

BOYCOTTS IN ASIA 2024

SOCIAL MEDIA OVERVIEW



JULY 1 - JULY 31, 2024

DATA: X

This infographic presents findings about boycott movements in July targeted towards Starbucks, Disney and Skechers in Malaysia & Indonesia.



SKECHERS

Disney



Disney

Disney

SKECHERS



SKECHERS

SKECHERS

Disney



Disney

SKECHERS



SKECHERS



Disney

EXECUTIVE SUMMARY

The conflict in the Middle East sparked a global wave of brand boycotts as a form of social activism. In Asia, the calls for brands boycotts have been concentrated in Malaysia and Indonesia.

Social media plays a critical role in amplifying these calls, with online platforms becoming hubs for discussion and mobilisation. The boycotts have gained significant traction online, driven by netizens and influential accounts, including movements like Boycott, Divestment, Sanctions (BDS) and hashtags such as #BlockOut2024.

These boycotts can have profound consequences, leading to increased scrutiny of brands, growing distrust among consumers, and potentially significant losses in sales. The impact and reach of these boycotts will be further examined through case studies on brands like Starbucks, Disney, and Skechers, which all faced different types of boycotts in July 2024.



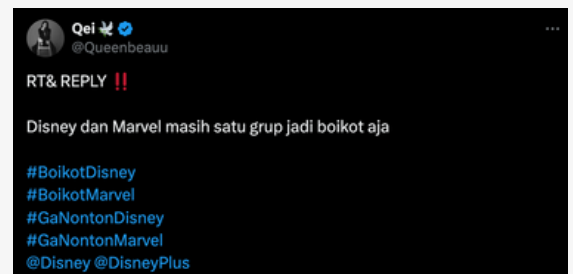
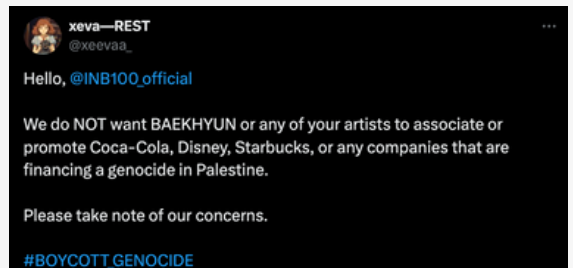
Social media movements, when covered by traditional media, can reach a wider audience.

CNBC Indonesia > Lifestyle > Berita Lifestyle

Starbucks Hilang dari Daftar Boikot Produk Terafiliasi Israel

Rindi Salsabilla, CNBC Indonesia

Translation: Starbucks Missing from Israeli Affiliated Products Boycott List



Translation: Disney and Marvel are still the same group so just boycott

TRP The Rakyat Post

+ Follow

16.3K Followers



No Rest For OCM – Malaysians Not Showing Love Over Collaboration With Skechers For Olympics 2024



Translation: If you are looking for comfy shoes from brands that aren't boycotted, that have soles at Skechers / Hush Puppies level of comfort, try this local brand please.

NETIZEN-LED MOVEMENT

STARBUCKS BRAND ANALYSIS

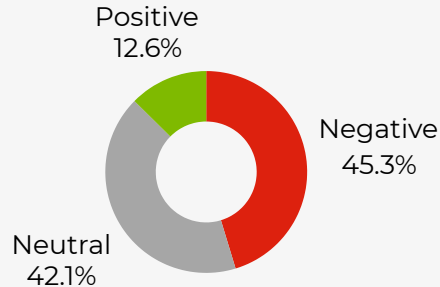


In October 2023, Starbucks Workers United tweeted in solidarity with Palestine. The boycott began when Starbucks sued the union after they refused to delete the tweet.

In July 2024, there was a surge in calls to boycott the brand without the 'Boycott, Divestment, Sanctions' (BDS) movement's involvement.

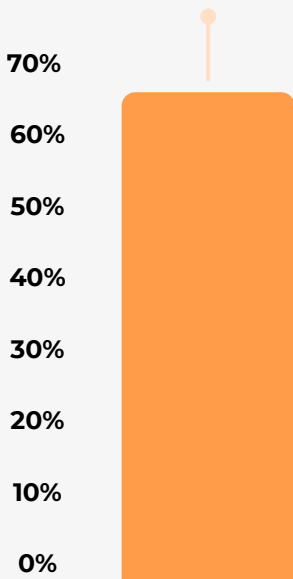
Sentiments in July

Despite lack of an organised boycott movement, Starbucks amassed largely negative sentiments on social media.



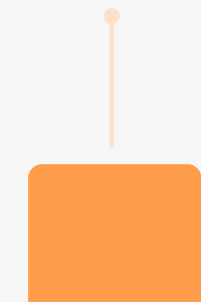
What is being discussed on social media?

Online movement advocating for the boycott against Starbucks. The movement sparked hashtags like #BoycottStarbucks.



Organic calls for boycott

Consumers expressed a preference for supporting "local coffee shops that offer higher quality products", reinforcing the call to choose local over global brands.



Product Quality

A collaboration between Taeyang, a member from boyband BTS, and Starbucks sparked conversations.

While some fans celebrated the partnership, others voiced concerns that news of the collaboration might overshadow the call for boycotts.

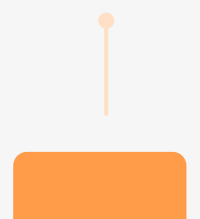
Fans urged BTS to stop their partnership with Starbucks.



K-pop Band BTS

Starbucks was mentioned alongside Adidas after their controversy in July.

The controversy started after Adidas dropped model Bella Hadid from an ad campaign due to her support for Palestine.



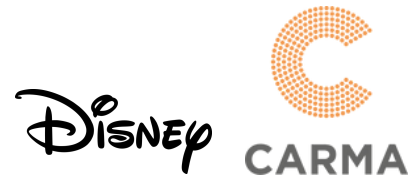
Adidas Controversy

Volume chart of conversations on social media



BACKLASH BY K-POP FANS

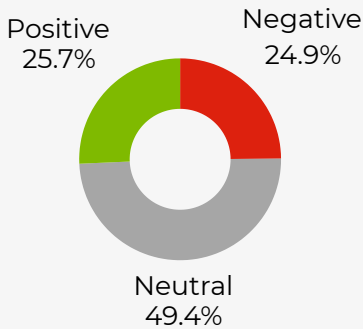
DISNEY BRAND ANALYSIS



Before July, calls for boycotts towards Disney started after they made an official announcement to pledge US\$2m and further initiatives to support Israel.

In July, Disney faced backlash due to fans of K-pop band BTS urging members Jimin & Jungkook to cancel their upcoming 'Are You Sure' show on Disney. In addition, the 'Boycott, Divestment, Sanctions' (BDS) movement in Indonesia drove a surge in mentions with as Disney announced releases of new shows and movies.

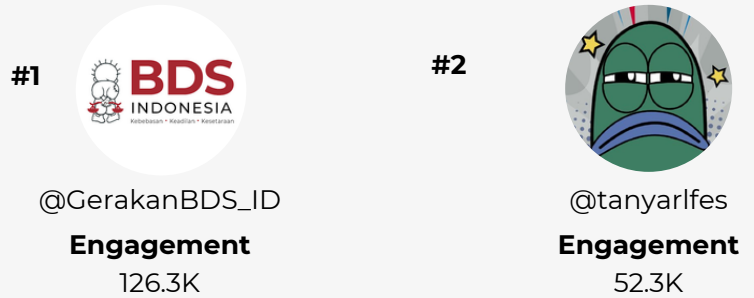
Disney faces mixed sentiments despite strong calls for boycott



All top 10 hashtags associated with Disney are related to the boycott

1. #JiminxJungkook
2. #AreYouSure
3. #지민x정국
4. #이게맞아
5. #BOYCOTTDisney
6. #HYBEDivestFromZionism
7. #BoikotDisney
8. #BoikotMarvel
9. #GaNontonDisney
10. #GaNontonMarvel

"Gerakan BDS di Indonesia" leads as the top influencer in July



Most engaged tweet in July

Volume chart of conversations on social media



PULLED INTO THE DISCOURSE

SKECHERS BRAND ANALYSIS



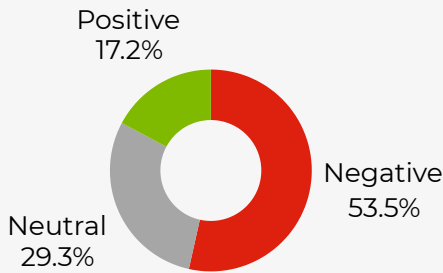
Boycotts targeted at Skechers started when Michael S Greenberg, the president of Skechers, declared his support for Israel.

In July, Skechers was associated with ongoing criticism towards the Olympics by some Malaysians after the shoe brand collaborated with the Olympic Council of Malaysia (OCM) for the 2024 Olympics. There were calls for a boycott of Skechers products, reflecting a sense of betrayal and anger among Malaysians who felt their interests were not being represented.

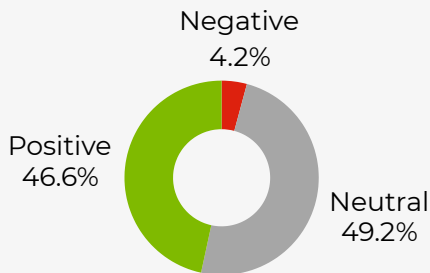
However following a collaboration with ElleMen, sentiments on social vastly changed for the shoe brand.

Skechers saw a 49% decrease in negative sentiments after collaborating with ElleMen

During



After



Keywords related to Skechers shifted from significant to no mentions of a boycott

During



After



Volume chart of conversations on social media



NOT ALL BOYCOTTS ARE THE SAME



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COMPARISONS & TAKEAWAYS

Boycotts can be sparked by various triggers, making each case unique

Starbucks

Netizens independently led the charge for an organic boycott of Starbucks, despite BDS initiating and later withdrawing from the movement.

Disney

Disney faced mentions of boycotts primarily associated with new TV show or movie releases, making these instances product-driven boycotts.

Skechers

The boycott did not last long. Social media conversations of boycotts were overshadowed by Skechers' collaboration with ElleMen.

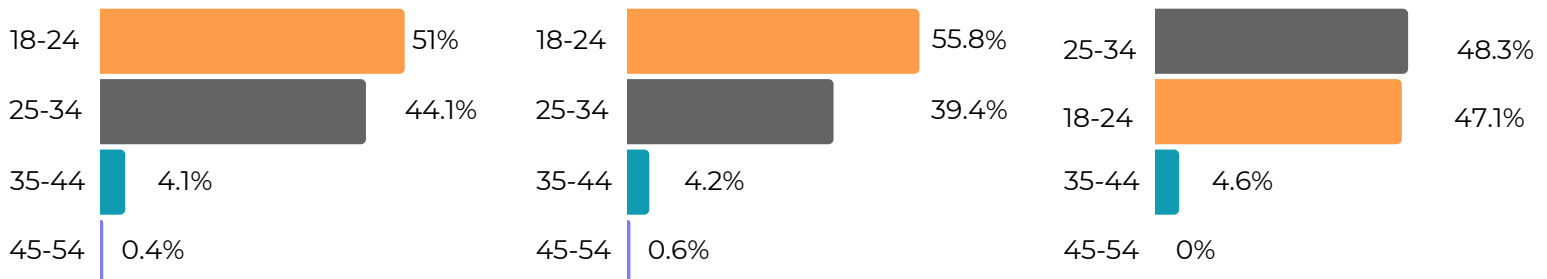
Influencer partnerships drive mentions, but also amplify potential for backlash

The collaborations between BTS and brands like Disney and Starbucks significantly increased social media mentions, highlighting the influence of the popular K-pop band.

BTS, with its massive fan base among the younger generation, particularly Gen Z, plays a crucial role in driving conversations that matter to this demographic.

These partnerships showcase how associations with influential figures and cultural icons like BTS can elevate brand visibility while also drawing attention to issues that resonate with different generations.

Calls for boycotts towards Skechers were primarily initiated by 25-34 year olds



Jeremiah Rodrigues
General Manager, Malaysia & Philippines
CARMA



Reputation is not just about capturing what people feel toward a brand, but also understanding how they consume and are influenced by the media.

In a crisis, this perception becomes more crucial than ever.

Social media trends, traditional media and audience sentiment combined, paint a powerful picture for brands — capturing a true, holistic opinion that can help a brand bounce back from boycotts.





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WHAT'S NEXT

CARMA is a global leader in communications intelligence.

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Our measurement and evaluation programmes are supported by our global team of analysts, and powered by primary research capabilities and real-time media monitoring across print, broadcast, online and social media.

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DELIVERING WHAT MATTERS

Boycotts In Asia 2024
Social Media Overview

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