Team 8

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Fenty Beauty
Kylie Cosmetics

PRIMARY RESEARCH REPORT

Content Analysis

Organizations

Primary:

@fentybeauty

Make-up line created by Rihanna.
Tweets: 4,019
Followers: 336K
Following: 115
Likes: 7,996

Comparison:

@kyliecosmetics

Make-up line created by Kylie Jenner.
Tweets: 6,042
Followers: 774K
Following: 2
Likes: 1,060

FENTY BEAUTY
BY RIHANNA

KYLIE

*Both are cosmetic companies that sell beauty products

Content analysis methodology

Definition: A set of purposeful rules and coding that guide a systematic way of evaluating content in order to compare, assess, and act as a strong starting point for the effects of communication content.

- **Strengths**

  ❖ Conducted through existing data/messages

  ❖ Can be applied to lots of different text or message structures

  ❖ Not obtrusive

- **Limitations**

  ❖ The nuances of messages can not be revealed in the coding sheet

  ❖ Message needs to be captured in order to be coded

  ❖ There can be a temptation to assume the effects

Content analysis sampling <u>since January 18</u>

- @fentybeauty had <u>100 tweets</u> since january 18.
- @kyliecosmetics had <u>292 tweets</u> since january 18.

- **Label:** Systematic random sampling

For @fentybeauty, count every *other* tweet. For @kyliecosmetics, count every *fifth* tweet.

- **Strengths:** Generalizable, high representativeness, superior to simple random when researchers use a smaller sample.

- **Weaknesses:** More complex for researchers to conduct than simple random

- **Justification:** By using these tactics, it is clear that Fenty Beauty has a more interactive Twitter account.

Content analysis coding

- Code 1: Retweets/Likes/ Comments

- Label: Manifest

- Why? Users' reactions to the accounts' posts allow us to see what kind of posts receive more attention and what users have to say about them (comments and retweets.)

- Code 2: Original Content

- Label: Manifest

- Why? original content is defined as twitter posts made by the company (Kylie Cosmetics/Fenty Beauty) directly. No outside artists or entities generating content count towards original content.

- Code 3: Memes

- Label: Manifest

- Why? reposts or original relatable and entertaining content pertinent to the companies, founders, products, or other. This allows us to measure the account's ability to interact with users and keep up with trending memes.

- Code 4: Image/GIF

- Label: Manifest

- Why? tweets that include images/GIF in the post as opposed to text only. This would exclude tweets that are links to articles/blog posts and have images as part of the link to the outside website.

Content analysis coding

- Code 5: Product Promotion

- Label: Manifest

- Why? mentions and promotion of new/existing/trending products by the company. This allows us to measure self-promotion and how reactive these posts are compared to other kinds of posts.

- Code 6: Influencer Content

- Label: Manifest

- Why? content created/uploaded to twitter by influencers outside of Kylie cosmetics/fenty beauty retweeted/reposted by the company's twitter accounts.

- Code 7: Hashtags

- Label: Manifest

- Why? tweets that contain a hashtag(#). We can look at the number of hashtags that are in each tweet, and look at what kind of hashtags are being used in order to see who they are targeting.

- Code 8: @s or mentions

- Label: Manifest

- Why? tweets with content tagging other profiles using the "@" feature. This allows content to be linked through back-and-forth conversation between multiple users.

Content analysis coding

- Code 9: Articles/Blog links

- Label: Manifest

- Why? tweets that link to articles/ blog posts on outside websites either company does not own. Could possibly have an image as a link to the site but this would not be counted as an image/GIF.

- Code 10: Event

- Label: Manifest

- Why? events occurring which promote the brand, encourage customers to interact both online and in real life; usually has a time, place, incentive to attend

- Code 11: Owner-used promotion

- Label: Manifest

- Why? Brand using owner as a way to promote product.

Content analysis coding

- Code 12: Client-user testimony

- Label: Manifest

- Why? content created/uploaded to twitter by consumers outside of Kylie cosmetics/fenty beauty retweeted/reposted by the company's twitter accounts.

- Code 13: Image of physical product

- Label: Manifest

- Why? Company posts a picture of one of their products on its own

- Code 14: Image of product being used

- Label: Manifest

- Why? Company posts a picture of someone using their product

Content analysis coding

- Code 15: Make-up tutorials/tips

- Label:

- Why? Company posts or retweets content that contains tips or is a tutorial

Content analysis key findings: Similarities (1)

| Post has image/GIF		Tweet is Fenty or Kylie		
		Fenty	Kylie	Total
	Yes	36	33	69
	No	14	17	31
	Total	50	50	100

One similarity between both accounts is the amount of images they use. Of the 50 tweets each account posted at a minimum 60% of each of the accounts tweets has an image or GIF of some sort.

Content analysis key findings: Similarities
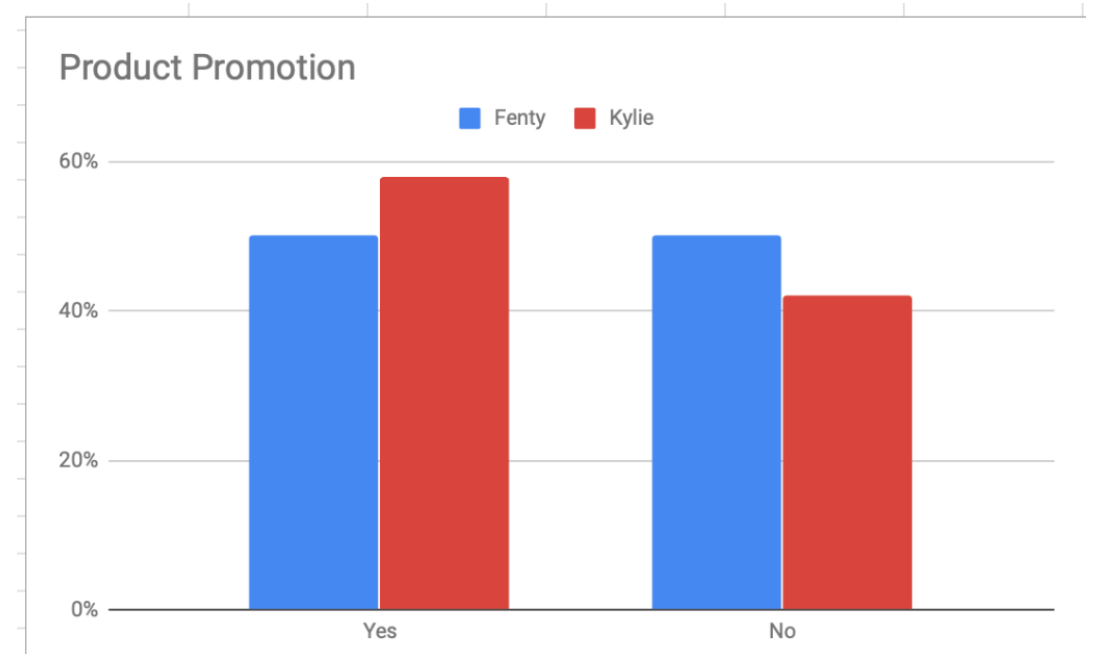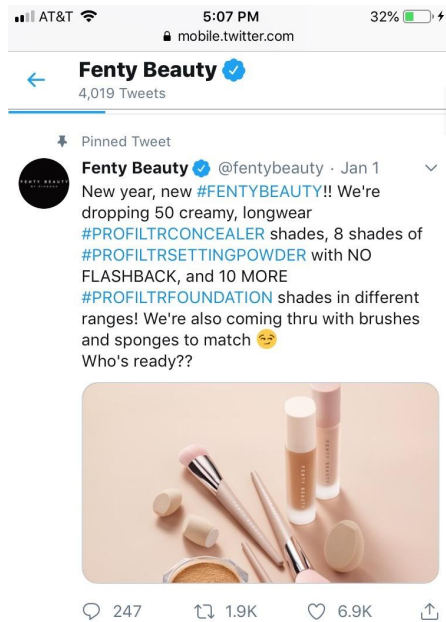
Both organizations use 50-58% of their tweets in the sample for product promotion. This shows how important it is for both organizations to have their products at the forefront of their social media presence. It is important for a company that sells beauty products to showcase their products and lines.
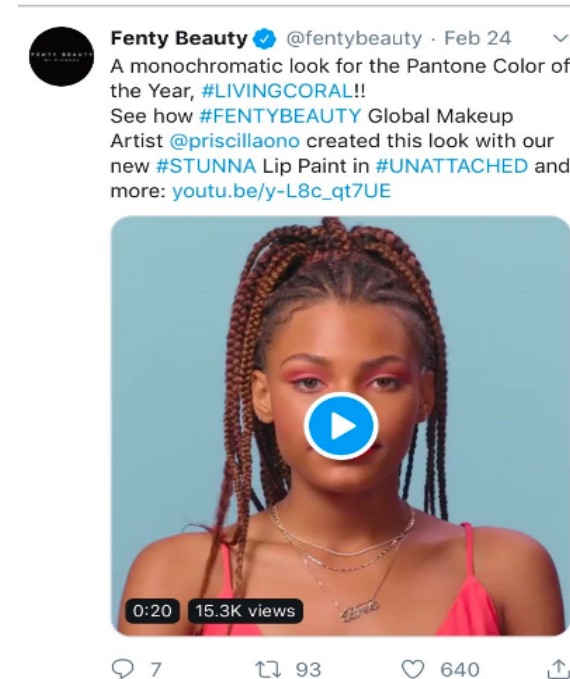
Content analysis key findings: Differences
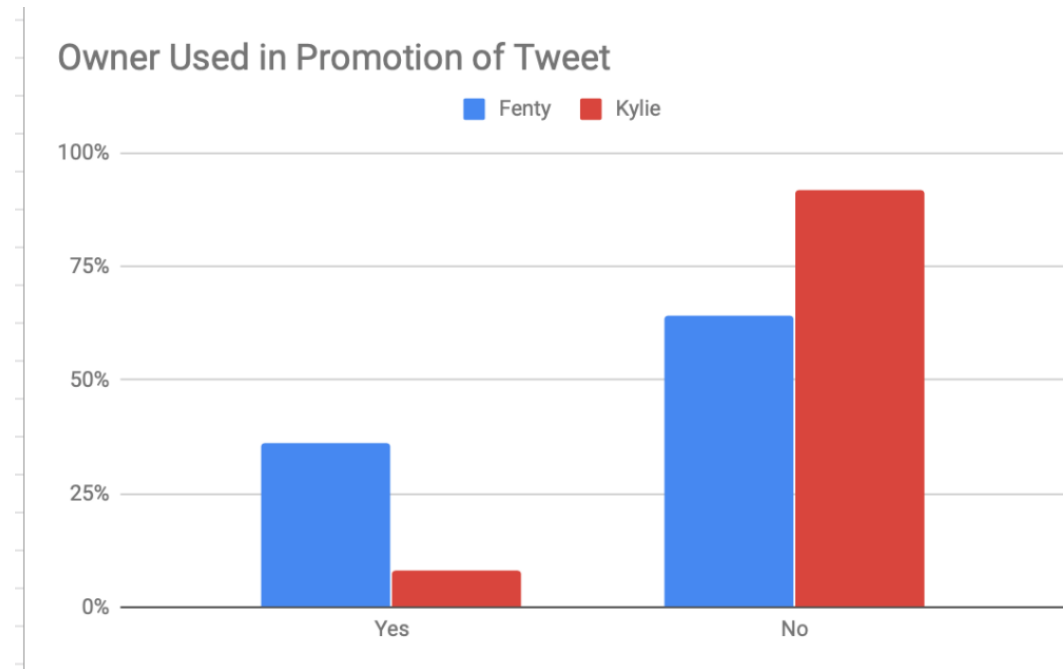
These companies differed in how much the owner was used in promotion. Although they are both very prominent public figures, Rihanna was mentioned more in Fenty's account than Kylie Jenner was mentioned in Kylie Cosmetics. Rihanna was mentioned in Fenty's account 18 times whereas Kylie was mentioned in Kylie Cosmetics 4 times. This shows how much Fenty relies on Rihanna's name and public persona to promote the company and its products.

Content analysis key findings: Differences (2)

		Tweet is Fenty or Kylie		
		Fenty	Kylie	Total
Tweet includes Makeup Tutorial/Tips	Yes	5	0	5
	No	45	50	95
	Total	50	50	100

Fenty Beauty ✔ @fentybeauty · Feb 24   ⌄
A monochromatic look for the Pantone Color of the Year, #LIVINGCORAL!! See how #FENTYBEAUTY Global Makeup Artist @priscillaono created this look with our new #STUNNA Lip Paint in #UNATTACHED and more: youtu.be/y-L8c_qt7UE

0:20   15.3K views

💬 7   ⟲ 93   ♡ 640   ⬆

These companies differed in how much their tweets contained Makeup tutorials and tips. It is not an uncommon strategy for makeup brands to showcase their makeup by displaying a video or releasing tips on how it is best used. Although not a huge disparity, Fenty's tweets contained makeup tutorial/tips 5 times, where Kylie had 0 of the sample we surveyed. This showed how Fenty believes this to be somewhat of a useful Twitter strategy, whereas as Kylie does not believe in doing this at all.

Twitter recommendations

- **Recommendation 1 and justification:** The first recommendation for Fenty Beauty's twitter account would be to increase the amount of tweets they post; this would then increase their engagement with the public which could potentially increase their follower base.

- **Recommendation 2 and justification:** Fenty Beauty is doing a better job of incorporating Rihanna in their promotion, so our recommendation is to continue incorporating Rihanna in the companies tweets because it is a very effective way in getting retweets and promotion.

- **Recommendation 3 and justification:** Although Fenty has some makeup tutorials content on there twitter page. We recommend that fenty post more tutorial content in order to show off the product better as well as allows viewers insight on how the product looks on body.

Lessons: What did you learn about these methods and how they can be used in campaign planning

Campaign Planning should focus mainly on: **GIF's, Video/Image content, Hashtags**

Through the data, these are the top methods for successful campaign planning.

By using methods such as hashtags, @'s and sponsored brands/people, both Fenty Beauty and Kylie Cosmetics were able to get more of an interactive fan-base on Twitter.

Fenty Beauty in particular used more "up-to-date" content such as GIF's, beauty "guru's" and videos in which active Twitter members can relate to thus making members more inclined to interact.

Lessons:
What would you do differently next time?

The comments, likes, and retweets survey questions in Qualtrics were not numerical questions therefore unable to pull tables or graphs from the data in order to create crosstabs.

Users used different numerical options when analyzing comments, likes, and retweets. (Ex. 1.1k = 1,100)

UPLOAD THESE LABELED FILES TO CANVAS

(1) This PowerPoint template

(2) 100 sampled (labeled) tweets as a file on Canvas

(3) Exported copy of the complete Qualtrics data set (labeled)