

The Panther That Never Was.

Viral Fame or Clickbait Shame?

*Who capitalized on the
story, and did it actually
land?*



Incoming Panther?

At the end of June Romania almost saw its first black panther. Highlight on ALMOST.

The black panther's alleged escape from Bulgaria and sightings in Romania have sparked a mix of humor and concern, with social media users creating memes and jokes about the situation, highlighting its viral nature.

Social media users creating memes and jokes about the situation while businesses tried to leverage its popularity for promotions and engagement.

9,754 posts about the Black Panther roaming Romania in search of a better home.

I analyzed 428 of these posts that came from businesses, big brands or NGOs. Let's look at some of them to understand whether the real time marketing stunt landed or it was just cringe.

Methodology

YOUSCAN 

These reports are the love child of great coffee, **YouScan Social Listening** (shoutout to their AI-driven Insights! and their live dashboards!).

I used YouScan Social Listening to capture and analyze relevant online conversations.

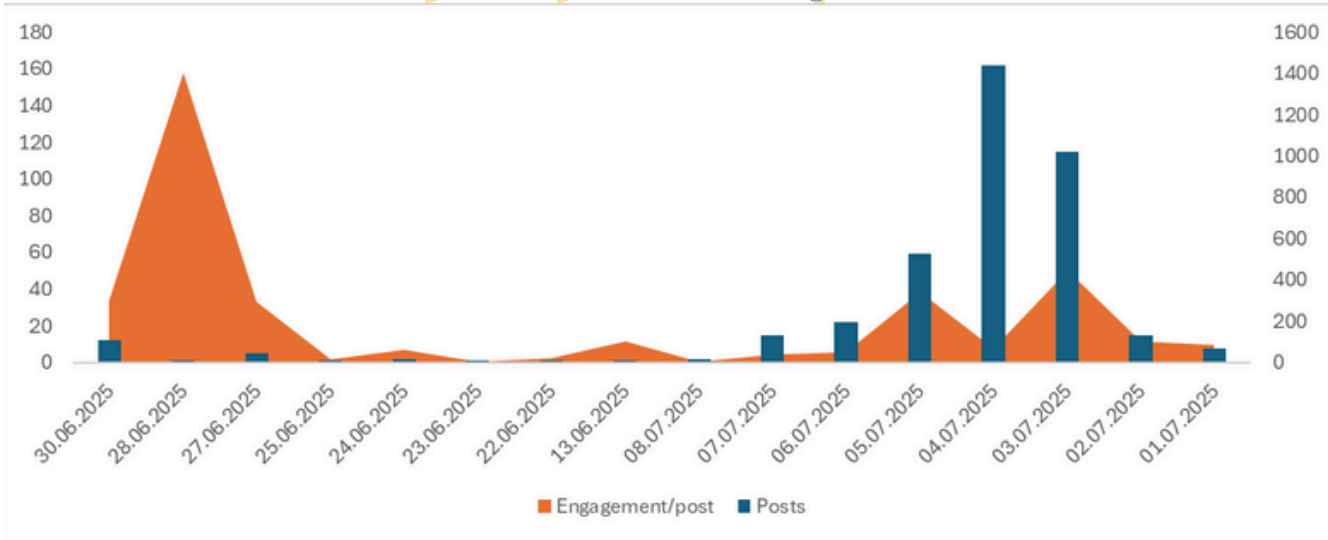
The primary Romanian Boolean query used to identify mentions included keywords pantera OR panteră and excluded keywords like “Pantera Roz”.

Data was collected from various social media platforms, news websites, and other online forums, enabling a thorough analysis of how this event was used for real time marketing on social media.



Let's look at some data first.

Getting crowded? Stay away from the panther.



Early posters got top engagement, but once everyone jumped on the bandwagon, the numbers declined.

Professional marketing teams led the pack in panther engagement.

Professional marketing teams delivered the top engaged “panther” posts for brand accounts. Media and Health followed closely.

In contrast, accommodation/hotels/restaurant s jumped on the bandwagon in large numbers, but failed to trigger interest/engagement.

1 Tourism

168 mentions

2 Health

64 mentions

#3 Top engaged category

3 Nail technicians

59 mentions

4 Media brands

58 mentions

#2 Top engaged category

5 Big brands

31 mentions

#1 Top engaged category

6 Animal org

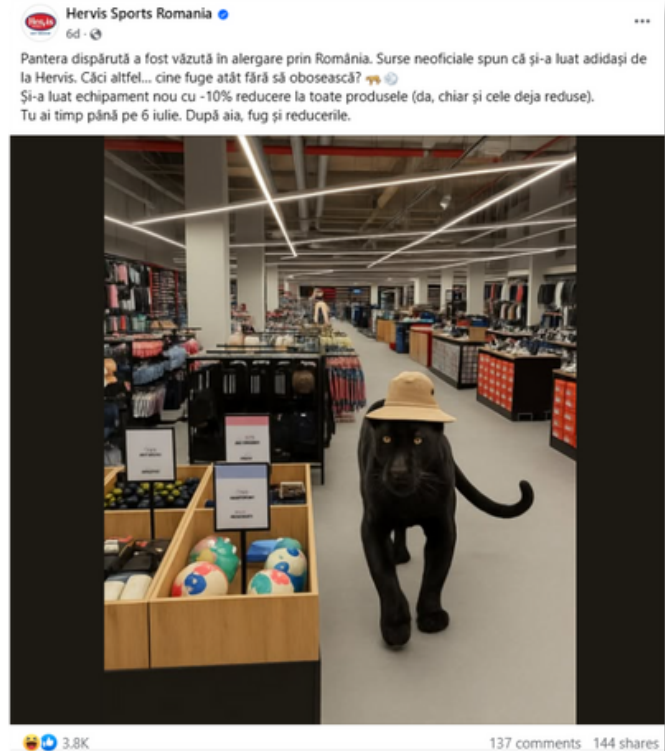
16 mentions

7 Education

13 mentions

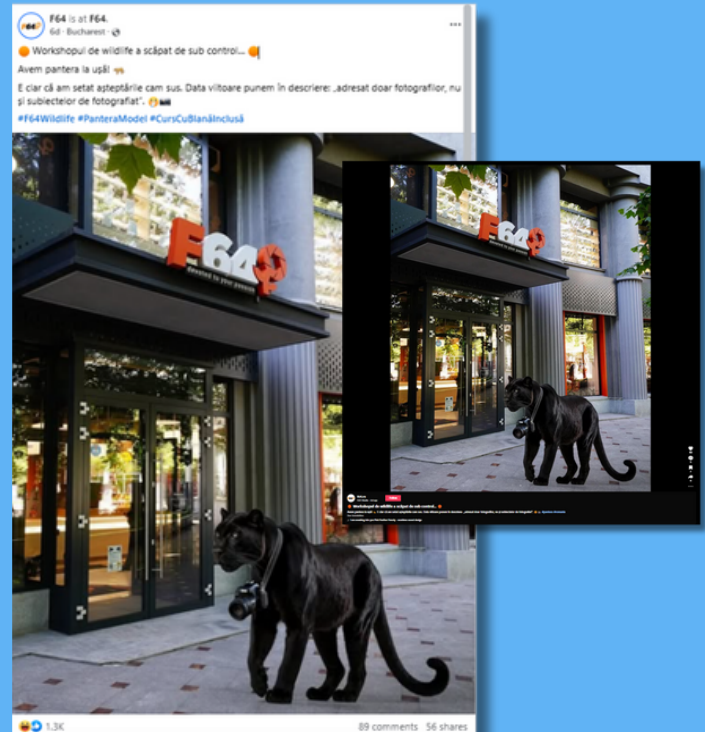
Now let's have some fun.

Top branded posts



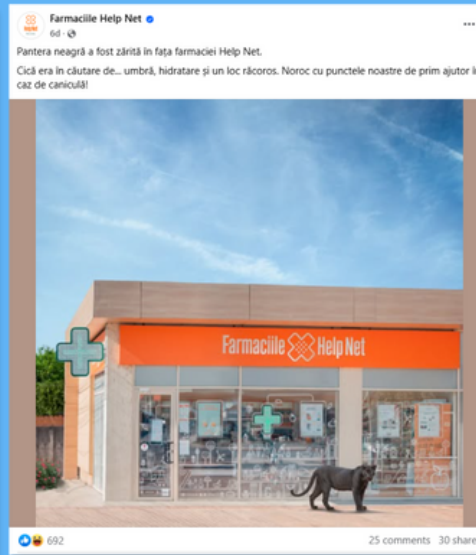
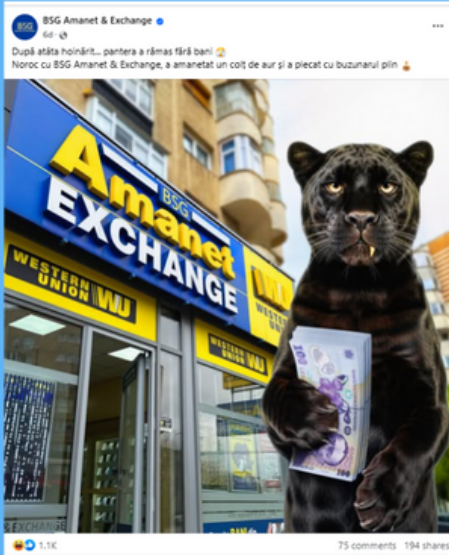
Now let's have some fun.

Top branded posts



Now let's have some fun.

Honorable Mentions: Brand Edition

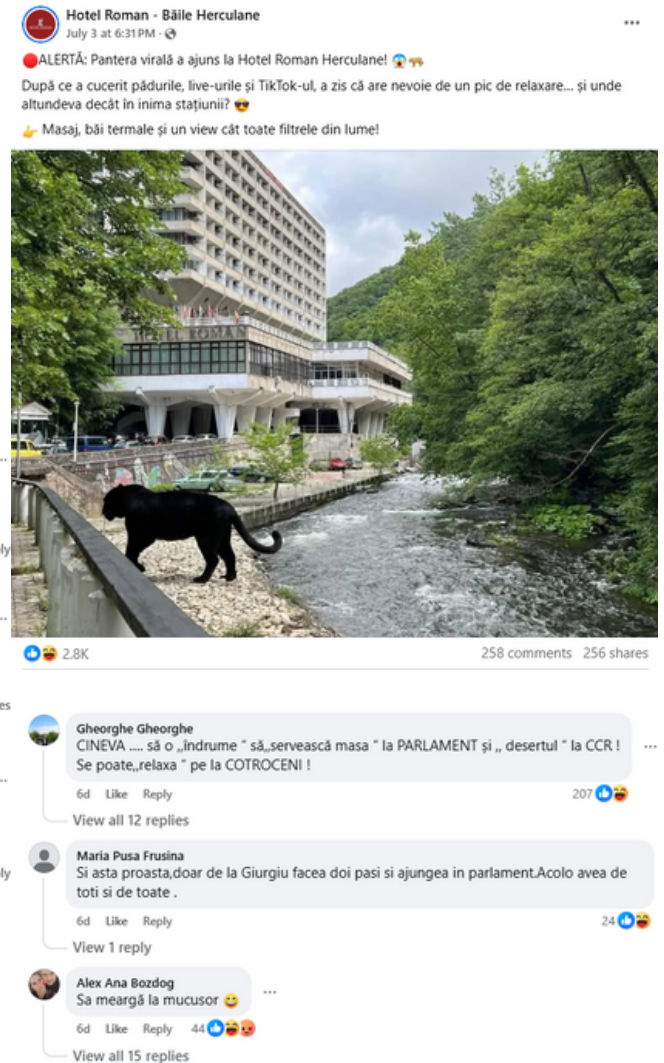


Now let's have some fun.

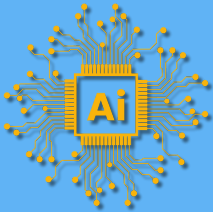
Honorable Mentions

Orthodontist.

Hotel



Lessons learned



AI image generation is free for all. And I mean ALL.

AI image generation is now free for everyone—no limits. Real-time marketing and content is cheaper to produce for brands and users alike. In real time marketing brands are likely to compete more often for attention with UGC.

Brand to brand love.

Is it relevant engagement if you don't engage with clients, but rather with other brands piggybacking on your content? It's up for brand managers to decide.



No love for politicians.

Users craved content showing the panther 'visiting' Romania's political institutions.

Reach out

**With questions about
social listening and real
time marketing.**



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