

The Lady Dorito Controversy

By using the Sysomos Analytics Platform, we created a Boolean Search analyzing the controversy surrounding “Lady Doritos.” Following a Doritos commercial aired during the Super Bowl, consumers reacted negatively to a comment made by PepsiCO CEO, Indra Nooyi in a “Freakonomics Radio” podcast interview. ["As you watch a lot of the young guys eat the chips... they love their Doritos, and they lick their fingers with great glee ... Women, I think, would love to do the same, but they don't. They don't like to crunch too loudly in public."](#) The Twitter widgets: latest activity, geography, word cloud and buzzgraph, were used to analyze the search term “lady dorito” OR “#ladydorito.” The latest activity graph for the range of 2/1/18- 2/8/18 showed a clear spike on the day after the Super Bowl, Monday February 5th, and subsided on Wednesday, February 8th.

[@CarolineSiede](#) created a thread defending Nooyi’s comments, which became most retweeted tweet for this topic.

Hi. No one is making a “Lady Dorito.” Freakonimics interviewed Pepsi CEO Indra Nooyi—one of the few women to run such a massive company—and specifically asked how her company approaches male and female consumers. <https://t.co/D4fBGH2cYv>
pic.twitter.com/EBPmdDa0hz

— Caroline Siede (@CarolineSiede) [February 5, 2018](#)

The geography filter showed how this topic trended globally; the majority of the Twitter conversation occurred in the United States with 73.5%, followed by Canada and the United Kingdom.

The word cloud showed the words mentioned most frequently: “lady dorito,” “dorito,” “lady,” “women,” and “freakonomics.”

We inferred connections between words within the buzzgraph to better understand the controversy of Nooyi's comment. Since our Boolean search used the two words "lady dorito" they appeared in the center of the graph, with related words surrounding them. The buzz graph showed the term 'freakonomics interviewed' outside of the graph indicating the main cluster of words were all words discussed in podcast interview mentioned.

The Sysomos system allowed us to clearly define the root of this controversy and see the way that consumers reacted.