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Master in Data Analytics for Business

Master's Final Work Dissertation

Understanding Audience Responses to Luxury Fashion Campaigns on Instagram through Sentiment Analysis and Topic Modeling

María del Pilar Yáñez

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Supervision:
Carlos J. Costa

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GLOSSARY

NLP – Natural Language Processing

SA – Sentiment Analysis

TM – Topic Modeling

LDA – Latent Dirichlet Allocation

CRISP-DM – Cross-Industry Standard Process for Data Mining

VADER – Valence Aware Dictionary and sEntiment Reasoner

ABSTRACT

Introduction: Luxury fashion brands rely on the generation of desire among their customers. This is achieved through brand image and audience engagement; both characteristics depend on the emotions felt by the audience toward the brand. Nowadays, luxury fashion businesses can communicate with and perceive consumer emotions in a fast and direct way through social media, where Instagram plays a central role. Understanding how audiences emotionally respond to a marketing campaign is therefore essential to evaluating the effectiveness of creative strategies.

Materials and methods: This study analyzes audience reactions to four luxury fashion campaigns: LOEWE x Howl's Moving Castle, Louis Vuitton x Kusama, Prada FW23 - In Conversation With a Flower, and Miu Miu Holiday 2023. The data of the study is the comments associated with each Instagram post. SA and TM are applied to unstructured data. VADER is used to assess emotional polarity, while LDA is employed to identify recurring topics. Individual and comparative analyses are performed to determine general emotions and thematic patterns linked to different marketing strategies.

Results: The results reveal a predominance of positive sentiment across the campaigns, with expressions of affection being the most recurrent. However, differences are observed in emotional intensity and thematic structure. Prada and Miu Miu show higher proportions of positive sentiment and more coherent affective topics, while LOEWE and Louis Vuitton generate more balanced sentiment distributions and more polarized audience reactions.

Conclusion: Overall, the study highlights the importance of emotions in luxury fashion marketing and shows how creative strategies influence audience reactions and shape public discourse. By adopting a campaign-centered and comparative approach, this study provides a deeper understanding of how creative choices affect emotional engagement on social media.

Keywords:

Luxury fashion marketing; Social media; Sentiment analysis; Topic modeling; Audience emotions; Creative strategy.

JEL Codes: M31; M37; Z13; C55; D83.

RESUMO

Introdução: As marcas de moda de luxo dependem da criação de desejo junto dos seus clientes. Isto é alcançado através da imagem da marca e do envolvimento do público; ambas as características dependem das emoções sentidas pelo público em relação à marca. Atualmente, as empresas de moda de luxo conseguem comunicar com os consumidores e perceber as suas emoções de forma rápida e direta através das redes sociais, nas quais o Instagram desempenha um papel central. Compreender como o público responde emocionalmente a uma campanha de marketing é, portanto, essencial para avaliar a eficácia das estratégias criativas.

Materiais e métodos: Este estudo analisa as reações do público a quatro campanhas de moda de luxo: LOEWE x Howl's Moving Castle, Louis Vuitton x Kusama, Prada FW23 - In Conversation With a Flower e Miu Miu Holiday 2023. Os dados do estudo correspondem aos comentários associados a cada publicação no Instagram. A análise de sentimentos e a modelação de tópicos são aplicadas a estes dados não estruturados. O VADER é utilizado para avaliar a polaridade emocional, enquanto o LDA é utilizado para identificar tópicos recorrentes. São realizadas análises individuais e comparativas para determinar emoções gerais e padrões temáticos associados a diferentes estratégias de marketing.

Resultados: Os resultados revelam uma predominância de sentimento positivo em todas as campanhas, sendo as expressões de afeto as mais recorrentes. No entanto, observam-se diferenças na intensidade emocional e na estrutura temática. A Prada e a Miu Miu apresentam proporções mais elevadas de sentimento positivo e tópicos afetivos mais coerentes, enquanto a LOEWE e a Louis Vuitton geram distribuições de sentimento mais equilibradas e reações do público mais polarizadas.

Conclusão: Globalmente, o estudo destaca a importância das emoções no marketing de moda de luxo e mostra como as estratégias criativas influenciam as reações do público e moldam o discurso público. Ao adotar uma abordagem centrada na campanha e comparativa, este estudo proporciona uma compreensão mais aprofundada de como as escolhas criativas afetam o envolvimento emocional nas redes sociais.

Palavras-chave: Marketing de moda de luxo; Redes sociais; Análise de sentimentos; Modelação de tópicos; Emoções do público; Estratégia criativa.

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1. INTRODUCTION

Luxury is a highly subjective concept shaped by social context and public perception. Rather than being static, it evolves according to societal tastes and trends and is closely associated with exclusivity, high quality, and premium pricing (Campuzano, 2016). Beyond its material dimension, luxury is also defined by its emotional value, as it generates affective responses that influence how both products and brands are perceived. In this context, a brand not only measures its success through quantitative indicators such as sales, but also through qualitative terms as brand image and consumer emotions, with social media providing direct feedback on audience reactions and engagement.

Several studies have explored the relationship between the luxury fashion industry and emotional marketing strategies, using social media as a source of data to analyze audience reactions and engagement (e.g., Bansal & Tharun, 2023; Bonilla-Quijada et al., 2023). These studies apply computational approaches to examine fashion-related content and user interaction but generally adopt a broad perspective that does not focus specifically on campaign-centered luxury marketing.

Despite the importance of these contributions, these studies take a broader approach to the fashion industry, instead of adopting one that is particularly focused on luxury, and they concentrate on examining emotions in random brand-generated content. This is relevant because large, fiercely competitive businesses create their content using communication channels that are specific to their marketing initiatives. Not all brands aim to convey the same feelings. For example, a lot of businesses now use impact marketing, which consists of putting virality and notoriety ahead of favorable audience reactions. In this sense, examining marketing campaigns enables us to comprehend the creative choices made by marketing teams, whose actions are motivated by specific goals.

Focus is even more relevant in the luxury fashion sector, where products are considered high-involvement goods as the consumer decision-making process is typically complex and deliberate. In an increasingly competitive fashion market, marked by brand proliferation and the rise of fast fashion, luxury brands must differentiate themselves through marketing strategies that generate desire and reinforce a distinctive positioning. Consequently, luxury fashion campaigns need to be strategically designed to create meaning, strengthen brand identity, and achieve competitive differentiation.

Considering the lack of studies addressing the emotions in luxury fashion marketing campaigns, specifically, this project attempts to fill this gap through investigating audiences' emotional reactions to four luxury fashion campaigns: LOEWE x Howl's Moving Castle; Louis Vuitton x Kusama; Prada FW23 - In Conversation With a Flower; and Miu Miu Holiday 2023. These campaigns have been selected because they are culturally relevant and demonstrate how luxury marketing creates desire and builds brand identity by fusing aesthetics, creativity, storytelling, and artistic collaboration, among other strategies. Thus, the main research question is: What emotions are evoked in viewers by luxury fashion marketing campaigns, and how does this emotional response vary based on the creative strategy of each campaign? To answer this question, this project analyzes social media posts and comments from each campaign using NLP and SA, allowing a systematic evaluation of the emotions conveyed in each case and allowing comparisons across campaigns.

This work's primary goal is to analyze the public's emotional response to social media marketing campaigns to spot trends between the emotions expressed and the brands' marketing and communication tactics. In order to evaluate the success of the brand's marketing initiatives, the study also aims to determine whether public perception is consistent with the brand's strategically planned intentions. By providing a campaign-centered analysis that offers a more realistic view of the emotions conveyed and how they relate to creative decisions, this research hopes to advance the field of luxury marketing.

This study uses the CRISP-DM framework, which offers an organized method of data analysis, to meet the research objectives. To contextualize the study and find pertinent methodological and theoretical contributions, the process starts with a review of the existing literature. The chosen brands, campaigns, and their emotion-focused marketing tactics are defined during the Business Understanding stage. Data Understanding, which entails gathering and defending the use of social media comments as the primary data source, comes next. To guarantee analytical reliability, the data are transformed and cleaned during data preparation. NLP and SA methods are used in the Modeling stage to find and contrast emotional trends in various campaigns. The results are then evaluated in relation to the research objectives and discussed, considering previous studies. Finally, the main findings and contributions of the research are summarized in the Conclusion.

2. LITERATURE REVIEW

These days, information is available everywhere and in all sorts of media and formats. In this context, social media has emerged as a key instrument for businesses, transforming audience communication and providing fresh marketing prospects. “Monitoring social media activity makes it possible to assess consumer loyalty and track their perception of brands or products, which is essential to understand the general opinion of users and define brand image” (Sande et al., 2024).

Taking into account the current overexposure to information and the widespread and compulsive use of social media, SA is a suitable approach for examining opinions on social networks and giving businesses crucial real-time insights. *A Review on Sentiment Analysis from Social Media Platforms* is a study that has highlighted the growing role of social media as a data source for SA because of its widespread use and immediacy in capturing consumer reactions (Rambocas & Pacheco, 2018).

The fashion industry, especially the luxury sector, is extremely sensitive to the habits of its target market as well as social, cultural, and economic shifts in its surroundings. This behavior becomes more intense in the luxury fashion industry (Kapferer & Bastien, 2009). As a result, marketing and communication initiatives in these businesses become crucial, carefully examining audience opinions and perceptions (Kim & Ko, 2012). Social media is a strategic advantage in this situation because it enables direct communication through comments between the business and the customer (Godey et al., 2016).

A large proportion of studies related to the luxury fashion industry are qualitative and conceptual in nature, focusing on exploring, justifying, and explaining the key elements and strategies behind the success of luxury fashion brands. Foundational contributions in the field describe luxury as a category in which brand equity is strongly linked to intangible dimensions, such as heritage, rarity, and aesthetic consistency, making communication strategy central to value creation (Kapferer & Bastien, 2009). To conduct more conceptual studies, techniques such as representative and transferable case studies within the sector, as well as interviews with industry professionals, are commonly employed, as they provide empirical and objective support for the proposed arguments. For example, Fionda-Douglas and Moore (2009) identified the key dimensions underlying the success of luxury fashion brands by conducting practical case studies

together with semi-structured interviews with industry executives. Similarly, Dion and Arnould (2011) analyzed the importance of retail and physical stores in the luxury sector, linking flagship stores and the presence of the creative director to the construction of brand charisma and legitimacy. Tynan, McKechnie, and Chhuon (2010) examined the concept of value co-creation applied to the luxury sector through case study analysis. Other qualitative and conceptual approaches also emphasize the importance of experience in this sector, as luxury branding is increasingly framed as an experience-driven domain (Atwal & Williams, 2009).

Social media is a fundamental pillar for luxury brands. Luxury does not lose value on social media; in fact, it transforms the way brands communicate and build value for the public. According to the article *Social media and luxury: A systematic literature review* social media allows luxury brands to reinforce their symbolic value, emotional appeal, and narratives while maintaining closer relationships with customers (Creevey et al., 2022). In this way, customers shift from feeling like passive users who simply receive communications to becoming co-creators of value, contributing to the creation and transmission of brand value. In Creevey et al.'s study, several common themes are examined when discussing social media, such as brand strategy, luxury brand social media communications, luxury consumer attitudes and perceptions, and engagement. The last point becomes a fundamental element for luxury brands, as it not only shows attention towards the brand but also the public's perception of it, as well as the emotional value associated with it. The authors draw conclusions such as that, in the luxury industry, brands focus more on emotional rather than informative communication, and that narrative, aesthetics, and the role of influential figures favor consumer engagement or interest in the brand. However, the study mentions the lack of campaign-centered studies in this field to have a complete context of publication. This gap underlines the relevance of analyzing social media engagement and emotional responses in specific luxury fashion campaigns, as undertaken in the present study.

Instagram is one of the most relevant social networks for brands when carrying out their communication strategies, thanks to its strong visual component and its ability to obtain direct feedback from the audience. In the study *Customer engagement on Instagram for luxury fashion brands* (Bonilla-Quijada et al., 2023), the research focuses on analyzing a series of hypotheses based on interactions in Instagram posts depending

on the content of the post, showing that engagement on Instagram is not achieved only through brand presence; specific elements present in the publications and centered on brand image and the campaign also influence it.

In this way, this study determines the importance and positive influence of aesthetics, narrative structure, and emotional tone, as posts that convey strong emotions tend to generate higher levels of engagement (Berger & Milkman, 2012). In addition, it is determined that the use of celebrities and brand ambassadors plays a fundamental role by expanding visibility and generating an even stronger emotional connection with the audience (Erdogan, 1999), reinforcing the symbolic value of luxury brands (Escalas & Bettman, 2009).

The way to measure user engagement on Instagram is through comments, which function as a form of electronic word-of-mouth (eWOM) according to the study: *Luxury is what you say: Analyzing eWOM of luxury products* (Oc et al., 2023). Comments on social media provide direct communication between the company and the consumer, making it possible to understand their emotional reaction to the content and to the brand, and allowing the expression of levels of attachment. Comments are, therefore, a valuable source of data for analyzing audience response. This perspective supports the relevance of analyzing Instagram comments to examine how different creative strategies in luxury fashion campaigns influence both emotional reactions and the thematic structure of audience discourse.

As anticipated in this chapter, NLP techniques are used for the automated, fast, and direct analysis of these comments. In the study *Emotional Analysis of Fashion Trends Using Social Media and AI* (Bansal & Tharun, 2025), a large-scale social media dataset is analyzed to identify emotional patterns associated with emerging fashion trends. Among the insights of this work is the fact that user sentiment is usually not static, but rather fluctuates over time, so that emotional peaks often coincide with moments of high communicative activity, such as the posting of new content. This temporal dimension emphasizes how important it is not just to consider a feeling as positive or negative, but also to analyze how it changes based on the fashion-related content. Their study offers methodological support for the use of SA as a tool to capture emotional reactions

associated with fashion communication, even though it focuses on trend detection rather than specific marketing campaigns.

NLP techniques such as SA and TM are among the most widely used computational methods for the analysis of large-scale textual data (Liu, 2012; Grimmer & Stewart, 2013). Their use extends across multiple areas, with a particular emphasis on digital communication and social media contexts. Numerous analytical techniques have traditionally been developed to analyze structured and numerical data to transform them directly into information. However, the growing popularity of NLP-based methods is largely driven by the massive generation of textual content on digital platforms, which makes manual reading, information recall, and processing through traditional methods increasingly difficult. As a result, the analysis of insights derived from short textual units becomes more feasible through automated approaches. The scope of these techniques is such that they have been applied to the analysis of news content in national newspapers (Blei, 2012; Grimmer & Stewart, 2013) as well as in other domains such as political communication and public discourse analysis (Grimmer & Stewart, 2013). In this way, automated text analysis techniques allow researchers to systematically process large datasets and identify patterns that would be difficult to detect through manual analysis alone (Liu, 2012; Grimmer & Stewart, 2013).

SA allows for a general approximation of the emotions underlying a set of data to examine the emotional reactions and opinions of the public toward specific topics. Consequently, its use extends across multiple disciplines. For example, SA has been applied to analyze public reactions to political actors and events, enabling the identification of prevailing opinions and trends in public responses that would be difficult to capture through surveys alone (Pang & Lee, 2008). In the field of marketing, numerous studies employ this method due to the valuable insights it provides to organizations. For instance, SA applied to online consumer opinions allows researchers to assess brand perception and to examine how consumer attitudes toward a brand evolve over time (Tirunillai & Tellis, 2014). Similarly, the application of SA in the tourism sector, through the analysis of user reviews of destinations and accommodations, enables the study of consumer experiences and opinions in a reliable and objective manner (Liu, 2012). Among its applications across multiple domains, the main advantage of SA lies in its

ability to transform subjective emotional expressions into structured data, which in turn can be converted into information and knowledge.

TM, in turn, is a technique used to detect the themes underlying a large set of textual data. The most prominent technique within TM is LDA (Blei et al., 2003); it assumes that the texts under analysis are composed of a set of topics and that each topic is defined by a cluster of words. This method stands out among other TM approaches due to its ability to work with large-scale data, its lack of requirement for predefined topics, and its reproducibility (Blei, 2012; Grimmer & Stewart, 2013). Similarly to SA, TM has been applied across multiple research areas. In this way, LDA has been used in political discourse analysis to identify the main topics addressed in political agendas and to study their evolution over time (Grimmer & Stewart, 2013). In the field of journalism, LDA has been applied to the analysis of news headlines from multiple newspapers to observe how dominant topics evolve over time (Blei, 2012). Finally, and directly related to the focus of the present study, TM is also widely used in market research. For example, consumer reviews are analyzed to determine the most salient topics and to examine how these relate to product characteristics or recurring complaints, which can be transformed into insights and potential improvements for organizations (Tirunillai & Tellis, 2014).

Even though there is an increased amount of research on social media and high-end fashion, there are still significant gaps in this field (Godey et al., 2016). Most of the research takes an aggregated approach, concentrating on overall fashion trends or brand communication rather than really digging into specific marketing campaigns (Godey et al., 2016). Furthermore, rather than integrating SA and TM to investigate how emotions and discourse jointly shape audience responses, prior research frequently examines emotional reactions and thematic content independently (Blei, 2012; Tirunillai & Tellis, 2014). There are also a few comparisons between luxury fashion campaigns and brands. As a conclusion, campaign-centered and comparative studies that look at the thematic and emotional aspects of audience responses in the luxury fashion sector are necessary.

3. METHODOLOGY

The study's focus is on social media comments, which give brands direct feedback by allowing users to share their thoughts, preferences, and responses to campaign-related content (Kaplan & Haenlein, 2010). NLP is one of the most effective methods for analyzing unstructured data, such as textual data like comments (Liu, 2012; Hirschberg & Manning, 2015).

Both SA and TM are techniques used to find trends and compare audience reactions across various campaigns. First, an independent analysis is performed for each campaign. These results are completed with a comparative analysis, which allows to find pertinent similarities and differences in audience sentiment regarding the marketing initiatives of major luxury brands.

The CRISP-DM framework is used to guarantee methodological rigor, systematic structure, and reproducibility. This methodology offers a series of steps for handling and analyzing data, from understanding the problem and the data to assessing the value of the outcomes. The various stages of this methodological approach are described in the sections that follow (Chapman et al., 2000; Wirth & Hipp, 2000, Costa & Aparicio, 2020).

The complete code and analytical workflow used in this study are publicly available on GitHub to ensure transparency and reproducibility: <https://github.com/pilaryr/MFW->

3.1. Business Understanding

Since social media allows for direct communication between businesses and consumers, it is one of the primary platforms for campaign display. Comments allow users to share their thoughts and feelings, giving brands immediate, raw feedback. This information gives business insight into the target's perceptions of their activities or products, which impacts not only purchasing decisions but also the brand's overall perception, or brand image.

These days, social media is the main way brands get their messages out. This is not only because it is fast but also because it reaches so many people. Instagram is presently ranked as the third most popular social network globally (*Global Social Media Statistics*, n.d.). Because of its ability to drive engagement, Instagram has emerged as the primary channel for luxury companies (Albarracín & Sánchez, 2024). In this way, the analysis of

Instagram comments offers a true picture of the public's emotions in response to marketing messaging.

The purpose of this study is to comprehend and link the public's emotional responses to luxury fashion businesses' marketing initiatives, and to examine how these responses differ based on the brand's creative approach. The study focuses on the emotional responses expressed in social media comments, offering direct insight into the sentiment and perception of the audience. Since emotions play a major role in desire, brand attachment, and long-term commitment, it is especially important for luxury enterprises to understand these emotional reactions.

Below is a table that summarizes the brands examined in this research, the chosen advertising campaigns, and other relevant data:

Table I - Luxury fashion brands included in the study

BRAND	FASHIONGROUP	BRAND INFORMATION	MARKETINGCAMPAIGN
Loewe	LVMH	Spanish brand focused on unique and creative pieces, with emphasis on storytelling.	<i>LOEWE x Howl's Moving Castle</i>
Louis Vuitton	LVMH	French brand that combines its historical heritage with contemporary and artistic ideas and collaborations.	<i>Louis Vuitton x Kusama</i>
Miu Miu	Prada Group	Italian company that projects an elegant, classic, and casual image, combining timeless pieces with innovative elements	<i>Miu Miu Holiday 2023</i>
Prada	Prada Group	Italian fashion house focused on a youthful, delicate, and feminine approach to luxury.	<i>Prada FW23 In Conversation With a Flower</i>

Table II - Key marketing elements of the selected fashion campaigns

Fashion Campaign	Marketing Elements
<i>LOEWE x Howl's Moving Castle</i>	Artistic collaboration Narrative-driven campaign Emotional storytelling Nostalgia Cultural references Influencer and celebrity amplification Limited and exclusive collections
	Artistic collaboration Fusion of contemporary art and heritage

<i>Louis Vuitton x Kusama</i>	Strong visual impact High virality Brand recognition through iconic patterns Mass visibility with luxury positioning
<i>Prada FW23 In Conversation With a Flower</i>	Conceptual storytelling Artistic and abstract narrative Emotional ambiguity Brand ambassadors and influencers Focus on brand identity over product promotion
<i>Miu Miu Holiday 2023</i>	Celebrity endorsement Influencer and ambassador strategy Emotional and intimate tone Virality-oriented campaign Youth-focused communication Social media engagement

The first campaign object of study is LOEWE x Howl's Moving Castle, a collaboration between the Spanish company and the famous Japanese animation studio Studio Ghibli. The collection pays tribute to Howl's Moving Castle, one of the studio's most famous movies. The collaboration includes limited edition products that represent the movie's imagery, characters, symbols, and themes. The main appeal of these products is based on the storytelling behind, which is a characteristic of the brand. Using storytelling, the campaign hopes to draw attention to both brand customers and movie fans.

The French company and contemporary artist Yayoi Kusama collaborated on the Louis Vuitton campaign. The campaign combines the renowned emblem and monogram of Louis Vuitton with the artist's unique patterns. The campaign's significant communication efforts, both in physical stores and on social media, enabled it to reach a wide audience. Louis Vuitton's approach of combining heritage and contemporary art to maintain cultural relevance and emotional effect is reflected in this campaign.

The campaign selected by Prada, Prada FW23 – In Conversation With a Flower, is used to promote its Fall/Winter 2023 collection. This campaign has a simple and minimalist style, maintaining the elegance of the brand. One of its characteristic elements is the use of brand ambassadors and public figures to promote the pieces, as well as the

use of floral elements in the scenography, which reflect fragility and transformation. This approach aligns with Prada's intellectual and avant-garde brand positioning.

Finally, the Miu Miu Holiday 2023 campaign is centered on the Christmas season and features actress Emma Corrin as the face of the campaign. The combination of festive elements typical of the Christmas period and the use of a contemporary actress as the campaign image refers to a youthful, feminine, fun, and modern context. This is in line with the simple, elegant image focused on a young audience that Miu Miu conveys.

The selection of these campaigns is based, first, on their belonging to comparable corporate groups. LOEWE and Louis Vuitton belong to the LVMH conglomerate, which brings together more than 75 luxury maisons across six sectors, the most important being the luxury and leather goods sector. The selection of campaigns is based on their belonging to comparable luxury conglomerates. LOEWE and Louis Vuitton are part of the LVMH Group, while Prada and Miu Miu belong to the Prada Group. This structure allows for both intra-group and inter-group comparisons between brands with distinct identities operating within similar corporate contexts. Both groups are among the ten most important luxury conglomerates and include some of the most emblematic brands in the sector, such as those selected for this study. This allows for the analysis of intra-group and inter-group comparisons. Additionally, the campaigns were launched at similar periods, so they were developed in the same economic and socio-cultural context, making the analysis easier to perform.

Accordingly, focusing on specific marketing campaigns rather than random brand-generated content provides a more coherent basis for analysis. By examining Instagram comments related to four luxury fashion campaigns, this study aims to generate transferable insights into audience emotions and communication strategies, contributing to a campaign-centered perspective that remains underexplored in existing literature.

3.2.Data Understanding

The examination of audience emotions about these marketing efforts is based on Instagram comments. These came from posts where brands promoted their campaigns. Instagram comments provide spontaneous and natural expressions of audience reactions to campaign-related content, making them a suitable data source for emotional analysis.

In the data collection process, prior to obtaining the comments, it is necessary to select the posts corresponding to each campaign published by the brands. LOEWE has 20 posts related to the campaign on Instagram, and comments from an additional five highly popular posts in which “influencers” showcase the products were also analyzed. The campaign took place from January 19 to February 11, 2023. Louis Vuitton published 78 posts related to the campaign, which ran from November 29, 2022, to April 7, 2023. On Prada’s Instagram account, 39 posts related to the campaign were identified, published between July 5 and October 18, 2023. Finally, Miu Miu has 74 posts related to the campaign, all of which were published between October 30, 2023, and January 2, 2024. Likewise, a total of 2,119, 7,724, 3,130, and 2,139 comments were collected for each campaign, respectively.

The dataset is made of unstructured data, as the data objects of the study are comments. Each of these comments is an observation for the study, and there is also information about its publication date and the campaign to which it belongs. There is a wide variety of comments, from a single word to texts of considerable length. Additionally, the use of emojis, hashtags, mentions, abbreviations, and informal language is common in the comments.

The comments are presented in multiple languages, so they need to be translated. Given the common use of an informal language register, the translation of the comment could generate inaccuracies or misinterpretations, introducing bias. There are also duplicate comments, which raise concerns about data integrity. Also, it is notable that the massive use of emojis is relevant as their meaning can vary depending on context and individual interpretation. Finally, the dataset contains numerous comments about social, political, or demographic circumstances unrelated to the campaign. All these issues are addressed through data treatment and cleaning, during which the dataset is reduced, but more refined observations of greater reliability are obtained for the generation of results.

Information on the emotions underlying each observation is produced by analyzing the comments, both individually per campaign and collectively. This can be connected to the innovative strategies each company uses, making it possible to draw insightful conclusions about popular attitudes and trends.

3.3.Data Preparation

The data is cleansed, standardized, and ready for the ensuing analysis after it has been comprehended, gathered, and subjected to the constraints outlined in the preceding section. The goals of this phase are to increase data's coherence and quality in connection with the objectives of the study, guarantee the results' dependability, and minimize noise while maintaining important components. Research bias would rise if this stage were skipped, raising doubts about the reliability of the findings. For any study, data preparation is essential, and it becomes much more crucial when handling observations as delicate as comments on social media.

Initially, the observations were cleaned up by eliminating references to other users, external connections, punctuation, unnecessary spaces, and invisible or control characters. Every word was also converted to lowercase. This prevents unimportant and undetectable factors from affecting the outcomes. This procedure makes it easier to process the dataset for NLP methods by standardizing and normalizing it.

The studied brands have a worldwide audience, which means that comments emerge in a variety of languages, needing their translation into English. The Deep Translator Python library's Google Translator module is utilized for this. Although this tool does not guarantee complete accuracy, it allows for a fast, effective translation of thousands of comments, which is adequate for the context of this study.

Most fashion companies on social media allow users freedom to comment in order to observe public reactions; however, this also entails a negative aspect, namely the appearance of promotional comments related to external matters or comments advocating for social, political, or demographic causes. This type of comment has been removed in the present study to minimize noise that could contaminate the results.

The extensive use of emojis in comments is particularly notable, with many comments consisting solely of emojis without any accompanying text. It is therefore important to preserve emojis as much as possible, as they are conceived as visual indicators of emotions. To work with emojis, it is necessary to transform them into text. For

this purpose, the most frequently used emojis across the dataset were identified and associated with generic emotional categories (love, sadness, fun, excitement, etc.)¹.

Nowadays, there are multiple types of emojis with different variations of the same emoji available to express lots of emotions and actions. To conduct this analysis and predict in the most accurate way possible the sentiments for each comment, it is necessary to remove less frequently used emojis as well as emoji modifiers without semantic value, such as skin tone or gender modifiers.

Some comments become empty after the basic cleaning procedure and are eliminated because they would add noise to the analysis. Stopwords are used to simplify analysis and reduce noise in each observation, allowing the study to concentrate on the sentiment expressed by the most pertinent components.

The final dataset, which consists of 14,422 observations or comments, is created after the comments have been cleaned and normalized. It contains details on the campaign that each remark is a part of, along with the comment's normalized publication date².

Once the dataset is ready, it is possible to proceed with the analysis of each campaign and its comparison, applying sentiment-based models such as SA and TM.

3.4. Modeling

In this phase, different analytical techniques are applied to the dataset. The objective is to identify patterns, clear differences, and recurrent themes related to the emotions underlying social media comments about the different luxury fashion brands. The aim is to apply analytical techniques that allow unstructured data to be transformed into valuable information which, when correctly interpreted, can generate applicable knowledge within the luxury sector and help predict audience reactions.

The main analytical techniques applied are SA and TM. SA allows each comment to be classified as positive, negative, or neutral. A dataset's theme structure can be found

¹Some emoji's interpretation is inherently context-dependent and culturally influenced. The same emoji may have different meanings depending on the surrounding text or social context. For instance, the crying emoji was categorized as sadness in this study, although in fashion-related or aesthetic contexts it is often used to express emotional admiration or intense appreciation. This simplification may introduce a degree of interpretative bias.

² Although the duration of the marketing campaigns generally takes place in 2023, user comments may have been posted at later dates, including early 2024 or beyond. This is because Instagram posts remain visible for a long time and users continue to interact with each other.

using TM. The emotional and semantic aspects of the comments can be investigated using both approaches, both globally and at the campaign level.

SA divides comments into three categories based on their emotional polarity: positive, negative, and neutral. There are two methods used for SA. First, there is VADER, which is specifically designed for the analysis of social media messages, so it works particularly well for brief, casual, and emotionally charged comments, which makes it ideal for our investigation. On the other hand, there is TextBlob, which takes a more generalist approach, using the semantic meaning of the examined words to determine a polarity score between -1 and 1. Complete sentences and more standardized language work are better for it. This technique is applied in conjunction with VADER to provide a more comprehensive, polarity-based assessment of sentiment. Both methods are applied at the individual campaign level and at the collective level.

In order to analyze the most recurrent themes underlying the comments and to better understand the positive or negative sentiments expressed, TM is conducted using LDA, as mentioned in the Literature Review, it is an unsupervised machine learning technique specifically designed to identify patterns within a dataset by grouping textual data and detecting latent topics within each cluster. This technique is applied both at the individual campaign level and at a global level, and for its implementation, the textual data is transformed into a document-term matrix using CountVectorizer, and a predefined number of topics is extracted for each model.

The results are presented through lists of the most representative words for each topic. This approach enables the identification of dominant themes within each campaign and allows comparisons across brands, revealing similarities and differences in how audiences discuss and interpret luxury fashion marketing content.

These models make it possible to understand audience reactions to each campaign by associating them with different emotions and thematic patterns that help explain such reactions. Given the subjective nature of social media comments, the specificity of the study, and the exploratory character of the analysis, no formal model validation techniques have been applied. Nevertheless, credibility and robustness are ensured by comparing different analytical methods and carefully justifying the obtained results.

4. RESULTS

This chapter presents the results derived from the analysis of Instagram comments collected from selected luxury fashion marketing campaigns. The results are examined both at the individual campaign level and through a comparative analysis across campaigns, with a focus on audience sentiment and recurring thematic patterns.

4.1.LOEWEE x Howl's Moving Castle

The first campaign analysed is the one carried out by the Spanish luxury brand LOEWE, in collaboration with Studio Ghibli. After the cleaning and preparation of the data for the analysis of this campaign, a sample of 1,977 comments is obtained. The first analysis conducted consists of examining the distribution of these comments over time.

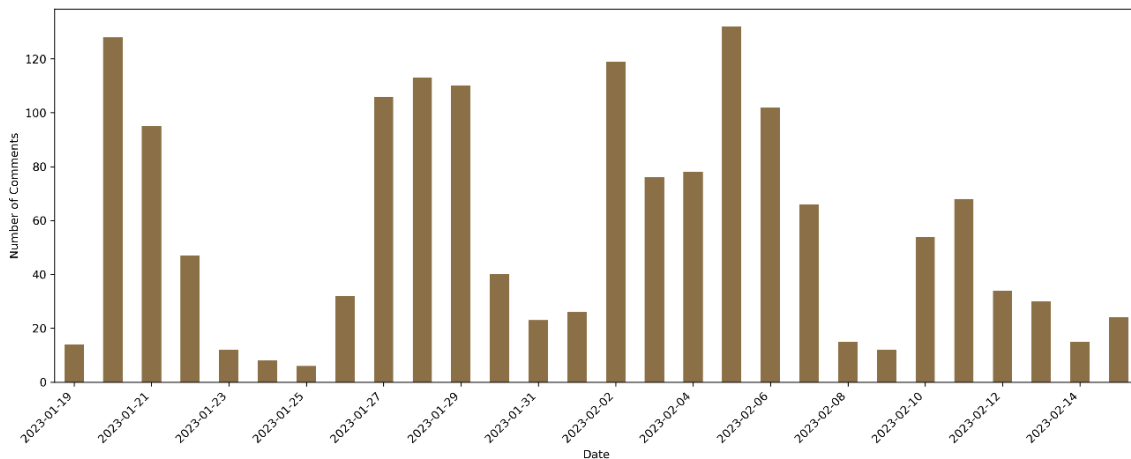


Figure 1 - Number of Comments per Day (LOEWE x Howl's Moving Castle)

Figure 1 shows the distribution of daily comments on posts related to the campaign during the duration of the campaign (from January to February 2023). The graph shows a general trend of ups and downs as the campaign progresses. These fluctuations seem to coincide with moments when posts are published on the brand's Instagram account to promote the campaign, which shows that in the first days after publication, the audience interacts more with them, and afterwards, the level of interaction becomes normalized. The drastic changes in the fluctuations stabilize over time.

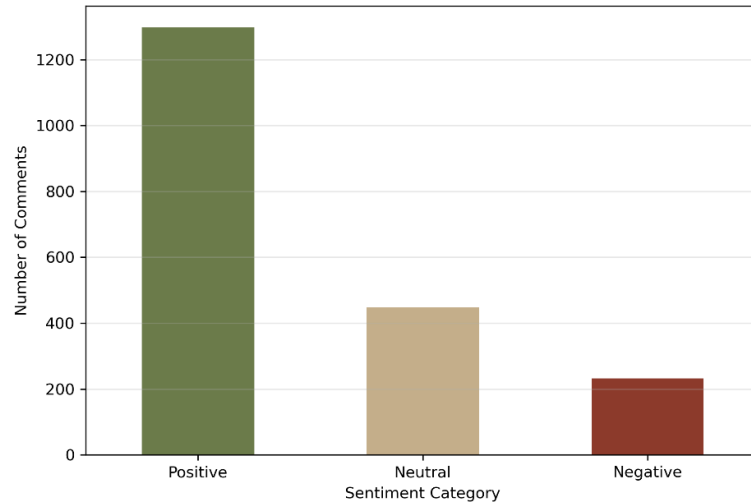


Figure 2 - Sentiment Analysis (LOEWE x Howl's Moving Castle)

Figure 2 shows the sentiment distribution based on VADER analysis. Positive sentiment predominates, followed by neutral and, to a lesser extent, negative reactions. TextBlob results were broadly consistent; therefore, VADER results are reported due to their suitability for short and informal social media text.

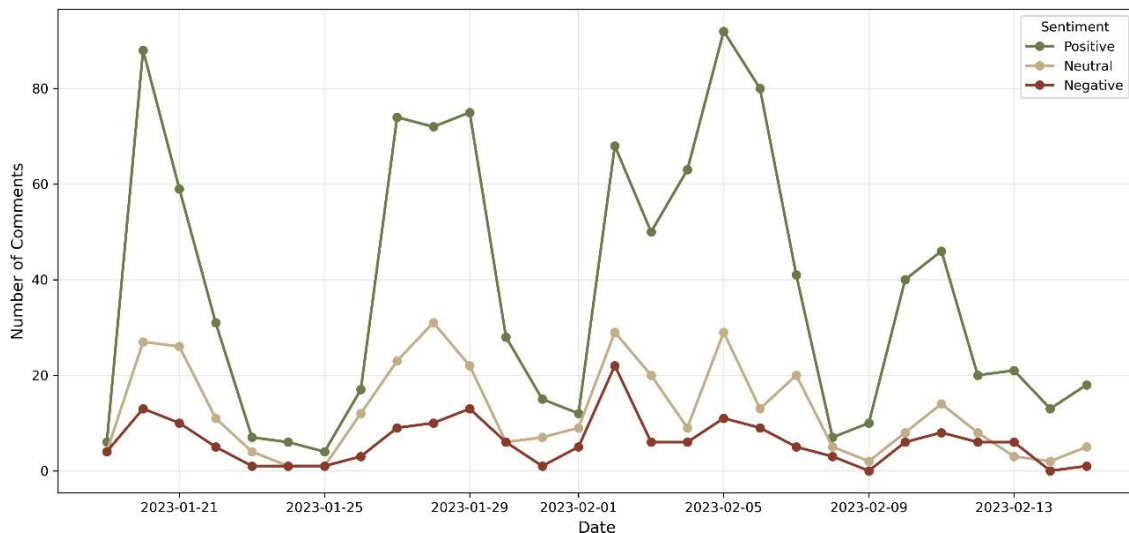


Figure 3 - Sentiment Trend Over Time (LOEWE x Howl's Moving Castle)

Figure 3 shows the evolution of the sentiments expressed in Instagram comments related to the campaign during its period of validity, from January 19 to February 15, according to the SA provided by VADER. Positive comments predominate throughout the entire duration of the campaign and follow an evolution that seems to coincide with the distribution of comments per day, where on days when posts are published the number

of comments increases. This is followed by neutral comments, which follow a similar trend. Finally, negative comments appear less frequently and seem to remain stable over time, without many fluctuations. In general terms, the sentiment that has predominated throughout the campaign has been positive among the audience.

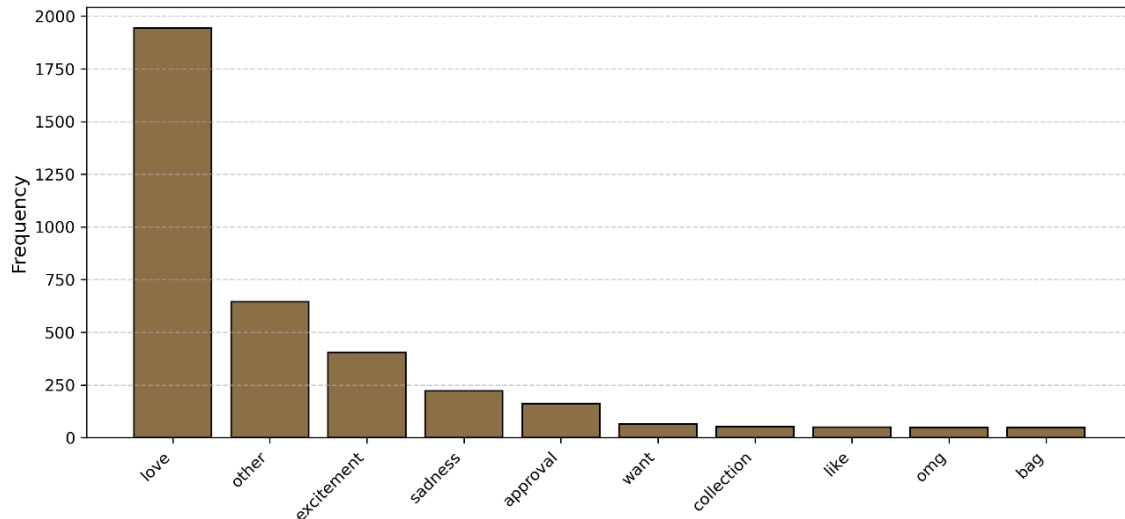


Figure 4 - Top 10 Most Frequent Words (LOEWE x Howl's Moving Castle)

Figure 4 presents the ten most frequently used words in Instagram comments related to the LOEWE x Howl's Moving Castle campaign. Emotionally charged terms such as “love” and “excitement” appear most frequently, with a high presence of emojis, reflected in the “other” category; this aligns with the positive perception of the campaign. The remaining most frequent words, such as “sadness” or “approval” show the emotional and expressive reaction of the audience, showing that the nature of engagement with the campaign is fully emotional and not so much informational or descriptive.

Table 3 presents a descriptive summary of the main metrics of the campaign.

Table III - Descriptive statistics of the LOEWE x Howl's Moving Castle

Metric	Value
Total Comments	1977
Average Elements per Comment	3.99
Campaign Duration (days)	28
Day with Most Comments	2023-02-05
Comments that Day	132
Average Comments per Day	18.48
Positive (%)	65.7
Negative (%)	11.7
Neutral (%)	22.6
Top 3 Elements	love, other, excitement

4.2. *Louis Vuitton x Kusama*

Next, a structural analysis similar to the one previously conducted for LOEWE is carried out for the Louis Vuitton campaign featuring the artist Yayoi Kusama, which, after preprocessing, comprises 7,397 comments.

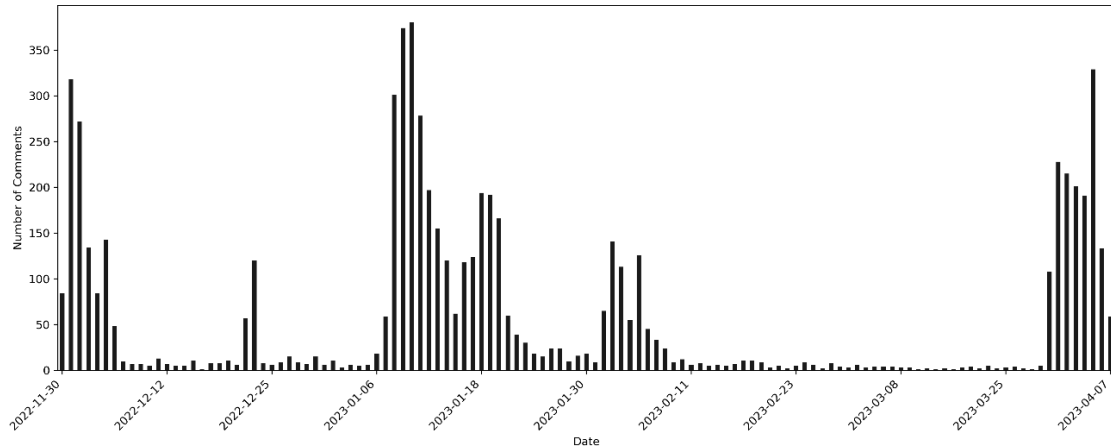


Figure 5 - Number of Comments per Day (Louis Vuitton x Kusama)

Figure 5 shows the distribution of daily comments over the duration of the campaign. There is no clear trend in the graph; instead, there are large peaks at specific moments, indicating recurrent audience attention to the campaign that is not limited to its launch. Particularly high levels of engagement are observed during periods of greater communicative intensity of the campaign. Between periods of fluctuation, the number of comments remains constant, reflecting a continuous presence of the campaign; this aligns with the campaign's focus on high visibility and reach.

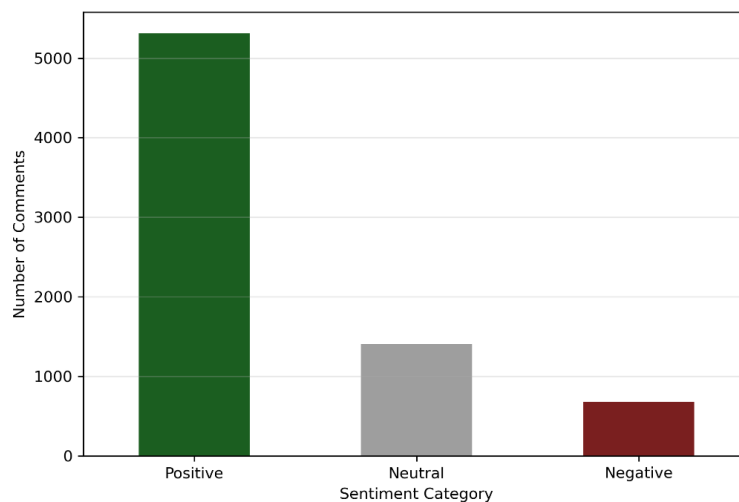


Figure 6 - Sentiment Analysis (Louis Vuitton x Kusama)

Figure 6 shows the distribution of emotions among the comments related to the Louis Vuitton x Kusama campaign, using VADER for SA. The results show a clear predominance of positive comments on the posts. Neutral comments appear at the next level but in a much smaller proportion, while negative comments are the least frequent. In general terms, the campaign generates a positive reaction among the audience. TextBlob results were broadly consistent with the VADER analysis; therefore, VADER results are reported due to their greater suitability for short and informal social media text.

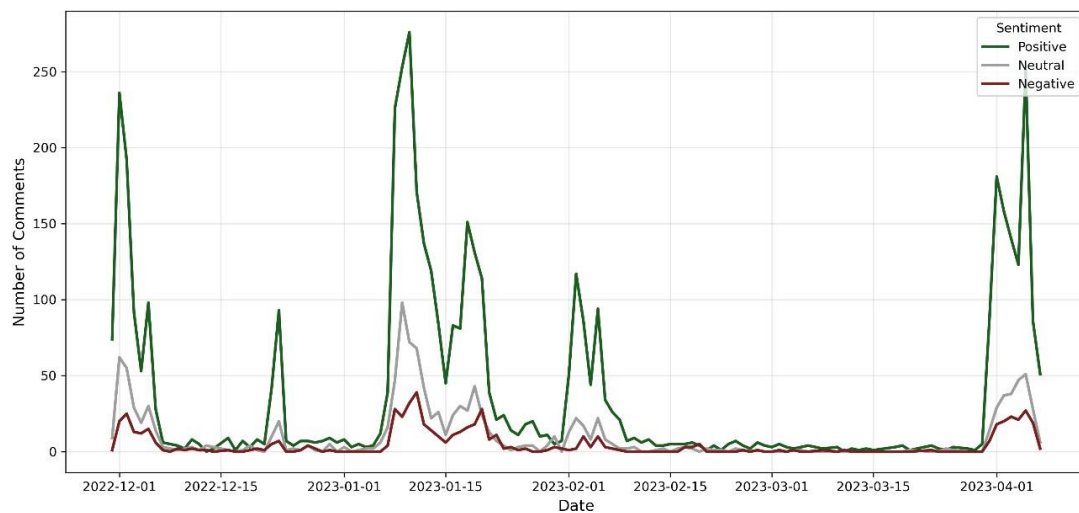


Figure 7 - Sentiment Trend Over Time (Louis Vuitton x Kusama)

Figure 7 shows the temporal evolution of sentiments in the comments analysed by VADER during the duration period of the Louis Vuitton campaign. Positive comments predominate throughout the entire period considered, but it is notable how, during moments of inactivity, they decrease to very low levels, becoming comparable to negative and neutral comments. The general trend for the three sentiment categories is the same, showing peaks during periods of activity and decreasing drastically during moments of silence. Overall, the campaign has presented positive comments throughout its duration, which have varied drastically in intensity rather than in polarity.

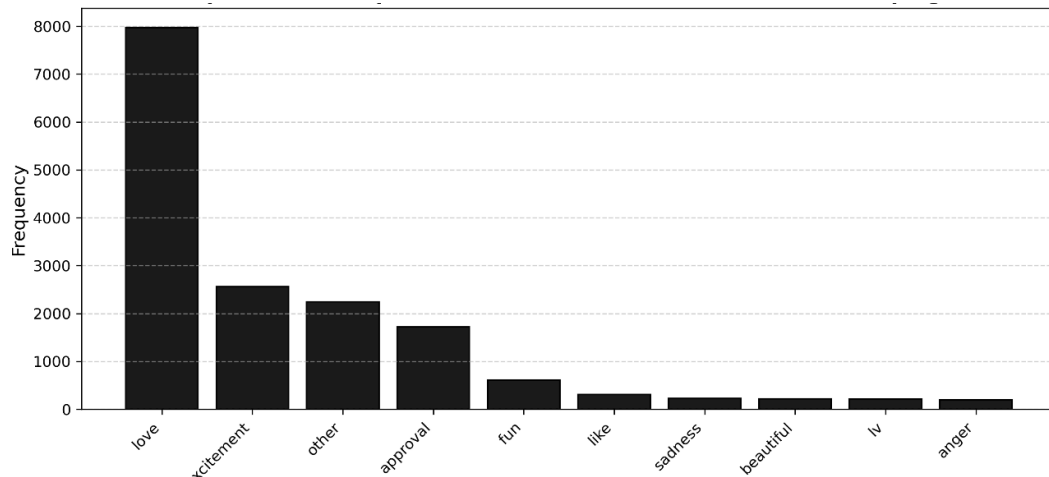


Figure 8 - Top 10 Most Frequent Words (Louis Vuitton x Kusama)

Figure 8 presents the ten most frequently used words in the Instagram comments analysed for the Louis Vuitton x Kusama campaign. Emotionally charged terms such as “love” and “excitement” appear most frequently, together with a high presence of emojis, reflected in the “other” category.

Table 4 summarizes the main descriptive metrics of the campaign.

Table IV - Descriptive statistics of the Louis Vuitton x Kusama campaign

Metric	Value
Total Comments	7397
Average Elements per Comment	4.53
Campaign Duration (days)	130
Day with Most Comments	2023-01-10
Comments that Day	380
Average Comments per Day	26.14
Positive (%)	71.8
Negative (%)	9.2
Neutral (%)	19.0
Top 3 Elements	love, excitement, other

4.3. Prada FW23 In Conversation With a Flower

Next, the same analysis is carried out for the Prada FW23 - In Conversation With a Flower campaign, which includes a total of 2,956 comments to be analysed.

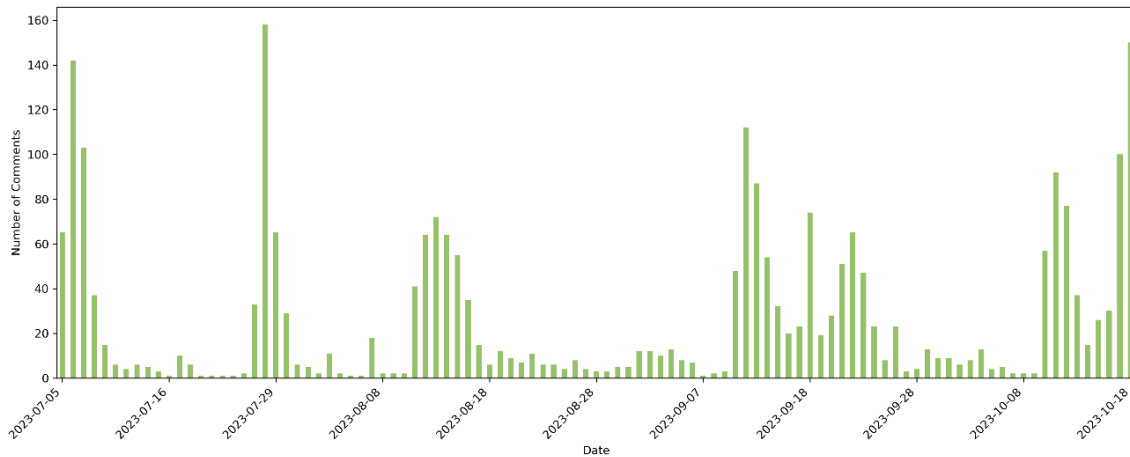


Figure 9 - Number of Comments per Day (Prada FW23)

Figure 9 shows the daily distribution of comments related to the Prada FW23 - In Conversation With a Flower campaign during its active period. No clear activity pattern is detected, as several irregular peaks of audience engagement can be observed, which may correspond to periods of intense communication. Between the maximum levels, the number of comments decreases drastically, showing a notable decline in audience activity. Overall, the distribution suggests that the campaign relies on specific peaks of engagement, rather than maintaining sustained interaction over time.

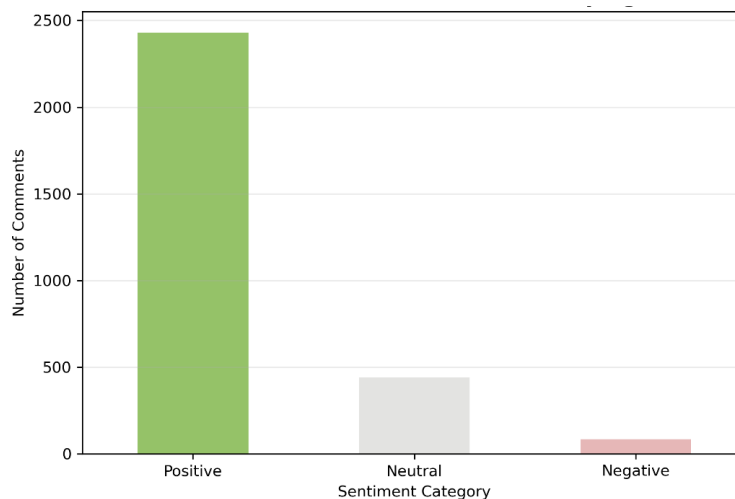


Figure 10 - Sentiment Analysis (Prada FW23)

Figure 10 shows the sentiment distribution obtained through VADER analysis of comments related to the campaign. Positive sentiment clearly predominates, followed by neutral and, to a lesser extent, negative reactions. TextBlob results were broadly

consistent; therefore, VADER results are reported due to their suitability for short and informal social media text.

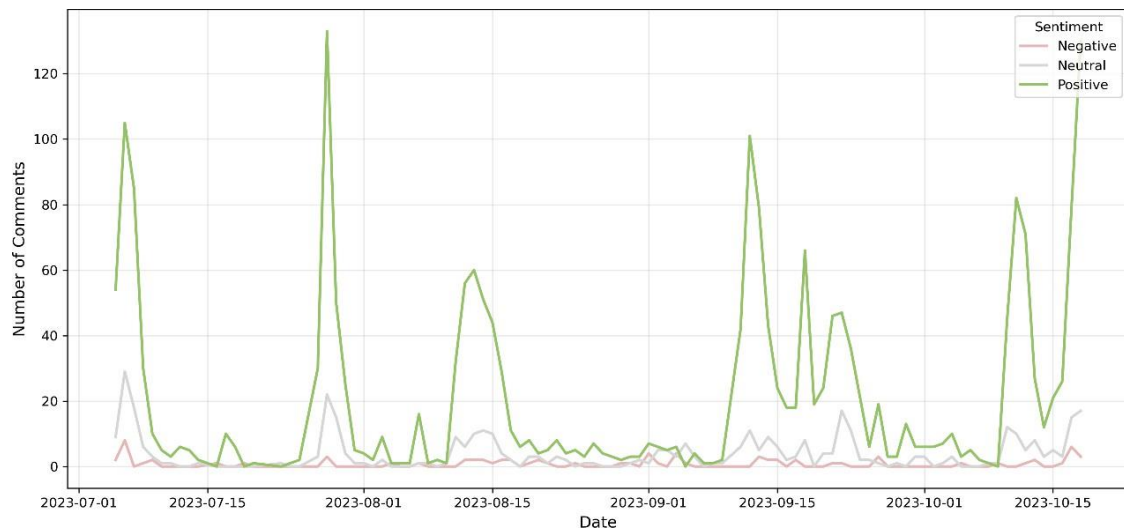


Figure 11 - Sentiment Trend Over Time (Prada FW23)

Figure 11 illustrates the daily sentiment distribution obtained through the VADER analysis during the active period of the campaign. Positive sentiment consistently represents the largest share and shows peaks that coincide with moments of increased campaign-related posting activity, while engagement decreases during periods of lower activity.

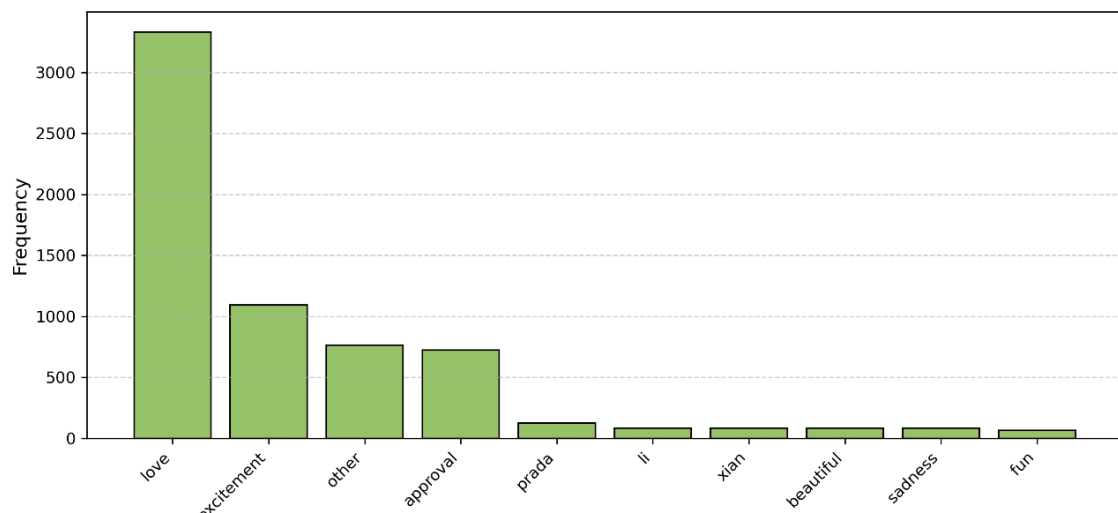


Figure 12 - Top 10 Most Frequent Words (Prada FW23)

Figure 12 presents the ten most frequently used words in Instagram comments related to the Prada FW23 - In Conversation With a Flower campaign. Emotionally charged

terms such as “love”, “excitement”, “approval”, “beautiful”, and “fun” appear most frequently. In addition, the presence of the terms “li” and “xian” reflects frequent references to Li Xian, the actor featured in the campaign.

The following table presents a summary of the main parameters of the campaign.

Table V - Descriptive statistics of the Prada FW23 campaign

Metric	Value
Total Comments	2956
Average Elements per Comment	3.44
Campaign Duration (days)	106
Day with Most Comments	2023-07-28
Comments that Day	158
Average Comments per Day	15.4
Positive (%)	82.2
Negative (%)	2.8
Neutral (%)	15.0
Top 3 Elements	love, excitement, other

4.4.Miu Miu Holiday 2023

The same analysis is performed for the Miu Miu Holiday 2023 campaign, which includes a total of 2,092 comments to be analysed.

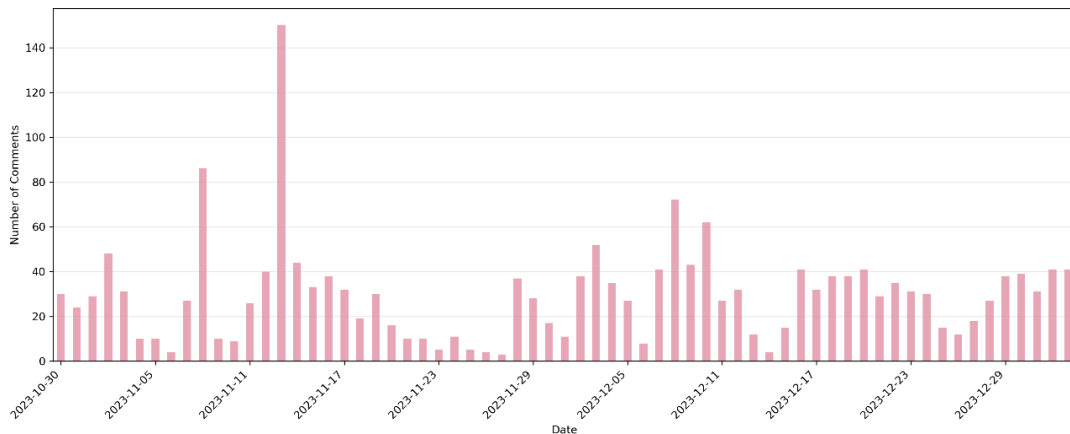


Figure 13 - Number of Comments per Day (Miu Miu Holiday 2023)

Figure 13 shows the distribution of comments throughout the duration of the Miu Miu Holiday campaign. The data reveal noticeable fluctuations over time, which appear to coincide with specific moments of brand activity on social media. These variations are more pronounced during the initial phase of the campaign, peaking in the third week, after which comment activity gradually becomes more stable. Overall, this pattern suggests that the campaign is driven by punctual activations that generate short periods of attention

rather than continuous engagement, a dynamic that aligns well with the festive and seasonal nature of the campaign.

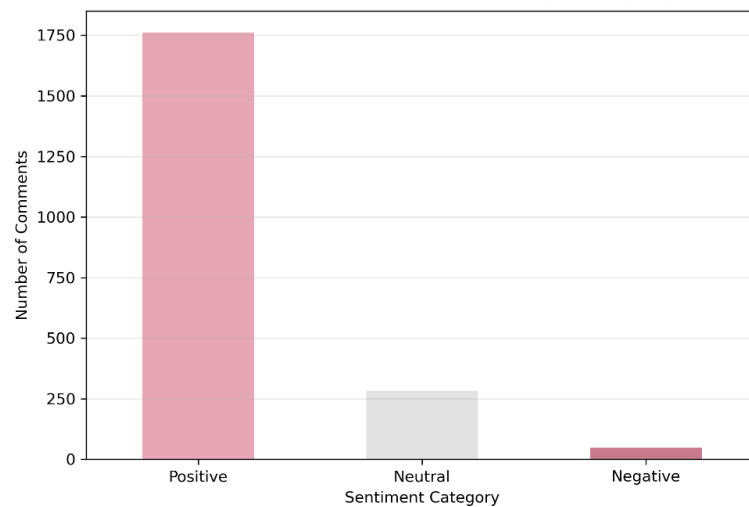


Figure 14 - Sentiment Analysis (Miu Miu Holiday 2023)

Figure 14 shows how sentiments are distributed among the comments related to the Miu Miu campaign based on the VADER SA. The results indicate a clear predominance of positive comments, followed by neutral ones, while negative sentiment appears only marginally. TextBlob results were broadly consistent with the VADER analysis; therefore, VADER results are reported due to their greater suitability for short and informal social media text.

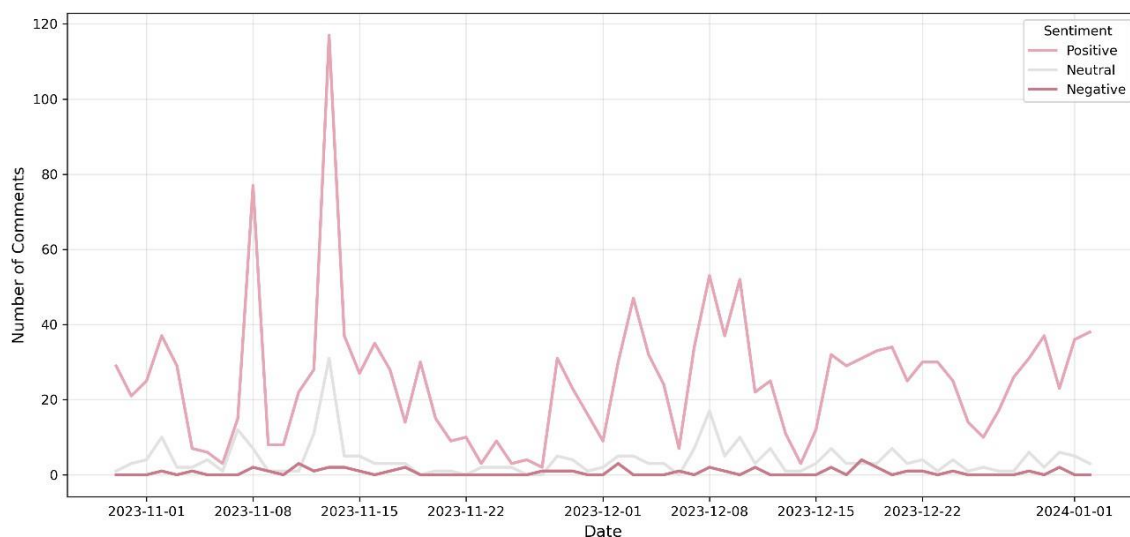


Figure 15 - Sentiment Trend Over Time (Miu Miu Holiday 2023)

Figure 15 illustrates the evolution of comment sentiment over the duration of the campaign according to VADER classifications. Positive comments dominate throughout the entire period analysed and tend to peak during moments of increased content activity on social media. Neutral comments follow a similar but less pronounced pattern, whereas negative comments remain relatively stable over time and do not show any clear trend. Overall, this distribution reflects a pattern of punctuated engagement, in which moments of higher visibility generate strong positive reactions, while lower levels of sustained interaction characterise quieter periods.

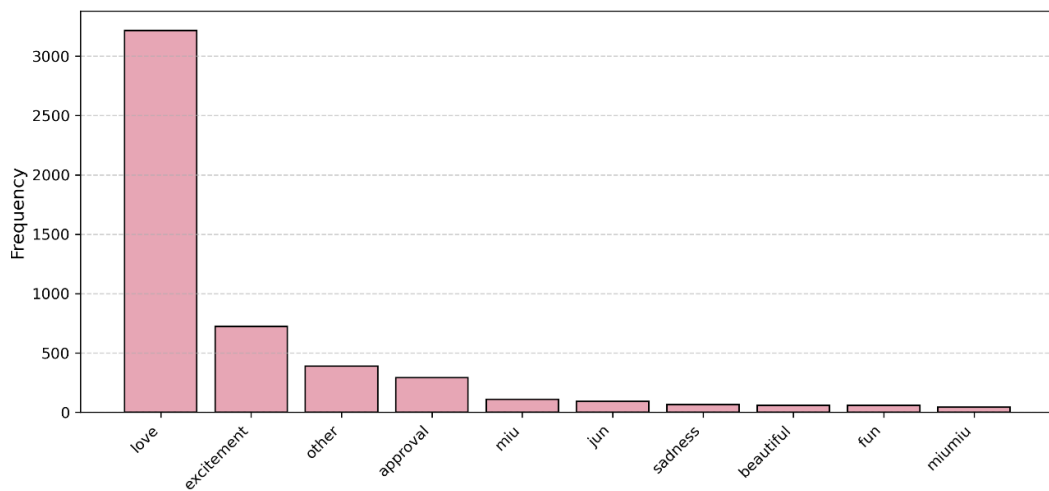


Figure 16 - Top 10 Most Frequent Words (Miu Miu Holiday 2023)

Figure 16 presents the ten most frequent words in comments related to the campaign. Emotionally charged terms such as “love”, “excitement”, “approval” and “beautiful” appear most frequently, together with brand-related terms such as “miu” and “miumiu”.

Table 6 presents a descriptive overview of the main metrics of the Miu Miu Holiday campaign, including engagement levels and sentiment distribution.

Table VI - Descriptive statistics of the Miu Miu Holiday 2023 campaign

Metric	Value
Total Comments	2092
Average Elements per Comment	3.46
Campaign Duration (days)	65
Day with Most Comments	2023-11-13
Comments that Day	150
Average Comments per Day	15.61
Positive (%)	84.2
Negative (%)	2.2
Neutral (%)	13.5
Top 3 Elements	love, excitement, other

4.5. Comparative results

This section compares sentiment and TM results across campaigns and by conglomerate group.

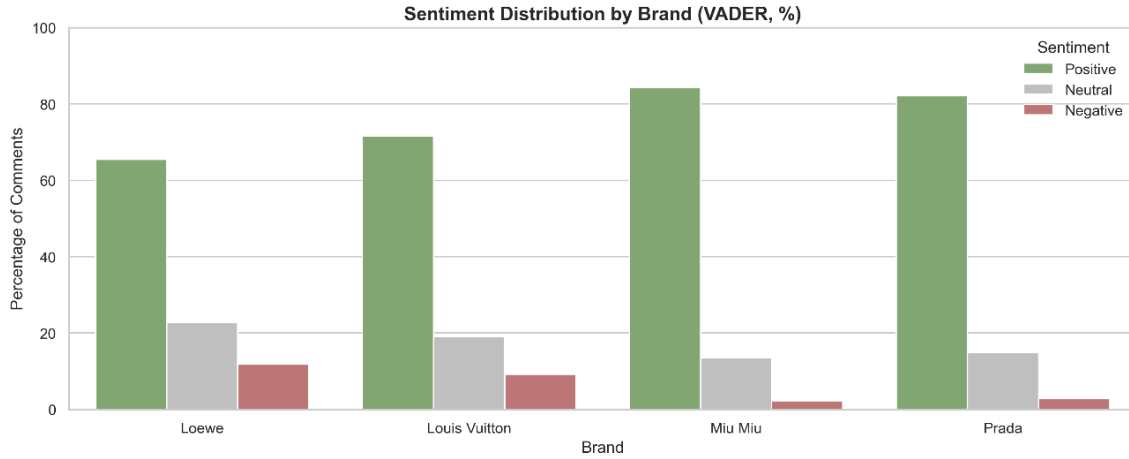


Figure 17 - Sentiment Analysis by Brand (VADER, %)

Figure 18 presents a comparative overview of the SA results obtained through VADER for each campaign. Across all four campaigns, positive sentiment clearly predominates. However, noticeable differences can be observed in the relative proportions of these sentiment categories depending on the campaign.

Miu Miu and Prada show a higher concentration of positive comments, accounting for over 80% of total reactions, and both brands display relatively low levels of negative sentiment. In contrast, LOEWE and Louis Vuitton present lower proportions of positive comments, ranging between 60% and 80%, with higher shares of neutral and negative sentiment. Among these campaigns, LOEWE registers the highest proportion of negative comments, although this remains limited in absolute terms.

To complement sentiment results, LDA was conducted for each campaign and for the full dataset. The results obtained are presented below.

Table VII - LDA Summary (LOEWE x Howl's Moving Castle)

Topic ID	Proposed Topic Name	% of comments	Top words
0	Aesthetic admiration & love	53.0	love, wow, beautiful, beauty, favorite, hahaha, oh, today, great, nice
1	Ghibli fandom & film references	9.9	approval, omg, cute, need, castle, amazing, movie, moving, calcifer, howls
2	Collection interest & availability	8.7	collection, howl, like, sold, good, look, really, restock, know, going
3	Desire vs price barrier	12.6	sadness, want, fun, bag, afford, like, expensive, price, dream, anime
4	Purchase & customer service	6.2	loewe, buy, team, thank, ghibli, store, order, make, sorry, dm
5	Excitement & hype reactions	9.6	excitement, calcifer, lol, time, beautiful, crying, pretty, die, excited, black

Table VIII - LDA Topic Summary (Louis Vuitton x Kusama)

Topic ID	Proposed Topic Name	% of comments	Top words
0	Critical reactions & dissatisfaction	22.3	sadness, iv, collection, like, bag, really, want, help, ugly, great
1	Celebrity admiration & affection	41.2	love, approval, nayeon, amazing, wonderful, nissy, christy, loved, divine, aaaaaaah
2	Style praise & light reactions	7.6	fun, like, looks, thinking, gorgeous, bag, mane, better, black, stunning
3	Polarized reactions (hype vs critique)	12.2	excitement, anger, best, perfect, cool, cate, omg, amazing, dongyu, zhou
4	Beauty praise & influencer discourse	8.5	beautiful, wow, bella, nice, look, good, like, cute, lol, hadid
5	Kusama collaboration & art discourse	8.3	dots, louis, vuitton, kusama, art, artist, yayoi, people, model, collaboration

Table IX - LDA Topic Summary (Prada FW23)

Topic ID	Proposed Topic Name	% of comments	Top words
0	Campaign aesthetics & Flower concept	18.6	beautiful, fun, lixian, looks, prada, perfect, stunning, fashion, brand, campaign
1	Celebrity focus (Li Xian)	7.9	prada, xian, li, like, jaehyun, gorgeous, thank, cool, strange, bag
2	Mixed emotions & off-topic discourse	15.7	excitement, sadness, handsome, omg, enhypen, life, gazaunderrattack, creative, letitia, best
3	Style approval & praise	10.2	approval, style, beauty, perfect, prada, criative, pretty, let, wife, excellent
4	General positive feedback	5.1	good, nice, wow, amazing, shoes, angel, got, secret, man, great
5	Strong positive affection (dominant)	42.5	love, awesome, favorite, black, wonderful, lovely, letitia, omg, best, handsome

Table X - LDA Topic Summary (Miu Miu Holiday 2023)

Topic ID	Proposed Topic Name	% of comments	Top words
0	Fandom requests & emotional appeals	18.8	miu, sadness, beautiful, junhui, need, want, momo, montana, moon, amazing
1	Hype & styling enthusiasm	12.5	excitement, perfect, saw, best, new, lovely, love, style, wow, junhui
2	Affection & gratitude (dominant)	51.6	love, dear, best, super, wow, thanks, jun, great, maimai, girl
3	Brand appreciation & thanks	9.5	approval, jun, miumiu, wow, girl, boy, oh, thanks, thank, inviting
4	Outfit talk & playful reactions	4.1	fun, like, cute, pretty, mai, minnie, maimai, style, stunning, know
5	Product focus & celebrity mentions	3.5	bag, omg, wonyoung, nice, shoes, june, gorgeous, wonderful, good, cool

In the case of LOEWE, the comments mainly focus on themes of aesthetic admiration and the emotional value of the campaign, which represent more than half of the total comments. Other themes identified in the comments reflect strong narrative engagement with the *Howl's Moving Castle* theme and positive evaluations of the collaboration with Studio Ghibli. Another recurrent topic identified in the comments helps explain why this brand shows a slightly higher proportion of negative sentiment compared to the others. Several comments reflect the tension between the desire for the products and the perceived price barrier, with users explicitly referring to the high cost of the items. At the same time, this thematic structure underlines the effectiveness of storytelling and cultural collaborations in generating emotionally driven audience responses.

For the Louis Vuitton campaign, the thematic distribution of comments appears more polarized. The most frequent topic, accounting for 41.2% of the comments, is related to admiration for celebrities and positive reactions to the campaign. Alongside this, a

noticeable share of comments expresses criticism or disappointment. This suggests that while the campaign is generally perceived positively, much of its impact is linked to the presence of famous personalities and the collaboration with Yayoi Kusama. At the same time, the large-scale and highly visible communication strategy adopted by Louis Vuitton seems to have encouraged a wider range of interpretations, resulting in more diverse and occasionally contradictory audience responses.

In contrast, the Prada campaign is characterized by a strong focus on the artistic and floral aesthetics of the collection, which helps explain the predominantly positive perception observed in the SA. A significant number of comments also refer to brand ambassadors, indicating that the involvement of well-known figures was positively received by the audience. Overall, Prada's discourse combines emotional engagement with a more reflective appreciation of artistic elements, which is consistent with the brand's avant-garde positioning.

Finally, in the case of the Miu Miu campaign, the dominant topic, present in more than half of the comments, revolves around expressions of affection, gratitude, and emotional attachment. The remaining themes are mainly linked to celebrity endorsement, particularly the presence of Emma Corrin as the face of the campaign, as well as to styling enthusiasm and product-related reactions. This emphasis on affection and gratitude is also typical of Christmas campaigns, to which audiences tend to respond in a more emotional and nostalgic way, and it aligns well with Miu Miu's youthful and modern brand image.

From a comparative perspective, the LDA results show that although all campaigns share a clear predominance of positive sentiment, the nature of the discourse associated with this positivity differs substantially. Campaigns that prioritize storytelling tend to generate more thematically concentrated discussions, in which narrative and cultural references play a central role. By contrast, campaigns with a more viral and large-scale communication strategy produce more diversified and polarized thematic structures. Similarly, campaigns that rely more heavily on artistic elements or celebrity endorsement tend to see these aspects emerge as the dominant topics in audience comments. Overall, these findings reinforce the idea that creative direction plays a key role not only in shaping audience sentiment but also in influencing the depth, focus, and diversity of public discourse surrounding luxury fashion marketing campaigns.

Table XI - LDA Global Topics Summary

Topic ID	Global Topic Name	Top words
0	Affective admiration & celebrity mentions	love, amazing, mai, lixian, secret, maimai, truths, yuta, superb, zhoudongyu, sexy, precious
1	General opinions & reactions	fun, good, nayeon, people, like, xian, li, look, really, think, know, yes
2	Brand interaction & community talk	approval, wow, need, help, team, hello, loewe, obsessed, thank, super, baby, wen
3	Style / creativity excitement	excitement, perfect, gorgeous, amazing, style, prada, id, criative, insane, ruined, unique, junhui
4	Product / collection & brand references	collection, lv, want, bag, dots, nice, prada, miu, louis, vuitton, like, bella
5	Mixed emotions & polarized reactions	sadness, beautiful, like, anger, omg, cute, looks, jun, oh, bag, better, let

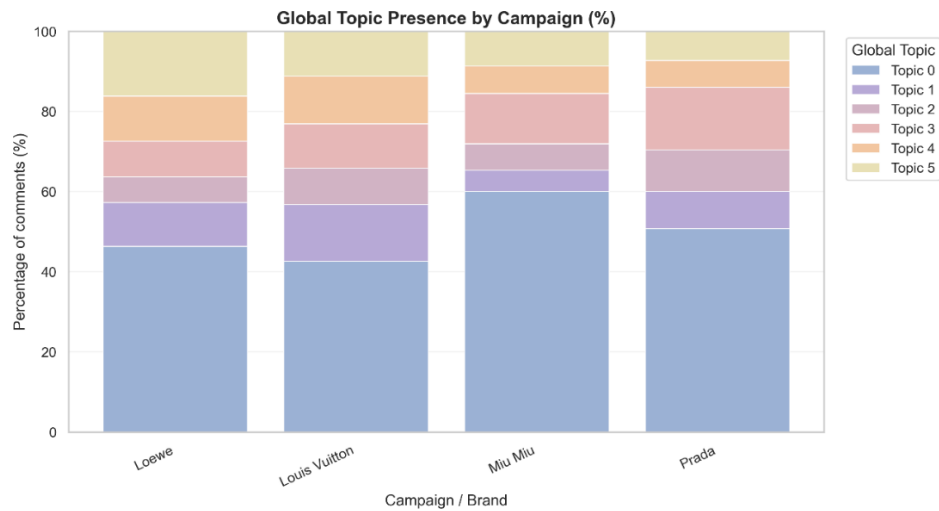


Figure 18 - Global Topic Presence by Campaign (%)

To investigate in greater depth the similarities or differences between campaigns, a global LDA has been carried out, that is, an analysis applied to the entire set of comments, considering six topics in the dataset. As can be seen in the graph, Topic 0 is dominant across all brands and corresponds to expressions of affection and admiration, which is logical given the predominantly positive sentiment identified across all brands through SA. This Topic 0 also highlights the presence of public figures in the campaigns, an element that is valued very positively by the audience.

However, the comparative graph evidence nuances between campaigns through secondary topics. Prada Group comments refer more frequently to the creativity and artistic style of the campaign, as well as to the presence of brand ambassadors. On the other hand, LVMH Group presents more comments on which products, the collection, and the brand are praised, and they also show polarized or mixed emotions.

Overall, the results indicate that creative strategy significantly shapes how audiences express their reactions.

5. DISCUSSION

The goal of this study was to examine a set of luxury brand marketing campaigns in order to understand how audiences emotionally respond to them and how these reactions relate to the creative strategies adopted by each brand. Previous research has already highlighted the relevance of social media as a key space for luxury brand communication and audience engagement (Creevey et al., 2022; Bonilla-Quijada et al., 2023). Building on these contributions, this chapter compares the findings of earlier studies with the results obtained in the present research.

In line with previous analyses, the SA of Instagram comments reveals a clear predominance of positive sentiment across all the campaigns examined. This result is consistent with the findings of *Emotional Analysis of Fashion Trends Using Social Media and AI* (Bansal & Tharun, 2025), which identifies Instagram as the platform associated with the highest levels of positive emotional expression in fashion-related content. Given the strong emotional component of all the campaigns analysed, the prevalence of positive reactions further supports the idea that emotional appeal plays a central role in luxury fashion communication (Bonilla-Quijada et al., 2023). However, a closer comparative analysis shows meaningful differences between campaigns. While Prada and Miu Miu display higher proportions of positive sentiment and lower levels of negativity, LOEWE and Louis Vuitton present more balanced distributions, with relatively higher shares of neutral and negative comments. This suggests that, although positive emotion generally dominates luxury fashion campaigns, the specific communication elements and creative decisions adopted by each brand significantly influence audience responses.

The TM analysis further highlights differences in the thematic focus of consumer reactions. Campaigns that place greater emphasis on narrative coherence, storytelling, and aesthetics, such as those by LOEWE and Prada, tend to generate comments centered on admiration, affection, and brand appreciation. By contrast, campaigns with broader reach and more mass-oriented communication strategies, such as the Louis Vuitton campaign, give rise to more polarized thematic structures, reflecting a wider range of opinions and interpretations. These results align with the findings of Creevey et al. (2022), who argue that emotionally rich and narrative-driven content fosters deeper engagement and more focused audience discourse. In the case of Miu Miu, the seasonal nature of the

campaign, linked to Christmas and New Year celebrations, is reflected in comments dominated by expressions of affection and gratitude. This observation is consistent with previous research on Christmas advertising, which shows that such campaigns tend to evoke warm feelings related to love, belonging, and social connection (Cartwright et al., 2016).

The global LDA analysis reinforces these insights by revealing a common topic across all campaigns, centered on expressions of affection and admiration. This finding suggests that audience reactions to luxury fashion marketing on Instagram are primarily emotional rather than functional or informational, supporting existing literature on the symbolic and emotional nature of luxury communication on social media (Creevey et al., 2022; Bonilla-Quijada et al., 2023). In addition, the global analysis highlights the strong impact of celebrities and brand ambassadors, whose presence consistently emerges as a key driver of emotional engagement and shapes the way audiences structure their discourse around campaigns.

While previous studies, such as *Emotional Analysis of Fashion Trends Using Social Media and AI*, *Customer Engagement on Instagram for Luxury Fashion Brands*, and *Social Media and Luxury: A Systematic Literature Review*, adopt broader, aggregated approaches to the analysis of the luxury and fashion sectors, this study offers a campaign-centered and comparative perspective. By integrating sentiment polarity with thematic analysis, it provides a more nuanced understanding of how specific creative strategies influence audience reactions within luxury fashion marketing communication.

Finally, a comparative summary table is presented below, contrasting the main findings of previous studies with the results of the present research.

Table XII - Comparison between previous literature and findings of the present study

Factor	Previous studies	Findings in the present study
Overall sentiment in luxury fashion communication	Predominance of positive sentiment in luxury and fashion-related social media content (Bansal & Tharun, 2025; Bonilla-Quijada et al., 2023).	Clear dominance of positive sentiment across all analyzed campaigns.
Emotional appeal	Emotionally charged content generates higher interaction levels (Bonilla-Quijada et al., 2023; Creevey et al., 2022).	Campaigns with stronger emotional narratives (Prada, Miu Miu) present higher and more consistent positive sentiment levels.
Narrative & storytelling	Storytelling and symbolic narratives enhance brand meaning and foster deeper consumer engagement (Creevey et al., 2022).	TM reveals that campaigns with strong narrative coherence (e.g., LOEWE, Prada) generate more thematically concentrated discourse centered on admiration and affect.
Aesthetic coherence	Visual aesthetics and artistic consistency positively influence audience reactions and engagement on Instagram (Bonilla-Quijada et al., 2023).	Topics related to beauty, style, and aesthetics emerge prominently in campaigns with strong visual identity, reinforcing positive emotional responses.
Celebrity/brand ambassador presence	Celebrity endorsements increase visibility, symbolic value, and emotional connection with audiences (Bonilla-Quijada et al., 2023; Creevey et al., 2022).	Both the global LDA and the SA reveal that celebrities not only enhance visibility but also shape the emotional and thematic structure of audience discourse.
Temporal and contextual effects	Emotional reactions fluctuate over time and intensify during periods of more communicative activity (Bansal & Tharun, 2025). Seasonal or emotionally charged contexts amplify affective responses (Cartwright et al., 2016).	The Miu Miu campaign, which happens around Christmas and New Year time, shows topics related to affection, gratitude, and warmth, aligning with the idea that seasonal and contextual factors influence emotional and thematic responses.
Campaign-level focus	Most studies adopt aggregated or brand-level approaches rather than campaign-centered analyses (Creevey et al., 2022).	This study adopts a campaign-centered and comparative approach, revealing differences in emotional intensity and thematic focus across individual campaigns.

6. CONCLUSION

This study analyzes audience reactions to specific luxury fashion marketing campaigns by focusing on Instagram comments associated with each campaign post. To do so, SA and TM techniques were applied in order to explore both the emotional responses expressed by users and the main themes underlying these reactions. Using NLP methods applied to unstructured textual data, this study examines how audience emotions and thematic patterns vary across campaigns and how they relate to the creative strategies adopted by each brand.

The results show that positive sentiment predominates across all the campaigns analyzed, a finding that can be partly explained by the strong emotional appeal of luxury marketing. In fact, expressions of affection emerge as the main topic in comments across all cases. This supports the idea that emotion plays a fundamental role in luxury communication, particularly in creating desire and symbolic value among audiences.

At the same time, the analysis reveals clear differences in both emotional intensity and thematic structure between brands. The campaigns of the Prada Group brands, Prada and Miu Miu, tend to generate higher levels of positive sentiment and more coherent thematic patterns in audience reactions. On the other hand, campaigns by LVMH Group brands, that is LOEWE and Louis Vuitton, show lower proportions of positive comments and higher levels of negative sentiment. In the case of Louis Vuitton in particular, audience discourse appears more polarized. I interpret these differences as an indication that highly visible and viral campaigns, characterized by more communication strategies and greater reach, may generate larger volumes of engagement but also more sensitive and divided reactions. By comparison, campaigns with a stronger artistic focus, a more controlled reach, and a clear emotional or aesthetic identity tend to foster more uniform and positive audience responses.

From a methodological perspective, this research contributes to existing literature by adopting a campaign-centered approach rather than analyzing isolated or random brand-generated content. This choice adds coherence to the analysis and allows for a more objective comparison between campaigns. While much of the previous research has focused on aggregated brand-level or trend-level analyses, the findings of this study highlight the value of examining individual campaigns in order to gain a more nuanced

understanding of audience engagement in luxury fashion marketing. As such, the results offer useful insights for luxury brands when designing and evaluating their communication strategies.

Despite these contributions, this study is not without limitations. The analysis relies on unstructured data collected from social media, specifically Instagram, which may introduce a certain degree of noise or bias. Moreover, the focus on textual comments means that other indicators of engagement, such as likes, shares, or visual interactions, are not considered. Future research could address these limitations by incorporating multimodal data, extending the period of analysis, or conducting cross-platform comparisons to explore further how audiences engage with luxury fashion campaigns in digital environments.

Overall, this study highlights the specificity of the luxury fashion sector and confirms the central role that emotions play in its marketing strategies. It provides relevant insights for future academic research and offers practical value for luxury brands seeking to better understand and manage audience engagement through creative and emotionally driven communication strategies.

Note on the Use of AI Tools:

AI-based tools (e.g., ChatGPT) were used exclusively to assist with translation from Spanish to English and minor linguistic editing. All content, analysis, and references were developed by the author.

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