finishing and the Games now well underway, less activity around these brands has had a corresponding high impact on their overall scores.

The consistently low level of negative sentiment around P&G has propelled the brand to the top spot in the rankings. Whilst P&G has comparatively less reach across Twitter than the likes of Coke, McDonald's and Samsung, its reach is not insignificant and as a brand it attracts very little negative sentiment by comparison.

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The MediaCom Olympic Twitter Tracker ranks sponsors by a unique Olympic Twitter Score that includes total volume of mentions, engagement and reach metrics, and importantly, positive or negative sentiment.

[Click here](#) for a full description of the methodology and our latest weekly analysis.

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