**These Brands Are Driving Growth With Social Listening**

Brands such as StarKist, The Maids and Ocean Spray have experienced new growth from discovering new insights through social listening in partnership with companies like Pacific and Netbase Quid, and executives discuss changing brand direction based on the findings. "We're tapping into the subconscious of the consumer," says StarKist's Andy Mecs.

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[*https://www.adweek.com/performance-marketing/how-social-listening-speaks-to-brands-and-improves-consumer-targeting/*](https://www.adweek.com/performance-marketing/how-social-listening-speaks-to-brands-and-improves-consumer-targeting/)

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[*https://www.agilecrm.com/blog/wp-content/uploads/2016/10/xsocial-listening.png.pagespeed.ic.B2py0xIRqY.png*](https://www.agilecrm.com/blog/wp-content/uploads/2016/10/xsocial-listening.png.pagespeed.ic.B2py0xIRqY.png)