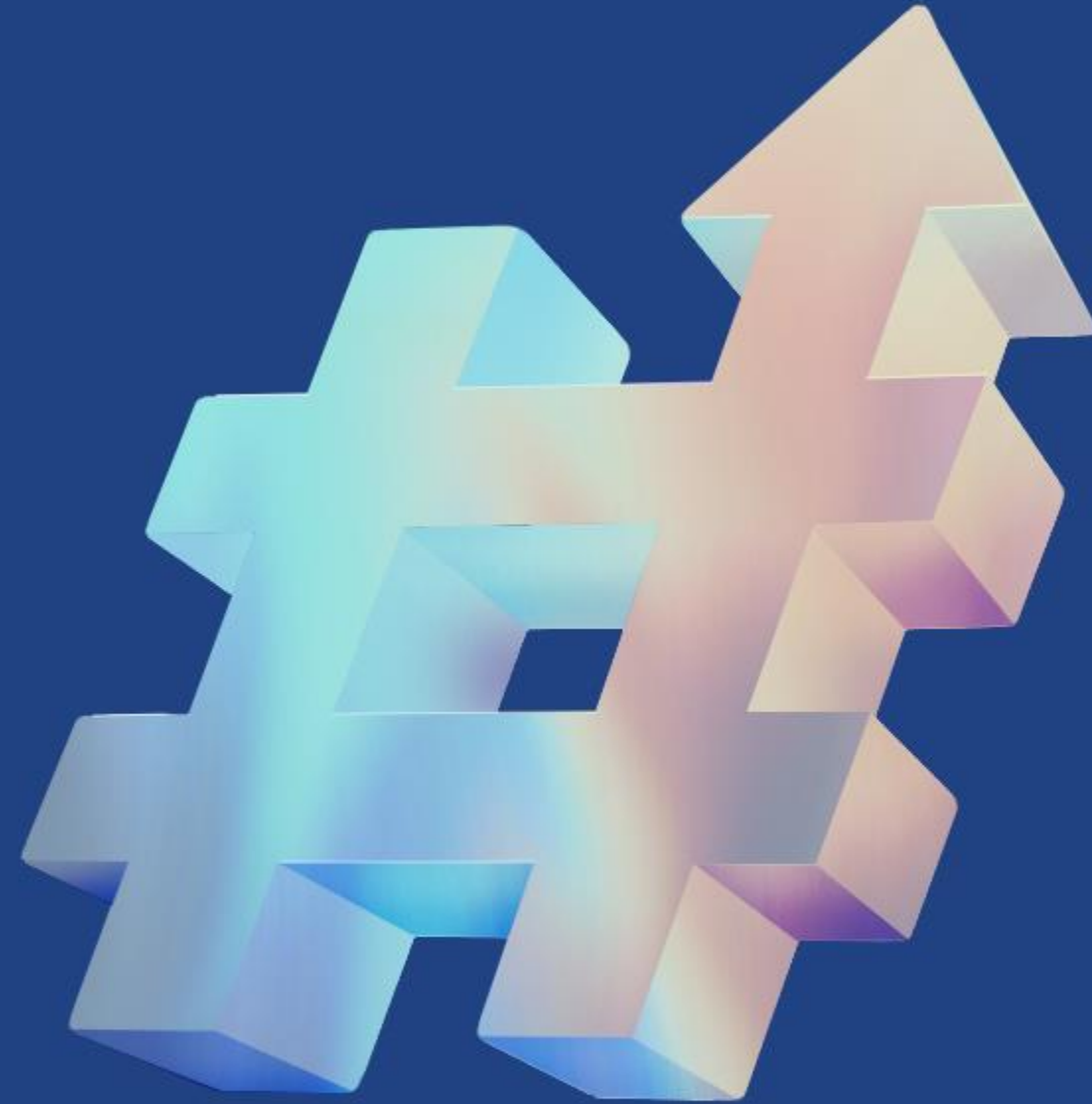


# AUXIPRESS' MONTHLY



**TRENDS REPORT**  
**MARCH 2021**

# TOP 10 BELGIAN BRANDS IN THE WRITTEN PRESS

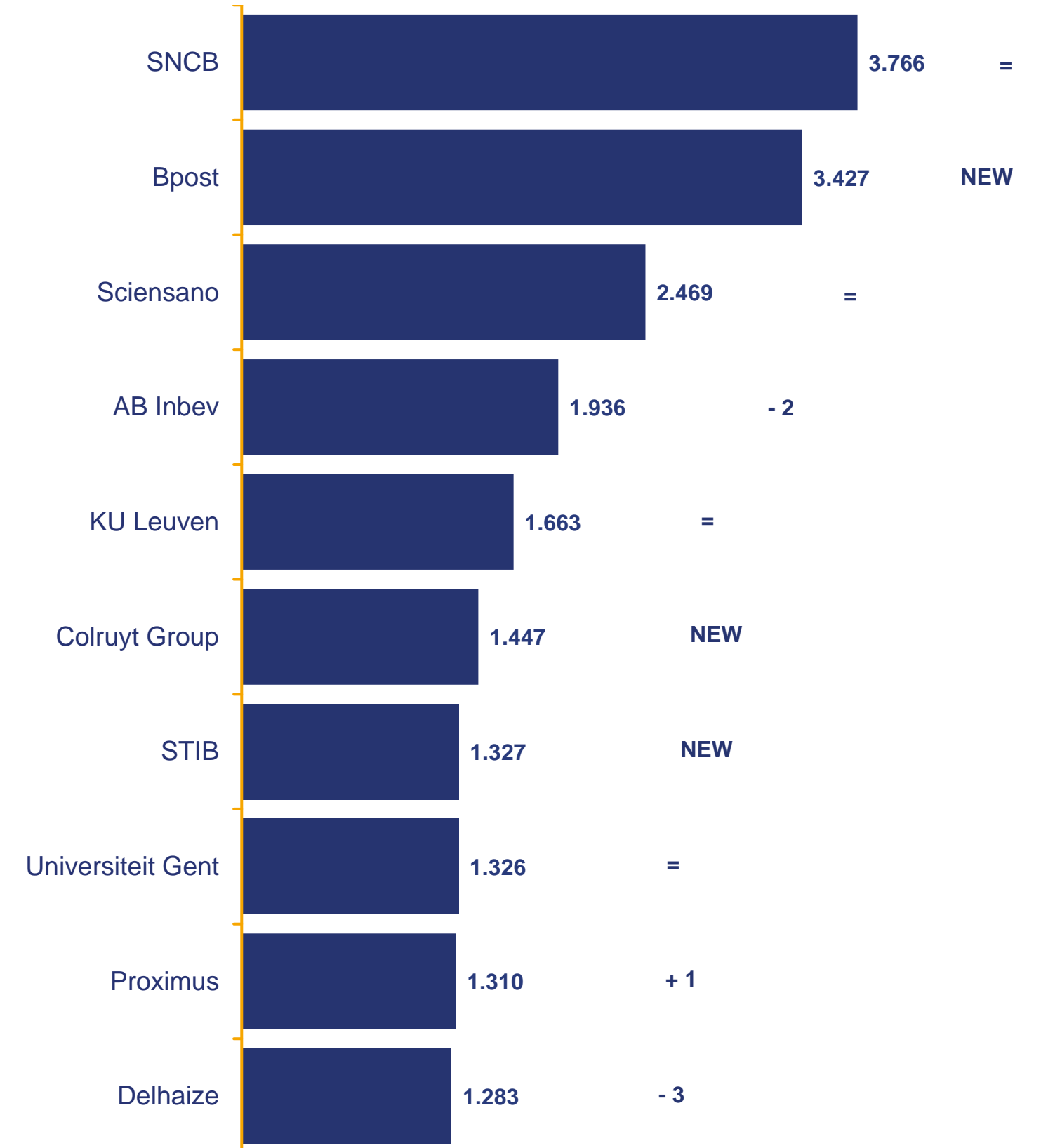
01

**SNCB/NMBS** remains at the top of the ranking of Belgian brands. The influx of tourists to the coast and the measures put in place to control the crowds on the trains are the main reasons for this important media coverage.

**Bpost** has been mentioned a lot in the written press following the dismissal of its CEO, Mr Jean-Paul Van Avermaet. Another highlight of March was the sale of 50% of Bpost Bank to BNP Paribas Fortis.

A few weeks ago, **Colruyt** launched its Eco-Score to show the ecological footprint of a product during its production and transport.

The national strike on March 29 and the free rides for Brussels residents going for vaccinations allowed **STIB** to reach the seventh position in March.



# TOP 10 INTERNATIONAL BRANDS IN THE WRITTEN PRESS

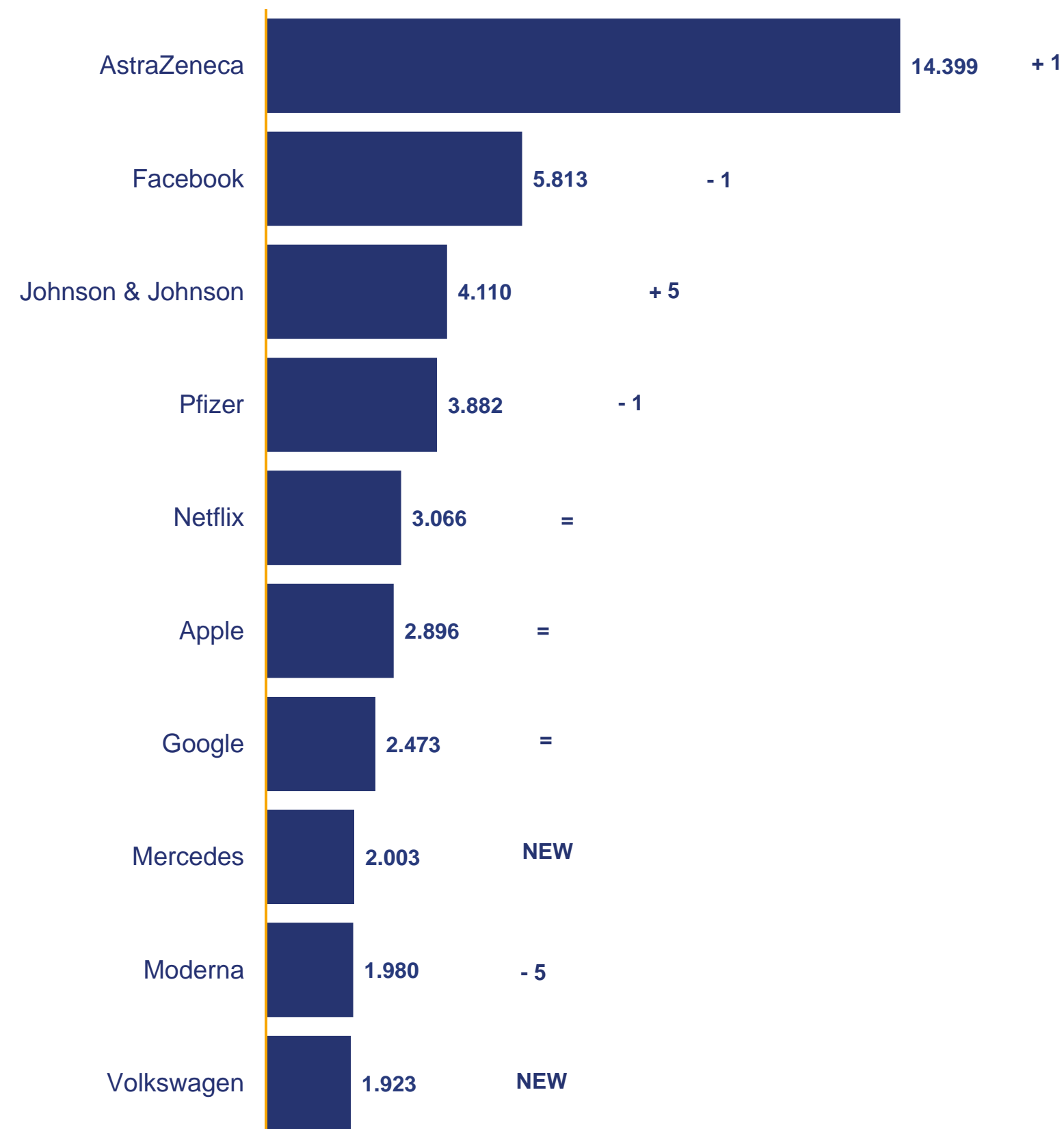
02

**AstraZeneca** received extensive media coverage in mid-April following the suspension of the vaccine in several European Union countries.

**Johnson & Johnson** moved up five places in the rankings after the OMS gave the green light to their single-dose vaccine.

**Mercedes** joined the rankings following the start of the F1 season and Lewis Hamilton's victory in the first grand prix of the year in Bahrein.

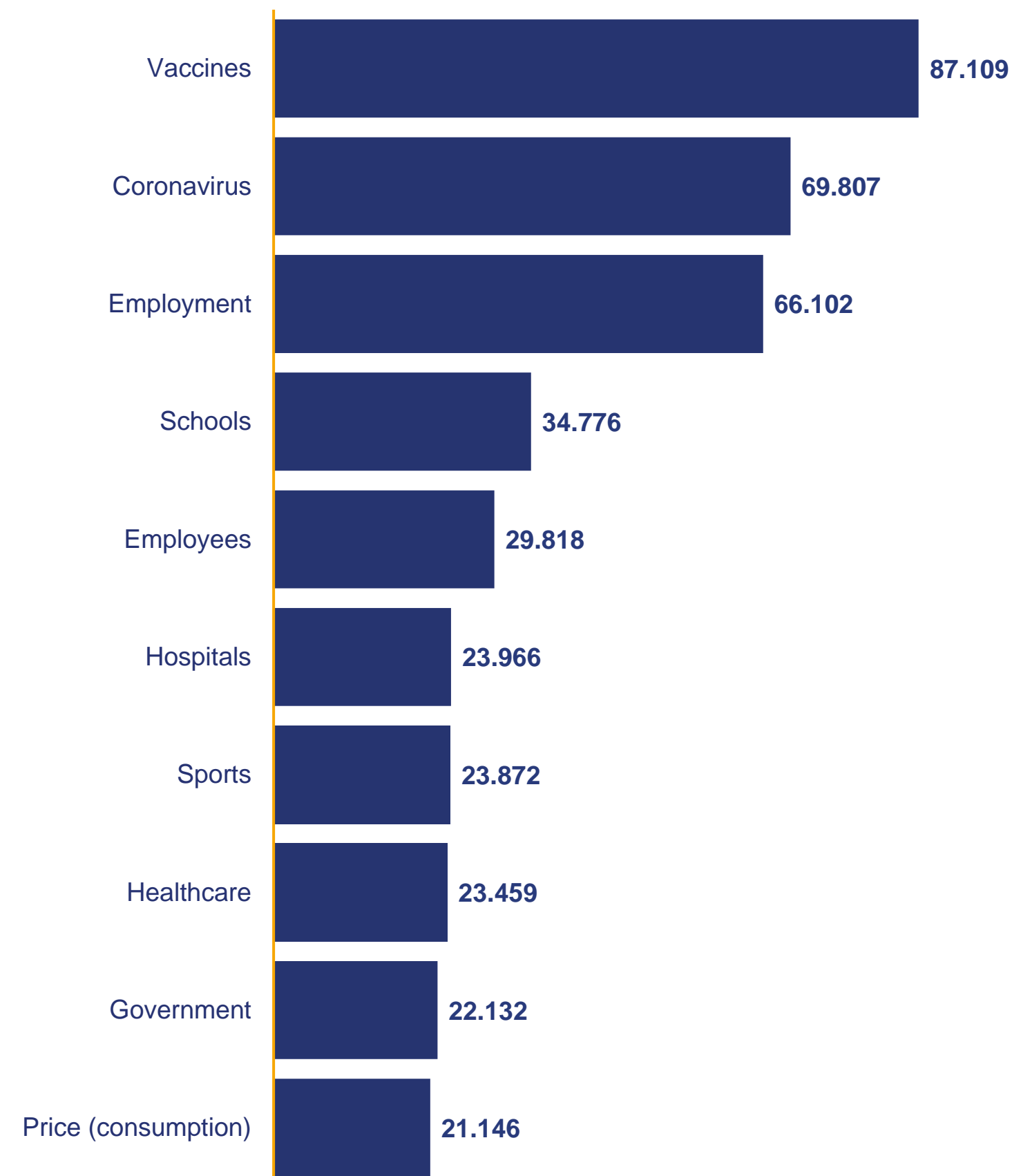
**Volkswagen** got a bad buzz after its April Fool's Day leaked too early. The German carmaker announced it was changing its name to "Voltswagen" to promote electric power, which caused confusion in the press.



# TOP 10 THEMES IN THE WRITTEN PRESS

As expected, the most discussed topics in the written press remain very similar since the beginning of 2021, the top 3 are still **vaccines**, **coronavirus** and **employment** since January. The vaccination strategy is in the centre of the preoccupations and will most likely remain at the top of the list during the immunization campaign in the coming months.

All other topics owe their presence to the current crisis and the negative impacts it is causing. However, **schools** were mentioned more than in previous months due to their preventive closure the week before the Easter holidays.



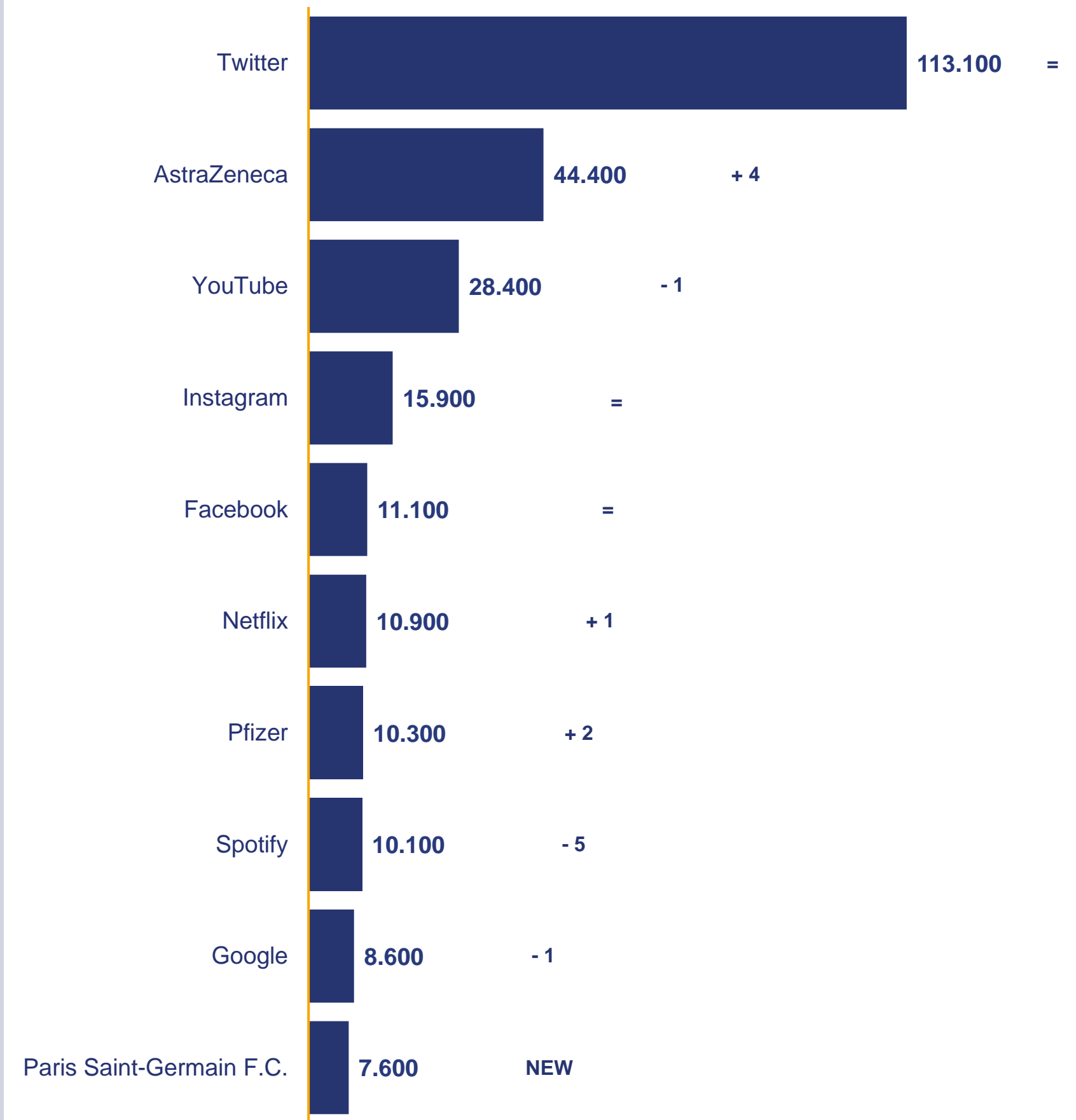
# TOP 10 BRANDS IN SOCIAL MEDIA

**AstraZeneca** moved up four places in the March ranking following the decision by some European countries to suspend the rollout of this vaccine after suspected side effects. Pfizer also remains in the news and climbs to seventh place.

**Instagram** and **Facebook** maintain their position from the previous month, with a spike in mentions on 19 March due to a bug affecting Messenger, Instagram and WhatsApp.

**Spotify** had the biggest drop in the ranking, losing 5 positions. The K-POP fans who tweeted their disappointment about Spotify last month have calmed down, so Spotify's mentions have stabilised around the 10,000 mark, as they have for the past few months.

**Paris Saint-Germain F.C.** is the only new brand integrating the ranking. They were much in the news following Barça's elimination from the Champions League on 10 March.





# TOP 10 # IN SOCIAL MEDIA - FRENCH

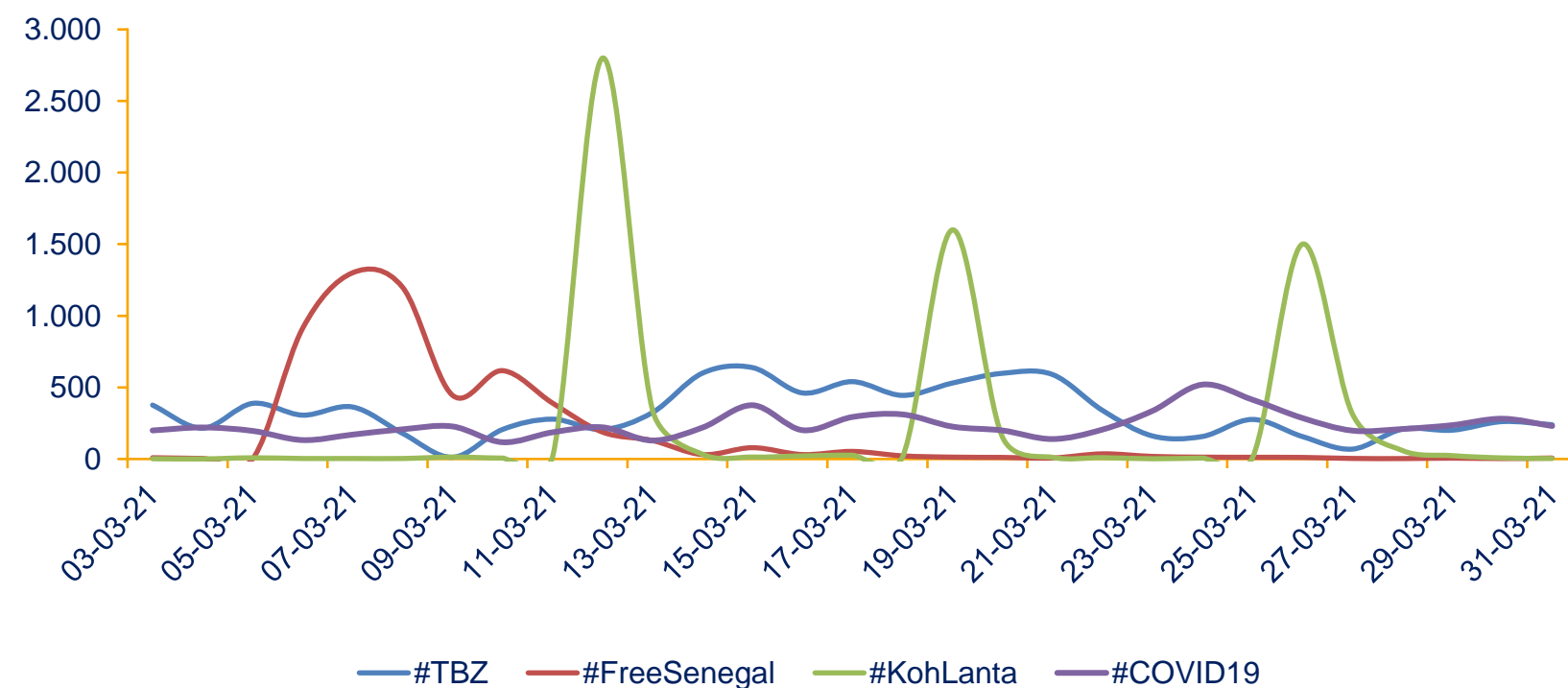
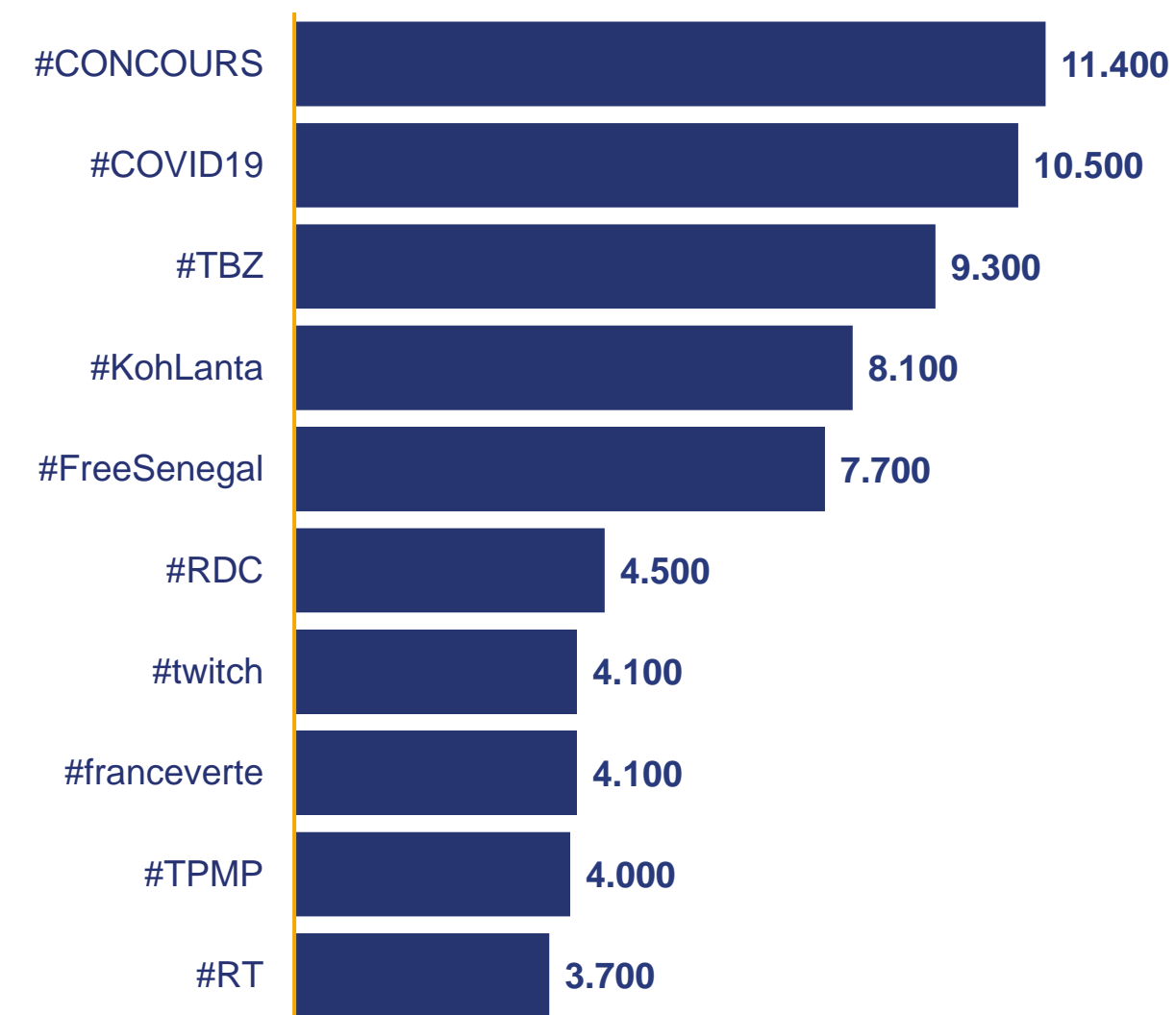
**CONCOURS** and **COVID19** remain the most talked about topics during March, with the hashtag **CONCOURS** taking the top spot thanks to the contests on the beginning of March.

**TBZ** remains at the top of the ranking as the boy band "The Boyz" have a large community on Twitter.

The Belgians massively discussed about **KohLanta** every Friday, the day the episodes were broadcast.

**FreeSenegal** follows the violent clashes between youths and police earlier this month after the arrest of Ousmane Sonko, the third-placed candidate in the 2019 presidential election and one of the leading candidates for the 2024 election.

The hashtag **franceverte** appears following the proposed law in France on the controlled legalisation of the production, sale and consumption of cannabis. 80% of citizens voted in favour of legalisation in a broad consultation.



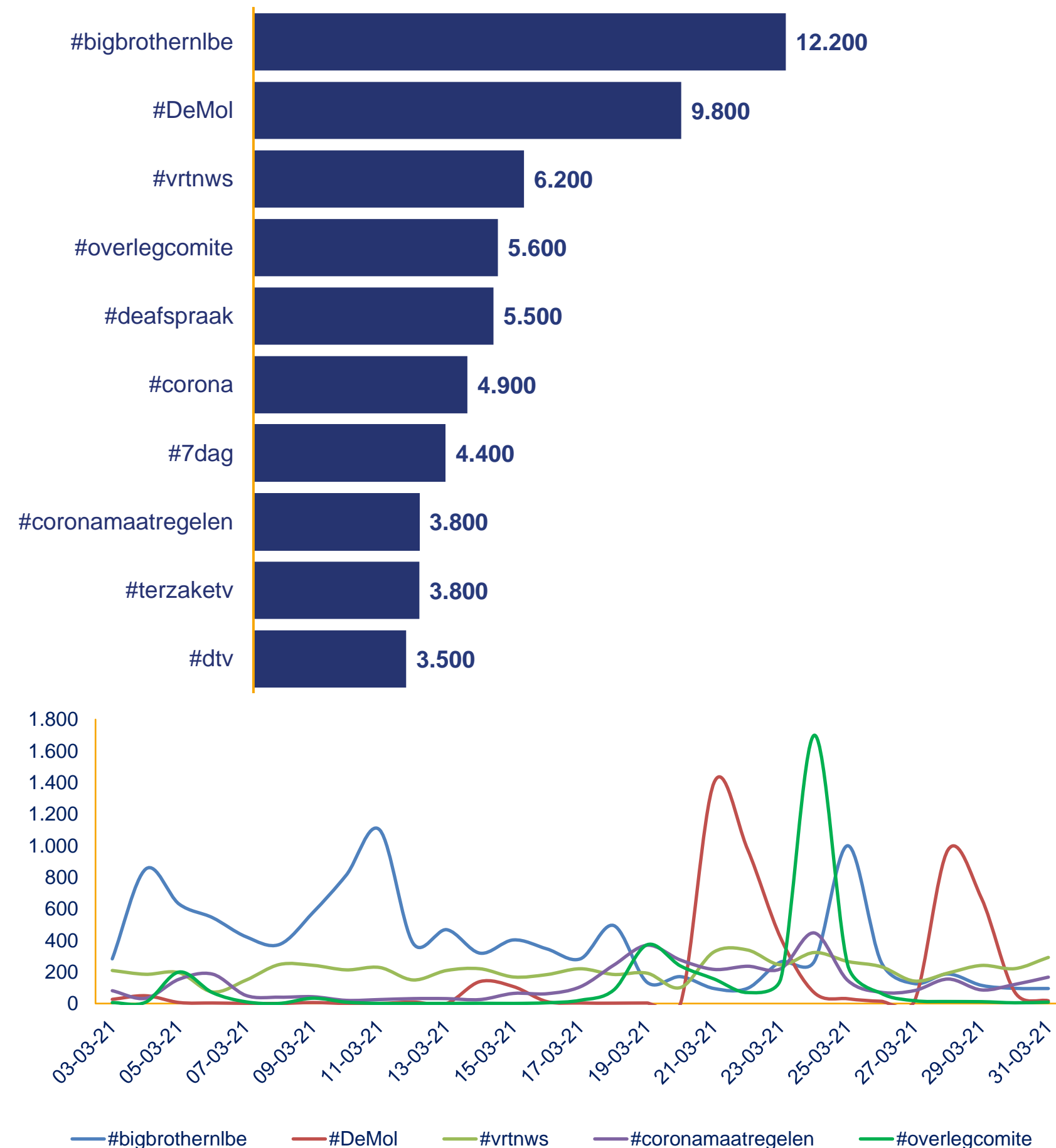
# TOP 10 # IN SOCIAL MEDIA - DUTCH

06

As usual, TV shows remain very popular in Dutch-speaking Belgium. **bigbrothernlbe**, **vrtnws**, **deafspraak**, **terzaketv** and **dtv** all enter the ranking, which has been the case since the beginning of 2021.

In March, **DeMol**, a Belgian reality game show came second, with peak mentions on every Sunday broadcast.

The changes in March are mainly due to the arrival of mentions about **overlegcomite** and **coronamaatregelen**, in connection with the measures put in place to combat a third wave.



SNCB/NMBS remains the most mentioned Belgian brand in March, while Bpost is close behind in second place following the dismissal of its CEO. Colruyt Group and STIB are the other two brands to enter the top 10.

The 10 most discussed topics in the written press are unchanged since the beginning of the year.

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AstraZeneca is in first place with almost three times as many mentions as Facebook, which is the second most mentioned international brand. Mercedes enters the ranking following the resumption of the F1 world championship and Volkswagen makes a bad buzz with a failed April Fool's Day.

## WRITTEN PRESS

## SOCIAL MEDIA

Pharmaceutical brands AstraZeneca and Pfizer both moved up the rankings, in line with the current vaccination campaign. Paris Saint-Germain F.C. is the only new brand in the top 10.

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Concours and covid19 remain the most discussed topics in French-speaking part of Belgium, but two TV-Shows enter the top10 in March, which follows the classic trend in Dutch-speaking Belgium where five out of ten results are also related to Tv-Shows.



We gathered data for this report from 01/03/2021 until 31/03/2021 for the written and online press as well as for social media in Belgium.

The results for the written press are based on the methodology of MediaTopiQ, which is unique to Auxipress. It is based on the theory of agenda-setting and on a database developed for 5 years that contains more than 8.000 media interests, composed of more than 100.000 words and bilingual expressions (French and Dutch).

The insights for social media are collected from Talkwalker Analytics, partner of Auxipress.



# THANK YOU !

Do you have any question, suggestion or comment regarding our monthly trends report ?

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