

# #StartedinOxford

## Snapshot Campaign Analysis Report

25<sup>th</sup> August – 15<sup>th</sup> November

Jessica Turner





# Social Engagement overview

**17 Facebook posts** – total reach\*: 3,523,656  
Engagement: 110,538

**32 Tweets** – total impressions: 434,990  
Engagement: 6948  
Retweets: 790  
Likes: 964

**5 LinkedIn posts**

**8 Instagram photos** – total impressions\*\*:178,000  
Total reach:124,000  
Engagement: 7534

\*Including paid advertisement

\*\*Instagram analytics only offered mid way through the campaign. Please see data file for posts included



# Social Engagement overview

## YouTube:

This doctor never sleeps #StartedinOxford – **1743 views**

Cars can't think? Think again. #StartedinOxford – **1459 views**

Designer organs? #StartedinOxford – **1038 views**

Voice recognition that works like the human brain #StartedinOxford - **938 views**

Decoding the dawn of civilisation #StartedinOxford – **815 views**

Can you turn an orange into a grapefruit? #StartedinOxford – **788 views**

Can phones save the environment? #StartedinOxford – **624 views**

**Total native YouTube views: 7405**



# Top posts



## Top Twitter post

Voice recognition [Video]

28.08.2016 2:50pm

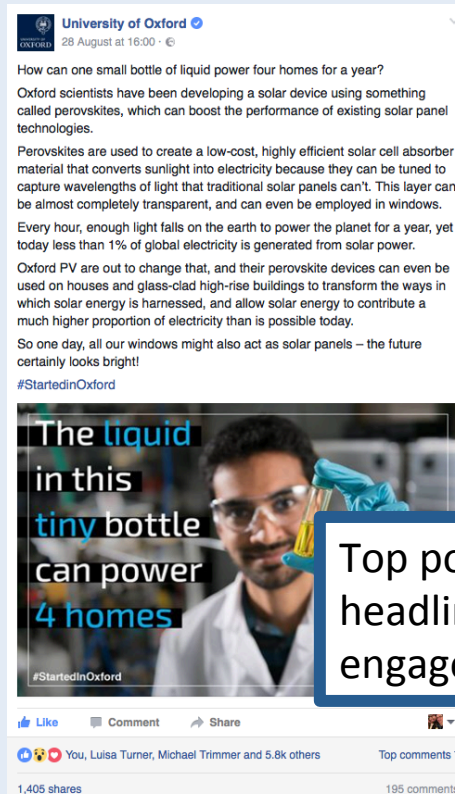
Retweets: 41

Likes: 68

Impressions: 17463

Engagement: 346

Engagement rate: 2.0%



## Top Facebook post

Solar [Image]

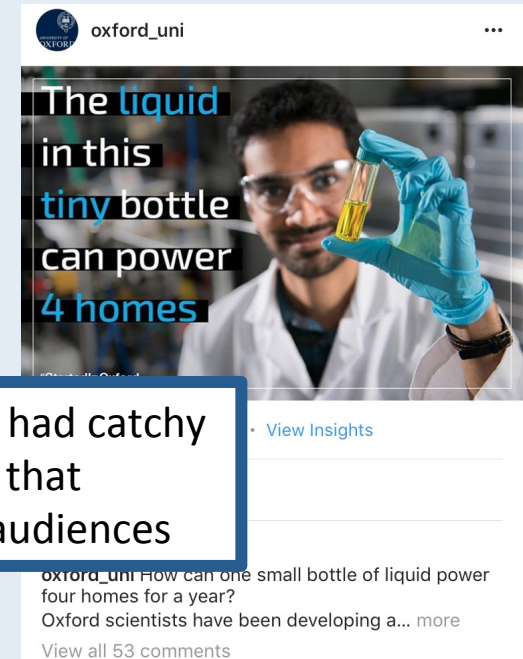
28.08.2016 4:00pm

Shares: 1405

Likes: 5.8k

Comments: 195

Impressions: 912686



## Top Instagram post

Solar [Image]

29.08.2016 11:50am

Comments: 53

Likes: 2830

Top posts had catchy headlines that engaged audiences



# Top posts



## Top Twitter post

Expensive material [Image]

26.08.2016 12:40pm

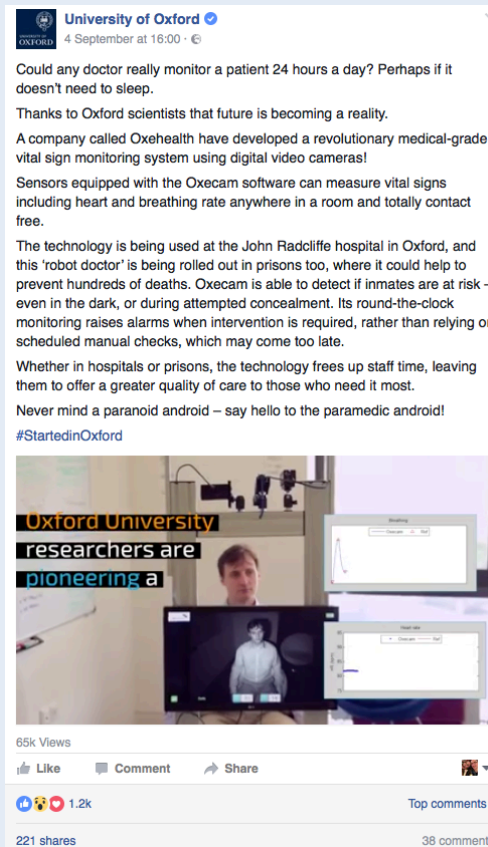
Retweets: 26

Likes: 36

Impressions: 13719

Engagement: 456

Engagement rate: 4.8%



## Top Facebook post

Doctors [Video]

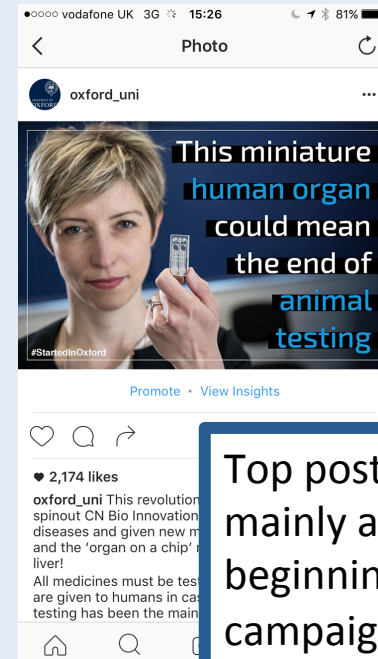
04.09.2016 4:00pm

Shares: 221

Likes: 1.2k

Comments: 36

Impressions: 480815



## Top Instagram post

Organ [Image]

30.08.2016 11:30am

Comments: 51

Likes: 2174

Top posts occurred mainly at the beginning of the campaign



# Media coverage

## Scientists make oranges taste like GRAPEFRUIT using incredible 'fruit alchemy' technique

- Scientists developed a way of converting a flavour compound in oranges
- A customised enzyme alters the compound into one found in grapefruit
- It can produce large quantities of grapefruit flavour and scent for industry

By RICHARD GRAY FOR MAILONLINE

PUBLISHED: 12:53, 9 September 2016 | UPDATED: 16:58, 12 September 2016



They are perhaps some of the most popular fruit to be found on breakfast tables around the world.

But now scientist have found a way of making oranges taste like grapefruit.

Using a form of fruit alchemy, researchers at the **University of Oxford** have developed a way of modifying naturally occurring compounds in oranges to alter their smell and taste.

They say this could provide a new cheap and plentiful source of grapefruit aroma and flavouring for drinks, food and the perfume industry.

Scroll down for video



© Oxford Biotrans

Grapefruit (pictured) is one of the most popular scents and flavours in the world and is widely used in perfumes, confectionery, soft drinks and food. Now scientists have found a way of mimicking their smell and taste using oranges

The technology uses a modified enzyme to convert a compound called valencene found in oranges into the complex molecule responsible for the distinctive taste and smell of grapefruit.

Known as nootkatone, this molecule is large and complex, meaning it is difficult to synthesis artificially.

Instead industry relies upon it being purified from grapefruit – an expensive and time consuming process.

It takes around 400 tons of grapefruit to produce just 2lbs of the flavouring.

Yet grapefruit is one of the most commonly used essential oils in the perfume industry and is also widely used to flavour confectionary, soft drinks and other foods.

Dr Luet Wong, a chemist at the University of Oxford who developed the new technology, said: 'The process requires little energy and generates almost no waste in contrast to conventional chemical processes.

'The real benefit is that the end product is completely natural.'

A spin-off company called Oxford Biotrans is now developing the technology so it can be used to create flavours on an industrial scale.

As the orange industry is much larger than that of the grapefruit, there is far more of the compound valencene available.

### HOW TO TURN ORANGES INTO GRAPEFRUIT

Scientists have customised an enzyme called cytochrome p450 so that it can convert a molecule found in oranges into nootkatone, the compound that gives grapefruit its distinctive scent and flavour.

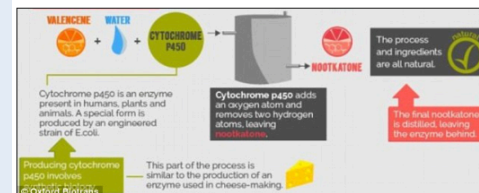
They use oranges like living laboratories to create a closely related but naturally occurring compound called valencene.

Using the enzyme and some water they can add an oxygen atom to the compound and remove two hydrogen atoms.

This converts the valencene into nootkatone, which can then be distilled from the mixture.



While it is unlikely the technology will ever be used to make whole oranges smell and taste like grapefruit, it could be used to create new types of breakfast juice (picture of grapefruit)



Scientists have developed a way of turning a compound found in oranges into the key molecule responsible for the flavour and scent of grapefruit. They created a custom-made enzyme called cytochrome p450 to react with valencene from oranges (illustrated)

See how scientists developed oranges that taste like grapefruits



LINK:

<http://www.dailymail.co.uk/sciencetech/article-3781513/Scientists-make-oranges-taste-like-GRAPEFRUIT-using-incredible-fruit-alchemy-technique.html>