

ONLINE MARKETING COMMUNICATION: A  
NETNOGRAPHY INTO DIFFERENT TYPES OF FASHION  
BRANDS

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## **Abstract:**

This thesis aims to explore if fashion brands are doing a successful online communication regarding the online social platform, the Instagram.

The study is conducted through netnography method and concepts of success variables concerning the Instagram to explore if the online communication is efficient or if not. Six global brands (Zara, H&M, Prada, Gucci, Nike, and Adidas) were chosen to participate in the analysis, for their different type/category of brands and their worldwide recognition. The data collection and data analysis is divided into three groups: the first part is the overall data collection and data analysis of each brand, the second is the specific data collection and data analysis of each brand, and the third is the comparison of the categories of brands.

The results of the data collection and data analysis shows that Fast fashion brands (Zara and H&M) are doing an exceptional online communication, but in some aspects H&M is a bit better because of the engagement between brand and consumers and the use of celebrities as ambassadors of the brand. The Haute-de-couture brands (Prada and Gucci), have an extraordinary online communication, they are very similar and have great number of uploaded photos and videos each month, which shows interactivity and great engagement in the Instagram pages. The Sports brand (Nike and Adidas) have a low engagement with the consumers and low number of photos and videos uploaded, which results in an average online communication of the brands in Instagram. Adidas has some movement in the page and at least tries to interact with videos and photos of celebrities, whereas Nike is very weak in every aspect studied.

This research shows that to be successful in the online communication, fashion brands must be always updating photos and videos, they need to interact with consumers and make them feel a part of the brand, use celebrities to give more notoriety to the brand and be always present in the latest trends.

Keywords: Fashion, Online communication, Instagram, Netnography.

JEL: M31 Marketing

M37 Advertising

## Resumo:

Esta tese pretende explorar se as marcas de moda estão a fazer um bom trabalho em relação à comunicação online na plataforma social Instagram.

Este estudo é realizado através do método de netnografia e dos conceitos de variáveis de sucesso no que diz respeito ao Instagram, para explorar se a comunicação online está a ser eficiente ou não. Seis marcas globais (Zara, H&M, Prada, Gucci, Nike e Adidas) foram escolhidas para participar na análise, devido ao seu tipo/categoria diferente e à sua reconhecimento mundial. A coleção e análise de dados está dividido em três grupos: o primeiro é a coleção e análise geral dos dados de cada marca, o segundo é a coleção e análise específica de dados de cada marca, e a terceira é a comparação das categorias das marcas.

Os resultados da coleção e análise dos dados mostram que as marcas de moda rápida (Zara e H&M) estão a fazer uma comunicação online excepcional, contudo em alguns aspetos a H&M é melhor devido à interação entre a marca e os consumidores e o uso de celebridades como embaixadores da marca. As marcas de alta costura (Prada e Gucci) tem uma comunicação online extraordinária, são muito parecidas e tem um grande numero de fotos e vídeos publicados em cada mês, o que mostra interação e compromisso nas páginas do Instagram. As marcas de desporto (Nike e Adidas) têm uma baixa interatividade com os consumidores e um numero baixo de fotos e vídeos publicados, o que resulta numa comunicação online mediana das marcas no Instagram. Adidas têm algum movimento na página e tenta interagir com vídeos e fotos de celebridades, ao contrário da Nike que é muito fraca em todos os aspetos estudados.

Este estudo mostra que para ser bem-sucedida a comunicação online das marcas de moda, estas têm de estar constantemente a atualizar fotos e vídeos, precisam de interagir com os consumidores e faze-los sentir parte da marca, usar celebridades para dar notoriedade à marca e estar sempre corrente das ultimas tendências.

Palavras-chave: Moda, Comunicação online, Instagram, Netnografia.

JEL: M31 Marketing

M37 Publicidade

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# 1. Introduction

## 1.1 Relevance of the theme

The merge of the internet has changed the communication for consumers, the physical interaction, the search and sharing of information (Haijli. M. Nicky, 2014).

Nowadays the industry of fashion is very competitive, brands need to adjust the communication and promotion regarding the changes due to the use of internet. For this reason, the majority of brands have their own online platform where customers can interact and be a part of the company. Also obtain simple information that can save them a lot of time and money, and because they are more active and present with the brands they are constantly being updated with news, launches and new products.

That can provide shared values, leading to a positive impact on trust and an opportunity for organizations to improve customer relationships (Haijli. M. Nicky, 2014).

Based on Haijli, M. Nicky (2014), cited by Liang & Turban (2011), social media are prompt to develop marketing strategies through trust-building mechanisms and affecting intention to buy online products.

Nowadays brands need to realize that the internet has a huge potential to develop and promote, and that an online presence is an advantage, where people can easily have access to information about history, values, and products of the brand.

## 1.2 Study Gaps

Fashion brands have a lot of consumers that are constantly updated by the latest fashion trends and always waiting on new styles and possible outfits to be continuously in Fashion. The well-known brands have a very strong offline presence such as: distribution of the brands products, publicity in Tv, catalogues. With the internet development, the online presence became more important for the brands since social networking was created and the social apps are used to advertise their products.

Even though Instagram is an online community used by a lot of consumers and organizations to express themselves, and share content, photos and opinions, few articles study the effectiveness of the communication of the brands.

Concerning the Kozinets (2010) netnographic methodology, the Instagram accounts of 6 brands will be evaluated and checked to see if the online communication is successful.

### 1.3 Research questions and main objectives

This study addresses the online communication of six different brands with different categories of fashion in Instagram. The Instagram accounts that will participate in the study are all global because the brands have more dynamics and movement regarding photos and videos. Considering the different categories of fashion explained in the literature review, the chosen to be a part of the study are: haute-couture, fast-fashion, and sport brands. In each category two well-known brands are associated. The focus of the research questions is to understand if the brands are being successful or not in Instagram regarding their communication.

*Research question: How can we perceive if the Fashion brand is being successful in terms of online communication in the Instagram?*

## 1.4 Structure of the thesis

This dissertation has 5 stages, in the first one is the introduction where the relevance and impertinence of theme is described, the study gaps explored and the research question explained.

The second stage is about the literature review, where the main concepts that help my study to be understood are described.

The third stage is where the methodology will be described, first the ethnography concepts and then the netnography concepts.

The fourth stage is about the results, where there are 3 phases of the data collection and data analysis. (overall, specific and comparison)

The fifth stage is the conclusions where the implications and limitations of the study will be described.

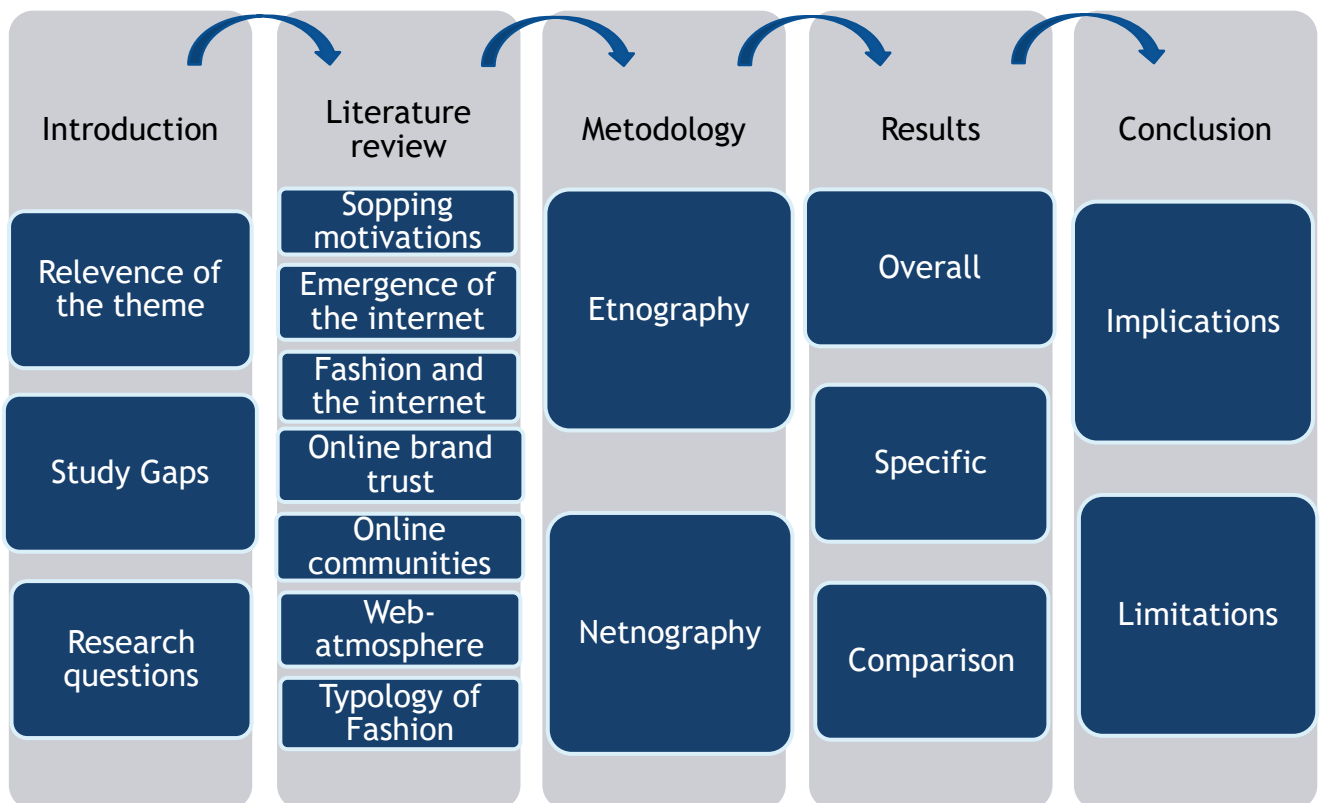


Figure 1- Structure of the Thesis

Source: Author's elaboration

## 2. Literature review

### 2.1 Shopping motivations

Babin et al (1994), argue that the shopping motivations are attached in the values of shopping and the pleasure that the consumer wants. There are two types of shopping motivations drivers: utilitarian and hedonic.

The researchers of consumer behaviour thought that shopping was a process with a utilitarian perspective. Meaning that shopping was perceived to be driven by a need to acquire a specific product with a specific cognition purpose. (Forsythe and Bailey, 1996)

Recently researchers abandoned the idea that shopping is only an activity of cognition, they started to consider hedonic values to be a drive for shopping, in which they examine factors like: shopping for leisure and recreation, the emotional roles of mood and pleasure. (Hoffman and Novak, 1996)

Utilitarianism is directly related to a rational view, meaning that the utilitarian shopping motivations are task-oriented, rational, and cognitive, with clear intentions/ desire to purchase a product efficiently and rationally. (Babin et al, 1994)

On the other hand, a desire motivates hedonism to have fun and be playful, that corresponds to the experiential values of shopping: fantasy, arousal, sensory stimulation, enjoyment, pleasure, curiosity, and escapism. (Scarpi 2006)

Arnold and Reynolds (2003) developed and validated a scale of hedonic shopping motivation: adventure, gratification, role, value, social, and idea. Adventure motivation refers to shopping for adventure, stimulation or something that feels different from the ordinary. Gratification means that people use shopping to relax, and improve the negative mood, or to buy a special treat. Role shopping motivations is when someone wants to give pleasure or gifts to others to make himself happier. Value shopping motivation is referred when an individual is shopping for discounts and sales and the enjoyment of finding bargains and reduced prices, corresponding to a game to be won or conquered. Social shopping motivations is considered for the shoppers that shop to maintain their membership in social groups. And the last driver is the idea shopping motivation that considers that the shoppers have a goal to learn new styles and keep up with trends.

With the two shopping motivations being utilitarian and hedonic, Childers *et al* (2001) considered a Technology Acceptance Model (TAM) to better understand the adoption of new technologies in the workplace. TAM identifies 3 independent determinants of an individual's attitude towards using job-related technology. The first is "usefulness" of the technology and it states the degree of improvement in the performance of the user in the work place by using technology. The second is "ease of technology use" that associates the process leading to the outcome, in other words is the process of using new media while engaging in shopping behaviour. And recently a third determinant was added to the TAM model, "enjoyment" or the activity of using technology is supposed to provide reinforcement. This model is consistent with research on retail shopping behaviour, meaning that there is a presence of both utilitarian and hedonic motivations. So according to the TAM framework, usefulness of the interactive media is associated with the instrumental aspects of shopping, and the enjoyment refers to the hedonic aspects of shopping.

According to Dong-Mo *et al.* (2008) personal values is positioned as a critical factor in the motives that lead to a consumer to shop online. Pieters *et al.* (1995) argues that personal value is an abstract goal or an enduring motivational concern. On the other hand, Rokeach (1973), defines personal value as an enduring belief that concerns a desirable end-state of existence, and mentions that values are standards that guide actions/attitudes towards objects, evaluations, comparisons of self with others and attempts to influence others. Some examples of a link between personal values and consumer's evaluation of store attributes in the context of retailing: Swinyard (1998) refers that people that consider a shopping mall as their habitat hold personal values such as sense of belonging, security and a sense of excitement; Lages and Fernandes (2005) mention that the personal values of social integration and peaceful life refers to loyalty and repurchase behaviour; Erdem *et al.* (1999) state that store status, merchandise and price perceptions are related to personal gratification, social responsibility and security.

Shim and Eastlick (1998) argued that self-actualization and social affiliation have a positive influence on consumers' assessments of mall attributes, and on visiting behaviour.



## 2.2 Emergence of the Internet

With the rapid growth of the Internet lot of people use internet every day, it lets consumers to exchange and share information and is also used to entertain, communicate, and educate. (Bramillari & Sala, 2017) The apparel of web 2.0 changed significantly the role of consumer, they are more informed, more connected, active, and demanding. (Dionísio, Pereira & Cardoso, 2012) Internet helps overcome physical barriers and the constraints of space and time. (Pandita, 2017)

Based on Christodoulides (2009), cited by Hoffman & Novak (1996) brands realized that the one-sided communication model couldn't be applied for the computer environment. With internet consumer have a larger source of information of the products and sharing opinions. (Dionísio, Pereira & Cardoso, 2012) According to Dionísio et al (2012) the access of information started to impact in how the consumers behave and proceed to the information available.

Through social networks connections consumers have power to develop their own perspective on brands. (Christodoulides, 2009)

Nowadays the decision-making process is bigger and consumers tend to search a lot of websites and recommendations to help the decision buying process.

One of the more powerful influential factor in the decision buying process is the word-of-mouth, since consumers prefer the opinions of other users rather than companies. (Dionísio, Pereira & Cardoso, 2012)

Based on Christodoulides (2009), cited by Hoffman (2000), brands strategies had a significant transformation due to the internet.

The internet and the web are very interactive, which means that they can offer opportunities to increase the efficiency of online shopping behaviour by improving the availability of product information, enabling direct multi-attribute comparisons, and reducing buyer search costs. (Alba et al, 1997)

Research by Strauss & Frost (1999), has provided more reasons for purchasing online such as:

- No travel required;
- No travel money;
- Easy comparison shopping;
- One-on-one targeted ads;
- Instant interaction with seller;
- Seven-day/ twenty-four-hour availability;
- Shopping privacy;

Strauss & Frost, (1999), refers that the internet adds value to marketing communications, since communications can be monitored and altered rapidly, the behaviour of the consumer is tracked and facilitates the companies in target specific communications for each consumer.

The brands want to communicate efficiently with consumers and in the online buy to be more successful the websites need to incorporate these attributes:

1. Clear images of the products;
2. Detailed images of the products;
3. Personalize the product online;
4. Feedback of the consumers;
5. Personal area of the customer;
6. Collect the preferences of the customers.

According to Nutley (2010) digital marketers agree that occurred dramatic changes over the past years regarding the use of online branding, including social media and the popularity associated with it.

The most innovative marketing practices that have influence on the internet are: viral marketing, tribal marketing, buzz marketing and social media marketing. (Brogi et al. 2013)

The internet has transformed the practices of the management of retailing and distribution industry. (Doherty & Ellis-Chadwick, 2006)

Retailers have recognized that is needed an extend of brands into the online channel. The purpose of it is to offer more choice and a better brand experience for their consumers. (Rowley, 2009)

## 2.3 Fashion and the internet

Joanne Finkelstein (1993) describes Fashion as “one of the social forces which keeps us ever attentive to the present in one of the worst possible ways; that is, as a source of novelty, distraction, and self-absorption”.

Another definition of fashion is from Kefgen & Touchie-Specht (1986) that describes as a style that a large group of people accepts during a specific period.

According to Rowley (2009), based on Chernatony & Christodoulides (2004) organizations start with a basic site that secures the online presence and then gradually evolve the website by adding greater interactions, facilitation in the transactions, and online communities.

The use of technology encourages consumers to interact with brands, and these interactions help build brands, where it is an increase of awareness, engagement, and involvement, that can mean brand recall and helps stimulate purchases. What was believed was that social media networks would weakened the relationship with consumers but instead social media networks such as Facebook, Twitter, Pinterest, Instagram, Blogs, and YouTube helped brands to enlarge and connect with the audience. (Kim & Ko, 2012)

The Word of mouth (WOM) is a strong source of information that has huge influence for consumers. With the emergence of social media, WOM can be also online and becomes viral and very powerful information. (Alreck & Settle, 1995)

For social media users, the promotion of WOM is amplified, they benefit from news, information, entertainment in an online community, and consider suggestions and recommendations from friends. (Brogi et al. 2013)

With the amount of information that is posted daily, consumers are not able to determine their veracity, which originates people to exchange views. (Alreck & Settle, 1995)

In the online platforms, consumers can discuss their before and after purchase experience, and give recommendations to other consumers regarding purchase decisions and product quality. (Muralidharam et al, 2017)

## 2.4 Online brand trust

Brand is defined by Hameide (2011) as an entity that corresponds to a set of functional and experiential features with value reward to the consumers and economic return to the producers through the brand equity.

Across the globe, over 60 percent of online shoppers haven't yet purchased apparel online due to an association of a risk with internet shopping. Some strategies to decrease risk perceptions and increase intentions to purchase of online apparel have been suggested, such as create and promote brand familiarity, create experience with format and provide a lot of information of products and customer service. (Park and Stoel, 2005)

Online reviews can affect consumers' decision to purchase products online. (Zhang et al. 2014) and negative reviews affects the consumer behaviour more than positive reviews. (Park & Lee, 2009)

## 2.5 Online Communities

Brogi et al. (2013) defined Online Brand Communities (OBC) as a specialized brand community that is in a virtual setting where members' interactions are internet-mediated.

Based on Kozinets (1999) cited by Kozinets (2002) Online communities are contexts in which consumers often partake in discussions whose goals include attempts to inform and influence fellow consumers about products and brands.

Based on Rheingold (1993) cited by Kozinets (2002) stated virtual community as "social aggregations that emerge from the net when enough people carry on... public discussions long enough, with sufficient human feeling, to form webs of personal relationships in cyberspace".

The uniqueness of OBCs is in the ability of their members to interact with each other, express passion, information, and knowledge about a brand. (McAlexander et al., 2002) There are three factors associated with OBC: consciousness of kind, shared rituals and traditions and moral responsibility. (Muniz & O'Guinn, 2001)

The consciousness of kind is described as the feelings of connection that members of OBC have towards the brand and each other, this included two social processes: legitimacy and oppositional brand loyalty. The shared rituals and traditions represents the maintenance, reinforcement, and diffusion of OBC members about the community, culture, values, signs and symbols, myths, history. The moral responsibility means a sense of duty that leads to commitment towards the community and the members. (Muniz & O'Guinn, 2001)

Some important aspects of OBC that increase the brand loyalty and influence positively brand promotion is: the level of participation and interaction, degree in which consumers feel that could be a part of the community, quality of communication and the relevance of the content.

The social networks and virtual communities allow people to interact and collaborate, and share information, since the 2000, the growth of different types of social media is visible such as Facebook, Instagram, Twitter, and LinkedIn. (Madsen, 2015)

### 2.5.1 Facebook

Smith (2016) says that Mark Zuckerberg founded Facebook, in February 4<sup>th</sup> of 2004. Facebook was initially called Facemash and then Thefacebook, they opened originally to Harvard students in 2004, and only in 2006 was opened for everyone.

There are 1.71 billion monthly active users, and 1.083 billion daily active users. 38.6% of the world population uses Facebook. 250 billion photos have been uploaded to Facebook, and 4 million likes every minute. The average time spend on Facebook by users is 20 minutes per day. (Smith, 2016)

According to Wilson et al (2012), Facebook is the largest social media platform. Facebook is a free social networking app that allow users to upload photos and videos and send messages to family, friends.

Constantin & Belgiu (2017) states that Facebook lets their users express themselves, they can interact and connect with others and maintain relationships that are social. 49% of users like a Facebook page to support brands that they like. (Smith, 2016)

### 2.5.2 Instagram

According to Bergstrom & Backman (2013), Instagram was founded in 2010 and is a free mobile application available in App Store and Google Play. Instagram is a photo-sharing application that shines as effective marketing and communication tool by displaying visual products. (Ting et al, 2015)

Russman & Svensson (2016) state that Instagram is a platform where users upload and share pictures and videos that can or not be textually tagged and where followers can comment or not.

Smith (2014) reported that Instagram is being used daily by approximately 700 million people. The appealing of Instagram reaches the youngsters more than any other social networking platform, and therefore they spend more time on Instagram than Facebook. (Salomon, 2013)

Instagram speeds dissemination of information, since individuals and companies can easily join in and upload photos that can be seen and posted again. Meaning that companies incorporated social networking in their businesses to reach and communicate more efficiently with consumers. (Chante et al, 2013)

According to Fahmy et al (2014), pictures attract viewer's attention and increase retention more efficiently than text.

## 2.6 Web-atmosphere

The websites of companies are ubiquitous, meaning that their purpose is sometimes informational, other times is commercial. Nowadays online consumers can browse for and purchase products in globally websites, and for them it's easier to switch from one website to another. It is very critical for companies, in the online context, to attract the consumer's attention and facilitate purchasing. (Ha et al, 2007)

Ergul et al. (2001) presented a model that can help to understand the role of atmospherics in the online retailing context. Based on the S-O-R model (Stimulus- Organism- Response),

Ergul et al (2001) suggests that some atmospheric elements of the online store influence the affective and cognitive internal states of consumers, which interferes with the shopping outcomes.

### *Stimulus*

Stimulus is an influencer that arouses the consumer, meaning that it affects the internal and organismic states. When talking about online retailing, Ergul et al. (2001) defined the stimulus as the total of all the cues that are audible and visible to the online consumer. The online retail environment lacks three dimensions of traditional retail store such as: temperature, odour, and textures, but possesses others that traditional retail store doesn't have such as: flexibility across time and space. The store environment of the online retailing context is reduced to a computer screen, meaning that the combination of ambient, structural, social, and aesthetic elements must be forced to a visual appeal via a screen.

Ergul et al. (2001) grouped the environmental characteristics of the virtual store into two categories: High task-relevant environment and a low task-relevant environment.

The high task-relevant environment is all the site descriptors that facilitate and enable the shopping goal of the consumer to be achieved. Some examples of high task-relevant cues are: description of the product, terms of sale, price, delivery, return policies, product reviews.

The low task-relevant environment refers to the site information that are not related to the shopping goals, but can help by creating a pleasurable shopping experience. Some examples of low task-relevant cues are: the colours, background patterns, typestyles, animation, music, sounds and entertainment.

### *Organism*

Organism is represented by affective and cognitive intermediary states and processes that interfere the relationship between stimulus and individual's response. The affective states of a shopper focus on PAD dimensions (Pleasure, Arousal, Dominance), that correspond to emotions exhibited in response to environmental stimuli. Cognitive states refer to details that goes in the consumers' minds concerning the acquisition, processing, retention and retrieval of information.

## *Response*

In the S-O-R paradigm response represents outcome, the approach behaviours or avoidance behaviours of the consumer. The approach behaviours are to all positive actions that can be translated in exploring, having intentions to stay and affiliate, while avoidance behaviours means the opposite negative actions that will lead to not want to be affiliated and not wanting to explore.

## 2.7 Typology of fashion

According to Tungate (2008), we have different categories of fashion brands, such as: haute couture brands, high-fashion brands, fast-fashion brands and sports brands. For a better understanding, concepts are going to be described below.

The core role of luxury remains in a superior position as it acts as a pointer for defining the new codes of social distinction. The need of man to show his distinction, to be admired, recognized, appreciated, and respected by his possessions. (Okonkwo, 2009)

In the next table, there are several definitions of luxury concepts by different authors, that resumes both Haute de Couture and High Fashion Brands:



<b>Uché Okonkwo, 2007</b>	Luxury is defined because of its connection to a culture, state of being and lifestyle, whether it is personal or collective. When associated to brands, it is characterized by a recognizable style, strong identity, high awareness, and enhanced emotional and symbolic associations. Induces uniqueness and exclusivity, and is interpreted in products through high quality, controlled distribution and premium pricing.
<b>Phau &amp; Prendergast, 2000</b>	Luxury brands induce exclusivity, have a well-known brand identity, enjoy high brand awareness and perceive quality, and retain high sales levels and customer loyalty.
<b>Fabrizio Mosca &amp; Rosalia Gallo 2016</b>	Luxury brands mean rarity, heritage of craftsmanship, exclusivity, premium pricing, and superior quality.
<b>Chevalier &amp; Mazzalovo, 2008</b>	Luxury brand can be defined as the sum of feelings and perceptions people have when in contact with a company and their products.

*Figure 2- Different Concepts of Luxury*

Source: Author's Elaboration

According to Barnes & Lea- Greenwood (2006), fast fashion is a consumer-driven approach that intends to reduce the number of processes in the buying cycle and getting fashion products into stores to fulfil the consumer demand.

Retailers invented the term Fast Fashion to show how fashion trends change rapidly (Brooks, 2015), retailers such as H&M and Zara adopted the business strategy, always refreshing their products with new styles and catching the media and consumers attention towards the brand. (Rosenblum, 2015)

Fast fashion brands are defined as a business model that combines three elements: quick response, frequent changes, and fashionable designs at affordable prices. (Caro & Martínez-de- Albéniz, V. 2014)

Sports brands are defined as clothing designed for, or that could be used in active sports. Consumers say they purchase with the intention of using the apparel in active sport. (Malcolm Newbery, 2008)

A sport brand is described by a name, design, symbol, or any combination that a sport organization or individual athlete uses to help differentiate its products from the competition. (Aaker, 1991)

Sports brands include a variety of sport-specific products such as: leagues, teams, events, media companies, athletes, sporting goods, services, and the sport itself. (Hoye & Parent, 2017)

In each category, certain characteristics associate specific brands:

- Chanel, Prada, Dior, and Gucci are considered haute couture brands;
- Massimo Dutti, COS, Hackett are considered high-fashion brands;
- Zara, H&M, Pull & Bear, Asos are considered fast-fashion brands;
- Nike, Adidas, Reebok, New Balance are considered sports brands.

According to the typology described above, for this thesis the categories that are considered more interesting to this study regarding the Instagram accounts are: Haute-couture brands, Fast-fashion brands, and Sports brands.

### 3. Methodology

On this chapter, there will be a description of the methodology that best respond to the research questions of my thesis. Netnography is the methodology that fulfil my objectives in my qualitative approach.

The explanation of the method will be explained through the book of Robert Kozinets. After the description of ethnography concept, netnography will be described through the phases of the process.

#### 3.1 Ethnography

Ethnography is an anthropological approach that as gained popularity in sociology, cultural studies, marketing, and consumer research, and many other fields in the social sciences. It refers both ethnography fieldwork and the representations on the study. (Kozinets, 2010)

Based on Hobbs (2006) cited by Kozinets (2010) ethnography is *“a cocktail of methodologies that share the assumption that personal engagement with the subject is the key to understanding a particular culture or social setting. Participant observation is the most common component of this cocktail, but interviews, conversational and discourse analysis, documentary analysis, film and photography all have their place in the ethnographer’s repertoire. Description resides at the core of ethnography, and however this description is constructed it is the intense meaning of social life from everyday perspective of group members that is sought”*.

According to Kozinets (2010) ethnography is an assimilative practice, that is interlinked with other methods such as interviews, discourse analysis, literary analysis, semiotics, videography.

The protocol of ethnographers is the following: plan the research and plan for the fieldwork; then they must reach out, find, and enter the field of a culture or community; while being in the field they must collect data about the culture or community, and consistent analysis and interpretation of the data collected; adhere to strict ethical research standards while on the

fieldwork; and finally present the finished research to the scientific community and the culture and community itself. (Kozinets, 2010)

The adaptation of ethnographic techniques to the online environment is different, meaning that there must be an adaptation of the face-to-face ethnography to the online context. For the adaptation to be efficient four critical differences must be understood: alteration, anonymity, accessibility, and archiving. Alteration means that the nature of interaction is changed; Anonymity that is very important in the online world; Accessibility of a numerous of online forums to participate; Archiving means that conversations and data are automatically archived. (Kozinets, 2002)

### 3.2 Netnography

Kozinets (2010) argues that netnography is participant-observational research based in online fieldwork, that uses computer communications to source data as an accomplishment for the ethnographic understanding and representation of a cultural or communal phenomenon.

Netnography is considered a marketing research technique, that uses the information publicly available in online forums to identify and understand the needs and decision influences of relevant online consumer groups. (Kozinets, 2002)

In attachment 1 there are the 12 stages of netnography method redefined by Kozinets (2015), but since my research will not have the participant phase of the method, the methodology that is correct is from Kozinets 2010.

Regarding the ethnographers' protocol described above, netnography follows six steps:

1. Research planning;
2. Entrée;
3. Data collection;
4. Interpretation;
5. Ensuring ethical standards;
6. Research representation.

A more concise representation of the netnographic research that occurs:



*Figure 3- Simplified flow of netnographic research project*

Source: Robert V. Kozinets 2010

### 3.2.1 Stage1-Definition of Research Question, Social Sites, or Topics to Investigate

To understand this stage, Kozinets (2010) states some guidelines from Cresswell (2009), to write the research question:

- Ask one or two central questions followed by no more than seven related sub-questions;
- Relate the central question to the specific qualitative strategy of inquiry;
- Begin the research questions with the words ‘what’ or ‘how’ to convey an open-ended and emergent research design;
- Focus on a single phenomenon or concept;
- Use exploratory verbs such as ‘discover’, ‘understand’, ‘explore’, ‘describe’, or ‘report’;
- Use open-ended questions;
- Specify the participants and the research site for the study.

But Kozinets (2010) also refers that researchers need to possess knowledge about written works of others in the specific area.

The investigation to identify the online communities is based on the online forums that help the researcher to answer the research question. The online forums can be: bulletin boards or forums, chat-rooms, playspaces, virtual worlds, lists, rings.

Since the updates of the internet and importance of it, the existing of more updated online forums were added to the online forums, such as: blogs, wikis, audio/visual sites, social content aggregators, and social networking sites.

In attachment 2, there are some guidelines to help the researcher choose which online site is the best for their research.

For the study that I'll conduct, the best online forum is social networking sites because they have various interactions, and communities are available for users to enter. Kozinets (2010) says that social networking sites are excellent example of hybrid format because they combine: web-page, private email, blog, forums, and chat rooms access.

Since my objective is to understand if the communication of the different Instagram's brands is good, I'll address the following topics:

1. An overall analysis of the communication of the brands' Instagram;
2. A Specific analysis of the communication of the brands' Instagram;
3. And a comparison of the communication of the brands' Instagram by categories.

### 3.2.2 Stage 2: Community Identification

After a research of fashion brands' Instagram and according to my research questions, the following brands that will take part in my thesis are: Zara, H&M, Prada, Gucci, Nike, and Adidas. These brands were chosen for their notoriety and worldwide distribution, and the Instagram account that will be studied are global accounts.

I paired the brand according to their fashion category, because I want to compare them regarding their communication. Zara and H&M will be compared regarding fast fashion brands, Prada and Gucci regarding luxury brands and Nike and Adidas regarding sports brands. A brief history of each brand will be described below.

### 3.2.2.1 Zara

Zara is a Spanish brand of clothes and accessories founded in 1974, and it is part of the Inditex group. It is a brand that keeps up with the latest fashion, and the clothes are high quality and affordable. With all these qualities, Zara became a go-to fashion brand for all consumers.



*Figure 4- Zara Logo*

Source:

<http://logos.wikia.com/wiki/File:Zara-LOGO-blackwhite.jpg>

Zara is considered a fast-fashion brand, since in one week or two they can put new designs in their stores, while other brands take six months to do the same. Zara is also known to be one of the eco-friendliest companies, because they use panels and wind turbines in their headquarters.

### 3.2.2.2 H&M

H&M was founded in Sweden, 1947 by Erling Persson, is the second largest retailer in the clothes business, just behind Zara. H&M is a brand with an enormous trust from their customers, the high-volume produced clothing where designed at affordable prices for women.



*Figure 5- H&M Logo*

Source:

<https://commons.wikimedia.org/wiki/File:H%26M-Logo.svg>

The company started with the name Hennes, that means hers in Swedish

selling exclusive women's apparel and accessories. In 1968, Hennes acquired another apparel retailer, Mauritz Widforss, changing the name to "Hennes & Mauritz" (H&M), including thus men's clothing.

### 3.2.2.3 Prada

Prada was founded in 1913 in Italy by Mario Prada and Martino, is one of the most famous and largest fashion houses of the world.

# PRADA

*Figure 6- Prada Logo*

Source:

<https://commons.wikimedia.org/wiki/File:Prada-Logo.svg>

Prada provides top class luxurious fashion to the up-market customers. The Label Prada is specialized in manufacturing best quality and latest fashion in leather wearing and various accessories like luggage, shoes, bags, perfume, and watches.

Luisa Prada, daughter of Mario joined the company and her innovative mind brought a huge development to the company. In 1977, Patrizio Bertelli joined the company and his breaking ideas added launched the company way higher. In the late eighties, the brand launched the clothing brand.

### 3.2.2.4 Gucci

Gucci was founded in 1921 by Guccio Gucci in Florence, Italy. Guccio started by selling leather bags to horsemen and then begun selling luxury bags. Along with their two sons, Guccio expanded and opened a company. Most of the clients were horse-riding people and this inspired the logo of Gucci.



*Figure 7- Gucci Logo*

Source: <https://seeklogo.com/vector-logo/64069/gucci>

Gucci is a brand internationally known for their unique style and designs. Is the most expensive brand in the world for consumer goods.



### 3.2.2.5 Nike

Nike was founded in 1964 by Phil Knight and Bill Bowerman, and was known as Blue



*Figure 8- Nike Logo*

Source: <https://seeklogo.com/vector-logo/99478/nike>

Ribbon Sports. Phil was a middle-distance runner and Bill was the field coach. Bill was trying to enhance their students' performance by improving their shoes. Phil wrote an assignment for his MBA suggesting the manufacturing of shoes in Japan to help retailers to compete with German brands. Bill idea of improving shoes and Phil business innovation created Nike, one of the most

profitable and recognizable companies worldwide.

### 3.2.2.6 Adidas

Adidas was founded in 1949 in Bavaria. The founders were Adolf Adi Dassler and his brother that started a shoe factory in 1924 named Dassler Brothers Shoe Factory. The brothers separated to create two different companies, Adidas and Puma. The name of the company is a shortening of the name of the Founder Adolf- Adi Das-Ler.



*Figure 9- Adidas Logo*

Source:

[https://commons.wikimedia.org/wiki/File:Adidas\\_Logo.svg](https://commons.wikimedia.org/wiki/File:Adidas_Logo.svg)

Adidas is world renowned for its sports-related products such as shoes, bags, clothing, watches, eyewear, and other accessories.

## 3.2.3 Stage 3- Community Participant-Observation and Data Collection

The netnographic study has a participant and an observational stage to evaluate the community online, my research will not have the participant aspect added, because the

information needed to respond my research question does not imply a participant entrée and data collection of the participants. In consequence, my engagement will be only to gather information exposed publicly online.

There is a preparation to be done in the data collection phase, this preparation is starting to collect data and keeping field notes about that data, constantly updating those field notes.

The elaboration of a strategy to the data collection is required and based on the 3 topics described in stage 1, some important aspects are going to be the focus of the study. To answer my research question, I'll use the criteria created by Russmann & Svensson (2016).

Russmann & Svensson (2016) created variables to study the communication in Instagram regarding political parties, arguing that those variables can be used in other studies of different organizations. They grouped the variables into 4 groups: perception, image management, integration, and interactivity.

Perception	Image Management	Integration	Interactivity
Perspective	Personalization	Hybridity	Content of captions and comments
Broadcasting	Privatization	Shared Content	Negative vs positive tonality
Mobilization	Celebrities	Campaign reference	Reciprocity

Figure 10- Variables to study Organization's communication in Instagram

Source: Russmann & Svensson (2016)

### 3.2.3.1 Perception

The perception variable englobes three aspects: perspective, broadcasting, and mobilization. This variable is regarding the posting of pictures and videos.

## **Perspective**

Pictures can be published instantly from smartphones and tablets, which can raise a question as to if the organization is posting a professional photo or selfie-like. Russman & Svensson (2016) coded the perspective of the perceived post, as an *official photo of the organization context* or a *snapshot/selfie context*, if they don't apply they coded as *not applicable*.

## **Broadcasting**

The variable of broadcasting refers to posts that diffuse information on statements, facts, performances, opinions, and ideas. Posting are coded as *broadcasting*, or not *broadcasting*, and if not evident is *balanced/ambivalent*.

## **Mobilization**

In this variable, the coding is referred to if the organization is focused in mobilizing and activates the audience. The posts are coded as *mobilizing* when more than 50% of the elements of the post have a mobilizing character and *not mobilizing* if less than 50% of the elements of the post have a mobilizing character. If not clear the code is *Balanced/ambivalent*.

### **3.2.3.2. Image Management**

The brand communication depends on the image management, since images influence how individuals see the products and the services, which influences in the brand image, and identification. (Fahmy et al, 2014)

## **Personalization**

In this variable, the coding is that postings are *primarily carried by one or more single individual(s)* (personalized) and postings that are *primarily carried by many people or those that do not show any people* (not personalized). If not clear the code is *Balanced/ambivalent*.

## **Privatization**

The code of this variable focuses on *professional context* or in a *privatized/personal context*. If not clear the code is *Balanced/ambivalent*.

### **Celebrities**

Celebrities are very important in marketing; many organizations use celebrities to gain the attention of the consumers. If there are celebrities identified, the posts are coded as *celebrity visible* and *not visible* if there are no celebrities.

#### 3.2.3.3 Integration

The question regarding this variable is whether the Instagram is integrated in existing information and communication mix.

### **Hybridity**

The coding is to differentiate if the posts are *explicit offline media reference* in the picture or if they are *explicit new media reference* (hashtags). If neither applies then the code is *no explicit reference*.

### **Shared content**

The coding is to differentiate if the posts are *not shared* (original from Instagram) or *shared* (if the post had already been posted offline or on the organization's other social media accounts).

### **Campaign reference**

This coding is to distinguish if the campaigns are *explicit campaign references* (hashtags) or *no explicit campaign reference*.

#### 3.2.3.4 Interactivity

A main attraction of Instagram is the interactivity of consumers with the brands, empowering consumers for online debates and participation in decision-making process.

## **Content of captions and comments**

Russman & Svensson (2016) differentiated the variable between *emoticons*, comments with *intrinsic value* and *without intrinsic value*. Emoticons are applied if the posts display mood through emoticons; posting with intrinsic value is when the posting has relevant and substantive information, such as opinion, statement on current events; and without intrinsic value if the comment is encouragement or nonsense.

## **Negative vs Positive tonality**

All consumer's posts that display critiques, conflict, scandals, pessimism, are coded *negative*, and posts with smileys, success, pleasant developments, approval are coded as *positive*. If the post contains no negative or positive comments or they are not distinguished then it is *neutral/ambivalent*.

## **Reciprocity**

If the organization or the followers react to other's people's comments or not by answering to any questions or giving their opinion, the code is recorded and to the reaction being *related to a comment* or *not related to a comment*.

### **3.2.4 Stage 4- Data Analysis and Interactive Interpretation of Findings**

According to Kozinets (2010) data analysis incorporates the entire process of turning the data collected into a research representation such as: article, book, presentation, or report.

In the Overall phase, the data that was collected is from January of 2017 to June of 2017, and is about: the followers, following and posts, the number of photos and videos in each month, if the brand uses famous people in their campaign, and the interaction between the customers and the brand.

In the Specific phase, the data that was collected is only from January of 2017, and is about: the likes, hashtags and concepts used in every photo, if those concepts are positive or negative and the update of the photos.

In the Comparison phase, the brands are placed by categories and compared with each other, regarding the topics mentioned in the phases above.

### 3.2.5 Stage 5- Write, Present and Report Research Findings and/or Theoretical and Policy implications

Due to the fact that I'm a master student, the netnographic research that I'm going to conduct will be written and presented as a dissertation thesis, with a final presentation and discussion of the results.

The theoretical and policy implications will be written in the conclusion, and also some managerial implications.

## 4. Results

In this chapter, there will be a compilation of the data collection and the data interpretation of every fashion brand studied. The collection of the data was based on aspects that influence the success of the brand communication and interaction with the consumers. The results of each brand will be described through 3 stages:

- 1) **Overall:** where the data collection is represented by 6 months (January to June) of online communication of every brand,
- 2) **Specific:** where the data collection is represented by 1 month (January), of online communication of every brand;
- 3) **Comparison:** where every brand is paired and compared regarding the categories, such as:
  - a) Fast Fashion- Zara and H&M;
  - b) Haute de Couture- Prada and Gucci ;
  - c) Sports Brands- Nike Women and Adidas.

### 4.1 Overall

In this sub-chapter, the data collection is referred to a period of 6 months, from January to June. Every brand was studied with the objective to see if the communication and interaction is good. This data will be interpreted regarding to the following aspects:

1. How many followers, following and posts;
2. How many photos in each month;
3. How many videos in each month;
4. Famous people in the divulgation of the photos;
5. Interaction of the brand with the customers in the comments.
6. Table with variables of Russmann & Svensson (2016).

One aspect that is present in every brand is that consumers leave their opinion to be present in the online communities, they can express themselves freely, and mainly they use a lot of emojis to express happiness, like, dislike, love, desire, etc. These are a few examples of the emojis used in every brand that were studied: 😊 😏 🤝 💎 ❤️ 👍 🙄 ⚡ 🌪️ 📄.

### 4.1.1 Fast Fashion Brands: Zara

The study begins with an overall data collection of Zara's Instagram account. Zara has 20.8 million followers, and is following 41 people. Regarding the posts Zara has 1456 publications since the page was founded. In the description of the brand, Zara refers the official website, this is a very good idea because people can visit the website instantly.



Figure 10- Instagram Account of Zara

Source: <https://www.instagram.com/zara/>

Zara published a total of 172 photos and 39 videos, from January to June, there is an elevated number of posts for the 6 months, which demonstrates that Zara's account is being used well to publicized the collection and the brand. The following graphic will represent the photos and videos of each month:

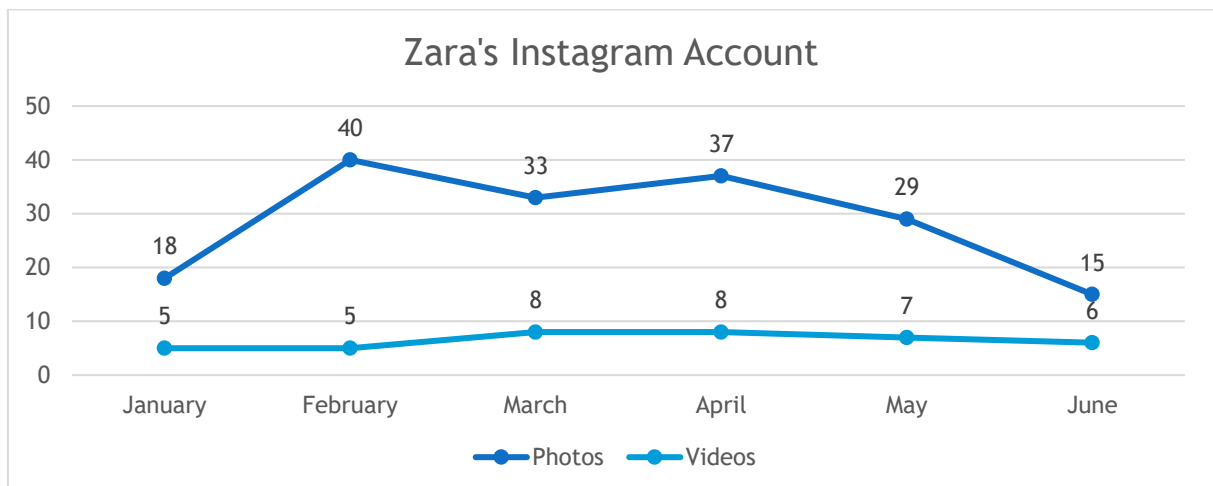


Figure 11- Graphic of the Photos and Videos of Zara's Instagram Account

Source: Author's Elaboration



In January of 2017 Zara published 18 photos, in February 40 photos, in March 33, in April 37, May 29, and in June 15 photos. We can see that the month that has the most photos published is February, and the month with less photos is June. Concerning the videos, there is a remarkable difference from the photos to the videos, the videos in every month are very few, which indicates that the brand doesn't use a lot of videos to communicate with the consumers. Regarding the graphic above in January and February, Zara published 5 videos in each month, in March and April, published 8 videos, in May, Zara published 7 videos and in June 6.

Usually brands use a lot of famous people to promote the brand and create brand loyalty from the consumers. In this case Zara doesn't use any brand ambassador in any campaigns that are published. Since all of Zara campaigns are done by models, there isn't any tags in Zara photos (see Figure 11), which is not the best option to promote the brand since the communication has a better impact if the brand uses famous people.



Figure 12- Photo from Zara Instagram Account

Source : <https://www.instagram.com/p/BT8b3X4AtUP/?taken-by=zara>

A lot of consumers use the Instagram application to be updated from latest fashions, to have direct access to the publication of brands and have a different platform to see previous collections and recent ones.

Regarding the variables mentioned in the methodology of Russmann & Svensson (2016) to evaluate if the brand has a good online communication will be described concerning Zara in the following table:

<b>GROUPS</b>	<b>VARIABLES</b>	<b>ZARA CONTEXT</b>
<b>PERCEPTION</b>	Perspective	Official photo of the organization context
	Broadcasting	Not broadcasting
	Mobilization	Not mobilized
<b>IMAGE MANAGEMENT</b>	Personalization	Balanced/ ambivalent
	Privatization	Professional context
	Celebrities	Celebrities not visible
<b>INTEGRATION</b>	Hybridity	Explicit new media references (hashtags)
	Shared Content	Not shared (originally from Instagram)
	Campaign Reference	Explicit campaign references
	Content of caption and comments	Emoticons/intrinsic value and without intrinsic value
<b>INTERACTIVITY</b>	Negative VS Positive tonality	Positive tonality
	Reciprocity	Consumers react- related to a comment

*Figure 13- Russmann & Svensson variables to evaluate Zara's Instagram*

Source: Author's Elaboration

#### 4.1.2 Fast Fashion Brand: H&M

The overall data collection of Zara can be described by having 22 million followers, following 326 people, and posting 3617 publications since the account was created.



Figure 14- Instagram Account of H&M

Source: <https://www.instagram.com/hm/>

H&M has a lot of publications that clearly compensated due to the followers that the account has. A normal account doesn't have so many followers and posts so H&M is doing a great job. A positive aspect of the description of H&M is that there is a reference for the other Instagram pages of H&M: @HM\_Man and @HM\_Home, this is good for the brand because consumers can check the other pages without needing to do any work, just click and be directed to the other pages.

H&M published a total of photos of 376 and 129 videos, from January to June, there is a significant number of posts for the 6 months, meaning that H&M is using the Instagram Account very well to publicized the collection and the brand. The following graphic will represent the number of videos and photos, for each month:

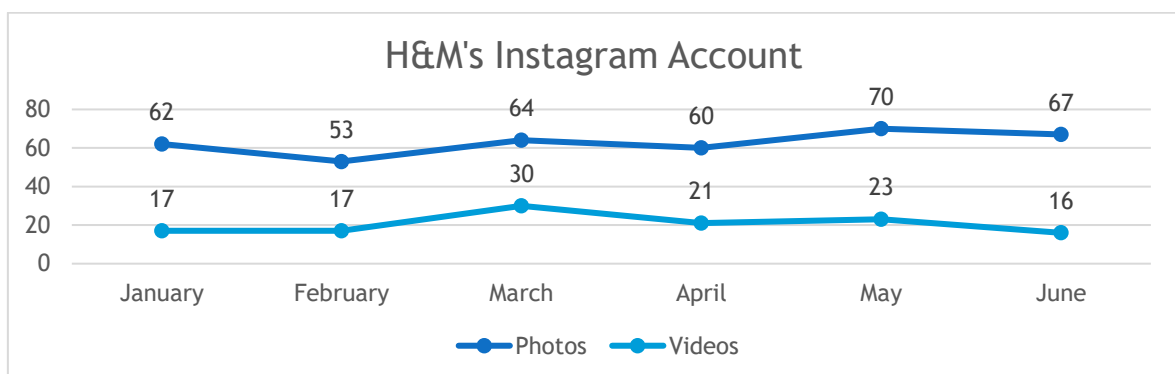


Figure 15- Graphic of the Photos and Videos of H&M's Instagram Account

Source: Author's Elaboration

H&M published in January 62 photos, in February 53, in March 64, in April 60, in May 70 and 67 in June. The month that has the most photos published is May with a total of 70 photos and the month with the less photos published is February with a total of 53. Regarding the videos, it is visible that the numbers are smaller, indicating that the brand uses more photos instead of videos to communicate with the consumers. H&M published in January and February 17 videos, in March 30, in April 21, in May 23 and 16 in June.

H&M uses a lot of famous people to publicize their collections, from singers/actors/bloggers, such as: Zara Larsson, The Weeknd, Nicki Minaj and Orlando Bloom. When using famous people in their campaigns, H&M is gaining loyal consumers, notoriety, and positive impact for the consumers. Another awesome aspect of the communication of H&M is that in the publications they mentioned the worldwide known, Coachella festival, which creates a sense of belonging towards the brand that is constantly updated by the latest trends.

In the publication bellow, there is a photo of H&M's campaign with Zara Larsson, we can see that there is a very good quantity of likes that represent positive impact and visibility for the brand.

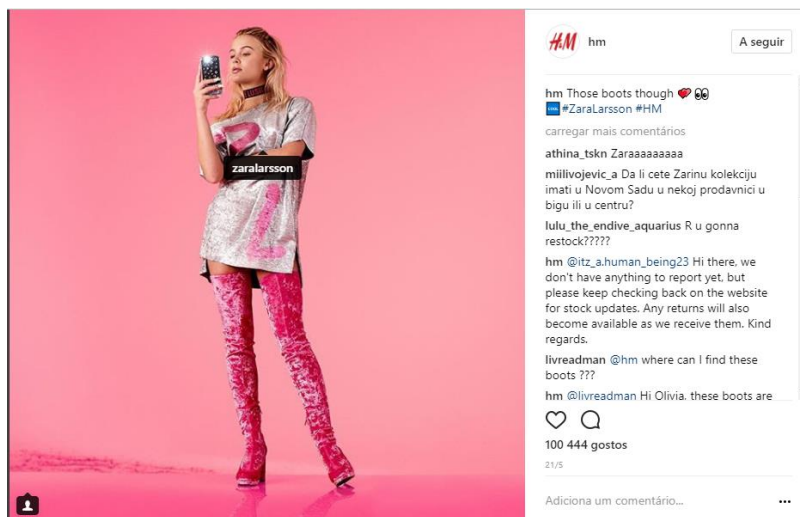


Figure 16- Photo of H&M Campaign with Zara Larsson

Source : <https://www.instagram.com/p/BUXebCigPyy/?taken-by=hm>

Russmann & Svensson (2016) variables concerning H&M:

<b>GROUPS</b>	<b>VARIABLES</b>	<b>H&amp;M CONTEXT</b>
<b>PERCEPTION</b>	Perspective	Official photo of the organization context
	Broadcasting	Not broadcasting
	Mobilization	Not mobilized
<b>IMAGE MANAGEMENT</b>	Personalization	Balanced/ ambivalent
	Privatization	Professional context
	Celebrities	Celebrities visible
<b>INTEGRATION</b>	Hybridity	Explicit new media references (hashtags)
	Shared Content	Not shared (originally from Instagram)
	Campaign Reference	Explicit campaign references
<b>INTERACTIVITY</b>	Content of caption and comments	Emoticons/intrinsic value and without intrinsic value
	Negative VS Positive tonality	Positive tonality
	Reciprocity	Organization and Consumers react- related to a comment

Figure 17- Russmann & Svensson variables to evaluate H&M's Instagram

Source: Author's Elaboration

### 4.1.3 Haute Couture: Prada

The data collection of Prada is represented in the Figure 15, they have 13 million followers, they follow 6 people and since the account was created they posted 2 565 posts.



Figure 18- Instagram Account of Prada

Source : <https://www.instagram.com/prada/>

In the description Prada as a hyperlink that will redirect consumers to the website of Prada, and this is a very positive feature, because it facilitates consumers when they want to go to Prada's website.

Prada published a total of 389 photos and 157 videos, from January to June, there is a vast number of posts for the 6 months, which indicates that Prada uses the Instagram account very well in terms of publicizing the brand.

The following graphic will represent the number of videos and photos, for each month:

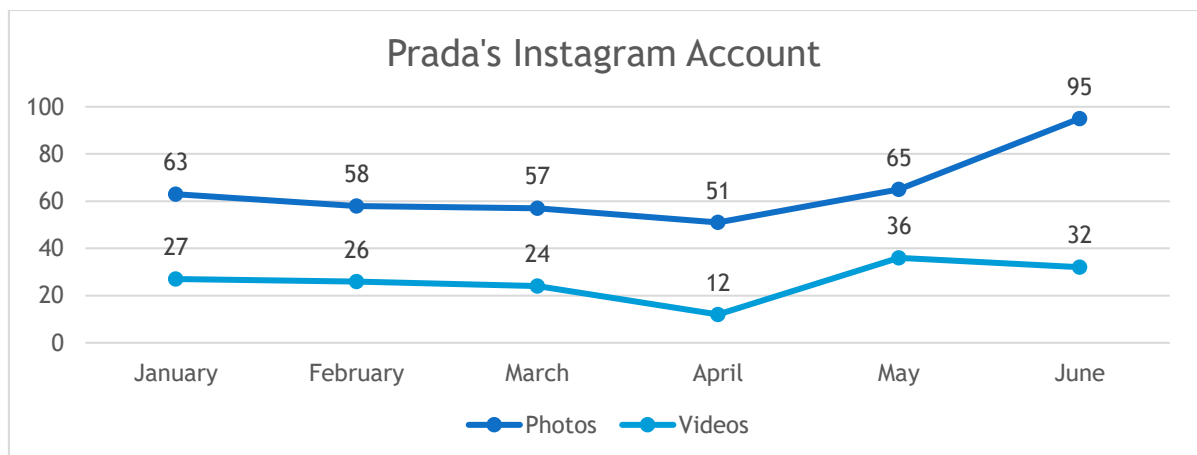


Figure 19- Graphic of the Photos and Videos of Prada's Instagram Account

Source: Author's elaboration

Prada published in January 63 photos, in February 58, in March 57, in April 51, in May 65 and 95 in June. The month that has the most photos published is June with a total of 95 photos and the month with the less photos published is April with a total of 51. Regarding the videos, Prada published in January 27, February 26, in March 24, in April 12, in May 36 and 32 in June.

Prada uses famous actors to create more awareness to the brand, these actors are ambassadors of the brand such as: Jude Law and Jessica Chastain. In the Galas, famous people use brands like Prada as the choosing gown to wear, and so Prada posts the picture of a lot of famous actors and singers wearing their outfits, such as: Ben Stiller, Jonah Hill, Eddie Redmayne, Natalie Portman, Emma Stone and much more.

In the Figure 18, Jessica Chastain has the ambassador of the Prada Collection and in the Figure 17, Ben Stiller in the Cannes Film Festival wearing Prada:



Figure 20- Ben Stiller in Cannes Film Festival Wearing Prada

Source: <https://www.instagram.com/p/BUZo4cHj3U7/?taken-by=prada>



Figure 21- Photo of Prada's Ambassador Jessica Chastain

Source:

<https://www.instagram.com/p/BV4zbZtDvRH/?taken-by=prada>

Russmann & Svensson (2016) variables concerning Prada:

GROUPS	VARIABLES	PRADA CONTEXT
<b>PERCEPTION</b>	Perspective	Official photo of the organization context/ snapshot context
	Broadcasting	Not broadcasting
	Mobilization	Balanced/ambivalent
<b>IMAGE MANAGEMENT</b>	Personalization	Balanced/ ambivalent
	Privatization	Professional context
	Celebrities	Celebrities visible
<b>INTEGRATION</b>	Hybridity	Explicit new media references (hashtags)
	Shared Content	Not shared (originally from Instagram)
	Campaign Reference	Explicit campaign references
<b>INTERACTIVITY</b>	Content of caption and comments	Emoticons/intrinsic value and without intrinsic value
	Negative VS Positive tonality	Positive tonality
	Reciprocity	Consumers react- related to a comment

Figure 22-Russmann & Svensson variables to evaluate Prada's Instagram

Source: Author's Elaboration



#### 4.1.4 Haute de Couture: Gucci

The data collection of Gucci is represented in the figure 19, that demonstrates that Gucci has 16.4 million followers, is following 121 and has 3441 posts since the page was created.

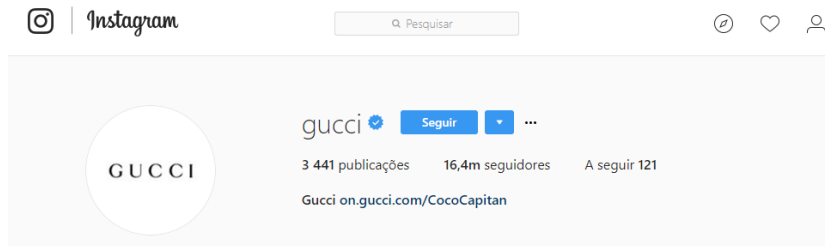


Figure 23- Instagram Account of Gucci

Source: <https://www.instagram.com/gucci/>

Gucci published a total of 667 photos and 70 videos, from January to June, there is an enormous number of posts for 6 months, meaning that Gucci is creating awareness towards the brand.

The following graphic will represent the number of videos and photos, for each month:

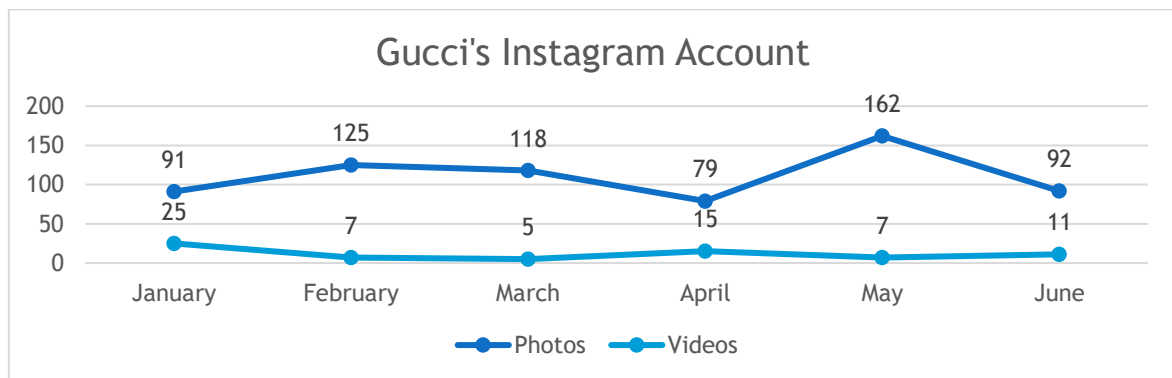


Figure 24- Graphic of the Photos and Videos of Gucci's Instagram Account

Source: Author's elaboration

Gucci published in January 91 photos, in February 125, in March 118, in April 79, in May 162 and 92 in June. The month that has the most photos published is May with a total of 162 photos and the month with the less photos published is April with a total of 79. Concerning the videos, Gucci published in January 25, February 7, in March 5, in April 15, in May 7 and 11 in June.

To create more distinction Gucci uses a lot of famous people not only some ambassadors of the brand but also actors that wears the brand. In this Case a few examples of the ambassadors of Gucci are: Vanessa Redgrave, Sienna Miller, and Jared Leto. Some important events such as Galas, Film Festivals, etc describe a lot of pictures in the Instagram of Prada, with actors and singers wearing outfits of Prada, such as: Harry Styles, Elton John, Salma Hayek, Ryan Gosling, Felicity Jones.

Some examples of the actors that represent Gucci:



Figure 25- Jared Leto's Campaign of Gucci

Source: <https://www.instagram.com/p/BTv5nFDFxRZ/?taken-by=gucci>



Figure 26- Salma Hayek Wearing Gucci in the Cannes Festival

Source: [https://www.instagram.com/p/BUd\\_oCAI93N/?taken-by=gucci](https://www.instagram.com/p/BUd_oCAI93N/?taken-by=gucci)

A positive aspect that was encountered in the data collection about Gucci, is that in March they did a campaign very funny and smart. They created jokes with the Gucci Watch, posting very humoristic and sarcastic photos.

Figure 27- Example of Gucci Jokes Campaign

Source: <https://www.instagram.com/p/BR1OHRFFewH/?taken-by=gucci>

Me: I'm not like the other girls  
Also me:



When all your friends are getting engaged and you're in a committed relationship with your Gucci watch

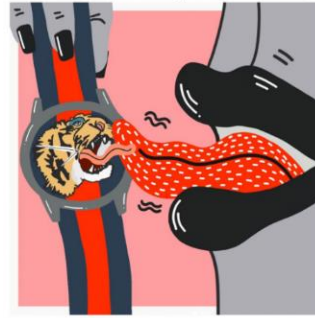


Figure 28- Second example of Gucci Jokes Campaign

Source: <https://www.instagram.com/p/BR0m1H9Fso7/?taken-by=gucci>

Russmann & Svensson (2016) variables concerning Gucci:

GROUPS	VARIABLES	GUCCI CONTEXT
<b>PERCEPTION</b>	Perspective	Official photo of the organization context/ snapshot context
	Broadcasting	Not broadcasting
	Mobilization	Balanced/ambivalent
<b>IMAGE MANAGEMENT</b>	Personalization	Balanced/ ambivalent
	Privatization	Professional context
	Celebrities	Celebrities visible
<b>INTEGRATION</b>	Hybridity	Explicit new media references (hashtags)
	Shared Content	Not shared (originally from Instagram)
	Campaign Reference	Explicit campaign references
<b>INTERACTIVITY</b>	Content of caption and comments	Emoticons/intrinsic value and without intrinsic value
	Negative VS Positive tonality	Positive tonality
	Reciprocity	Consumers react- related to a comment

Figure 29- Russmann & Svensson variables to evaluate Gucci's Instagram

Source: Author's Elaboration

#### 4.1.5 Sport Brands: Nike Women

The data collection of Nike Women is presented in figure 30. Nike has 7 million followers, is following 149 and has 753 posts since the account was created.



Figure 30- Instagram Account of Nike Women

Source: <https://www.instagram.com/nikewomen/>

Nike Women published a total of 15 photos and 8 videos, from January to June, which represents a very low number of both videos and photos published in a period of six months. This means that Nike Women is not taking advantage of the Instagram account accessibility and is not creating awareness towards the brand.

The following graphic will represent the number of videos and photos, for each month:



Figure 31- Graphic of Photos and Videos of Nike's Instagram Account

Source: Author's Elaboration

Nike Women published in January 4 photos, none in February 4 in March 4 in April, 2 in May and 1 in June. The month with the lowest photos published is in February with 0 photos published. About the videos, Nike published in January 4, in February 1, in March 1, in April 0, in May 1 and in June 1.

Nike Women has a very low activity when it comes to the Instagram account, doesn't interact with the consumers, and doesn't use any models to publicize the campaigns.

Russmann & Svensson (2016) variables concerning Nike:

<b>GROUPS</b>	<b>VARIABLES</b>	<b>NIKE CONTEXT</b>
<b>PERCEPTION</b>	Perspective	Official photo of the organization context
	Broadcasting	Not broadcasting
	Mobilization	Not mobilized
<b>IMAGE MANAGEMENT</b>	Personalization	Balanced/ ambivalent
	Privatization	Professional context
	Celebrities	Celebrities not visible
<b>INTEGRATION</b>	Hybridity	Explicit new media references (hashtags)
	Shared Content	Not shared (originally from Instagram)
	Campaign Reference	Explicit campaign references
<b>INTERACTIVITY</b>	Content of caption and comments	Emoticons/intrinsic value and without intrinsic value
	Negative VS Positive tonality	Positive tonality
	Reciprocity	Consumers react- related to a comment

Figure 32- Russmann & Svensson variables to evaluate Nike's Instagram

Source: Author's Elaboration

#### 4.1.6 Sports Brand: Adidas

Adidas' data collection is presented as 15.7 million followers, following 127 and has 1 145 posts since the account was created.

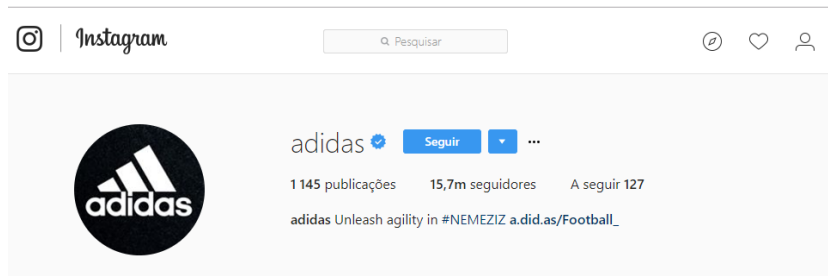


Figure 33- Instagram Account of Adidas

Source: <https://www.instagram.com/adidas/>

Adidas has a total of 53 photos and 59 videos since the beginning of the year 2017 to June of 2017. The number of publication of Adidas is normal to regular accounts, but to a brand account they should have more publications per month.

The following graphic will represent the number of videos and photos, for each month:

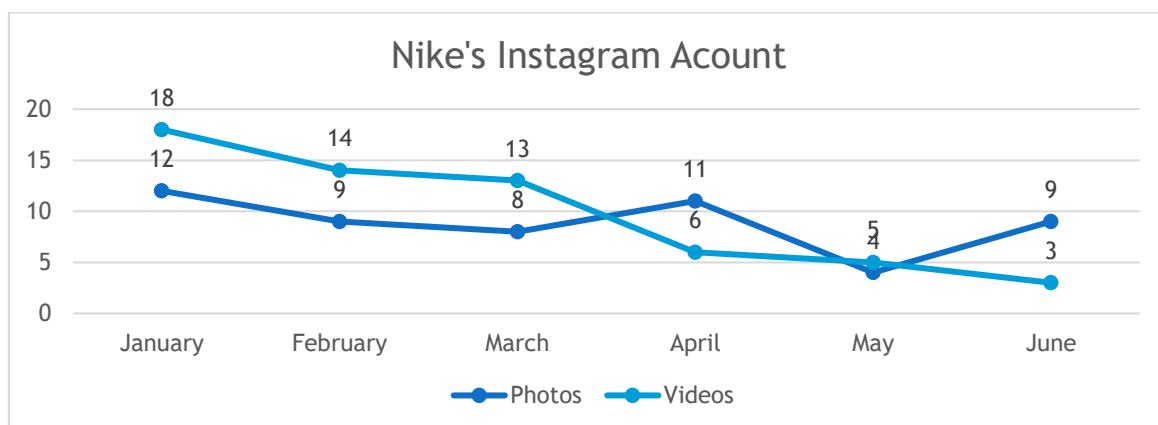


Figure 34- Instagram Account of Adidas'

Source: Author's Elaboration

Adidas published in January 12 photos, in February 9, in March 8, in April 11, in May 4 and 9 in June. The month that has the most photos published is January with a total of 12 photos and the month with the less photos published is March with a total of 8. About the videos,

Adidas published in January 18, February 14, in March 13, in April 6, in May 5 and 3 in June.

To create more awareness Adidas uses famous people to divulge their campaigns and the Brand. Adidas has a campaign with Lionel Messi, Snoop Dogg other athletes from different areas such as: tennis, football, and formula 1.

This is a great choice from Adidas, in using athletes as ambassadors of the campaigns, since the brand needs people that relate to sports to give credibility and recognition towards the brand.

Examples of Adidas Ambassadors:



Figure 35- Photo of Lionel Messi in a Campaign of Adidas

Source :

[https://www.instagram.com/p/BUjHN\\_7I8IX/?taken-by=adidas](https://www.instagram.com/p/BUjHN_7I8IX/?taken-by=adidas)

Figure 36- Photo of Snoop Dogg in a Campaign of Adidas

Source:

<https://www.instagram.com/p/BPZ0VghAiEw/?taken-by=adidas>



In the next chapter, there will be the data collection and data interpretation of the Specific Phase, this phase is characterized with the collection of only the first month of 2017 with other topics to be analysed such as the likes, hashtags, concepts used, if they are positive/negative and the updates of the Photos.

Russmann & Svensson (2016) variables concerning Adidas:

<b>GROUPS</b>	<b>VARIABLES</b>	<b>ADIDAS CONTEXT</b>
<b>PERCEPTION</b>	Perspective	Official photo of the organization context
	Broadcasting	Not broadcasting
	Mobilization	Not mobilized
<b>IMAGE MANAGEMENT</b>	Personalization	Balanced/ ambivalent
	Privatization	Professional context
	Celebrities	Celebrities visible
<b>INTEGRATION</b>	Hybridity	Explicit new media references (hashtags)
	Shared Content	Not shared (originally from Instagram)
	Campaign Reference	Explicit campaign references
<b>INTERACTIVITY</b>	Content of caption and comments	Emoticons/intrinsic value and without intrinsic value
	Negative VS Positive tonality	Positive tonality
	Reciprocity	Consumers react- related to a comment

*Figure 37- Russmann & Svensson variables to evaluate Adidas's Instagram*

Source: Author's Elaboration



## 4.2 Specific

In this sub-chapter, the Specific data collection of every brand will be described and interpreted. Regarding to the month of January, the topics that I collected are:

- The likes of every photo;
- The hashtags used in every photo;
- The concepts used in the comments;
- If the concepts are positive or negative;
- Updates of the posts;

### 4.2.1 Fast Fashion: Zara

As mentioned above this phase is about the data collection of the month of January, with the intention of evaluating if the brand is doing a good communication towards the consumers. Bellow in figure 31 there is a summary of all the topics that were collected, in attachment 3, there is another table continuing the research:





<b>Zara</b>						
						
<b>Likes</b>	77 207	110 164	85 610	109 120	80 911	70 022
<b>#Hashtags</b>	#itsfridaywith	#zaranewin	#zaranewin	#zarakids #softcollection	#zarakids #capsulecoll ection	#zaracampaign #springsumme r
<b>Famous People</b>	No	No	No	No	No	No
<b>Comments</b>	305	335	211	223	283	174
<b>Concepts used</b>	Cute Awesome Perfect Fashion Fantastic	Amazing Goals Nice Beautiful Dope	Wow Love it Awesome Rad	Cute Cool Nice Awesome Beauty	Nice Sweet Super Lovely Cool	Amazing Style Wonderful Fantastic Sweet
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	13/01	17/01	18/01	19/01	19/01	26/01
<b>Interval of days</b>	First publication of 2017	4	1	1	0	7

Figure 38- Table of the data collection regarding the photos of Zara

Source: Author's Elaboration

As there is described in the Figure 31, the likes of Zara’s photos are very elevated, which is a good sign that people are responding to the campaign that Zara is doing.

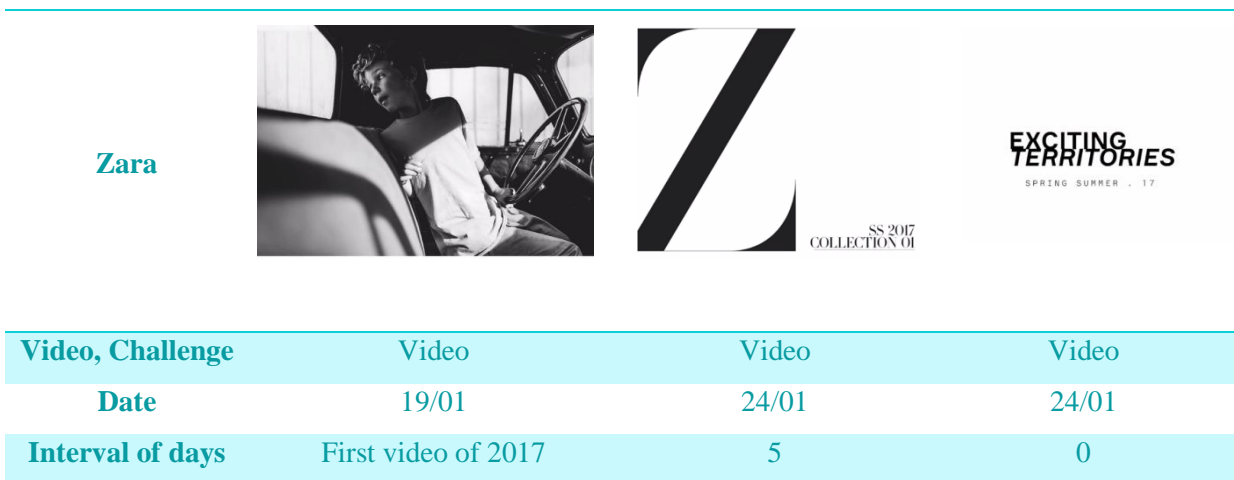
With my findings, I can state that Zara uses in almost every photo hashtags regarding the campaigns that are happening, some examples of hashtags are: #Zarawoman, #Zarakids, #Zaramen, #Zaracampaign and #Zaranewin. These hashtags are very important to Zara because the hashtags redirect to every photo with the same hashtag, meaning that customers have less difficulty to search a specific topic if they use the hashtags.

Zara doesn’t use any famous people, which is bad for the brand because they don’t get a lot of credibility and visibility. The comments in Zara’s pictures is less than the likes which is normal because it takes more time to write than to click the like button.

The concepts used by the consumers in the comments throughout the month are mainly the following: awesome, perfect, beautiful, cool, love it, nice, sweet, and amazing. These concepts are positive meaning that the brand is doing a good job with the published photos.

Zara’s first photo of the month was in the 13<sup>th</sup> and the interval of days of posting photos goes from 1 day to 7 days. Which is concerning in the periods that has a lot of days without posting any picture, can result in less viewers for further pictures.

Regarding the video table (figure 32), there is a summary of the data collection, in Zara’s case the first video was in the 19<sup>th</sup> and the interval days without posting any videos goes from 1 to 5 days. See attachment 5 to check the other table of the videos, with a total of 5 videos in January.



*Figure 39- Table of the data collection of the videos of Zara*

Source: Author’s Elaboration

#### 4.2.2 Fast Fashion: H&M

The data collection of the month of January of H&M is represented by figure 33, and attachments 6,7,8,9,10,11,12,13,14.







H&M						
<b>Likes</b>	93 479	107 636	142 029	115 254	105 630	92 762
<b>#Hashtags</b>	#HMMen #HM	#HMSport #HM	#HM	#HM #2017	#HM	No hashtags
<b>Famous People</b>	No	No	No	No	No	No
<b>Comments</b>	184	168	316	282	278	148
<b>Concepts used</b>	Good Shoot Nice Beautiful Pretty Love it	Epic Gorgeous Top Cool Nice	Casual Cute Good one Amazing Pretty	The cutest Amazing Love this Flawless Looks nice	Cool Obsession Beautiful things Love it Gorgeous	Amazing Pretty Gorgeous Wow Fresh Style
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	1/01	2/01	2/01	2/01	3/01	4/01
<b>Interval of days</b>	First publication of 2017	1	0	0	1	1

Figure 40- Table of the data collection of the photos of H&M

Source: Author's Elaboration

As mentioned above H&M has 10 tables of data collection, regarding the likes the number of likes are very elevated and there is not one photo that has a quantity of likes bellow of 61 million which is very good.

The hashtags that H&M uses are regarding theirs campaign and collection, the more often used are: #HMMen, #HM, #HMSport, #HMBeauty, #HMMagazine and #HMOOTD. These hashtags are very good for the brand because it directs to the photos with the same hashtags, facilitating a lot if a consumer wants to see just the #HMSport section.

H&M uses athletes, bloggers, illustrators to advertise the brand. These are influencers that matter in the Instagram, because people can perceive the notoriety that the brand is trying to pass and the credibility, dynamics that the brand uses with all sorts of influencers.

The comments are less than the likes, almost every picture has positive comments with terms such as: lovely, nice, gorgeous, pretty, amazing, Cool, and love it. Indicating that the brand is working well in exposing the clothes and collections.

A very positive aspect of H&M is that they publish every day and at times more than once a day, which is very good for the account of the brand because it is constantly being updated, appearing more times in the feed of every follower.

About the videos of H&M, the first video is on the first day of the year and the interval of days without posting a video is 1 to 5 days. H&M has 4 tables of videos (see attachment 15), with a total of 17 videos in January. This means that they have at least half of the days with videos being posted. H&M begins the year with a video, which is a very good interactive way to start the year and to have a lot of viewers.

H&M				
<b>Video, Challenge</b>	Video	Video	Video	Video
<b>Date</b>	1/01	3/01	3/01	5/01
<b>Interval of days</b>	First video of 2017	2	0	2

Figure 41- Table of the data collection of videos of H&M

Source: Author's Elaboration

### 4.2.3 Haute de Couture: Prada

The Specific data collection of Prada is mentioned in the table below (see figure 35) and the remaining tables of the photos are in attachment 16, 17, 18, 19, 20 ,21, 22, 23 and 24.



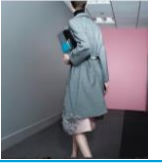



Prada						
<b>Likes</b>	34 717	36 952	28 801	24 449	35 275	30 942
<b>#Hashtags</b>	#Embroidered MaryJane #Prada365 #Pradapathways #PradaSS17	#MetalRibbon #Prada365 #Pradapathways #PradaSS17	#olivierrizzo #Prada365 #Pradapathways #PradaSS17	#Prada365 #Pradapathways #PradaSS17	#Prada365 #Pradapathways #PradaSS17	#Prada365 #PradaSS17 #PradaFrontiers #Bibliothèque
<b>Famous People</b>	Model	Model	Model	Model	Model	Model
<b>Comments</b>	112	109	74	88	108	96
<b>Concepts used</b>	Great Awesome Cool Love this Nice	Wow Pretty Cool Flawless Nice style	Elegance Perfect Nice Wow Beautiful	Nice one Amazing work Chic Perfect Pure art	Nice Wow Pretty Bombshell Good	Lovely Nice shot Amazing Gorgeous Great
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	5/01	5/01	5/01	5/01	5/01	6/01
<b>Interval of days</b>	First publication of 2017	0	0	0	0	1

Figure 42- Table of data collection of the photos of Prada

Source: Author's Elaboration

The likes of Prada are great according to the followers that they have, which means that the publications are creating a very good visibility to the brand and the collections.

The hashtags that Prada uses more often in January are: #Prada365, #PradaSS17, #Pradapathways, #Pradaterrains, #PradaFW17, #PradaFrontiers and #olivierrizzo. These hashtags once more are very good for the brand because people can directly click in a hashtag and be redirected to all the photos with the same hashtag, facilitating the consumers use of the application. The hashtag of #olivierrizzo is a very good hashtag because it represents the designer that created the collection, meaning that the brand is also mentioning the designer, giving the notion that the designer is also important to the brand.

Prada uses models to advertise their campaigns, but also has famous actors as ambassadors of the brand such as Jude Law and Amanda Seyfried, which gives a lot of credibility to the brand and consumers usually feel more leaning towards the brand if the ambassadors are famous actors that they like.

The concepts used in the comments are very positive and reveal desire towards the products of the brand. Concepts such as: elegance, chic, perfect, pure art, amazing work and flawless demonstrates that people like the photos of the brand and want to wear them.

The first video publication of 2017 was in the 5<sup>th</sup> of January, figure 36 shows us one of the seven table of Prada’s videos. With a total of 27 videos, Prada has almost one video per day, meaning that they take a lot of advantage in publishing videos almost every day.

The interval of days without posting videos goes from 1 to 9 days, but several days have more than one video.



Prada				
				
<b>Video, Challenge</b>	Video	Video	Video	Video
<b>Date</b>	5/01	5/01	5/01	6/01
<b>Interval of days</b>	First video of 2017	0	0	1

Figure 43- Table of data collection of videos of Prada

Source: Author’s Elaboration

#### 4.2.4 Haute de Couture: Gucci

Bellow in figure 37, there is a summary of all the topics that were collect in the period of January. Gucci has a total of 13 tables representing all the photos of January, in attachments 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39. The number of likes is good according to their followers, Gucci is using the Instagram account properly.

The hashtags used are mainly regarding the collections and the designers, the hashtags that are more used are: #GucciCruise17, #GucciEditorials, #AlessandroMichele, #Gucci, #GucciNymphaea, and #GucciLilith.

Gucci uses famous people to advertise the campaigns and the clothes, some examples of the brands ambassadors are: Jared Letto, Naomi Harris, Vanessa Redgrave. Notoriety is the word that best describes when brands use famous celebrities, Gucci is achieving more notoriety by using the celebrities described above.

The concepts used by the consumers of Gucci are positive and admiring from their behalf, concepts such as: stunning, artistic, adorable, gorgeous, classy, dreamy, and beautiful are some example of that excitement shown from the consumers.

Gucci starts the year with 3 publications in the January 1<sup>st</sup>, which indicates that the brand is very committed to using the Instagram account and taking advantage of the online community. The interval of photos without posting any pictures goes from 1 day to 5, having so many days with more than one photo published per day.

<b>Gucci</b>						
<b>Likes</b>	72 814	51 837	80 520	54 967	91 748	64 672
<b>#Hashtags</b>	#GucciCruise17 #AlessandroMichele. #GucciEditorials	#GucciCruise17 #GucciEditorials	#GucciCruise17 #GucciEditorials	#GucciCruise17 #GucciEditorials	#GucciCruise17 #GucciEditorials	#GucciCruise17 #AlessandroMichele #GucciEditorials
<b>Famous People</b>	No	No	No	No	No	No
<b>Comments</b>	191	138	316	177	429	291
<b>Concepts used</b>	Love Pretty Chic Classy Dreamy	Stunning Artistic Great Awesome Beauty	Super Beautiful Nice shot Lovely Stunning	Wow Nice Great Adorable Cool	Amazing shot Looks great Love it Gorgeous Cool	Wow Super Nice Love it Pretty cool
<b>Positive/ Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	1/01	1/01	1/01	2/01	2/01	2/01
<b>Interval of days</b>	First publication of 2017	0	0	1	0	0

Figure 44- Table of data collection of photos of Gucci

Source: Author's Elaboration

Concerning the videos, Gucci has a total of 25 videos, which can demonstrate that the brand is involved in the Instagram account with more than just photos. In the figure 38 there is the table of some videos of January, in attachment 41 and 42 are the remaining 6 tables. The first video of 2017 was in January the 1<sup>st</sup>, which proves that the brand is committed to start the year well.

The interval of days without posting videos goes from 0 to 11 days, but several days have more than one video.

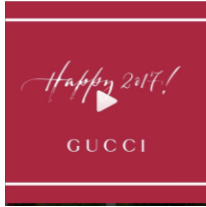



<b>Gucci</b>				
<b>Video, Challenge</b>	Video	Video	Video	Video
<b>Date</b>	1/01	1/01	12/01	12/01
<b>Interval of days</b>	First publication of 2017	0	11	0

Figure 45- Table of data collection of the videos of Gucci

Source: Author's Elaboration

#### 4.2.5 Sports Brand: Nike Women

The data collection of Nike Women is very reduced, with only 5 photos published in January, there is only one table (see figure 39).

Nike Women has a lot of likes according to their followers, besides the fact that they have only five photos, in those five photos they have good feedback from the audience.

The hashtags used by Nike Women referred to Nike collections and sport words, such as: #Nike, #NikeWomen, #workout, #motivation, #niketraining, #nikesportswear and #gym.

Nike doesn't use any famous celebrities to expose the brand only models. The concepts used the consumers are positive, which means that they like the brand, concepts such as: majestic,



inspired, strong, fantastic, gorgeous, pretty, amazing refer to a sense of want, and inspiration by the brand.

Nike Women starts with the first publication in January the 1<sup>st</sup>, which is good but then has an updating of 1 photo per week which is very poor communication in the online community



NikeWomen					
<b>Likes</b>	55 673	69 541	64 426	40 665	72 262
<b>#Hashtags</b>	#Nike #nikewomen #newyear #2017 #motivation	#Nike #nikewomen #nikesportswear #ootd #af1 #Sneakers	#Nike #nikewomen #niketraining #ootd #motivation #workout #gym	#Nike #nikewomen #nikesportswear #ootd #Techpack	No hashtags
<b>Famous People</b>	Model	No	No	No	No
<b>Comments</b>	201	222	273	105	464
<b>Concepts used</b>	Strong Cool Nice Majestic Super	Cute Love this pic Gorgeous Nice Pretty	Beautiful Amazing Wow Interesting Love it	Pretty cool Inspired Nice Absolutely brilliant Good	Sweet Pretty nice Love it Fantastic Great style
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	1/01	9/01	19/01	26/01	30/01
<b>Interval of days</b>	First publication of 2017	8	10	7	4

Figure 46- Table of data collection of photos of Nike Women

Source: Author's Elaboration

About the videos Nike Women has published a total of 4 videos in January, which is a small number for videos as well. This demonstrates that the brand is not using correctly the account, thus not staying updated can difficult the task of getting more followers and interaction in the profile.

The first video was in 11<sup>th</sup> of January, and the interval of days goes from 1 to 10 days, which translates to insufficient updates. (see figure 40)





<b>Nike Women</b>				
<b>Video, Challenge</b>	Video	Video	Video	Video
<b>Date</b>	11/01	12/01	22/01	28/01
<b>Interval of days</b>	First publication of 2017	1	10	6

Figure 47- Table of data collection of the videos of Nike Women

Source: Author's Elaboration

#### 4.2.6 Sports Brand: Adidas

Adidas' data collection is represented in the table below (see figure 41) and the other table is in attachment 42.



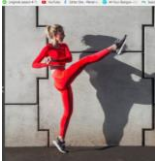



<b>Adidas</b>						
<b>Likes</b>	158 294	115 987	116 549	101 362	119 084	112 669
<b>#Hashtags</b>	#HereToCreate	#HereToCreate	#HereToCreate	#HadenVol1	#Dame3	#DRose7
<b>Famous People</b>	Model	Blogger	Blogger	No	No	No
<b>Comments</b>	460	315	433	212	578	493
<b>Concepts used</b>	Beautiful Great Perfect Outstanding Gorgeous	Love the outfit Nice Cool So good Wow	Love this Hot Wow Awesome Amazing	Pretty sweet Great shot Awesome Very nice Love this	Like it Superb Good Nice wow	Beautiful Wow Like it Great amazing
<b>Positive/ Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	1/01	6/01	7/01	12/01	13/01	14/01
<b>Interval of days</b>	First publication of 2017	5	1	5	1	1

Figure 48- Table of data collection of photos of Adidas

Source: Author's Elaboration

Regarding the likes Adidas has a very high number of likes, which indicates that the receptibility of the audience is very positive. The concepts used by consumers are: Nice, cool, great, superb, wow, amazing, awesome, like it, and outstanding. These concepts are very positive and encouraging.

The hashtags that are used by the brand are: #Heretocreate, #Hademvoll1, #Dame3, #DRose and #Neverdone. The hashtag #Heretocreate and the #Neverdone, are hashtags used to launch campaign by the brand connected to challenges. The hashtags: #Hademvoll1, #Dame3, #DRose represent model of sneakers. These two tactics of using these hashtags are very smart because it directs consumers to specific topics, facilitating the search.

Adidas uses bloggers, athletes, and Snoop Dogg to publicize their campaigns, and is very good for the brand to be associated with athletes from different areas to promote a sport brand, creating more credibility towards the brand.

The first photo publication of Adidas was in the 1<sup>st</sup> of January and the interval of days goes from 1 to 5 days without posting photos. Could be better for Adidas if they published a little bit more photos each month.

Adidas has published a total of 18 videos in January, which is good for the brand. The first video of 2017 was in the 18<sup>th</sup> which is not so good, it could have been sooner. The interval of days goes from 1 to 2, which compensates the first 17 days without any activity. (see attachment 43)





Video, Challenge	Video	Video	Video	Video
<b>Adidas</b>				
<b>Date</b>	18/01	18/01	19/01	19/01
<b>Interval of days</b>	First publication of 2017	0	1	0

Figure 49- Table of data collection of videos of Adidas

Source: Author's Elaboration

In the next chapter, there will be a comparison of the categories' brands, regarding the number of videos, photos and also important features that each brand has that distinguishes from the other.

### 4.3 Comparison

#### 4.3.1 Zara versus H&M

Evaluating Figure 43, it is perceivable to state that H&M has more videos and more photos than Zara. The difference between the numbers are very high, the highest number of photos published by Zara is 40, from H&M is 70. About the videos, the highest number of Zara is 8 and H&M is 30.

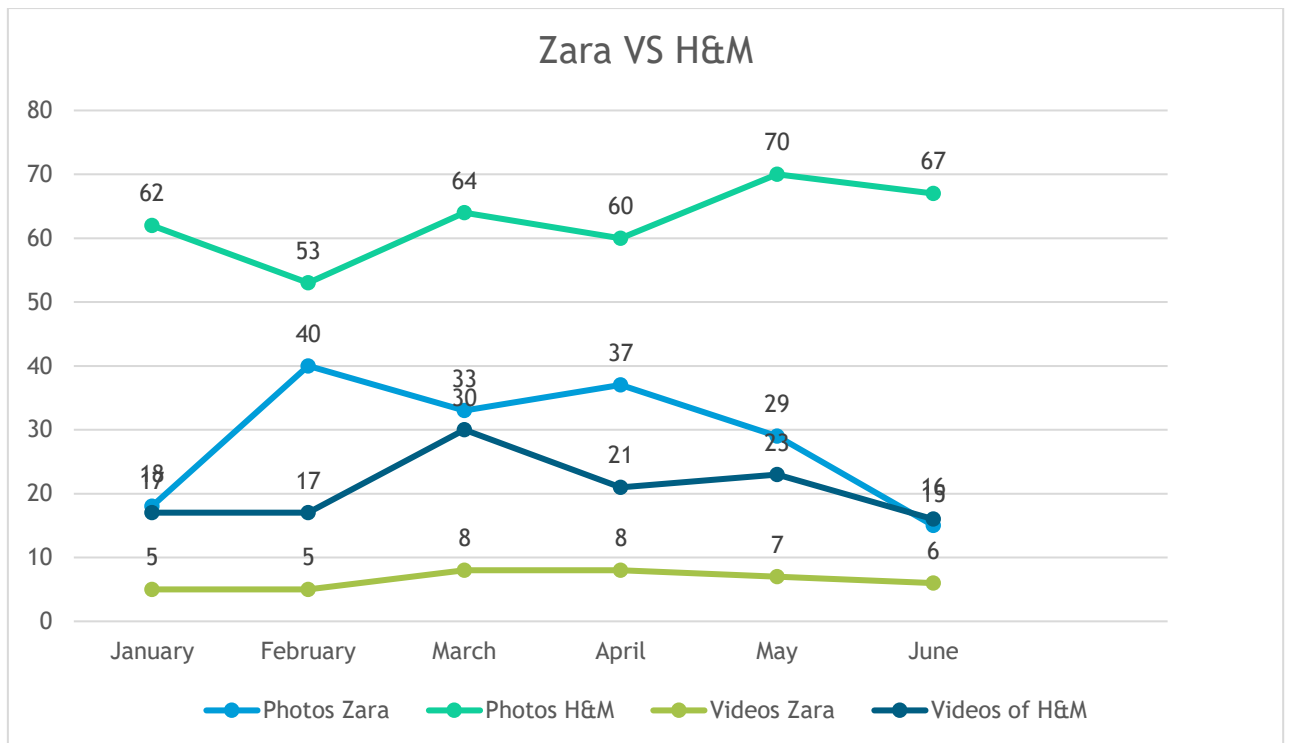


Figure 50- Comparison of Zara VS H&M

Source: Author's Elaboration

Comparing the two brands, H&M is doing an overall better job by posting a lot of photos and videos throughout this 6 months, they are very active and engaging with the consumers of Instagram.

Another positive aspect of the H&M account is that they use famous celebrities such as bloggers, actors, models, and singers for their endorsements, giving the brand visibility and credibility, Zara doesn't use any celebrities which can affect the likes and the follower of the brand.

H&M also creates potential outfits with the clothes of the brand, helping the consumers to visualize the outfits in their own bodies, leaving an imagination feature to be established in the consumers' minds. (See figure 44)

The importance of the consumers when following a brand is that the content is relevant and that the interaction between brand and consumers is strong, H&M responds to the comments of the consumers regarding to questions of launches, stores, collections and many more topics. This feature of H&M is a positive one, because consumers get the responses that they are looking for and the sense of belonging in the online community. (See figure 44)



Figure 51- Photo of H&M

Source: <https://www.instagram.com/p/BXFxBhnAkAC/?taken-by=hm>

Finally, H&M uses photos with bloggers and models in the Coachella Festival, a world known Festival of Music that gets a lot of attention, smart move from H&M because all young people want to be updated with the latest trends and Coachella is one of them. This gives H&M the appearance with what is in, and the consumers like those updated brands.

Zara lacks a lot of things that H&M uses to divulge the brand in the Instagram account, they need to be more interactive and in the latest trend.

#### 4.3.2 Prada versus Gucci

Assessing Figure 45, it is noticeable that as to the photos Gucci has the highest number of photos in almost every month, Prada has less photos but still a lot of photos published in a period of 6 months. The highest number of photos published by Prada is 92, and from Gucci is 162. Prada has the highest number of videos published in this 6 months, with 36 has the maximum number and Gucci with 25 videos.

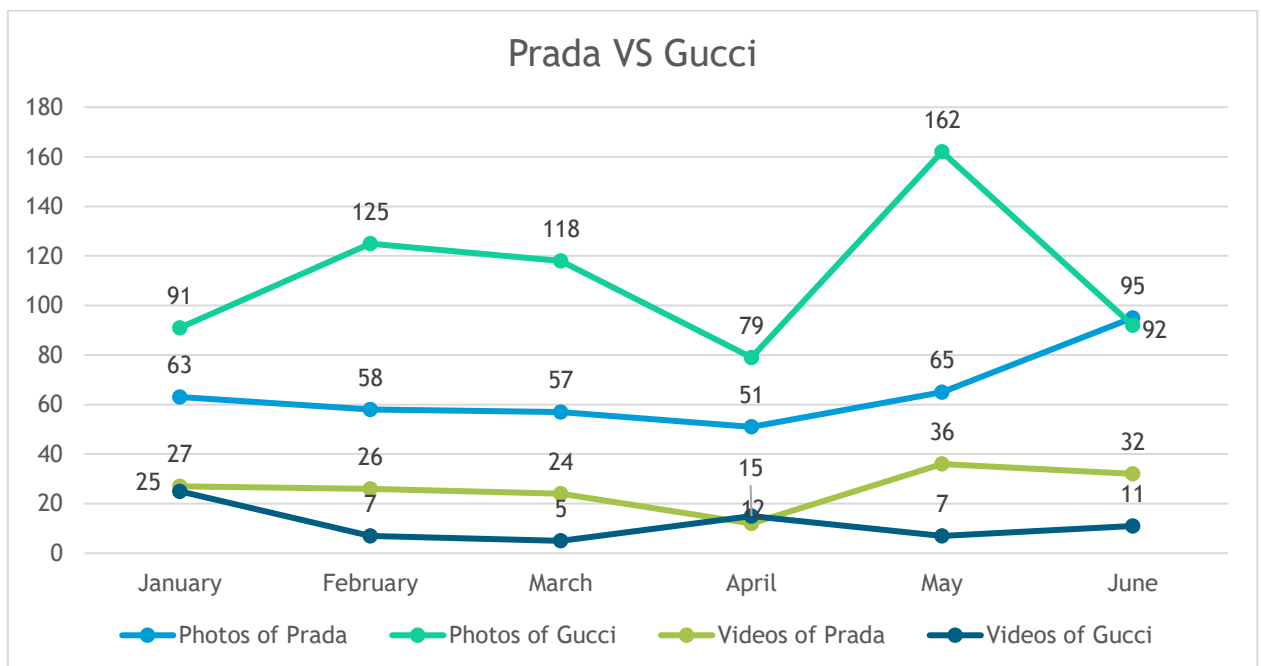


Figure 52- Comparison of Prada VS Gucci

Source: Author's Elaboration

Both brands have elevated numbers of photos and videos, giving a lot of movement and interaction in the Instagram account, and entertaining the consumers that follow the accounts.

Both brands have strong ambassadors to advertise the new collections which gives the brand high attention and publicity when famous celebrities are the faces of the campaigns. Because the brands are haute de couture, a lot of celebrities use the outfits in galas and important events. When celebrities are spotted in an important event with Prada or Gucci's outfits, the brands publicize in their Instagram accounts the photos. Which is easier for people to see that the brand is wearable and exclusive.

In the description of the photos or tagged in the photos, are the designers of the collection, piece or accessory in both Prada and Gucci's Instagram. By mentioning the designer, they value their work and potential.

One positive aspect of Gucci is that in March they created a campaign with a lot of jokes (memes) regarding the new Gucci watch, this can transpire a humoristic side of Gucci, and a funny way to publicize the watch. Giving a fun look and updated to the brand that uses humoristic memes to communicate with their consumers.

#### 4.3.3 Nike Women Versus Adidas

Clearly Adidas has the highest number of photos and videos throughout the 6 months. Nike Women has a week interaction regarding both the photos and the videos, also doesn't have any famous celebrities associated in the Instagram account which is bad for the dynamics of the account.

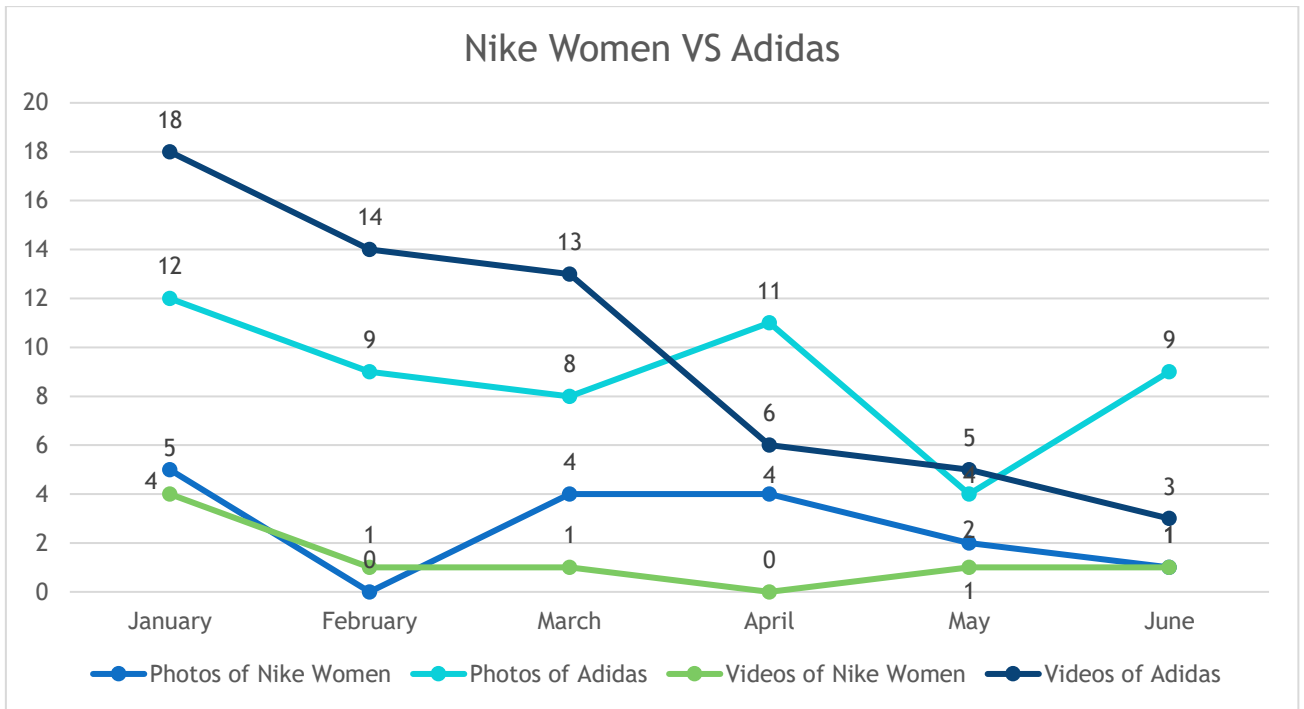


Figure 53- Comparison of Nike Women and Adidas

Source: Author's Elaboration

Adidas uses celebrities from the sport world, which gives the brand the right ambassadors and great publicity to the brand. They also use hashtags in the photos, which gives the consumers an easier way to get the information about their products.

The campaign that stands out the most about Adidas, is the one with Snoop Dogg, although he is not a celebrity from the sport world, he is a well-known rapper with a lot of fans. Which gives Adidas visibility and notoriety by using Snoop Dogg as the ambassador of that campaign.



## 5. Conclusions

This research explores the online communication of fashion brands in Instagram, and through netnography data collection and data analysis, we may find some aspects that are very important for the good running of the Instagram's account. We may find three main factors that influence a brand to be very good and liked by the general consumers, such as: the interaction of brand and consumers in the publications of the brand, the constant update of photos and videos with relevant content and use celebrities to advertise the products and campaigns of the brand.

According to the 3 main factors described above, H&M is the best brand communicating with the audience, fulfilling every aspect that matters to be successful and recognized. Nike is the worst brand communicating, with very poor content and a very low number of photos and videos. The other brands have fulfilled almost every aspect that describes success for Instagram accounts communication. While doing the data analysis is determined that luxury brands have a high number of photos in the space of 6 months comparing to fast-fashion and sport brands.

The variables of Russmann & Svensson (2016) are very crucial to understand if the communication is being well done or not. Perception, image management, integration, and interactivity are aspects that must be consider when evaluating Instagram communication.

The methodology used in this thesis doesn't use the participative part of netnography, because the observational part responds to the research question.

### 5.1 Implications

Regarding theoretical implications as far as we know again brands need to have good interaction with consumers, constant update and celebrities as ambassadors to give credibility and notoriety to the brand.

Regarding managerial implications the brands studied in this research should engage and interact with consumers in the comments, answer to their questions and be always alert to new trends, festivals, big events that matter to their target, so that they show concern to aspects that will occur throughout the year.

## 5.2 Limitations

One of the limitations observed was the limited period to deliver the project, since the data collection only includes 6 months of Instagram's data collection, if the period was wider the data collection and data analysis would have a larger period of months and more aspects to evaluate.

Regarding the brands chosen for the study, was very difficult to find particular online communities of the brands like websites with a specific online community of each brand. Since Instagram is opened to all consumers and all the brands have pages, the decision to use the brands accounts of Instagram was the obvious choice.

The methodology used was the first edition of Netnography of Kozinets (2010) since the second edition of the Kozinets (2015) Netnography: redefined, was not appropriate to this study, because many stages of the process were not going to be performed due to participative character.

One very important limitation was the fact that Nike's Instagram account was very week with no publication in the 6 months that the study would take place, so there was a replacement to Nike Women, which reduced the requirement of global brand. This change was necessary to continue with the study.

For future researches, it would be important to conduct the same study but with different brands in Facebook context, and compare what are the factors that prove if the online communication of those brands are being successful or not.

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## 7. Attachments

### Attachment 1:

The 12 stages of the netnographic process are explained as:

1. An introspection phase where the researcher must reflect upon the role of the research in her current life project and life themes, and her actual life story as it unfolds.
2. An investigation phase where the researcher crafts and hones the netnographic question, basing it upon the study of sites, topics, or people, posing it appropriately, such that it could be reasonably answered by a netnographic research design.
3. An informational phase, where ethical considerations are raised early, and foreknowledge of acceptable research ethics practices are followed.
4. An initial interview stage where either people or sites are found and then investigatively interviewed and found to match various online forms of sociality and satisfaction. Search engines and good comprehensive guidelines are key to finding a good range of sites to investigate. This investigation has the purpose of informing our later stages, including interaction, where we will design our interaction research website. Interview adds to the informational phase.
5. A choice that must be made of particular site or sites comes at the phase of inspection, as evaluations and different sorts of sites, topic, person and even group combination schemes are possible and useful. Ethnographers of fleshy interactions do not have so many alternatives to choose from in simultaneous and interlinked format. As netnographers, the trade-offs and key synergies are unique and important.
6. An interaction entrée strategy that plots out the extent of the researcher's participation in online social interactions with other human beings (it may be minimal or zero, but it may also be considerable). In this stage, you should strongly consider creating an interaction research website in order to interact with people in a way that is open, generous and ethical.
7. Immersion in the data, topic or site on a frequent basis constitutes the seventh phase. Depth of understanding in netnography grows organically in a natural unfolding of what feels like 'human' time. This can take many shapes.

8. An indexing data collection strategy, which ensures that an adequate but not overwhelming amount of data is collected from a relevant variety of relevant sources, is the eighth phase. The role of this data is not to encompass the entire great masses of all data on the topic and to reflect, in some sense, the general. Instead this is small data. It reflects some sort of a connoisseurship and then careful weighting of data. This is a strategy that carefully selects lesser amounts of very high-quality data that are then used to reveal and highlight meaningful aspects in particular.
9. Once data is collected, interpretive analysis, or 'interpretation', should begin in depth immediately and then continuously, as a striving for depth of understanding becomes the key regard. Humanistic, phenomenological, existential and hermeneutic methods are favoured in the interpenetration stage, and a variety of language theories usefully applied.
10. A number of iterations may of course take place, as this is qualitative research. Iterations are phases within phases, the spiralling back centre of the clock's face. We are interpreting continuously and seeking insights, general rules, patterns, research question saturation. We go back to the field site and data. We return to the literature in a spiralling-in cycle looking for contributions, answers, representations, ideas and questions; a meeting-in-the-middle. As answers resolve from our close encounters with the data, literature, imagination and site, we begin to build the representations that we will use to carry it to the research world. For starters, netnography is about using the media we have and also about expanding traditional scholarship into more accessible forms. This means simplifying and sharing stories at times, but also not sacrificing our academic integration by 'dumbing down' and making compromises.
11. In the penultimate phase, netnography is instantiated somehow, in space and on time. Any given netnography is a research project presented on different stages in different manners. One of four ideal types might be used to guide this instantiated representation: symbolic, digital, auto or humanist. These representations and instantiations have methodological implications. Method guidelines help you to focus and streamline the making of research design decisions.
12. Finally, something should happen. Some change that might occur and be detected or measured as a result of this netnography having been performed. Is publication the goal? Wild applause at a conference? One million views on YouTube? A story in the national press about the topic? Regardless, the end result is in some sense an

integration: integrating research answers in the research questions, integrations research representation with research site and presentation format, integrating decisions and actions with the needs for wider frames of understanding and empathy and requirements procedures. The 12<sup>th</sup> and final phase of netnography is part of its ongoing life in the world. It deals with the integration of findings and discussion with recommended action in the wider world. What is the end game of our own pursuit and sharing of netnographic research? This phase does not stop when a journal article is published.

## **Attachment 2:**

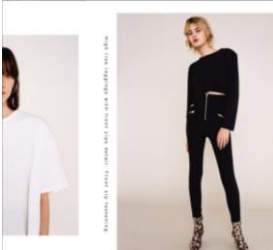

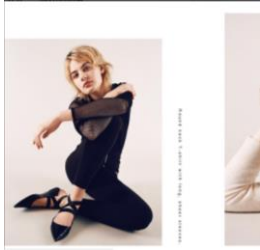
Guidelines for site choice:

- **Relevant**- they relate to your research focus and questions;
- **Active**- they have recent and regular communications;
- **Interactive**- they have a flow of communications between participants;
- **Substantial**- they have a critical mass of communicators and an energetic feel;
- **Heterogeneous**- they have a number of different participants;
- **Data-rich**- offering more detailed or descriptively rich data.

### Attachment 3: Fast Fashion Brand- Zara

<b>Zara</b>						
<b>Likes</b>	65 818	55 425	49 764	83 210	123 178	64 833
<b>#Hashtags</b>	#springsummer	#springsummer #zaraman	#springsummer #zaraman	#springsummer #zarakids	#springsummer #zarakids	#springsummer #zarakids
<b>Famous People</b>	No	No	No	No	No	No
<b>Comments</b>	125	108	189	113	368	119
<b>Concepts used</b>	Nice Amazing Gorgeous Great photo Super	Classy Nice Beautiful Amazing Incredible	Majestic Love Interesting Top Nice	Beautiful Love Nice Sweet Perfection	Cute Beautiful Awesome Lovely Adorable	Very nice Cute Wow Beautiful Cool
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	27/01	27/01	27/01	29/01	29/01	29/01
<b>Interval of days</b>	1	0	0	2	0	0

## Attachment 4: Fast Fashion Brand- Zara

<b>Zara</b>			
<b>Likes</b>	48 786	42 809	60 721
<b>#Hashtags</b>	#zaranewin	#zaranewin	# zaranewin
<b>Famous People</b>	No	No	No
<b>Comments</b>	118	88	233
<b>Concepts used</b>	Gorgeous Nice Beautiful Fabulous Great	Sweet Gorgeous Perfect Love it Pretty	Nice Sweet Beautiful Stunning Awesome
<b>Positive/Negative</b>	Positive	Positive	Positive
<b>Date</b>	30/01	30/01	30/01
<b>Interval of days</b>	1	0	0

## Attachment 5: Videos of Zara

Zara



Video, Challenge

Video

Video

Date

27/02

27/01

Interval of days






3

0

## Attachment 6: Fast Fashion Brand- H&M

<b>H&amp;M</b>						
<b>Likes</b>	139 927	105 373	107 619	82 169	111 850	99 331
<b>#Hashtags</b>	#HM	#regram #HMOOTD #HMMen	#HM	#HMMen #HM	#HM	#HMBeauty
<b>Famous People</b>	No	No	No	No	No	No
<b>Comments</b>	438	297	221	234	184	153
<b>Concepts used</b>	Like it Want Cool Nice Good one	Nice Top Perfect Very beautiful Dope	Love the pattern Very nice Good Amazing Perfect dressing	Too Cute Perfect Nice Top Awesome	Very nice Love this look Beautiful Cool So cute	Lovely Nit Nice Need it Must Have
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	4/01	4/01	5/01	5/01	6/01	6/01
<b>Interval of days</b>	0	0	1	0	1	0

## Attachment 7: Fast Fashion Brand- H&M

<b>H&amp;M</b>						
<b>Likes</b>	131 229	79 115	99 845	105 345	67 485	83 729
<b>#Hashtags</b>	#HMSport	#HMSport	#HMBeauty #regram	#HM	#HMSport	#HM
<b>Famous People</b>	No	No	No	No	Athlete	No
<b>Comments</b>	333	153	267	189	332	222
<b>Concepts used</b>	Amazing Nice Peachy Wow Top	Best Nice shot Pretty Awesome Extraordinary Like it	Super sweet These are the best Very nice Super dope Cool	Love Nice Beautiful shoot Looks comfortable Awesome	Lovely post Cool Inspiration Wow Best	Wow Nice Great So fun Like it
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	6/01	7/01	7/01	8/01	8/01	9/01
<b>Interval of days</b>	0	1	0	1	0	1





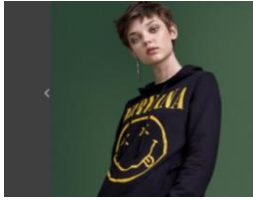


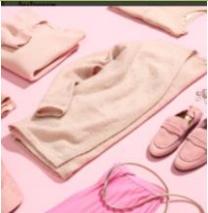
## Attachment 8: Fast Fashion Brand- H&M

<b>H&amp;M</b>						
<b>Likes</b>	79 064	85 145	102 136	81 883	73 181	56 911
<b>#Hashtags</b>	#HM #HMBeauty	#HM #HMMen	#HM	#HMMagazine	#HMMen #HMBeauty #HM	#HMMagazine
<b>Famous People</b>	No	No	No	Fashion editor	No	French illustrator
<b>Comments</b>	189	224	253	169	139	89
<b>Concepts used</b>	Nice Brilliant So Cool Beautiful Bombshell	Love it Great Nice Awesome Want this	Love denim Brilliant Nice Great Nice outfit	Sweet Great shot Nice Stunning Super top	Love Cute Sweet Looks good Good shot	Amazing Very cool Beautiful drawing Glow glam Nice
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	9/01	9/01	10/01	10/01	10/01	11/01
<b>Interval of days</b>	0	0	1	0	0	1

## Attachment 9: Fast Fashion Brand- H&M

<b>H&amp;M</b>						
<b>Likes</b>	72 840	117 994	82 100	84 437	63 715	117 280
<b>#Hashtags</b>	#shoes #HM	#HM #regram #HMOOTD	#HM	#Friday #HM	#HMMen #HM	#gym #HMSport
<b>Famous People</b>	No	Blogger	No	No	No	No
<b>Comments</b>	155	325	146	177	133	317
<b>Concepts used</b>	Good Nice Wow Like it So good photo	Love the coat Beautiful Wow Cool Nice picture	Lovely Beautiful Wow Pretty Love the new looks	Excellent Wonderful Superb Love the necklace Elegant	Beautiful Great sweater Cool Good stuff Stunning	Wow Perfect Beautiful outfit Love it Nice
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	11/01	11/01	12/01	12/01	12/01	13/01
<b>Interval of days</b>	0	0	1	0	0	1




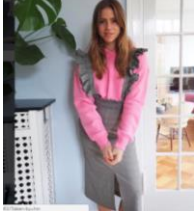


## Attachment 10: Fast Fashion Brand- H&M

H&M						
<b>Likes</b>	61 630	150 312	85 918	160 591	91 412	121 975
<b>#Hashtags</b>	#HMMen #HM	#HM	#punk #fashion #HM	#HM	#HMSport	#HM
<b>Famous People</b>	No	No	No	No	No	No
<b>Comments</b>	121	621	562	320	142	352
<b>Concepts used</b>	Cool Nice Fascinating Super Nice shot	Awesome Beautiful colours Lovely Very nice Cool	Posers Wrong Love the sweater Beautiful Nice	Wow Love Super cute Great Beautiful	Awesome Look Beautiful Amazing Impressive content Stunning	Love it Love pink Nice Perfect So trendy
<b>Positive/Negative</b>	Positive	Positive	Both	Positive	Positive	Positive
<b>Date</b>	13/01	14/01	14/01	15/01	15/01	15/01
<b>Interval of days</b>	0	1	0	1	0	0







## Attachment 11: Fast Fashion Brand- H&M

						
<b>H&amp;M</b>						
<b>Likes</b>	93 149	122 368	120 726	100 154	98 654	98 145
<b>#Hashtags</b>	#hmmagazine #Lichen	#HM	#spring #hmmen #HM	#HM	#lifestyle #HM #HMMen #HMOOTD #regram	#Beach #HM
<b>Famous People</b>	No	No	No	No	French influencer	No
<b>Comments</b>	220	398	337	324	248	279
<b>Concepts used</b>	Beautiful Amazing Brilliant Wow Sweet	Perfect Wow Lovely Great Super nice	Amazing Like it Pretty Wonderful Good stuff	Beautiful Great Love Wow Nice	Love Cool Sweet Nice Awesome	Cool Love it Well done Great post Pretty awesome
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	16/01	16/01	17/01	18/01	19/01	19/01
<b>Interval of days</b>	1	0	1	1	1	0






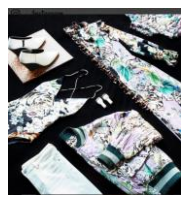


## Attachment 12: Fast Fashion Brand- H&M

<b>H&amp;M</b>						
<b>Likes</b>	112 395	117 031	162 594	82 451	118 624	67 161
<b>#Hashtags</b>	#HM	#HM	#HM	#regram #HMOOTD #HM	#shoes #HM	#HMSport
<b>Famous People</b>	No	No	No	No	No	Athlete
<b>Comments</b>	353	281	316	521	222	297
<b>Concepts used</b>	Super Cool Fantastic Cute Beautiful	Love Super cool Great outfit Awesome shot Nice	Love this look Nice Amazing Stunning Want this	Pretty Love this Cool Beautiful Cute	Awesome Nice Love this collection Awesome Need it Love the style	Super Love it Cool Nice Good shot
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	20/01	21/01	22/01	22/01	23/01	23/01
<b>Interval of days</b>	1	1	1	0	1	0

## Attachment 13: Fast Fashion Brand- H&M

H&M						
<b>Likes</b>	144 293	96 409	90 634	128 220	150 355	113 422
<b>#Hashtags</b>	#pink #HM	#HMMagazine	#HM	#HMMen #HM	#HM	No hashtag
<b>Famous People</b>	No	No	No	No	No	No
<b>Comments</b>	547	220	329	679	621	264
<b>Concepts used</b>	Cute Love Beautiful Wow Amazing	Love it Super Perfect Shot Nice Good	Obsessed Top Fashionable Cool Best one	Need Good Love Top Beautiful	Love that sweater Goals Great look Wishlist Love it	Awesome Good Stylish Pretty Amazing
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	24/01	24/01	25/01	26/01	27/01	27/01
<b>Interval of days</b>	1	0	1	1	1	0

## Attachment 14: Fast Fashion Brand- H&M

<b>H&amp;M</b>								
<b>Likes</b>	93 907	160 556	96 671	142 156	119 353	109 335	94 906	71 742
<b>#Hashtags</b>	#Lunarnewyear #lichen	#weekend #HM	#HMMen #HM	#HM	#wknd #HM	#HM	#denim #HM	#HMMen #HM
<b>Famous People</b>	No	No	No	No	No	No	No	No
<b>Comments</b>	192	511	254	395	518	457	158	167
<b>Concepts used</b>	Hot Amazing Cute Top Like it	Nice Cute Lovely Great Need this	Nice Simpler Awesome Love the style Perfect details	Wow Pretty Love it Cool Cute	Awesome Epic Cool Love it Nice	Nice Love Amazing Top Good stuff	Sweet Love it Quality Nice Perfect	Impressive Inspiring Cool Nice Love
<b>Positive/ Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	27/01	28/01	29/01	29/01	29/01	30/01	31/01	31/01
<b>Interval of days</b>	0	1	1	0	0	1	1	0

## Attachment 15: Videos of H&M

H&M				
Video, Challenge	Video	Video	Video	Video
Date	7/01	8/01	13/01	14/01
Interval of days	2	1	5	1
H&M				
Video, Challenge	Video	Video	Video	Video
Date	17/01	18/01	20/1	21/01
Interval of days	3	1	2	1
H&M				
Video, Challenge	Video	Video	Video	Video
Date	25/01	26/01	28/01	30/01
Interval of days	4	1	2	2



## Attachment 16: Haute couture Brands- Prada

<b>Prada</b>						
<b>Likes</b>	26 960	32 521	36 014	43 023	33 853	35 481
<b>#Hashtags</b>	No hashtags	#olivierrizzo #Prada365 #PradaFrontiers #PradaSS17	#BowlingRibbon #Prada365 #PradaFrontiers #PradaSS17	#Prada365 #PradaFrontiers #PradaSS17	#feathers #Prada365 #PradaStations #PradaSS17	#prada365 #PradaStations #PradaSS17
<b>Famous People</b>	No	Model	Model	Model	No	model
<b>Comments</b>	114	81	95	127	367	108
<b>Concepts used</b>	Nice Beautiful Lovely Not hot Horrible	Like it Nice Cute Amazing Cool	Beautiful Fabulous Love it Stunning image Nice	Cool Super nice Great Luxury Gorgeous	Nice Ridiculous Ugly Lovely horrible	Stunning Love Awesome Bomb Beautiful
<b>Positive/Negative</b>	Both	Positive	Positive	Positive	Both	Positive
<b>Date</b>	6/01	6/01	6/01	6/01	7/01	7/01
<b>Interval of days</b>	0	0	0	0	1	0



**Attachment 17:** Haute couture Brands- Prada

<b>Prada</b>						
<b>Likes</b>	67 679	35 483	36 303	38 536	27 932	20 537
<b>#Hashtags</b>	#Cahier #Prada365 #PradaStations #PradaSS17	#olivierrizzo #VelcroSlingBack #Prada365 #PradaStations #PradaSS17	#Prada365 #PradaStations #PradaSS17	#Prada365 #PradaExits #PradaSS17	# olivierrizzo #Prada365 #PradaExits #PradaSS17	#Prada365 #PradaExits #PradaSS17
<b>Famous People</b>	No	No	No	No	No	No
<b>Comments</b>	288	130	102	273	99	50
<b>Concepts used</b>	Love the colour Stunning Amazing Flawless Dope shot	Gorgeous Cute Love Cool Amazing look	Unique Pretty Nice Gorgeous Beauty	Best Dope Lovely Like it Beautiful	Amazing Best Fascinating Cool Love this	Nice Amazing shot Looking good Super Beautiful
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	7/01	7/01	7/01	8/01	8/01	8/01
<b>Interval of days</b>	0	0	0	1	0	0


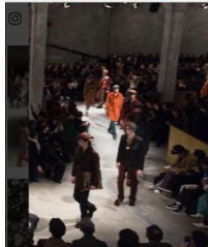




**Attachment 18:** Haute couture Brands- Prada

<b>Prada</b>						
<b>Likes</b>	22 855	30 097	27 187	16 749	32 618	51 537
<b>#Hashtags</b>	#Nomad #Prada365 #PradaExits #PradaSS17	#olivierrizzo #Prada365 #PradaExits #PradaSS17	No hashtags	No hashtags	No hashtags	No hashtags
<b>Famous People</b>	No	No	Actor Jonah Hill	Actor Jason Schwartzman	Actress Jessica Chastain	Actor Eddie Redmayne
<b>Comments</b>	381	59	128	99	111	269
<b>Concepts used</b>	So cool Good work Pretty nice Awful Horrible	Love Amazing Cool Superb Nice	Cool Nice Look Awesome He's handsome The best	Slay Coolest Awesome Class Nice	Fabulous Gorgeous look Very nice Amazing Lovely	The best Handsome Beautiful Fantastic Perfect
<b>Positive/Negative</b>	Both	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	8/01	8/01	9/01	9/01	9/01	9/01
<b>Interval of days</b>	0	0	1	0	0	0

## Attachment 19: Haute couture Brands- Prada

<b>Prada</b>						
<b>Likes</b>	19 719	58 612	38 927	29 522	38 375	29 249
<b>#Hashtags</b>	No hashtags	No hashtags	#JudeLaw #Prada365 #PradaTerrains #PradaSS17	#JudeLaw #Prada365 #PradaTerrains #PradaSS17	#JudeLaw #Prada365 #PradaTerrains #PradaSS17	#JudeLaw #olivierizzo #Prada365 #PradaTerrains #PradaSS17
<b>Famous People</b>	Actor Bryan Cranston	Actress Natalie Portman	Actor Jude Law	Actor Jude Law	Actor Jude Law	Actor Jude Law
<b>Comments</b>	51	308	205	77	164	91
<b>Concepts used</b>	Amazing Prada looks awesome Nice one Perfect	Fantastic Elegance Beautiful Lovely Sophisticated	Hot Handsome Stylish Superb Great	Sweet Amazing So cool Nice Beautiful	Wow Perfect Nice brand Classic Beautiful	Fantastic Love Wonderful work Awesome Excellent
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	9/01	9/01	10/01	10/01	10/01	11/01
<b>Interval of days</b>	0	0	1	0	0	1

## Attachment 20: Haute couture Brands- Prada

<b>Prada</b>						
<b>Likes</b>	30 234	28 386	39 202	28 641	21 513	17 452
<b>#Hashtags</b>	#JudeLaw #Prada365 #PradaTerrains #PradaSS17	#PradaFW17 #MMFW	#PradaFW17 #MMFW	#PradaFW17 #MMFW	#PradaSS17	#PradaSS17
<b>Famous People</b>	Actor Jude Law	No	No	No	Actress Claire Danes	No
<b>Comments</b>	112	56	86	85	66	61
<b>Concepts used</b>	Super cool Top Gorgeous Love it Nice picture	Aww Wow Well done Amazing Delightful	Very cool Nice Enjoying the show Love this Perfect	Great collection Nice Cool Nice Show Stunning	Gorgeous Amazing Cute Stunning Beautiful	Great photo Very good Wow Cool Love
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	11/01	15/01	15/01	15/01	19/01	19/01
<b>Interval of days</b>	0	4	0	0	4	0







**Attachment 21:** Haute couture Brands- Prada

<b>Prada</b>						
<b>Likes</b>	27 774	19 853	29 541	21 086	33 078	20 611
<b>#Hashtags</b>	#PradaSS17	#Prada365 #PradaFW17 #Nonconformists	#Prada365 #PradaFW17 #Nonconformists	#Prada365 #PradaFW17 #Nonconformists	#Prada365 #PradaFW17 #Nonconformists	#Prada365 #PradaFW17 #Nonconformists
<b>Famous People</b>	No	No	No	No	No	No
<b>Comments</b>	99	92	116	91	155	138
<b>Concepts used</b>	Cool Total bombshells Magnificent Lovely Nice	Nice Pretty Perfect man Wow Cool	Perfect Awesome Keep on rockin Magnificent Need this	Pretty Super Super top Good Chic	Genial Very contemporary Like it Fun perfect Love this	Love this photo Great Very white Terrible picture Awful photo
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Both
<b>Date</b>	19/01	20/01	20/01	20/01	21/01	21/01
<b>Interval of days</b>	0	1	0	0	1	0

## Attachment 22: Haute couture Brands- Prada

Prada						
<b>Likes</b>	25 676	27 943	28 667	22 683	42 004	24 790
<b>#Hashtags</b>	#Prada365 #PradaFW17 #Nonconformists	#Prada365 #PradaFW17 #Nonconformists	#Prada365 #PradaFW17 #Nonconformists	#Prada365 #PradaFW17 #Nonconformists	#Prada365 #PradaFW17 #Nonconformists	#Prada365 #PradaFW17 #Nonconformists
<b>Famous People</b>	No	No	No	No	No	No
<b>Comments</b>	85	91	125	83	164	66
<b>Concepts used</b>	Cute Good idea Beautiful Fabulous Wonderful	Awesome Love Great Cool Stunning	Love it Pretty Very cool Need these Heavenly	Great Nice Cool Love it Top	Flawless Beauty Love it Top Cute	Unique Like it Stunning Beauty Awesome
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	21/01	22/01	22/01	22/01	23/01	23/01
<b>Interval of days</b>	0	1	0	0	1	0

## Attachment 23: Haute couture Brands- Prada

<b>Prada</b>						
<b>Likes</b>	50 276	36 653	33 639	26 540	27 796	35 096
<b>#Hashtags</b>	#Prada365 #PradaFW17 #Nonconformists	#PradaSS17	#PradaResort17	#PradaResort17	#Novitiate #Sundance	#ResidentEvil
<b>Famous People</b>	No	Actress Amanda Seyfried	No	No	Actress Dianna Agron	Actress Mila Jovovich
<b>Comments</b>	261	95	117	91	105	147
<b>Concepts used</b>	Adorable Artistic Perfect Sweet Nice	Nice Amazing Beauty Lovely Prada Gorgeous	Love it Nice bag Great post Beautiful Super	Beautiful Cool Nice Awesome Wow	Fascinating Slaying Sophisticated Top Best one	Gorgeous Great Stunning Beautiful Love it
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	23/01	24/01	24/01	24/01	25/01	26/01
<b>Interval of days</b>	0	1	0	0	1	1




## Attachment 24: Haute couture Brands- Prada

<b>Prada</b>						
<b>Likes</b>	27 102	60 750	31 397	47 881	28 448	23 196
<b>#Hashtags</b>	#backstage #PradaFW17 #bts #MFW #MMFW	#backstage #PradaFW17 #bts #MFW #MMFW	#backstage #PradaFW17 #bts #MFW #MMFW	#backstage #PradaFW17 #bts #MFW #MMFW	#backstage #PradaFW17 #bts #MFW #MMFW	#backstage #PradaFW17 #bts #MFW #MMFW
<b>Famous People</b>	No	No	No	No	No	No
<b>Comments</b>	89	360	145	317	118	109
<b>Concepts used</b>	Love them Fancy Super Proper quality Awesome	Great Wow Gorgeous Nice Love	Love this Wow Fabulous Nice Proper quality	Pretty Beautiful Ugly Not working Unique	Wow Amazing Awesome Love the quality Cool	Adorable Amazing Wow Nice Pretty awesome
<b>Positive/Negative</b>	Positive	Positive	Positive	Both	Positive	Positive
<b>Date</b>	30/01	30/01	30/01	31/01	31/01	31/01
<b>Interval of days</b>	4	0	0	1	0	0

## Attachment 25: Videos of Prada

<b>Prada</b>				
<b>Video, Challenge</b>	Video	Video	Video	Video
<b>Date</b>	6/01	7/01	8/01	11/01
<b>Interval of days</b>	0	1	1	3
<b>Prada</b>				
<b>Video, Challenge</b>	Video	Video	Video	Video
<b>Date</b>	12/01	13/01	14/01	16/01
<b>Interval of days</b>	1	1	1	2
<b>Prada</b>				
<b>Video, Challenge</b>	Video	Video	Video	Video
<b>Date</b>	16/01	16/01	16/01	16/01
<b>Interval of days</b>	0	0	0	0

## Attachment 26: Videos of Prada

<b>Prada</b>				
<b>Video, Challenge</b>	Video	Video	Video	Video
<b>Date</b>	17/01	17/01	17/01	17/01
<b>Interval of days</b>	1	0	0	0
<b>Prada</b>				
<b>Video, Challenge</b>	Video	Video	Video	Video
<b>Date</b>	17/01	18/01	18/01	18/01
<b>Interval of days</b>	0	1	0	0
<b>Prada</b>				
<b>Video, Challenge</b>	Video	Video	Video	
<b>Date</b>	18/01	18/01	27/01	
<b>Interval of days</b>	0	0	9	

## Attachment 27: Haute Couture Brands- Gucci

<b>Gucci</b>						
<b>Likes</b>	42 672	58 701	72 854	48 214	41 623	59 359
<b>#Hashtags</b>	#GucciFW16 #AlessandroMichele #GucciEditorials #NanGoldin	#SiennaMiller #GucciCruise17 #GucciEditorials	#GucciCruise17 #AlessandroMichele #GucciEditorials	#GucciCruise17 #AlessandroMichele	#GucciCruise17	#GucciCruise17 #AlessandroMichele
<b>Famous People</b>	No	Actress- Sienna Miller	Actress- Naomie Harris	No	No	No
<b>Comments</b>	143	194	317	148	114	245
<b>Concepts used</b>	Cool Good Gorgeous Stunning Nice	Beautiful Great Good Lovely Cute	Love it Romantic Very nice Sexy Magnificent	Cute Nice Flawless Super cool Love this	Great stuff Cool Cute Elegant Love it	Awesome Perfection Super sweet Nice Cool
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	3/01	3/01	3/01	4/01	4/01	4/01
<b>Interval of days</b>	1	0	0	1	0	0

**Attachment 28:** Haute Couture Brands- Gucci

<b>Gucci</b>						
<b>Likes</b>	81 767	53 708	62 462	36 991	35 882	32 363
<b>#Hashtags</b>	#GucciCruise17 #VanessaRedgrave	#GucciCruise17 #AlessandroMichele	#GucciCruise17 #AlessandroMichele	#JaydeFish #GucciSS17 #AlessandroMichele	#JaydeFish #GucciSS17 #AlessandroMichele	#GucciSS17 #AlessandroMichele
<b>Famous People</b>	Actress-Vanessa Redgrave	No	No	No	No	No
<b>Comments</b>	337	205	242	147	76	94
<b>Concepts used</b>	Legendary Nice Beautiful styling Gorgeous love	Amazing Awesome Wow So Cool Perfect	Nice Love it Amazing Goals Perfect	So cool Great Disturbing Dark Love this	Very nice Super sweet Beautiful Awesome Stunning	Cool Cute Wow Love this Beautiful
<b>Positive/Negative</b>	Positive	Positive	Positive	Both	Positive	Positive
<b>Date</b>	5/01	5/01	5/01	6/01	6/01	6/01
<b>Interval of days</b>	1	0	0	1	0	0

## Attachment 29: Haute Couture Brands- Gucci

<b>Gucci</b>						
<b>Likes</b>	58 644	82 870	46 492	78 602	65 457	64 852
<b>#Hashtags</b>	#PalmSpringsInternationalFilmFestival #RyanGosling #GucciSS17	#EmmaStone #GucciSS17	#GucciTailoring	#AlessandroMichele #GucciNymphaea #GucciCruise17	#AlessandroMichele #GucciLilith #GucciCruise17	#AlessandroMichele #GucciNymphaea #GucciCruise17
<b>Famous People</b>	Actor- Ryan Gosling	Actress- Emma Stone	Actor- Andrew Garfield	No	No	No
<b>Comments</b>	260	254	148	348	289	296
<b>Concepts used</b>	Looking good Wonderful Gorgeous Awesome Love it	Gorgeous Beautiful Charming Perfect Cute	Love it Great Top Wow Lovely	Top Nice Perfect Love this Amazing	Love it Awesome Nice Pretty Gorgeous	Love this style Wow Top Great Pretty
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	6/01	6/01	7/01	7/01	7/01	7/01
<b>Interval of days</b>	0	0	1	0	0	0

### Attachment 30: Haute Couture Brands- Gucci

Gucci						
<b>Likes</b>	72 288	62 119	77 012	66 287	41 722	29 555
<b>#Hashtags</b>	#GucciDionysus #AlessandroMichele #GucciCruis17	#AlessandroMichele #GucciCruis17	#GucciPadlock #AlessandroMichele #GucciCruis17	#EmmaStone #Gucci #AlessandroMichele	#GucciTailoring #AlessandroMichele	#GucciFW16 #AlessandroMichele
<b>Famous People</b>	No	No	No	Actress- Emma Stone	Actor- Charlie Heaton	Singer- Courtney Love
<b>Comments</b>	377	217	438	196	183	117
<b>Concepts used</b>	Love it Lovely Nice Adorable Beautiful	Beautiful prints Nice Love Incredible Cute	Goals Very nice Gorgeous Love Adorable	Awesome Cool Great Beautiful Love this	Attractive Perfect Adorable Love the fit Super	Super cool Looks great Top Amazing dress Gorgeous
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	8/01	8/01	8/01	8/01	8/01	9/01
<b>Interval of days</b>	1	0	0	0	0	1

## Attachment 31: Haute Couture Brands- Gucci

<b>Gucci</b>						
<b>Likes</b>	52 670	72 310	47 016	42 213	43 467	42 343
<b>#Hashtags</b>	#FelicityJones #Gucci #AlessandroMichele	#RyanGosling #GucciDIY #AlessandroMichele	#Gucci #AlessandroMichele	#GucciDIY #AlessandroMichele	#Atlanta #DonaldGlover #GucciDIY #AlessandroMichele	#HacksawRidge #AndrewGarfield #GucciTailoring #AlessandroMichele
<b>Famous People</b>	Actress- Felicity Jones	Actor- Ryan Gosling	Actress- Zoe Saldana	Actor- Tom Hiddleston	Actor- Donald Glover	Actor- Andrew Garfield
<b>Comments</b>	224	341	200	168	240	141
<b>Concepts used</b>	Pretty Perfection Lovely Gorgeous Awesome dress	Love it Perfect Lovely Elegance Love this	Stunning Gorgeous Love Superb Beautiful	Beautiful Sensually Cool Perfect lovely	Amazing Loving it Nice Great Superb	Iconic Amazing Super nice Top cool
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	9/01	9/01	9/01	9/01	9/01	9/01
<b>Interval of days</b>	0	0	0	0	0	0



### Attachment 32: Haute Couture Brands- Gucci

						
<b>Gucci</b>						
<b>Likes</b>	54 068	75 625	46 155	68 549	72 338	56 073
<b>#Hashtags</b>	#SerenaMiller #GucciSS17 #AlessandroMichele	#GucciSS17 #AlessandroMichele #GucciEditorials	#GucciSS17 #AlessandroMichele #GucciEditorials	#GucciEyewear #GucciSS17 #AlessandroMichele	#GucciEyewear #GucciSS17 #AlessandroMichele	#GucciEyewear #GucciSS17
<b>Famous People</b>	Actress- Serena Miller	No	No	No	No	No
<b>Comments</b>	226	350	230	206	312	217
<b>Concepts used</b>	Love this Fabulous Cool Stunning Flawless	Wow Beauty Amazing Fabulous Stunning	Beautiful Great Very sweet Gorgeous Love this	Gorgeous Pretty Love Perfect Fabulous	Wow Love it Pretty Perfect fantastic	Wonderful Love this Amazing Pretty cool perfection
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	10/01	10/01	10/01	11/01	11/01	11/01
<b>Interval of days</b>	1	0	0	1	0	0

### Attachment 33: Haute Couture Brands- Gucci

Gucci						
<b>Likes</b>	76 337	43 686	57 995	42 758	59 114	46 980
<b>#Hashtags</b>	#GucciGuilty #AlessandroMichele #GuiltyNotGuilty	#GucciGuilty #AlessandroMichele #GuiltyNotGuilty	#GucciCruise17 #GucciEditorials	#GucciCruise17 #GucciEditorials #AlessandroMichele #TimWalker	#ChoiMinho #GucciCruise17 #GucciEditorials #AlessandroMichele	#LucasHedges #GucciSS17 #GucciEditorials #AlessandroMichele
<b>Famous People</b>	Actor- Jared Leto	No	No	No	Singer-Choi Minho	Actor- Lucas Hedges
<b>Comments</b>	534	190	185	197	684	155
<b>Concepts used</b>	Sexy Smart Chic Perfection Cool	Perfect Very cute Nice Great Amazing	Pretty Nice Love this Super Cool	So nice Great photo Dope Cool Lovely	Handsome Cute Cool Wow Beautiful	Stunning Nice Love Beautiful Nice shot
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	16/01	16/01	17/01	17/01	17/01	18/01
<b>Interval of days</b>	5	0	1	0	0	1






### Attachment 34: Haute Couture Brands- Gucci

<b>Gucci</b>						
<b>Likes</b>	51 122	65 357	42 265	104 746	36 422	68 004
<b>#Hashtags</b>	#Nomenus #GucciSS17 #GucciEditorials	#GucciCruise17 #GucciEditorials #AlessandroMichele	#Gucci #GucciFW16 #AlessandroMichele #InBloom	#Gucci #AlessandroMichele #metgala #inBloom	#Gucci #AlessandroMichele #GucciSS17 #inBloom	#GucciCruise17 #AlessandroMichele
<b>Famous People</b>	No	No	Artist- Petra Collins	Actress- Dakota Johnson	No	No
<b>Comments</b>	168	275	163	476	169	246
<b>Concepts used</b>	Nice looks Awesome Colorful Amazing Fantastic	Awesome Comfortable Cool Super Love it	Lovely Cool Wow Beautiful Stunning	Nice Gorgeous Awesome Beautiful Nice	Nice Beautiful Fashionable Cool The best	In love Wow Pretty Slaying Nice
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	19/01	19/01	20/01	20/01	20/01	21/01
<b>Interval of days</b>	1	0	1	0	0	1






## Attachment 35: Haute Couture Brands- Gucci

						
<b>Gucci</b>						
<b>Likes</b>	43 121	46 298	34 438	45 112	52 797	27 702
<b>#Hashtags</b>	#GucciCruise17 #AlessandroMichele	#GucciCruise17 #GucciBengal	#GucciCruise17 #AlessandroMichele	#GucciCruise17 #Queercore	#GucciCruise17 #AlessandroMichele	#Gucci #ChimeForChange #GlobalCitizen #WomensMarch #Always Marching
<b>Famous People</b>	No	No	No	No	No	No
<b>Comments</b>	143	136	83	159	189	152
<b>Concepts used</b>	Cute Love Nice Wow Stunning	Quality Stunning Love this Perfect Nice	Good Love the collection Classy Admirable Fantastic	Exceptional detail Beautiful Love it Stunning Great	Lovely Really cool Adore the look Beautiful Perfect	Love this Great topic Awesomeness Love Gucci Cool
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	21/01	21/01	21/01	21/01	22/01	22/01
<b>Interval of days</b>	0	0	0	0	1	0





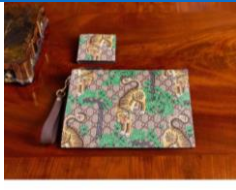

### Attachment 36: Haute Couture Brands- Gucci

Gucci						
<b>Likes</b>	54 366	56 066	34 617	53 040	50 550	40 065
<b>#Hashtags</b>	#GucciBengal #Queercore #GucciCruise17	#GucciCruise17	#BlindforLove #GucciCruise17	#AlessandroMichele #GucciCruise17	#GucciCruise17	#GucciCruise17
<b>Famous People</b>	No	No	No	No	No	No
<b>Comments</b>	220	184	128	185	181	181
<b>Concepts used</b>	Spectacular Timeless Perfect Cool Beautiful	Love this Looks good Cool Unique Cute	Amazing Nice Awesome Good one Cool	Awesome Perfect Cool Like it Wow	Cute Wonderful collection Perfect look Love this Superb	Pretty cool Proper quality Awesome Lovely post Super
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	23/01	23/01	23/01	23/01	23/01	23/01
<b>Interval of days</b>	1	0	0	0	0	0

## Attachment 37: Haute Couture Brands- Gucci

						
<b>Gucci</b>						
<b>Likes</b>	42 999	81 982	43 695	34 182	38 964	34 395
<b>#Hashtags</b>	#GucciCruise17 #AlessandroMichele	#GucciCruise17 #AlessandroMichele	#GucciCruise17 #AlessandroMichele	#GucciCruise17 #AlessandroMichele	#BlindforLove #GucciCruise17 #AlessandroMichele	#GucciCruise17 #AlessandroMichele
<b>Famous People</b>	No	No	No	No	No	No
<b>Comments</b>	105	394	143	127	167	124
<b>Concepts used</b>	Good Cool Classic Love it Super	Amazing Wow Obsessed Nice Cool	Beautiful Magical Breathless Cool Nice look	Pretty Love it Top Nice Wow	Amazing Super Cool Goodness Top	Super Fashionable Brilliant one Pretty Nice
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	24/01	24/01	24/01	25/01	25/01	25/01
<b>Interval of days</b>	1	0	0	1	0	0

**Attachment 38:** Haute Couture Brands- Gucci

<b>Gucci</b>						
<b>Likes</b>	35 720	31 040	73 283	94 305	72 321	60 796
<b>#Hashtags</b>	#Gucci	#Gucci	#GucciBengal #AlessandroMichel e #GucciCruise17	#GucciBengal #GucciCruise17	#GucciBengal #GucciCruise17	#GucciBengal #GucciCruise17
<b>Famous People</b>	No	No	No	No	No	No
<b>Comments</b>	127	137	442	829	281	241
<b>Concepts used</b>	Awesome Nice Beautiful Pretty cool Wow	Nice Great Love Beautiful Cutest	Love it Nice So cool Beautiful Cute	Pretty cute Love it Excellent Dope Nice	Super Beautiful Cute Wow Legend	Love Cute Super sweet Beautiful Nice
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	27/01	27/01	28/01	28/01	29/01	29/01
<b>Interval of days</b>	2	0	1	0	1	0

**Attachment 39:** Haute Couture Brands- Gucci

							
<b>Gucci</b>							
<b>Likes</b>	51 251	41 307	55 054	60 325	67 762	71 873	61 214
<b>#Hashtags</b>	#GucciCruise17 #GucciBengal	#SAGawards #Gucci #AlessandroMichele	#NicoleKidman #Gucci #AlessandroMichele	#RyanGosling #GucciDIY #AlessandroMichele	#GucciBengal #GucciCruise17 #AlessandroMichele	#GucciBengal #GucciPadlock	#GucciBengal #GucciCruise17 #AlessandroMichele
<b>Famous People</b>	No	Actor- Charlie Heaton	Actress-Nicole Kidman	Actor- Ryan Gosling	No	No	No
<b>Comments</b>	194	162	383	338	457	337	290
<b>Concepts used</b>	Great Excellent Nice Amazing Awesome	Adorable Handsome Cutie Nice Cool	Amazing Wow Perfect Epic Beautiful	Lovely Wow Well done Hot Super	Love Nice one Fashion Cute Superb	Gorgeous Love it Nice one Cool Top	Love them Pretty nice Wow Cool Good shot
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	29/01	30/01	30/01	30/01	31/01	31/01	31/01
<b>Interval of days</b>	0	1	0	0	1	0	0



## Attachment 40: Videos of Gucci

Gucci				
Video, Challenge	Video	Video	Video	Video
Date	12/01	13/01	13/01	13/01
Interval of days	0	1	0	0
Gucci				
Video, Challenge	Video	Video	Video	Video
Date	14/01	14/01	14/01	15/01
Interval of days	1	0	0	1
Gucci				
Video, Challenge	Video	Video	Video	Video
Date	15/01	16/01	16/01	26/01
Interval of days	0	1	0	10

## Attachment 41: Videos of Gucci

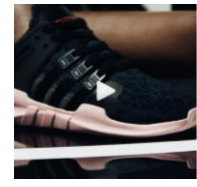
<b>Gucci</b>				
<b>Video, Challenge</b>	Video	Video	Video	Video
<b>Date</b>	26/01	26/01	26/01	26/01
<b>Interval of days</b>	0	0	0	0
<b>Gucci</b>				
<b>Video, Challenge</b>	Video	Video	Video	Video
<b>Date</b>	26/01	26/01	26/01	27/01
<b>Interval of days</b>	0	0	0	1
<b>Gucci</b>				
<b>Video, Challenge</b>	Video		Video	
<b>Date</b>	27/01		28/01	
<b>Interval of days</b>	0		1	

## Attachment 42: Sports Brands- Adidas

<b>Adidas</b>					
<b>Likes</b>	117 118	63 389	69 760	80 848	66 505
<b>#Hashtags</b>	#ORIGINALis	#NeverDone	#NeverDone	#NeverDone	#NeverDone
<b>Famous People</b>	Rapper- Snoop Dogg	Rugby player- Marland Yarde	Racing driver- Carmen Jorda	Basketball player- Derrick Rose	Basketball player- Derrick Rose
<b>Comments</b>	216	150	172	129	218
<b>Concepts used</b>	Nice Looking good Very exciting Cool Superb	Very cool Nice Great shot Amazing photo Wow	Incredible Very good Beautiful Amazing Impressive	Nice Cool Pretty Amazing Excellent	Superb Great pic Dope visual Love it Nice
<b>Positive/Negative</b>	Positive	Positive	Positive	Positive	Positive
<b>Date</b>	18/01	25/01	27/01	28/01	28/01
<b>Interval of days</b>	4	7	2	1	0

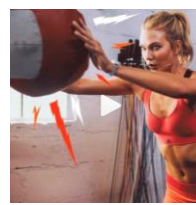
## Attachment 43: Videos of Adidas

Adidas





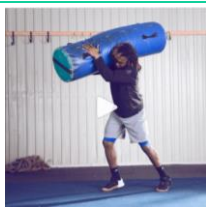

Video, Challenge	Video	Video	Video	Video
Date	19/01	20/01	20/01	20/01
Interval of days	0	1	0	0



Adidas



Video, Challenge	Video	Video	Video	Video
Date	21/01	21/01	23/01	23/01
Interval of days	1	0	2	0

## Attachment 44: Videos of Adidas

<b>Adidas</b>				
<b>Video, Challenge</b>	Video	Video	Video	Video
<b>Date</b>	23/01	25/01	25/01	27/01
<b>Interval of days</b>	0	2	0	2

<b>Adidas</b>		
<b>Video, Challenge</b>	Video	Video
<b>Date</b>	27/01	28/01
<b>Interval of days</b>	0	1