



Use Cases for Energy

From fragmented consumer data to
reliable energy insights

USE CASE 1:

Mapping Category Conversations: What Do Consumers Talk About Regarding Fuel and Lubricants, and Who Owns This Conversation?

Problem

Brand health tracking focuses on the question “How are we performing?”. However, a more fundamental question remains unanswered: when consumers talk about fuel or lubricants, what are they actually talking about, and which part of this conversation is owned by which brand? In Türkiye’s fuel category, consumer conversations are shaped around themes such as price, reliability, station experience, environmental concerns, and loyalty programs. Each theme has an owner, or there are whitespace areas that no brand has claimed. Enlighty’s preliminary analysis shows that among brands operating in the energy sector, some have significantly higher shares of conversation on social media compared to others. The critical question is: **in which areas are competitors able to generate content, and where are the thematic gaps that brands in the energy sector can own?**

What Enlighty Does?

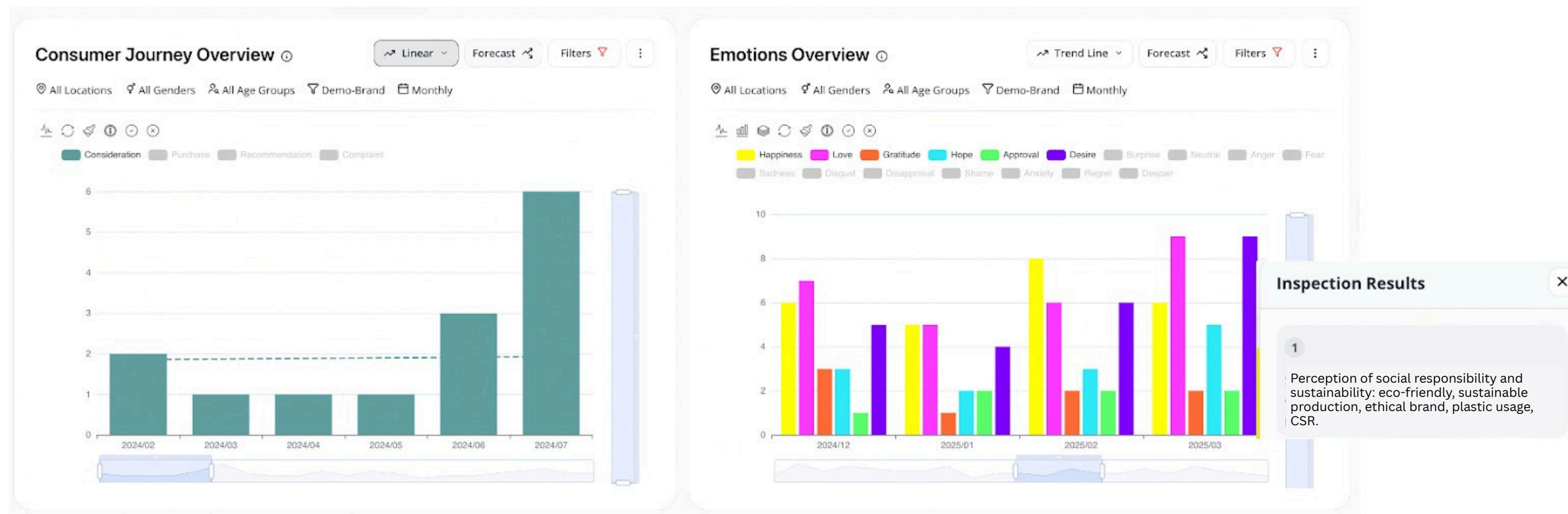
- **Theme-brand mapping:** Classifies all organic conversations in fuel and lubricant categories by themes such as price, quality, trust, environment, loyalty programs, and station experience. Measures which brand is most strongly associated with each theme. If “cleanliness” is the most dominant theme in the category and concentrated around a competitor, brand X can clearly see which perception gap it needs to close.
- **Emotional depth within themes:** The same theme can be discussed with different emotions. Is “price” associated with anger or acceptance? This distinction is critical. For example, anger requires crisis communication, while acceptance creates an opportunity for value messaging. The 17-emotion classification reveals the emotional structure of each theme.
- **Demographic theme mapping:** Different demographics prioritize different themes. While younger consumers discuss digital experience, middle-aged consumers focus on price and reliability. By showing the theme-brand-demographic triad together, it provides a data-driven answer to the question: “Which topic should we own in which segment?”

Expert Insight

Enlighty data alone does not make positioning decisions, but it grounds strategic decisions in data. For example, if data shows that “OEM approval” is the most decisive factor in purchase decisions in the lubricant category, but brand X’s partnerships and product range have low visibility in this conversation, an industry expert might ask: “Is our technical specification communication reaching the mechanic channel? Is the competitor’s OEM approval messaging overshadowing our actual specification advantage?” Enlighty provides the data; strategic interpretation and decisions remain with the expert.

Enlighty Panel Examples

Category-level theme distribution, brand ownership of each theme, emotional profiles, and segment-based theme mapping through demographic breakdowns can be continuously tracked and root causes can be analyzed.



USE CASE 2:

Measuring the Impact of Price Changes on Brand Perception: Who Is More Affected?

Problem

In Türkiye's fuel market, changes in SCT (Special Consumption Tax), global crude oil movements, and currency depreciation continuously create price events. Each price change generates strong consumer reactions, but these reactions are not uniform. One brand may be disproportionately blamed, while another may suffer less damage due to a perception of "better service." Younger consumers may react with anger to the same increase, while middle-aged consumers may start searching for alternatives.

What Enlighty Does?

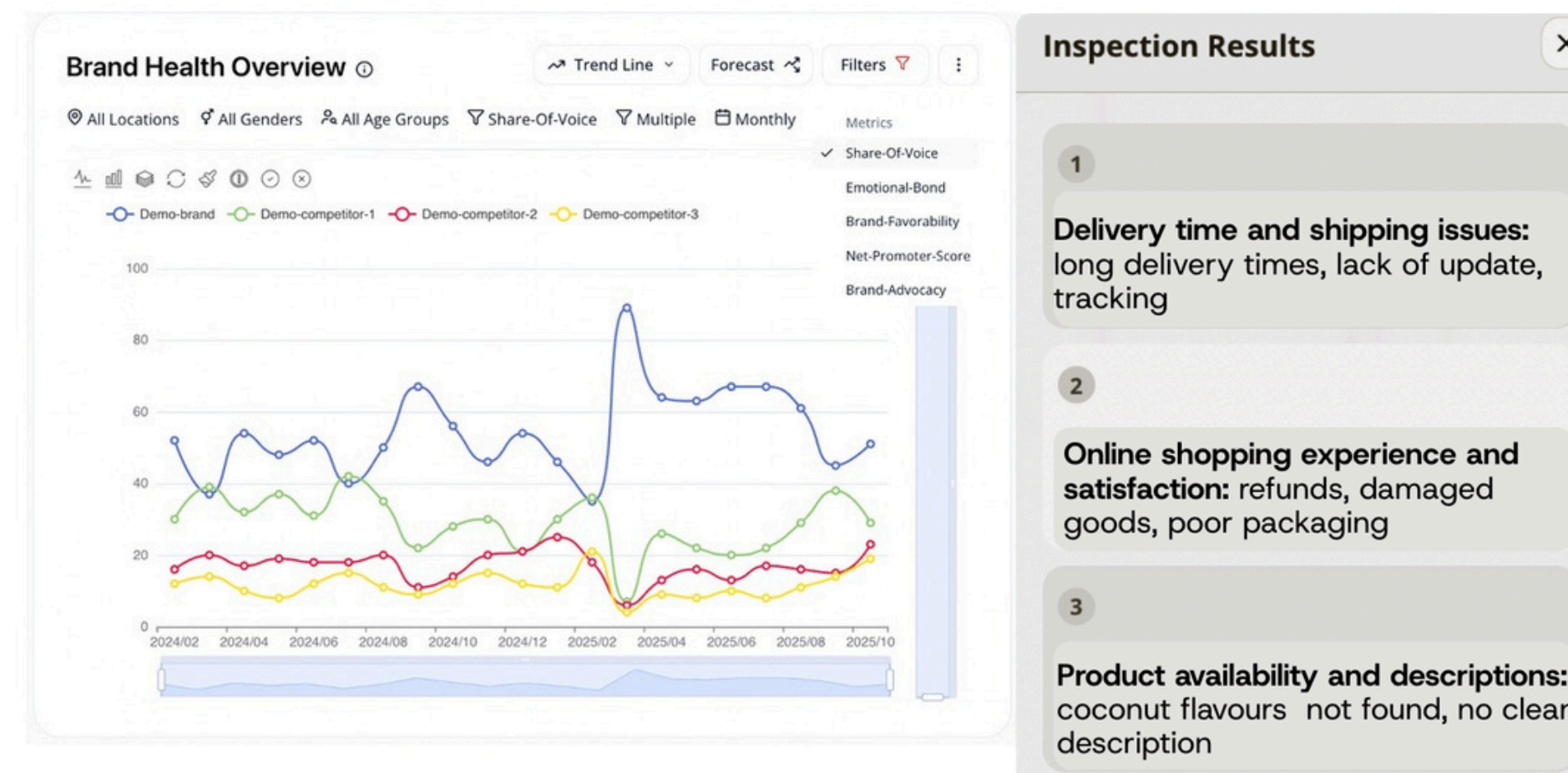
- **Brand-level distribution:** After the same price increase, how does the emotional profile differ between the main brand and competitors? Comparisons after each price event create a "reaction index" over time. If the main brand is disproportionately blamed for an industry-wide increase, this signals a brand perception issue.
- **Nature of reaction through emotion segmentation:** Is the reaction anger, hopelessness, acceptance, or active search for alternatives? Anger requires crisis communication; search for alternatives requires strengthening loyalty programs. The 17-emotion classification makes this distinction.
- **Demographic and geographic distribution:** A driver in Istanbul and a user in Southeastern Türkiye respond differently. Price sensitivity is broken down by age, gender, and region to build a predictive model over time. For example, the different impact of a 2 TL/liter increase versus a 5 TL increase across segments becomes visible.

Expert Insight

Price sensitivity data enables marketing and pricing teams to build a shared decision ground. For example, if after an SCT increase the data shows that consumer anger toward the brand is significantly higher compared to competitors, an industry expert may ask: “Is our post-price increase communication strategy sufficient? How are competitors framing the price increase, and are we more affected? Should the Positive Points program be activated during these moments?” Enlighty answers the question “What is being felt?”; the questions “why?” and “what should be done?” are enriched with operational data and expert evaluation.

Enlighty Panel Examples

Five different brand health indices—such as NPS, emotional connection, brand liking, brand advocacy, and brand visibility—can be continuously tracked comparatively with competitors, and their root causes can be analyzed.





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