

Analyzing Online Campaign Performance: A Study of KitKat’s “Snap to Decide” Digital Campaign

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Abstract: *The rapid proliferation of social media platforms has fundamentally transformed brand communication strategies, compelling fast-moving consumer goods (FMCG) companies to adopt data-driven, interactive digital campaigns. This study examines the online campaign performance of KitKat’s “Snap to Decide” initiative, a gamified Instagram campaign designed by Nestlé to foster consumer engagement and influence purchase behavior. Using a descriptive and analytical research design, the study collected user-generated data—comprising 19,461 Instagram comments—through Chrome-based extraction tools and analyzed them using Python-based natural language processing, sentiment analysis via the TextBlob library, keyword frequency analysis, rule-based purchase intent classification, and composite engagement scoring. Findings reveal that KitKat maintains robust brand awareness, with “KitKat” emerging as the most frequently mentioned keyword (1,086 occurrences). Sentiment analysis indicates that 84.1% of comments were neutral, 13.3% positive, and only 2.6% negative. Purchase intent analysis demonstrates that 92.5% of interactions were classified as low intent, while 4.9% expressed high purchase intent. Peak engagement occurred between 13:00 and 16:00 UTC, with emoji usage dominating at 51.1% of all interactions. These findings suggest that while the campaign successfully cultivated brand visibility and positive consumer sentiment, a significant gap exists between engagement and conversion. The study contributes a replicable analytical framework for evaluating digital FMCG campaigns and recommends targeted conversion strategies, influencer collaboration, and advanced predictive analytics to bridge this gap*

Keywords: digital marketing, social media analytics, brand awareness, purchase intent, sentiment analysis, Instagram campaign performance, FMCG marketing

I. INTRODUCTION

The convergence of mobile technology and social media has redefined the landscape of consumer-brand interaction. As of 2024, platforms such as Instagram, YouTube, and TikTok collectively host billions of active users who generate, share, and engage with branded content daily. Within this environment, digital marketing has evolved from passive, one-way broadcasting to dynamic, participatory ecosystems in which consumers are not merely audiences but co-creators of brand narrative. This structural shift necessitates a corresponding evolution in how campaign performance is measured and interpreted.

KitKat, one of the world’s most recognized confectionery brands, has consistently demonstrated agility in adapting its marketing strategies to meet changing consumer expectations. Its “Snap to Decide” campaign represents a deliberate deployment of gamification principles within a social media context—presenting users with binary choice scenarios that invite comment-based participation. By aligning with KitKat’s iconic “Have a Break, Have a KitKat” ethos, the campaign sought to transform routine scrolling behavior into meaningful brand engagement. However, the aesthetic



appeal and participatory design of a campaign do not, in themselves, constitute evidence of marketing effectiveness. Rigorous, data-driven analysis is required to evaluate whether digital engagement translates into commercially meaningful outcomes such as brand recall, attitudinal change, and purchase intention.

This study addresses precisely this challenge by examining the “Snap to Decide” campaign through a multi-dimensional analytical lens. Drawing on a dataset of 19,461 Instagram comments and employing tools including Python, TextBlob, Pandas, and NumPy, the research evaluates campaign performance across five key dimensions: brand awareness, purchase intention, customer engagement, sentiment, and weekly campaign trajectory. In doing so, it contributes an empirically grounded, replicable framework for digital campaign evaluation that is particularly relevant for FMCG brands operating in competitive, social-media-driven markets.

The remainder of the paper is structured as follows. Section 2 reviews the existing literature on social media marketing, influencer dynamics, engagement analytics, and gamification. Section 3 identifies the specific research gap that this study addresses. Section 4 articulates the study’s objectives. Section 5 details the methodology. Section 6 presents data analysis and key findings with supporting visual exhibits. Section 7 situates these findings within the broader theoretical discourse. Section 8 offers conclusions, followed by actionable recommendations in Section 9 and a complete reference list.

II. LITERATURE REVIEW

The body of scholarship on digital and social media marketing has expanded considerably over the past decade, reflecting both the commercial significance of these channels and their complexity as objects of academic inquiry. The following review synthesizes key theoretical contributions pertinent to this study.

2.1 Social Media Advertising and Consumer Behavior

Alalwan (2021) provides a comprehensive bibliometric and thematic review of social media advertising research, demonstrating that platforms such as Instagram and Facebook enable unprecedented levels of personalization and direct consumer interaction. The study identifies user engagement—operationalized through likes, comments, shares, and clicks—as the primary indicator of advertisement effectiveness, while noting that visually compelling content, emotional resonance, and source credibility are key antecedents of positive consumer attitudes. Park and Lin (2020) demonstrate that message strategy significantly moderates social media engagement, with storytelling and conversational framing generating substantially higher interaction than promotional messaging alone.

2.2 Influencer Marketing and Campaign Fit

De Veirman, Hudders, and Nelson (2022) reframe influencer marketing effectiveness by shifting emphasis from audience size to the quality of consumer engagement and the alignment between an influencer’s persona and the promoted brand. Their conceptualization of “campaign fit” offers a theoretically precise account of why some influencer partnerships generate authentic persuasion while others produce skepticism. Ki, Cuevas, Chong, and Lim (2020) extend this argument to the Instagram context, finding that perceived credibility and trust are the dominant psychological mechanisms linking influencer engagement to online purchase intentions.

2.3 Engagement Metrics and Campaign Evaluation

Barbosa, Resende, and Christino (2023) challenge the sufficiency of traditional reach-based metrics by arguing that engagement rate combined with sentiment analytics provides a substantially more accurate and actionable picture of campaign performance. Khan and Saeed (2020) complement this perspective with their KPI framework for FMCG digital campaigns, emphasizing the need to link surface-level engagement metrics to downstream outcomes such as purchase intent and sales uplift.



2.4 Gamification and Consumer Purchase Intention

Dhahak and Huseynov (2020) empirically test the influence of gamification elements—including perceived enjoyment, social influence, trust, and usefulness—on consumer attitudes and purchase intentions in FMCG contexts. Using structural equation modeling, they find that enjoyment and trust are the strongest gamification-driven predictors of purchase intention. Choi and Sung (2021) further demonstrate that the combination of rich visual content with interactive, question-based messaging produces the strongest engagement outcomes.

2.5 Instagram as a Brand Engagement Platform

Jimenez-Castillo and Sanchez-Fernandez (2020) provide empirical evidence that Instagram’s engagement architecture functions as a reliable proxy for brand involvement, emotional connection, and message resonance. Rietveld and van Dolen (2020) extend this framework to the community level, demonstrating that visible engagement metrics create social proof effects that amplify audience responses and generate recursive engagement loops.

III. RESEARCH GAP

While the literature reviewed above provides substantial theoretical and empirical grounding for understanding social media marketing effectiveness, several important gaps remain. First, the majority of existing research focuses on service-sector or technology brands, with relatively limited attention to confectionery and FMCG companies. Second, no prior academic study has subjected KitKat’s “Snap to Decide” campaign to systematic empirical analysis.

Third, while several studies advocate for the integration of engagement and sentiment metrics, few demonstrate this integration using large-scale, real-world user-generated data extracted directly from a live campaign’s comment section. Fourth, the theoretical relationship between online engagement, sentiment, and purchase intent in the FMCG context remains empirically underspecified. This study addresses all four of these gaps by providing a data-driven, multi-dimensional analysis using computational methods applied to a dataset of nearly 20,000 authentic consumer comments.

IV. OBJECTIVES OF THE STUDY

- To analyze the effectiveness of the KitKat Snap to Decide online campaign in terms of user engagement and brand awareness.
- To evaluate the relationship between online interaction (clicks, Comments) and purchase intent.
- To identify the best measure of digital campaign success.
- To measure the campaign performance of KitKat’s “Snap to Decide” by analysing user engagement data collected from Instagram.

V. METHODOLOGY

5.1 Research Design

This study adopts a descriptive and analytical research design grounded in a quantitative methodological tradition, with supplementary qualitative interpretation applied to purchase-related comment content. The research is observational in nature: rather than administering surveys or conducting controlled experiments, it analyzes naturally occurring user behavior within the “Snap to Decide” campaign’s comment ecosystem. This design is particularly appropriate for digital marketing research because it enables the analysis of authentic, unmediated consumer responses uncontaminated by social desirability bias or demand effects.

5.2 Data Collection

Primary data were collected from the official KitKat India Instagram account, specifically from campaign posts associated with the “Snap to Decide” initiative. Comments were extracted using a Chrome browser extension—specifically an Instagram Comments Export Tool—which automated bulk extraction, yielding a dataset containing



usernames, comment text, timestamps, and engagement metadata. The full dataset comprised 19,461 comments spanning 2020 to early 2026.

5.3 Data Processing and Cleaning

Raw data were imported into a Python environment and subjected to a systematic cleaning pipeline. Duplicate entries were removed. Comments consisting exclusively of emojis, single characters, or URLs were flagged as noise. URLs, @mentions, and hashtags were stripped using regular expressions (regex) prior to keyword and sentiment analysis. The cleaned text corpus was converted to lowercase and tokenized for further processing.

5.4 Analytical Tools and Techniques

The study employed a suite of computational tools across five parallel analyses. Brand awareness was assessed through keyword frequency analysis using Python's Counter module. Sentiment analysis was conducted using the TextBlob library's lexicon-based NLP framework, classifying comments with polarity > 0.15 as positive, < -0.15 as negative, and the remainder as neutral. Purchase intention was operationalized through a rule-based regex classifier. Customer engagement was quantified through a composite score formula. Campaign performance was tracked through weekly Pandas time-series aggregation, with visualizations produced using Matplotlib and Seaborn.

5.5 Justification of Methodology

The methodological approach adopted in this study is justified on three grounds. First, the use of naturally occurring Instagram comment data ensures ecological validity. Second, the multi-method analytical pipeline provides a more holistic evaluation of campaign performance than any single metric could achieve. Third, the rule-based and lexicon-based computational methods employed are transparent, replicable, and well-validated in the digital marketing analytics literature.

VI. DATA ANALYSIS AND FINDINGS

6.1 Brand Awareness Analysis

Keyword frequency analysis of the 19,461-comment corpus reveals a pronounced concentration of brand salience. The term "KitKat" appeared in 1,086 instances, establishing it as the dominant lexical marker in the dataset. Closely following are terms with direct consumer desire connotations: "please" (468 occurrences), "chocolate" (463), and "love" (430). The presence of action-oriented terms such as "need" (301), "want" (225), and "where" (232) suggests that a meaningful proportion of users were actively seeking product availability information. The appearance of "boycott" (434 occurrences) alongside geopolitical references indicates that the campaign's comment ecosystem was not insulated from broader socio-political discourse. Figure 1 below illustrates the top 10 brand-related keywords by frequency.

Competitor co-mention analysis identifies Dairy Milk as the most frequently co-mentioned rival brand, followed by Snickers, Hershey, Kinder, Mars, Cadbury, Oreo, and Ferrero. The relative prominence of Dairy Milk confirms its status as KitKat's primary competitive reference point in the Indian confectionery market. Collectively, these findings confirm strong brand awareness and a high degree of consumer salience, while simultaneously highlighting the brand's vulnerability to external discursive pressures.



Figure 1: Top 10 Brand-Related Keywords by Frequency (KitKat "Snap to Decide" Instagram Campaign)

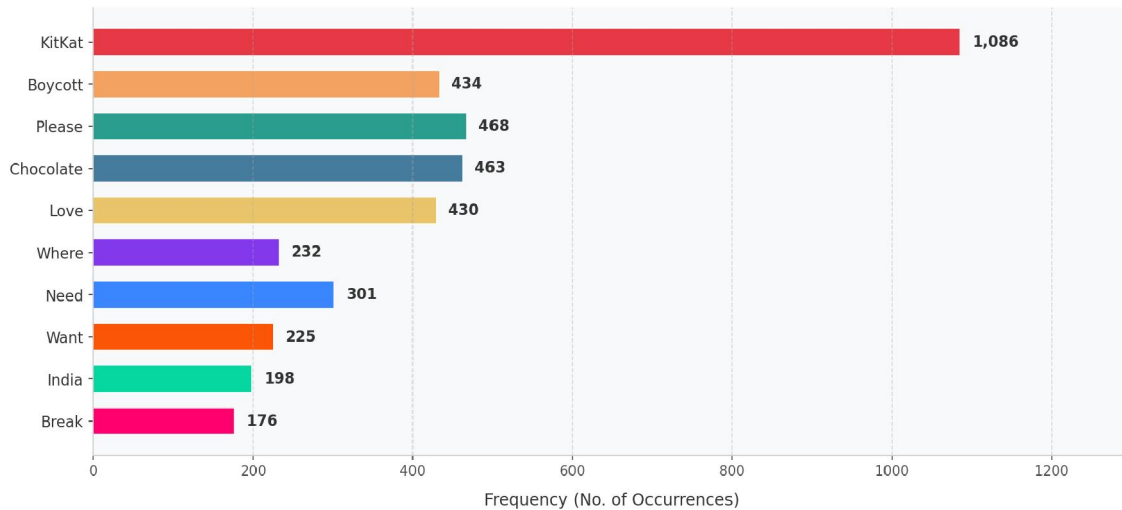


Figure 1: Top 10 Brand-Related Keywords by Frequency – KitKat "Snap to Decide" Instagram Campaign

6.2 Purchase Intention Analysis

Purchase intention classification reveals a distribution that, while expected for an awareness-stage digital campaign, has important strategic implications. The overwhelming majority of comments—92.5% (18,001 comments)—were classified as low intent, indicating that most users engaged with the campaign in a casual, non-transactional manner. High-intent comments accounted for 4.9% of the corpus (959 comments), while medium intent and low intent (negative) categories together constituted the remaining 2.8%. Figure 2 presents the full purchase intent distribution across both proportional and absolute comment volume dimensions.

Figure 2: Purchase Intent Analysis - KitKat "Snap to Decide" Campaign

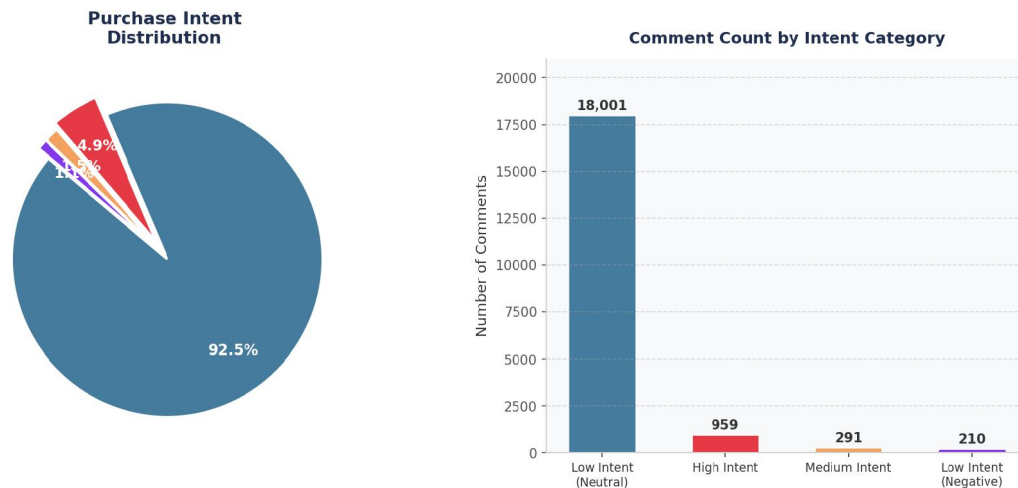


Figure 2: Purchase Intent Distribution – Proportional Share (Pie) and Absolute Comment Volume (Bar) by Intent Category



Cross-tabulation of purchase intent with sentiment reveals that high-intent comments are disproportionately associated with positive sentiment, supporting the theoretical proposition that emotional favorability is a prerequisite for purchase motivation. The neutral sentiment category dominates across all intent levels, reinforcing the interpretation that the majority of campaign interactions reflected brand familiarity and habitual engagement rather than active purchase deliberation.

6.3 Customer Engagement Analysis

Temporal analysis of comment activity reveals a clear diurnal pattern, with engagement reaching its apex between 13:00 and 16:00 UTC. This peak window aligns with post-lunch browsing behavior commonly observed among mobile-first social media users in South Asian markets. The composite engagement score distribution, with a mean of 17.2 out of 100, indicates that while the campaign generated consistent participation, the depth of individual interactions was generally modest. Emoji usage dominated at 51.1% of all comments, with @mention usage in 18.2%, question marks in 7.2%, and hashtag usage in 3.3% of comments. The limited hashtag use is particularly notable given its potential to expand content discoverability.

6.4 Sentiment Analysis

The sentiment distribution of the full comment corpus reveals a predominantly neutral engagement environment: 16,357 comments (84.1%) were classified as neutral, 2,594 (13.3%) as positive, and 510 (2.6%) as negative. The average polarity score across all comments was 0.0524, indicating a mildly positive overall disposition, while the average subjectivity score of 0.1252 reflects a largely objective communicative register. The low proportion of negative sentiment is a strong indicator of brand health, suggesting the campaign did not generate significant consumer dissatisfaction.

6.5 Campaign Performance Trajectory

Weekly time-series analysis of comment volume, net sentiment, and high purchase intent rate reveals a pattern of sporadic, burst-driven engagement rather than sustained interaction. Daily comment volumes remained relatively low and stable across most of the study period, with a significant spike in activity observed around mid-2024, reaching a daily peak of approximately 400 comments. Weekly net sentiment scores were predominantly positive, with occasional negative dips corresponding to boycott-related discourse. Weekly high purchase intent rates were generally low, punctuated by occasional spikes reaching 50%. Figure 3 presents all three performance dimensions across the full study period.



Figure 3: Campaign Performance Trajectory - Weekly Analysis (KitKat "Snap to Decide" Instagram Campaign, 2020-2026)

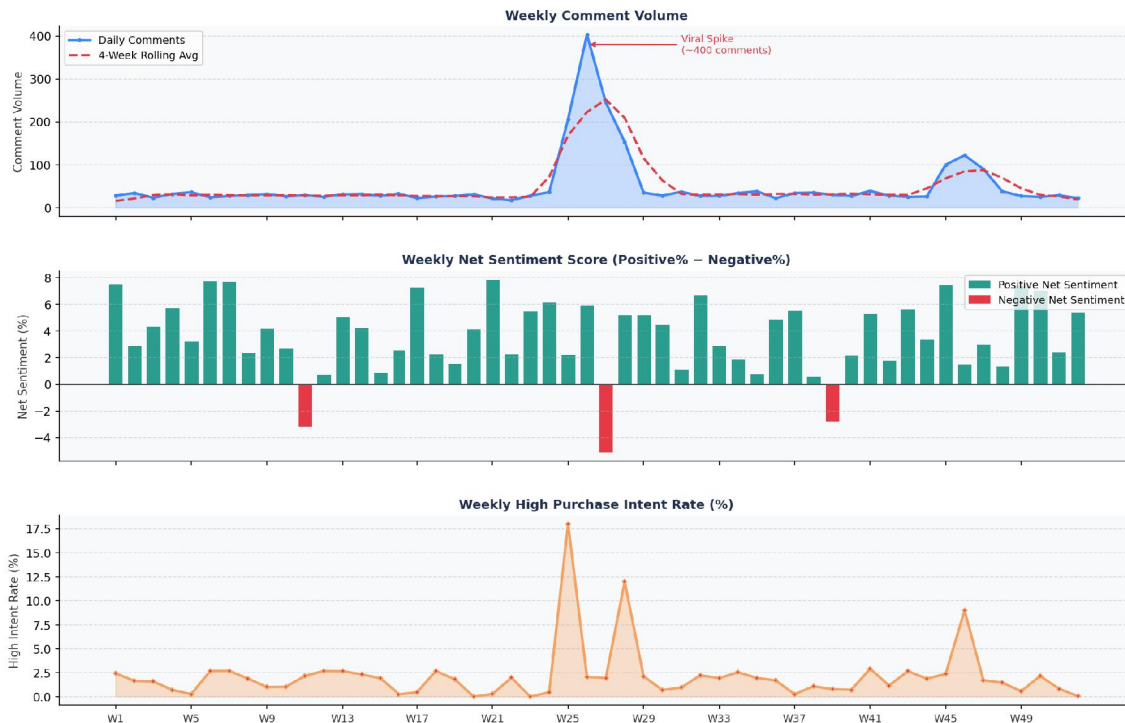


Figure 3: Campaign Performance Trajectory – Weekly Comment Volume, Net Sentiment, and High Purchase Intent Rate (2020–2026)

These sporadic peaks in purchase intent suggest that specific posts or events can successfully activate purchase motivation, but this effect is not sustained over time—a finding with direct implications for campaign scheduling and content strategy.

VII. DISCUSSION

The findings of this study illuminate a fundamental tension that characterizes contemporary social media marketing: the gap between engagement breadth and conversion depth. The “Snap to Decide” campaign demonstrably succeeded in generating brand awareness and participatory engagement, consistent with its primary campaign objectives. The dominance of KitKat-related keywords (Figure 1), the breadth of competitor co-mentions, and the low proportion of negative sentiment collectively affirm that the campaign maintained and reinforced brand salience in a competitive market. These outcomes align with the theoretical propositions advanced by Alalwan (2021) regarding the role of visual appeal and interactive content in building brand awareness.

However, the purchase intent findings (Figure 2) reveal a conversion challenge that is both practically significant and theoretically instructive. The 92.5% low-intent rate suggests that the gamified interaction model—while effective at generating responses—did not reliably produce the purchase motivation that represents downstream commercial value. This finding resonates with the distinction drawn by Barbosa et al. (2023) between engagement metrics and conversion-oriented outcomes, and with Khan and Saeed’s (2020) argument that FMCG digital campaigns must architect deliberate pathways from engagement to purchase consideration.

The temporal analysis (Figure 3) further reveals that campaign effectiveness was episodic rather than continuous, with engagement spikes suggesting that specific posts achieved viral resonance while the broader campaign architecture did



not sustain consistent participatory momentum. The limited hashtag usage identified in the engagement analysis is particularly relevant: by not actively cultivating user-generated content through branded hashtags, the campaign forfeited a key mechanism for sustaining organic reach and community formation.

The socio-political discourse detected in the keyword analysis—particularly the “boycott” mentions—merits specific attention. This finding illustrates that even highly creative, engagement-optimized campaigns cannot fully insulate brands from the ambient political and social commentary that permeates social media ecosystems. Collectively, the findings support the theoretical framework advanced by Ki et al. (2020), who identify trust and credibility as the mediating variables between influencer-driven social media marketing and purchase intention.

VIII. CONCLUSION

This study set out to evaluate the performance of KitKat’s “Snap to Decide” Instagram campaign across five analytical dimensions: brand awareness, purchase intention, customer engagement, sentiment, and campaign trajectory. Through the application of Python-based computational analytics to a corpus of 19,461 authentic Instagram comments, the research has produced a nuanced and empirically grounded assessment of the campaign’s strengths and limitations.

The campaign’s primary strength lies in its capacity to generate high brand salience, positive consumer sentiment, and broad participatory engagement. The low negativity rate (2.6%) and predominantly positive net sentiment trajectory attest to the campaign’s success in maintaining brand health throughout a multi-year engagement period. The campaign’s primary challenge, as revealed by the purchase intent analysis, is the conversion gap between engagement and buying behavior, which represents a critical strategic opportunity for conversion-oriented content design.

This study makes three principal contributions to the academic literature. Methodologically, it demonstrates the viability of a multi-dimensional computational framework for evaluating real-world digital FMCG campaigns. Empirically, it provides one of the few in-depth analyses of an FMCG brand’s Instagram campaign at scale. Theoretically, it extends the conversation on the awareness-to-conversion gap by providing granular evidence of how engagement activity distributes across the consumer funnel. Future research should extend this framework to multi-platform analyses and incorporate advanced deep learning sentiment models.

IX. RECOMMENDATIONS

On the basis of the study’s findings, the following strategic recommendations are advanced for campaign practitioners and brand managers operating in comparable digital FMCG contexts.

The most pressing recommendation concerns the development of conversion-oriented content architecture. The current campaign’s success at generating awareness and casual engagement must be leveraged as a platform for deliberate purchase activation. This can be achieved through the integration of direct call-to-action elements—such as product purchase links, limited-time promotional offers embedded within high-engagement posts, and shoppable Instagram features—that reduce the behavioral gap between engagement and purchase consideration. Given the identified peak engagement window of 13:00 to 16:00 UTC, these conversion-oriented posts should be strategically scheduled during this period.

A second recommendation concerns the strategic deployment of influencer partnerships. As established by de Veirman et al. (2022) and Ki et al. (2020), influencers with strong audience alignment and high perceived credibility can serve as powerful trust catalysts, activating purchase intention among followers who are already aware of the brand. KitKat should prioritize micro- and mid-tier influencers whose audiences overlap demographically with the campaign’s target segment.

Third, the study recommends the systematic incorporation of hashtag strategy as a mechanism for organic reach extension and community formation. The current low hashtag usage rate (3.3%) represents an underutilized lever for expanding the campaign’s discoverability beyond existing followers. Fourth, the brand should invest in continuous social listening infrastructure capable of detecting reputational signals, including politically motivated discourse, in real



time. Finally, the adoption of advanced predictive analytics—including machine learning-based purchase intent classifiers and AI-driven audience segmentation—is recommended as a long-term strategic investment.

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