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**CAN MEMES HAVE COOL CONTENT AND INFLUENCE CUSTOMER
ENGAGEMENT? INSIGHT FROM SKINCARE INDUSTRY**

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Master in Marketing

Supervisor:

Professor Sandra Maria Correia Loureiro, Associate Professor with Aggregation, ISCTE-Instituto Universitário de Lisboa, Business School, Department of Marketing, Operations and General Management

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**BUSINESS
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Dedico esta tese ao meu avô.
O meu exemplo.
Sei que está feliz e orgulhoso.

Abstract

This study focuses on the possibility of applying and integrating memes in the communication of brands on social networks, as a way to encourage Customer Engagement and Brand Coolness. We took as the object of study four skincare brands with a digital presence on Instagram, and which already make regular use of memes in their communication with the consumer. We wanted to evaluate the relationship of memes with the parameters of Brand Coolness and Customer Engagement, through a netnographic analysis. The study argues that 1) memes can contain cool content and 2) that through this relationship there is a productive, and potentially relevant, relationship between memes and customer engagement.

Sumário

Este estudo incide sobre a possibilidade de aplicação e integração dos memes na comunicação das marcas nas redes sociais, como forma de estimular Customer Engagement e Brand Coolness. Tomámos como objeto de estudo quatro marcas de skincare com presença digital no Instagram, e que já fazem uso regular dos memes na sua comunicação com o consumidor. Quisemos avaliar a relação dos memes com os parâmetros do Brand Coolness e do Customer Engagement, através de uma análise netnográfica. O estudo sustenta que 1) os memes podem conter cool contente e 2) que por via desta relação existe uma relação produtiva, e potencialmente relevante, entre memes e customer engagement.

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1. Introduction

1.1 Problem definition

Customer engagement is desired by brands now more than ever, since the mere creation and maintenance of a relationship is no longer the solution for customer satisfaction and loyalty (Kumar & Pansari, 2016; Hollebeek et. al, 2014), and a truly engaged customer is the desired competitive advantage that every brand wants to achieve (Kumar & Pansari, 2016). Due to this, engagement has been always one of the key themes of marketing literature (Hollebeek, et. al, 2011): engaged customers can so easily lead a company to success as non-engaged customers can lead to its failure (Kumar et. al, 2010). It is not an easy task to engage customers, however it is even more difficult to maintain their engagement, continuing to stimulate them, keeping their relationship and satisfaction with the firm. Therefore, it is fundamental, for firms, to know how to properly engage, and keep their customers engaged, to generate and leverage value, that goes far beyond purchases (Bilro & Loureiro, 2020; Kumar & Pansari, 2016; Kumar et. al, 2010). A properly engaged customer will not only purchase more, but also contribute with referral activities, influence other customers on social media – and so help the firm to reach a larger audience - and offer feedback and valuable suggestions that contribute to a firm's improvement. All these activities will positively influence and impact firms' long-term profitability and performance (Kumar et. al., 2010; Kumar & Pansari, 2016; Hollebeek et.al, 2014; Bilro & Loureiro, 2020).

Online platforms and social media are mandatory and essential in order to generate customer engagement, because brands need to occupy the same space as customers in order to reach and engage them. The variety of different platforms, and low costs required, since they are mainly free, reducing marketing costs, promotes online space as a stage where engagement can easily take place, facilitating the communication and interaction between customer and brands (Kumar et al, 2010, Brodie et. al, 2011). Brands must use the platforms where customers seek information, entertainment and social interactions, to stay present, be active and reach audiences, creating and maintaining valuable bonds with them; this will only be possible if brands can capture their attention, that is just by itself a hard task, due to the aggressive competition and variety of stimulus. It is fundamental to offer valuable and relevant content that fits with what customers are looking for, and with what the company has to offer (Hollebeek, 2019; Bicks, 2016; Lim & Kumar, 2019). Social media platforms gained 1.3 million users every day, or 15.5 new users every second, in 2020, and social media is the top type of website visited in 2020, where each user spends, in average, 2h24 minutes per day

(Digital 2021 – We are social & Hootsuite). 83.5% of internet users, from 16 to 64 years old, engage with social media to find funny and entertaining content (Digital 2021 – We are social & Hootsuite). And still, just in the USA alone, it is expected that, in 2021, 91.9% of companies with more than 100 employees will use social media for marketing purposes (Statista), which indicates high competition in the struggle to capture audience attention, to engage and retain customers. Therefore, despite the different content and tools available to engage customers, offering different, relevant, and catchy content, is challenging now more than ever.

The search for innovative, creative, different, and appealing content is urgent. Yet, a specific type of content has been neglected, and continues to be unexplored by brands, despite the business potential promised by its already proven success on social media: Memes. Memes offer a way to deliver personalized and original customer brand communication which is essential in nowadays businesses. Among several social media platforms, memes are mesmerizing users. This funny and unique piece of content is well known. It presents a concept, joke or catchphrase about familiar themes, with humor, and is shared and overshared online in several formats (video, image, text...). Besides being a free or low-cost type of content, memes are easily made and re-made, and, of particular interest, easily re-shared among customers, which helps brands to create meme chains between customers and users – inciting them to share, and stimulating WOM, referral activities and the enlargement of a brand's audience, capturing new publics, through a non-intrusive and entertaining medium. Memes, as viral content, can easily help a brand to increase its exposure, awareness and create viral campaigns.

Social media platforms were created in a first place for entertainment and personal connection and communication; to join individuals and stimulate socialization between them. Businesses have already entered this space, but they need to keep in mind that *personal* is the imperative tone in these platforms, which makes it a huge priority to suit communication to this tone of voice, which will make content better received and accepted by the audience. Memes encompass this request: firms can use them to slowly reach the world of the customer in a genuine, not intrusive way, offering personal, authentic entertaining and relatable content that customers appreciate, desire and relate to, being also incited to share it with their acquaintances. Memes not also serve the funny and entertaining purpose of social media, but can also be used to educate customers and to, in a subtle way, publicize a brand that may offer some solutions for their needs. This, again, will fulfill the key purpose of social media presence, i.e., create valuable content that truly engages, connects and stimulates customer-brand relationships, promoting need, and enforcing motivation to search for products, focusing not just on enforcing sales (Kumar & Pansari, 2016; Hollebeek et. al, 2014). For all the above reasons, memes can

be a differential factor, and a competitive advantage, for a brand page on social media – by betting in this new and creative type of communication, brands can easily increase their customers' engagement (Araujo et al., 2020).

There is also a relationship to be woven between memes and another key concept in the Marketing field: Brand Coolness. Cool brands are perceived as being extraordinary/useful, high status, aesthetically appealing, energetic, original, authentic, subcultural, rebellious, popular and iconic (Warren et al., 2019). Coolness is a dynamic and subjective concept, that varies across time, culture and customer (Pountain & Robins, 2000; Dar-Nimrod et al., 2012; Rahman, 2013; Mohiuddin et al., 2016; Warren et al., 2019). I propose that memes can be described as cool content – appreciated by communities, more than ever considered trendy content. Memes fulfil some of the cool dimensions defined by Warren et. Al. (2019). Memes can be easily considered as *original*, as they deliver innovative and creative content in an authentic way - remaining true to their roots, and to the purpose they were created for, that is entertainment in the form of genuine and personal content. Memes can also be described as *energetic*: the content is enthusiastic, active and youthful. Widely accepted and admired by customers, memes can also be considered as *popular*. Memes are most of the time accepted and appreciated by a specific and subcultural group with a specific interest and appreciation for this type of content – usually younger generations – and that makes them a *subcultural* type of content also. Following this line of thought, we can advance the proposition that memes – a content known as being authentic, original, popular, energetic and even subcultural - can be considered as cool, and, therefore, contribute to brand coolness, i.e., the brand that masters the social usage of meme communication is through it linked with coolness.

Cool brands can easily influence positive attitudes on customers, like strengthening brand love, self-brand connection (Warren et al., 2019) and influencing strong positive brand attitudes (Loureiro & Lopes, 2013). However, there are no studies regarding the effects of brand coolness in engagement. Warren et al. (2019) already developed the first links. Cool brands can more easily make customers feel connected in an emotional level, fostering self-brand connections. The self-brand connection is described by Fournier as what “reflects the degree to which the brand is used to express a significant aspect of the individual self” (Fournier, 1998, p. 364; Swaminathan et al., 2007, p. 249). Memes by offering relatable content based on personal desires, habits, personal daily life, can easily match this purpose of expressing significant parts of the customer's individual self.

1.2 Research question

I noticed gaps of information in theoretical and practical fields across the concepts discussed above and ended up formulating these three research problematics: 1) the difficulty in creating and maintaining engagement with customers – a true weapon for a brand's success; 2) the underusage, by brands, of a so appreciated digital content by communities – memes – and 3) the lack of relation between brand coolness and engagement. Having this in mind, I present memes as a possible solution that has been underused by brands, but that is truly appreciated by the community and that serves social media purpose – entertainment and fun. The main objective of this study is to evaluate if memes, by being perceived as young, exciting, authentic, original and popular content can also be considered cool content. Besides that, our second objective is to understand if memes, by being considered cool, can or not differentiate a brand from all the others and offer a competitive advantage to more easily and better engage its customers, creating deeper and longer connections.

Research Question: Can we consider memes to have cool content? Can memes influence customer engagement?

1.3 Field of Study

The study was conducted on Instagram, where it is easier to access and analyze data: Instagram is a social media platform created with a purpose of sharing images and it is mainly used by audiences under 30 years old (70% by Digital 2021 – We are social & Hootsuite). This is congruent with the type of content in study, the meme, a video/ image content, mainly appreciated by younger generations.

The sector under analysis is the beauty/skincare sector. The beauty industry is growing, and it is expected to follow this tendency – predicted to exceed \$716B by 2025. The Asian – Pacific region (40%) and America (25%) are responsible for the majority of global beauty trends and trend statements (Statista, 2020). The online market share of the beauty sector is growing, while offline market is decreasing. Inside the beauty and cosmetic sector, skincare is the biggest category, detaining 40% in 2019 (Statista, 2020). The tendency is set to continue, since customers are more educated, and now specially focused on sun protection and anti-age solutions (subcategories with higher growth). (Statista, 2020).

With this digital growth, a new generation of customers has emerged: customers that purchase “quick-to-market” products from brands founded on the internet/ social media - brands growing alongside these platforms.

These data justify the choice of the sector, and of its brands. I chose four American skincare brands, 2 of them created and supported solely on digital platforms. The four brands are:

Glossier. With 2.7M followers, Glossier is one of the most popular brands in the beauty/cosmetic sector. Starting from a startup, through a blog, it achieved the unicorn status in 2019, by becoming a billion-dollar brand (and at that time there were just 300 unicorns worldwide). In 2015, Glossier won *WWD Beauty Inc. 2015 Digital Innovator of the Year* award. It was recognized as one of the *Most Innovative Companies* of 2017 by Fast Company and considered one of *Inc.'s Companies of the Year 2017*. In 2018 it made part of the *LinkedIn Top Startups List*. Glossier is nominated as a top beauty brand by *Allure*, *Teen Vogue*, *Glamour*, *Nylon*, *Women's Wear Daily* and *Cosmopolitan*. This brand was placed 17th on the *20 Top of Brands Media Impact Value* by LaunchMetrics and increased its searches volume by 465% from 2016 to 2019. Glossier was 6th on *2PM Inc.'s DNVB (Digital Native Vertical Brand) Power List* and 2nd on *DTC (Direct to Consumer) Brand in 2017 – 2018*, with a growth of 69%.

Paula's Choice. Paula's Choice has 563K followers. It was the winner of *Allure's* 2018 Best of Beauty Award for Facial Serum: Hydrating and has its Exfoliant Skin Perfecting 2% BHA as a best seller product in Amazon's Skincare and Beauty care department.

Curology. With 449K followers, Curology is the startup that placed 8th on *Forbes' Startup Companies* for 2020. It was previously also indicated by Forbes as one of the best customizable beauty brands on the market (2018). In 2020, was also considered as 3th of the *250 most disruptive American direct-to-consumer brands and services* by IAB (Interactive Advertising Bureau). Curology won the 10th of *2PM Inc.'s DNVB (Digital Native Vertical Brand) Power List* and the 1st *DTC (Direct to Consumer) Brand in 2017 – 2018* with 147% of growth.

Olay. Olay, with 314K followers, belongs to the *Top 50 brands by Global Cosmetic News* and to the *Top 10 Global Beauty Brands 2012* by Forbes. Olay was also *Leading Personal care brands worldwide* in 2020 (3846 million US Dollars) by Statista. Olay is a multibillion-dollar brand in the *Top 30 Beauty Brands* by The Trend Spotter and appears 301th in the *Top 500 most valuable American brands* (2021) by Brand Finance and 22th *Top 50 most valuable skincare brands on the Brand Finance Cosmetics* (2020). This brand is considered the 2nd *Most popular and famous skincare & cosmetics brand* in America by YouGov.

1.2 Thesis Structure

In a first place a literature review will be presented, offering the main literature regarding the 3 main concepts of my thesis – Memes, Brand Coolness and Customer Engagement. In this way, the base concepts of this study will be described. After that, a conceptual model will be drawn, where the expected results of the study will be presented, as well as its relations. Following that, the methodology will be addressed – netnography will be used to collect data – all the research will be included in the attachments, since there are many pages of research that won't have space to be integrated in the main body of the thesis. In the last section the results after a qualitative and a quantitative evaluation will be presented, followed by the conclusions – where a final perspective for both academic and managerial fields will be presented as well as the inevitable limitations of this study.

2. Literature Review

2.1 Engagement

2.1.1 Engagement as a general concept

Engagement, as a concept, emerged in various disciplines such as psychology, sociology and organizational behavior (Hollebeek, 2011b). Achterberg et al.'s (2003) describes 'social engagement' as the interaction with others, the participation in social activities, and the adequate response to social stimuli (in Hollebeek, 2011b). Overall engagement is an individual, specific, motivational and context dependent variable arising from two ways interaction between a relevant subject and an engagement object (Hollebeek, 2011a)

The majority of these engagement definitions adopt a multidimensional perspective (including cognitive, behavior and emotional dimensions). This is also observed in the marketing field. However, in the marketing field the expression of these three dimensions may vary in accordance with the context. (Hollebeek 2011b).

2.1.2 Engagement in Marketing

Customer Engagement (CE) emerged in the marketing field just in 2006 (Hollebeek, Juri & Ilic, 2011) and has its roots in two theoretical perspectives: SD Logic and Relationship Marketing (RM) (Hollebeek, Juri & Ilic, 2011; Hollebeek, 2011b; Kumar and Pansari, 2016; Bilro & Loureiro, 2020).

SD-Logic focuses on the importance of consumers contributions in co-creating - with the organizations - their personalized experiences and perceived value through active and proactive interactions (Vargo & Lusch, 2004, 2008a/b in Holeebeck 2011b). This perspective is a "transcending *view of relationships*" (Vargo 2009 in Holeebeck 2011b, p. 3). This highlights the interactive customer experience and the co creation value as conceptual foundations that underly the CE concept (Brodie, Hollebeek, Juri & Ilic, 2011).

Customer Engagement has been reworked over time, and so it is classified according to different definitions, dimensions, and concepts, as it would be expected, with different authors, making it difficult to generalize a unique concept (Hollebeek, Juri & Ilic, 2011; Kumar et. al., 2010; Kumar & Pansari, 2016; Bilro & Loureiro, 2020). Similarly, different types of Customer Engagement can also be identified such as: *Consumer engagement, online brand community engagement, consumer brand engagement, consumer engagement behaviours and media engagement* (Hollebeek 2011a, 2011b; Bilro & Loureiro, 2020).

2.1.3 Defining Customer Engagement in Marketing

Hollebeek 2011a (p. 790) defined customer brand engagement as "*a level of an individual customer's motivational brand-related and context-dependent state of mind characterized by specific levels of cognitive, emotional and behavioural activity in direct brand interactions*"; where cognitive brand related activity is considered the level of attention and/or engrossment in the brand (Hollebeek, 2011a; Behnam et al., 2021); emotional activity can be both the level of inspiration or pride that a customer feels about a certain brand and the feel of belongingness to a particular brand (Schaufeli, Martinez et al., 2002; Schaufeli, Salanova et al., 2002; Patterson et. al, 2006, in Hollebeek, 2011a; Behnam et al., 2021) and, finally, behavioral brand related activity implies the level of energy and resilience a customer applies to the interaction with a certain brand (Patterson et. al, 2006 in Hollebeek, 2011a; Behnam et al., 2021).

The different context and situations where CE is registered may impact the relative importance of cognitive, behavioral and emotional dimensions, making the CE levels, and so its complexity, vary. The different states of engagement can vary from "*non engaged*" (absence of customer/firm interactive experience), "*marginally engaged*" (customers are somewhat cognitive, emotionally and/or behaviorally engaged in a specific interactive experience), "*engaged*" (customers present ample levels of cognitive, behavioral or emotional engagement in a specific interactive experience) and "*highly engaged*" (high levels of cognitive emotional and behavioral presence in a specific interactive experience) (Shevlin, 2007b in Brodie et. al, 2011). A state of non- engagement can also occur before and after an engaged experience. (Brodie et. al, 2011).

Hollebeek (2011b), building on his previous study, created the CBE themes of *immersion, passion* and *activation* to define Customer brand engagement. *Immersion* is related with the feelings of being "focused on" and "absorbed in". *Immersion* is described as "a

customer's level of brand-related concentration in particular brand interactions" (Hollebeek, 2011b, p. 14), revealing the level of cognitive investment customers apply in the interaction with a brand. *Passion* is related with the notions of "feeling pride by using a brand's product", or "simply feeling associated with the brand" (Hollebeek, 2011b, p. 14), given that pride is related with a sense of identification with the brand. *Passion* marks "the degree of a customer's positive brand-related affect in particular brand interactions" (Hollebeek, 2011b, p. 15), revealing the level of emotional investment customers have with their brand interactions. *Activation* is related with the willingness to invest time and energy on brand interactions. *Activation* is "a customer's level of energy, effort and/or time spent on a brand in particular brand interactions." (Hollebeek, 2011b, p. 16), revealing the level of behavioral investment customers have in these brand interactions.

Based on this, CBE is settled as "The level of a customer's cognitive, emotional and behavioural investment in specific brand interactions." (Hollebeek, 2011b, p. 1).

From a SET perspective¹, *immersion/passion/activation* reflect customers reciprocating their perceived brand related benefits with a degree of concentration/ positive affect/ energy or time invested in brand interactions (Higgins & Scholer, 2009 in Hollebeek 2011b). SET, by focusing on the reciprocity between brand and customer interactions, is explaining the motivation behind customer-brand proactive interactions, addressed by RM and SD logic theories (Vargo & Lusch, 2008a; Grönroos, 1997 in Hollebek, 2011b).

Later, in 2016, Kumar and Pansari defined customer engagement as the customer attitude, behavior and level of connectedness among themselves and with a specific firm/brand. In other words, the more positive the attitude and behavior toward a brand, the higher the level of connectedness between customer and brand, and consequently, the higher the level of engagement.

This is congruent with the perspective that due to the increasing of competition and the spread of homogenous products, so that focusing on just selling is no longer the solution, the customer value measurement is no longer fixed to the transactions/purchases between customer and firm (Kumar et. al. 2010). There is a variety of ways in which customers can interact and create value with firms (Kumar et. al. 2010). For that, it is essential to focus on creating and maintaining relationships with customers, fostering interactions, and to stimulate their satisfaction with the brand. However, satisfaction, just on its own, is not enough to achieve

¹ Social Exchange Theory states that customers will reciprocate positive feelings and behaviors towards an object (brand, organization...) when they are expecting to receive benefits from the interaction with this object. (Pervan, Bove & Johnson, 2009; Hollebeek, 2011b).

loyalty. A differentiation factor and a sustainable competitive advantage is needed, which means that, more than just creating relationships with customers, it is essential to effectively engage them in all possible ways. Engagement is related with the creation of deep, personalized and meaningful connections/interactions between customers and firms, over time (Kumar et. al. 2010, Kumar & Pansari, 2016). Kumar and Pansari, (2016) following the discoveries written above, presented a general structure, and aid to action, to create and sustain engagement between customers and firms. Trust and commitment serve as basis without which there is no sustained relationship (Morgan and Hunt, 1994). But only when, beside these 2 traits, firms achieve a satisfied and emotional connected relationship with their customers, can we consider that both parties are truly engaged with each other, each one having an interest in the wellbeing of the other. These engaged customers result in direct and indirect benefits for the firms. (Kumar 2013; Kumar and Pansari 2015; Kumar and Pansari, 2016).

By direct benefits, the authors are mainly implying *Purchases*. Customer purchases have a direct contribute for firm value and profitability. (Kumar et. al., 2010). Customers purchases help firms to reallocate resources, based on customers preferences and choices. The metric relevant for this contribution is *Customer Lifetime Value* (Kumar et al. 2010; Kumar & Pansari, 2016).

Indirect benefits are more dispersed. *Customer referrals*, for instance, are a way of attracting, and turning prospects into customers – prospects that were not going to be attracted by conventional and traditional marketing channels - thus contributing indirectly to the firm (Kumar et. al., 2010; Kumar & Pansari, 2016). Firms use referral programs as a way to (1) reward customers and (2) incite these customers to make recommendations to others. Following (2), a customer value should also depend on the ability of that customer to bring in more and new profitable customers – Customer Referral Value. (Kumar & Pansari, 2016; Brodie et al., 2011, Kumar et. al. 2010). Customers can use social medias as a way of influencing others, reaching a much larger audience than just their close network, facilitating the exchange between customers of product/brand related information (Kumar et al., 2010; Kumar 2013; Kumar & Pansari, 2016). *Customer Influence Value* - value provided by the customers influence on the acquisition, retention and increased share of category spending on other customers and individuals - will indirectly affect firms' profit (Kumar et. al., 2010; Kumar, 2013; Kumar & Pansari, 2016). Last important indirect benefit is *Brand Knowledge*. Informed and active customers are constantly co-creating with firms, contributing by transmitting feedback and suggestions, helping them to understand their preferences, offering new ideas, insights and contributing to the development process; this will help the firm improve. And this is *Customer*

Knowledge Value. It is indirectly contributing to the firm profit. (Kumar et. al., 2010; Kumar, 2013; Kumar & Pansari, 2016). Internet and social media are a big opportunity for brands to increase and stimulate customers even more. They are an opportunity to participate in co-creation. (Kumar et. al, 2010; Brodie, et al., 2011; Kumar & Pansari, 2016).

To sum up, if a customer is engaged with a firm, he will consequently purchase more, participate more in referral activities, influence other customers in a larger audience by using social media and also provide feedback and suggestions. All these activities will positively influence and impact firm's performance. (Kumar & Pansari, 2016).

2.1.4 Engagement in Social Media

The development of the Internet laid the ground for innovative platforms that facilitate new forms of interaction and communication among customers with shared interests, as well as for the formation of brand communities (Muñiz and O'Guinn, 2001; Muñiz and Schau, 2005, 2006 in Brodie, et. al., 2011).

The DCM (Digital Content Marketing) term emerged around 2001. DCM's principal objective is to improve customer's assistance, by helping and consequently generating value for them. In this way, firms enhance and maintain (prospective) customers' connections and attachment, fostering awareness, trust, engagement, and so, nurturing sales in the long run, also contributing to loyalty (Kakkar 2017; Holliman and Rowley 2014 in Hollebeek, 2019). DCM is also based on SET, in a way that brand invests in communication and valuable content that foster relationship with their customers, hoping that they will be rewarded with loyalty (Hollebeek, 2019). Customers have more willingness to enroll in cognitive, emotional and behavioral activity in their brands interactions with highly engaged brands, while they are not willing to apply the same effort for non-engaging brand (Hollebeek et. al, 2014).

Social media features underly the required interactive nature of engagement, by giving access to online content and facilitating communication. (Brodie et.al., 2011; Hollebeek, et al., 2014,).

Unlike traditional media, digital platforms offer greater flexibility in terms of content length, availability, format, and customization, reaching broader audiences at lower costs. (Malthouse et al. 2013 in Hollebeek, 2019). DCM can easily offer free, relevant and valuable content to this broader audience, exposing content more suitable to their customer, and prospect customers preferences and needs, whenever they desire and search for it. This, in turn, results in higher value for them, making them want to engage with the content and with the brand itself

(Bicks, 2016 in Hollebeek, 2019).

Antecedents of engagement comprises the reasons why customers are engaging with the content, while the outcomes of this engagement are defined as consequences (Barger & Peltier, 2016).

Cognitive engagement emerges from customer's *functional and authenticity motives*; emotional engagement from customer's *hedonic and authenticity motives*; behavioral engagement comes from customer's *functional and hedonic motives* (Hollebeek, 2019). A customer has a *functional motive* when he searches for media content in order to find brand-related information (informational reasons), so to support and help their decision-making process. (Ruggiero 2000 in Hollebeek, 2019). This content can also be integrated with more hedonic content, such as entertaining (Pulizzi, 2012 in Hollebeek, 2019). A *hedonic motive* presents itself when a customer searches for content in order to find entertainment, diversion, fun or relaxation (Harris 2017; Holbrook and Hirschmann 1982 in Hollebeek, 2019).²*Authenticity motives* come from a customer's desire for brand-related continuity, integrity and symbolism (Grayson and Martinec 2004).

The different types of DCM content (utilitarian or hedonic) will depend on the different customer motives the brand wants to address (Hollebeek, 2019). Barger and Peltier discovered, in 2016, that hedonic products are more easily engaged and shared than utilitarian ones. Also, that the most appreciated and easily engaged contents are those appealing to the emotional instead of the commercial interest (Swani et al 2013 in Barger & Paltier, 2016); specially photos, multisensory and interactive content (Kim et al., 2015 in Barger & Paltier, 2016). The level of entertainment, educational and interesting content that circulates around the brand is affecting the way customers engage with it and the attitudes they are going to form towards the content and the brand itself (Barger & Paltier, 2016).

Customers engage in various ways with brands on social media, using a variety of tools. Different brand related activities generate different engagement levels (Schivinski & Christodoulides, 2016). Schivinski and Christodoulides, in 2016, based on ³COBRA's framework of Shao (2009), defined 3 different activities customers have online. This corresponds to 3 different engagement levels: 1) Customers just *consume* online brand-related content without participating in it, by seeing a picture of a product in a post of a brand. This is

² Where continuity represents in which way customers perceive DCM as being faithful to the brand, integrity is the customer perception that the brand is motivated by caring and responsibility, and finally, symbolism refers to degree in which the brand is able to support and influence customers to truly be themselves. (Morhart et al. 2015, p. 202; Hollebeek, 2019).

³ COBRA is a theoretical framework aimed to understand the different levels of customer's behavioral engagement with brands on social media.

the most frequent activity. 2) Customers can also *contribute* by liking or commenting posts of a certain brand. It includes peer-to-peer and peer-to-content interactions, and it is defined by the participation customers have in content created by the firm or by other customers. 3) Customers can *create* and post brand-related content on their own – user generated content (UGC). This last online activity is the strongest level of engagement, since UGC is a stimulus for further consumption and can also strongly influence other customers, since customers are more likely to share interesting content when they receive it from others, rather than just sharing it by their own initiative. (Chen and Berger, 2016 in Barger & Paltier, 2016). Depending on the situation, the same customer can show different levels of engagement towards the same or towards a different brand. This is a learning process. People start by consuming, only then do they contribute and, finally, create brand related content (Schivinski & Christodoulides, 2016). It is important to involve customers in the co creation of the brand narrative instead of just creating it for them to consume. That's why social media engagement is perceived by these authors as "a mutually beneficial process through which firms and consumers co-create brand-related content and social experiences on social media." (Barger and Peltier, 2016, p. 21)

2.1.5 Online Behaviours and Brand Communities

Lim and Kumar (2019) defined brand online social networking (BOSN) as the process of initiating and enhancing the relationship between brand and customers and, customers themselves, through a company-initiated brand community in a specific social network. This tool allows individuals to have interactions and communications as much dynamic as face-to-face communications.

The uses and gratifications approach is used in order to obtain information about customers motives to interact and enroll in BOSN. BOSN participants differ from each other due to their different levels of engagement and motives to participate (Zaglia, 2013 in Lim & Kumar, 2019).

Online brand communities answer individuals' communal goals, such as, information exchanging and the achievement of positive and collective experiences as a consequence of online interaction in a community (Bagozzi and Dholakia, 2002 in Lim & Kumar, 2019). However, these motivations vary from one customer to another. (Kozinets, 1999 in Lim & Kumar, 2019).

Customers participate and engage in online brand communities motivated by the benefits and rewards collected by engaging in these activities (Brodie et. al., 2011). Lim and Kumar (2019) discovered that although *connection, entertainment, information, incentives* are customers main motives to interact in online communities, authors research showed that information and incentives don't predict participants commitment to BOSN. This can be explained if we consider participants are using the platform mainly to interact and for entertainment. The brand connection derived from functional needs such as information and incentives are just a sporadic and fleeting connection. Therefore, informational and incentives gratification act as motives to start a connection with the brand via BOSN, however they are not sufficient to guarantee the commitment and loyalty to it. Entertainment and connectedness, on the other hand, work as a continued stimulus for customers to interact in the platform – they act as predictors of BOSN commitment. Entertainment comprises hedonic benefits, such as making customers feel happy, amused, entertained. The need to connect and interact with other people also affects customers connectedness with BOSN. Seeing other people who like the company, customers join online communities also to get along with other likeminded individuals. (Lim & Kumar, 2019; Brodie, et. al, 2011). Summing up, managers should strive to create entertaining and enjoyable content so customers can enjoy themselves and feel connected, increasing their engagement levels to the content and the brand itself. (Mutinga et. al., 2011; Lim & Kumar, 2019).

Highly engaged members show the 3 elements of brand community: shared consciousness, shared rituals and traditions, and a sense of moral responsibility (Muñiz and O'Guinn, 2001; Schau et al., 2009 in Brodie et. al., 2011); being able to recognize their role and other role in the community, which include the role of: learners, members sharing their experience and knowledge, brand advocates, companies and/or co-developers of ideas (Brodie et. al., 2011).

When customers engage in a community, they receive an *emotional gratification* in form of gratitude, empathy, trust, safe and belonging to the group. A *cognitive dimension* was detected, as the members were building relationships by sharing information and experience with other members. Their participation in the community actually represents the *behavioural dimension*, some are positive such as providing social support, and some are negative, such as criticizing the brand (Brodie et. al, 2011).

Brodie et. al. (2011) found out that customer engagement with a virtual community is mainly started by a need for information, and during the process of engagement, several sub processes occur such as *learning, sharing, advocating, socializing and co-developing*. *Learning*

is the acquisition of specific cognitive competences that customers apply to purchase and to the decision-making process; *Sharing* is the share of relevant and personal information, knowledge and experience, actively contributing to the co-creation of knowledge with other members. *Advocating* occurs when customers actively recommend specific brands, products, services... to other members. *Socializing* is the two-way, non- functional interaction, where customers acquire and develop attitudes, norms and/or community language (Longmore, 1998 in Hollebeeck et. al, 2017). *Co - developing* is where customers support the brand with ideas of new products, brand, services development and/or improvement.

The engagement a customer has with a virtual company may lead to several outcomes such as: consumer loyalty and satisfaction, consumer empowerment, connection and emotional bonding, trust and commitment (Brodie, et, al, 2011).

Community engagement is also enhancing positive behaviors toward the community - like helping other members or participating in joint activities to enhance value for oneself and others - this will strengthen the bonds and affinity between members of a community (Cova and Pace, 2006 in Hollebeeck et. al., 2017).

Hollebeeck et. al, (2017) defined 8 practices members of virtual online brand communities (VBCEP) have, based on the observation of online behaviors in these communities. These 8 VBCEPs are divided through 3 sub processes. The *Procedural VBCEP sub-process* – a new member initiation phase, where members are welcomed (*Greeting*) and become aware of the norms and guidelines of the community (*Regulating*). The *Social (altruistic) VBCEP sub-process*, follows the Procedural VBCEP sub-process, and include 4 VBCEP's: *assisting, appreciating, empathizing and mingling*; members are already operating as full community members. *Assisting* includes the help provided by community members with specific brand or community questions or issues. *Appreciating* is related with members expressing thankfulness and gratitude to the community and/or other members (Thomas et al., 2013; McAlexander et al., 2002 in Hollebeeck et. al, 2017). *Empathizing* is the display of emotional support and understanding towards other members' feelings about the community, brands, or other relevant issues. This VBCEP serves to create and enhance the emotional bonds and the affection between members of the community. (Brodie et al., 2013; Kozinets et al., 2010 in Hollebeeck et. al, 2017). *Mingling* encompasses the members online and offline interaction with other members, or the community itself, as it extends beyond the community focal topic of interest. (Skalen and Hackley, 2011; Seraj, 2012 in Hollebeeck et. al, 2017). *Achievement-based VBCPE sub-process* comprises the last two VBCEPs: *Celebrating and Ranking*. Members in this sub process tend to display specific community

related, brand related, and or general life achievements, as a way of enhancing their role inside the community (*Ranking*); as well as commemorating these events and achievements with other members (*Celebrating*) (Hollebeeck et. al, 2017).

2.2 Brand Coolness

2.2.1 Roots of Coolness

The origin of *coolness* can be traced to the 1920's during the jazz era, as a term indigenous to Afro-American culture (Bird & Tapp, 2008; Dar-Nimrod, Hansen & Proulx, 2012; Mohiuddin, Gordon, Magee & Lee, 2016; Warren et al., 2019; Loureiro, Jiménez-Barreto & Romero, 2020). The term "cool" signified a form of action, a form of action that was itself an act of cultural survival, pit against the dominant Caucasian culture of the USA. Being cool was to act through racial prejudice, exclusion, and the sub-optimal conditions that characterized the everyday life of African descendants everywhere in America. They embraced this term as a way of distancing themselves from the restrictive society they lived in. (Bird & Tapp, 2008; Rahman & Cherrier, 2010; Rahman, 2013; Dar-Nimrod et al., 2012; Mohiuddin et al., 2016; Loureiro et al., 2020). *Cool* became an autoreferential term for marginalized and oppressed groups: a token for authenticity, irony, and irreverence. Meanwhile, the word quickly spread into Caucasian culture, who viewed *cool* as a way of expressing their individuality (Belk, Tian & Paavola, 2010; Nancarrow et al., 2002; Rahman, 2013; Mohiuddin et al., 2016). The term started to spread to the white community during the Prohibition, during which the two parallel communities were brought together by the allure of illegal alcohol. (Nancarrow, Nancarrow & Page 2002; Bird & Tapp, 2008).

The term received another push towards homogenization following the end of WWII. Returning soldiers embraced the term *cool* - they join motorcycle gangs, and the motto "live fast and live now" became an emblem, in the process of overcoming their disillusionment with contemporary social values. (Pountain & Robins 2000; Bird & Tapp, 2008). In the 1950's, being cool, that is, being on par with underground jazz culture, was the only way of non-conformity with the dense Cold War climate (Frank, 1997 in Bird & Tapp, 2008). This extended to the 60s and 70s, following the anti-Vietnam protests, civil unrest, and the growing use of hallucinogens. (Bird & Tapp, 2008). The liberal movements that spread to the American society – we can point to the sexual revolution, and civil rights movements - allowed coolness to merge with the growing hippie culture, becoming a concept associated with autonomy, authenticity, rebellion,

individuality, social justice, empowerment, and enlightenment (Frank, 1997 in Mohiuddin et al., 2016). Coolness was also a key concept associated with the 70's punk explosion and 90's hip-hop culture (Pountains & Robbins, 2000; Loureiro & Lopes, 2013).

Over time, there has been a diffusion of different references for coolness - this is because coolness is a social construct on par with the internal movements of a given culture. Each generation has its own cool artists, musicians, actors, trends... (Loureiro & Lopes, 2013).

The term cool started to be used in the marketing field in 1960 and that helped its globalization; cool was used by marketing as a symbol of driving aspirations, being fun and attractive. Marketeers started using cool by embedding cool things in marketing, such as: basketball, rap music and hip-hop (Belk et al., 2010; Mohiuddin et al., 2016).

2.2.2 Coolness – Definitions and Literature

Coolness has been studied in various disciplines, such as anthropology, psychology, and marketing research, resulting in different approaches and perspectives (Mohiuddin et al., 2016). Cool can be studied as a cultural phenomenon (Frank, 1997; Gerber and Geiman, 2012 in Mohiuddin et al., 2016), a stage in life (Danesi, 1994 in Mohiuddin et al., 2016), a personality trait (Dar-Nimrod et al., 2012 in Mohiuddin et al., 2016), an attitude (Pountain and Robins, 2000; Mohiuddin et al., 2016), and even as a design attribute (Sundar et al., 2014 in Mohiuddin et al., 2016). Therefore, because our literature offers a variety of perspectives and definitions of cool, there is a lack of consensus around the concept (Rahman & Cherrier, 2010; Loureiro & Lopes, 2013; Mohiuddin et al., 2016, Warren et al., 2019.) The search for a single conceptualization is an even greater challenge if we consider that coolness is dynamic, constantly changing concept (O'Donnell and Wardlow, 2000; Pountain & Robins, 2000; Gerber & Geiman, 2012; Rahman, 2013; Warren, Batra, Loureiro & Bagozzi, 2019) always depending on the mediation of a breathing culture, that is always reexamining what is cool, and what is not (Loureiro & Lopes, 2013; Rahman, 2013). Besides that, coolness may also vary across contexts and subcultures, making it even more difficult to determine a single universal concept. (Gerber & Geiman, 2012; Mohiuddin et al., 2016). This temporal and spatial mutation makes it difficult to measure coolness, since it is not going to have a constant reference, and so the test-retest reliability will be low (Gerber & Geiman, 2012). Coolness is also marked as an elusive and subjective concept, and this can be explained by the fact that this concept is audience based, which means that a given object is only cool to the extent that others consider it cool. (Nancarrow et al., 2002; Belk et al., 2010; Rahman, 2013; Mohiuddin et al., 2016; Warren et

al, 2019). Gerber & Geiman (2012), confirmed this in their study, where they also suggested a model, extended from the *Social Relation Model*, to measure people's perception of the coolness of other people in social network, clearly working with a notion of coolness as a distributed property of social networks. With this model, they found out that, regarding group rates of coolness, *target effects* (how others perceive someone as cool or uncool) are greater than the *perceiver effects* (individual's feeling of coolness towards all people), which means that there is more stability for consensus regarding group evaluations than for individual ones. People tend to more likely agree with group evaluations of cool rather than in their own ones (Gerber & Geiman, 2012).

The extreme subcultural and generational differences related with the judgement of what is or not cool, may lead us to consider a potentially infinite set of ways to be cool. Even so, some common characteristics for a transversal definition of *cool* can be sketched out (Dar-Nimrod et al., 2012). Dar-Nimrod et al. (2012) divide coolness through 2 different personality traits, one centered around social desirability (an individual focused on external valuations), and the other around rebelliousness (individual who is detached from mainstream culture). Although coolness is mainly judged by socially desirable traits, such as attractiveness and friendliness - i.e., by *cachet factor* - *contrarian features* are also relevant for the perception of coolness, for instance, rebellious. These two factors underly, as already mentioned, the history of Coolness (Dar-Nimrod et al., 2012; 2018).

2.2.3 Brand Coolness – Definitions and Literature in Marketing

Coolness is also studied as a marketing tool (Rahman and Cherrier, 2010; Rahman, 2013; Mohiuddin et al., 2016; Warren et al., 2019; Loureiro et al., 2020). In the marketing field, coolness is also subject to several different definitions, such as: “the anvil on which many brands are made or broken. Cool is the currency all brands can profit from when they trade in it” (Southgate, 2003, p. 453 in Bird & Tapp, 2008); “elusive, exclusive quality that makes behaviors, objects and brands so hip, desirable and symbolic” (Bird & Tapp, 2008, p. 3); “a vehicle to increase market share” (Gurrieri, 2009, p. 2 in Loureiro et al., 2020); “a subjective and dynamic, socially constructed positive trait attributed to cultural objects inferred to be appropriately autonomous” (Warren and Campbell's, 2014, p. 544 in Loureiro et al., 2020).

Coolness in marketing is a multi-dimensional phenomenon (Loureiro et al., 2020), used more and more, as of late, by marketers. This, of course, is in great part an effect of an increase in attention from brand management (Rahman & Cherrier, 2010, Loureiro & Lopes, 2013). Customers dispose a huge amount of money on cool brands (Warren et al., 2019), which makes

brand coolness a pointer for brand success: it indicates that the brand is relevant and attractive, that it can please both in niche and in mass market. (Warren et al., 2019; Loureiro, et al., 2020). Hence coolness is a brand quality now actively pursued by management.

The representation of coolness, associated with a given brand, stimulates favorable responses from consumers, who want to adopt certain "cool" behaviors (Belk et al., 2010; Mohiuddin et al., 2016); therefore, it is crucial to embed cool in marketing, products and services which can positively impact customers attitudes and behaviors (Mohiuddin et al., 2016), helping them to achieve the desired cool lifestyle (Pappas, 2002 in Rahman, 2013) - "A cool lifestyle can be achieved, to a large extent, through selective consumption – which is why cool is so interesting to marketers" (Nancarrow et al. 2001, p. 311 in Bird & Tapp, 2008). Besides *interesting*, it also presents a challenge, as it is nowadays harder to predict customer's desired lifestyle, as they are no longer following gender and ages stereotypes, with people of both genders, and from different ages, striving to be cool (Neumeister, 2006 in Rahman, 2013).

Coolness is one of the determining factors that make start up brands succeed (Kerner & Pressman, 2007 in Loureiro & Lopes, 2013), and overcome well established competitors. On the other hand, its absence can be harmful. A brand that is not cool is a brand that cannot lift itself from the rest through active differentiation; therefore, the uncool brand is a brand that, at best, is merely standing a float, and, if not, sinking (Warren et al., 2019). Marketeers have been awoken to this challenge, and are consciously engaged in the pursuit of coolness, to impart a cool image in their products and brands – they recognize its value and invest extensively in the identification of cool trends (Bird & Tapp, 2008). But coolness is a short-lived phenomenon, and consequently marketing campaign planners should not just focus on what has been cool, but rather on what is cool now and in future trends, constantly updating their campaigns, products and services, constantly delivering an updated cool image. (Nancarrow et al., 2002; Rahman, 2013). For that, it is essential for marketeers to understand the meaning of coolness (Pappas, 2002 in Rahman, 2013). However, despite the importance coolness has for practitioners and academics, the truth is that it is not clear what it is that makes a brand cool (Warren et al., 2019), since cool, as already settled, beside the temporal and spatial mutation, has also personal, unique, meanings (Gerber & Geiman, 2012), which means that if customers have different meanings of cool, then a cool brand will also have different meanings for different customers (Loureiro & Lopes, 2013).

There is no clear definition of the characteristics of a cool brand in marketing literature (Warren et al., 2019; Loureiro & Lopes, 2013), however several studies were conducted in order to give some meaning to *brand coolness*.

1) Rahman & Cherrier (2010), examined the meaning of coolness in connection with some consumer behavior constructs associated with the term. Our authors found that humor, 3 subscales of need for uniqueness, materialism, status concern and brand consciousness are positively related to a cool identity.

2) Rahman (2013) described coolness, in GCC (global consumer culture⁴), through 7 themes: fashionable, amazing, unique, sophisticated, eye-catching, entertaining and composed, where the major dominance was found in 2 themes: fashionable and amazing. After that Rahman (2013) congruently linked the symbolic interactionism⁵ theory with his coolness theory. He stated that customers, in a GCC, use symbols, outer qualities of coolness, to create and project their image on to others. This social image integrates different aspects, such as: fashionable, uniqueness, amazing, entertaining and eye-catching. Once more, this is congruent with what we have already identified in the work of several authors (Solomon, 1983; Lee, 1990; Leigh and Gabel, 1992 in Rahman, 2013), who defended that many products are consumed by the symbolism they have, working as social tools that enable the customer to communicate with others (Rahman, 2013). Here lies the connection between coolness and consumerism. People have become more materialistic and are accustomed to using brands and products as a means of defining their identity. (Solomon, 2003; Rahman et al., 2009 in Rahman, 2013). *Cool*, that was once a defense against prejudice, and a survival strategy for minorities, has become a way of accessing a certain status through interplay within image systems (Belk, 2006 in Rahman, 2013). Rahman (2013), with this research, also reinforced the Nancarrow et al. (2002) theory of the two layers of coolness.

⁴ *Global consumer culture (GCC) is known as “cultural entity not associated with a single country, but rather a larger group generally recognized as international and transcending individual national culture” (Alden et al., 1999, p. 80).

⁵ **This theory defends that people use symbols as a way of understanding their world by interpreting the other's actions (Solomon, 1983 in Rahman, 2013). People make meaning by an interpretive process in dealing with situations and things. Important for this perspective is the social self, the image we present to others about ourselves and the meanings we assign to other people or objects. (Rahman, 2013).

An *inner* layer comprising an individual's hedonism, narcissism or "ironic detachment" (Pountain and Robins, 2000), and an *outer* layer including fashion, aesthetics and lifestyle (Rahman, 2013), by reinforcing that customers do not even need to have the *inner* coolness to be cool, as it is rather the lifestyle aspect of the "*outer cool*" that dominates the coolness meaning in the GCC (Rahman, 2013).

3) Bird & Tapp (2008) discussed coolness implications for social marketing; and so, did Mohiuddin et al., (2016), who created a conceptual framework of cool for social marketing, defining seven characteristics of cool: deviating from norm, self-expressive, indicative of maturity, subversive, pro-social, evasive, and attractive. Cool expressions and definitions, as the ones settled above, possess different characteristics, and can be influenced by different contexts and subcultures. Some characteristics are similar, while others can have some innate tensions such as maturity and subversion, between evasiveness and attractiveness and between deviating from norm and being pro-social (Mohiuddin et al., 2016), this was already observed in the tensions of counter coolness and cachet coolness characteristics (Dar-Nimrod et al., 2012; Dar-Nimrod et al., 2018).

2.2.4 Brand Coolness – Characteristics

Warren et al. (2019) revolutionized the brand coolness concept by reconsidering the already presented literature and drawing from said literature a conceptual schema that singles out the characteristics that differentiate cool from uncool brands. The following features are there described as characteristics of a cool brand: useful/extraordinary, aesthetically appealing, energetic, high status, original, authentic, rebellious, subcultural, iconic, and popular (Warren et al., 2019).

Cool brands are *useful* when they have high quality, deliver benefits or help consumers in some way, and *extraordinary* because as a consequence these brands are set apart from their competitors - they offer superior value (Warren et al., 2019). This is congruent with the already obtained desirable/ valued traits, and with the positive valence of coolness already indicated (e.g., Dar-Nimrod et al. 2012; Belk et al., 2010; Mohiuddin et al., 2016; Warren et al., 2019). Cool brands are also *aesthetically appealing* and elegantly designed, delivering a pleasing appearance to their customers (Warren et al., 2019). This definition goes along with previous research of coolness in clothing and technology (eg. Bruun et al. 2016; Dar-Nimrod et al., 2012; Sundar et al.; 2014 in Warren et al., 2019). *Energetic* is another characteristic of cool brands. These brands are perceived as enthusiastic, active, outgoing, youthful and/or related with exciting activities (Warren et al., 2019). These brands emotionally attach themselves with

customers, making them feel good through remarkable experiences (Warren et al., 2019). This relation was already advanced in previous research linking coolness to youth (O'Donnell & Wardlow 2000; Runyan et al., 2013 in Warren et al., 2019), hedonism (Pountain & Robins, 2000 in Warren et al., 2019), and “sexual permissiveness” (Bird & Tapp, 2008 in Warren et al., 2019).

High status or possession of high-status traits, such as exclusiveness, prestige, upper class, glamour, and sophistication, is another characteristic of cool brands identified by Warren et al. (2019). This link between coolness and status was already explained in previous literature (e.g., Belk, et al., 2010; Heath & Potter 2004; Nancarrow et al., 2003; Warren, 2010 in Warren et al., 2019).

Cool brands are also *original*, innovative, and creative, always reinventing themselves, always ahead of their competitors (Warren et al., 2019). Coolness and originality were already linked in the literature (eg. Bruun et al., 2016; Mohiuddin et al., 2016; Sundar et al., 2014; Warren & Campbell, 2014 in Warren et al., 2019).

Cool brands are *authentic*, which means they are cool because they consistently and continually remain true to their roots (Warren et al., 2019). Authentic brands can have *value authenticity* (Biraglia et al., 2019 in Warren et al., 2019), *moral authenticity* (Beverland et al., 2008 in Warren et al., 2019), *sincerity* (Napoli et al. 2014 in Warren et al., 2019), and *integrity* (Morhart et al. 2015 in Warren et al., 2019). This association was already established in the literature (eg. Anik et al., 2017; Nancarrow et al., 2003; Read et al., 2011 in Warren et al., 2019).

Cool brands are *rebellious*, defiant, and non-conformist (Warren et al., 2019). Cool has from its birth been linked with rebelliousness (eg. Frank, 1997; Pountain & Robins, 2000; Dar-Nimrod et al. 2012; Warren & Campbell 2014 in Warren et al., 2019). Cool brands were also associated with particular *subcultures*, an autonomous group of people who have similarities and behave independently from outside of the mainstream society (Hebdige 1979; Schouten & McAlexander 1995 in Warren et al., 2019). Even after becoming popular, as products of mass consumption, cool brands still maintain a strong link with a subculture (ex., Nike to athletes) (Warren et al., 2019). Coolness has always associated itself with specific subcultures: jazz, raves, hip-hop, extreme sports, high school cliques (eg. Belk et al., 2010; Sundar et al., 2014 in Warren et al., 2019).

Cool brands are *Iconic*. Iconic stands for the strong and valued meaning cool brands have to their customers (Holt, 2004 in Warren et al., 2019). Cool brands can symbolize memories, social relationships, identity traits, and cultural values (Warren et al., 2019). As defended by Keller (1993), but also by Levy, (1959) (in Warren et al., 2019), all strong brands have a symbolic meaning, however, cool brands have a potent meaning, that reflects the values

and beliefs shared with their customers (Warren et al., 2019). The strong symbolism of brands was already studied in the literature (Belk, et al., 2010; Warren & Campbell 2014 in Warren et al., 2019).

Brands were considered by respondents as trendy and widely accepted and admired by customers, which means they are perceived as *popular* (Warren et al., 2019). Previous research, on contrary, have defended that coolness was linked with rareness and exclusivity (Bird & Tapp 2008; Pountain & Robins 2000; Warren et al., 2019), however there are no quantitative research supporting this approach in the literature (eg. Bruun et al. 2016; Dar-Nimrod et al. 2012 in Warren et al., 2019). Warren et al. (2019) stated that cool brands start as niche cool brands, scarce and subcultural, evolving to become mass cool brands, popular and trendy.

2.2.5 Brand Coolness Lifecycle

Brand coolness is dynamic (e.g., Gladwell 1997; Heath and Potter 2004 in Warren et al., 2019), and the cool characteristics of a brand will suffer mutations passing from niche cool to a mass cool brand (Warren et al., 2019). Brands born as cool, for a particular subculture that perceives the brand as rebellious, autonomous, desirable, and high status, and that seeks said brand to achieve differentiation from the masses (Warren et al., 2019), start to evolve, to be widely recognized, accepted and, finally adopted by the mainstream, become mass cool brands: less subcultural, rebellious, original, authentic and extraordinary, but more popular, iconic, more familiar and with a higher exposure; they command a higher price premium, controlling a larger market share and are generally more lucrative (Warren et al., 2019). Customers also have a higher intention to share WOM related with mass cool brands rather than with niche ones (Warren et al., 2019). However, they need to make precautions in order to maintain the characteristics (e.g., desirability, autonomy) that made them cool in the first place, or they run the risk of becoming uncool (Warren et al., 2019).

Both niche and mass cool brands have higher levels of the ten characteristics of coolness reported however not all these characteristics are needed for every brand, or for every customer (Warren et al., 2019).

Brand coolness is related with, but at the same time, distinct from other customer behavior constructs like brand love⁶, self-brand connection (SBC)⁷, particular dimensions of brand personality⁸, and brand attitudes. While coolness is an attribute of the brand, the other constructs are consequences and outcomes of brand coolness (Warren et al., 2019). Brand personality is an exception, since brand personality perception can make the brand be perceived as more or less cool, working then as an antecedent of coolness; and so, some marketing

activities and strategies that shape and endorse brand personality can work in parallel to shape coolness perceptions as well. Therefore, brand personality is considered a correlator of brand coolness instead of a consequence, as are all the other constructs indicated (Warren et al., 2019).

Brand coolness detains characteristics value-expressive in nature, such as positive autonomy, rebellion, high status, subcultural appeal, and iconic symbolism (Berger & Heath 2007; Holt 2004 in Warren et al., 2019). Customers are also more likely to develop self-brand connections (SBC) when there is a strong connection between a reference group and a brand, and between this same reference group and the customer's self-concept (Loureiro & Lopes, 2013). Therefore, cool brands can increase SBC, since this construct increases as brand symbolism becomes more consistent with the reference group of the customer (Escalas and Bettman, 2003 in Warren et al., 2019). Customer relationship with a cool brand can also extent beyond SBC, strengthening brand love (Warren et al., 2019). Results already obtained by Loureiro et al (2020), dictate that cool brands positively impacted passionate desire among customers. Therefore, brand coolness is an antecedent of brand love and SBC, which are customer responses that result from the evaluation of the properties perceived in the brand (Warren et al., 2019). This string brand association may also develop strong brand attitudes in customers (Escalas and Bettman, 2003 in Loureiro & Lopes, 2013). SBC and brand love will, in turn and consequently, influence positive attitudes towards the brand, and affect WTP (willingness to pay more), and increase the WOM related with the brand (Batra et al., 2012; Ecalas & Bettman, 2003 in Warren et al., 2019).

Along with these results, and regarding niche - mass cool brands comparison, the study also suggests that customers of niche cool brands, closer to a subcultural group, have a higher SBC, more brand love, higher WTP for and more positive attitudes towards the brand, when compared with mass cool brands, that, however, have higher intentions to share WOM (Warren et al., 2019).

⁶ Fournier (1998) perceives the brand love relationship in three main dimensions: attachment (love/passion and self-connection), behavioral ties (interdependence and commitment), and supportive cognitive beliefs (intimacy and brand partner quality).

⁷ Fournier described SBC as "reflects the degree to which the brand is used to express a significant aspect of the individual self" (Fournier, 1998, p. 364; Swaminathan et al., 2007, p. 249 in Loureiro & Lopes, 2013). Customers create self and communal attachments and connections with brands as a way of reinforcing their security and creating and communicating their own self to others (Loureiro & Lopes, 2013)

⁸ Brand personality is the bundle of human characteristics associated to brands (Aaker 1997), works out as symbolic or self-expressive function for consumers, consisting of 5 dimensions: sophistication, competence, ruggedness, excitement, and sincerity (Aaker 1997 in Warren et al., 2019).

2.3 Memes

Memes can be ideas, tunes, catchphrases, images, celebrities, slogans, musics, among others (Manral, 2013; Araujo, Paula, Neto, Dias & Ferreira, 2020), that are funny and/or entertaining and that can easily spread in the digital environment (Gunders & Brown, 2010, in Manral, 2013), sometimes at such high frequencies that they become viral, over replicated all around the digital media.

The origin of the term memes remotes to Dawkins (2006), and his analogy between cultural and genetic evolution:

"... it is our own species that really shows what cultural evolution can do. Language is only one example out of many. Fashions in dress and diet, ceremonies and customs, art and architecture, engineering and technology, all evolve in historical time in a way that looks like highly speeded up genetic evolution."(Dawkins, 2006, p. 190)

Dawkins created the term "MEME" to represent the idea of cultural units of information learned through imitation. Memes spread themselves jumping from brain to brain, through an imitation process, like a "social contagion", from one person to another (Kostygina et. al., 2020; Manral, 2013). Each replication encompasses deductions, inferences, and different comprehensions (Araujo et. al, 2020). The capacity to comprehend a given Meme is dependent on the receptor's capability of associate and relate it with other objects, facts, events, etc. It is important to refer that memes are not just replicated from a brain to another, but in fact supported and maintained through media, newspapers, journals, books, internet, etc. (Araujo et. al, 2020). The perceived value of a given Meme meaning will, of course, influence its spread and replication. Memes spread like wildfire in the digital medium because they cater perfectly to this medium's characteristics, reaching more people, and allowing their replication and imitation more easily.

However, despite the great attention given to memes in the digital culture, there is a lack of literature in the marketing field regarding memes (Vasile, Mototo & Chuchu, 2021). This content has become attractive to brands, not only due to the entertainment value, that can help brands to achieve important marketing objectives – such as: attention retention, promotion, behavioral influence, engagement (Sax, 2012 in Manral, 2013) – but also since it is low cost, easily re-made and re shared content, with high demand, because it is very popular on certain online communities. With Meme type content, brands have a more genuine and effective way of communicating with, and engaging their customers, due to the humoristic and relatable tone

(Manral, 2013). A successful meme will also affect customers perception of the brand because the quality that is perceived in the meme transits to the brand that posts it (Vasile et. al, 2021). Memes propagate through imitation, yet not all of them are successfully replicated.

Darwins pointed 3 characteristics as essential to increase the probability of meme replication (Dawkins, 2007; Araujo et. al, 2020; Manral, 2013):

- Longevity - it is the continued presence and accessibility in the brain; the ability to stay in time, despite time, which is essential for marketing since it is crucial for brand awareness, and a helpful presence in the decision-making process.
- Fecundity - it is what generates the spread and propagation of a meme. This is done by the number of people sharing the meme. By being easily shared and re-shared, this type of content can easily create chains of shares and replications, reaching a greater audience in social media. Fecundity is different from longevity. A meme can spread and replicate in a short period, and, at the same time, find no longevity.
- Fidelity - The transmission of memes between people will always depend on continuous "mutation", which is referred as "bleeding" by Dawkins (2007). Each meme, from one person to another, at each imitation, suffers a specific reinterpretation, that departs from the original. Because memes are easily re-made, customer can consume a meme, adapt/re-make it to fit their own vision on, and share it again. This is interesting for marketing because it is a mean to achieve co-creation in an impressive scale. Brands do not just create memes; they also encourage customer to create on their own and share it with others.

Memes can thus be considered as a powerful tool, that can revolutionize the way brands are communicating with customers and engaging.

3. Conceptual Model

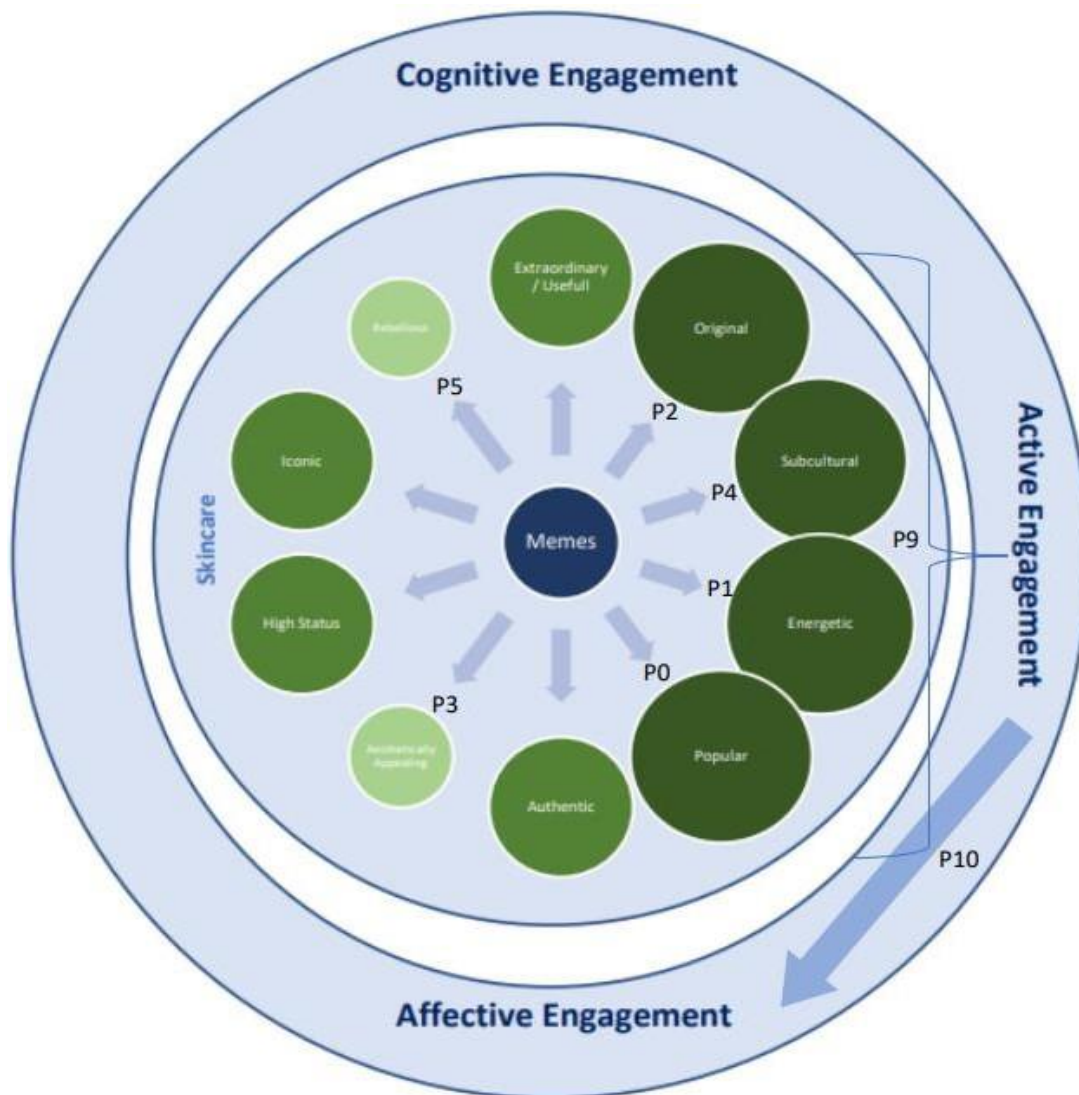


Fig. 1 – Conceptual Model for the expected predominancy of Brand Coolness dimensions and Customer Engagement in the Meme's sample

Source: Own Elaboration

This conceptual model (Fig. 1) aims to study if Memes can be considered cool, and if their usage by brands in the skincare sector can, or not, influence customer engagement. The model was created based on the prepositions bellow. The relevance of the dimensions under study is represented through the color and size of their shapes.

From our sample of memes, we noticed that most memes related with skincare have similarities. Most of them, while showing relatable content related with skincare and faces like wrinkles, pimples, redness, acne are portraying famous faces (famous people, almost always

very well polished) to better engage and capture audience's attention, as they are focusing on beauty and skincare. The usage of celebrities is mainly taken from frame cuts of famous people that star on mass media outlets, and these cuts portray movement, and action. Also, videos are almost always engaging; therefore, they are also used by our brands in study and in their memes. So, we propose:

P0: The memes of our sample will mainly portray famous faces (that is, famous people), fulfilling the popular dimension.

P1: Most memes from our sample portray movement and action, fulfilling the energetic dimension.

Memes are known by presenting, in video, in gif or in static format, a catchphrase, joke or a concept about familiar themes with humor. Maybe due to their draft and more informal core, they have not been widely used by brands on social media, being mainly shared and used by personal accounts, or accounts mainly dedicated to this type of content. Therefore, since most brands don't use this kind of content and due to the broad themes associated with memes, we can easily consider memes as innovative and original content based on draft and informal material, and due to that, we purpose the following:

P2: Memes deliver innovative and creative content; therefore, they can easily be perceived as original content, so, we purpose that our sample will easily fulfill this dimension of coolness.

P3: Judging from the specific type of material from which memes are crafted, we purpose that aesthetically appealing dimensions of coolness won't have a relevant presence on our sample.

Our sample is gathered from inside a specific sector – skincare. Our sample's memes, shared by skincare brands, are, most of them, skincare memes representing elements specific of this sector, such as products components, products characteristics, product's usages, skin problems, ... These memes are appreciated by a specific audience with a common interest, vocabulary, and knowledge inside this sector. Therefore, we purpose:

P4: Our sample material can be easily considered subcultural, by focusing and addressing a specific sector: skincare.

From the characteristics of the business sector under analysis, we purpose that skincare brands, and therefore skincare memes, will be more related with cachet features of coolness, and socially desirable traits as original and popular, instead of contrarian ones, as rebellious,

since our meme sample does not focus on controversial and provocative material. Therefore, we propose:

P5: The rebellious dimension of coolness won't have a lot of relevance in our sample.

While Paula's Choice is the brand that portrays more famous people and series/movies scenes, Curology is the brand with more memes that diverge from overused content, as they focus on a different type of humor. On the other hand, Olay achieves a high level of congruency between all the memes published, and between the memes published and their brand's identity. Therefore, we propose the following propositions regarding these brands.:

P6: Paula's Choice is the most energetic and popular brand.

P7: Curology is the most original brand.

P8: Olay is the most authentic brand.

Cool content, by being popular, energetic and original, can more easily provoke reactions from customers, actively engaging them, making them comment and like more than when compared with other types of content posted online. Memes are to be regarded as cool content. On the other hand, memes - and this does not happen with other types of content - only slightly address the brand, its products, and highlighted characteristics. Therefore, the activation of the cognitive engagement will be lower when compared with other brand content, which means, people won't regularly comment, ask, and make statements about the brand. On the other hand, we can expect Memes to engage customers affectively with higher levels of success – after all, these posts portray elements that are either humorous or lovable, if not both, at the same time, stimulating people to appreciate this kind of content through love-inspired reactions to the content itself. Therefore, we propose:

P9: Memes will more successfully actively engage customers.

P10: Memes will more easily actively engage customers through the affective rather than cognitive dimension.

4. **Methodology**

Research questions must be original, important and interesting, since they are critical for success (Kozinets, Belk & Fischer, 2013). After drawing the research question “*Can memes be considered cool content and influence customer engagement?*”, which can be considered original due to the novelty of the theme and interesting and important since it can be useful for both academic and managerial fields in Marketing, a qualitative method was chosen to address this topic – netnography.

Netnography is the ethnography of online social fieldwork (Kozinets, 2010; Kozinets et al., 2013).

4.1 Netnography

Ethnography is an anthropological method popular in sociology, cultural studies, consumer research and other social scientific fields, that, through the participation and observation of the researcher, studies and analyze behaviors and phenomenon of particular groups, cultures, races, nationalities, etc. (Kozinets et al., 2013; Kozinets, 2002).

Due to its qualitative basis and flexibility, this method became popular, and so widely used across various fields. In marketing, this method is used specially to address the cultural foundations of consumer behavior (Kozinets et al., 2013). The evolution of the digital and technological world has offered different communication possibilities and interactions modalities, which changed the ethnography paradigm (Kozinets, 2015). The variety and intensity of online customer’s communications and experiences is increasing every year, which allows ethnography to study social media and online communities as a cultural phenomenon, addressing customer’s behaviors, interactions, and online discussions (Kozinets, 2002; Kozinets et al., 2013; Kozinets, 2015).

Netnography implies both an observational and a participative approach. The participative role of the research is important to properly engage and gain a deeper understanding about the concepts and phenomenon under study (Kozinets et al., 2013). For this research, we opted for a mixed approach, that combines netnography with network analysis.

Netnography is an assimilative method, that incorporates and is combined with a variety of different research techniques, such as surveys, questionnaires, interviews, etc. Social network analysis is a useful complement for netnography, suitable for research on online communities (Kozinets, 2010; Kozinets et al., 2013). The observational studies in social networks have been one of the methods primarily used to analyze online cultures and

communities (Kozinets, 2010). The observational research method is a qualitative method where the researcher captures and rigorously analyses the behaviors and communications of a certain group or community (Kozinets et al., 2013). This, however, poses a problem. If, in one hand, the researcher, who is actively engaged in the observational process, is completely on top of the decision-making process - something that evidently brings tangible practical benefits (Kozinets et al., 2013) - on the other hand, his research becomes prey to the unconscious inclinations that mingle with the act of conducting the research (Kozinets et al., 2013). The researcher must be on the lookout in order to avoid or suppress his native biases, motivations, interests and values. For this purpose, in this research, the assistance of two other researchers will be crucial – their presence avoids biases and preconceptions, and so can validate, dispute and expand interpretations, ensuring reliable and rigorous results and conclusions with utility for the academic and practical fields.

Netnographers follow the same order of procedures as ethnographers: (1) *cultural entrée*, (2) *gathering data*, (3) *carefully analyzing and interpreting data*, (4) *writing a research report*, and (5) *conducting ethical research*, in order to more rigorously approach this method (Kozinets, 2010; Kozinets et al., 2013; Kozinets, 2015). These steps are solely adapted to the contingencies of the online context (See Figure 2).



Fig. 2 – Simplified flow of procedures in a Netnographic Research

1. *Entrée*. In this first stage, the research questions are defined, and the online platforms are chosen, in view of having a field of research appropriate to the research questions. This step is essential: researchers must be familiar with the platforms where the research is going to take place, since it is where the answers will be collected (Kozinets, 2002). Online platforms

are chosen for their suitability to the research topic and the questions posed, and also for a sufficiently rich traffic density, which offers rich, highly descriptive and detailed data (Kozinets, 2002; Kozinets, 2010; Kozinets et al., 2013; Kozinets, 2015).

So, Instagram was chosen due to the high number of memes shared in this social media by skincare brands - this indicates that it is a relevant and substantial platform suited to the research question defined. All the online community that actively engage, through commenting and liking, the posts under research, were considered for this study.

2. *Data collection and analysis.* It is important to notice that the data collected comes from: 1) data, brought about by online interactions, directly copied from the online platforms observed; and, 2) data that is a result of the researcher's interpretation, after observation of said online interactions (Kozinets, 2002; Kozinets, 2010; Kozinets et al., 2013). With its' low-cost and fast expediency, this data collection process is quite easy to obtain, when compared with the face-to-face ethnographic method. The decision about which data to collect will fall to the researcher, but should be always based on the research question, and on the resources available (available time, researcher skills, number of members interacting, type and amount of interaction) (Kozinets, 2002).

Some notes on our data sample. Our sample consists of 1) all the memes shared in the Instagram account of the 4 brands under study (See Att. 3), excluding video memes (Gifs, however, were included), that were omitted from the research due to the difficulties they pose: this is a medium that is not easy to analyze, or even to represent in an investigation of this sort. To surpass the difficulties in identifying a specific post as a meme, a proper definition (presented in the results of this thesis) was created and followed by the researcher and the 2 assistant researchers in order to better differentiate the meme content. But also, of 2) the likes and the comments of each meme. Plus, we also registered the likes and comments for the 30 posts immediately before and 30 posts immediately after every meme under study – close-proximity mean. This was done in order to have a poll form where to analyze the performance of every meme in comparison with its close proximity mean (See Att. 4).

3. *Data analyses.* In netnography, data collection happens alongside data analysis. The researcher is collecting data and evaluating its meanings and contexts, taking in consideration the research questions, and the influence data has on them (Kozinets et al., 2013). The textual interpretation is done by breaking a text down into constituent elements,

classifying them and finding patterns, inquiring whether they highlight some answers to the research questions (Kozinets, 2010).

Some notes on the data analyses. Based in the observation and interpretation of the material under study, the memes were evaluated in terms of absolute coolness with a “yes” and “no” criteria – i.e., a Meme is, or is not cool. For this evaluation the researcher was supported by the *coolness evaluation scale* of Warren et. al (2019). However, some adjustments were required (See Att. 1 and 2). That is, sub dimensions were created to better address meme evaluation (See Table 1). Engagement was analyzed through the lenses of the Engagement Dimensions presented by Hollebeek et.al., (2014) (CBE dimensions) also adapted to fit with the material under study. Subdimensions to each engagement dimensions (cognitive, affective and active) were created to evaluate the content of the memes’ comments, in order to comprehend the audience reaction to memes, if they were, or not, engaged by them (See Att. 1 and 2). Conclusions were drawn after gathering all the data in the attachment 5, 6, 7 and 8. The Coolness data was coded, for each meme, as 1 (dimension fulfilled) and 0 (dimension not fulfilled) – note that the dimension was fulfilled only if it had more than a 50% leverage of subdimensions fulfilled (“yes”). Engagement dimensions – cognitive and affective - were calculated through a cumulative of subdimensions – for instance, two subdimensions of cognitive engagement correspond to 50% of cognitive engagement, while active engagement was calculated by comparing a given meme with the posts that came before or after said meme (close-proximity mean); if the meme had more likes/comments than its close-proximity mean, then it is scripted as “1”, if not, it is scripted as “0”. Note: Total Active engagement counts both Likes and Comments, as stated; so, a meme will have a double score, it will relate with its close-proximity mean of likes and with its close-proximity mean of comments. For example, meme X can score 1 for its active engagement for likes and score 0 for its active engagement for comments. Hence, there are three possible results: if a meme has 100% total active engagement, then, it scores 1 for both likes and comments, if it has 50%, it scores 1 and 0, if it has 0% it scores 0 for both active engagement types (likes and comments).

A final mean was calculated for each brand, regarding coolness and engagement, accounting for the proportion of memes totaled, due to the disproportion between memes and brands under study (Curology has 92 memes while Olay just has 70).

4. In the end, the netnographer will present a report with all the conclusions and implications of the research (Kozinets, 2002; Kozinets, 2010; Kozinets, 2015).

This research took ethical precautions into consideration. All the users were kept anonymously, and, of course, our data was only collected for academic purposes.

5. Results and Discussion

5.1 Memes Classification

After analyzing the memes sample of our study (Att. 3 – Meme's Sample) we conclude that they can be divided into Traditional Memes, Hybrid Memes or UGC Memes. These 3 types of memes represent the ones that are more common to be shared by brands. Each one has a referential and a representational element.

1. Traditional Memes are the most used by brands and, in general, the type of Meme that is regularly seen online. They compact specific elements:

- Referential element – referring to a given situation/ mood/ lifestyle/ experience known by the audience.
- Representational element – Elements used to represent the previous element. They are also familiar to the community but are referring to another different situation, creating a twist by representing the Referential element in a not expected way/ situation (can be: trendy content, scene of a movie, celebrities, animals, songs, meme language...).

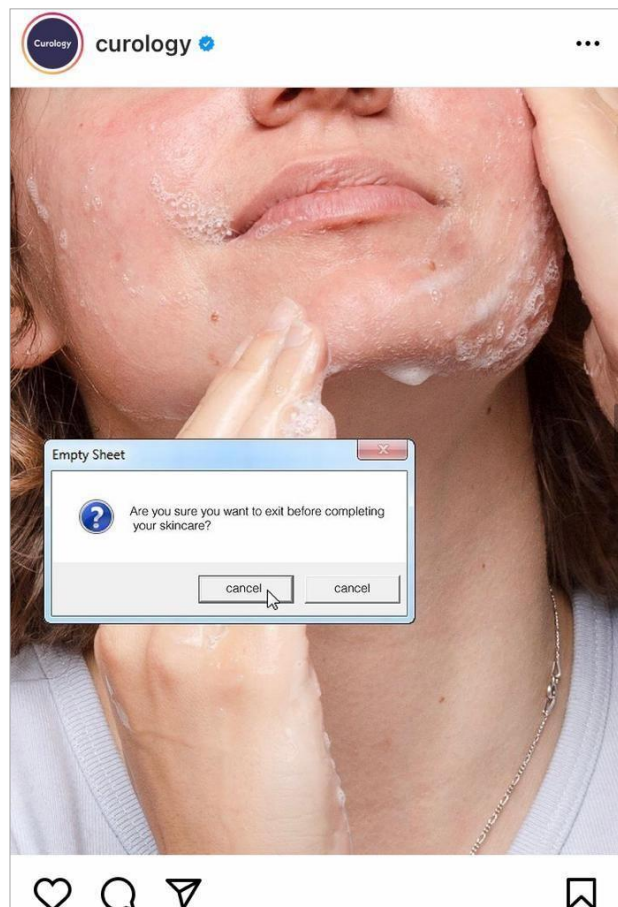


Fig 3. – Traditional Meme by Curology
Source: Curology's Instagram

The overlapping/ connection of these two different elements will create a disruptive situation. The audience will see a familiar theme represented in a way that would typically be considered disconnected, but yet proves otherwise. By being disruptive, the meme will also be considered as witty and funny. MEMES are also relatable most of the times, as they represent familiar scenarios to the audience they are addressing. MEMES are, therefore, addressing daily life with a twist.

Figure 3 represents an example of a Traditional Meme by Curology, where the referential element is the necessity for a continuous and ritualistic skincare routine, represented by the way of a representational element known by the public: a Windows Tab screen.

2. Hybrid Memes are memes focusing the brand and/or product

In this case the referential elements, most of the times, are the products/brands, represented (representational element) by trendy elements, common familiar scenarios, MEME language...

Figure 4 represents an example of a Hybrid Meme by Olay, where the product *Olay Regenerist* is the referential element, represented in a Horoscope format - the representational element.

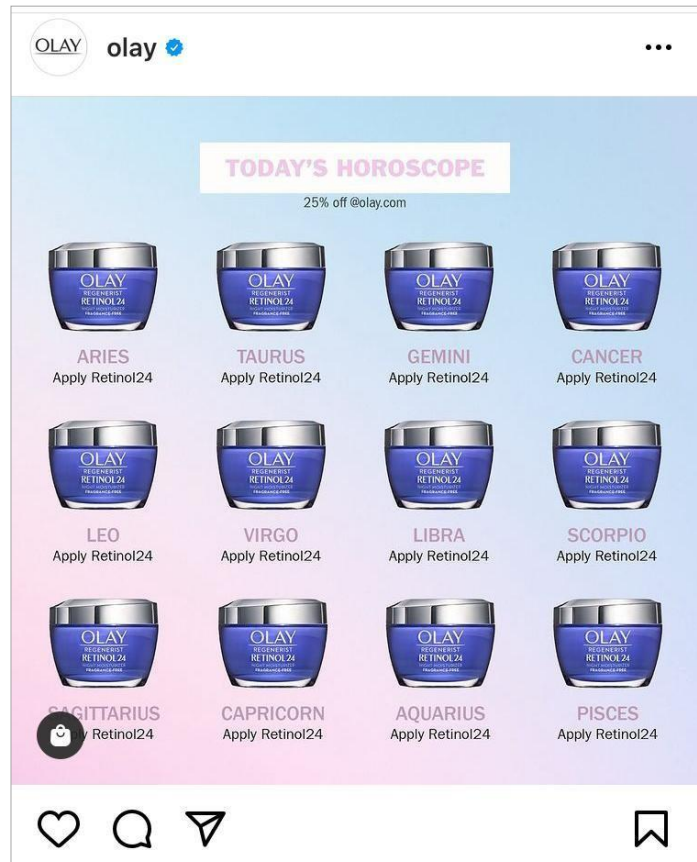


Fig 4. – Hybrid Meme by Olay
Source: Olay's Instagram

3. UGC Memes are based on Reviews /User generated content

UGC and/or Reviews can also be considered as MEMES when they are funny and somehow relatable, translating familiar situations to the audience, allowing them to identify with the content. In this way the review/comment produced by the user itself will be the Representational element, while the identification each one does with the content will work as referential element.



Fig 5. – UGC Meme by Glossier
Source: Glossier's Instagram

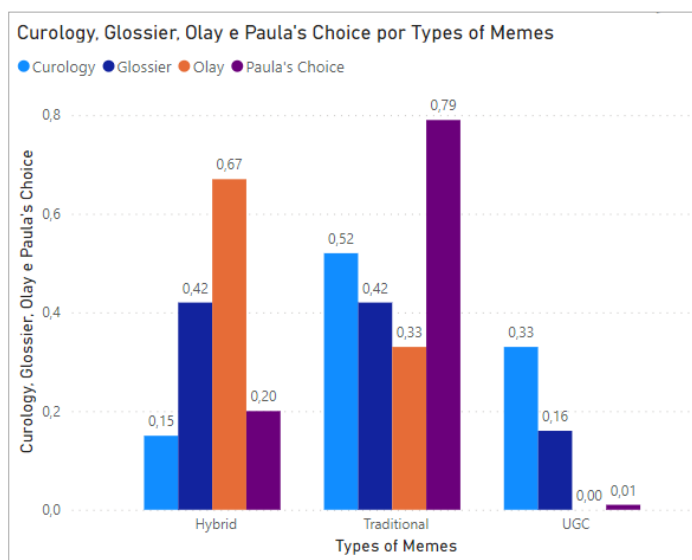
This content is built upon a structure that resembles that of the MEME.

Figure 5 represents an UGC Meme from Glossier, where the comment/review is the representational element and the identification the fans of the brand make with the content expressed, works as the referential element.

It is difficult to differentiate between these 3 categories, therefore a post can simultaneously belong to different categories of MEMES – but it is enough to belong just to one of them to be considered a MEME.

After analyzing Table. 1, we can conclude that most of the memes are Traditional, followed by the Hybrid Memes, while the UGC Memes represent only a smaller part of the sample.

From the 4 brands, Curology and Paula's Choice are the ones with more traditional memes in their sample – more than 50% of the memes shared by these brands are traditional memes. Olay, on the other hand, is the brand that invested more in personalized memes, as 67% of their memes sample are hybrid memes, memes that focus on their brand or their products. Glossier equally invested in traditional and hybrid memes – 42% of their memes are traditional, and another 42% of them hybrid. Curology, from all the brands studied, is the one that bet the most in UGC Memes – 33% of their memes sample is composed by memes created by their audience. Olay, on the other hand, did not use this type of meme in their communication.

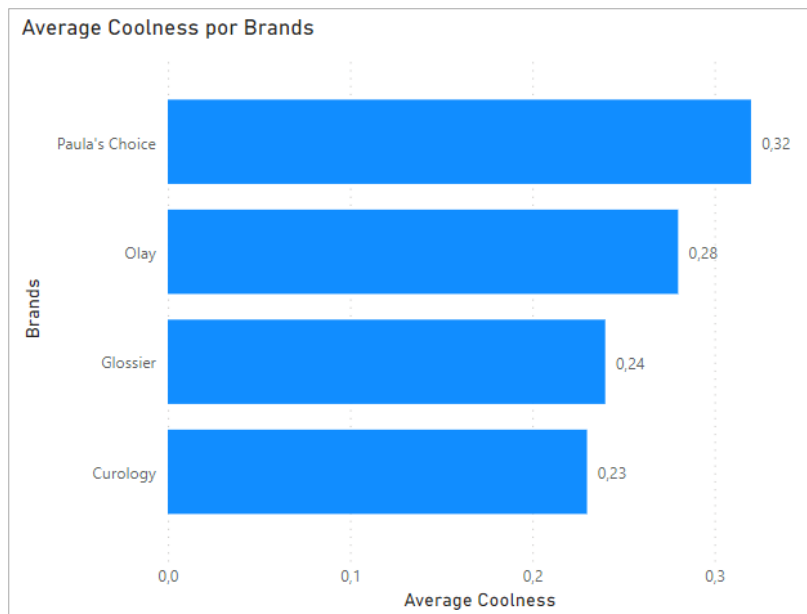


Tab. 1. - Brands and Types of Memes

Source: Own Elaboration

5.2 Coolest Brands

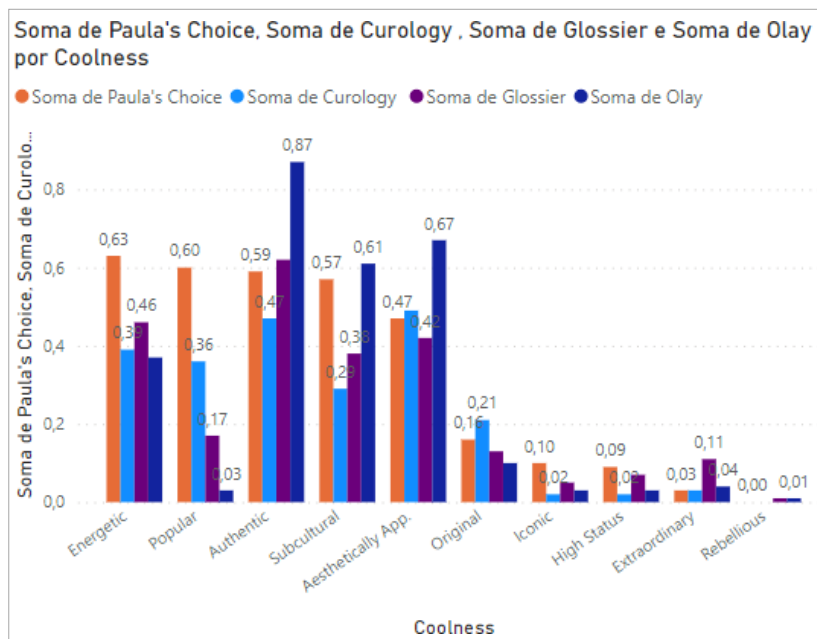
As stated in Table 2., Paula's Choice is the brand with the highest score of coolness (32%), followed by Olay (28%), Glossier (24%) and Curology (23%).



Tab. 2. - Average Coolness per Brand

Source: Own Elaboration

5.3 Most relevant dimensions for each Brand



Tab. 3. – Brands and Cool Dimensions

Source: Own Elaboration

After analyzing the Table 3., the following conclusions were drawn¹⁰:

Paula's Choice memes have high percentages of Energy (63%), Popularity (60%) and Authenticity (59%). This can be easily explained by the fact that the brand uses well known characters and content in their memes, therefore portraying movement by takes and scenes from movies and series. This was already stated as a hypothesis in P6, a hypothesis we now confirm. Also, the brand focused on the creation of memes that give a distinctive expression of the brand, creating a pattern between all the memes shared by the brand, with congruency between them, and, on top of that, the brand remains true to its essence and roots, using the skincare universe of the brand in its meme creation.

Olay memes are Authentic (87%), since most of them are original, and not copied from overused content. Also, the memes are congruent between them, congruent in style and layout, congruent with their humor, congruent in their reference material, etc., making this brand the most authentic one. This was predicted in P8, and now confirmed. Aesthetically appealing (67%) and Subcultural (61%) are other cool dimensions with statistical relevance. The first prevalence is easily explained by the quality of the posts shared by the brand, with well-designed content, high quality photos and copies: overall, very well polished memes. Regarding the subcultural dimension, it should be said that Olay focuses its communication on content specifically related with skincare, with a lot of posts addressing specific skincare vocabulary and/or elements, like components or products. This trend cannot be generalized to all brands, for only Olay and Paula's Choice present this statistical prominence (over 50%). Glossier and Curology do not focus as attentively on their subcultural identity, because they choose not to narrow their communication to the specificities of skincare culture. Therefore, we are forced to refuse P4.

The Authenticity, Aesthetically Appealing and Subcultural dimensions of Olay are also explained by the type of Memes this brand uses to communicate with their audience. Olay invests specifically in Hybrid Memes – 67% of their memes sample are from this category – which means that Olay uses brand-made memes, polished to represent the brand and/or its products, advocating the brand's personality and tone of voice.

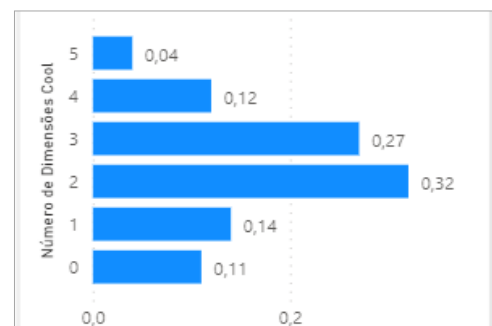
Glossier memes are Authentic (62%), for they follow a specific brand tone of voice, betting on the brand's colors and products, and brand elements – for instance, cats and their glow collection. This is also explained by the fact that this brand is the second to invest the most in Hybrid Memes, which makes Glossier the second most authentic brand. Part of its

¹⁰ In the attachments more tables with more detail regarding every brands and dimensions can be found.

content (46%) is also Energetic. This is not only due to the video content, for many of their posts are *middle of the action* camera shoots, which transmit the perception of movement to the viewer, through static pictures. Aesthetically appealing is the 3rd main dimension, with 42%. Glossier just has 1 dimension with a higher than 50% presence in its memes (Authentic), however Glossier is one of the brands with the highest spread of coolness through the dimensions: they just have 1 dimension (Rebellious) with less than 5%.

The highest spread of cool in this brand can also be explained by the fact that they don't focus their memes communication specifically in just one type of meme. Due to the fact that they homogeneously divide their meme communication between traditional and hybrid memes, and also invest 16% of their memes sample in UGC, they can more easily be accepted by a larger audience. This justifies the fact that this brand is the most engaging one (this will be proved below), but also the fact that Glossier can more easily fulfill every dimension of coolness: through this flexibility, they can generally fulfill every cool dimension.

Curology is the least cool of all the brands studied. The top 3 dimensions are: Aesthetically Appealing (49%), Authentic (47%) and Energetic (39%). The low score of coolness comes from several dimensions scoring lower than 5% - 4 dimensions, to be exact: Extraordinary, High status, Rebellious, and Iconic - and the fact that none of the others scores higher than 50%. Besides, 11% of the memes don't even comprise a unique cool dimension, which means that 11% of their memes are considered uncool, as stated in Table 4.



Tab. 4. - Percentage of Memes per number of Cool dimensions – Curology

Source: Own Elaboration

5.4 Dimensions with more and less relevance from our sample

Authentic is the cool dimension with more relevance on the 4 brands studied. All brands have Authenticity in their top 3 dimensions of coolness, with more than 50%, except for Curology with just 47%. This means that most of the content produced by our brands follows brand personality and identity, with a communication that is congruent and homogeneous. However, not all of them are original and unique, as we previously hypothesized in P2. This is not surprising if we consider that memes are a form of content that is shared, used, and reused by millions of users online. Curology's relatively low score in Authenticity can be justified by

the fact that it is the brand that invests the least in hybrid memes, and so they are without brand/product focused content that can represent the tone of voice and the personality of the brand.

From the 4 brands, Glossier is the brand with more Extraordinary content (11%), joining usefulness and extraordinary, showing content that is useful for followers but also, content that is perceived as authentic and original. Due to this, they are also the second most Authentic brand (62%). They follow a congruent and specific tone of voice between their communication, sharing memes with similarities: colors, structures, type of humor. Also, they bet on brand made content, addressing their brand's universe. They lose the 1st place to Olay (87%), whose content is not only brand made but also, and of more significance, completely different from traditional memes; with high quality designs and congruency between them, completely focusing on the brand's universe, which helps them to also have the highest score in the Subcultural dimension, since it is the brand that best speaks to a specific universe, only focusing on skincare content and using skincare specific vocabulary, creating brand exclusive content.

On the other hand, Paula's choice is the brand with a highest score regarding High status (9%) and Popularity (60%), as they mainly bet in popular content, popular characters, and celebrities, and so easily approach elegant and exuberant elements, evoking sophistication. Moreover, because this brand also focuses on brand made content, they separate themselves from the overused and overshared content on the internet, with more boldness and an exclusive character. Due to that, Paula's choice is also the second brand scoring the highest marks in the Original dimension (16%), with special attention given to creative and innovative content with the brand's signature. Although Curology is the most uncool brand, it is the most Original one (21%). We confirm Curology's originality, proposed in P7. It mainly creates original and different content, and so does it invest on content with a different type of humor, darker or more sophisticated, different from the type of humor expected, and delivered, by most memes. This different type of humor can be easily explained because Curology is the brand that invests the most in UGC – a different type of content with a different type of humor. 33% of Curology's memes sample are UGCs.

Returning to Paula's choice, this brand is also the most Energetic (63%), for it mainly focuses on content based on film takes, transmitting movement. And so, it is not surprising that they have the highest level of Iconicity, as well (10%). They represent pop culture icons, and so try to imitate some of the trendiest content of the internet.

The Energetic, Popular, and Iconic dimensions of Paula's Choice can also be justified by the fact that their memes are mainly traditional memes, almost 80%, focusing on popular characters and celebrities, popular series or movie scenes.

Olay is the brand that pays more attention to quality content, quality photos and copies, well designed content, and due to that it is the most Aesthetically appealing brand (67%) – their memes are eye catching and attractive. Their brand memes mostly bet in simple and clean visuals, that are easy to understand.

While Authentic is the most relevant dimension of coolness in the studied brands and memes, Rebellious is the one with the lowest relevance. This was already stated in P5, and the hypothesis is confirmed - their content is mainly funny and joyful, instead of shocking and controversial. Olay and Glossier just have 1% of their memes comprising this dimension, while Paula's Choice and Curology have none.

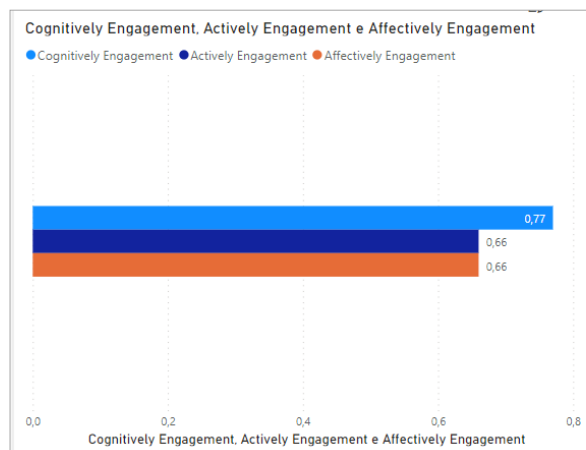
From the 4 brands, 3 of them (Paula's Choice is the exception) have Aesthetically appealing as one of the top 3 dimensions with higher relevance, denying our previous assumption P3. Even though memes, in general, are mainly based on draft-like content, brand memes follow a dress code pattern befitting to their status, with minimum standards of quality (good quality images, copies...).

Energetic is another dimension of high relevance for our brands, and it is part of the top 3 dimensions of Paula's Choice, Glossier and Curology, as expected in P1 and also the 3 brands that invest the most in traditional memes. All of them portray movement in their memes, however the relevance is not as high as expected, since, on average, our sample just scored 46% on this dimension – less than 50%. Olay is an exception. It mainly focuses on static posts, not videos. Curiously, it is the brand with the highest aesthetical appeal: it is easier to have higher levels of quality in static images rather than in ones with movement.

On the contrary of what was expected in P0, Popular is not a relevant dimension. Popular has a significant relevance in Paula's Choice, as already described, due to high usage of celebrities and popular figures, however the general relatability of the memes is not so present as predicted.

5.5 Engagement

Regarding engagement, Glossier has the highest mean score (70%), as stated in Table 5. With a score of 77% on cognitive engagement and of 66% on affective¹¹ and total active engagement, we can see that the meme content of this brand more prominently engages users cognitively, making them think about the brand, interact with the brand and its products. This is a result of the type of content shared, focused on the brand and its products. The highest score is also explained by the fact that this is one of the most embraced and loved brands – in the comments there can be seen innumerable users displaying their pride, and sense of belonging with the brand (See Att. 11). Due to all these reasons, their followers' comment and like meme posts at a higher rate, so that 66% of the memes under evaluation are above the *close-proximity mean*¹² for comments and likes on the brand's page feed.



Tab. 5. – Glossier's Engagement

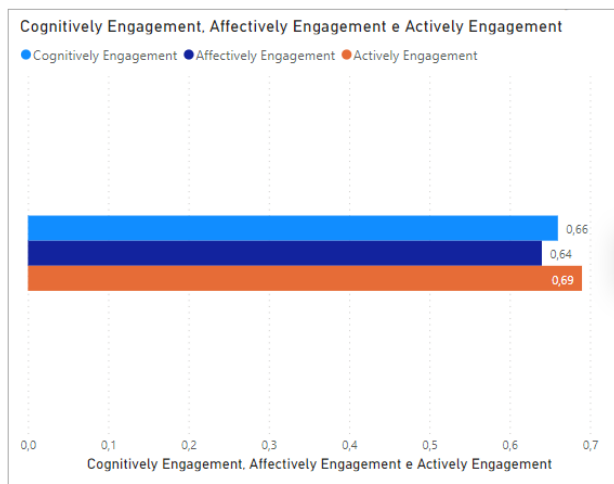
Source: Own Elaboration

Glossier invests in a *mix memes* content. They equally share traditional and hybrid memes, and also bet in UGC memes, which increases their engagement: with more diverse content pool, they can more easily receive responses from their audience.

Paula's choice is the second most engaging brand (see Table 6). The brand actively engages their users, making them comment and like memes – 69% of them are above the page feed's *close-proximity mean*. The brand, with its meme content, can also more easily affectively and cognitively engage users. One more time, we see that it is easier to engage users cognitively (66% above mean) than affectively (64% above mean): memes tend to more easily make customers think about the brand and its products, especially hybrid memes, that make users comment, state, relate with themes connected with the brand, and inquire into less know specificities.

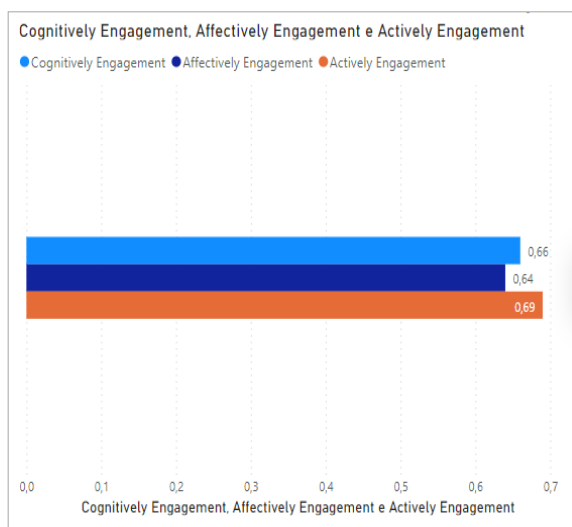
¹¹ Affective engagement is more related with the value of the content expressed by the brand and what it can evoke on users (use of funny or passionate elements), while cognitive engagement is mainly based in the response users have to the content (asking, stating and showing love to the brand and/or its products).

¹² Mean calculated for each Meme in a sample of 60 Posts (30 above and 30 below the Meme in study). For example, Meme A is above the Meme. This means that this Meme has a higher number of comments and likes than the average of likes and comments of the 30 memes that follow it and the 30 Memes that came before.



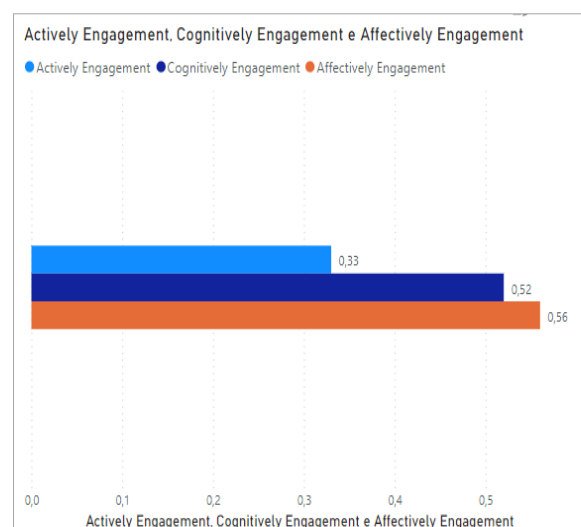
Tab. 6. – Paula's Choice Engagement

Source: Own Elaboration



Tab. 7. – Curology's Engagement

Source: Own Elaboration



Tab. 8. – Olay's Engagement

Source: Own Elaboration

For most brands, cognitive engagement is higher than affective engagement, even though the difference between both is small. This contradicts the expected result, stated in H10. The exception is Olay as we can see in Table 8. This may sound as a contradiction, since Olay is the brand that bets the most in hybrid memes (67%), however this can be explained by 2 reasons: 1. This can be explained by the fact that it is an older brand, with a generational audience, and fans that usually express their passion and pride for the brand more often, having a high personal attachment with the brand – this increases the affective engagement (See Att. 10). 2. The brand is already well known by the public, which doesn't instigate a lot of questions (cognitively). And so, this brand also has the lowest level of active engagement: overall, the audience makes less comments, questions, and statements about the brand; from the sample of

memes evaluated from Olay, just 33% had more comments and likes than their general content. Of course, the general trend – to which Olay is a mere exception – contradicts our initial assumption (P10). The assumption erred because it did not take into account that some memes are hybrid, and so always carry an implicit reference to the brand. As they carry these references, and because these references are easily perceived by the audience, the Meme becomes an outlet for the brand, a representation of one of its qualities. A customer does not approach these Memes – as was previously expected – as neutral content, disconnected from the brand, but as an opportunity to engage with brand themes they understand, and find relatable. Yet, a new contradiction seems to arise. Paula's Choice just has a 20% share of hybrid memes, but, on the other hand, is also one of the brands with higher cognitive engagement. However, there is no contradiction if we assume that even traditional memes, without referring to the products or to the brand, most of the time are aligned with the skincare universe, and so stimulate the comments and statements of an audience that sees itself as a part of this universe. We can now comprehend that what stimulates cognitive engagement in the audience is not simply the direct focus in the product and the brand, as seen in hybrid memes and UGC memes. In truth, cognitive engagement is stimulated by a Meme when this meme is able to build a bridge between its audience and a specific culture with which the audience engages. For our case, this happens when a meme is able to accurately invoke the skincare universe. Therefore, traditional memes are also a source of cognitive engagement. But, of course, when a meme is hybrid, the bridge is, per say, built in a more straightforward way. This is way the majority of cases where a maximum score (100%) of cognitive engagement is found are Hybrid Memes (for all four brands) (See Attachment 5, 6, 7 and 8). However, not all hybrid memes can generate cognitive engagement, and other types of memes also generate this type of engagement, even if not in the total percentage. Finally, we can also see, flowing this analysis, that there exists another important factor in the cognitive engagement equation: the *liveliness* of the audience. By liveliness we quantify the measure of responsiveness from a given public. The audience is lively when it is prone to react to the content with which it is presented. Olay does not have a lively audience, for the reasons stated above, and so it cannot compete in terms of cognitive engagement with brands with a livelier audience.

Paula's choice, the coolest brand, is the second most engaging brand (66%) trailing Glossier (70%) (See Att. 11 and 12). Glossier is in the first place, we can suppose, by the fact that it is a younger brand, with a younger audience and more fans and followers. Having more followers tends to increase the interactions, and younger followers are specially inclined to appreciate memes - that is why 66% of Glossier memes have more comments and likes when compared with other content produced.

On the other hand, Olay is the less engaging brand across the 3 types of engagement. As already explained, Olay does not have a *lively audience*, in fact, the target of this brand is mainly of a superior age, when compared with the other brands, can also justify why the type of content under analysis– memes – fails to incite a supportive response from the target, with smaller numbers of comments, positive responses and engagement generated from this type of content.

Curology despite being the least cool brand, has higher engagement levels on the 3 types of engagement when compared with Olay. 2 reasons can be found: Curology is a relatively new brand, and so instigates more questions and curiosity. Olay, on the other hand, is a firmly established company with an already established audience that already knows the brand. Also, Curology is younger brand, with a younger audience that more easily engages with this type of content. Olay, on the other hand, as already explained, is an older and generational brand – it does not invoke many questions as it is directed for an older audience.

In all 4 brands, a similar trend suggests itself. In all of them, the number of likes per post is higher than the number of comments when compared with non-meme type content. However, our H9 assumption proves only half right, since 2 of the brands (Olay and Curology) under evaluation have their total active engagement score below 50% - this means that less than 50% of their memes had more likes and comments than the general content posted by the brand. A deeper analysis of this discrepancy is outside the scope of this article, as it requires an in-depth examination of the complete social media content of each brand, which would reveal tendencies particular to each media page, that are likely to be relevant for the case under evaluation.

Glossier has a lower coolest mean (24%), when compared with Olay (28%), due to the low overall % in each individual dimension; Olay has 3 dimensions above 50% (Aesthetically Appealing, Authentic, Subcultural), which leverages the overall mean. However, Olay also has 5 dimensions with less than 5% of predominance (Extraordinary, High Status, Rebellious, Popular and Iconic), while Glossier has 8 of the 10 dimensions of coolness with more than 5%, but due to the lower overall predominance of the dimensions (only Authenticity is above the 50% mark), it decreases its overall mean of coolness. Glossier has the highest % (21%) of memes with 4 or more cool dimensions (21%) - which means that their memes comprise more than just 1 or 2 dimensions of cool, and so, overall tend also to be cooler - but this comes at a cost, for their dimension values are thinner, more spread out. They have less in each individual dimension, but more dimensions cumulatively. Memes with 4, 5, 6 or 7 cool dimensions comprised tend to be cooler than memes with just 1, 2 or 3 dimensions comprised. Olay may have a higher mean of coolness (28%) when compared with Glossier (24%), however while Glossier has 21% of the memes sample with 4 or more dimensions of coolness comprised, Olay just has 16%. While in Glossier coolness is homogeneously spread through all the 10

dimensions, Olay comprises coolness in just 2 or 3 dimensions.

5.6 Theory and Managerial Implications

This research offers various contributions to both the academic and the managerial field.

A. For the investigative marketing field, a completely new theme has emerged - the usage of memes by brands – which brings with him many future paths of research. Scholars can focus on the study of Memes as a potential weapon to engage and determine the coolness perception of a brand, offering more insights in to this topic, and potentially revolutionize the marketing field.

B. The insight offered by this research, as well as all the ones to come, present several contributions to the practical field. This research offers a completely new insight on to how brands can more easily engage customers, i.e., with the help of a simple, low-cost, and yet appealing content: memes. Today, brands struggle to engage customers in an ever more competitive world, where all the brands imitate one another, as they strive to gain customers' attention. Therefore, this research presents a possible solution - a different content, appealing, and already entrenched in the lifestyle of the consumer, that may help to differentiate the brand, as it promotes better audience engagement. Furthermore, memes are, in general, not only cool, but also an efficient way to promote brand coolness, and from such a perception several benefits arise, as already stated in this article.

6. Conclusions

Customer engagement, in such a competitive world, is every brand's priority: it is essential for their sustainability and longevity. Having and nurturing a relationship with customers should be part of their strategic decisions. Social media can be used to do that end, but they can also be the source of various constraints. For instance, it is harder to retain customer attention, the homogeneity in communication strategies makes differentiation harder, plus, the digital medium is supercharged with an array of different stimuli, that can turn a customer's attention away from brand content. This paper presents memes as a possible tool to improve a brand's social media performance. For once, they serve as an instrument of differentiation. Plus, Memes have the added benefit of improving engagement through their coolness. Even if we have successfully linked Meme's with Coolness and Brand Engagement, this study still has several limitations, that must be noted.

Our study distinguishes between three different types of memes: Traditional, UGC and Hybrid Memes. We already analyzed the relations between the meme type and specific dimensions of coolness (i.e., if meme type hybrid is prone to be more Authentic). However, this distinction opens other research paths, that have not been taken. Future research can study, for example, the relation between meme type and coolness in general (that is, for instance, if a specific type of meme achieves a higher level of coolness), or the relation between meme type and engagement and its 3 types (cognitive, affective and active).

This study was conducted in Instagram, and for a specific sector, skincare. Further research must complement this study, enlarging the approach to encompass other social media platforms, other brands, and different business sectors.

This study faces one noteworthy limitation. There is a significant subjective undertone to the entire project that cannot be completely silenced. It is backed by data analysis, of course, but the data source material was gathered solely by means of a qualitative evaluation, carried through by the main researcher (with the assistance of two coresearchers). To generate the data pool, every Meme was subjected to a binary process of distinction – a yes or no division, that qualified if a meme was, or was not in sync with a given parameter¹³ - and not only are these principles of distinction subjectively based – that is, the author developed axiomatic principles of her own, that may be contested – the case-by-case evaluation is also plagued by this issue. Memes, after all, are not exactly plain, and easy to distinguish in rigid lines: even with clearly defined principles, one man's yes may be another man's no. But if this laborious process of evaluating every meme was carried by means of subjective criteria, it is because there was no

other solution available. How else are we to determine if a Meme is, or not, esthetically appealing? This deficiency is not due to a lack of will, but in fact an inevitable outcome of the only mean of analysis open to the author. With that said, it is not less true that –the case being as stated – the study can gain much by a careful evaluation – and validation - of the criteria development and its application: a subjective inclination always brings with it a significant margin of error. Future research, that takes this study into account, has to start by reviewing the criteria in use.

The process of completing the evaluation of the meme pool took around three months. The passage of time might have created some discrepancies and flaws in the research – active posts are constantly updating their value. In any case, it posed one significant problem: Olay updated its page midway through the evaluation, and a number of selected memes were deleted. This did not pose a problem for the evaluation of the Meme's coolness, but it rendered them unusable for the engagement assessment. The affected memes had to be removed for the purpose of this evaluation, and this might have influenced Olay results, and, consequently, the overall rigor of our analysis.

Due to methods used to analyze data, it was not possible to sample a large pool of memes. For statistical reasons, to reach more reliable results, a larger sample of the object in study is desirable. Future research, that aims for even more rigorous results, should enlarge the data pool.

Finally, the lack of previous research on the topic of memes usage in marketing also constrained the research, for there was not much information available, information that could have been used in the literature review as basis to this research.

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7. Attachments

1. Meme's Coolness and Engagement Evaluation

USEFULL/EXTRAORDINARY - The MEME transmits a useful and interesting message. – If it refers to products, products components, current promotions/sales/campaigns, brand events or initiatives, brand products/ collections presented in a visible way, information about how to use a certain product, benefits from the products and the brand, subtly educating/ referring to product components, skin essentials and how and when to use them, reference to possible skin problems besides the already known ones (beyond acne, wrinkles, etc.), exhibiting a brand product by simply referring to it, through text or image (the image must be nitid), the importance of certain products or components, skincare tips and/ or advice, components and habits to avoid, what components to use for specific problems, how to apply certain products, etc. With these messages the brand is educating the community.

USEFULL/EXTRAORDINARY - The MEME is exceptional and unique. – Outstanding memes, somehow original, that usually are eye catching and different from the rest. (At least 2 subcategories of AUTHENTIC + all subcategories of ORIGINAL)

HIGH STATUS - The MEME contains content created by the brand. – i.e., Hybrid memes. Even though regular memes are also mainly created by the brand, we don't have a way of confirming it, and so we will rely on those certain to be produced by the brand (The meme contains the logo, a product of the brand, a brand symbol, uses a specific frame, font and colors characterized by the brand, etc) or it has credits (@brand, brand edit...). USG not included since it is not brand made. This category includes the exclusive memes, the ones that certainly belong to that brand.

HIGH STATUS - The MEME contains background elements that evoke elegance, exuberance and sophistication. – elements evoking famous people, luxury, high status, elegance, exuberance, glow, parties, fashion, exuberant elements - as art pieces, for instance.

AESTHETICALLY APPEALING - The MEME is perceived as having quality - good quality images, good design and good copies - The MEME is perceived as having quality - good design, good quality image, good copy. The copy and image must be congruent with each other, composing a well-done meme. Some requirements must be fulfilled: Despite good quality image and text, the meme must also have a congruency between both of them. It is important for the copy to be on the image in order to complete it. In the case of reviews and user comments, these ones must be treated by the brand – design background, ...

AESTHETICALLY APPEALING - The MEME is simple and clean, without much visual mess, being easy to understand. – congruent elements in the image, not much information, simple shapes, simple and congruent colors, balance and congruency between meme elements

AESTHETICALLY APPEALING - The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching. – If it has elements that beyond being simple and easy to understand, makes it appealing, and influences viewers emotions, feelings and moods. (Cute animals, elegant characters, aesthetically appealing images...)

REBELLIOUS - The MEME transmits something unconventional and out of the box, in an ironic and irreverent way. – The meme is creative and funny but in a provocative and disruptive way, being ironic, irreverent, sassy and defiant. The meme can show some arrogance, a scornful and inquisitive attitude or tone of voice.

REBELLIOUS - The MEME is provocative, using shocking and controversial images. – The meme uses shocking and provocative images and/or associations.

ORIGINAL - The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative - Different structures, differing from the traditional memes. More creative and original memes. Memes that, through a simple and basic research, were not found anywhere else on the internet.

ORIGINAL - The MEME presents a different type of humor (e.g., more sophisticated, or darker) – differentiated and creative humor, sometimes UGC is included in this category: funny reviews or comments. for example. Memes that, beside differing from the traditional memes that we are already used to, transmit something new and special, a new idea, a new relation/association, a new concept, a new type of humor.

AUTHENTIC - The MEME doesn't try too hard to be cool, being loyal to the brand essence. – The meme is not pushing hard, it is perceived as being loyal to the brand essence and personality, being congruent with it. The meme makes a reference to the brand and/or brand universe – if it is a skincare brand, then the meme must have something pointing to the skincare universe, and this does not refer solely to skincare products but also to the way in which they are consumed by their customers. For instance, it is also part of the products experience, not only its consumption but also the purchase experience: the shipping experience, etc. The brand does not limit itself to share content that is funny and relatable, and yet is out of the blue and distant from the brand's universe.

<u>AUTHENTIC</u> - The MEME does not seem artificial, being genuine and honest, transmitting a strong and autonomous personality. - The meme is originally design by the brand, not being a copied and overused meme, shared by thousands of other brands. All hybrids embrace this category, since they are brand-made, even if they follow the structure of already known memes. Reviews are included since the brand relies on them to show its truly personality through customer perceptions.
<u>AUTHENTIC</u> - The MEME is a distinctive expression of the brand, remaining consistent and congruent with its communication – There is a congruency between brand memes. They accord to a certain type of meme, and use similar pardons of presentation: structure, color. One can easily identify that meme as belonging to that brand.
<u>SUB-CULTURAL</u> - The MEME is associated with a reference group (eg. people who like sports, skincare, luxury, etc.) – a element of the meme refers to its universe, is focused on its community, elements that the community can relate with, in this case – skincare and cosmetics.
<u>SUB-CULTURAL</u> - The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness. – Symbols may be the given elements: copies, images presented in the meme that may belong to the skincare universe and resonate, in a specific way, with the brand community – i.e., skincare followers. For example, a meme that is focusing in a product, or in its components like retinol, spf, vitamin C, etc. Things specifically designed for the skincare community to understand, because they requier an insider’s knowledge. Skincare specific memes, referring to products or components. Even memes directed for the brand community refereeing to specific elements of the brand, not known by the general public.
<u>POPULAR</u> - The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people. – The meme contains an explicit visual cue from a widely recognizable pop cultural reference.
<u>POPULAR</u> - It’s an internet trend and/or already known MEME from the public, overused and overshared on the internet community. There are 3 different possibilities that, fulfilled, make the meme under evaluation congruent with this category. They are: 1. If the majority of the 1st page results (images included), upon an internet search, display the searched meme, this meme is considered Popular. 2. The meme is frequently shared inside the sample pool. 3. The mem is frequently used within the skincare community. 4. The MEME is following a trend. – trends or hips from tik tok, Instagram, twitter, specific events, news., overshared in the community or in the digital world (not just related with the skincare world)
<u>POPULAR</u> - The MEME creates in us a sense of relatedness (Congruent with people lifestyles, values and interests). – this happens if the one who reads it can relate with the content in some way, mainly when the storytelling of the UGC is related with lifestyle or habits connected with the skincare world.
<u>ICONIC</u> - The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers) – The iconic products of the brand for example. We can imagine a hybrid meme focusing in a product, or on an iconic characteristic of the brand.
<u>ICONIC</u> - The MEME evokes characters well-known in everyday life - iconic characters. Pop culture: celebrities, figures, cartoons, cities, events, songs, movies generally known by the public. The MEME evokes characters well known in everyday life – iconic characters.
<u>ICONIC</u> - The MEME is iconic in the internet world. - The meme detains elements referring to the internet culture – for example – iconic memes, trendy content shared on social media.

<u>ENERGETIC</u> - The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm – Video format, GIFS, if the meme includes energetic and dynamic content, transmitting good and dynamic vibes. The picture portrays the semblance of continuation into the future.

Cognitive Dimension of Engagement:

- **Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...):**
 - Thanking and appreciating the brand and / or its products.

- Showing love to the brand and / or its products.
 - Products reviews – appreciation comments.
 - Defending the brand from negative comments / reviews. (Curology)
 - Suggestions for brand improvement and success (Curology + Glossier)
 - Recommend / Advocate the brand to other users
- **Comments, on the MEME post, that show some willingness/excitement to know more about the brand.**
 - Questions about the brand / products / collections / everything related with the brand
 - Showing excitement to receive a new order / try a new product ...
 - Comments, on the MEME post, asking questions and making statements about the brand, its products, collections, stores, etc.
 - Questions about the brand / products / collections / everything related with the brand.
 - Suggestions for brand improvement and success (Curology + Glossier)
 - **A MEME that makes viewers think about brand products and its positives.**
 - If it is a hybrid meme. If it represents a brand product, making viewers engage with it while they are seeing the meme content.

Affective Dimension of Engagement

- **Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.**
 - Expressions such as: “life saver”, “saved my life”, “changed my life” imply how glad users are for having discovered this brand.
 - Loyalty showed through resubscriptions to brand programs (Curology), rebuying products, etc.
 - Loyalty showed through the years people have been using the brand and the exclusivity they offer to it – if they have been using the brand for years and / or if it is the only brand they trust / and don’t use other brands. Olay has also generational usage – users highly affectively engaged.
 - Express love for the brand to another / higher level, wanting to be ambassador, representative, work for the brands store (Glossier)
 - Recommend / advocate the brand for other users
 - They use it daily
 - They express it as their favorite product / brand
- **Viewers expressing their emotions towards the brand on comments with emojis or enjoyable comments.**
 - When users are not directly engaged with the brand, but with the content instead. This makes them engaged indirectly with the brand, reinforcing their love / appreciation for it.
 - When users appreciate / like and / or related with the content exposed by the brand.
 - Showing appreciation for the memes and for the scenarios (movies, celebrities, series, animals, etc.) exposed.
- **Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).**
 - When the meme is mainly focused on cute / romantic quotes, romantic scenes, cute and adorable animals, babies. Of course, there is also humour content in such cases, but if the majority of comments are mainly centered in how cute / adorable the content is - instead of “ahahahha” “kkkk” smile emojis - the meme is reinforcing its passionate elements.
- **The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.**
 - When the main purpose of the meme is the humor. The meme is funny. The majority of them belong here since, as humor is the main characteristic of meme language.

2. Meme's Coolness and Engagement Evaluation

2.1 Curology's Memes Evaluation

Descriptors	CUR 01	CUR 02	CUR 03	CUR 04	CUR 05
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Curology	Curology	Curology	Curology	Curology
Type of MEME	Traditional	UGC	UGC	Traditional	UGC
Video / Static	Static	Static	Static	Static	Static
N° Likes	238	5172	5571	1884	6481
N° Comments	4	98	56	31	104
Hashtags	-	#Blessed #Curology #Clearskin #Skincare Routine #Crueltyfree	#Memesdaily #Curology #Clearskin #Skincare Routine #Crueltyfree	#Curology #Antiaging #Acne #Healthyskin #Custom Skincare	#Curology #Clearskin #Skincare #Beauty #Skincare Addict
Date of the publishment	18/07/2017	04/03/2019	18/03/2019	26/03/2019	06/05/2019
Colours	Blue, White	Brown, Purple, White, Black	Grey, Black, White, Yellow, Orange, Blue	Green, Ivory, White, Black	Blue, White, Black

BRAND COOLNESS	Extraordinary/Useful	The MEME transmits a useful and interesting message.	NO	NO	NO	NO	NO
		The MEME is exceptional and unique.	NO	NO	NO	NO	YES
	High Status	The MEME contains content created by the brand.	YES	NO	NO	NO	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	NO	NO	NO	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	YES	NO	NO	YES
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	YES	YES	YES	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	YES
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	YES	YES	YES	NO	YES
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	YES
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	YES	NO	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	YES	YES	NO	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	NO	NO	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	YES	YES	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	NO	NO	NO	NO

CBE DIMENSIONS – ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, “Love it!”, ...).	NO	YES	YES	NO	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	NO	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	YES	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	NO	YES	NO	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	238	5172	5571	1884	6481
		Number of comments in posts.	4	98	56	31	104
		Comparison of other post likes vs MEME post likes (X vs Y).	238/397	5172/1909	5571/1967	1884/1931	6481/2206
		Comparison of other post comments vs MEME post comments (X vs Y).	4/27	98/122	56/132	31/124	104/105
		Number of users tagging other users.	1	10	1	2	6

	Descriptors	CUR 06	CUR 07	CUR 08	CUR 09	CUR 10
	Source	Instagram	Instagram	Instagram	Instagram	Instagram
	Brand	Curology	Curology	Curology	Curology	Curology
	Type of MEME	Traditional	Hybrid	Hybrid	Hybrid	Traditional
	Static/Video	Video	Static	Static	Static	Static
	N° Likes	5306	1973	5468	1913	8484
	N° Comments	101	38	73	46	107
	Hashtags	#Curology #Selfcare #Acne #Girlboss #Skincare Routine	#Curology #Acne #Glowup #Clearskin #Goodskin	#Curology #Custom Skincare #Clearskin #Got8 #Goodskin	#Bestiesgoals #Besties4ever #Bestskincare #Bffquotes #Skincare Quotes	#Allabout Skincare #Acnetips #Acnehelp #Diybeauty #Memesfunnyy
	Date of the publishment	10/05/2019	18/05/2019	19/05/2019	06/06/2019	28/06/2019
	Colours	-	Purple, White, Grey, Black	Blue, Purple, Grey	Pink, Purple	Pink, Yellow, White, Ivory, Green, Brown, Beige, Black

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	NO	NO	NO	NO
		The MEME is exceptional and unique.	NO	YES	NO	NO	NO
	High Status	The MEME contains content created by the brand.	YES	NO	YES	NO	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	YES	YES	YES	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	YES	YES	YES	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	NO	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	YES	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	YES	YES	YES	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	YES	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	YES	YES	NO
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	NO	NO	NO	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	YES	YES	YES	NO	YES
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	YES	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	YES	YES	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	YES	YES	YES	NO	YES
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	NO	NO	NO	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	NO	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	NO	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	NO	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	YES	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	YES	YES	YES	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	5306	1973	5468	1913	8484
		Number of comments in posts.	101	38	73	46	107
		Comparison of other post likes vs MEME post likes (X vs Y).	5306/2235	1973/2386	5468/2474	1913/2320	8484/2029
		Comparison of other post comments vs MEME post comments (X vs Y).	101/105	38/138	73/140	46/92	107/96
		Number of users tagging other users.	16	4	7	1	29

Descriptors	CUR 11	CUR 12	CUR 13	CUR 14	CUR 15
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Curology	Curology	Curology	Curology	Curology
Type of MEME	Hybrid	Traditional	Hybrid	UGC	Traditional
Static/Video	Static	Static	Static	Static	Static
N° Likes	8325	4270	2657	1660	4727
N° Comments	114	42	52	56	72
Hashtags	#Memelife #Face Routine #Daily Routine #Antiaging #Beauty Meme	#Acnesucks #Meme Humor #Acnetips #Dailyhumor #Memess	#Relatable Textpost #Dailyhumor #Funnytexts #Acnesucks #Acne Community	#Tweets #Relatable Tweets #Humor Quotes #Mugshots #Dailyhumor	#Friendship Goals #Loyal Friends #Acne Problems #Teamloyal #Bmyside
Date of the publishment	15/07/2019	22/07/2019	29/07/2019	02/08/2019	07/08/2019
Colours	Purple, Pink, Ivory, Brown, Black, Blue	White, Black, Purple	Pink, White, Black, Silver, Purple	Purple, White, Black	Purple, White, Black

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	YES	NO	NO	NO	NO
		The MEME is exceptional and unique.	NO	YES	YES	YES	YES
	High Status	The MEME contains content created by the brand.	NO	YES	YES	NO	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	YES	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	YES	YES	YES	YES
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	YES	NO	NO	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	YES	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	YES	YES	YES	YES
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	YES	YES	YES	YES
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	NO	YES	YES	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	NO	NO	YES	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	YES	NO	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	YES	YES	YES	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	NO	NO	YES	NO
		The MEME evokes characters well known in everyday life – iconic characters.	YES	NO	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	NO	NO	NO	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	NO	YES	YES	NO
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	YES	NO	NO	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	NO	NO	YES	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	8325	4270	2657	1660	4727
		Number of comments in posts.	114	42	52	56	72
		Comparison of other post likes vs MEME post likes (X vs Y).	8325/2087	4270/1998	2657/2036	1660/1982	4727/2182
		Comparison of other post comments vs MEME post comments (X vs Y).	114/113	42/91	52/88	56/73	72/74
		Number of users tagging other users.	13	4	2	0	15

Descriptors	CUR 16	CUR 17	CUR 18	CUR 19	CUR 20
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Curology	Curology	Curology	Curology	Curology
Type of MEME	Hybrid	Traditional	Traditional	Traditional	Traditional
Static/ Video	Static	Static	Static	Static	Static
N° Likes	1648	3680	4580	9770	4036
N° Comments	14	95	74	136	22
Hashtags	#Selfie #Selfieday #Relatable Meme #Happyskin #Fridaylove	#Nickcarter #90skids #Memetime #Dailyhumor #Antiaging Products	#Relatable Memes #Beautypost #Skincare Addict #Dailylaugh #Memes	#Yeetmemes #Humordaily #Skincare Obsessed #Acne Skincare #Memester	#Begoodtoyou #Relatable Meme #DailyRoutines #Healthy Routine #Takecareofyou
Date of the publishment	10/08/2019	16/08/2019	22/08/2019	25/08/2019	26/08/2019
Colours	Pink, Ivory, White, Black	Ivory, Blonde, White, Black, Blue	White, Black, Purple	White, Ivory, Brown, Beige, Blue, Green	Black, White

BRAND COOLNESS	Extraordinary/Useful	The MEME transmits a useful and interesting message.	NO	YES	NO	YES	NO
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	NO	NO	YES	NO	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	YES	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	NO	YES	YES	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	YES	YES	NO	YES
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	NO	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	YES	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	YES	NO	YES	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	YES
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	NO	YES	NO	NO
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	YES	NO	YES	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	YES	YES	NO	YES	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	YES	YES
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	NO	YES	YES	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	YES	NO	YES	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	NO	NO	YES	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	NO	YES	YES	NO
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	NO	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	NO
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	NO	YES	YES	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	1648	3680	4580	9770	4036
		Number of comments in posts.	14	95	74	136	22
		Comparison of other post likes vs MEME post likes (X vs Y).	1648/2227	3680/2175	4580/2171	9770/2243	4036/2239
		Comparison of other post comments vs MEME post comments (X vs Y).	14/76	95/64	74/50	136/53	22/53
		Number of users tagging other users.	2	17	7	23	6

Descriptors	CUR 21	CUR 22	CUR 23	CUR 24	CUR 25
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Curology	Curology	Curology	Curology	Curology
Type of MEME	UGC	Traditional	UGC	UGC	Traditional
Static/Video	Static	Static	Static	Static	Static
N° Likes	1424	6797	5025	2540	4049
N° Comments	6	84	61	12	71
Hashtags	#Tweets #Skincare Forall #Tweet Memes #Simple Skincare	#Laborday 2019 #Friday Funny #Skincare Junkies #Relatable Meme #Laborday	#Dailyhumor #Tweetmemes #Relatable Tweets #Begoodtoyou #Gettingolder	#Exfoliating #Exfoliate #Twitter Meme #Funnytweet #Twittermeme	#Dryskin #Dry Skincare #Hyaluronic #Hydrating #Fallskincare
Date of the publishment	28/08/2019	31/08/2019	02/09/2019	07/09/2019	09/09/2019
Colours	Brown, White, Black, Green, Blue, Beige	White, Orange, Blue, Ivory, Blonde, Grey, Black	Black, White	Ivory, Red, Gold, White, Brown, Pink	Ivory, Pink, White, Beige

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	NO	NO	NO	YES
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	NO	NO	NO	NO	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	YES	NO	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	NO	YES	NO	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	YES	NO	NO	YES	YES
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	YES	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	NO	YES	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	YES	YES	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	NO	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	NO	NO	NO	NO
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	NO	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	NO	NO	NO	YES
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	YES	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	YES	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	YES	YES	NO	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	YES	NO	NO	NO
		The MEME is iconic in the internet culture.	YES	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	NO	NO	YES	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	NO	NO	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	NO	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	NO	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	NO	NO	NO	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	1424	6797	5025	2540	4049
		Number of comments in posts.	6	84	61	12	71
		Comparison of other post likes vs MEME post likes (X vs Y).	1424/2258	6797/2361	5025/2348	2540/2340	4049/2425
		Comparison of other post comments vs MEME post comments (X vs Y).	6/55	84/56	61/54	12/54	71/57
		Number of users tagging other users.	1	20	15	0	2

	CUR 26	CUR 27	CUR 28	CUR 29	CUR 30
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Curology	Curology	Curology	Curology	Curology
Type of MEME	UGC	UGC	Hybrid	Hybrid	UGC
Static/Video	Static	Static	Static	Video	Static
N° Likes	2832	2538	6367	4568	3590
N° Comments	20	15	140	104	15
Hashtags	#FBIMemes #FBI #Myskincare #Relatable Tweets #Myskincare Routine #Funny Tweets	#Getting Older #Relatable Meme #Acne Journey #Skincare First #Growing older	#Skincare Meme #Bestskincare #Derm #Telemedicine #Wednesday Humor	#Otter #Skincare Video #Animal Meme #Skincare Routine #Skincare101	#Theoffice #Pimple #Blemish #Theoffice Memes #Pimple Problems
Date of the publishment	19/09/2019	21/09/2019	25/09/2019	02/10/2019	04/10/2019
Colours	Gold, White, Black	Green, Blue, White, Black	Black, Ivory, White, Blonde, Beige	-	Black, Ivory, Beige, Green, Blue

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	NO	NO	NO	NO
		The MEME is exceptional and unique.	YES	YES	NO	NO	NO
	High Status	The MEME contains content created by the brand.	NO	NO	YES	YES	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	YES	NO	YES	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	NO	YES	NO	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	YES	NO	NO	YES	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	YES
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	YES	YES	NO	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	YES	YES	NO	NO	YES
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	YES	YES	NO
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	NO	NO	NO	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	YES
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	YES	YES	YES
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	YES	YES	YES	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	YES
		The MEME is iconic in the internet culture.	NO	NO	YES	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	NO	YES	YES	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	NO	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	NO	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	NO	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	YES	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	YES	YES	YES	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	2832	2538	6367	4568	3590
		Number of comments in posts.	20	15	140	104	15
		Comparison of other post likes vs MEME post likes (X vs Y).	2832/2385	2538/2369	6367/2408	4568/2384	3590/2314
		Comparison of other post comments vs MEME post comments (X vs Y).	20/59	15/60	140/63	104/86	15/85
		Number of users tagging other users.	0	4	3	13	6

Descriptors	CUR 31	CUR 32	CUR 33	CUR 34	CUR 35
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Curology	Curology	Curology	Curology	Curology
Type of MEME	Trad	UGC	UGC	Hybrid	Trad
Static/Video	Static	Static	Static	Video	Static
N° Likes	3443	2259	5097	1729	6126
N° Comments	38	68	46	29	28
Hashtags	#Dogmeme #Memeday #Sunday Skincare #Treatyour Skin #Relatable Memes	#Supporter #Tweet Memes #Wegot Yourback #Retweet #Loveyour Friends	#Dryskin #Moisturizer #Relatable Meme #Dry Skincare #Spongebob Meme	#Dewyskin #Monday Yoga #Moisturized Skin #Familyyoga #Hydrate Yourskin	#Cozyseason #The2000s #Memeday #Skincare Memes #Dryskin
Date of the publishment	07/10/2019	08/10/2019	09/10/2019	14/10/2019	20/10/2019
Colours	Brown, White, Silver, Black	White, Pink, Black, Blue	Blue, Yellow, Black, White, Brown, Orange, Red, Green	-	Pink, Orange, Purple, Blue, Yellow, Brown, Blonde, Ivory, Black

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	NO	NO	YES	NO
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	NO	NO	NO	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	NO	YES	NO	YES	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	YES	NO	NO	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	YES	NO	NO	YES	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	YES	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	YES	NO	YES	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	NO	YES	NO	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	NO	NO	YES	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	YES	NO	YES
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	YES	NO	YES	NO	YES
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	NO	YES	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	YES	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	YES	NO	YES
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	NO	YES	YES	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	NO
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	YES	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	NO	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	YES	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	YES	NO	NO	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	3443	2259	5097	1729	6126
		Number of comments in posts.	38	68	46	29	28
		Comparison of other post likes vs MEME post likes (X vs Y).	3443/2389	2259/2445	5097/2438	1729/2593	6126/2690
		Comparison of other post comments vs MEME post comments (X vs Y).	38/84	68/84	46/84	29/86	28/88
		Number of users tagging other users.	2	1	5	0	10

Descriptors	CUR 36	CUR 37	CUR 38	CUR 39	CUR 40
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Curology	Curology	Curology	Curology	Curology
Type of MEME	Traditional	Traditional	UGC	UGC	Hybrid
Static/Video	Static	Static	Video	Static	Video
N° Likes	1936	2064	2409	3743	2136
N° Comments	60	15	64	44	18
Hashtags	#Skincare101 #Facewash #Washyour Face #Daily Routines #Face Cleanser	#Positive Quotes #Wordsof Love #Soapdish #Wordsofig #leadby Example	#Witchhazel #Funny Tweet #Relatable Tweets #Skincare101 #Skintips	#Funnytwitter #Catfish #Twittermeme #Relatable Quote #Catfished	#Moisturized #Happyskin #Sundayvibes #Skincare Sunday #Moisturizers
Date of the publishment	24/10/2019	27/10/2019	31/10/2019	02/11/2019	03/11/2019
Colours	Ivory, White, Brown, Blue, Pink	White, Black	-	Blue, White, Black	-

BRAND COOLNESS	Extraordinary/Useful	The MEME transmits a useful and interesting message.	NO	NO	YES	NO	YES
		The MEME is exceptional and unique.	NO	NO	NO	YES	NO
	High Status	The MEME contains content created by the brand.	NO	NO	NO	NO	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	YES
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	YES	NO	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	YES	NO	YES	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	YES	NO	NO	NO	YES
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	YES	YES	NO	YES	YES
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	YES	NO	YES	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	NO	NO	NO	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	NO	YES	YES	YES
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	YES	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	NO	NO	NO	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	YES	YES
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	YES	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	NO	YES	NO	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	NO	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	NO	YES
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	NO	YES	NO	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	1936	2064	2409	3743	2136
		Number of comments in posts.	60	15	64	44	18
		Comparison of other post likes vs MEME post likes (X vs Y).	1936/2851	2064/2939	2409/2972	3743/2953	2136/2943
		Comparison of other post comments vs MEME post comments (X vs Y).	60/98	15/96	64/101	44/73	18/72
		Number of users tagging other users.	1	1	1	2	1

Descriptors	CUR 41	CUR 42	CUR 43	CUR 44	CUR 45
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Curology	Curology	Curology	Curology	Curology
Type of MEME	Traditional	Traditional	Traditional	UGC	UGC
Static/Video	Static	Static	Static	Video	Static
N° Likes	3682	6815	5109	1784	21012
N° Comments	27	136	71	44	111
Hashtags	#Drakememes #Cleanskin #Natural Skincare #Chemicals #Chemical Freelife	#Crueltyfree #Mauryshow #Skincare Meme #Memes #Facecare	#Breakouts #Friends Meme #Skingoals #Blemishes #Acne Community	#Tweets #Sunday Night #Relatable Post #Acne Treatments #Skincare Sunday	#Chrissyteigen #Realskin #Bereal #Berealbeyou #Noediting
Date of the publishment	05/11/2019	13/11/2019	20/11/2019	25/11/2019	25/11/2019
Colours	Yellow, Orange, White, Brown, Black	Brown, Ivory, Black, Grey, Beige, White, Blue	Blue, Ivory, Black, Red, Brown, White	-	Pink, Ivory, White, Black

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	YES	NO	NO	NO	NO
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	NO	NO	NO	NO	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	NO	NO	NO	YES	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	NO	NO	NO	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	NO	YES	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	NO	NO	YES	YES
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	NO	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	NO	NO	NO	YES	NO
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	NO	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	NO	NO	YES	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	YES	YES	YES	NO	YES
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	YES	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	NO	YES	YES	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	YES	NO
		The MEME evokes characters well known in everyday life – iconic characters.	YES	YES	YES	NO	YES
		The MEME is iconic in the internet culture.	YES	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	YES	YES	YES	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	NO	YES	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	YES	YES	YES	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	3682	6815	5109	1784	21012
		Number of comments in posts.	27	136	71	44	111
		Comparison of other post likes vs MEME post likes (X vs Y).	3682/3498	6815/3261	5109/3228	1784/3335	21012/3365
		Comparison of other post comments vs MEME post comments (X vs Y).	27/84	136/121	71/118	44/119	111/118
		Number of users tagging other users.	1	20	3	0	23

Descriptors	CUR 46	CUR 47	CUR 48	CUR 49	CUR 50
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Curology	Curology	Curology	Curology	Curology
Type of MEME	Traditional	Traditional	Traditional	Traditional	Traditional
Static/Video	Static	Static	Static	Static	Static
Nº Likes	1976	3582	2212	7995	3877
Nº Comments	17	32	27	77	20
Hashtags	#Sunday Mood #Sunday Chillen #Sundays #Sundaychill #Skincare Sunday	#Fridays #Amood #Relatable Post #Friday Mood #Friday Vibes	#Whoisthis #Onmyway #Almost Ready #Skincare First #Relatable Meme	#Monday Mood #Starttheweek #Monday Meme #Babylama #Lamas	#Skincare Memes #Getthatglow #Memes4days #Glowon #Memelife
Date of the publishment	01/12/2019	06/12/2019	10/12/2019	16/12/2019	19/12/2019
Colours	Violet, Grey, Blue, Red, White, Pink, Yellow, Black, Ivory	Violet, Ivory, Blonde, Red, Black	White, Pink, Ivory, Orange, Green, Black	Brown, White, Black	Blonde, Ivory, Black, Red, Pink, White

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	NO	NO	NO	NO
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	NO	NO	NO	NO	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	NO	NO	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	YES	NO	YES	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	YES	NO	NO	YES	YES
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	YES	YES	YES	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	NO	NO	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	NO	NO	YES	NO	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	NO	NO	NO	NO	NO
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	NO	NO	YES	NO	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	NO	NO	NO	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	YES	NO	NO	YES
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	YES	YES
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	YES	NO	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	YES	NO	NO	YES
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	YES	NO	NO	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	NO	NO	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	NO	YES	YES	NO	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	YES	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	NO	NO	YES	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	1976	3582	2212	7995	3877
		Number of comments in posts.	17	32	27	77	20
		Comparison of other post likes vs MEME post likes (X vs Y).	1976/3186	3582/3212	2212/3205	7995/3175	3877/3354
		Comparison of other post comments vs MEME post comments (X vs Y).	17/111	32/107	27/105	77/102	20/105
		Number of users tagging other users.	4	2	0	19	4

Descriptors	CUR 51	CUR 52	CUR 53	CUR 54	CUR 55
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Curology	Curology	Curology	Curology	Curology
Type of MEME	Trad	Trad	UGC	Trad	UGC
Static/Video	Static	Static	Static	Static	Static
N° Likes	1819	6129	3227	3621	3665
N° Comments	20	40	56	33	37
Hashtags	#Itiscold #Overwinter #Bringback Summer #Winteris Back #Isitsummer Yet	#Adultlife #Adult Memes #Relatable Memes #Christmas List #Growingup	#KrispyKreme #Glowyskin #Skinglow #Glowingface #Getthatglow	#Friends Memes #Skincare Lover #Skincarelove #Beautyaddicts #Theholidays	#Moisturizer #Skincare101 #Dryskin #Dryskincare #Winter Skincare
Date of the publishment	21/12/2019	24/12/2019	24/12/2019	25/12/2019	30/12/2019
Colours	Yellow, Grey, Orange, Green	Purple, Black, Ivory, Orange	Brown, Pink, Black, White	Purple, Violet, Black, Ivory, Gold, Green, White	White, Black, Pink

BRAND COOLNESS

Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	NO	NO	NO	NO
	The MEME is exceptional and unique.	NO	NO	YES	NO	NO
High Status	The MEME contains content created by the brand.	NO	YES	NO	NO	NO
	The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	NO	YES	YES	NO	YES
	The MEME is simple and clean, without much visual mess, being easy to understand.	NO	YES	NO	NO	YES
	The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	YES	NO	YES	NO	NO
Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
	The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	YES	YES	NO	YES
	The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	YES	NO	NO
Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	NO	YES	YES	YES	YES
	The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	NO	YES	YES	NO	NO
	The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	NO	YES	YES	YES	YES
	The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	NO	YES	NO	YES
Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	YES	NO
	It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
	The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	NO	YES	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	YES	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	NO	NO	YES	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	NO	YES	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	NO	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	NO	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	NO	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	YES	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	NO	YES	YES	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	1819	6129	3227	3621	3665
		Number of comments in posts.	20	40	56	33	37
		Comparison of other post likes vs MEME post likes (X vs Y).	1819/2833	6129/2847	3227/2853	3621/2823	3665/2908
		Comparison of other post comments vs MEME post comments (X vs Y).	20/96	40/96	56/97	33/57	37/58
		Number of users tagging other users.	0	5	1	9	1

Descriptors	CUR 56	CUR 57	CUR 58	CUR 59	CUR 60
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Curology	Curology	Curology	Curology	Curology
Type of MEME	UGC	Traditional	Traditional	Hybrid	Traditional
Static/Video	Static	Static	Static	Static	Static
N° Likes	6168	2198	8644	6296	5790
N° Comments	150	14	137	89	58
Hashtags	#Tweetgram #Clearskin #2020mood #Takecareof You #Takecareof Yourskin	#Worklife #Monday Blues #Mondays #Monday Vibes #Relatable Post	#Selfcare #Skincare Tips #Dewyskin #Skincare Memes #Treatyour Skin	#Skincare101 #Clearskin #Skintips #Skincare Memes #Sagawards	#Skincare Meme #Selfcare Meme #Skincarelife #Acne Problems #Notonmywatch
Date of the publishment	05/01/2020	14/01/2020	18/01/2020	20/01/2020	22/01/2020
Colours	Green, Red, White, Beige, Blue	White, Brown, Black	White, Black	Silver, White,Black, Ivory, Blonde, Brown, Green	Grey, Black, White, Green

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	YES	NO	NO	YES	YES
		The MEME is exceptional and unique.	YES	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	NO	NO	NO	YES	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	YES	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	NO	YES	YES	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	NO	YES	NO	YES
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	YES	YES	NO	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	YES	NO	YES	NO	YES
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	YES	NO	NO	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	YES	NO	YES	NO	YES
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	NO	NO	YES	NO
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	NO	NO	NO	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	YES	YES
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	YES	YES	YES	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	YES	YES
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmittes excitement, energy and enthusiasm.	NO	NO	NO	YES	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	NO	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	YES	NO	NO	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	NO	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	YES	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	NO	YES	YES	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	6168	2198	8644	6296	5790
		Number of comments in posts.	150	14	137	89	58
		Comparison of other post likes vs MEME post likes (X vs Y).	6168/3016	2198/2972	8644/2989	6296/2932	5790/2960
		Comparison of other post comments vs MEME post comments (X vs Y).	150/61	14/59	137/62	89/61	58/60
		Number of users tagging other users.	3	1	22	1	8

Descriptors	CUR 61	CUR 62	CUR 63	CUR 64	CUR 65
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Curology	Curology	Curology	Curology	Curology
Type of MEME	Traditional	Traditional	Traditional	UGC	Traditional
Static/Video	Static	Static	Static	Static	Static
N° Likes	1438	3204	4770	6084	1494
N° Comments	16	58	37	32	19
Hashtags	#Ophra #Memeday #Fridayfeels #Weekend Vibes #Weekend Mood	#Sunscreen #SPF #Skincare101 #Skincareis Selfcare #Glowing Skin	#Fridaymood #Selfcare #Skincare #Skincare Memes #Relatable Memes	#Moisturized #Mood #Skincare101 #Dryskin #Clearskin	-
Date of the publishment	24/01/2020	30/01/2020	31/01/2020	12/02/2020	14/02/2020
Colours	Pink, Brown, Black	Purple, Violet	Blue, Beige, Blonde, Black, White	White, Black	Ivory, Green, Brown, Red, White, Beige

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	YES	NO	NO	NO
		The MEME is exceptional and unique.	NO	YES	NO	YES	NO
	High Status	The MEME contains content created by the brand.	NO	YES	NO	NO	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	YES	NO	NO	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	YES	YES	YES	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	YES	NO	NO	NO	YES
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	YES
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	YES	NO	YES	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	NO	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	NO	YES	NO	NO	NO
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	NO	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	NO	NO	NO	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	YES	NO	YES	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	NO	YES	NO	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	YES	NO	YES	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	NO	NO	NO	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	NO
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	YES
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	NO	NO	YES	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	1438	3204	4770	6084	1494
		Number of comments in posts.	16	58	37	32	19
		Comparison of other post likes vs MEME post likes (X vs Y).	1438/2923	3204/3011	4770/3001	6084/3148	1494/3262
		Comparison of other post comments vs MEME post comments (X vs Y).	16/60	58/61	37/60	32/74	19/75
		Number of users tagging other users.	0	1	10	2	0

Descriptors	CUR 66	CUR 67	CUR 68	CUR 69	CUR 70
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Curology	Curology	Curology	Curology	Curology
Type of MEME	Trad	UGC	UGC	UGC	Hybrid
Static/Video	Static	Static	Static	Static	Static
N° Likes	10023	8517	7128	4297	3238
N° Comments	118	70	71	38	63
Hashtags	#Skincare Tips #Sunday Tips #Skincare Memes #KimK #Memelife	#Skincare Meme #Skincare101 #Memesdaily #Acne #Acnehelp	#Skincare Meme #Skincare101 #Antiaging #Acne Treatment #Relatable Meme	#Tweetgram #Skincare Tweet #Skincare #Skincaretips #Relatable Tweets	#Memelife #Skincare Memes #Margot Robbie #Timothy Chalamet #Memes4days
Date of the publishment	16/02/2020	21/02/2020	27/02/2020	03/03/2020	12/03/2020
Colours	Black, Brown, White, Green, Silver,	Grey, White, Black	Yellow, Brown, Pink, Red, Black, Blue, White	Blue, Green, Brown, White, Black, Red	Red, Black, Blonde, Ivory, Brown, White, Purple

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	YES	YES	NO	YES	NO
		The MEME is exceptional and unique.	NO	NO	NO	YES	NO
	High Status	The MEME contains content created by the brand.	NO	NO	NO	NO	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	NO	NO	NO	YES	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	YES	NO	NO	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	NO	YES	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	YES	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	NO	NO	YES	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	YES	YES	YES	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	NO	NO	NO	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	NO	YES	YES	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	YES	NO	YES	NO	YES
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	YES	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	NO	NO	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	YES	NO	YES	NO	YES
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	YES	YES	NO	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	NO
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	YES	YES	NO	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	10023	8517	7128	4297	3238
		Number of comments in posts.	118	70	71	38	63
		Comparison of other post likes vs MEME post likes (X vs Y).	10023/3198	8517/3156	7128/3125	4297/3008	3238/2790
		Comparison of other post comments vs MEME post comments (X vs Y).	118/73	70/72	71/74	38/74	63/75
		Number of users tagging other users.	17	9	3	3	23

Descriptors	CUR 71	CUR 72	CUR 73	CUR 74	CUR 75
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Curology	Curology	Curology	Curology	Curology
Type of MEME	UGC	Traditional	UGC	Traditional	Traditional
Static/Video	Static	Static	Static	Static	Static
N° Likes	6373	4304	2711	2730	4300
N° Comments	46	40	69	16	79
Hashtags	#Bodyacne #Bacne #Sweat #Bodycare #Sweatlife	#Goodvibes #Selfcare #Spreadlove #Skincareis Selfcare #Onlygood Vibes	#Skincareis Myboyfriend #Selfcare #Bae #Skincare101 #Skincare Routine	#Selfcare Sunday #Selfcare #Selfcaretips #Selfcare First #Sunday Vibes	#SPF #Sunscreen #Sun #UVA #Skincare Memes
Date of the publishment	17/03/2020	19/03/2020	21/03/2020	23/03/2020	08/04/2020
Colours	White, Grey, Black	Violet, Purple, Brown, Black, Pink	Green, Black, White, Red	Brown, Ivory, Blonde, White, Blue, Green, Black	Red, Pink, Ivory, Blonde, White, Grey

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	NO	NO	NO	YES
		The MEME is exceptional and unique.	YES	NO	YES	NO	NO
	High Status	The MEME contains content created by the brand.	NO	NO	NO	NO	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	YES	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	YES	NO	NO	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	NO	YES	NO	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	YES	YES	NO	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	YES	NO	NO	YES
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	YES	NO	YES	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	YES	NO	YES	NO	YES
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	NO	YES	NO	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	NO	YES	NO	NO
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	NO	YES	NO	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	NO	NO	NO	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	YES	NO	YES	YES
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	YES	NO	NO	YES
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	NO	NO	YES	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	YES	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	YES	NO	YES	YES
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	NO	NO	NO	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	YES	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	YES	YES	YES	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	6373	4304	2711	2730	4300
		Number of comments in posts.	46	40	69	16	79
		Comparison of other post likes vs MEME post likes (X vs Y).	6373/2778	4304/2850	2711/2896	2730/2601	4300/2570
		Comparison of other post comments vs MEME post comments (X vs Y).	46/76	40/76	69/78	16/74	79/65
		Number of users tagging other users.	0	1	0	1	13

Descriptors	CUR 76	CUR 77	CUR 78	CUR 79	CUR 80
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Curology	Curology	Curology	Curology	Curology
Type of MEME	UGC	Traditional	Hybrid	Traditional	UGC
Static/Video	Static	Static	Video	Static	Static
N° Likes	4530	2587	2629	6214	6911
N° Comments	55	33	73	103	114
Hashtags	#Freshface #Nomakeup #Sisterlove #Barefaced #Nomakeup Needed	#Powerpuff Girls #Meme #Skincare101 #Skincare #Stayhome	#Antiaging #Dogs #Skincare Memes #Skincare101 #Funny Memes	#Taurus #Netflix #Facemask #Skincare #Selfcare	#Amazon Prime #Skincare #Goodskin #Funnymeme #Glowingskin
Date of the publishment	13/04/2020	14/04/2020	16/04/2020	20/04/2020	22/04/2020
Colours	Silver, White, Black	Blue, Green, Pink, Red, Yellow, Black, Orange	-	Grey, Black, Red, White, Blue, Brown	White, Black

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	NO	YES	NO	NO
		The MEME is exceptional and unique.	YES	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	NO	NO	YES	NO	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	NO	YES	YES	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	YES	NO	NO	YES
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	YES	NO	YES	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	YES	YES	YES	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	YES	NO	NO	NO	YES
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	NO	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	NO	YES	NO	NO
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	NO	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	NO	YES	NO	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	YES	NO	YES	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	YES	YES	YES	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	YES	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	YES	NO	YES	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	NO	YES	YES	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	NO	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	YES	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	YES	YES	YES	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	4530	2587	2629	6214	6911
		Number of comments in posts.	55	33	73	103	114
		Comparison of other post likes vs MEME post likes (X vs Y).	4530/2628	2587/2634	2629/2649	6214/2727	6911/2716
		Comparison of other post comments vs MEME post comments (X vs Y).	55/71	33/71	72/71	103/70	114/72
		Number of users tagging other users.	1	5	4	7	6

Descriptors	CUR 81	CUR 82	CUR 83	CUR 84	CUR 85
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Curology	Curology	Curology	Curology	Curology
Type of MEME	UGC	Taditional	Trad	UGC	Traditional
Static/Video	Static	Video	Static	Static	Static
Nº Likes	2767	1335	4774	2401	2438
Nº Comments	40	79	42	34	16
Hashtags	#Acne #Skincare Memes #Acnehelp #Skincare101 #Twitter memes	#Skincare Memes #Theoffice #Relatable Post #Officememes #Newskincare	#Memes #Skincare Memes #Sunscreen #Skincare101 #Twitter memes	#Skincare Routine #Funny Tweets #Fridayfun #Clearskin #Skintips	#Halloween #Halloween Memes #Skincareislife #Skincarefirst #13goingon30
Date of the publishment	30/04/2020	03/05/2020	11/05/2020	25/09/2020	31/10/2020
Colours	White, Purple, Silver	-	Grey, White, Black, Purple	Violet, Purple, White, Black	Pink, Ivory, Red, Blue, Beige, Green, Black, Violet

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	NO	NO	NO	NO
		The MEME is exceptional and unique.	YES	NO	NO	YES	NO
	High Status	The MEME contains content created by the brand.	NO	YES	YES	NO	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	YES	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	NO	YES	YES	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	YES	NO	NO	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	YES	NO	NO	YES	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	YES	NO	NO	YES	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	YES	YES	NO
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	NO	NO	NO	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	YES	NO	NO	YES
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	YES	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	YES	YES	YES	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	YES	NO	NO	YES
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	YES	NO	NO	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	NO	NO
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	NO
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	NO
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	NO	YES	NO	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	2767	1335	4774	2401	2438
		Number of comments in posts.	40	79	42	34	16
		Comparison of other post likes vs MEME post likes (X vs Y).	2767/2943	1335/2944	4774/3200	2401/1789	2438/2013
		Comparison of other post comments vs MEME post comments (X vs Y).	40/73	79/76	42/96	34/40	16/97
		Number of users tagging other users.	0	0	6	1	3

Descriptors	CUR 86	CUR 87	CUR 88	CUR 89	CUR 90
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Curology	Curology	Curology	Curology	Curology
Type of MEME	Traditional	Hybrid	Traditional	Traditional	UGC
Static/Video	Static	Static	Static	Static	Video
N° Likes	1861	2544	3090	3807	1356
N° Comments	41	63	36	47	14
Hashtags	-	#donothing #skincare #skincare Guide #Skincare Routine #taketime foryou	#sweaterszn #cozyweather #dryskin #winter #skincare season	-	-
Date of the publishment	08/11/2020	12/11/2020	16/11/2020	14/12/2020	22/12/2020
Colours	Blue, White	Blue, White,	Brown, Grey, White, Blue, Black	Violet, Ivory, Brown, White	-

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	YES	YES	NO	NO	NO
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	YES	YES	NO	NO	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	YES	NO	YES	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	YES	NO	YES	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	YES	YES	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	YES	YES	YES	NO	YES
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	YES	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	NO	NO	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	YES	NO	NO	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	YES	NO	NO	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	YES	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	NO	NO	NO	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	NO	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	NO
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	NO
		A MEME that makes viewers think about brand products and its positives.	NO	YES	NO	NO	YES
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	NO	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	YES	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	YES	NO	YES	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	1861	2544	3090	3807	1356
		Number of comments in posts.	41	63	36	47	14
		Comparison of other post likes vs MEME post likes (X vs Y).	1861/1907	2544/1886	3090/1978	3807/1950	1356/1898
		Comparison of other post comments vs MEME post comments (X vs Y).	41/95	63/100	36/101	47/107	14/109
		Number of users tagging other users.	1	1	5	2	1

Descriptors	CUR 91	CUR 92			
Source	Instagram	Instagram			
Brand	Curology	Curology			
Type of MEME	Traditional	Traditional			
Static/Video	Video	Static			
N° Likes	2836	1840			
N° Comments	28	18			
Hashtags	-	-			
Date of the publishment	31/12/2020	04/01/2021			
Colours	-	Pink, Ivory, Blonde, Gold, Red, Brown			

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	YES	YES			
		The MEME is exceptional and unique.	NO	NO			
	High Status	The MEME contains content created by the brand.	NO	NO			
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO			
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	NO			
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	NO			
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	YES	NO			
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO			
		The MEME is provocative, using shocking and controversial images.	NO	NO			
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	NO			
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO			
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES			
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	NO	NO			
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO			
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES			
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	NO			
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	YES			
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	YES			
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	NO			
	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO			

		The MEME evokes characters well known in everyday life – iconic characters.	NO	YES			
		The MEME is iconic in the internet culture.	NO	NO			
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	YES			

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES			
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	NO			
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	NO			
		A MEME that makes viewers think about brand products and its positives.	NO	NO			
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	NO	YES			
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES			
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	YES	NO			
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	YES			
	ACTIVATION DIMENSION	Number of likes the MEME post has.	2836	1840			
		Number of comments in posts.	28	18			
		Comparison of other post likes vs MEME post likes (X vs Y).	2836/1817	1840/1805			
		Comparison of other post comments vs MEME post comments (X vs Y).	28/55	18/56			
		Number of users tagging other users.	6	1			

2.2 Olay's Memes Evaluation

Descriptors	Olay 01	Olay 02	Olay 03	Olay 04	Olay 05
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Olay	Olay	Olay	Olay	Olay
Type of MEME	Hybrid	Hybrid	Hybrid	Hybrid	Traditional
Static/Video	Static	Static	Static	Video	Static
N° Likes	280	172	209	119	724
N° Comments	4	3	1	2	15
Hashtags	#OlayLive	#OlayLive	#OlayLive	#OlayLive #OlaySensitive	#LaborDay
Date of the publishment	19/03/2019	20/03/2019	04/04/2019	05/04/2019	02/09/2019
Colours	Black, White	Black, White	Pink, Brown, Purple, Violet	Violet, White, Brown	Green, Brown, White, Grey, Black

BRAND COOLNESS	Extraordinary/Useful	The MEME transmits a useful and interesting message.	YES	NO	NO	NO	YES
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	YES	YES	NO	YES	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	YES	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	YES	NO	NO	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	NO	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	YES
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	YES
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	NO	NO	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	NO	YES	NO
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	YES	YES	YES	YES
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	NO	NO	NO	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmittes excitement, energy and enthusiasm.	NO	NO	YES	YES	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	NO	NO	NO	YES	NO
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	NO	NO	NO
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	NO	YES	NO	NO	NO
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	YES	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	NO	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	NO	NO	YES	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	280	172	209	119	724
		Number of comments in posts.	4	3	1	2	15
		Comparison of other post likes vs MEME post likes (X vs Y).	289/390	172/430	209/330	119/338	724/747
		Comparison of other post comments vs MEME post comments (X vs Y).	4/7	3/8	1/8	2/8	15/22
		Number of users tagging other users.	0	0	0	0	0

Descriptors	Olay 06	Olay 07	Olay 08	Olay 09	Olay 10
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Olay	Olay	Olay	Olay	Olay
Type of MEME	Traditional	Hybrid	Traditional	Traditional	Traditional
Static/Video	Static	Static	Static	Static	Static
N° Likes	238	359	9906	237	864
N° Comments	7	17	88	14	71
Hashtags	#Football #Football Season	#Olay #beauty #PokemonGo #skincare #Pokemon	#Olay #beauty #skincare #skingoals #skincareaddict	-	#Olay #skingoals #skincare #beauty #Olayregenerist
Date of the publishment	05/09/2019	09/09/2019	15/09/2019	20/09/2019	25/09/2019
Colours	White, Brown, Golden	Red, Black, Grey, Green, White, Ivory	Gold, Yellow, White	Pink, White, Ivory, Green	White, Black

BRAND COOLNESS	Extraordinary/Useful	The MEME transmits a useful and interesting message.	NO	YES	YES	NO	NO
		The MEME is exceptional and unique.	YES	YES	NO	NO	NO
	High Status	The MEME contains content created by the brand.	YES	YES	YES	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	YES	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	NO	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	NO	NO	YES	YES
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	YES	NO	NO	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	YES	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	YES	YES	YES	NO	YES
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	YES	YES	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	NO
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	YES	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	NO
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	YES	NO	NO	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	YES	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	NO	YES	YES	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	YES	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	YES	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	NO	NO	YES	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	NO	NO	YES	NO	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	NO	NO	NO	NO
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	NO	YES	NO	NO	NO
		A MEME that makes viewers think about brand products and its positives.	NO	YES	NO	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	NO	NO	NO	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	238	359	9906	237	864
		Number of comments in posts.	7	17	88	14	71
		Comparison of other post likes vs MEME post likes (X vs Y).	238/733	359/680	9906/659	237/1390	864/1448
		Comparison of other post comments vs MEME post comments (X vs Y).	7/22	17/21	88/20	14/18	71/18
		Number of users tagging other users.	0	0	11	2	37

Descriptors	Olay 11	Olay 12	Olay 13	Olay 14	Olay 15
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Olay	Olay	Olay	Olay	Olay
Type of MEME	Traditional	Traditional	Traditional	Hybrid	Traditional
Static/Video	Static	Static	Static	Static	Static
N° Likes	256	300	396	444	223
N° Comments	6	10	16	15	8
Hashtags	-	-	-	#Facts	#Olay #skincare #VitaminB3 #prejuvenation #retinol
Date of the publishment	25/09/2019	28/09/2019	29/09/2019	10/10/2019	14/10/2019
Colours	Blue, Red, White, Brown	Ivory, Red, Brown, White	Orange, Yellow, White, Black	Silver, Black White	Purple, Violet, White

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	YES	NO	YES	YES	YES
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	YES	NO	YES	YES	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	YES	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	YES	NO	YES	YES
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	YES	YES	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	YES
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	YES	NO	YES	NO	YES
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	YES
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	NO	YES	YES	NO
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	YES	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	YES	YES	NO	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	NO	NO	NO	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	YES	NO	YES	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	NO	YES	NO	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	NO	NO	NO	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	NO	NO	YES	NO	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	NO	NO	NO	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	256	300	396	444	223
		Number of comments in posts.	6	10	16	15	8
		Comparison of other post likes vs MEME post likes (X vs Y).	256/1448	300/1282	396/1255	444/446	223/382
		Comparison of other post comments vs MEME post comments (X vs Y).	6/18	10/16	16/17	15/21	8/21
		Number of users tagging other users.	1	0	1	1	0

Descriptors	Olay 16	Olay 17	Olay 18	Olay 19	Olay 20
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Olay	Olay	Olay	Olay	Olay
Type of MEME	Hybrid	Hybrid	Traditional	Traditional	Traditional
Static/Video	Static	Static	Static	Static	Static
N° Likes	377	354	231	314	185
N° Comments	14	26	9	17	1
Hashtags	#Olay #hydration #beauty #skincare #skingoals	-	-	#Olay #beauty #skincare #Horrorstory #Halloween	#Olay #skincare #skingoals #hydrate #H2Olay
Date of the publishment	16/10/2019	22/10/2019	29/10/2019	30/10/2019	01/11/2019
Colours	Blue, Sand, White	Red, White, Black	Black, Grey, White	Black, White	Black, White

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	YES	YES	YES	NO	YES
		The MEME is exceptional and unique.	NO	NO	NO	YES	NO
	High Status	The MEME contains content created by the brand.	YES	YES	NO	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	YES	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	YES	NO	YES	YES
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	YES	NO	NO	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	YES	NO	YES	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	YES	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	NO	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	YES	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	YES	NO	NO	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	YES	YES	NO	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	YES	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	NO	YES	NO	NO

NOCBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	NO	NO	NO
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	NO	NO	YES	YES	NO
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	NO	NO	YES	YES	NO
		A MEME that makes viewers think about brand products and its positives.	NO	YES	NO	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	NO
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	NO	NO	NO	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	377	354	231	314	185
		Number of comments in posts.	14	26	9	17	1
		Comparison of other post likes vs MEME post likes (X vs Y).	377/380	354/488	231/487	314/497	185/493
		Comparison of other post comments vs MEME post comments (X vs Y).	14/20	26/22	9/20	17/20	1/20
		Number of users tagging other users.	0	2	0	0	0

Descriptors	Olay 21	Olay 22	Olay 23	Olay 24	Olay 25
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Olay	Olay	Olay	Olay	Olay
Type of MEME	Hybrid	Traditional	Hybrid	Hybrid	Hybrid
Static/Video	Static	Static	Static	Static	Static
N° Likes	9043	215	558	207	332
N° Comments	132	1	25	6	4
Hashtags	#Olay #beauty #skincare #skingoals #hydration	-	#Olay #beauty #skincare #H2Olay #hydration	#Olay #DailyFacials #beauty #skincare #makeup	#Olay #DailyFacials #beauty #skincare #makeup
Date of the publishment	01/11/2019	02/11/2019	05/11/2019	18/11/2019	18/11/2019
Colours	Orange, White, Yellow	Black, White	Green, Blue, Brown, Sand	White, Brown, Black	Ivory, Brown, White,

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	NO	YES	YES	YES
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	YES	YES	YES	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	YES	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	YES	NO	NO	YES
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	YES	NO	YES
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	YES	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	NO	NO	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	YES	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	YES	NO	YES	NO	YES
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	NO	NO	YES	YES
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	YES	NO	YES	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	YES	YES
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	NO	NO	YES	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	NO	YES	YES	NO
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	NO	NO	YES	NO
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	NO	NO	NO	NO
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	YES	YES
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	NO
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	NO	YES	YES	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	9043	215	558	207	332
		Number of comments in posts.	132	1	25	6	4
		Comparison of other post likes vs MEME post likes (X vs Y).	9043/499	215/494	558/525	207/345	332/350
		Comparison of other post comments vs MEME post comments (X vs Y).	132/20	1/20	25/19	6/16	4/16
		Number of users tagging other users.	5	0	0	0	1

Descriptors	Olay 26	Olay 27	Olay 28	Olay 29	Olay 30
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Olay	Olay	Olay	Olay	Olay
Type of MEME	Hybrid	Traditional	Hybrid	Traditional	Hybrid
Static/Video	Static	Static	Static	Static	Static
Nº Likes	221	726/438	DELETED	378	500
Nº Comments	1	12/17	DELETED	10	17
Hashtags	#Olay #DailyFacials #Cleanser #Skincare #happyskin	-	-	-	-
Date of the publishment	24/11/2019	11/01/2020	13/01/2020	14/01/2020	20/02/2020
Colours	Shades from pink, red and brown	Pink and White	Brown, White	White, Black	White, Black, Orange

BRAND COOLNESS	Extraordinary/Useful	The MEME transmits a useful and interesting message.	YES	NO	YES	NO	YES
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	YES	YES	YES	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	YES	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	YES	YES	YES	YES
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	NO	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	YES	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	NO	NO	YES	YES
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	YES	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	NO	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	YES	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	YES
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	NO	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	NO	YES	NO	YES
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	NO	YES	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	NO	YES	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	NO	YES	NO	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	NO	YES	DELETED	NO	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	NO	YES	DELETED	NO	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	NO	YES	DELETED	NO	YES
		A MEME that makes viewers think about brand products and its positives.	YES	NO	DELETED	NO	YES
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	DELETED	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	NO	YES	DELETED	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	DELETED	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	YES	DELETED	NO	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	221	726	DELETED	378	500
		Number of comments in posts.	1	12	DELETED	10	17
		Comparison of other post likes vs MEME post likes (X vs Y).	221/316	726/438	DELETED	378/433	500/394
		Comparison of other post comments vs MEME post comments (X vs Y).	1/15	12/17	DELETED	10/17	17/16
		Number of users tagging other users.	0	4	DELETED	0	2

Descriptors	Olay 31	Olay 32	Olay 33	Olay 34	Olay 35
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Olay	Olay	Olay	Olay	Olay
Type of MEME	Traditional	Traditional	Hybrid	Traditional	Traditional
Static/Video	Static	Static	Static	Static	Static
N° Likes	451	259	237	252	DELETED
N° Comments	5	4	16	21	DELETED
Hashtags	-	-	-	-	-
Date of the publishment	27/02/2020	26/03/2020	28/04/2020	07/05/2020	07/05/2020
Colours	White, Blue, Green, Blonde, Brown	Old pink, Grey	Pink, Blue, Purple, Black	Pink	Pink, White

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	NO	YES	NO	NO
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	YES	YES	YES	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	YES	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	YES	NO	YES	YES
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	NO	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	NO	YES	YES	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	NO	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	YES	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	NO	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	NO	YES	NO	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	NO	YES	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	YES	YES	NO	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	NO	YES	NO	NO	DELETED
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	NO	NO	YES	NO	DELETED
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	NO	NO	NO	NO	DELETED
		A MEME that makes viewers think about brand products and its positives.	NO	NO	YES	NO	DELETED
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	NO	NO	DELETED
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	NO	NO	DELETED
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	YES	YES	DELETED
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	NO	NO	NO	DELETED
	ACTIVATION DIMENSION	Number of likes the MEME post has.	451	259	237	252	DELETED
		Number of comments in posts.	5	4	16	21	DELETED
		Comparison of other post likes vs MEME post likes (X vs Y).	451/365	259/446	237/487	252/399	DELETED
		Comparison of other post comments vs MEME post comments (X vs Y).	5/11	4/19	16/66	21/37	DELETED
		Number of users tagging other users.	0	0	0	21	DELETED

Descriptors	Olay 36	Olay 37	Olay 38	Olay 39	Olay 40
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Olay	Olay	Olay	Olay	Olay
Type of MEME	Hybrid	Hybrid	Hybrid	Hybrid	Hybrid
Static/Video	Static	Static	Static	Static	Static
Nº Likes	390	544	328	362	358
Nº Comments	6	23	12	17	10
Hashtags	-	-	-	-	-
Date of the publishment	08/05/2020	12/05/2020	14/05/2020	16/05/2020	22/05/2020
Colours	White, Green, Brown	Yellow, Green, White, Blue, Black, Red	Blue, Green, Light Pink	Sand, Blue, White	White, Black, Red

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	YES	YES	YES	YES	YES
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	YES	YES	YES	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	YES	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	NO	YES	NO	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	NO	YES	YES
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	YES	YES	YES	YES	YES
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	YES	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	YES	YES	YES	YES	YES
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	YES	YES	YES	YES
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	YES	YES	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	YES	NO	YES	YES
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	NO	NO	NO	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	NO	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	NO
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	NO	YES	YES
		A MEME that makes viewers think about brand products and its positives.	YES	YES	YES	YES	YES
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	YES	NO	YES	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	390	544	328	362	358
		Number of comments in posts.	6	23	12	17	10
		Comparison of other post likes vs MEME post likes (X vs Y).	390/374	544/390	328/387	362/421	358/420
		Comparison of other post comments vs MEME post comments (X vs Y).	6/35	23/33	12/31	17/42	10/22
		Number of users tagging other users.	0	1	0	0	0

Descriptors	Olay 41	Olay 42	Olay 43	Olay 44	Olay 45
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Olay	Olay	Olay	Olay	Olay
Type of MEME	Hybrid	Traditional	Hybrid	Hybrid	Hybrid
Static/Video	Static	Static	Static	Video	Static
N° Likes	284	888	256	347	534
N° Comments	17	25	3	8	32
Hashtags	-	-	-	-	-
Date of the publishment	26/05/2020	12/07/2020	15/07/2020	01/08/2020	01/08/2020
Colours	Red, White, Black	Pink, White	Pink, Blue, Beige, Grey, Black	Violte, Purple, Pink, White	White, Pink, Red, Green

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	YES	NO	YES	YES	YES
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	YES	YES	YES	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	YES	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	YES	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	YES	NO	NO	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	YES	NO	YES	YES
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	YES	YES	NO	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	YES	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	NO	YES	YES	YES
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	YES	NO	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	NO	NO	YES	YES
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	NO	NO	YES	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	NO	NO	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	NO	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	NO	YES
		A MEME that makes viewers think about brand products and its positives.	YES	NO	YES	YES	YES
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	NO	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	YES	NO	NO	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	284	888	256	347	534
		Number of comments in posts.	17	25	3	8	32
		Comparison of other post likes vs MEME post likes (X vs Y).	284/435	888/437	256/414	347/338	534/333
		Comparison of other post comments vs MEME post comments (X vs Y).	17/22	25/19	3/18	8/11	32/11
		Number of users tagging other users.	1	0	0	1	0

Descriptors	Olay 46	Olay 47	Olay 48	Olay 49	Olay 50
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Olay	Olay	Olay	Olay	Olay
Type of MEME	Hybrid	Hybrid	Hybrid	Hybrid	Hybrid
Static/Video	Static	Static	Static	Static	Static
N° Likes	365	842	286	459	273
N° Comments	11	40	19	12	16
Hashtags	#HappyFriYAY	-	-	-	#LibraSzn
Date of the publishment	07/08/2020	10/08/2020	06/09/2020	10/09/2020	23/09/2020
Colours	Red, White, Yellow	Blue, Red, White, Black, Grey	Grey, Blue, Red, Beige, Brown	Pink, White	Blue, White, Purple

BRAND COOLNESS	Extraordinary/Useful	The MEME transmits a useful and interesting message.	YES	YES	YES	YES	YES
		The MEME is exceptional and unique.	NO	YES	NO	NO	NO
	High Status	The MEME contains content created by the brand.	YES	YES	YES	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	YES	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	NO	NO	YES	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	NO	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	YES	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	YES	YES	YES	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	YES	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	YES	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	YES	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	YES	YES	YES	YES
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	YES	NO	YES	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	YES	YES	NO	YES
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	NO	YES	NO	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	NO	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	NO	YES
		A MEME that makes viewers think about brand products and its positives.	YES	YES	YES	YES	YES
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	YES	YES	NO	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	365	842	286	459	273
		Number of comments in posts.	11	40	19	12	16
		Comparison of other post likes vs MEME post likes (X vs Y).	365/323	842/329	286/209	459/240	273/284
		Comparison of other post comments vs MEME post comments (X vs Y).	11/11	40/12	19/7	12/7	16/8
		Number of users tagging other users.	0	2	0	0	1

Descriptors	Olay 51	Olay 52	Olay 53	Olay 54	Olay 55
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Olay	Olay	Olay	Olay	Olay
Type of MEME	Trad	Hybrid	Hybrid	Hybrid	Hybrid
Static/Video	Video	Static	Video	Static	Static
N° Likes	DELETED	196	214	1103	245
N° Comments	DELETED	3	4	45	1
Hashtags	-	-	-	-	#AD
Date of the publishment	09/10/2020	11/10/2020	14/10/2020	15/10/2020	22/10/2020
Colours	Blue, Black, Grey	Pink, Red, Black	Grey, Blue	Red, Purple, Blue, White	Black, Pink, Purple, Yellow, White

BRAND COOLNESS	Extraordinary/Useful	The MEME transmits a useful and interesting message.	NO	NO	NO	YES	NO
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	YES	YES	YES	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	YES	YES	YES	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	YES	YES	NO	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	NO	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	YES	YES	YES	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	YES	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	YES	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	YES	NO	YES	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	YES
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	YES	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	YES	YES	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	YES	NO	YES	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	YES
		The MEME is iconic in the internet culture.	NO	NO	NO	YES	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	NO	YES	NO	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	DELETED	NO	YES	YES	NO
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	DELETED	NO	NO	YES	NO
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	DELETED	NO	NO	YES	NO
		A MEME that makes viewers think about brand products and its positives.	DELETED	YES	NO	YES	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	DELETED	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	DELETED	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	DELETED	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	DELETED	NO	YES	YES	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	DELETED	196	214	1103	245
		Number of comments in posts.	DELETED	3	4	45	1
		Comparison of other post likes vs MEME post likes (X vs Y).	DELETED	196/315	214/326	1103/327	245/331
		Comparison of other post comments vs MEME post comments (X vs Y).	DELETED	3/9	4/9	45/9	1/9
		Number of users tagging other users.	DELETED	0	0	0	0

Descriptors	Olay 56	Olay 57	Olay 58	Olay 59	Olay 60
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Olay	Olay	Olay	Olay	Olay
Type of MEME	Hybrid	Hybrid	Hybrid	Traditional	Hybrid
Static/Video	Static	Static	Static	Static	Static
N° Likes	399	228	423	366	320
N° Comments	11	0	8	11	6
Hashtags	-	-	-	-	#Olay; #Olayskin; #aniwrinkle; #winterskin; #skincare
Date of the publishment	24/10/2020	27/10/2020	30/10/2020	09/11/2020	12/11/2020
Colours	Pink, Red, Purple, Blue, Yellow	Pink, Red, Purple, Blue, Yellow	Pink, Orange, Black	White, Black	Blue, Red, White, Grey, Black

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	YES	YES	YES	NO	YES
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	YES	YES	YES	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	YES	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	NO	YES	YES	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	NO	NO	YES
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	NO	YES	NO	YES
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	YES	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	YES	NO	YES
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	YES	YES	NO	YES
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	YES	YES	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	YES	NO	NO	YES
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	YES	NO	YES	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	NO	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	NO	NO	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	NO	NO	YES	YES
		A MEME that makes viewers think about brand products and its positives.	YES	YES	YES	NO	YES
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	NO	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	NO	NO	YES	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	399	228	423	366	320
		Number of comments in posts.	11	0	8	11	6
		Comparison of other post likes vs MEME post likes (X vs Y).	399/331	228/336	423/330	366/329	320/301
		Comparison of other post comments vs MEME post comments (X vs Y).	11/9	0/9	8/9	11/11	6/10
		Number of users tagging other users.	1	0	0	0	0

Descriptors	Olay 61	Olay 62	Olay 63	Olay 64	Olay 65
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Olay	Olay	Olay	Olay	Olay
Type of MEME	Hybrid	Hybrid	Hybrid	Hybrid	Hybrid
Static/Video	Static	Static	Static	Static	Static
N° Likes	287	325	219	192	928
N° Comments	6	14	3	8	23
Hashtags	-	#Olay; #Olayskin; #collagen; #Peptides; #cp24; #skincare	-	-	-
Date of the publishment	16/11/2020	19/11/2020	25/11/2020	25/11/2020	30/11/2020
Colours	White, Black	Grey, White, Black, Blue	Black, White, Yellow	Purple, White, Black	Black, White, Yellow, Brown

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	YES	YES	YES	YES	YES
		The MEME is exceptional and unique.	NO	YES	NO	NO	NO
	High Status	The MEME contains content created by the brand.	YES	YES	YES	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	YES	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	YES	YES	YES	YES
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	NO	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	YES	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	YES	NO	YES	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	YES	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	YES	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	YES	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	YES	YES	YES	YES
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	YES	NO	NO	NO	YES
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	YES	YES	YES	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	YES	YES	YES	YES
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	NO	YES	YES	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	NO	YES	NO	YES	NO
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	NO	NO	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	NO	NO	YES	YES
		A MEME that makes viewers think about brand products and its positives.	YES	YES	YES	YES	YES
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	YES	NO	YES	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	287	325	219	192	928
		Number of comments in posts.	6	14	3	8	23
		Comparison of other post likes vs MEME post likes (X vs Y).	287/314	325/319	219/317	192/309	928/309
		Comparison of other post comments vs MEME post comments (X vs Y).	6/11	14/12	3/12	8/12	23/12
		Number of users tagging other users.	0	1	0	0	3

Descriptors	Olay 66	Olay 67	Olay 68	Olay 69	Olay 70
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Olay	Olay	Olay	Olay	Olay
Type of MEME	Traditional	Hybrid	Hybrid	Hybrid	Hybrid
Static/Video	Static	Static	Static	Static	Static
Nº Likes	323	337	273	168	1441
Nº Comments	9	15	0	10	50
Hashtags	-	-	-	-	-
Date of the publishment	05/12/2020	22/12/2020	16/01/2021	01/02/2021	02/02/2021
Colours	Pink, White	Pink, White	White, Yellow	White, Pink	Purple, White

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	YES	YES	YES	YES
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	NO	YES	YES	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	NO	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	YES	NO	YES	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	NO	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	YES
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	YES	YES	YES	YES
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	NO	YES	YES	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	YES	YES	YES	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	YES	NO	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	YES	YES	NO	YES
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	NO	YES	NO	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	NO	NO	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	NO	YES	NO	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	NO	YES	NO	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	YES	YES	YES	YES
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	NO	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	NO	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	YES	NO	NO	YES	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	YES	NO	NO	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	323	337	273	168	1441
		Number of comments in posts.	9	15	0	10	50
		Comparison of other post likes vs MEME post likes (X vs Y).	323/308	337/343	273/371	168/402	1441/405
		Comparison of other post comments vs MEME post comments (X vs Y).	9/12	15/14	0/14	10/14	50/14
		Number of users tagging other users.	0	1	0	1	6

2.3 Glossier's Memes Evaluation

Descriptors	GLO 01	GLO 02	GLO 03	GLO 04	GLO 05
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Glossier	Glossier	Glossier	Glossier	Glossier
Type of MEME	Hybrid	Hybrid	Hybrid	Hybrid	Traditional
Static/Video	Static	Static	Static	Static	Static
Nº Likes	1642	1115	1825	1909	1809
Nº Comments	96	8	25	35	16
Hashtags	#glossier	-	-	-	-
Date of the publishment	12/01/2015	03/03/2015	09/04/2015	29/04/2015	01/06/2015
Colours	White, Brown, Black, Grey, Beige	Grey, Ivory	Pink, White, Brown, Black	Pink, White, Grey, Black	Pink, Blue, Grey, White

BRAND COOLNESS	Extraordinary/ Usefull	The MEME transmits a useful and interesting message.	NO	NO	NO	NO	NO
		The MEME is exceptional and unique.	NO	NO	YES	NO	NO
	High Status	The MEME contains content created by the brand.	YES	YES	YES	YES	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	NO	NO	NO	NO	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	YES	NO	NO	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	YES	NO	YES	YES	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	YES	YES	YES	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	YES	NO	YES
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	NO
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	YES	YES	NO
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	NO
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	YES	NO	YES	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	NO	NO	YES	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	YES	YES	YES	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	YES	YES	YES	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	NO	NO	NO	NO	NO
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	NO	YES	YES	NO	NO
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	NO	NO	NO	NO	NO
		A MEME that makes viewers think about brand products and its positives.	NO	NO	YES	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	NO	YES	NO	NO	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	YES	NO	YES	YES	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	NO	NO	NO	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	1642	1115	1825	1909	1809
		Number of comments in posts.	96	8	25	35	16
		Comparison of other post likes vs MEME post likes (X vs Y).	1642/1063	1115/1233	1825/1396	1909/1545	1809/1628
		Comparison of other post comments vs MEME post comments (X vs Y).	96/24	8/20	25/22	35/35	16/36
		Number of users tagging other users.	76	4	12	27	7

Descriptors	GLO 06	GLO 07	GLO 08	GLO 09	GLO 10
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Glossier	Glossier	Glossier	Glossier	Glossier
Type of MEME	Traditional	Traditional	Traditional	Traditional	Hybrid
Static/Video	Static	Static	Static	Static	Static
N° Likes	1541	1597	2494	5451	3999
N° Comments	10	5	468	433	98
Hashtags	#nofilter #justglossier	-	-	#regram	-
Date of the publishment	01/06/2015	26/08/2015	18/09/2015	26/12/2015	17/02/2016
Colours	Ivory, Brown, White, Grey	Blue, White, Grey, Black	White, Black	White, Pink	Grey, White, Pink

BRAND COOLNESS	Extraordinary/ Usefull	The MEME transmits a useful and interesting message.	NO	NO	NO	NO	YES
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	NO	NO	NO	NO	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	NO	NO	YES	NO	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	NO	YES	YES	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	YES	YES	NO	YES	YES
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	YES	NO	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	YES	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	NO	NO	YES	NO	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	NO	NO	NO	NO	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	NO	NO	YES	NO	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	NO	NO	NO	YES
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	YES	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	YES	NO	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	YES
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	NO	NO	NO	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	NO	NO	NO	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	NO	YES	NO	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	NO	YES	NO	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	NO	YES
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	NO	NO
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	YES	YES
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	NO	NO	NO	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	1541	1597	2494	5451	3999
		Number of comments in posts.	10	5	468	433	98
		Comparison of other post likes vs MEME post likes (X vs Y).	1541/1619	1597/2203	2494/2486	5451/2915	3999/3752
		Comparison of other post comments vs MEME post comments (X vs Y).	10/35	5/33	468/48	433/42	98/167
		Number of users tagging other users.	5	1	428	407	78

Descriptors	GLO 11	GLO 12	GLO 13	GLO 14	GLO 15
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Glossier	Glossier	Glossier	Glossier	Glossier
Type of MEME	Hybrid	Traditional	Traditional	Traditional	Traditional
Static/Video	Static	Static	Static	Static	Static
N° Likes	4475	5217	3857	9685	5252
N° Comments	79	201	203	457	76
Hashtags	#regram #glossier	-	-	#Art	-
Date of the publishment	24/02/2016	30/03/2016	05/04/2016	30/08/2016	10/09/2016
Colours	Pink, White, Red, Gold, Grey	Pink, Grey, White, Black	Pink, White,	Blue, White, Black, Ivory	Blue, Orange, Black, White, Grey

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	NO	NO	YES	NO
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	YES	NO	YES	YES	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	YES	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	NO	NO	NO	NO	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	NO	YES	NO	YES
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	YES	YES	YES	NO	YES
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	NO	NO	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	NO	YES	YES	NO
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	NO	YES	YES	NO
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	NO	YES	YES	NO
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	NO	NO	NO	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	YES	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	YES	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	NO	YES	YES	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	YES	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	YES	YES	YES	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	NO
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	NO
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	NO	NO	NO	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	YES	YES	YES	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	NO	NO	YES	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	4475	5217	3857	9685	5252
		Number of comments in posts.	79	201	203	457	76
		Comparison of other post likes vs MEME post likes (X vs Y).	4475/3701	5217/4488	3857/4520	9685/6079	5252/6361
		Comparison of other post comments vs MEME post comments (X vs Y).	79/175	201/69	203/75	457/97	76/117
		Number of users tagging other users.	54	177	153	323	62

Descriptors	GLO 16	GLO 17	GLO 18	GLO 19	GLO 20
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Glossier	Glossier	Glossier	Glossier	Glossier
Type of MEME	Traditional	Traditional	Traditional	Hybrid	Traditional
Static/Video	Video	Static	Static	Static	Static
N° Likes	10653	9844	5197	8950	17514
N° Comments	1234	241	38	114	389
Hashtags	#volumeup	-	-	-	#romance
Date of the publishment	25/09/2016	24/11/2016	28/11/2016	22/01/2017	14/02/2017
Colours	-	White, Grey, Green, Black, Pink	Pink, Beige, White, Brown, Ivory, Black	Pink, White, Ivory	Pink, Black, Brown, Green, White

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	NO	NO	YES	NO
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	NO	NO	NO	YES	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	YES
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	NO	NO	NO	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	YES	NO	YES	YES
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	YES	YES	NO	YES	YES
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	YES	NO	NO	YES	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	YES	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	NO	NO	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	NO	NO	NO	YES	NO
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	NO	NO	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	NO	NO	YES	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	YES	NO	NO	YES
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	YES	YES	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	NO	YES	NO	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	NO	YES	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	YES	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	NO
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	YES
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	NO	YES	YES	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	10653	9844	5197	8950	17514
		Number of comments in posts.	1234	241	38	114	389
		Comparison of other post likes vs MEME post likes (X vs Y).	10653/6448	9844/8138	5197/7911	8950/7986	17514/9694
		Comparison of other post comments vs MEME post comments (X vs Y).	234/107	241/93	38/92	114/88	389/151
		Number of users tagging other users.	1029	197	8	46	307

Descriptors	GLO 21	GLO 22	GLO 23	GLO 24	GLO 25
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Glossier	Glossier	Glossier	Glossier	Glossier
Type of MEME	Traditional	Hybrid	Traditional	Hybrid	Hybrid
Static/Video	Static	Static	Video	Static	Static
N° Likes	18746	23948	42986	16455	31400
N° Comments	318	179	1426	130	799
Hashtags	-	-	-	#campglossier	-
Date of the publishment	08/04/2017	17/04/2017	05/05/2017	28/07/2017	30/07/2017
Colours	White, Grey, Green, Ivory	Grey, White, Pink	-	White, Brown, Pink	Ivory, Pink, White, Black

BRAND COOLNESS	Extraordinary/Useful	The MEME transmits a useful and interesting message.	NO	YES	NO	YES	NO
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	NO	YES	NO	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	YES	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	NO	NO	NO	NO	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	YES	NO	YES	YES
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	YES	YES	YES	YES	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	YES	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	YES
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	YES	NO	NO	YES
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	NO	YES	NO	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	NO	YES	NO	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	NO	YES	NO	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	YES	NO	YES	YES
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	NO	YES	YES	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	YES	NO	YES	YES
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	NO	YES	NO	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	NO	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	YES	NO	YES	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	NO	YES	NO	NO	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	YES	NO	YES	YES	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	YES	YES	NO	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	18746	23948	42986	16455	31400
		Number of comments in posts.	318	179	1426	130	799
		Comparison of other post likes vs MEME post likes (X vs Y).	18746/14325	23948/14986	42986/15639	16455/19921	31400/20235
		Comparison of other post comments vs MEME post comments (X vs Y).	318/167	179/164	1426/195	130/349	799/334
		Number of users tagging other users.	243	65	1126	89	511

Descriptors	GLO 26	GLO 27	GLO 28	GLO 29	GLO 30
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Glossier	Glossier	Glossier	Glossier	Glossier
Type of MEME	Traditional	Hybrid	Traditional	Traditional	Traditional
Static/Video	Static	Static	Static	Static	Static
N° Likes	41095	34243	87640	57749	59097
N° Comments	1069	698	2815	2090	517
Hashtags	-	-	-	-	-
Date of the publishment	06/08/2017	06/10/2017	24/11/2017	06/12/2017	05/01/2018
Colours	Pink, Black	Black, White	Pink, White, Beige, Black	Black, White	White, Blue, Black

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	NO	NO	NO	NO
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	NO	YES	NO	NO	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	YES	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	NO	YES	YES	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	YES	NO	YES	YES
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	YES	NO	YES
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	YES	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	NO	NO	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	YES	YES	YES	YES	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	NO
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	NO	YES	NO	NO	NO
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	NO
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	NO	NO	NO	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	YES	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	YES	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	YES	YES	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	YES	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	NO	NO	NO	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	NO
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	YES
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	YES	YES	NO	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	41095	34243	87640	57749	59097
		Number of comments in posts.	1069	698	2815	2090	517
		Comparison of other post likes vs MEME post likes (X vs Y).	41095/20525	34243/17412	87640/26141	57749/26824	59097/24909
		Comparison of other post comments vs MEME post comments (X vs Y).	1069/325	698/174	2815/225	2090/279	517/307
		Number of users tagging other users.	805	361	2020	1377	330

Descriptors	GLO 31	GLO 32	GLO 33	GLO 34	GLO 35
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Glossier	Glossier	Glossier	Glossier	Glossier
Type of MEME	Traditional	Traditional	UGC	Hybrid	Hybrid
Static/Video	Static	Static	Static	Static	Static
N° Likes	70523	53958	39042	39970	56721
N° Comments	2420	434	377	285	898
Hashtags	-	-	-	-	#lashgoals
Date of the publishment	26/02/2018	16/03/2018	22/03/2018	24/04/2018	08/05/2018
Colours	Blue, Ivory, Brown, Green	Brown, White, Black	White, Black	Ivory, Pink, Blonde	White, Brown, Black

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	NO	NO	YES	NO
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	NO	NO	NO	YES	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	NO	NO	NO	YES	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	NO	YES	NO	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	YES	YES	NO	YES	YES
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	NO	YES	NO	YES
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	YES	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	NO	NO	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	NO	NO	YES	YES	NO
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	NO	NO	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	NO	NO	YES	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	NO	NO	YES	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	YES	YES	YES
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	YES	NO	NO	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	YES	YES	YES
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	NO	NO	YES	YES	NO
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	YES	YES	NO	NO	YES
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	YES	YES	YES	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	70523	53958	39042	39970	56721
		Number of comments in posts.	2420	434	377	285	898
		Comparison of other post likes vs MEME post likes (X vs Y).	70523/29806	53958/32875	39042/32108	39970/32059	56721/34660
		Comparison of other post comments vs MEME post comments (X vs Y).	2420/361	434/287	377/250	285/335	898/392
		Number of users tagging other users.	1803	275	154	71	264

Descriptors	GLO 36	GLO 37	GLO 38	GLO 39	GLO 40
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Glossier	Glossier	Glossier	Glossier	Glossier
Type of MEME	Hybrid	UGC	Traditional	Hybrid	Hybrid
Static/Video	Static	Static	Static	Video	Static
Nº Likes	27835	72214	80456	28243	37624
Nº Comments	208	658	863	148	477
Hashtags	-	-	-	-	-
Date of the publishment	21/05/2018	22/05/2018	09/06/2018	17/06/2018	29/06/2018
Colours	White, Black, Brown	White, Black	Brown, Blue, Green, Black	Pink, White	White, Ivory, Blue, Red, Black

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	YES	YES	YES	YES	YES
		The MEME is exceptional and unique.	NO	YES	NO	NO	NO
	High Status	The MEME contains content created by the brand.	YES	NO	NO	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	YES	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	NO	NO	YES	NO	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	YES	NO	NO	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	YES	NO	YES	YES	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	YES	YES	YES	YES	YES
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	YES	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	NO	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	YES	NO	YES	YES
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	NO	NO	NO	NO
	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	YES	NO	YES	YES

		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmittes excitement, energy and enthusiasm.	NO	NO	YES	NO	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	YES	YES	NO	YES	YES
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	NO	YES	NO	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	YES	NO	YES	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	YES	NO	NO	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	27835	72214	80456	28243	37624
		Number of comments in posts.	208	658	863	148	477
		Comparison of other post likes vs MEME post likes (X vs Y).	27835/40236	72214/40889	80456/40984	28243/41095	37624/38939
		Comparison of other post comments vs MEME post comments (X vs Y).	208/423	658/475	863/387	148/385	477/318
		Number of users tagging other users.	52	231	476	25	68

Descriptors	GLO 41	GLO 42	GLO 43	GLO 44	GLO 45
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Glossier	Glossier	Glossier	Glossier	Glossier
Type of MEME	Traditional	Hybrid	UGC	UGC	Hybrid
Static/Video	Static	Static	Video	Static	Static
N° Likes	57016	120780	19057	67144	26227
N° Comments	518	2105	196	525	157
Hashtags	-	-	-	-	-
Date of the publishment	07/09/2018	11/09/2018	20/09/2018	15/10/2018	31/10/2018
Colours	Pink, White, Black	White, Ivory, Black	-	Black, White	Grey, Pink, Black

BRAND COOLNESS	Extraordinary/Useful	The MEME transmits a useful and interesting message.	NO	NO	YES	NO	YES
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	YES	YES	NO	NO	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	NO	NO	NO	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	YES	NO	YES	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	NO	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	YES	NO	NO	NO	YES
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	YES
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	NO	YES	YES	YES
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	YES	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	YES	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	NO	NO	NO	YES
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	YES	NO	YES	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	YES	YES	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	YES	YES	YES	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	YES	NO	YES
		The MEME evokes characters well known in everyday life – iconic characters.	YES	NO	YES	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	NO	YES	NO	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	YES	NO	YES
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	YES	YES	YES	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	57016	120780	19057	67144	26227
		Number of comments in posts.	518	2105	196	525	157
		Comparison of other post likes vs MEME post likes (X vs Y).	57016/38860	120780/39907	19057/139927	67144/38582	26227/38875
		Comparison of other post comments vs MEME post comments (X vs Y).	518/444	2105/420	196/352	525/270	157/322
		Number of users tagging other users.	213	1097	24	210	43

Descriptors	GLO 46	GLO 47	GLO 48	GLO 49	GLO 50
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Glossier	Glossier	Glossier	Glossier	Glossier
Type of MEME	UGC	Traditional	Traditional	Traditional	Traditional
Static/Video	Static	Static	Static	Static	Video
N° Likes	121863	126305	159797	137736	102539
N° Comments	1098	3070	2750	3425	2368
Hashtags	-	-	-	-	-
Date of the publishment	15/11/2018	29/11/2018	13/12/2018	21/12/2018	25/12/2018
Colours	Beige, White	Beige, Grey, White, Black	Black, Brown, Beige	Brown, Blue, Grey, Ivory, Blonde, Black	-

BRAND COOLNESS	Extraordinary/Useful	The MEME transmits a useful and interesting message.	YES	NO	NO	NO	NO
		The MEME is exceptional and unique.	YES	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	NO	NO	NO	NO	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	NO	NO	YES	YES	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	NO	YES	NO	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	YES	YES	YES	NO	YES
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	YES	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	YES	NO	NO	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	YES	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	NO	YES	NO
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	NO	NO	NO	NO
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	NO	YES	NO
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	NO	NO	NO	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	YES	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	YES	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	YES	NO	YES	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	YES	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	NO	YES	NO	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	YES	NO	NO	NO	NO
		The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	NO	YES	NO
	AFFECTIVE DIMENSION	Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	YES	NO	YES
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	YES	NO	YES	YES
		Number of likes the MEME post has.	121863	126305	159797	137736	102539
	ACTIVATION DIMENSION	Number of comments in posts.	1098	3070	2750	3425	2368
		Comparison of other post likes vs MEME post likes (X vs Y).	121863/47534	126305/52077	159797/55658	137736/49834	102539/47670
		Comparison of other post comments vs MEME post comments (X vs Y).	1098/471	3070/543	2750/975	3425/902	2368/844
		Number of users tagging other users.	526	1374	1571	1735	1325

Descriptors	GLO 51	GLO 52	GLO 53	GLO 54	GLO 55
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Glossier	Glossier	Glossier	Glossier	Glossier
Type of MEME	Traditional	Traditional	Hybrid	Hybrid	Traditional
Static/Video	Video	Static	Static	Static	Video
N° Likes	140822	137534	44146	77559	130001
N° Comments	4977	1633	563	658	2299
Hashtags	-	-	-	-	-
Date of the publishment	07/01/2019	26/01/2019	05/02/2019	06/02/2019	17/03/2019
Colours	Grey, Black, White, Green	Grey, Black, Pink, White	Gold, Brown, White, Black	Blue, Red, Black, White, Grey	Brown, Grey, Ivory

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	NO	YES	YES	NO
		The MEME is exceptional and unique.	NO	NO	NO	YES	NO
	High Status	The MEME contains content created by the brand.	NO	NO	YES	YES	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	NO	NO	YES	NO	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	YES	YES	NO	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	YES	YES	YES	NO	YES
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	NO	NO	YES	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	YES	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	NO
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	NO	NO	YES	YES	NO
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	NO
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	NO	YES	YES	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	YES	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	YES	NO	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	YES	YES	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	NO	YES	YES	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	YES	YES	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	NO	NO	YES	YES	NO
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	YES	YES	NO	NO	YES
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	YES	YES	YES	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	140822	137534	44146	77559	130001
		Number of comments in posts.	4977	1633	563	658	2299
		Comparison of other post likes vs MEME post likes (X vs Y).	140822/48068	137534/40476	44146/40424	77559/40591	130001/54603
		Comparison of other post comments vs MEME post comments (X vs Y).	4977/538	1633/418	563/350	658/357	2299/520
		Number of users tagging other users.	2758	780	248	177	1405

Descriptors	GLO 56	GLO 57	GLO 58	GLO 59	GLO 60
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Glossier	Glossier	Glossier	Glossier	Glossier
Type of MEME	UGC	Hybrid	UGC	Hybrid	UGC
Static/Video	Static	Static	Static	Static	Static
N° Likes	48414	33768	79970	121869	38904
N° Comments	230	129	544	5220	273
Hashtags	-	-	-	-	-
Date of the publishment	10/04/2019	19/05/2019	24/05/2019	27/06/2019	29/06/2019
Colours	White, Black, Yellow, Orange	Black, Green , White, Brown	Black, White	Purple, Black, White, Ivory	Black, White

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	YES	YES	YES	NO	YES
		The MEME is exceptional and unique.	YES	NO	YES	NO	YES
	High Status	The MEME contains content created by the brand.	NO	YES	NO	YES	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	NO	YES	NO	NO	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	NO	YES	YES	YES
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	YES	NO	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	YES	YES
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	YES	NO	YES	YES	YES
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	YES	NO	YES	NO	YES
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	YES	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	YES	YES	NO	YES
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	YES	NO	NO	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	NO	YES	YES	YES
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	YES	NO	NO	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	YES	YES	YES	NO	YES
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	YES	YES	YES	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	48414	33768	79970	121869	38904
		Number of comments in posts.	230	129	544	5220	273
		Comparison of other post likes vs MEME post likes (X vs Y).	48414/59534	33768/49915	79970/45633	121869/52094	38904/52436
		Comparison of other post comments vs MEME post comments (X vs Y).	230/626	129/398	544/347	5220/565	273/563
		Number of users tagging other users.	78	15	189	1657	75

Descriptors	GLO 61	GLO 62	GLO 63	GLO 64	GLO 65
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Glossier	Glossier	Glossier	Glossier	Glossier
Type of MEME	UGC	UGC	Hybrid	Hybrid	Traditional
Static/Video	Static	Static	Static	Static	Static
N° Likes	48959	58396	172508	73095	60370
N° Comments	221	257	2618	771	482
Hashtags	-	-	-	-	-
Date of the publishment	15/07/2019	23/09/2019	22/11/2019	29/11/2019	23/12/2019
Colours	Black, White, Blue	Pink, Red, Gold, White	Ivory, Blonde, Green, White, Black	Pink, Red, Yellow, Blue, Green, Black	Black, White

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	YES	NO	NO	YES	NO
		The MEME is exceptional and unique.	NO	NO	NO	YES	NO
	High Status	The MEME contains content created by the brand.	NO	NO	YES	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	YES	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	NO	NO	NO	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	NO	NO	NO	YES
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	YES	NO	YES	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	YES	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	NO	NO	YES	YES
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	YES	YES	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	YES	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	NO	YES	NO	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	YES	YES	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	YES	YES	YES	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	NO	YES	NO	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	YES	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	YES	YES	NO	NO
		The MEME is iconic in the internet culture.	NO	YES	YES	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	NO	YES	YES	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	YES	YES	NO	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	YES	YES	YES	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	48959	58396	172508	73095	60370
		Number of comments in posts.	221	257	2618	771	482
		Comparison of other post likes vs MEME post likes (X vs Y).	48959/58501	58396/51824	172508/56951	73095/59513	60370/62923
		Comparison of other post comments vs MEME post comments (X vs Y).	221/692	257/479	2618/751	771/784	482/501
		Number of users tagging other users.	55	66	916	311	113

Descriptors	GLO 66	GLO 67	GLO 68	GLO 69	GLO 70
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Glossier	Glossier	Glossier	Glossier	Glossier
Type of MEME	UGC	Hybrid	Hybrid	Hybrid	Hybrid
Static/Video	Static	Static	Static	Static	Static
N° Likes	69359	43275	47053	61530	30516
N° Comments	311	140	176	363	94
Hashtags	-	-	-	-	-
Date of the publishment	30/12/2019	07/02/2020	21/07/2020	14/09/2020	25/09/2020
Colours	Pink, Purple, White, Black, Orange	White, grey, Pink, Ivory	Brown, White, Black	Blonde, Ivory, Pink, Blue, Green	Pink, White, Brown

BRAND COOLNESS	Extraordinary/ Usefull	The MEME transmits a useful and interesting message.	NO	YES	YES	YES	NO
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	NO	YES	YES	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	YES	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	NO	NO	YES	YES	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	NO	NO	NO	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	YES	YES	YES
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	YES	NO	YES	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	YES	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	YES	YES	YES	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	YES	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	NO	YES	NO	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	YES	NO	YES	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	YES	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	YES	YES	YES	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	YES	YES	YES
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	NO	YES	NO
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	YES	NO	YES
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	YES	YES	YES	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	69359	43275	47053	61530	30516
		Number of comments in posts.	311	140	176	363	94
		Comparison of other post likes vs MEME post likes (X vs Y).	69359/62303	43275/55738	47053/48087	61530/39355	30516/39024
		Comparison of other post comments vs MEME post comments (X vs Y).	311/507	140/389	176/368	363/460	94/437
		Number of users tagging other users.	53	11	39	99	17

Descriptors	GLO 71	GLO 72	GLO 73	GLO 74	GLO 75
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Glossier	Glossier	Glossier	Glossier	Glossier
Type of MEME	Hybrid	UGC	Traditional	Hybrid	Hybrid
Static/Video	Static	Static	Static	Static	Static
N° Likes	51295	34580	39801	24383	58267
N° Comments	266	189	154	52	866
Hashtags	-	-	-	-	-
Date of the publishment	01/10/2020	10/10/2020	21/10/2020	21/11/2020	29/11/2020
Colours	Pink, Brown, Black, White	Yellow, White, Brown, Black	White, Pink	Yellow, Silver, Grey, Black	White, Ivory, Black

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	YES	YES	NO	NO	NO
		The MEME is exceptional and unique.	NO	YES	NO	NO	NO
	High Status	The MEME contains content created by the brand.	YES	NO	NO	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	YES
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	NO	NO	NO	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	YES	YES	NO	YES
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	YES	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	YES	NO	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	YES	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	NO	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	NO	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	NO	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	YES	NO	NO	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	YES	NO	NO	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	YES	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	NO	NO	NO	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	NO	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	YES	YES	NO	YES	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	NO	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	YES	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	NO	NO	NO	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	51295	34580	39801	24383	58267
		Number of comments in posts.	266	189	154	52	866
		Comparison of other post likes vs MEME post likes (X vs Y).	51294/37823	34580/34921	39801/30941	24383/33733	58267/31273
		Comparison of other post comments vs MEME post comments (X vs Y).	266/439	189/417	154/128	52/150	866/139
		Number of users tagging other users.	57	42	44	5	147

Descriptors	GLO 76				
Source	Instagram				
Brand	Glossier				
Type of MEME	Hybrid				
Static/Video	Static				
Nº Likes	28612				
Nº Comments	67				
Hashtags	-				
Date of the publishment	02/01/2021				
Colours	Pink, Black, Brown, White, Blue, Green				

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	YES				
		The MEME is exceptional and unique.	NO				
	High Status	The MEME contains content created by the brand.	YES				
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO				
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	NO				
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO				
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO				
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO				
		The MEME is provocative, using shocking and controversial images.	NO				
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	YES				
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO				
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES				
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES				
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO				
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES				
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES				
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO				
		It's an already well-known MEME, overused and overshared on the internet.	NO				
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO				

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO					
		The MEME evokes characters well known in everyday life – iconic characters.	NO					
		The MEME is iconic in the internet culture.	NO					
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO					

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES					
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES					
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES					
		A MEME that makes viewers think about brand products and its positives.	YES					
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES					
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES					
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO					
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES					
	ACTIVATION DIMENSION	Number of likes the MEME post has.	28612					
		Number of comments in posts.	67					
		Comparison of other post likes vs MEME post likes (X vs Y).	28612/24856					
		Comparison of other post comments vs MEME post comments (X vs Y).	67/108					
		Number of users tagging other users.	0					

2.4 Paula's Choice's Memes Evaluation

Descriptors	PC 01	PC 02	PC 03	PC 04	PC 05
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice
Type of MEME	Traditional	Traditional	Traditional	Traditional	Traditional
Static/Video	Static	Static	Static	Static	Static
Nº Likes	2875	2700	1133	1266	1811
Nº Comments	137	103	25	18	22
Hashtags	-	-	-	-	#bodylove
Date of the publishment	12/12/2017	07/02/2018	12/02/2018	14/02/2018	23/02/2018
Colours	White, Black, Brown, Gold	Pink, Yellow, White, Grey	Pink, Blonde, Ivory, Gold, Brown	Black, White, Red	Black, White

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	NO	NO	NO	NO
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	NO	NO	NO	NO	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	YES	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	NO	YES	NO	NO	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	YES	NO	NO	YES
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	YES	NO	YES	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	YES	NO	YES	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	NO	NO	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	NO	NO	NO
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	NO	NO	NO	NO	NO
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	NO	NO	NO
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	NO	NO	NO	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	YES	NO	YES	YES	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	NO	NO	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	YES	NO	YES	YES	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	NO	YES	YES	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	NO	NO	NO	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	NO	NO	NO	NO	NO
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	NO	NO	NO	NO	NO
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	NO	NO
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	YES	YES
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	NO	NO	NO	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	2875	2700	1133	1266	1811
		Number of comments in posts.	137	103	25	18	22
		Comparison of other post likes vs MEME post likes (X vs Y).	2875/588	2700/705	1133/711	1266/705	1811/696
		Comparison of other post comments vs MEME post comments (X vs Y).	137/28	103/29	25/29	18/28	22/27
		Number of users tagging other users.	65	70	11	4	4

Descriptors	PC 06	PC 07	PC 08	PC 09	PC 10
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice
Type of MEME	Traditional	Traditional	Traditional	Traditional	Hybrid
Static/Video	Static	Static	Static	Static	Static
N° Likes	1385	1048	1362	2159	765
N° Comments	22	34	48	47	16
Hashtags	-	#keepitgentle	-	-	#PCturns23
Date of the publishment	25/03/2018	28/04/2018	16/05/2018	24/05/2018	10/06/2018
Colours	Brown, Black, White, Orange	Black, White	Black, White, Pink	Black, White	Pink, Blue

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	YES	NO	NO	YES
		The MEME is exceptional and unique.	NO	NO	NO	NO	YES
	High Status	The MEME contains content created by the brand.	NO	NO	NO	NO	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	NO	YES	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	YES	NO	YES	YES
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	YES	NO	NO	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	YES
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	YES	NO	YES	YES
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	YES	NO	YES	YES
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	NO	NO	NO	NO	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	YES
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	NO	NO	NO	YES
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	YES	YES	NO	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	YES
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	NO	NO	NO	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	NO	YES	NO	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	NO	NO	NO	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	NO	YES
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	NO	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	YES	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	YES	NO	NO	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	1385	1048	1362	2159	765
		Number of comments in posts.	22	34	48	47	16
		Comparison of other post likes vs MEME post likes (X vs Y).	1385/682	1048/807	1362/798	2159/796	765/889
		Comparison of other post comments vs MEME post comments (X vs Y).	22/43	34/44	48/58	47/57	16/65
		Number of users tagging other users.	8	10	23	16	4

Descriptors	PC 11	PC 12	PC 13	PC 14	PC 15
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice
Type of MEME	UGC	Traditional	Traditional	Traditional	Hybrid
Static/Video	Static	Static	Static	Static	Static
N° Likes	3324	947	2797	1793	2095
N° Comments	296	39	179	57	119
Hashtags	-	#Comingsoon #PCdefense	#Paulas Choice #Skincare Journey #Skincare Community #skincare	#Paulas Choice #Skincare Journey #Skincare Community #skincare	#Paulas Choice #Skincare Journey #Skincare Community #skincare
Date of the publishment	05/07/2018	17/08/2018	24/10/2018	03/11/2018	29/11/2018
Colours	White, Black	Pink, Blue, Grey, Black, White, Green	Pink, Blue	Pink, Blue	Pink, Blue

BRAND COOLNESS	Extraordinary/Useful	The MEME transmits a useful and interesting message.	NO	NO	NO	NO	YES
		The MEME is exceptional and unique.	NO	NO	YES	YES	YES
	High Status	The MEME contains content created by the brand.	NO	NO	YES	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	NO	YES	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	NO	YES	YES	YES
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	YES	NO	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	YES	YES	YES	YES
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	YES	YES	YES	YES	YES
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	NO	NO	YES	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	YES	YES	YES
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	YES	NO	NO	YES
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	YES	YES	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	YES
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmittes excitement, energy and enthusiasm.	NO	NO	NO	NO	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	NO	YES	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	NO	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	NO	YES
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	YES	YES	YES	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	3324	947	2797	1793	2095
		Number of comments in posts.	296	39	179	57	119
		Comparison of other post likes vs MEME post likes (X vs Y).	3324/846	947/665	2797/776	1793/749	2095/815
		Comparison of other post comments vs MEME post comments (X vs Y).	296/39	39/30	179/37	57/36	119/68
		Number of users tagging other users.	146	4	48	10	8

Descriptors	PC 16	PC 17	PC 18	PC 19	PC 20
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice
Type of MEME	Traditional	Traditional	Traditional	Traditional	Traditional
Static/Video	Static	Static	Static	Static	Static
Nº Likes	1020	872	1922	1255	514
Nº Comments	37	35	48	44	13
Hashtags	#Paulas Choice #Skincare Community #Skincare Journey #Skincare Routine	-	#Paulas Choice #Skincare Community #Skincare Journey #Skincare Routine	#Paulas Choice #Skincare Community #Skincare Journey #Skincare Routine	#Paulas Choice #Skincare Community #Skincare Journey #Skincare Routine
Date of the publishment	08/12/2018	23/12/2018	04/01/2019	26/01/2019	04/02/2019
Colours	Pink, Blue	Pink, Blue	Pink, Black	Pink, Black	Pink, Black

BRAND COOLNESS	Extraordinary/Useful	The MEME transmits a useful and interesting message.	YES	NO	NO	NO	NO
		The MEME is exceptional and unique.	YES	YES	YES	YES	YES
	High Status	The MEME contains content created by the brand.	YES	YES	YES	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	YES	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	YES	YES	YES	YES
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	NO	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	YES	YES	YES	YES	YES
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	YES	YES	YES	YES	YES
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	YES	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	YES	YES	YES	YES	YES
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	NO	NO	NO	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	YES	YES	YES	YES	YES
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	YES	YES	YES	YES	YES
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	NO	YES	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	YES	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	NO	NO	NO	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	NO
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	NO
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	NO
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	YES	NO	YES	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	1020	872	1922	1255	514
		Number of comments in posts.	37	35	48	44	13
		Comparison of other post likes vs MEME post likes (X vs Y).	1020/842	872/846	1922/843	1255/915	514/957
		Comparison of other post comments vs MEME post comments (X vs Y).	37/81	35/86	48/57	44/54	13/56
		Number of users tagging other users.	3	2	11	8	2

Descriptors	PC 21	PC 22	PC 23	PC 24	PC 25
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice
Type of MEME	Traditional	Hybrid	Traditional	Traditional	Traditional
Static/Video	Static	Static	Static	Static	Static
Nº Likes	2937	1110	2126	4454	3434
Nº Comments	129	198	98	158	138
Hashtags	#Paulas Choice #Skincare Community #Skincare Journey #Skincare Routine	#Paulas Choice #Skincare Community #Skincare Journey #Skincare Routine	#Paulas Choice #Skincare Community #Skincare Journey #Skincare Routine	#Paulas Choice #Skincare Community #Skincare Journey #Skincare Routine	#Paulas Choice #Skincare Community #Skincare Journey #Skincare Routine
Date of the publishment	06/03/2019	14/03/2019	25/03/2019	03/04/2019	10/04/2019
Colours	Pink, Black	Pink, Black	Pink, Black	Pink, Black	Pink, Black

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	NO	NO	NO	NO
		The MEME is exceptional and unique.	NO	NO	NO	YES	YES
	High Status	The MEME contains content created by the brand.	YES	YES	YES	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	YES	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	YES	YES	YES	YES
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	NO	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	YES	YES	YES	YES	YES
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	YES	YES
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	YES	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	YES	YES	YES	YES	YES
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	NO	NO	NO	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	NO	NO	NO	NO	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	YES	YES	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	NO	NO	NO	NO	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	NO	NO	NO	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	NO	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	NO	YES	NO	YES	NO
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	NO	YES	YES	YES	NO
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	YES	NO	YES	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	2937	1110	2126	4454	3434
		Number of comments in posts.	129	198	98	158	138
		Comparison of other post likes vs MEME post likes (X vs Y).	2937/949	1110/986	2126/1025	4454/1048	3434/1059
		Comparison of other post comments vs MEME post comments (X vs Y).	129/58	198/60	98/62	158/67	138/64
		Number of users tagging other users.	36	92	24	28	49

Descriptors	PC 26	PC 27	PC 28	PC 29	PC 30
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice
Type of MEME	Traditional	Traditional	Traditional	Hybrid	Traditional
Static/Video	Static	Static	Static	Static	Static
N° Likes	748	1304	1335	2959	4065
N° Comments	27	88	36	131	98
Hashtags	#Paulas Choice #Skincare Routine #spf #skincare Journey	#Paulas Choice #Skincare Routine #serums #skincare Journey	#Paulas Choice #Skincare Routine #crueltyfree #glowingskin #skincare journey	#Paulas Choice #Skincare Routine #crueltyfree #meme #skincare journey	#Paulas Choice #Skincare Routine #acne #meme #skincare journey
Date of the publishment	15/04/2019	21/04/2019	22/05/2019	23/06/2019	29/06/2019
Colours	Pink, Black	Pink, Black	Pink, Black	Red, Blue, Ivory, Blonde, Beige, Brown, Green	Black, White, Brown, Blonde, Ivory, Silver

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	YES	NO	NO	NO	YES
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	YES	YES	YES	YES	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	YES	YES	NO	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	YES	YES	NO	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	NO	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	YES	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	YES	YES	YES	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	YES	YES	NO
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	YES	YES	YES	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	NO	NO	NO	YES
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	YES	NO	NO	YES	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	YES	YES	YES	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	YES	NO	NO	YES	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	NO	NO	YES	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	NO	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	YES	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	NO	NO	YES	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	748	1304	1335	2959	4065
		Number of comments in posts.	27	88	36	131	98
		Comparison of other post likes vs MEME post likes (X vs Y).	748/1108	1304/1115	1335/987	2959/1075	4065/1287
		Comparison of other post comments vs MEME post comments (X vs Y)	27/66	88/67	36/143	131/178	98/188
		Number of users tagging other users.	2	6	3	17	9

Descriptors	PC 31	PC 32	PC 33	PC 34	PC 35
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice
Type of MEME	Traditional	Traditional	Traditional	Traditional	Traditional
Static/Video	Static	Static	Static	Static	Static
Nº Likes	3623	8821	1820	2832	4422
Nº Comments	139	276	86	60	144
Hashtags	#Paulas Choice #crueltyfree beauty #meme #skincare journey #Skincare routine	#Paulas Choice #meme #selfcare #skincare journey #Skincare Routine	#Paulas Choice #healthyskin #glowingskin #meme #Skincare Routine	#Paulas Choice #healthyskin #glowingskin #skincare journey #Skincare Routine	#Paulas Choice #healthyskin #glowingskin #meme #Skincare Routine
Date of the publishment	06/07/2019	13/07/2019	20/07/2019	27/07/2019	03/08/2019
Colours	Black, Blonde, Ivory, Red, Pink, White	Black, Gold, Brown, Silver, White, Blonde	Blonde, Pink, Brown, Grey, Ivory, Green	Blue, Red, Ivory, Brown, Blonde, Green, White, Black	Blue, Ivory, Yellow, Red, White, Red, Green, Pink, Brown, Orange

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	YES	NO	YES	YES
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	NO	NO	NO	NO	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	YES	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	YES	NO	YES	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	NO	NO	NO	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	YES	YES	NO	YES	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	NO	NO	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	NO	NO	NO	NO	NO
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	YES	YES	YES	YES
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	YES	YES	YES	YES	YES
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	YES	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	NO	YES	YES	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	YES	YES	YES	YES	YES
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	NO	YES	YES	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	NO	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	YES	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	NO	YES	NO	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	3623	8821	1820	2832	4422
		Number of comments in posts.	139	276	86	60	144
		Comparison of other post likes vs MEME post likes (X vs Y).	3623/1283	8821/1283	1820/1267	2832/1239	4422/1121
		Comparison of other post comments vs MEME post comments (X vs Y).	139/143	276/72	86/69	60/67	144/64
		Number of users tagging other users.	16	52	12	9	19

Descriptors	PC 36	PC 37	PC 38	PC 39	PC 40
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice
Type of MEME	Traditional	Traditional	Hybrid	Traditional	Traditional
Static/Video	Status	Status	Status	Status	Status
Nº Likes	1587	3238	3540	2710	2682
Nº Comments	83	139	169	47	72
Hashtags	#Paulas Choice #wcw #healthyskin #glowingskin #Skincare Routine	#Paulas Choice #meme #healthyskin #glowingskin #Skincare Routine	#Paulas Choice #pcglow #healthyskin #glowingskin #Skincare Routine	#Paulas Choice #antiaging #healthyskin #glowingskin #Skincare Routine	#Paulas Choice #exfoliants #healthyskin #glowingskin #Skincare Routine
Date of the publishment	07/08/2019	17/08/2019	26/08/2019	02/09/2019	14/09/2019
Colours	Brown, Ivory, Silver, Yellow, Pink, Beige, White, Black	Red, Orange, Ginger, White, Brown	White, Beige, Gold, Ivory, Black	Red, Violet, Brown, Black, Yellow, Silver, Blue	Blue, Brown, White, Red, Black

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	NO	YES	YES	YES
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	NO	NO	YES	NO	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	YES	YES	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	NO	NO	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	YES	NO	NO	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	YES	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	NO	NO	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	NO	NO	YES	NO	NO
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	NO	YES	YES	YES
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	YES	YES	YES	YES	YES
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	YES	YES	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	YES	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	YES	YES	YES	YES	YES
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	YES	YES	YES	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	NO	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	YES	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	NO	YES	NO	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	1587	3238	3540	2710	2682
		Number of comments in posts.	83	139	169	47	72
		Comparison of other post likes vs MEME post likes (X vs Y).	1587/1107	3238/1010	3540/1011	2710/999	2682/1034
		Comparison of other post comments vs MEME post comments (X vs Y).	83/63	139/55	169/53	47/52	72/53
		Number of users tagging other users.	7	27	18	11	4

Descriptors	PC 41	PC 42	PC 43	PC 44	PC 45
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice
Type of MEME	Traditional	Traditional	Hybrid	Traditional	Traditional
Static/Video	Static	Static	Static	Static	Static
N° Likes	2055	4641	3184	5610	3954
N° Comments	49	80	60	265	70
Hashtags	#Paulas Choice #Spf #essentials #meme #glowingskin #healthyskin	#Paulas Choice #vitaminb3 #peptides #meme #oprah #healthyskin	#Paulas Choice #Skincare Meme #meme #glowingskin #healthyskin	#Paulas Choice #Skincare meme #meme #glowingskin #healthyskin	#Paulas Choice #Skincare Meme #meme #glowingskin #healthyskin
Date of the publication	28/09/2019	05/10/2019	12/10/2019	19/10/2019	26/10/2019
Colours	Pink, Black, White, Blue, Grey, Red, Green, Blonde, Yellow	Orange, Red, Green, White, Brown, Black, Purple	Brown, White, Blue, Gold, Red, Green, Brown, Ivory	Ivory, Ginger, Blue, Pink	Ivory, Black, Blonde, Grey

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	YES	YES	YES	NO	NO
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	NO	NO	YES	NO	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	YES	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	YES	YES	YES	NO
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	NO	NO	NO	YES
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	YES	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	NO	NO	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	NO	NO	YES	NO	NO
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	YES	YES	NO	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	YES	YES	YES	YES	YES
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	YES	NO	YES	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	YES	YES	YES	YES	YES
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	YES	NO	YES	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	YES	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	NO	YES	YES	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	2055	4641	3184	5610	3954
		Number of comments in posts.	49	80	60	265	70
		Comparison of other post likes vs MEME post likes (X vs Y).	2055/1212	4641/1270	3184/1292	5610/1233	3954/1154
		Comparison of other post comments vs MEME post comments (X vs Y).	49/58	80/97	60/92	265/89	70/44
		Number of users tagging other users.	7	12	5	110	17

Descriptors	PC 46	PC 47	PC 48	PC 49	PC 50
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice
Type of MEME	Traditional	Traditional	Hybrid	Traditional	Traditional
Static/Video	Static	Static	Static	Static	Static
N° Likes	4386	1665	5330	1020	3459
N° Comments	89	40	78	8	124
Hashtags	#Paulas Choice #meme #selfcare #skincaretips #skinstagram	#Paulas Choice #meme #healthyskin #skincaretips #skinstagram	#Paulas Choice #gifts #holiday #skincaretips #glowingskin	#Paulas Choice #meme #routine #skincaretips #skinstagram	#Paulas Choice #meme #holiday #skincaretips #skinstagram
Date of the publishment	23/11/2019	30/11/2019	08/12/2019	14/12/2019	21/12/2019
Colours	Pink, Yellow, Purple, Orange, Ivory, Blonde, Brown, Black	Green, White, Red, Ivory, Brown, Yellow, Silver	Ivory, Blonde, Brown, Red, White, Black	Red, Ivory, Green, Blonde, Brown, White, Gold	Red, Ivory, Red, White, Grey, Silver, Green, Orange

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	NO	YES	NO	NO
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	NO	NO	YES	NO	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	YES	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	NO	YES	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	NO	NO	NO	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	YES	YES	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	NO	NO	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	NO	NO	YES	NO	NO
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	NO	YES	NO	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	YES	YES	YES	YES	YES
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	YES	YES	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	YES	NO	YES	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	YES	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	YES	YES	YES	YES	YES
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	NO	YES	YES	NO	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	NO	YES	YES	NO	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	NO	YES	YES	NO	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	NO	YES	YES	NO	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	YES	NO	YES
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	NO	YES	NO	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	4386	1665	5330	1020	3459
		Number of comments in posts.	89	40	78	8	124
		Comparison of other post likes vs MEME post likes (X vs Y).	4386/1345	1665/1181	5330/1073	1020/1237	3459/1270
		Comparison of other post comments vs MEME post comments (X vs Y).	89/70	40/58	78/43	8/256	124/260
		Number of users tagging other users.	17	4	7	3	33

Descriptors	PC 51	PC 52	PC 53	PC 54	PC 55
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice
Type of MEME	Hybrid	Hybrid	Traditional	Hybrid	Hybrid
Static/Video	Static	Static	Static	Static	Static
N° Likes	3631	2871	5056	1840	5261
N° Comments	255	188	56	93	154
Hashtags	#Paulas Choice #Skincaretips #skincare #meme #crueltyfree	#Paulas Choice #Skincaretips #newskincare #healthyskin #crueltyfree	#Paulas Choice #Skincaretips #meme #healthyskin #crueltyfree	#Paulas Choice #Skincaretips #meme #healthyskin #crueltyfree	#Paulas Choice #Skincaretips #Superbowl #healthyskin #crueltyfree
Date of the publishment	28/12/2019	11/01/2020	18/01/2020	01/02/2020	03/02/2020
Colours	Ivory, Black, Pink, White, Red	Blue, Ivory, Black, Pink, Gold	Ivory, Blonde, Gold, Green, White, Black	Ivory, Red, Blonde, White, Black	Gold, Silver, Ivory, Blue

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	NO	YES	NO	NO
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	YES	YES	NO	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	YES	YES	NO	YES
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	NO	YES	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	NO	NO	NO	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	NO	NO	YES
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	NO	NO	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	NO	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	NO	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	NO	YES	NO	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	YES	YES	NO	YES	YES
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	YES	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	YES	YES	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	YES	YES	NO	YES	YES
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	YES	YES	YES	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	YES	YES	YES	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	3631	2871	5056	1840	5261
		Number of comments in posts.	255	188	56	93	154
		Comparison of other post likes vs MEME post likes (X vs Y).	3631/1427	2871/1734	5056/1820	1840/1649	5261/1489
		Comparison of other post comments vs MEME post comments (X vs Y).	255/271	188/209	56/211	93/73	154/70
		Number of users tagging other users.	85	8	5	20	11

Descriptors	PC 56	PC 57	PC 58	PC 59	PC 60
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice
Type of MEME	Traditional	Traditional	Traditional	Traditional	Traditional
Static/Video	Static	Static	Static	Static	Static
N° Likes	4239	3081	1373	2390	5372
N° Comments	125	75	51	78	84
Hashtags	#Paulas Choice #jvn #acne #Skincare Routine #Crueltyfree	#Paulas Choice #meme #SPF #Skincare Routine #Crueltyfree	#Paulas Choice #Skincaretips #Thebachelor #Skincare Routine #Crueltyfree	#Paulas Choice #Skincaretips #meme #Skincare Routine #Crueltyfree	#Paulas Choice #Skincaretips #meme #Skincare Routine #Crueltyfree
Date of the publishment	22/02/2020	28/02/2020	09/03/2020	21/03/2020	26/04/2020
Colours	Orange, Brown, White, Black, Grey, Ivory	Fucsia, Ivory, Brown, Green, Grey, Orange	Ivory, Black, White, Blonde,	Pink, Blue, Black	Pink, Purple, Yellow, Brown, Orange, Beige, White, Black

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	YES	NO	YES	NO
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	NO	NO	NO	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	NO	YES	NO	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	NO	YES	YES	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	NO	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	YES	NO	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	NO	NO	NO	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	NO	YES	YES
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	NO	YES	YES	YES	YES
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	YES	NO	YES	NO	YES
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	YES	YES	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	YES	NO	YES	NO	YES
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	YES	YES	NO	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	YES	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	YES	NO	YES	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	4239	3081	1373	2390	5372
		Number of comments in posts.	125	75	51	78	84
		Comparison of other post likes vs MEME post likes (X vs Y).	4239/1573	3081/1633	1373/1399	2390/1419	5372/2308
		Comparison of other post comments vs MEME post comments (X vs Y).	125/67	75/67	51/58	78/59	84/105
		Number of users tagging other users.	24	11	1	6	18

Descriptors	PC 61	PC 62	PC 63	PC 64	PC 65
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice
Type of MEME	Traditional	Traditional	Traditional	Hybrid	Traditional
Static/Video	Static	Static	Static	Static	Static
N° Likes	3963	3764	6818	5480	3292
N° Comments	146	109	141	134	133
Hashtags	#Paulas Choice #SkincareTips #Breakouts #CrueltyFree #GlowingSkin	#Paulas Choice #SkincareTips #Skincarecare Routine #CrueltyFree #GlowingSkin	#Paulas Choice #SkincareTips #Skincarecare Routine #CrueltyFree #GlowingSkin	#Paulas Choice #SkincareTips #Skincarecare Routine #CrueltyFree #BrightSkin	#Paulas Choice #SkincareTips #Skincarecare Routine #CrueltyFree #DullSkin
Date of the publishment	08/05/2020	04/07/2020	21/07/2020	28/07/2020	05/08/2020
Colours	Pink, Blonde, Ivory, Silver, Bronze	Pink, Ivory, Black, Brown	Pink, Red, Ivory, Ginger, White, Blonde, Blue, Gold	Black, Ivory, Brown, Blonde, Green, White, Beige	Pink, Green, Blue, Black, Ivory, Brown, Grey

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	YES	YES	YES	YES
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	YES	YES	YES	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	YES	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	NO	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	YES	NO	NO	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	NO	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	YES	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	NO	NO	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	YES	YES	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	YES	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	YES	YES	YES	NO	YES
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	YES	YES	YES	YES
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	YES	YES	YES	YES	YES
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	YES	NO	YES	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	YES	NO	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	YES	YES	YES	YES	YES
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	YES	YES	YES	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	YES	YES
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	YES	YES	NO	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	3963	3764	6818	5480	3292
		Number of comments in posts.	146	109	141	134	133
		Comparison of other post likes vs MEME post likes (X vs Y).	3963/2311	3764/2827	6818/2902	5480/2748	3292/2594
		Comparison of other post comments vs MEME post comments (X vs Y).	146/97	109/128	141/75	134/79	133/85
		Number of users tagging other users.	12	16	42	6	16

Descriptors	PC 66	PC 67	PC 68	PC 69	PC 70
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice
Type of MEME	Traditional	Traditional	Traditional	Hybrid	Traditional
Format/Video	Static	Static	Static	Static	Static
Post Likes	7701	9902	3311	5803	10042
Post Comments	217	190	177	100	206
Hashtags	#PaulasChoice #Skincaretips #Healthyskin #CrueltyFree #Skincare Routine	#PaulasChoice #Skincaretips #Healthyskin #CrueltyFree #Skincare Routine	#PaulasChoice #Skincaretips #Exfoliant #CrueltyFree #Skincare Routine	#PaulasChoice #Skincaretips #Beyonce #CrueltyFree #Skincare Routine	#PaulasChoice #Skincaretips #Exfoliate #Moisturize #Skincare Routine
Date of the publication	13/08/2020	25/08/2020	26/08/2020	04/09/2020	16/09/2020
Colours	Pink, Ivory, Blonde, Grey, Black	Green, Red, Ivory, Black, Brown, White, Blonde	Pink, Beige, Orange, Brown	Pink, Black, White, Grey, Red	White, Black, Orange, Red, Ivory, Blue,

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	NO	YES	YES	YES	YES
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	YES	NO	YES	YES	NO
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	YES	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	NO	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	NO	YES	YES	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	YES	YES	YES	YES
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	NO	NO	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	NO	YES	YES	NO
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	YES	NO	YES	YES	NO
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	YES	YES	YES	YES
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	YES	YES	NO	YES	YES
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	YES	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	YES	NO	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	YES	NO
		The MEME evokes characters well known in everyday life – iconic characters.	YES	YES	NO	YES	YES
		The MEME is iconic in the internet culture.	NO	NO	NO	YES	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	YES	YES	NO	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	NO
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	NO	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	YES	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	YES	YES	NO	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	7701	9902	3311	5803	10042
		Number of comments in posts.	217	190	177	100	206
		Comparison of other post likes vs MEME post likes (X vs Y).	7701/2408	9902/2508	3311/2509	5803/2641	10042/2840
		Comparison of other post comments vs MEME post comments (X vs Y).	217/87	190/73	177/74	100/68	206/67
		Number of users tagging other users.	22	22	8	7	48

Descriptors	PC 71	PC 72	PC 73	PC 74	PC 75
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice
Type of MEME	Traditional	Traditional	Traditional	Traditional	Hybrid
Static/Video	Static	Static	Static	Video	Static
N° Likes	9942	5194	8889	5441	5261
N° Comments	124	192	149	247	237
Hashtags	#PaulasChoice #Dryskin #SkincareTips #SkincareRoutine #HealthySkin	#PaulasChoice #Exfoliant #Exfoliate #SkincareRoutine #HealthySkin	#PaulasChoice #throwback #glowup #SkincareRoutine #HealthySkin	#PaulasChoice #SPF #Halloween #SkincareRoutine #HealthySkin	#PaulasChoice #throwback #glowup #SkincareRoutine #HealthySkin
Date of the publishment	24/09/2020	02/10/2020	10/10/2020	15/10/2020	23/10/2020
Colours	White, Ivory, Black, Brown	Pink, Beige, Ivory, White, Brown, Black, Blue	Pink, Black, Ginger, Ivory, White	-	Pink, Black, White, Red, Green, Blue, Yellow

BRAND COOLNESS	Extraordinary/Useful	The MEME transmits a useful and interesting message.	YES	YES	YES	YES	YES
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	NO	YES	YES	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	YES	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	NO	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	NO	NO	NO	YES
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	YES	NO	NO	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	NO	YES	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	NO	YES	YES	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	YES	YES	YES	YES
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	YES	YES	YES	YES
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	YES	YES	YES	YES	NO
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	YES	NO	NO	YES
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	YES	YES	NO

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	YES	NO	YES
		The MEME evokes characters well known in everyday life – iconic characters.	YES	YES	YES	YES	NO
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	YES
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	YES	YES	YES	NO

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	NO	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	NO	NO	NO	NO	YES
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	YES	NO	NO	YES
	ACTIVATION DIMENSION	Number of likes the MEME post has.	9942	5194	8889	5441	5261
		Number of comments in posts.	124	192	149	247	237
		Comparison of other post likes vs MEME post likes (X vs Y).	9942/2833	5194/2535	8889/2211	5441/2537	5261/2551
		Comparison of other post comments vs MEME post comments (X vs Y).	124/75	192/67	149/56	247/63	237/65
		Number of users tagging other users.	18	13	41	59	0

Descriptors	PC 76	PC 77	PC 78	PC 79	PC 80
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice
Type of MEME	Hybrid	Traditional	Traditional	Traditional	Traditional
	Static	Static	Static	Static	Video
N° Likes	3118	2807	4894	7822	1781
N° Comments	51	18	82	135	40
Hashtags	#PaulasChoice #BeetleJuice #HealthySkin #GlowingSkin #SkincareTips	#PaulasChoice #Breakouts #HealthySkin #GlowingSkin #SkincareTips	#PaulasChoice #Pores #HealthySkin #GlowingSkin #SkincareTips	#PaulasChoice #Givethanks #HealthySkin #GlowingSkin #SkincareTips	#PaulasChoice #Elf #HealthySkin #GlowingSkin #SkincareTips
Date of the publishment	25/10/2020	31/10/2020	19/11/2020	25/11/2020	28/11/2020
Colours	Black, Brown, White, Ivory	Black, Blue, White, Beige, Ivory, Red	Pink, Black, Blue, Green, Red, Ivory, Blonde, Grey	Pink, White, Ivory, Blue, Red, Black, Beige, Orange, Green	-

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	YES	NO	YES	YES	NO
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	YES	NO	YES	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	NO	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	YES	NO	NO	NO	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	NO	YES	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	YES	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	YES	YES	NO	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	NO	YES	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	NO	NO	YES	YES	YES
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	NO	YES	YES	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	YES	YES	YES	YES	YES
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	YES
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	YES	YES	YES	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	YES	YES	YES	YES	YES
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	YES	YES	YES	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	NO	YES	YES	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	NO	NO	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	NO	NO	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	YES	NO	NO	YES	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	NO	YES	YES	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	3118	2807	4894	7822	1781
		Number of comments in posts.	51	18	82	135	40
		Comparison of other post likes vs MEME post likes (X vs Y).	3118/2588	2807/2708	4894/2286	7822/2010	1781/2009
		Comparison of other post comments vs MEME post comments (X vs Y).	51/67	18/70	82/227	135/223	40/240
		Number of users tagging other users.	3	3	2	18	12

Descriptors	PC 81	PC 82	PC 83	PC 84	PC 85
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice
Type of MEME	Hybrid	Traditional	Traditional	Traditional	Traditional
Static/Video	Video	Static	Static	Video	Video
N° Likes	1855	9326	1605	1347	1158
N° Comments	86	59	60	36	39
Hashtags	#PaulasChoice #CrueltyFree #SkincareRoutine #HealthySkin #Holiday2020	#PaulasChoice #CrueltyFree #SkincareRoutine #HealthySkin #Holiday2020	#PaulasChoice #WishList #SkincareRoutine #HealthySkin #SantaClaus	#PCglow #PaulasChoice #Holiday #Skincare #Celebrate	#PaulasChoice #Skincare #2020 #2021 #NewYear
Date of the publishment	05/12/2020	13/12/2020	20/12/2020	24/12/2020	31/12/2020
Colours	-	Pink, Green, Red, Gold, Yellow, Ivory	Pink, White, Black, Brown, Green, Red, Ivory	-	-

BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	YES	YES	NO	NO	NO
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	YES	YES	YES	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	YES	NO	NO	YES
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	YES	YES	YES	YES	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	NO	NO	NO	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	YES	NO	NO	YES
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	NO	YES	YES	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	NO
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	YES	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	YES	YES	YES	YES	YES
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	NO
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	YES	NO	NO	NO
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	YES	YES	YES	NO	YES
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	NO	NO	NO	NO	NO
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	YES	NO	YES	YES	YES

	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	NO	NO	NO	NO
		The MEME evokes characters well known in everyday life – iconic characters.	YES	YES	YES	NO	YES
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	YES	YES	YES	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	NO	YES
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	NO	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	NO	YES
		A MEME that makes viewers think about brand products and its positives.	YES	NO	NO	NO	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	YES
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	NO
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	NO	YES	YES	YES	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	1855	9326	1605	1347	1158
		Number of comments in posts.	86	59	60	36	39
		Comparison of other post likes vs MEME post likes (X vs Y).	1855/2133	9326/2036	1605/2090	1347/2169	1158/2429
		Comparison of other post comments vs MEME post comments (X vs Y).	86/241	59/75	60/59	36/78	39/89
		Number of users tagging other users.	1	2	7	13	8

Descriptors	PC 86	PC 87	PC 88	PC 89	PC 90
Source	Instagram	Instagram	Instagram	Instagram	Instagram
Brand	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice	Paula's Choice
Type of MEME	Hybrid	Traditional	Traditional	Hybrid	Traditional
Static/Video	Static	Static	Static	Static	Static
N° Likes	3161	9284	7208	2763	2351
N° Comments	151	347	185	43	44
Hashtags	#Paulas Choice #Skincare #Beauty #Cruealty free #Skincare Routine	#Paulas Choice #Skincare #Exfoliant #Skincare Essentials #Skincare Routine	#Paulas Choice #Skincare #SPF #Skincare Essentials #Skincare Routine	#Paulas Choice #Skincare #Skincare101 #Skincare Essentials #Skincare Routine	#Paulas Choice #Skincare #Valentine #Skincare Essentials #Skincare Routine
Date of the publishment	24/01/2021	30/01/2021	03/02/2021	07/02/2021	14/02/2021
Colours	Pink, Ivory, Blonde, Gold, Red, Blue, Brown	Pink, White, Orange, Black, Beige	Pink, Ivory, Blonde, White	Pink, White, Blue, Green, Purple, Ivory, Black	Pink, Brown, Ivory, Green, Black, White

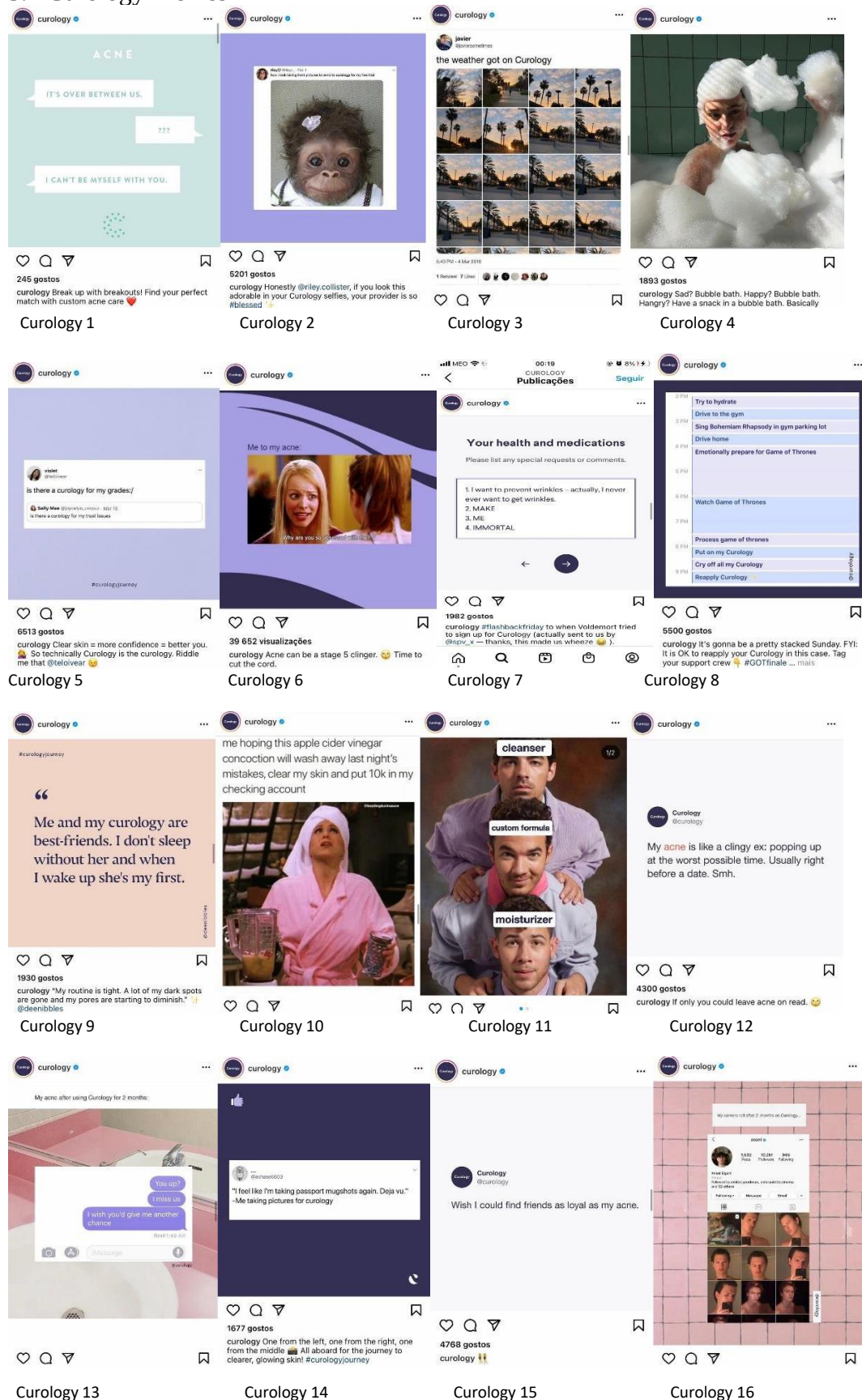
BRAND COOLNESS	Extraordinary/ Useful	The MEME transmits a useful and interesting message.	YES	YES	YES	NO	YES
		The MEME is exceptional and unique.	NO	NO	NO	NO	NO
	High Status	The MEME contains content created by the brand.	YES	YES	YES	YES	YES
		The MEME contains elements that evoke elegance, exuberance, and sophistication.	NO	NO	NO	NO	NO
	Aesthetically appealing	The MEME is perceived as having quality - good quality images, good design and good copies.	NO	NO	YES	NO	YES
		The MEME is simple and clean, without much visual mess, being easy to understand.	NO	NO	YES	NO	NO
		The MEME has an attractive layout or attractive features with an appealing appearance, being pleasant and eye-catching.	NO	NO	YES	NO	NO
	Rebellious	The MEME transmits something unconventional and out of the box in an ironic and irreverent way.	NO	NO	NO	NO	NO
		The MEME is provocative, using shocking and controversial images.	NO	NO	NO	NO	NO
	Original	The MEME has a different structure from the usual and overused ones on the internet, being innovative and creative.	NO	NO	NO	NO	NO
		The MEME presents a different type of humor (e.g. more sophisticated, or darker)	NO	NO	NO	NO	NO
	Authentic	The MEME doesn't try too hard to be cool, being loyal to the brand essence.	YES	YES	YES	YES	YES
		The meme doesn't seem artificial, being genuine and honest, transmitting a strong and autonomous personality.	YES	YES	YES	YES	YES
		The MEME is a distinctive expression of the brand, remaining consistent and congruent to its communication.	YES	YES	YES	YES	YES
	Subcultural	The MEME is associated with a reference group (eg. people who like sports, skincare, luxury,...)	YES	YES	YES	YES	YES
		The MEME makes people who understand it different from others, has symbols from a specific group of people, transmitting an idea of distinctiveness.	YES	YES	YES	YES	YES
	Popular	The MEME contains celebrities, famous people, figures, cartoons, songs, movies, series known and recognized by a large amount of people.	YES	NO	YES	YES	YES
		It's an Internet trend and/or an already well-known MEME, overused and overshared on the internet.	YES	YES	YES	NO	YES
		The MEME creates in us a sense of relatedness. (congruent with people's lifestyles, habits, values and interests).	NO	YES	NO	YES	YES

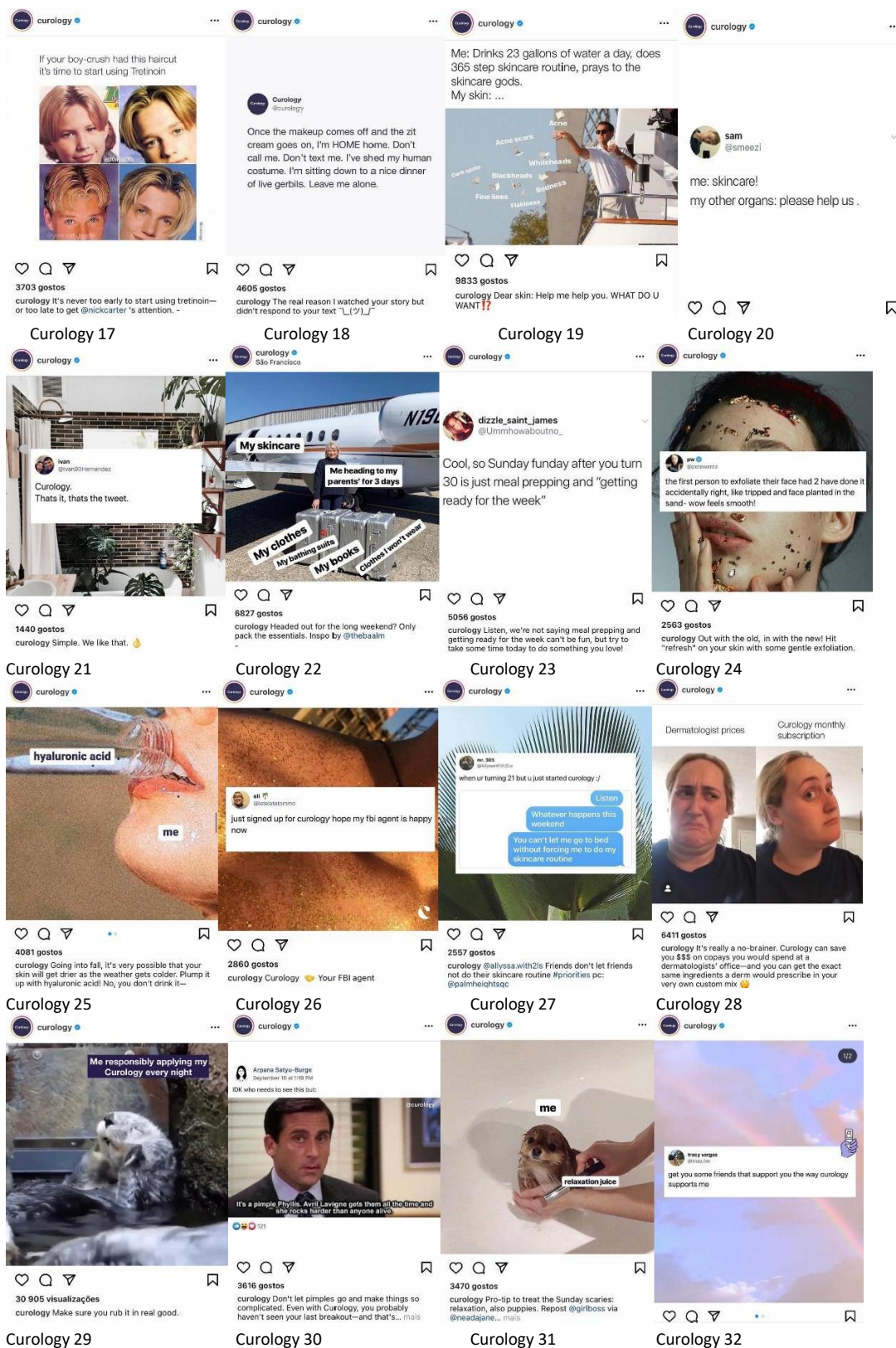
	Iconic	The MEME has a specific icon, a brand symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	NO	NO	YES	NO
		The MEME evokes characters well known in everyday life – iconic characters.	YES	NO	YES	YES	YES
		The MEME is iconic in the internet culture.	NO	NO	NO	NO	NO
	Energetic	The MEME either is composed of moving elements (Gif,...) or portrays movement and transmits excitement, energy and enthusiasm.	YES	YES	YES	YES	YES

CBE DIMENSIONS - ENGAGEMENT	COGNITIVE DIMENSION	Comments, on the MEME post, that show some love to the brand (love emojis, "Love it!", ...).	YES	YES	YES	YES	NO
		Comments, on the MEME post, that show some willingness/excitement to know more about the brand.	YES	YES	YES	YES	YES
		Comments, on the MEME post, asking/stating about the brand (products, collections, stores...).	YES	YES	YES	YES	YES
		A MEME that makes viewers think about brand products and its positives.	YES	NO	NO	YES	NO
	AFFECTIVE DIMENSION	The use of funny and enjoyable elements (copy, visuals, images) on the MEME remoting to happiness and fun.	YES	YES	YES	YES	NO
		Viewers expressing their emotions towards the content on comments with emojis or enjoyable comments.	YES	YES	YES	YES	YES
		Passionate elements on the MEME (hearts or sentences appealing to viewers emotions).	NO	NO	NO	NO	YES
		Viewers express their pride for following the brand, expressing their passion for it or the sense of achievement by following it.	YES	YES	NO	YES	NO
	ACTIVATION DIMENSION	Number of likes the MEME post has.	161	9284	7208	2763	2351
		Number of comments in posts.	151	347	185	43	44
		Comparison of other post likes vs MEME post likes (X vs Y).	3161/2763	9284/2692	7208/3147	2763/3238	2351/3374
		Comparison of other post comments vs MEME post comments (X vs Y).	151/159	347/145	185/150	43/91	44/113
		Number of users tagging other users.	1	100	38	6	9

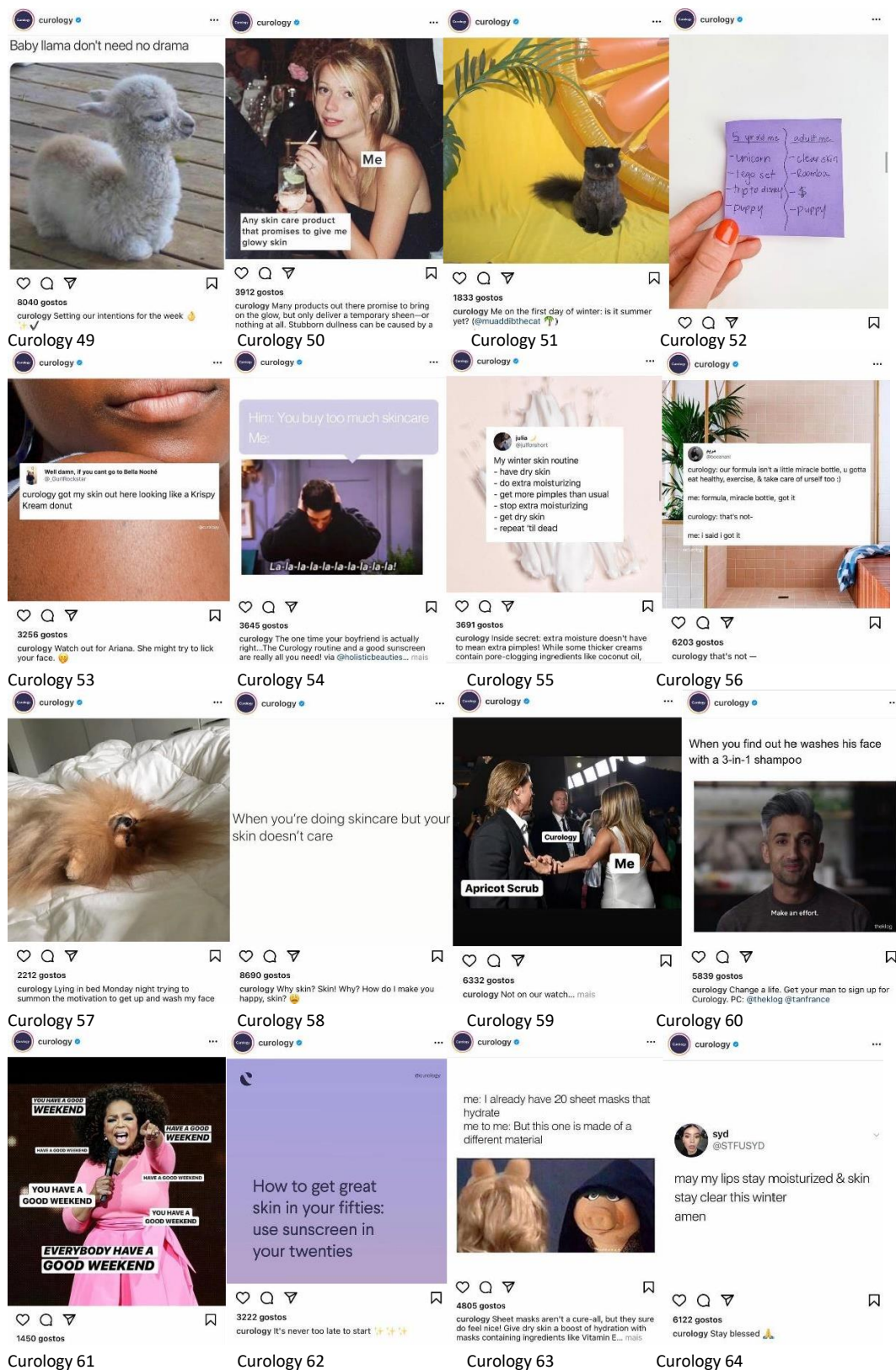
3. Meme's Sample

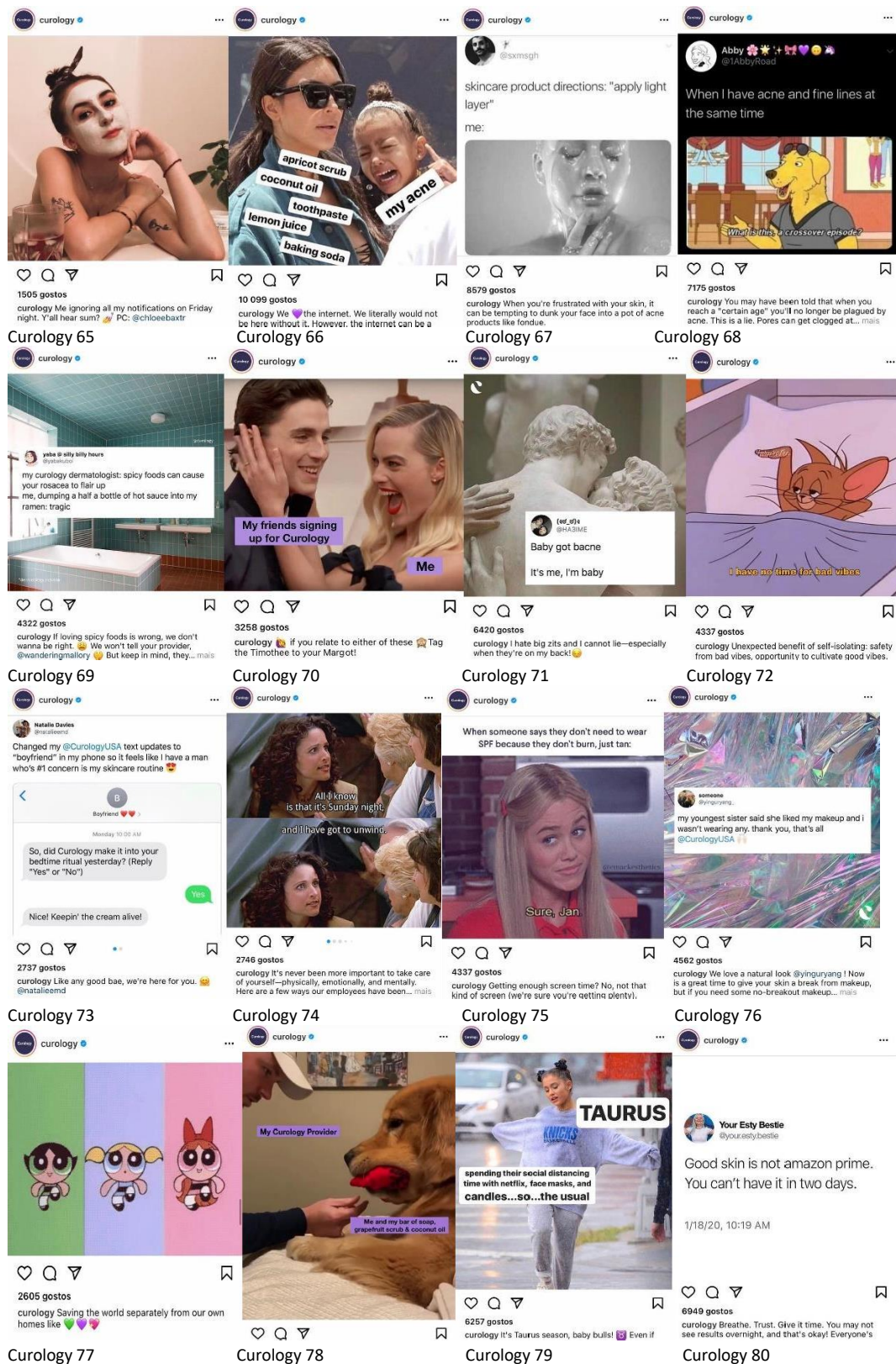
3.1 Curology Memes

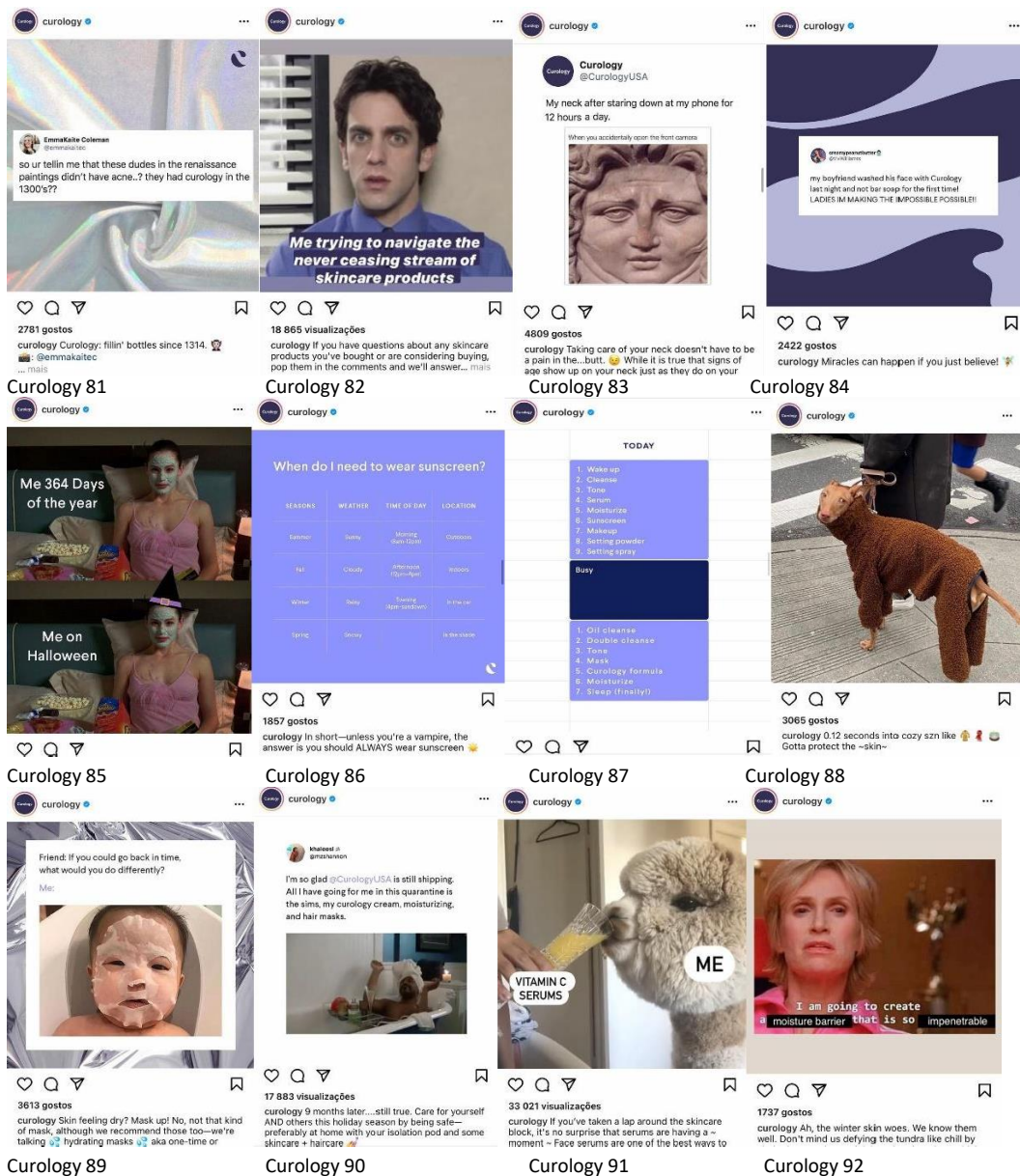




260



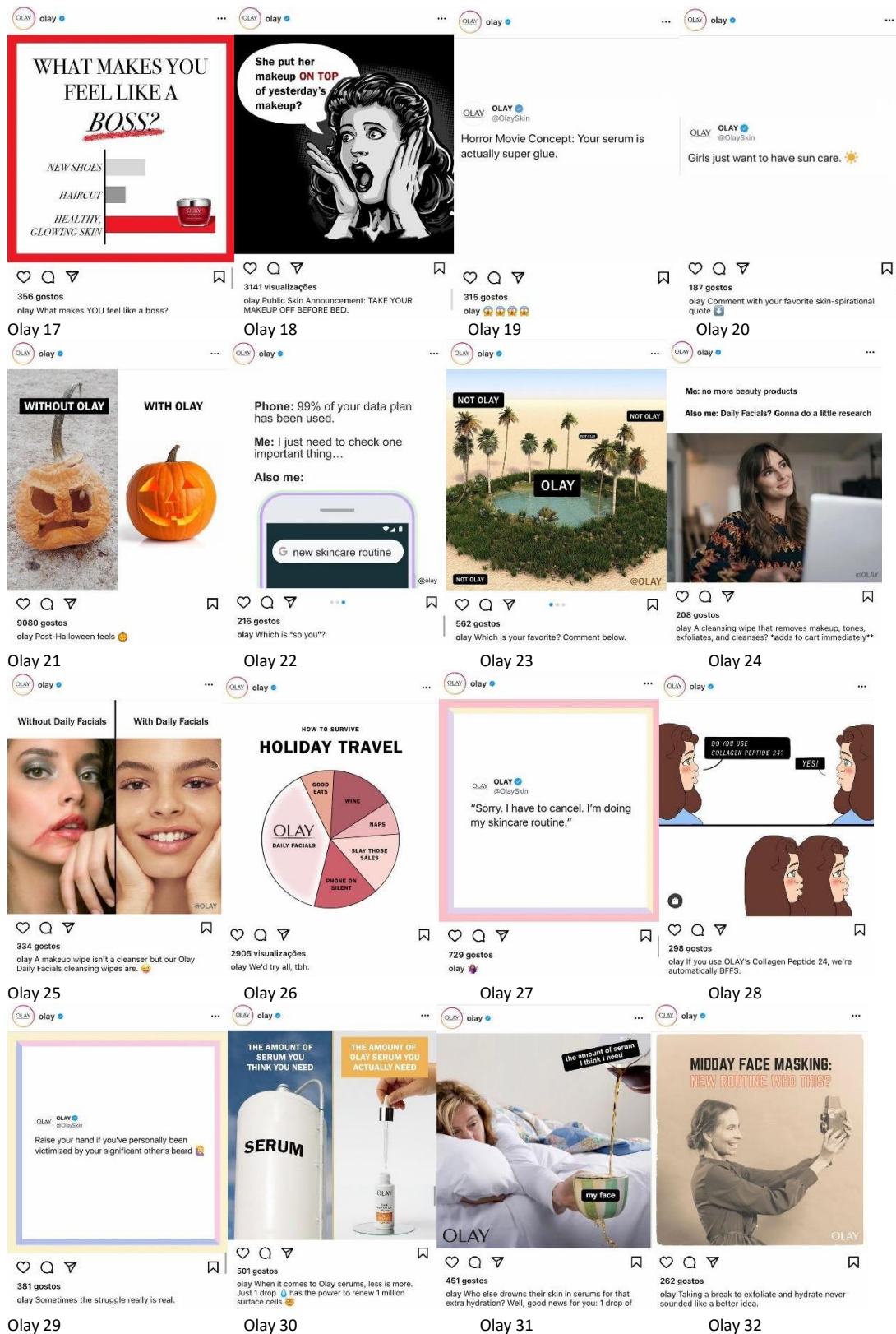




Olay

The grid displays 16 posts from Olay's Instagram profile:

- Post 1:** YouTube Users: Olay, PLEASE create a live version of this musical! / Olay: Done.
- Post 2:** YouTube Users: Is there anything better than this sequel?! / Olay: Oh, you just wait.
- Post 3:** When your sister tells you you have to sing in a live musical: Image of two women singing.
- Post 4:** When Your Sensitive Cleanser Gives You Something to Sing About: Image of a woman singing into a microphone.
- Post 5:** 280 gostos. play Spoke. We listened. #OlayLive is coming to Broadway—April 9, 2019!
- Post 6:** 172 gostos. play Sequels can get a bad rap—but not the Olay Holiday Musical! Head to our YouTube page to watch the full video. #OlayLive
- Post 7:** 209 gostos. play Olay Brightening Eye Cream stars in our upcoming musical "The Road to Glow." Have you tried it yet? Let us know what you think in the comments.
- Post 8:** 1712 visualizações. play The new Olay Sensitive Fragrance-Free Facial Cleanser is something to sing about! #OlayLive #OlaySensitive
- Post 9:** Us getting ready for football season. Image of a woman applying cream.
- Post 10:** 360 gostos. play I wonder... could you catch free Olay Red Jars in #PokemonGo?
- Post 11:** Him: Buys \$400 sneakers. Also him: Thinks bar soap is skincare. Comparison of expensive sneakers vs. bar soap.
- Post 12:** I'll be there in 10. Image of a woman with a towel on her head.
- Post 13:** Men, if you ever want to know how you REALLY look, ask your sister. Olay @OlaySkin.
- Post 14:** BAR SOAP IS NOT A SKINCARE ROUTINE. SAY YES TO CLEANSING & MOISTURIZING. Image of protest signs.
- Post 15:** Moisturizer with SPF. Image of a woman's face with product labels.
- Post 16:** That jade roller isn't going to iron out your wrinkles... Image of a steam iron.
- Post 17:** With Olay / Without Olay. Comparison of skin hydration levels.
- Post 18:** When you need to wear SPF based on the weekly forecast. List of daily SPF requirements.
- Post 19:** With Olay / Without Olay. Comparison of skin texture after hydration.



266

MY PARENTS AT AGE 24:

WILL YOU MARRY ME?

YES!

ME AT AGE 24:

SHOULD I START USING OLAY COLLAGEN PEPTIDE 24?

929 gostos

olay The answer is yes.

Olay 65

RELATIONSHIP STATUS:

☐ TAKEN

☐ SINGLE

☐ IN A COMMITTED RELATIONSHIP WITH MY SKINCARE ROUTINE

324 gostos

olay We're in this for life 💍

Olay 66

Skincare Routine

	A	B	C	D	E
1	MORNING ROUTINE				
2					
3	STEP 1	WASH FACE WITH COLLAGEN PEPTIDE 24 CLEANSER			
4	STEP 2	APPLY OLAY TONE PERFECTOR ESSENCE			
5	STEP 3	SPRAY FACE WITH ENERGIZING MIST			
6	STEP 4	APPLY OLAY ULTIMATE EYE CREAM			
7	STEP 5	MOISTURIZE WITH OLAY AMP-SPF			
8					
9	NIGHT ROUTINE				
10					
11	STEP 1	CLEAN FACE WITH OILY FACIAL CLEANSING CLOTH			
12	STEP 2	APPLY OLAY RETINOLIA AHA SERUM			
13	STEP 3	APPLY OLAY RETINOLIA EYE CREAM			
14	STEP 4	MOISTURIZE WITH OLAY RICH MOISTURIZER			
15					

328 gostos

olay Capricorns be like:

Olay 67

Trying to get that golden hour glow like:

Enjoying glowing skin every hour:

260 gostos

olay No need for golden hour when you can just use our OLAY Collagen Peptide 24 Moisturizer.

Olay 68

RESILIENT
POWERFUL
STRONG

160 gostos

olay Tag someone who you recognize as a Resilient, Powerful, and Strong woman in the comments! 🙌

Olay 69

1406 gostos

olay Some men will literally wash their face with a bar of soap & still have perfect skin. Can't say we're not jealous though. 🙄

Olay 70

3.3 Glossier's Memes

1670 gostos
glossier "Thank you for calling #glossier, how may I assist you?" 📞

1147 gostos
glossier What happens when you run out of Glossier stickers.

1864 gostos
glossier When you glow so hard it makes your cat squint. ✨

1948 gostos
glossier "Hey, so are you done with this box?" — Cats

Glossier 1

1844 gostos
glossier "Gettin out of bed on a Monday" (You can do it, champ.) 🛏️ Viviane Sassen

Glossier 2

1572 gostos
glossier When your selfie's on point and you're like "ooh who's that??"

Glossier 3

1624 gostos
glossier The office A/C is on full blast @peter_holiday

Glossier 4

2532 gostos
glossier 🙄👉👈

Glossier 5

5504 gostos
glossier Current mood. #regram @wrenstudio

Glossier 6

4032 gostos
glossier "Minet" —@theisholy

Glossier 7

4519 gostos
glossier "Me waiting for my #glossier order" — @kellejohnson #regram

Glossier 8

5274 gostos
glossier Hump day. Hang in there 💜

Glossier 9

3888 gostos
glossier When your Glossier order is due and you see UPS roll up outside

Glossier 10

9740 gostos
glossier When you stock up on Glossier during the free shipping sale 📦 Today only! 🙌 Clever #art by @flyingnaches

Glossier 11

5295 gostos
glossier Weekend chill. Rg @michelgaubert
Ver todos os 77 comentários

Glossier 12

When your makeup on point & your hair on point & you just generally on point

Glossier 13

3888 gostos
glossier When your Glossier order is due and you see UPS roll up outside

Glossier 14

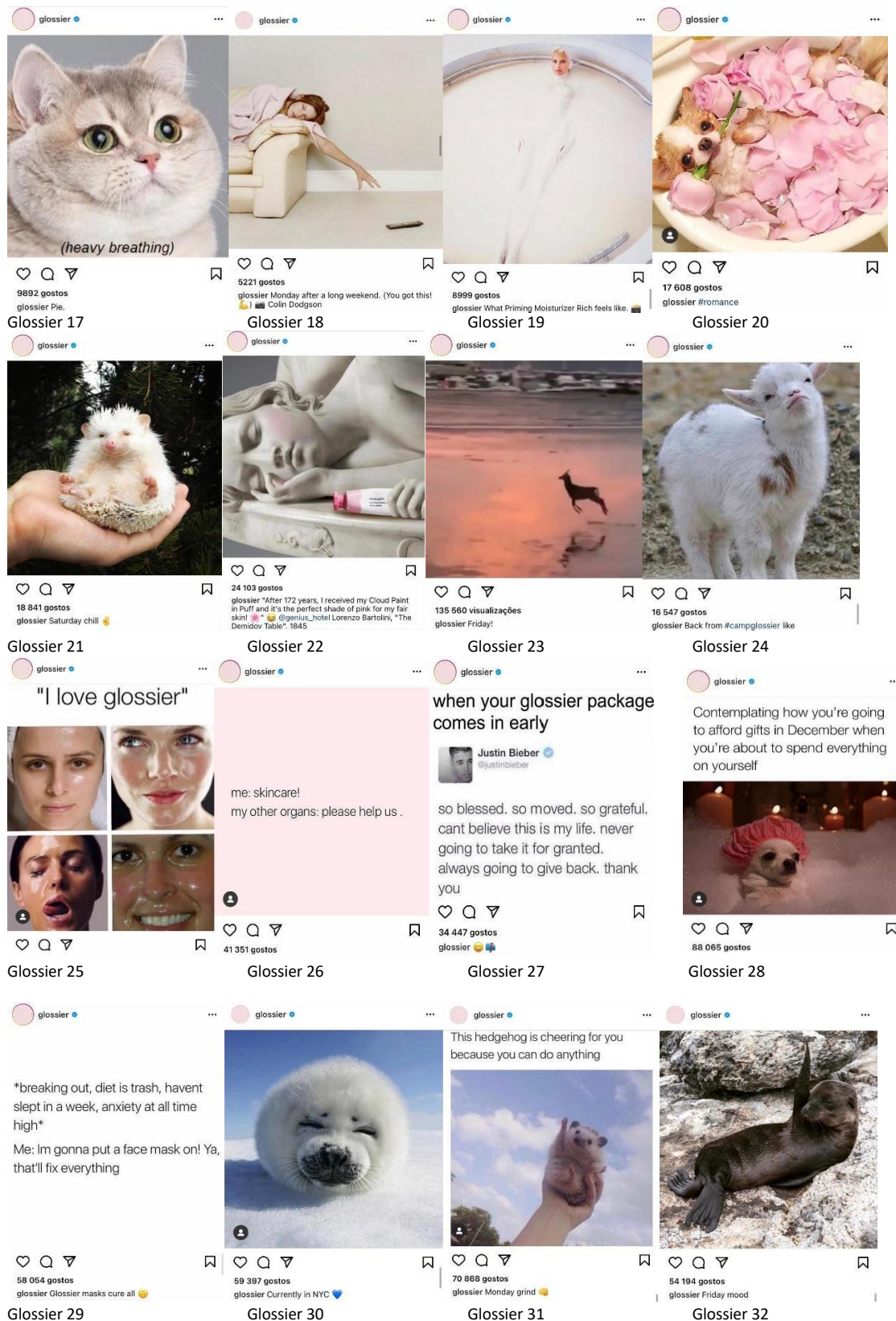
9740 gostos
glossier When you stock up on Glossier during the free shipping sale 📦 Today only! 🙌 Clever #art by @flyingnaches

Glossier 15

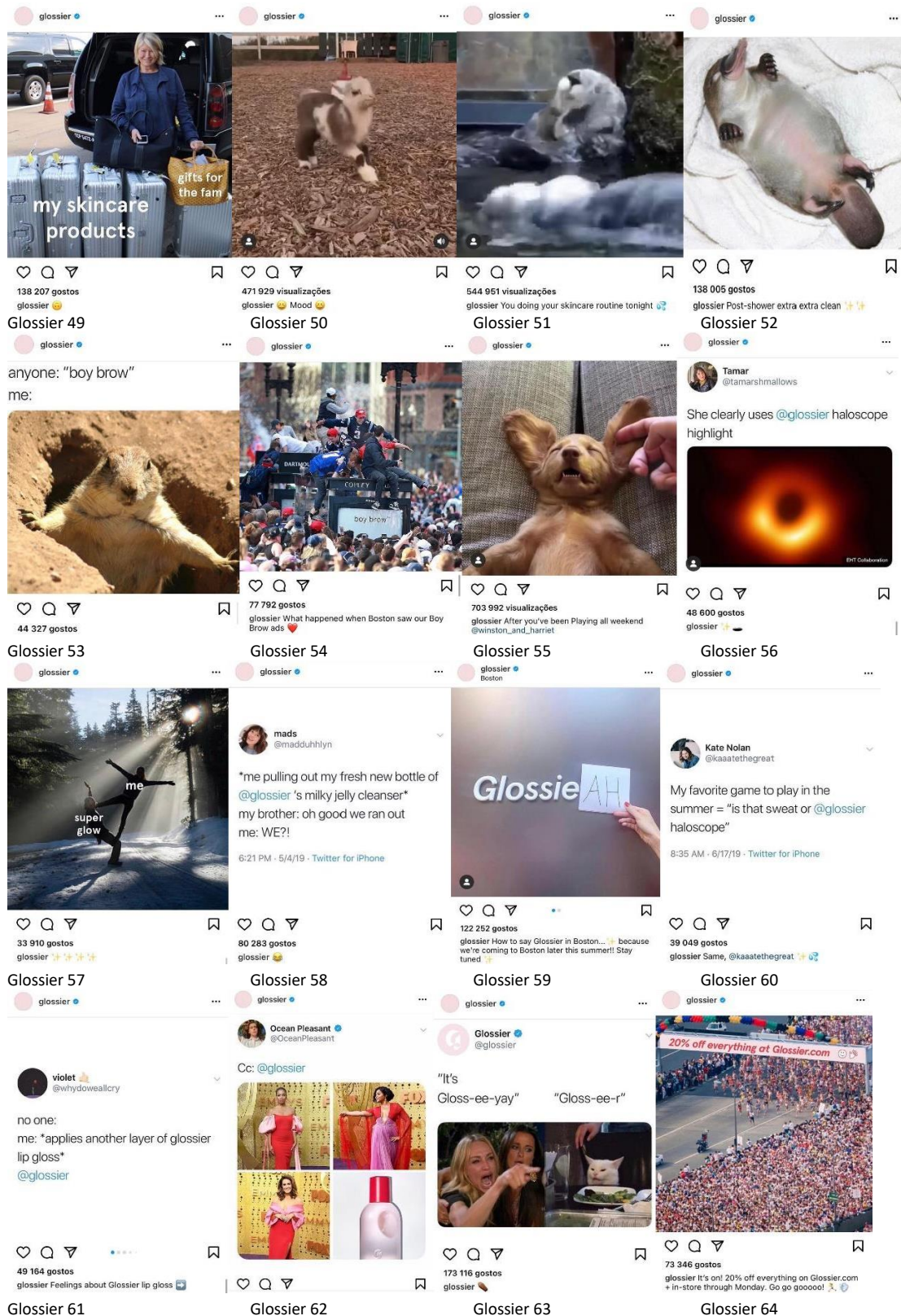
5295 gostos
glossier Weekend chill. Rg @michelgaubert
Ver todos os 77 comentários

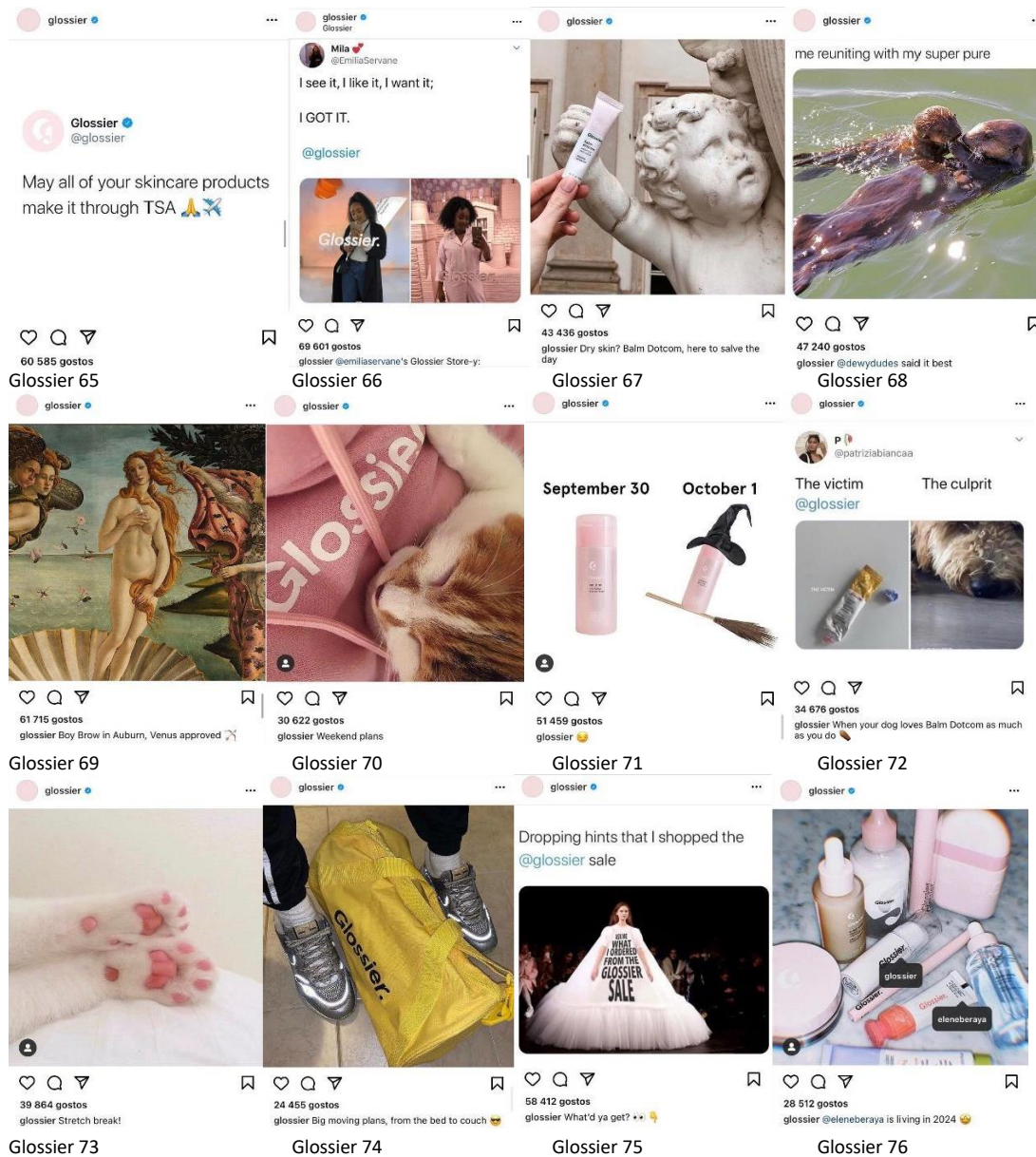
Glossier 16

When your makeup on point & your hair on point & you just generally on point









When someone asks me "what're you doing tonight?" But it's 11:57 and my serums have already been applied.

me returning to the comfort of my own space after being around people for too long

I guess it's the curse of being a devastatingly beautiful woman

Oh, you should see your face

What's the matter with it?

It's lovely.

2893 gostos
paulaschoice Skincare > Booty calls via @betches

Paula's Choice 1

2715 gostos
paulaschoice Sorry, I can't hang out. I've got a shelf of skincare waiting for me at home! via @spiritualthoughts

Paula's Choice 2

1140 gostos
paulaschoice May you have the unbridled confidence of Blanche Devereaux. via @feministvoice

Paula's Choice 3

1275 gostos
paulaschoice May your Valentine's Day be filled with Cary Grant-esque compliments. 💖

Paula's Choice 4

YOUR BODY IS BEAUTIFUL IF:

- you have a body
- that's it
- you're beautiful
- you win
- congratulations

1823 gostos
paulaschoice We believe in #bodylove

Paula's Choice 5

1392 gostos
paulaschoice "Did someone say spa day? Don't leave meow-ti!"

Paula's Choice 6

1052 gostos
paulaschoice We'll be making this situation a little less plausible next week... #keepitgentle via @please

Paula's Choice 7

1371 gostos
paulaschoice Big little lies. via @emersonrosemontrose

Paula's Choice 8

Colleges should really teach courses on how to do taxes and the necessity of a daily skincare routine

"If I had to pick between water and my 2% BHA Liquid... Guess I'm drinking mimosas all summer."

Betty T.
@BeautyByBetty

my future lover: *strokes my cheek* me: 😊
me on the inside: you're clogging my pores...

My poor pores...

953 gostos
paulaschoice "Small particulate matter" pollutes the air and penetrates pores, making skin look dull and textured. We've got something roomingsoon to help interrupt these effects and keep skin healthy.

2172 gostos
paulaschoice You know, the important things in life. via @betches

Paula's Choice 9

769 gostos
paulaschoice Cheers, @justdathings... #pcturns23

Paula's Choice 10

3338 gostos
paulaschoice No touching! 🙅

Paula's Choice 11

Paula's Choice 12

Being in a relationship is cool and all...
but have you ever applied 20 different products to your skin?

I have a scary amount of laundry to do, but at least my skin looks glowing and dewy.

Me after I finish a bottle of 2% BHA Liquid...
Thank u, next.

Me in my 20s vs. me now:
Fewer questionable choices + daily use of leave-on exfoliant

2808 gostos
paulaschoice Raise your hand if you're dating your skin care routine...

Paula's Choice 13

1798 gostos
paulaschoice That feeling when your place is a mess because you were busy applying serums...

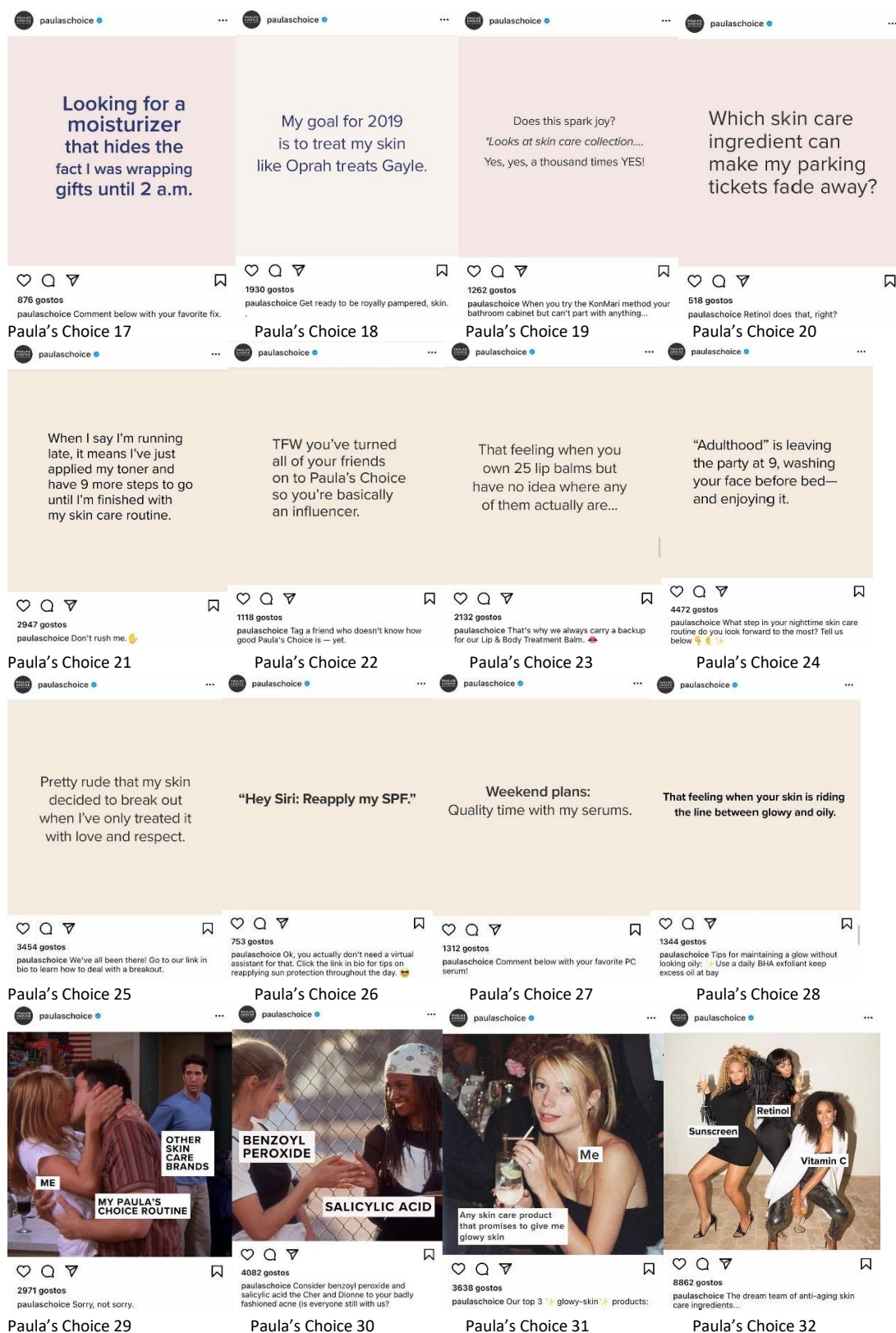
Paula's Choice 14

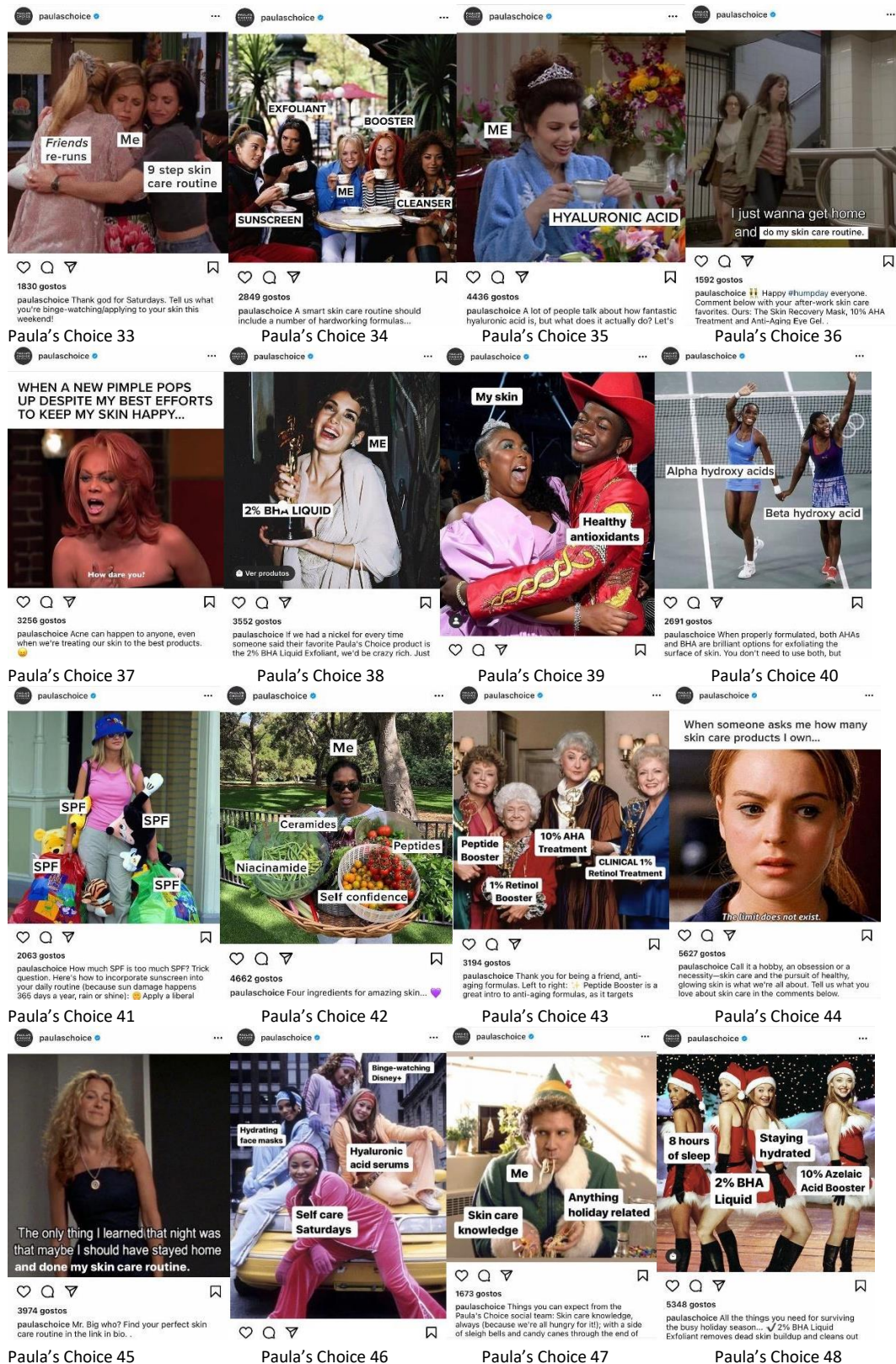
2104 gostos
paulaschoice More, please!

Paula's Choice 15

1025 gostos
paulaschoice Some things get better with age.

Paula's Choice 16





278

279

4. Comments and Likes Average of each Brand²

4.1.1. Average of Curology's Likes

90	89	88	87	86	85	84	83	82	81
1282	3470	1971	1836	1358	1527	1153	4736	2275	2477
858	1391	3807	2121	1493	1892	2153	2283	2639	2593
1966	2292	3367	1974	1343	2891	1336	1515	2337	3215
1238	1242	1836	1371	1214	2309	2040	2401	2477	1509
2035	1504	2121	1358	1990	1624	922	12946	2593	2916
1936	962	1974	1493	2535	1426	865	10212	3215	2657
3470	1414	1371	1343	2085	1827	1251	7826	1509	2012
1391	560	1358	1214	1527	5573	6338	2342	2916	2691
2292	1779	1493	1990	1892	1939	1571	2700	2657	3403
1242	2713	1343	2535	2891	1470	730	2220	2012	10007
1504	1492	1214	2085	2309	1763	3405	2275	2691	1698
962	1254	1990	1527	1624	1414	1030	2639	3403	1017
1414	1068	2535	1892	1426	1238	1780	2337	10007	1298
560	4226	2085	2891	1827	1803	3934	2477	1698	2119
1779	2674	1527	2309	5573	2855	3167	2593	1017	2898
2713	1840	1892	1624	1939	1514	872	3215	1298	6847
1492	1596	2891	1426	1470	3090	1233	1509	2119	2426
1254	2277	2309	1827	1763	1957	1191	2916	2898	4774
1068	2836	1624	5573	1414	1847	1131	2657	6847	2144
4226	1436	1426	1939	1238	2544	2710	2012	2426	2229
2674	2113	1827	1470	1803	2008	2171	2691	4774	3407
1840	2072	5573	1763	2855	1427	1953	3403	2144	4214
1596	1407	1939	1414	1514	1709	1749	10007	2229	2357
2277	1380	1470	1238	3090	1861	1237	1698	3407	2968
2836	1356	1763	1803	1957	1773	2169	1017	4214	1829
1436	954	1414	2855	1847	1501	1760	1298	2357	5788
2113	1823	1238	1514	2544	1675	3454	2119	2968	5761
2072	1837	1803	3090	2008	1020	4263	2898	1829	1335
1407	1380	2855	1957	1427	1176	4428	6847	5788	2764
1380	1971	1514	1847	1709	525	1148	2426	5761	1932
1356	3807	3090	2544	1861	2438	2401	4774	1335	2767
954	3367	1957	2008	1773	1153	531	2144	2764	1417

² The following attachments were built on Excel. The author apologizes for some unformatting.

2277	2113	1823	1836	1847	1427	1501	2153	932	2229	1932	2512	6214	2968
2836	2072	1837	2121	2544	1709	1675	1336	2130	3407	2767	1963	2034	1319
1436	1407	1380	1974	2008	1861	1020	2040	1380	4214	1417	810	2968	1867
2113	1380	1971	1371	1427	1773	1176	922	589	2357	2512	1386	1319	2629
2072	1356	3807	1358	1709	1501	525	865	910	2968	1963	2920	1867	2228
1407	954	3367	1493	1861	1675	2438	1251	594	1829	810	2501	2629	4315
1380	1823	1836	1343	1773	1020	1153	6338	1391	5788	1386	1902	2228	2587
1356	1837	2121	1214	1501	1176	2153	1571	527	5761	2920	1698	4315	4530
954	1380	1974	1990	1675	525	1336	730	939	1335	2501	6911	2587	1732
1823	1971	1371	2535	1020	2438	2040	3405	1060	2764	1902	1639	4530	1414
1837	3807	1358	2085	1176	1153	922	1030	960	1932	1698	6214	1732	1525
1380	3367	1493	1527	525	2153	865	1780	3145	2767	6911	2034	1414	3304
1971	1836	1343	1892	2438	1336	1251	3934	807	1417	1639	2968	1525	9958
3807	2121	1214	2891	1153	2040	6338	3167	908	2512	6214	1319	3304	2016
3367	1974	1990	2309	2153	922	1571	872	4722	1963	2034	1867	9958	4300
1836	1371	2535	1624	1336	865	730	1233	1545	810	2968	2629	2016	1675
2121	1358	2085	1426	2040	1251	3405	1191	927	1386	1319	2228	4300	1195
1974	1493	1527	1827	922	6338	1030	1131	1139	2920	1867	4315	1675	2140
1371	1343	1892	5573	865	1571	1780	2710	975	2501	2629	2587	1195	874
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1493	1990	2309	1470	6338	3405	3167	1953	892	1698	4315	1732	874	1677
1343	2535	1624	1763	1571	1030	872	1749	1050	6911	2587	1414	3705	2032
1214	2085	1426	1414	730	1780	1233	1237	1049	1639	4530	1525	1677	1687
1990	1527	1827	1238	3405	3934	1191	2169	1621	6214	1732	3304	2032	1602
2535	1892	5573	1803	1030	3167	1131	1760	2658	2034	1414	9958	1687	1466
2085	2891	1939	2855	1780	872	2710	3454	1713	2968	1525	2016	1602	1679
1527	2309	1470	1514	3934	1233	2171	4263	1981	1319	3304	4300	1466	2798
1892	1624	1763	3090	3167	1191	1953	4428	2684	1867	9958	1675	1679	1526
2891	1426	1414	1957	872	1131	1749	1148	2541	2629	2016	1195	2798	1856

1805,197	1816,82	1898,082	1949,59	1977,508	1885,869	1906,869	2012,459	1788,984	3199,574	2944,295	2942,967	2716,41	2727,344
06/jun	06/jun	06/jun	06/jun	06/jun	06/jun	06/jun	06/jun	06/jun	06/jun	06/jun	06/jun	06/jun	06/jun

7 8	7 7	7 6	7 5	7 4	7 3	7 2	7 1	7 0	6 9	6 8	6 7	6 6	6 5
4774	3407	4214	2764	1867	4315	2587	1414	4300	1856	1208	1876	1657	1322
2144	4214	2357	1932	2629	2587	4530	1525	1675	2006	2711	3238	2141	8129
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3407	2968	1829	1417	4315	1732	1414	9958	2140	2373	3042	1673	8129	6512
4214	1829	5788	2512	2587	1414	1525	2016	874	2730	1180	1672	2138	1157
2357	5788	5761	1963	4530	1525	3304	4300	3705	2244	6373	1286	6512	1722
2968	5761	1335	810	1732	3304	9958	1675	1677	1208	2500	2744	1157	4297
1829	1335	2764	1386	1414	9958	2016	1195	2032	2711	2132	1657	1722	2117
5788	2764	1932	2920	1525	2016	4300	2140	1687	4304	3430	2141	4297	2207
5761	1932	2767	2501	3304	4300	1675	874	1602	3042	1876	1322	2117	2901
1335	2767	1417	1902	9958	1675	1195	3705	1466	1180	3238	8129	2207	2473
2764	1417	2512	1698	2016	1195	2140	1677	1679	6373	1371	2138	2901	1204
1932	2512	1963	6911	4300	2140	874	2032	2798	2500	1673	6512	2473	7128
2767	1963	810	1639	1675	874	3705	1687	1526	2132	1672	1157	1204	16429
1417	810	1386	6214	1195	3705	1677	1602	1856	3430	1286	1722	7128	1471
2512	1386	2920	2034	2140	1677	2032	1466	2006	1876	2744	4297	16429	1344
1963	2920	2501	2968	874	2032	1687	1679	1459	3238	1657	2117	1471	1384
810	2501	1902	1319	3705	1687	1602	2798	2373	1371	2141	2207	1344	1740
1386	1902	1698	1867	1677	1602	1466	1526	2730	1673	1322	2901	1384	1844
2920	1698	6911	2629	2032	1466	1679	1856	2244	1672	8129	2473	1740	1176
2501	6911	1639	2228	1687	1679	2798	2006	1208	1286	2138	1204	1844	1868
1902	1639	6214	4315	1602	2798	1526	1459	2711	2744	6512	7128	1176	8517
1698	6214	2034	2587	1466	1526	1856	2373	4304	1657	1157	16429	1868	5546
6911	2034	2968	4530	1679	1856	2006	2730	3042	2141	1722	1471	8517	1559
1639	2968	1319	1732	2798	2006	1459	2244	1180	1322	4297	1344	5546	2116
6214	1319	1867	1414	1526	1459	2373	1208	6373	8129	2117	1384	1559	1642
2034	1867	2629	1525	1856	2373	2730	2711	2500	2138	2207	1740	2116	1835
2968	2629	2228	3304	2006	2730	2244	4304	2132	6512	2901	1844	1642	2054
1319	2228	4315	9958	1459	2244	1208	3042	3430	1157	2473	1176	1835	10023
1867	4315	2587	2016	2373	1208	2711	1180	1876	1722	1204	1868	2054	2697
2629	2587	4530	4300	2730	2711	4304	6373	3238	4297	7128	8517	10023	1494

2228	4530	1732	1675	2244	4304	3042	2500	1371	2117	16429	5546	2697	1215
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4315	1732	1414	1195	1208	3042	1180	2132	1673	2207	1471	1559	1494	1450
2587	1414	1525	2140	2711	1180	6373	3430	1672	2901	1344	2116	1215	1589
4530	1525	3304	874	4304	6373	2500	1876	1286	2473	1384	1642	1450	6084
1732	3304	9958	3705	3042	2500	2132	3238	2744	1204	1740	1835	1589	5234
1414	9958	2016	1677	1180	2132	3430	1371	1657	7128	1844	2054	6084	2645
1525	2016	4300	2032	6373	3430	1876	1673	2141	16429	1176	10023	5234	1323
3304	4300	1675	1687	2500	1876	3238	1672	1322	1471	1868	2697	2645	1310
9958	1675	1195	1602	2132	3238	1371	1286	8129	1344	8517	1494	1323	2829
2016	1195	2140	1466	3430	1371	1673	2744	2138	1384	5546	1215	1310	1438
4300	2140	874	1679	1876	1673	1672	1657	6512	1740	1559	1450	2829	2844
1675	874	3705	2798	3238	1672	1286	2141	1157	1844	2116	1589	1438	10076
1195	3705	1677	1526	1371	1286	2744	1322	1722	1176	1642	6084	2844	2775
2140	1677	2032	1856	1673	2744	1657	8129	4297	1868	1835	5234	10076	2612
874	2032	1687	2006	1672	1657	2141	2138	2117	8517	2054	2645	2775	2934
3705	1687	1602	1459	1286	2141	1322	6512	2207	5546	10023	1323	2612	1559
1677	1602	1466	2373	2744	1322	8129	1157	2901	1559	2697	1310	2934	1534
2032	1466	1679	2730	1657	8129	2138	1722	2473	2116	1494	2829	1559	5058
1687	1679	2798	2244	2141	2138	6512	4297	1204	1642	1215	1438	1534	3459
1602	2798	1526	1208	1322	6512	1157	2117	7128	1835	1450	2844	5058	4770
1466	1526	1856	2711	8129	1157	1722	2207	16429	2054	1589	10076	3459	4072
1679	1856	2006	4304	2138	1722	4297	2901	1471	10023	6084	2775	4770	1295
2798	2006	1459	3042	6512	4297	2117	2473	1344	2697	5234	2612	4072	3204
1526	1459	2373	1180	1157	2117	2207	1204	1384	1494	2645	2934	1295	1996
1856	2373	2730	6373	1722	2207	2901	7128	1740	1215	1323	1559	3204	2519
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2730	2711	4304	1876	2901	7128	16429	1384	8517	5234	2844	4770	3119	6274
2244	4304	3042	3238	2473	16429	1471	1740	5546	2645	10076	4072	1109	1438

2649,049	2633,902	2627,918	2570,164	2600,689	2896,377	2849,754	2777,934	2789,967	3007,689	3124,934	3155,967	3197,787	3261,951
06/jun	06/jun	06/jun	06/jun	06/jun	06/jun	06/jun	06/jun	07/jun	07/jun	07/jun	07/jun	07/jun	07/jun

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1157	1868	1559	1494	1589	1323	2829	2934	3119	1669	1916	2309	1580	2171
1722	8517	2116	1215	6084	1310	1438	1559	1109	6296	2094	1580	2198	1769
4297	5546	1642	1450	5234	2829	2844	1534	6274	1281	2309	2198	1800	3205
2117	1559	1835	1589	2645	1438	10076	5058	1438	8644	1580	1800	2171	1723
2207	2116	2054	6084	1323	2844	2775	3459	2530	1529	2198	2171	1769	7963
2901	1642	10023	5234	1310	10076	2612	4770	1425	1916	1800	1769	3205	6484
2473	1835	2697	2645	2829	2775	2934	4072	5790	2094	2171	3205	1723	2068
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7128	10023	1215	1310	2844	2934	1534	3204	1456	1580	3205	7963	6484	1529
16429	2697	1450	2829	10076	1559	5058	1996	1669	2198	1723	6484	2068	1099
1471	1494	1589	1438	2775	1534	3459	2519	6296	1800	7963	2068	2650	6168
1344	1215	6084	2844	2612	5058	4770	3169	1281	2171	6484	2650	1529	1690
1384	1450	5234	10076	2934	3459	4072	3119	8644	1769	2068	1529	1099	1657
1740	1589	2645	2775	1559	4770	1295	1109	1529	3205	2650	1099	6168	1747
1844	6084	1323	2612	1534	4072	3204	6274	1916	1723	1529	6168	1690	2046
1176	5234	1310	2934	5058	1295	1996	1438	2094	7963	1099	1690	1657	2731
1868	2645	2829	1559	3459	3204	2519	2530	2309	6484	6168	1657	1747	1656
8517	1323	1438	1534	4770	1996	3169	1425	1580	2068	1690	1747	2046	5479
5546	1310	2844	5058	4072	2519	3119	5790	2198	2650	1657	2046	2731	2009
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2116	1438	2775	4770	3204	3119	6274	1456	2171	1099	2046	1656	5479	2684
1642	2844	2612	4072	1996	1109	1438	1669	1769	6168	2731	5479	2009	1589
1835	10076	2934	1295	2519	6274	2530	6296	3205	1690	1656	2009	3665	4512
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10023	2612	1534	1996	3119	2530	5790	8644	7963	1747	2009	2684	1589	3621
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1494	1559	3459	3169	6274	5790	1456	1916	2068	2731	2684	4512	2503	3227
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1450	5058	4072	1109	2530	1456	6296	2309	1529	5479	4512	3621	1655	4450
1589	3459	1295	6274	1425	1669	1281	1580	1099	2009	2503	1655	3227	2413
6084	4770	3204	1438	5790	6296	8644	2198	6168	3665	3621	3227	6129	1819

5234	4072	1996	2530	1404	1281	1529	1800	1690	2684	1655	6129	4450	1979
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2645	1295	2519	1425	1456	8644	1916	2171	1657	1589	3227	4450	2413	4687
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1310	1996	3119	1404	6296	1916	2309	3205	2046	2503	4450	1819	1979	3877
2829	2519	1109	1456	1281	2094	1580	1723	2731	3621	2413	1979	4687	1331
1438	3169	6274	1669	8644	2309	2198	7963	1656	1655	1819	4687	1875	2604
2844	3119	1438	6296	1529	1580	1800	6484	5479	3227	1979	1875	3877	7995
10076	1109	2530	1281	1916	2198	2171	2068	2009	6129	4687	3877	1331	2603
2775	6274	1425	8644	2094	1800	1769	2650	3665	4450	1875	1331	2604	2665
2612	1438	5790	1529	2309	2171	3205	1529	2684	2413	3877	2604	7995	4355
2934	2530	1404	1916	1580	1769	1723	1099	1589	1819	1331	7995	2603	1620
1559	1425	1456	2094	2198	3205	7963	6168	4512	1979	2604	2603	2665	1521
1534	5790	1669	2309	1800	1723	6484	1690	2503	4687	7995	2665	4355	1434
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3459	1456	1281	2198	1769	6484	2650	1747	1655	3877	2665	1620	1521	2420
4770	1669	8644	1800	3205	2068	1529	2046	3227	1331	4355	1521	1434	2212
4072	6296	1529	2171	1723	2650	1099	2731	6129	2604	1620	1434	1292	2500
1295	1281	1916	1769	7963	1529	6168	1656	4450	7995	1521	1292	2420	2021
3204	8644	2094	3205	6484	1099	1690	5479	2413	2603	1434	2420	2212	2979
1996	1529	2309	1723	2068	6168	1657	2009	1819	2665	1292	2212	2500	3582
2519	1916	1580	7963	2650	1690	1747	3665	1979	4355	2420	2500	2021	2587
3169	2094	2198	6484	1529	1657	2046	2684	4687	1620	2212	2021	2979	1940
3119	2309	1800	2068	1099	1747	2731	1589	1875	1521	2500	2979	3582	1398
1109	1580	2171	2650	6168	2046	1656	4512	3877	1434	2021	3582	2587	4707
6274	2198	1769	1529	1690	2731	5479	2503	1331	1292	2979	2587	1940	4062
1438	1800	3205	1099	1657	1656	2009	3621	2604	2420	3582	1940	1398	1764
2530	2171	1723	6168	1747	5479	3665	1655	7995	2212	2587	1398	4707	1976
1425	1769	7963	1690	2046	2009	2684	3227	2603	2500	1940	4707	4062	1743
5790	3205	6484	1657	2731	3665	1589	6129	2665	2021	1398	4062	1764	1670
1404	1723	2068	1747	1656	2684	4512	4450	4355	2979	4707	1764	1976	1300
3147,984 07/jun	3001,197 07/jun	3010,77 07/jun	2922,475 07/jun	2959,754 07/jun	2931,639 07/jun	2988,492 07/jun	2972,279 07/jun	3015,459 07/jun	2908,148 07/jun	2822,82 07/jun	2852,59 07/jun	2847,131 07/jun	2832,951 07/jun

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7963	2650	1656	2684	6129	3877	1331	1620	1940	14558	1891	1940	2746	2699
6484	1529	5479	1589	4450	1331	2604	1521	1398	3498	1940	1659	5109	1533
2068	1099	2009	4512	2413	2604	7995	1434	4707	21012	1659	1816	3036	4096
2650	6168	3665	2503	1819	7995	2603	1292	4062	1784	1816	2746	2710	5570
1529	1690	2684	3621	1979	2603	2665	2420	1764	1891	2746	5109	1050	2013
1099	1657	1589	1655	4687	2665	4355	2212	1976	1940	5109	3036	2323	2453
6168	1747	4512	3227	1875	4355	1620	2500	1743	1659	3036	2710	2699	6815
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1657	2731	3621	4450	1331	1521	1434	2979	1300	2746	1050	2323	4096	1595
1747	1656	1655	2413	2604	1434	1292	3582	1568	5109	2323	2699	5570	1793
2046	5479	3227	1819	7995	1292	2420	2587	14558	3036	2699	1533	2013	2130
2731	2009	6129	1979	2603	2420	2212	1940	3498	2710	1533	4096	2453	1701
1656	3665	4450	4687	2665	2212	2500	1398	21012	1050	4096	5570	6815	11422
5479	2684	2413	1875	4355	2500	2021	4707	1784	2323	5570	2013	1756	7233
2009	1589	1819	3877	1620	2021	2979	4062	1891	2699	2013	2453	1595	2629
3665	4512	1979	1331	1521	2979	3582	1764	1940	1533	2453	6815	1793	2990
2684	2503	4687	2604	1434	3582	2587	1976	1659	4096	6815	1756	2130	3682
1589	3621	1875	7995	1292	2587	1940	1743	1816	5570	1756	1595	1701	4074
4512	1655	3877	2603	2420	1940	1398	1670	2746	2013	1595	1793	11422	2205
2503	3227	1331	2665	2212	1398	4707	1300	5109	2453	1793	2130	7233	2087
3621	6129	2604	4355	2500	4707	4062	1568	3036	6815	2130	1701	2629	2136
1655	4450	7995	1620	2021	4062	1764	14558	2710	1756	1701	11422	2990	3743
3227	2413	2603	1521	2979	1764	1976	3498	1050	1595	11422	7233	3682	852
6129	1819	2665	1434	3582	1976	1743	21012	2323	1793	7233	2629	4074	2106
4450	1979	4355	1292	2587	1743	1670	1784	2699	2130	2629	2990	2205	2409
2413	4687	1620	2420	1940	1670	1300	1891	1533	1701	2990	3682	2087	3733
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1979	3877	1434	2500	4707	1568	14558	1659	5570	7233	4074	2205	3743	2366
4687	1331	1292	2021	4062	14558	3498	1816	2013	2629	2205	2087	852	2598
1875	2604	2420	2979	1764	3498	21012	2746	2453	2990	2087	2136	2106	3309
3877	7995	2212	3582	1976	21012	1784	5109	6815	3682	2136	3743	2409	2064

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7995	4355	2979	1398	1300	1940	1659	1050	1793	2087	2106	2409	2366	1855
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4355	1434	1940	1764	3498	2746	5109	1533	11422	852	1762	2366	2064	1936
1620	1292	1398	1976	21012	5109	3036	4096	7233	2106	2366	2598	1397	1724
1521	2420	4707	1743	1784	3036	2710	5570	2629	2409	2598	3309	2425	1626
1434	2212	4062	1670	1891	2710	1050	2013	2990	3733	3309	2064	1855	11069
1292	2500	1764	1300	1940	1050	2323	2453	3682	1762	2064	1397	4954	2417
2420	2021	1976	1568	1659	2323	2699	6815	4074	2366	1397	2425	1567	5610
2212	2979	1743	14558	1816	2699	1533	1756	2205	2598	2425	1855	1936	2384
2500	3582	1670	3498	2746	1533	4096	1595	2087	3309	1855	4954	1724	6126
2021	2587	1300	21012	5109	4096	5570	1793	2136	2064	4954	1567	1626	1251
2979	1940	1568	1784	3036	5570	2013	2130	3743	1397	1567	1936	11069	2952
3582	1398	14558	1891	2710	2013	2453	1701	852	2425	1936	1724	2417	1417
2587	4707	3498	1940	1050	2453	6815	11422	2106	1855	1724	1626	5610	2784
1940	4062	21012	1659	2323	6815	1756	7233	2409	4954	1626	11069	2384	1549
1398	1764	1784	1816	2699	1756	1595	2629	3733	1567	11069	2417	6126	1204
4707	1976	1891	2746	1533	1595	1793	2990	1762	1936	2417	5610	1251	1414
4062	1743	1940	5109	4096	1793	2130	3682	2366	1724	5610	2384	2952	2534
1764	1670	1659	3036	5570	2130	1701	4074	2598	1626	2384	6126	1417	1698
1976	1300	1816	2710	2013	1701	11422	2205	3309	11069	6126	1251	2784	923
1743	1568	2746	1050	2453	11422	7233	2087	2064	2417	1251	2952	1549	3966
1670	14558	5109	2323	6815	7233	2629	2136	1397	5610	2952	1417	1204	1428
1300	3498	3036	2699	1756	2629	2990	3743	2425	2384	1417	2784	1414	2788
1568	21012	2710	1533	1595	2990	3682	852	1855	6126	2784	1549	2534	5061
14558	1784	1050	4096	1793	3682	4074	2106	4954	1251	1549	1204	1698	2331
3498	1891	2323	5570	2130	4074	2205	2409	1567	2952	1204	1414	923	1729
21012	1940	2699	2013	1701	2205	2087	3733	1936	1417	1414	2534	3966	1616

3353,738	3175,049	3205,066	3211,672	3186,295	3364,705	3335,361	3227,59	3261,443	3498,295	2942,541	2953,082	2972,295	2939,164
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6815	7233	3309	2417	5610	6126	2784	1414	1616	1731	2259	3317	2018	2832
1756	2629	2064	5610	2384	1251	1549	2534	4293	1660	1127	2787	1188	2250
1595	2990	1397	2384	6126	2952	1204	1698	1041	2084	3443	6367	2004	2343
1793	3682	2425	6126	1251	1417	1414	923	1484	5097	2869	2018	1134	2106
2130	4074	1855	1251	2952	2784	2534	3966	2464	2259	2707	1188	2751	2706
1701	2205	4954	2952	1417	1549	1698	1428	1644	1127	1225	2004	1570	811
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7233	2136	1936	2784	1549	1414	3966	5061	1731	2869	2905	2751	2556	6413
2629	3743	1724	1549	1204	2534	1428	2331	1660	2707	1692	1570	1231	1563
2990	852	1626	1204	1414	1698	2788	1729	2084	1225	4568	2538	1091	1836
3682	2106	11069	1414	2534	923	5061	1616	5097	3590	1863	2556	2832	5725
4074	2409	2417	2534	1698	3966	2331	4293	2259	2905	1416	1231	2250	1615
2205	3733	5610	1698	923	1428	1729	1041	1127	1692	2288	1091	2343	1250
2087	1762	2384	923	3966	2788	1616	1484	3443	4568	2240	2832	2106	2083
2136	2366	6126	3966	1428	5061	4293	2464	2869	1863	2431	2250	2706	3377
3743	2598	1251	1428	2788	2331	1041	1644	2707	1416	2796	2343	811	1406
852	3309	2952	2788	5061	1729	1484	2055	1225	2288	2002	2106	1549	3907
2106	2064	1417	5061	2331	1616	2464	1731	3590	2240	3317	2706	6413	4049
2409	1397	2784	2331	1729	4293	1644	1660	2905	2431	2787	811	1563	807
3733	2425	1549	1729	1616	1041	2055	2084	1692	2796	6367	1549	1836	1091
1762	1855	1204	1616	4293	1484	1731	5097	4568	2002	2018	6413	5725	2540
2366	4954	1414	4293	1041	2464	1660	2259	1863	3317	1188	1563	1615	1291
2598	1567	2534	1041	1484	1644	2084	1127	1416	2787	2004	1836	1250	2111
3309	1936	1698	1484	2464	2055	5097	3443	2288	6367	1134	5725	2083	1164
2064	1724	923	2464	1644	1731	2259	2869	2240	2018	2751	1615	3377	1558
1397	1626	3966	1644	2055	1660	1127	2707	2431	1188	1570	1250	1406	1581
2425	11069	1428	2055	1731	2084	3443	1225	2796	2004	2538	2083	3907	1990
1855	2417	2788	1731	1660	5097	2869	3590	2002	1134	2556	3377	4049	2541
4954	5610	5061	1660	2084	2259	2707	2905	3317	2751	1231	1406	807	2266
1567	2384	2331	2084	5097	1127	1225	1692	2787	1570	1091	3907	1091	1739
1936	6126	1729	5097	2259	3443	3590	4568	6367	2538	2832	4049	2540	5025

1724	1251	1616	2259	1127	2869	2905	1863	2018	2556	2250	807	1291	1209
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1626	2952	4293	1127	3443	2707	1692	1416	1188	1231	2343	1091	2111	1276
11069	1417	1041	3443	2869	1225	4568	2288	2004	1091	2106	2540	1164	6797
2417	2784	1484	2869	2707	3590	1863	2240	1134	2832	2706	1291	1558	822
5610	1549	2464	2707	1225	2905	1416	2431	2751	2250	811	2111	1581	1237
2384	1204	1644	1225	3590	1692	2288	2796	1570	2343	1549	1164	1990	2026
6126	1414	2055	3590	2905	4568	2240	2002	2538	2106	6413	1558	2541	1872
1251	2534	1731	2905	1692	1863	2431	3317	2556	2706	1563	1581	2266	1878
2952	1698	1660	1692	4568	1416	2796	2787	1231	811	1836	1990	1739	1424
1417	923	2084	4568	1863	2288	2002	6367	1091	1549	5725	2541	5025	1804
2784	3966	5097	1863	1416	2240	3317	2018	2832	6413	1615	2266	1209	1444
1549	1428	2259	1416	2288	2431	2787	1188	2250	1563	1250	1739	1276	3378
1204	2788	1127	2288	2240	2796	6367	2004	2343	1836	2083	5025	6797	4036
1414	5061	3443	2240	2431	2002	2018	1134	2106	5725	3377	1209	822	9770
2534	2331	2869	2431	2796	3317	1188	2751	2706	1615	1406	1276	1237	903
1698	1729	2707	2796	2002	2787	2004	1570	811	1250	3907	6797	2026	1975
923	1616	1225	2002	3317	6367	1134	2538	1549	2083	4049	822	1872	2021
3966	4293	3590	3317	2787	2018	2751	2556	6413	3377	807	1237	1878	1770
1428	1041	2905	2787	6367	1188	1570	1231	1563	1406	1091	2026	1424	919
2788	1484	1692	6367	2018	2004	2538	1091	1836	3907	2540	1872	1804	4580
5061	2464	4568	2018	1188	1134	2556	2832	5725	4049	1291	1878	1444	994
2331	1644	1863	1188	2004	2751	1231	2250	1615	807	2111	1424	3378	2056
1729	2055	1416	2004	1134	1570	1091	2343	1250	1091	1164	1804	4036	1101
1616	1731	2288	1134	2751	2538	2832	2106	2083	2540	1558	1444	9770	3809
4293	1660	2240	2751	1570	2556	2250	2706	3377	1291	1581	3378	903	1551
1041	2084	2431	1570	2538	1231	2343	811	1406	2111	1990	4036	1975	1225
1484	5097	2796	2538	2556	1091	2106	1549	3907	1164	2541	9770	2021	1699
2464	2259	2002	2556	1231	2832	2706	6413	4049	1558	2266	903	1770	941
1644	1127	3317	1231	1091	2250	811	1563	807	1581	1739	1975	919	3284
2055	3443	2787	1091	2832	2343	1549	1836	1091	1990	5025	2021	4580	1871

2850,918	2690,082	2593,213	2437,836	2444,639	2388,885	2313,902	2383,984	2407,557	2368,836	2385,213	2425,393	2340,115	2347,492
10/jun	10/jun	10/jun	10/jun	10/jun	10/jun	10/jun	10/jun	10/jun	10/jun	10/jun	10/jun	10/jun	10/jun

2 2	2 1	2 0	1 9	1 8	1 7	1 6	1 5	1 4	1 3	1 2	1 1	1 0	9
2106	1836	2083	3377	2540	1209	1804	4036	919	1551	1094	2491	8325	8484
2706	5725	3377	1406	1291	1276	1444	9770	4580	1225	2136	2671	756	1635
811	1615	1406	3907	2111	6797	3378	903	994	1699	1519	6823	2219	1265
1549	1250	3907	4049	1164	822	4036	1975	2056	941	1648	1373	735	1083
6413	2083	4049	807	1558	1237	9770	2021	1101	3284	914	2657	3930	1667
1563	3377	807	1091	1581	2026	903	1770	3809	1871	1995	1396	1954	2373
1836	1406	1091	2540	1990	1872	1975	919	1551	3680	4727	1563	3966	1404
5725	3907	2540	1291	2541	1878	2021	4580	1225	1241	2293	1448	1323	1931
1615	4049	1291	2111	2266	1424	1770	994	1699	3347	1634	1253	989	1365
1250	807	2111	1164	1739	1804	919	2056	941	1161	965	1269	1604	1033
2083	1091	1164	1558	5025	1444	4580	1101	3284	1611	2673	1116	1101	1044
3377	2540	1558	1581	1209	3378	994	3809	1871	1324	2262	3690	1864	1069
1406	1291	1581	1990	1276	4036	2056	1551	3680	1094	1660	3238	1997	2010
3907	2111	1990	2541	6797	9770	1101	1225	1241	2136	1075	1166	794	2694
4049	1164	2541	2266	822	903	3809	1699	3347	1519	2491	2033	1506	1503
807	1558	2266	1739	1237	1975	1551	941	1161	1648	2671	2039	1289	1916
1091	1581	1739	5025	2026	2021	1225	3284	1611	914	6823	4270	2204	2210
2540	1990	5025	1209	1872	1770	1699	1871	1324	1995	1373	1112	980	1187
1291	2541	1209	1276	1878	919	941	3680	1094	4727	2657	2543	1652	1836
2111	2266	1276	6797	1424	4580	3284	1241	2136	2293	1396	1574	1683	2223
1164	1739	6797	822	1804	994	1871	3347	1519	1634	1563	1160	928	1838
1558	5025	822	1237	1444	2056	3680	1161	1648	965	1448	1521	2588	1133
1581	1209	1237	2026	3378	1101	1241	1611	914	2673	1253	1238	1929	3140
1990	1276	2026	1872	4036	3809	3347	1324	1995	2262	1269	1485	2358	2327
2541	6797	1872	1878	9770	1551	1161	1094	4727	1660	1116	1030	1518	1000
2266	822	1878	1424	903	1225	1611	2136	2293	1075	3690	1187	1350	5443
1739	1237	1424	1804	1975	1699	1324	1519	1634	2491	3238	1137	2023	2677
5025	2026	1804	1444	2021	941	1094	1648	965	2671	1166	1482	2030	1799
1209	1872	1444	3378	1770	3284	2136	914	2673	6823	2033	1962	1569	1027
1276	1878	3378	4036	919	1871	1519	1995	2262	1373	2039	796	2955	1440
6797	1424	4036	9770	4580	3680	1648	4727	1660	2657	4270	8325	8484	1913

822	1804	9770	903	994	1241	914	2293	1075	1396	1112	756	1635	2340
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1237	1444	903	1975	2056	3347	1995	1634	2491	1563	2543	2219	1265	1936
2026	3378	1975	2021	1101	1161	4727	965	2671	1448	1574	735	1083	5304
1872	4036	2021	1770	3809	1611	2293	2673	6823	1253	1160	3930	1667	5392
1878	9770	1770	919	1551	1324	1634	2262	1373	1269	1521	1954	2373	3187
1424	903	919	4580	1225	1094	965	1660	2657	1116	1238	3966	1404	3321
1804	1975	4580	994	1699	2136	2673	1075	1396	3690	1485	1323	1931	3021
1444	2021	994	2056	941	1519	2262	2491	1563	3238	1030	989	1365	2698
3378	1770	2056	1101	3284	1648	1660	2671	1448	1166	1187	1604	1033	2181
4036	919	1101	3809	1871	914	1075	6823	1253	2033	1137	1101	1044	5726
9770	4580	3809	1551	3680	1995	2491	1373	1269	2039	1482	1864	1069	810
903	994	1551	1225	1241	4727	2671	2657	1116	4270	1962	1997	2010	781
1975	2056	1225	1699	3347	2293	6823	1396	3690	1112	796	794	2694	1387
2021	1101	1699	941	1161	1634	1373	1563	3238	2543	8325	1506	1503	1756
1770	3809	941	3284	1611	965	2657	1448	1166	1574	756	1289	1916	1097
919	1551	3284	1871	1324	2673	1396	1253	2033	1160	2219	2204	2210	4518
4580	1225	1871	3680	1094	2262	1563	1269	2039	1521	735	980	1187	2492
994	1699	3680	1241	2136	1660	1448	1116	4270	1238	3930	1652	1836	2136
2056	941	1241	3347	1519	1075	1253	3690	1112	1485	1954	1683	2223	4199
1101	3284	3347	1161	1648	2491	1269	3238	2543	1030	3966	928	1838	1783
3809	1871	1161	1611	914	2671	1116	1166	1574	1187	1323	2588	1133	1417
1551	3680	1611	1324	1995	6823	3690	2033	1160	1137	989	1929	3140	775
1225	1241	1324	1094	4727	1373	3238	2039	1521	1482	1604	2358	2327	4227
1699	3347	1094	2136	2293	2657	1166	4270	1238	1962	1101	1518	1000	1262
941	1161	2136	1519	1634	1396	2033	1112	1485	796	1864	1350	5443	5468
3284	1611	1519	1648	965	1563	2039	2543	1030	8325	1997	2023	2677	1057
1871	1324	1648	914	2673	1448	4270	1574	1187	756	794	2030	1799	1973
3680	1094	914	1995	2262	1253	1112	1160	1137	2219	1506	1569	1027	1165
1241	2136	1995	4727	1660	1269	2543	1521	1482	735	1289	2955	1440	2752
3347	1519	4727	2293	1075	1116	1574	1238	1962	3930	2204	8484	1913	1692

2361,311	2257,984	2239,262	2242,705	2171,098	2175,262	2226,475	2182,098	1982,23	2036,361	1997,934	2087,311	2029,311	2320,033
10/jun	10/jun	11/jun	11/jun	11/jun	11/jun	11/jun	11/jun	11/jun	11/jun	11/jun	11/jun	12/jun	12/jun

8	7	6	5	4	3	2	1						
5443	1799	3321	2181	2498	834	1490	827						
2677	1027	3021	5726	3510	897	2200	220						
1799	1440	2698	810	1536	2317	620	323						
1027	1913	2181	781	602	1412	2302	1177						
1440	2340	5726	1387	886	3264	1030	336						
1913	1936	810	1756	1626	1302	2039	428						
2340	5304	781	1097	1115	3077	2234	489						
1936	5392	1387	4518	1483	809	1887	299						
5304	3187	1756	2492	942	1727	5571	1597						
5392	3321	1097	2136	2765	947	1347	685						
3187	3021	4518	4199	1326	2302	2638	285						
3321	2698	2492	1783	834	2945	2010	182						
3021	2181	2136	1417	897	1347	2259	341						
2698	5726	4199	775	2317	7091	1987	429						
2181	810	1783	4227	1412	1482	1480	452						
5726	781	1417	1262	3264	1531	943	244						
810	1387	775	5468	1302	1280	1413	240						
781	1756	4227	1057	3077	919	1174	470						
1387	1097	1262	1973	809	3547	1324	1248						
1756	4518	5468	1165	1727	1884	3173	377						
1097	2492	1057	2752	947	1144	1847	528						
4518	2136	1973	1692	2302	1510	3269	1193						
2492	4199	1165	1602	2945	1490	2329	394						
2136	1783	2752	1450	1347	2200	2764	505						
4199	1417	1692	852	7091	620	743	181						
1783	775	1602	2544	1482	2302	2853	380						
1417	4227	1450	3789	1531	1030	1197	282						
775	1262	852	5306	1280	2039	1803	326						
4227	5468	2544	2241	919	2234	1228	223						
1262	1057	3789	3516	3547	1887	1614	470						
5468	1973	5306	6481	1884	5571	5172	238						
1057	1165	2241	948	1144	1347	1689	303						

1973	2752	3516	1767	1510	2638	1394	506						
1165	1692	6481	1334	1490	2010	1066	209						
2752	1602	948	1073	2200	2259	1794	500						
1692	1450	1767	1522	620	1987	816	236						
1602	852	1334	1030	2302	1480	1529	449						
1450	2544	1073	4136	1030	943	2983	1179						
852	3789	1522	1274	2039	1413	1216	251						
2544	5306	1030	2894	2234	1174	5373	306						
3789	2241	4136	4657	1887	1324	2259	217						
5306	3516	1274	1570	5571	3173	710	245						
2241	6481	2894	1492	1347	1847	1044	116						
3516	948	4657	2429	2638	3269	1740	539						
6481	1767	1570	2088	2010	2329	947	140						
948	1334	1492	2002	2259	2764	3218	204						
1767	1073	2429	769	1987	743	679	334						
1334	1522	2088	1204	1480	2853	1813	572						
1073	1030	2002	1559	943	1197	1191	114						
1522	4136	769	1157	1413	1803	995	276						
1030	1274	1204	3552	1174	1228	5070	235						
4136	2894	1559	1709	1324	1614	1386	176						
1274	4657	1157	830	3173	5172	1612	205						
2894	1570	3552	1140	1847	1689	1484	303						
4657	1492	1709	1903	3269	1394	1894	123						
1570	2429	830	943	2329	1066	1058	246						
1492	2088	1140	2907	2764	1794	1210	160						
2429	2002	1903	986	743	816	2156	176						
2088	769	943	1261	2853	1529	1774	173						
2002	1204	2907	2498	1197	2983	1477	120						
769	1559	986	3510	1803	1216	907	202						

2474,066 2386,246 2235,246 2206,213 1930,869 1967,131 1908,59 396,459 #DIV/0! #DIV/0! #DIV/0! #DIV/0!
 12/jun 12/jun 12/jun 12/jun 12/jun 12/jun 12/jun 12/jun

4.1.2. Average of Curology's Comments

9 2	9 1	9 0	8 9	8 8	8 7	8 6	8 5	8 4	8 3	8 2	8 1	8 0	7 9
90	16	32	68	59	34	38	23	49	177	159	49	82	19
20	180	8	40	47	374	15	41	52	53	137	33	35	31
52	24	96	116	61	83	38	73	70	24	68	24	19	45
16	21	75	65	34	27	22	21	53	147	49	38	31	190
180	38	71	39	374	38	38	30	86	966	33	38	45	49
24	53	18	49	83	15	30	19	18	186	24	113	190	42
21	32	68	30	27	38	46	13	25	156	38	84	49	77
38	8	40	25	38	22	23	3510	120	84	38	44	42	62
53	96	116	51	15	38	41	30	43	196	113	92	77	56
32	75	65	48	38	30	73	34	21	80	84	124	62	60
8	71	39	12	22	46	21	26	92	159	44	82	56	66
96	18	49	48	38	23	30	23	21	137	92	35	60	124
75	68	30	23	30	41	19	22	40	68	124	19	66	86
71	40	25	106	46	73	13	35	26	49	82	31	124	176
18	116	51	125	23	21	3510	44	57	33	35	45	86	173
68	65	48	18	41	30	30	29	21	24	19	190	176	79
40	39	12	76	73	19	34	36	40	38	31	49	173	56
116	49	48	24	21	13	26	26	19	38	45	42	79	78
65	30	23	28	30	3510	23	20	48	113	190	77	56	40
39	25	106	104	19	30	22	63	63	84	49	62	78	43
49	51	125	53	13	34	35	42	31	44	42	56	40	79
30	48	18	34	3510	26	44	12	47	92	77	60	43	28
25	12	76	46	30	23	29	20	103	124	62	66	79	13
51	48	24	47	34	22	36	41	33	82	56	124	28	30
48	23	28	14	26	35	26	21	24	35	60	86	13	57
12	106	104	17	23	44	20	62	28	19	66	176	30	89
48	125	53	75	22	29	63	43	82	31	124	173	57	58
23	18	34	175	35	36	42	28	76	45	86	79	89	90
106	76	46	24	44	26	12	14	82	190	176	56	58	114

125	24	47	59	29	20	20	8	33	49	173	78	90	68
18	28	14	47	36	63	41	16	34	42	79	40	114	103
76	104	17	61	26	42	21	49	13	77	56	43	68	80

24	53	75	34	20	12	62	52	7	62	78	79	103	149
28	34	175	374	63	20	43	70	101	56	40	28	80	38
104	46	24	83	42	41	28	53	32	60	43	13	149	71
53	47	59	27	12	21	14	86	11	66	79	30	38	73
34	14	47	38	20	62	8	18	20	124	28	57	71	113
46	17	61	15	41	43	16	25	17	86	13	89	73	158
47	75	34	38	21	28	49	120	58	176	30	58	113	33
14	175	374	22	62	14	52	43	10	173	57	90	158	55
17	24	83	38	43	8	70	21	2	79	89	114	33	54
75	59	27	30	28	16	53	92	13	56	58	68	55	76
175	47	38	46	14	49	86	21	12	78	90	103	54	19
24	61	15	23	8	52	18	40	16	40	114	80	76	60
59	34	38	41	16	70	25	26	24	43	68	149	19	207
47	374	22	73	49	53	120	57	8	79	103	38	60	24
61	83	38	21	52	86	43	21	57	28	80	71	207	79
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374	38	46	19	53	25	92	19	18	30	38	113	79	77
83	15	23	13	86	120	21	48	15	57	71	158	60	67
27	38	41	3510	18	43	40	63	42	89	73	33	77	15
38	22	73	30	25	21	26	31	31	58	113	55	67	88
15	38	21	34	120	92	57	47	30	90	158	54	15	59
38	30	30	26	43	21	21	103	11	114	33	76	88	78
22	46	19	23	21	40	40	33	9	68	55	19	59	67
38	23	13	22	92	26	19	24	82	103	54	60	78	35
30	41	3510	35	21	57	48	28	43	80	76	207	67	12
46	73	30	44	40	21	63	82	15	149	19	24	35	56
23	21	34	29	26	40	31	76	20	38	60	79	12	61
41	30	26	36	57	19	47	82	131	71	207	60	56	20
73	19	23	26	21	48	103	33	47	73	24	77	61	30

56,11475	54,60656	108,7705	107	100,5082	99,52459	95,03279	97,18033	40,31148	96,40984	75,59016	73,16393	71,5082	70,40984
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56	124	86	43	158	54	76	207	67	151	100	67	203	36
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66	176	173	28	55	19	60	79	88	135	46	55	36	47
124	173	79	13	54	60	207	60	59	19	79	58	24	38
86	79	56	30	76	207	24	77	78	69	39	34	47	787
176	56	78	57	19	24	79	67	67	40	64	36	38	86
173	78	40	89	60	79	60	15	35	100	17	24	787	78
79	40	43	58	207	60	77	88	12	52	63	203	86	29
56	43	79	90	24	77	67	59	56	46	15	101	78	14
78	79	28	114	79	67	15	78	61	79	67	36	29	71
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43	13	30	103	77	88	59	35	30	64	55	47	71	72
79	30	57	80	67	59	78	12	70	17	58	38	398	31
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13	89	58	38	88	67	35	61	151	15	36	86	31	49
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57	90	114	73	78	12	56	30	135	55	203	29	49	5
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58	68	103	158	35	61	20	25	69	58	36	71	5	70
90	103	80	33	12	20	30	151	40	34	24	398	66	149
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80	71	73	19	30	151	16	69	79	101	86	49	53	29
149	73	113	60	70	16	135	40	39	36	78	38	93	51
38	113	158	207	25	135	19	100	64	24	29	5	29	118
71	158	33	24	151	19	69	52	17	47	14	66	51	21
73	33	55	79	16	69	40	46	63	38	71	70	118	19

113	55	54	60	135	40	100	79	15	787	398	149	21	60
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54	60	207	88	100	79	39	63	58	14	49	29	50	38
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70	16	135	79	38	78	29	398	38	38	22	67	52	77
25	135	19	39	787	29	14	72	5	50	44	28	73	36
151	19	69	64	86	14	71	31	66	32	26	84	77	18
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135	40	100	63	29	398	72	49	149	33	297	60	18	16

71,44262	70,57377	71,29508	64,67213	73,85246	77,55738	76,14754	75,81967	74,86885	73,57377	74,2459	72,08197	72,83607	75,22951
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38	149	93	38	38	44	41	67	200	107	46	14	28	102
787	60	29	50	33	26	297	28	16	137	53	28	48	80
86	53	51	32	38	41	31	84	168	38	14	48	41	195
78	93	118	38	22	297	30	37	41	36	28	41	102	95
29	29	21	33	44	31	26	60	58	39	48	102	80	51
14	51	19	38	26	30	13	62	20	46	41	80	195	18
71	118	60	22	41	26	67	58	60	53	102	195	95	19
398	21	38	44	297	13	28	52	25	14	80	95	51	25
72	19	50	26	31	67	84	73	89	28	195	51	18	150
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118	30	67	52	36	168	58	137	195	27	22	45	67	33
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19	13	84	77	200	58	60	36	51	92	45	84	85	56
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32	37	58	16	58	89	137	14	150	37	33	56	40	20

38	60	52	168	20	107	38	28	63	45	19	40	45	13
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33	62	73	41	60	137	36	48	66	67	56	45	84	128
38	58	77	58	25	38	39	41	27	84	40	84	20	56
22	52	36	20	89	36	46	102	26	85	45	20	13	20
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41	36	16	89	38	53	28	95	80	56	13	56	20	77
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26	168	20	36	53	41	80	25	67	20	37	77	89	35
13	41	60	39	14	102	195	150	84	13	32	89	37	46
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62	107	36	41	195	19	150	36	45	77	46	3	56	67
58	137	39	102	95	25	63	80	84	89	89	56	27	50
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77	39	14	95	19	66	26	45	128	35	27	67	50	6
36	46	28	51	25	27	92	67	56	46	79	50	32	72
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200	14	41	19	63	92	80	85	37	3	50	110	6	2410
16	28	102	25	66	36	22	33	32	56	32	6	72	64
168	48	80	150	27	80	37	19	77	27	110	72	140	17
41	41	195	63	26	22	45	56	89	79	6	140	2410	26
58	102	95	66	92	37	67	40	37	67	72	2410	64	36
20	80	51	27	36	45	84	45	119	50	140	64	17	25

73,96721	59,77049	60,68852	59,7541	60,36066	60,86885	62,36066	59,22951	60,45902	57,7541	57,16393	96,4918	96,01639	95,88525
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195	18	36	45	40	20	37	35	6	539	79	32	231	30
95	19	80	67	45	37	32	46	72	133	32	24	71	35
51	25	22	84	84	32	77	89	140	111	24	42	116	57
18	150	37	85	20	77	89	3	2410	44	42	231	99	166
19	63	45	33	13	89	37	56	64	79	231	71	62	30
25	66	67	19	128	37	119	27	17	32	71	116	39	45
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66	92	33	45	37	46	89	50	25	231	62	39	57	34
27	36	19	84	32	89	3	32	17	71	39	30	166	73
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92	22	40	13	89	56	27	6	133	99	35	57	45	82
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85	56	37	37	27	72	140	25	71	45	73	175	90	81
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84	128	35	56	6	36	25	79	35	82	100	27	81	105
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13	20	89	79	140	17	539	24	166	90	75	31	44	96
128	37	3	67	2410	539	133	42	30	99	31	81	49	83
56	32	56	50	64	133	111	231	45	100	81	18	22	130
20	77	27	32	17	111	44	71	136	27	18	44	64	15

37	89	79	110	26	44	79	116	68	75	44	49	105	49
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32	37	67	6	36	79	32	99	34	31	49	22	106	44
77	119	50	72	25	32	24	62	73	81	22	64	96	29
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37	46	110	2410	539	42	231	30	82	44	105	106	130	33
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35	3	72	17	111	71	116	57	90	22	96	83	49	68
46	56	140	26	44	116	99	166	99	64	83	130	44	17
89	27	2410	36	79	99	62	30	100	105	130	15	29	201
3	79	64	25	32	62	39	45	27	106	15	49	118	40
56	67	17	17	24	39	30	136	75	96	49	44	33	79
27	50	26	539	42	30	35	68	31	83	44	29	60	27
79	32	36	133	231	35	57	34	81	130	29	118	68	28
67	110	25	111	71	57	166	73	18	15	118	33	17	30
50	6	17	44	116	166	30	175	44	49	33	60	201	44
32	72	539	79	99	30	45	82	49	44	60	68	40	15
110	140	133	32	62	45	136	427	22	29	68	17	79	12
6	2410	111	24	39	136	68	90	64	118	17	201	27	35
72	64	44	42	30	68	34	99	105	33	201	40	28	27
140	17	79	231	35	34	73	100	106	60	40	79	30	61
2410	26	32	71	57	73	175	27	96	68	79	27	44	99
64	36	24	116	166	175	82	75	83	17	27	28	15	60
17	25	42	99	30	82	427	31	130	201	28	30	12	9
26	17	231	62	45	427	90	81	15	40	30	44	35	1765
36	539	71	39	136	90	99	18	49	79	44	15	27	45
25	133	116	30	68	99	100	44	44	27	15	12	61	109
17	111	99	35	34	100	27	49	29	28	12	35	99	66
539	44	62	57	73	27	75	22	118	30	35	27	60	70
133	79	39	166	175	75	31	64	33	44	27	61	9	29
111	32	30	30	82	31	81	105	60	15	61	99	1765	17

104,5574	101,5082	105,2459	107,0984	110,7705	118,3607	119,3607	117,9016	120,6721	83,55738	72,21311	72,54098	101	96,37705
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3 6	3 5	3 4	3 3	3 2	3 1	3 0	2 9	2 8	2 7	2 6	2 5	2 4	2 3
136	90	130	40	79	28	12	61	17	70	68	126	73	20
68	99	15	79	27	30	35	99	97	69	36	116	31	79
34	100	49	27	28	44	27	60	28	53	38	140	44	27
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175	75	29	30	44	12	99	1765	91	68	61	31	55	70
82	31	118	44	15	35	60	45	109	36	61	44	54	8
427	81	33	15	12	27	9	109	121	38	15	34	15	59
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18	96	28	1765	45	66	97	91	51	26	28	79	70	180
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49	17	1765	109	121	69	36	61	28	31	54	36	29	42
44	201	45	121	70	53	38	61	56	44	15	118	158	48
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118	79	66	69	53	68	61	118	126	55	42	29	4	33
33	27	70	53	46	36	61	88	116	54	33	158	48	20
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68	30	17	68	36	51	118	26	73	126	79	4	92	8
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17	44	97	36	38	61	88	21	31	42	27	48	71	36
201	15	28	38	51	61	104	58	44	33	44	12	20	84
40	12	17	51	61	15	26	43	34	20	70	92	32	7
79	35	91	61	61	118	21	28	55	79	8	71	42	9
27	27	109	61	15	88	58	56	54	27	59	20	48	29
28	61	121	15	118	104	43	10	15	44	79	32	91	43
30	99	70	118	88	26	28	126	126	70	28	42	33	96
44	60	69	88	104	21	56	116	42	8	52	48	20	6
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12	1765	46	26	21	43	126	73	20	79	39	33	8	71
35	45	68	21	58	28	116	31	79	28	36	20	36	91
27	109	36	58	43	56	140	44	27	52	118	61	84	22
61	66	38	43	28	10	73	34	44	178	180	8	7	136
99	70	51	28	56	126	31	55	70	39	29	36	9	23
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9	17	61	10	126	140	34	15	59	118	71	7	43	27
1765	97	15	126	116	73	55	126	79	180	4	9	96	76
45	28	118	116	140	31	54	42	28	29	48	29	6	38
109	17	88	140	73	44	15	33	52	158	12	43	44	74
66	91	104	73	31	34	126	20	178	71	92	96	71	31
70	109	26	31	44	55	42	79	39	4	71	6	91	94
29	121	21	44	34	54	33	27	36	48	20	44	22	30
17	70	58	34	55	15	20	44	118	12	32	71	136	105
97	69	43	55	54	126	79	70	180	92	42	91	23	27
28	53	28	54	15	42	27	8	29	71	48	22	30	30
17	46	56	15	126	33	44	59	158	20	91	136	27	78
91	68	10	126	42	20	70	79	71	32	33	23	76	22
109	36	126	42	33	79	8	28	4	42	20	30	38	72
121	38	116	33	20	27	59	52	48	48	61	27	74	28

98,01639	87,93443	86,16393	84,2459	83,91803	83,91803	84,96721	86,36066	62,55738	59,88525	59,34426	57,37705	54,19672	54,36066
10/jun	10/jun	10/jun	10/jun	10/jun	10/jun	10/jun	10/jun	10/jun	10/jun	10/jun	10/jun	10/jun	10/jun

2 2	2 1	2 0	1 9	1 8	1 7	1 6	1 5	1 4	1 3	1 2	1 1	1 0	9
44	52	118	180	12	8	44	22	38	27	19	38	114	107
70	178	180	29	92	36	71	136	74	30	73	899	12	80
8	39	29	158	71	84	91	23	31	78	36	107	60	68
59	36	158	71	20	7	22	30	94	22	14	26	18	54
79	118	71	4	32	9	136	27	30	72	27	52	1033	67
28	180	4	48	42	29	23	76	105	28	61	39	62	79
52	29	48	12	48	43	30	38	27	95	72	80	154	22
178	158	12	92	91	96	27	74	30	43	94	27	64	69
39	71	92	71	33	6	76	31	78	108	83	25	30	38
36	4	71	20	20	44	38	94	22	17	25	18	102	29
118	48	20	32	61	71	74	30	72	33	66	56	34	68
180	12	32	42	8	91	31	105	28	33	70	130	102	24
29	92	42	48	36	22	94	27	95	19	56	28	77	87
158	71	48	91	84	136	30	30	43	73	43	74	18	147
71	20	91	33	7	23	105	78	108	36	38	120	34	50
4	32	33	20	9	30	27	22	17	14	899	579	54	37
48	42	20	61	29	27	30	72	33	27	107	42	65	31
12	48	61	8	43	76	78	28	33	61	26	9	11	32
92	91	8	36	96	38	22	95	19	72	52	28	12	57
71	33	36	84	6	74	72	43	73	94	39	46	34	18
20	20	84	7	44	31	28	108	36	83	80	28	8	62
32	61	7	9	71	94	95	17	14	25	27	25	1559	47
42	8	9	29	91	30	43	33	27	66	25	22	49	107
48	36	29	43	22	105	108	33	61	70	18	38	61	89
91	84	43	96	136	27	17	19	72	56	56	42	52	29
33	7	96	6	23	30	33	73	94	43	130	47	23	145
20	9	6	44	30	78	33	36	83	38	28	30	9	83
61	29	44	71	27	22	19	14	25	899	74	41	54	34
8	43	71	91	76	72	73	27	66	107	120	83	15	13
36	96	91	22	38	28	36	61	70	26	579	11	53	59
84	6	22	136	74	95	14	72	56	52	42	114	107	46

7	44	136	23	31	43	27	94	43	39	9	12	80	138
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9	71	23	30	94	108	61	83	38	80	28	60	68	23
29	91	30	27	30	17	72	25	899	27	46	18	54	1911
43	22	27	76	105	33	94	66	107	25	28	1033	67	148
96	136	76	38	27	33	83	70	26	18	25	62	79	45
6	23	38	74	30	19	25	56	52	56	22	154	22	92
44	30	74	31	78	73	66	43	39	130	38	64	69	43
71	27	31	94	22	36	70	38	80	28	42	30	38	48
91	76	94	30	72	14	56	899	27	74	47	102	29	55
22	38	30	105	28	27	43	107	25	120	30	34	68	157
136	74	105	27	95	61	38	26	18	579	41	102	24	14
23	31	27	30	43	72	899	52	56	42	83	77	87	35
30	94	30	78	108	94	107	39	130	9	11	18	147	50
27	30	78	22	17	83	26	80	28	28	114	34	50	42
76	105	22	72	33	25	52	27	74	46	12	54	37	29
38	27	72	28	33	66	39	25	120	28	60	65	31	76
74	30	28	95	19	70	80	18	579	25	18	11	32	41
31	78	95	43	73	56	27	56	42	22	1033	12	57	100
94	22	43	108	36	43	25	130	9	38	62	34	18	42
30	72	108	17	14	38	18	28	28	42	154	8	62	26
105	28	17	33	27	899	56	74	46	47	64	1559	47	62
27	95	33	33	61	107	130	120	28	30	30	49	107	15
30	43	33	19	72	26	28	579	25	41	102	61	89	159
78	108	19	73	94	52	74	42	22	83	34	52	29	29
22	17	73	36	83	39	120	9	38	11	102	23	145	73
72	33	36	14	25	80	579	28	42	114	77	9	83	36
28	33	14	27	66	27	42	46	47	12	18	54	34	38
95	19	27	61	70	25	9	28	30	60	34	15	13	21
43	73	61	72	56	18	28	25	41	18	54	53	59	152
108	36	72	94	43	56	46	22	83	1033	65	107	46	26

56,32787	55,06557	52,91803	52,52459	50,11475	63,96721	76,06557	73,91803	73,37705	87,7377	91,18033	112,623	95,91803	91,86885
10/jun	10/jun	11/jun	11/jun	11/jun	11/jun	11/jun	11/jun	11/jun	11/jun	11/jun	11/jun	12/jun	12/jun

8	7	6	5	4	3	2	1						
145	34	92	55	61	16	44	37						
83	13	43	157	46	36	28	6						
34	59	48	14	29	96	17	26						
13	46	55	35	16	35	77	81						
59	138	157	50	17	56	26	15						
46	23	14	42	40	38	132	52						
138	1911	35	29	78	623	19	27						
23	148	50	76	103	23	146	13						
1911	45	42	41	24	32	56	163						
148	92	29	100	83	24	87	6						
45	43	76	42	57	30	58	10						
92	48	41	26	16	120	7	4						
43	55	100	62	36	51	128	31						
48	157	42	15	96	1436	479	9						
55	14	26	159	35	33	60	49						
157	35	62	29	56	32	15	5						
14	50	15	73	38	17	44	15						
35	42	159	36	623	7	42	2						
50	29	29	38	23	1092	70	188						
42	76	73	21	32	31	35	25						
29	41	36	152	24	26	24	49						
76	100	38	26	30	71	113	85						
41	42	21	27	120	44	43	11						
100	26	152	63	51	28	43	11						
42	62	26	9	1436	17	16	2						
26	15	27	127	33	77	1168	16						
62	159	63	35	32	26	39	13						
15	29	9	101	17	132	63	10						
159	73	127	41	7	19	33	15						
29	36	35	106	1092	146	40	31						
73	38	101	104	31	56	98	4						
36	21	41	29	26	87	35	5						

38	152	106	64	71	58	10	37						
21	26	104	16	44	7	63	15						
152	27	29	36	28	128	31	20						
26	63	64	70	17	479	27	15						
27	9	16	19	77	60	3	40						
63	127	36	102	26	15	716	139						
9	35	70	32	132	44	15	2						
127	101	19	171	19	42	351	4						
35	41	102	2619	146	70	69	9						
101	106	32	41	56	35	52	11						
41	104	171	30	87	24	26	3						
106	29	2619	66	58	113	71	14						
104	64	41	108	7	43	30	7						
29	16	30	375	128	43	68	9						
64	36	66	15	479	16	27	18						
16	70	108	61	60	1168	87	43						
36	19	375	94	15	39	13	3						
70	102	15	37	44	63	8	6						
19	32	61	77	42	33	2205	100						
102	171	94	0	70	40	30	2						
32	2619	37	29	35	98	36	15						
171	41	77	17	24	35	23	12						
2619	30	0	33	113	10	61	2						
41	66	29	38	43	63	29	13						
30	108	17	143	43	31	43	32						
66	375	33	12	16	27	32	3						
108	15	38	41	1168	3	32	32						
375	61	143	61	39	716	12	0						
15	94	12	46	63	15	14	2						

139,541 138,3443 105,0492 104,4754 123,9016 132,377 122,4426 26,62295 #DIV/0! #DIV/0! #DIV/0! #DIV/0!
12/jun 12/jun 12/jun 12/jun 12/jun 12/jun 12/jun 12/jun

4.2.1 Average of Olay's Likes

7 0	6 9	6 8	6 7	6 6	6 5	6 4	6 3	6 2	6 1	6 0	5 9	5 8	5 7
537	986	287	405	346	326	132	551	229	408	219	320	325	320
986	432	340	203	370	210	551	337	208	292	85	161	230	296
432	383	234	466	290	381	337	205	285	365	275	196	296	273
383	719	337	655	240	258	205	298	408	406	412	928	287	251
719	506	324	141	326	315	298	364	292	416	323	382	199	184
506	363	279	356	210	381	364	440	365	219	320	547	186	366
363	301	184	273	381	132	440	142	406	85	161	261	208	226
301	489	493	449	258	551	142	229	416	275	196	220	402	366
489	291	166	189	315	337	229	208	219	412	928	506	320	328
291	494	343	305	381	205	208	285	85	323	382	192	296	244
494	287	200	444	132	298	285	408	275	320	547	219	273	304
287	340	162	491	551	364	408	292	412	161	261	250	251	308
340	234	832	326	337	440	292	365	323	196	220	144	184	392
234	337	634	328	205	142	365	406	320	928	506	147	366	238
337	324	525	676	298	229	406	416	161	382	192	239	226	419
324	279	292	400	364	208	416	219	196	547	219	881	366	588
279	184	290	633	440	285	219	85	928	261	250	229	328	274
184	493	394	476	142	408	85	275	382	220	144	325	244	283
493	166	376	346	229	292	275	412	547	506	147	230	304	230
166	343	1441	370	208	365	412	323	261	192	239	296	308	726
343	200	168	290	285	406	323	320	220	219	881	287	392	285
200	162	307	240	408	416	320	161	506	250	229	199	238	234
162	832	503	326	292	219	161	196	192	144	325	186	419	423
832	634	474	210	365	85	196	928	219	147	230	208	588	171
634	525	405	381	406	275	928	382	250	239	296	402	274	139
525	292	203	258	416	412	382	547	144	881	287	320	283	99
292	290	466	315	219	323	547	261	147	229	199	296	230	241
290	394	655	381	85	320	261	220	239	325	186	273	726	253

394	376	141	132	275	161	220	506	881	230	208	251	285	248
376	1441	356	551	412	196	506	192	229	296	402	184	234	139
1441	168	273	337	323	928	192	219	325	287	320	366	423	228

168	307	449	205	320	382	219	250	230	199	296	226	171	241
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307	503	189	298	161	547	250	144	296	186	273	366	139	1067
503	474	305	364	196	261	144	147	287	208	251	328	99	301
474	405	444	440	928	220	147	239	199	402	184	244	241	399
405	203	491	142	382	506	239	881	186	320	366	304	253	1055
203	466	326	229	547	192	881	229	208	296	226	308	248	245
466	655	328	208	261	219	229	325	402	273	366	392	139	616
655	141	676	285	220	250	325	230	320	251	328	238	228	201
141	356	400	408	506	144	230	296	296	184	244	419	241	209
356	273	633	292	192	147	296	287	273	366	304	588	1067	349
273	449	476	365	219	239	287	199	251	226	308	274	301	1103
449	189	346	406	250	881	199	186	184	366	392	283	399	214
189	305	370	416	144	229	186	208	366	328	238	230	1055	229
305	444	290	219	147	325	208	402	226	244	419	726	245	198
444	491	240	85	239	230	402	320	366	304	588	285	616	263
491	326	326	275	881	296	320	296	328	308	274	234	201	196
326	328	210	412	229	287	296	273	244	392	283	423	209	375
328	676	381	323	325	199	273	251	304	238	230	171	349	290
676	400	258	320	230	186	251	184	308	419	726	139	1103	348
400	633	315	161	296	208	184	366	392	588	285	99	214	499
633	476	381	196	287	402	366	226	238	274	234	241	229	243
476	346	132	928	199	320	226	366	419	283	423	253	198	290
346	370	551	382	186	296	366	328	588	230	171	248	263	304
370	290	337	547	208	273	328	244	274	726	139	139	196	256
290	240	205	261	402	251	244	304	283	285	99	228	375	521
240	326	298	220	320	184	304	308	230	234	241	241	290	351
326	210	364	506	296	366	308	392	726	423	253	1067	348	190
210	381	440	192	273	226	392	238	285	171	248	301	499	347
381	258	142	219	251	366	238	419	234	139	139	399	243	192
258	315	229	250	184	328	419	588	423	99	228	1055	290	305
405,295 1	401,655 7	370,754 1	342,737 7	308	308,655 7	309,213 1	316,688 5	318,623	313,491 8	300,737 7	329,409 8	330,163 9	335,623

19/abr 19/abr 19/abr 19/abr 19/abr 21/abr 21/abr 21/abr 21/abr 21/abr 21/abr 21/abr 21/abr 21/abr

5 6	5 5	5 4	5 3	5 2	5 1	5 0	4 9	4 8	4 7	4 6	4 5	4 4	4 3
184	226	308	392	274		616	256	187	278	318	238	157	194
366	366	392	238	283		201	521	242	289	519	157	236	347
226	328	238	419	230		209	351	249	814	396	236	393	260
366	244	419	588	726		349	190	336	318	163	393	208	419
328	304	588	274	285		1103	347	200	519	281	208	255	414
244	308	274	283	234		214	192	273	396	408	255	304	235
304	392	283	230	423		229	305	237	163	201	304	364	251
308	238	230	726	171		198	191	257	281	430	364	133	296
392	419	726	285	139		263	187	212	408	365	133	135	308
238	588	285	234	99		196	242	250	201	231	135	353	262
419	274	234	423	241		375	249	272	430	255	353	293	486
588	283	423	171	253		290	336	218	365	580	293	429	301
274	230	171	139	248		348	200	213	231	238	429	367	488
283	726	139	99	139		499	273	150	255	157	367	310	349
230	285	99	241	228		243	237	383	580	236	310	842	427
726	234	241	253	241		290	257	192	238	393	842	267	356
285	423	253	248	1067		304	212	283	157	208	267	295	992
234	171	248	139	301		256	250	263	236	255	295	365	161
423	139	139	228	399		521	272	232	393	304	365	423	289
171	99	228	241	1055		351	218	206	208	364	423	212	312
139	241	241	1067	245		190	213	273	255	133	212	329	381
99	253	1067	301	616		347	150	406	304	135	329	361	149
241	248	301	399	201		192	383	459	364	353	361	568	508
253	139	399	1055	209		305	192	229	133	293	568	236	319
248	228	1055	245	349		191	283	241	135	429	236	453	551
139	241	245	616	1103		187	263	207	353	367	453	193	389
228	1067	616	201	214		242	232	167	293	310	193	284	155
241	301	201	209	229		249	206	150	429	842	284	212	173
1067	399	209	349	198		336	273	307	367	267	212	352	263
301	1055	349	1103	263		200	406	408	310	295	352	534	146

399	245	1103	214	196	DELETE D	273	459	286	842	365	534	347	256
1055	616	214	229	375		237	229	252	267	423	347	295	314

245	201	229	198	290		257	241	201	295	212	295	244	502
616	209	198	263	348		212	207	181	365	329	244	325	192
201	349	263	196	499		250	167	179	423	361	325	228	888
209	1103	196	375	243		272	150	211	212	568	228	251	194
349	214	375	290	290		218	307	260	329	236	251	194	345
1103	229	290	348	304		213	408	126	361	453	194	347	383
214	198	348	499	256		150	286	160	568	193	347	260	218
229	263	499	243	521		383	252	210	236	284	260	418	365
198	196	243	290	351		192	201	133	453	212	418	414	493
263	375	290	304	190		283	181	148	193	352	414	235	703
196	290	304	256	347		263	179	134	284	534	235	251	994
375	348	256	521	192		232	211	239	212	347	251	296	368
290	499	521	351	305		206	260	201	352	295	296	308	447
348	243	351	190	191		273	126	135	534	244	308	262	604
499	290	190	347	187		406	160	179	347	325	262	486	531
243	304	347	192	242		459	210	170	295	228	486	301	547
290	256	192	305	249		229	133	233	244	251	301	488	386
304	521	305	191	336		241	148	213	325	194	488	349	477
256	351	191	187	200		207	134	199	228	347	349	427	518
521	190	187	242	273		167	239	199	251	260	427	356	320
351	347	242	249	237		150	201	325	194	418	356	992	1038
190	192	249	336	257		307	135	221	347	414	992	161	443
347	305	336	200	212		408	179	267	260	235	161	289	411
192	191	200	273	250		286	170	278	418	251	289	312	657
305	187	273	237	272		252	233	219	414	296	312	381	481
191	242	237	257	218		201	213	205	235	308	381	149	428
187	249	257	212	213		181	199	212	251	262	149	508	406
242	336	212	250	150		179	199	278	296	486	508	319	718
249	200	250	272	383		211	325	289	308	301	319	551	417
331,180 3	330,950 8	327,032 8	326,442 6	315,409 8		283,475 4	239,819 7	233,524 6	328,557 4	323,114 8	332,688 5	337,819 7	413,524 6

21/abr 21/abr 21/abr 21/abr 21/abr 21/abr 21/abr 21/abr 21/abr 21/abr 21/abr 22/abr 22/abr 22/abr

4 2	4 1	4 0	3 9	3 8	3 7	3 6	3 5	3 4	3 3	3 2	3 1	3 0	2 9
414	194	368	481	324	504	241		344	360	301	227	232	366
235	345	447	428	291	419	288		362	1027	422	173	453	197
251	383	604	406	284	358	344		460	240	598	442	302	238
296	218	531	718	281	277	362		371	438	598	296	489	229
308	365	547	417	355	330	460		391	870	174	246	444	336
262	493	386	1707	287	375	371		310	390	336	199	329	615
486	703	477	309	344	467	391		219	557	332	249	167	497
301	994	518	324	495	289	310		448	252	186	231	222	404
488	368	320	291	504	316	219		328	374	201	318	356	793
349	447	1038	284	419	632	448		220	339	186	577	270	380
427	604	443	281	358	449	328		223	242	287	223	328	266
356	531	411	355	277	343	220		419	228	424	288	153	246
992	547	657	287	330	241	223		526	234	727	265	601	771
161	386	481	344	375	288	419		241	587	659	291	143	523
289	477	428	495	467	344	526		230	417	517	451	502	256
312	518	406	504	289	362	241		257	353	336	232	451	285
381	320	718	419	316	460	230		544	319	190	453	339	306
149	1038	417	358	632	371	257		301	245	1318	302	721	311
508	443	1707	277	449	391	544		255	266	392	489	206	304
319	411	309	330	343	310	301		368	257	363	444	975	342
551	657	324	375	241	219	255		546	287	208	329	534	460
389	481	291	467	288	448	368		1098	371	1411	167	254	441
155	428	284	289	344	328	546		300	542	365	222	378	342
173	406	281	316	362	220	1098		360	517	568	356	222	261
263	718	355	632	460	223	300		1027	201	469	270	508	303
146	417	287	449	371	419	360		240	337	665	328	341	221
256	1707	344	343	391	526	1027		438	438	703	153	692	329
314	309	495	241	310	241	240		870	257	658	601	350	239
502	324	504	288	219	230	438		390	330	800	143	333	361
192	291	419	344	448	257	870		557	273	297	502	431	758

888	284	358	362	328	544	390	DELETED	252	237	259	451	500	378
194	281	277	460	220	301	557		374	219	383	339	340	272

345	355	330	371	223	255	252		339	1494	398	721	490	651
383	287	375	391	419	368	374		242	316	405	206	328	726
218	344	467	310	526	546	339		228	317	561	975	473	543
365	495	289	219	241	1098	242		234	400	410	534	453	253
493	504	316	448	230	300	228		587	682	391	254	530	446
703	419	632	328	257	360	234		417	339	550	378	243	558
994	358	449	220	544	1027	587		353	274	595	222	478	251
368	277	343	223	301	240	417		319	923	577	508	434	288
447	330	241	419	255	438	353		245	601	408	341	401	375
604	375	288	526	368	870	319		266	789	346	692	366	581
531	467	344	241	546	390	245		257	495	282	350	197	1155
547	289	362	230	1098	557	266		287	318	514	333	238	445
386	316	460	257	300	252	257		371	484	352	431	229	577
477	632	371	544	360	374	287		542	369	313	500	336	516
518	449	391	301	1027	339	371		517	317	214	340	615	423
320	343	310	255	240	242	542		201	372	318	490	497	490
1038	241	219	368	438	228	517		337	379	523	328	404	384
443	288	448	546	870	234	201		438	357	347	473	793	446
411	344	328	1098	390	587	337		257	453	410	453	380	489
657	362	220	300	557	417	438		330	613	343	530	266	677
481	460	223	360	252	353	257		273	575	563	243	246	281
428	371	419	1027	374	319	330		237	2629	369	478	771	340
406	391	526	240	339	245	273		219	740	455	434	523	441
718	310	241	438	242	266	237		1494	1007	518	401	256	446
417	219	230	870	228	257	219		316	416	227	366	285	377
1707	448	257	390	234	287	1494		317	328	233	197	306	635
309	328	544	557	587	371	316		400	504	614	238	311	552
324	220	301	252	417	542	317		682	703	336	229	304	345
291	223	255	374	353	517	400		339	492	281	336	342	680
436,655 7	434,967 2	419,852 5	421,049 2	387,180 3	389,524 6	390,508 2		398,573 8	486,721 3	445,672 1	364,557 4	394,442 6	432,803 3

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2 8	2 7	2 6	2 5	2 4	2 3	2 2	2 1	2 0	1 9	1 8	1 7	1 6	1 5
	229	123	649	194	446	253	368	381	433	425	218	197	320
	336	441	116	649	603	285	408	368	749	373	558	314	231
	615	348	214	116	275	214	313	408	318	473	316	255	280
	497	196	336	214	301	329	433	313	326	323	411	279	343
	404	217	102	336	399	513	749	433	425	482	314	320	401
	793	114	154	102	1509	381	318	749	373	128	315	231	401
	380	145	295	154	486	368	326	318	473	244	326	280	339
	266	271	102	295	731	408	425	326	323	301	443	343	313
	246	90	154	102	253	313	373	425	482	218	341	401	543
	771	194	112	154	285	433	473	373	128	558	215	401	354
	523	649	129	112	214	749	323	473	244	316	371	339	368
	256	116	221	129	329	318	482	323	301	411	856	313	133
	285	214	86	221	513	326	128	482	218	314	228	543	240
	306	336	350	86	381	425	244	128	558	315	352	354	396
	311	102	296	350	368	373	301	244	316	326	185	368	255
	304	154	464	296	408	473	218	301	411	443	9043	133	356
	342	295	232	464	313	323	558	218	314	341	232	240	577
	460	102	411	232	433	482	316	558	315	215	197	396	625
	441	154	182	411	749	128	411	316	326	371	314	255	270
	342	112	150	182	318	244	314	411	443	856	255	356	228
	261	129	221	150	326	301	315	314	341	228	279	577	230
	303	221	216	221	425	218	326	315	215	352	320	625	335
	221	86	235	216	373	558	443	326	371	185	231	270	302
	329	350	390	235	473	316	341	443	856	9043	280	228	390
	239	296	427	390	323	411	215	341	228	232	343	230	756
	361	464	500	427	482	314	371	215	352	197	401	335	329
	758	232	286	500	128	315	856	371	185	314	401	302	377
	378	411	373	286	244	326	228	856	9043	255	339	390	278
	272	182	377	373	301	443	352	228	232	279	313	756	494
	651	150	207	377	218	341	185	352	197	320	543	329	252

DELETE D	726	221	333	207	558	215	9043	185	314	231	354	377	223
	543	216	337	333	316	371	232	9043	255	280	368	278	259

	253	235	522	337	411	856	197	232	279	343	133	494	223
	446	390	191	522	314	228	314	197	320	401	240	252	586
	558	427	232	191	315	352	255	314	231	401	396	223	229
	251	500	446	232	326	185	279	255	280	339	255	259	241
	288	286	603	446	443	9043	320	279	343	313	356	223	293
	375	373	275	603	341	232	231	320	401	543	577	586	620
	581	377	302	275	215	197	280	231	401	354	625	229	307
	1155	207	399	302	371	314	343	280	339	368	270	241	308
	445	333	1511	399	856	255	401	343	313	133	228	293	444
	577	337	487	1511	228	279	401	401	543	240	230	620	231
	516	522	731	487	352	320	339	401	354	396	335	307	275
	423	191	253	731	185	231	313	339	368	255	302	308	201
	490	232	285	253	9043	280	543	313	133	356	390	444	350
	384	446	214	285	232	343	354	543	240	577	756	231	419
	446	603	329	214	197	401	368	354	396	625	329	275	262
	489	275	513	329	314	401	133	368	255	270	377	201	370
	677	302	381	513	255	339	240	133	356	228	278	350	291
	281	399	368	381	279	313	396	240	577	230	494	419	337
	340	1511	408	368	320	543	255	396	625	335	252	262	2871
	441	487	313	408	231	354	356	255	270	302	223	370	201
	446	731	433	313	280	368	577	356	228	390	259	291	1026
	377	253	749	433	343	133	625	577	230	756	223	337	196
	635	285	318	749	401	240	270	625	335	329	586	2871	191
	552	214	326	318	401	396	228	270	302	377	229	201	279
	345	329	425	326	339	255	230	228	390	278	241	1026	210
	680	513	373	425	313	356	335	230	756	494	293	196	318
	421	381	473	373	543	577	302	335	329	252	620	191	216
	195	368	323	473	354	625	390	302	377	223	307	279	265
	515	408	482	323	368	270	756	390	278	259	308	210	338
	438,213 1	315,508 2	349,541	344,819 7	525,426 2	494,311 5	498,672 1	492,524 6	496,950 8	487,147 5	488,098 4	380,393 4	381,901 6

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1 4	1 3	1 2	1 1	1 0	9	8	7	6	5	4	3	2	1
368	350	370	265	383	1968	2344	282	272	432	364	235	289	359
133	419	291	338	153	193	210	209	345	256	438	176	839	213
240	262	337	383	3955	244	263	225	237	332	784	157	322	424
396	370	2871	153	684	396	212	104	216	1997	235	142	1510	577
255	291	201	3955	451	270	182	184	334	667	176	136	639	261
356	337	1026	684	395	218	261	303	432	9906	157	129	934	222
577	2871	196	451	311	300	230	249	256	334	142	129	359	279
625	201	191	395	293	48112	358	272	332	597	136	189	213	268
270	1026	279	311	596	2344	264	345	1997	228	129	125	424	641
228	196	210	293	224	210	227	237	667	569	129	173	577	202
230	191	318	596	1968	263	256	216	9906	520	189	185	261	359
335	279	216	224	193	212	218	334	334	1653	125	199	222	137
302	210	265	1968	244	182	864	432	597	937	173	215	279	284
390	318	338	193	396	261	282	256	228	256	185	260	268	177
756	216	383	244	270	230	209	332	569	750	199	213	641	103
329	265	153	396	218	358	225	1997	520	267	215	460	202	172
377	338	3955	270	300	264	104	667	1653	161	260	759	359	1244
278	383	684	218	48112	227	184	9906	937	446	213	139	137	145
494	153	451	300	2344	256	303	334	256	359	460	369	284	147
252	3955	395	48112	210	218	249	597	750	241	759	329	177	411
223	684	311	2344	263	864	272	228	267	156	139	267	103	164
259	451	293	210	212	282	345	569	161	323	369	127	172	526
223	395	596	263	182	209	237	520	446	247	329	101	1244	122
586	311	224	212	261	225	216	1653	359	1205	267	237	145	170
229	293	1968	182	230	104	334	937	241	464	127	410	147	172
241	596	193	261	358	184	432	256	156	238	101	197	411	191
293	224	244	230	264	303	256	750	323	212	237	123	164	417
620	1968	396	358	227	249	332	267	247	503	410	119	526	234
307	193	270	264	256	272	1997	161	1205	379	197	262	122	138
308	244	218	227	218	345	667	446	464	276	123	161	170	280
444	396	300	256	864	237	9906	359	238	724	119	209	172	280

231	270	48112	218	282	216	334	241	212	3019	262	234	191	208
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275	218	2344	864	209	334	597	156	503	381	161	145	417	203
201	300	210	282	225	432	228	323	379	511	209	908	234	942
350	48112	263	209	104	256	569	247	276	1202	234	190	138	205
419	2344	212	225	184	332	520	1205	724	602	145	463	280	589
262	210	182	104	303	1997	1653	464	3019	634	908	376	280	274
370	263	261	184	249	667	937	238	381	368	190	572	208	258
291	212	230	303	272	9906	256	212	511	507	463	198	203	484
337	182	358	249	345	334	750	503	1202	862	376	169	942	535
2871	261	264	272	237	597	267	379	602	514	572	778	205	798
201	230	227	345	216	228	161	276	634	484	198	435	589	415
1026	358	256	237	334	569	446	724	368	370	169	181	274	341
196	264	218	216	432	520	359	3019	507	594	778	264	258	666
191	227	864	334	256	1653	241	381	862	399	435	318	484	3019
279	256	282	432	332	937	156	511	514	486	181	289	535	301
210	218	209	256	1997	256	323	1202	484	1254	264	839	798	324
318	864	225	332	667	750	247	602	370	418	318	322	415	207
216	282	104	1997	9906	267	1205	634	594	272	289	1510	341	487
265	209	184	667	334	161	464	368	399	427	839	639	666	247
338	225	303	9906	597	446	238	507	486	1194	322	934	3019	413
383	104	249	334	228	359	212	862	1254	394	1510	359	301	469
153	184	272	597	569	241	503	514	418	1219	639	213	324	422
3955	303	345	228	520	156	379	484	272	781	934	424	207	338
684	249	237	569	1653	323	276	370	427	502	359	577	487	214
451	272	216	520	937	247	724	594	1194	285	213	261	247	272
395	345	334	1653	256	1205	3019	399	394	316	424	222	413	422
311	237	432	937	750	464	381	486	1219	729	577	279	469	172
293	216	256	256	267	238	511	1254	781	201	261	268	422	128
596	334	332	750	161	212	1202	418	502	688	222	641	338	254
224	432	1997	267	446	503	602	272	285	293	279	202	214	875
446,163 9	1255,19 7	1280,67 2	1447,52 5	1447,59	1390,26 2	659	679,868 9	733,082	746,573 8	337,983 6	330,196 7	429,688 5	390,180 3

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4.2.2. Average of Olay's Comments

7 0	6 9	6 8	6 7	6 6	6 5	6 4	6 3	6 2	6 1	6 0	5 9	5 8	5 7
20	18	25	13	4	10	3	38	21	8	4	4	14	6
18	7	2	5	11	3	38	16	2	15	0	5	6	12
7	1	3	25	2	5	16	1	13	12	9	17	17	9
1	16	5	10	8	7	1	2	8	2	13	23	6	14
16	11	19	18	10	15	2	11	15	38	10	11	6	2
11	11	4	25	3	4	11	7	12	4	4	27	2	11
11	8	2	1	5	3	7	4	2	0	5	7	4	3
8	9	32	11	7	38	4	21	38	9	17	8	21	8
9	17	17	57	15	16	21	2	4	13	23	61	6	7
17	29	9	8	4	1	2	13	0	10	11	8	12	3
29	25	9	41	3	2	13	8	9	4	27	3	9	7
25	2	3	25	38	11	8	15	13	5	7	8	14	7
2	3	19	28	16	7	15	12	10	17	8	9	2	5
3	5	13	16	1	4	12	2	4	23	61	5	11	2
5	19	11	16	2	21	2	38	5	11	8	19	3	12
19	4	7	23	11	2	38	4	17	27	3	74	8	23
4	2	10	31	7	13	4	0	23	7	8	3	7	13
2	32	5	11	4	8	0	9	11	8	9	14	3	8
32	17	3	4	21	15	9	13	27	61	5	6	7	19
17	9	50	11	2	12	13	10	7	8	19	17	7	21
9	9	10	2	13	2	10	4	8	3	74	6	5	2
9	3	18	8	8	38	4	5	61	8	3	6	2	9
3	19	11	10	15	4	5	17	8	9	14	2	12	8
19	13	6	3	12	0	17	23	3	5	6	4	23	3
13	11	13	5	2	9	23	11	8	19	17	21	13	3
11	7	5	7	38	13	11	27	9	74	6	6	8	0
7	10	25	15	4	10	27	7	5	3	6	12	19	2
10	5	10	4	0	4	7	8	19	14	2	9	21	3
5	3	18	3	9	5	8	61	74	6	4	14	2	2
3	50	25	38	13	17	61	8	3	17	21	2	9	5
50	10	1	16	10	23	8	3	14	6	6	11	8	0

10	18	11	1	4	11	3	8	6	6	12	3	3	1
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18	11	57	2	5	27	8	9	17	2	9	8	3	19
11	6	8	11	17	7	9	5	6	4	14	7	0	1
6	13	41	7	23	8	5	19	6	21	2	3	2	11
13	5	25	4	11	61	19	74	2	6	11	7	3	26
5	25	28	21	27	8	74	3	4	12	3	7	2	1
25	10	16	2	7	3	3	14	21	9	8	5	5	27
10	18	16	13	8	8	14	6	6	14	7	2	0	2
18	25	23	8	61	9	6	17	12	2	3	12	1	2
25	1	31	15	8	5	17	6	9	11	7	23	19	3
1	11	11	12	3	19	6	6	14	3	7	13	1	45
11	57	4	2	8	74	6	2	2	8	5	8	11	4
57	8	11	38	9	3	2	4	11	7	2	19	26	5
8	41	2	4	5	14	4	21	3	3	12	21	1	1
41	25	8	0	19	6	21	6	8	7	23	2	27	13
25	28	10	9	74	17	6	12	7	7	13	9	2	3
28	16	3	13	3	6	12	9	3	5	8	8	2	16
16	16	5	10	14	6	9	14	7	2	19	3	3	4
16	23	7	4	6	2	14	2	7	12	21	3	45	8
23	31	15	5	17	4	2	11	5	23	2	0	4	19
31	11	4	17	6	21	11	3	2	13	9	2	5	18
11	4	3	23	6	6	3	8	12	8	8	3	1	11
4	11	38	11	2	12	8	7	23	19	3	2	13	6
11	2	16	27	4	9	7	3	13	21	3	5	3	3
2	8	1	7	21	14	3	7	8	2	0	0	16	2
8	10	2	8	6	2	7	7	19	9	2	1	4	9
10	3	11	61	12	11	7	5	21	8	3	19	8	2
3	5	7	8	9	3	5	2	2	3	2	1	19	21
5	7	4	3	14	8	2	12	9	3	5	11	18	4
7	15	21	8	2	7	12	23	8	0	0	26	11	18
14	13,9180 3	13,5901 6	13,8360 7	11,6229 5	11,6885 2	11,5573 8	11,8852 5	11,9016 4	11,4098 4	10,3770 5	10,7377	8,93442 6	8,75409 8

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5 6	5 5	5 4	5 3	5 2	5 1	5 0	4 9	4 8	4 7	4 6	4 5	4 4	4 3
2	3	7	5	13		27	3	2	2	11	4	3	2
11	8	5	2	8		2	2	14	14	12	3	2	11
3	7	2	12	19		2	9	8	33	16	2	5	1
8	3	12	23	21		3	2	13	11	3	5	1	29
7	7	23	13	2		45	21	11	12	10	1	3	16
3	7	13	8	9		4	4	16	16	17	3	9	0
7	5	8	19	8		5	18	8	3	12	9	8	10
7	2	19	21	3		1	5	4	10	23	8	1	4
5	12	21	2	3		13	2	3	17	8	1	3	5
2	23	2	9	0		3	14	2	12	9	3	18	12
12	13	9	8	2		16	8	3	23	6	18	6	6
23	8	8	3	3		4	13	9	8	15	6	25	9
13	19	3	3	2		8	11	2	9	4	25	21	35
8	21	3	0	5		19	16	1	6	3	21	21	16
19	2	0	2	0		18	8	12	15	2	21	40	5
21	9	2	3	1		11	4	6	4	5	40	15	12
2	8	3	2	19		6	3	3	3	1	15	25	12
9	3	2	5	1		3	2	4	2	3	25	11	2
8	3	5	0	11		2	3	5	5	9	11	17	6
3	0	0	1	26		9	9	1	1	8	17	5	19
3	2	1	19	1		2	2	10	3	1	5	9	13
0	3	19	1	27		21	1	9	9	3	9	18	1
2	2	1	11	2		4	12	12	8	18	18	18	11
3	5	11	26	2		18	6	6	1	6	18	7	3
2	0	26	1	3		5	3	7	3	25	7	14	13
5	1	1	27	45		2	4	9	18	21	14	8	12
0	19	27	2	4		14	5	0	6	21	8	7	2
1	1	2	2	5		8	1	3	25	40	7	10	3
19	11	2	3	1		13	10	12	21	15	10	8	11
1	26	3	45	13		11	9	12	21	25	8	32	1

11	1	45	4	3	DELETE D	16	12	19	40	11	32	8	3
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2	2	2	14	16		0	9	8	21	1	5	12	34	
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2	4	8	13	4		12	0	17	11	16	12	2	55	
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8	11	2	3	12		8	19	14	5	9	3	13	22	
8,55737 7	8,73770 5	8,81967 2	8,75409 8	8,45901 6		8,34426 2	6,80327 9	7	11,7377	11,3770 5	11,2623	11,4098 4	18,35	
21/abr	21/abr	21/abr	21/abr	21/abr	21/abr	21/abr	21/abr	21/abr	21/abr	21/abr	21/abr	22/abr	22/abr	22/abr

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16	8	11	6	11	10	15		14	25	6	2	5	9
0	10	23	12	9	23	6		14	699	31	3	7	1
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19,0327 9	21,9180 3	22,3606 6	30,3442 6	30,6229 5	33,0491 8	35,5573 8		36,6885 2	65,8524 6	18,7377	11,2786 9	16,2295 1	16,9508 2

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	7	8	20	20	9	132	12	14	12	15	23	12	33
	8	15	3	20	12	20	9	12	35	33	25	17	124
	18	42	38	3	1	7	11	9	23	26	102	8	7
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	12	20	10	4	7	35	17	26	42	102	13	12	17
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	8	10	14	21	12	15	5	6	10	6	2	55	12
	29	21	8	14	15	23	22	5	57	26	33	10	24
	10	24	14	8	33	25	19	22	13	10	124	13	12
	10	4	7	14	26	102	10	19	14	8	7	18	40
	15	12	24	7	17	9	57	10	6	12	19	12	21
	17,3278 7	14,6065 6	15,9508 2	15,6229 5	18,7213 1	19,5245 9	20,0327 9	19,4918	20,0327 9	19,7049 2	22,0163 9	20,3442 6	21,1147 5
23/abr	23/abr	23/abr	27/abr	27/abr	27/abr	27/abr	27/abr	27/abr	27/abr	27/abr	27/abr	27/abr	27/abr

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25	30	10	22	4	10	12	4	16	9	2	4	2	3
102	4	13	12	12	51	20	15	20	29	2	4	0	5
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15	16	10	6	71	14	88	17	7	15	2	1	3	4

21	3	51	6	9	14	9	11	2	47	5	2	1	6
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22	25	23	13	25	39	28	9	8	4	3	3	2	28
20,6393 4	16,6229 5	16,1803 3	18,1967 2	17,8032 8	17,4754 1	20,1475 4	20,6065 6	22,0819 7	21,7049 2	7,85245 9	7,59016 4	8,08196 7	7,37704 9

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4.3.1. Average of Glossier's Likes

7 6	75	74	7 3	7 2	7 1	7 0	6 9	6 8	6 7	6 6	6 5	6 4	6 3
40366	462 45	158 32	23524	32678	7678	42137	32181	26611	38404	39959	47526	68610	33669
20378	157 90	420 91	24428	51113	37596	37727	26019	82592	58145	123021	66499	60375	51135
21571	372 81	239 56	24172	8425	21775	28670	59373	48232	35023	32700	33364	69385	70873
60036	443 09	579 12	21835	21066	69743	5637	6247	49585	84483	34191	74675	36479	46210
29044	131 67	551 39	22840	32008	16849	51185	65807	36423	58131	112384	21884	47129	65140
10103	205 57	512 49	13160	28934	44947	31112	66761	46286	61542	42230	36432	166580	23577
7646	160 49	370 29	11677	57880	42137	35448	108274	68539	36324	47526	57816	33669	63676
23416	336 82	238 36	29955	39801	37727	32719	38717	29259	40128	66499	46173	51135	51132
14252	455 52	629 60	21519	26233	28670	51431	27964	65053	31000	33364	71773	70873	59676
13797	137 20	156 10	49199	30760	5637	34580	16269	19581	66203	74675	78209	46210	61493
17593	138 39	219 84	35217	54616	51185	46966	25013	37493	35868	21884	71256	65140	55780
12057	288 46	129 00	36260	11175	31112	57506	51294	79675	103752	36432	73934	23577	81509
23665	245 71	264 56	30388	10454	35448	63911	26586	9413	66563	57816	53984	63676	72259
18699	212 18	582 67	30545	32909	32719	32181	22344	31793	161761	46173	55539	51132	108513

17203	136 66	256 44	39632	22963	51431	26019	23850	44053	68570	71773	29890	59676	86893
30664	266 14	146 38	17208	7678	34580	59373	34128	37573	43948	78209	42485	61493	103459
24006	245	159	16509	37596	46966	6247	27518	36721	77009	71256	116904	55780	40080

	01	74											
41708	158 32	478 69	17973	21775	57506	65807	30516	14923	36937	73934	38521	81509	47264
4488	420 91	118 08	36963	69743	63911	66761	17443	41194	13694	53984	49954	72259	33190
35384	239 56	489 84	26486	16849	32181	108274	64660	22742	27845	55539	56204	108513	77630
14578	579 12	489 67	22730	44947	26019	38717	26657	72725	62903	29890	72393	86893	106976
11173	551 39	232 74	19203	42137	59373	27964	15547	26756	31453	42485	44081	103459	63971
18976	512 49	430 08	13550	37727	6247	16269	29939	57801	74211	116904	38994	40080	85628
40298	370 29	267 42	32678	28670	65807	25013	25332	11327	75569	38521	54227	47264	41644
26615	238 36	268 70	51113	5637	66761	51294	37933	27051	39018	49954	69359	33190	73095
30729	629 60	256 85	8425	51185	108274	26586	15250	124897	53179	56204	55835	77630	50947
27673	156 10	218 89	21066	31112	38717	22344	29948	30523	42451	72393	66847	106976	40484
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390 62	190 89	153 61	479 79	150 74	218 26	159 05	13966	221 66	41095	28282	8965	12458	23948
587 61	173 02	319 16	139 35	193 62	183 91	305 69	12541	155 38	26094	13647	14362	19286	14233
326 26	378 75	341 84	483 71	262 60	214 34	124 91	21702	257 90	16664	20301	10329	16248	17521

109 66	153 49	170 46	474 95	244 44	123 14	249 12	19809	226 04	30481	17442	6658	20150	19354
291 76	470 19	185 12	538 16	180 27	184 75	211 68	17859	159 28	28282	9799	9913	12563	14504

469 75	229 80	330 98	365 25	147 69	162 32	149 58	12558	303 19	13647	35276	18181	14527	12400
204 04	216 42	390 42	264 69	175 38	332 98	126 02	22924	203 36	20301	14661	17919	10168	12497
392 59	502 81	477 24	212 82	238 19	132 73	149 22	11201	192 41	17442	14964	33229	11478	12548
168 85	276 05	354 34	206 47	158 85	124 35	260 38	27542	164 63	9799	30834	11642	28498	4910
263 93	355 83	195 69	365 68	162 34	377 52	264 84	17821	177 49	35276	17200	14730	13891	14269
231 78	153 61	567 44	234 87	154 12	435 49	228 27	19760	145 17	14661	24076	28045	12243	27491
148 07	319 16	451 30	587 24	143 74	412 01	360 99	16067	373 99	14964	19698	16195	16751	8235
363 63	341 84	225 34	447 51	216 80	291 31	349 05	22935	177 88	30834	31400	20544	8834	9893
212 67	170 46	201 78	189 20	252 43	288 22	182 27	26482	268 03	17200	18192	13904	17069	19885
314 97	185 12	378 04	133 38	196 61	169 16	331 18	28143	108 30	24076	21842	18171	11294	12365
468 20	330 98	331 49	131 01	182 82	276 08	319 44	14797	401 55	19698	20682	12613	17338	9549
399 70	390 42	539 58	705 23	590 97	577 49	876 40	34243	410 95	31400	16455	42986	23948	18746
332 27	477 24	387 81	388 70	154 78	187 34	232 40	12146	260 94	18192	17137	19894	14233	22011

20250	35434	33688	16946	18890	26835	38410	15573	16664	21842	14604	17324	17521	9867
14769	19569	33236	24053	26005	19196	23771	20794	30481	20682	18710	14456	19354	16576
19581	56744	96464	52189	18596	15786	22695	10422	28282	16455	12522	7126	14504	14412
53327	45130	24161	25787	24513	13510	11407	16685	13647	17137	18741	7237	12400	10150
40745	22534	33786	43117	25965	38868	28467	18258	20301	14604	11378	12085	12497	9202
19744	20178	17217	28867	50432	15905	35189	9256	17442	18710	23515	10396	12548	15097
27868	37804	37125	40024	19108	30569	39487	13265	9799	12522	15100	12600	4910	18965
24525	33149	36995	24959	12141	12491	15230	8576	35276	18741	19186	17698	14269	17300
23558	53958	24375	24028	24976	24912	11999	18211	14661	11378	13673	12488	27491	20776
14845	38781	22509	13367	28188	21168	36253	19790	14964	23515	34782	9214	8235	24662
22250	33688	39261	23251	17014	14958	36098	26678	30834	15100	14594	21412	9893	7319
37876	33236	29461	34803	25598	12602	25529	21813	17200	19186	26153	16871	19885	25750
73611	96464	48748	21716	31456	14922	30751	12672	24076	13673	12013	17213	12365	8775
27940	24161	19368	33282	22447	26038	23062	13247	19698	34782	13767	8590	9549	8651
29661	33786	29188	42906	26918	26484	25845	25265	31400	14594	8414	26988	18746	15292
18613	17217	20652	12661	20942	22827	13194	15747	18192	26153	10230	18189	22011	8469
16368	37125	20645	13066	21750	36099	27410	15741	21842	12013	30647	12458	9867	13183
41562	36995	32836	30901	20040	34905	22686	14133	20682	13767	10045	19286	16576	17155
23325	24375	21192	33034	36180	18227	36488	13562	16455	8414	9204	16248	14412	7860
33074	22509	47979	15572	20693	33118	18786	16819	17137	10230	22069	20150	10150	12917
41800	39261	13935	25486	47176	31944	13582	28188	14604	30647	9577	12563	9202	8155
38286	29461	48371	17103	18215	87640	13244	17574	18710	10045	15268	14527	15097	17866
19089	48748	47495	23768	28361	23240	17792	7491	12522	9204	33228	10168	18965	10463
17302	19368	53816	26564	25990	38410	16343	22130	18741	22069	20677	11478	17300	10911
37875	29188	36525	28947	26841	23771	26047	19860	11378	9577	14109	28498	20776	11276
15349	20652	26469	21874	17272	22695	24258	21526	23515	15268	22523	13891	24662	9471
47019	20645	21282	30063	27669	11407	10629	13752	15100	33228	10985	12243	7319	16936
22980	32836	20647	29435	22371	28467	30173	16793	19186	20677	21774	16751	25750	11214
21642	21192	36568	26020	14973	35189	16060	15336	13673	14109	20180	8834	8775	9751

32059,41	32107,62	32874,89	29805,93	24908,66	26823,57	26140,84	17411,59	20525,13	20235,25	19920,84	15638,66	14985,46	14325,11
11/mai	11/mai	11/mai	11/mai	12/mai	12/mai	12/mai	12/mai	12/mai	12/mai	15/mai	15/mai	15/mai	15/mai

2 0	1 9	1 8	1 7	1 6	1 5	1 4	1 3	1 2	1 1	1 0	9	8	7
15092	6796	4545	10225	6710	8146	7494	3442	2520	3137	3155	2991	1559	1666
14927	4909	5971	7614	6069	7634	6010	4496	5029	3138	4332	2288	3976	3557
18068	7272	8594	10976	5699	8700	5156	4440	3507	2496	3465	4697	3001	4464
5318	7430	7002	5580	7200	10653	3755	2846	4646	4554	2901	2176	2979	1799
9601	7041	11174	7342	6904	6599	3305	3690	3315	4766	2699	2574	2234	1887
8653	7606	3690	8996	8043	5332	4303	3255	4542	4682	6060	2908	1595	1831
16010	13692	11455	4103	12442	5950	6092	6474	4718	3187	3280	2442	2798	2357
6881	5308	10225	7713	7328	7624	5212	4432	4982	2582	3929	2389	2478	1590
10067	5673	7614	10477	3556	4880	9790	4043	2657	2546	4264	4100	2503	2026
20403	10260	10976	12762	8393	7141	6513	4315	5631	2475	3609	6051	2608	1515
11204	5863	5580	11548	6557	6264	6524	5321	3175	2879	2645	2745	1762	1630
9178	8343	7342	12943	11282	5375	5252	2520	4411	2974	4072	2370	5254	2108
8841	6912	8996	9247	3305	5419	6127	5029	5345	3018	3410	2534	2881	1782
18797	9137	4103	8476	4204	6164	6255	3507	5980	4969	4033	3799	3928	3321
8460	7746	7713	8554	6942	4865	4345	4646	3902	3155	4384	5345	2132	2068
8693	6339	10477	2793	7919	6702	4773	3315	4221	4332	3108	2200	3763	1730
12890	7580	12762	7306	4010	8602	9230	4542	7998	3465	4475	3185	2568	1736
8337	12003	11548	14465	8711	6107	5258	4718	3613	2901	3238	2464	2904	2190
8018	10224	12943	9378	4344	6180	10490	4982	4858	2699	2028	3519	2613	2341
7850	8107	9247	7437	6818	7494	6063	2657	3857	6060	2434	2820	2723	1759
13320	5682	8476	4317	6218	6010	3693	5631	4104	3280	1471	3798	2407	1870
6757	9678	8554	7597	7672	5156	7025	3175	3678	3929	4864	5475	2618	3665
8006	6498	2793	6654	9650	3755	5438	4411	5457	4264	2847	4411	2334	4625
7446	8470	7306	5197	6192	3305	7436	5345	4308	3609	3927	3020	3028	1821
11837	7193	14465	9337	4421	4303	5433	5980	4973	2645	2926	2788	1742	2037
9995	8008	9378	6596	3346	6092	8265	3902	3259	4072	3973	2027	3717	2369
7644	4759	7437	9709	4934	5212	6983	4221	6708	3410	3766	2146	2776	2146
9470	5461	4317	9480	8146	9790	5286	7998	4204	4033	3558	2879	1916	1482
8982	4397	7597	3323	7634	6513	6505	3613	5776	4384	3597	3374	1714	1903
8562	8887	6654	5336	8700	6524	5659	4858	6250	3108	2857	2534	1623	2180
17514	8950	5197	9844	10653	5252	9685	3857	5217	4475	3999	5451	2494	1597

6155	10954	9337	5850	6599	6127	6067	4104	3837	3238	2989	3276	2047	3166
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7144	10952	6596	9702	5332	6255	7225	3678	5714	2028	5576	3322	1470	736
7585	8063	9709	5418	5950	4345	4581	5457	3385	2434	3452	1894	2612	2282
8224	14884	9480	10791	7624	4773	6464	4308	4458	1471	3145	2711	3167	2138
6980	10880	3323	4792	4880	9230	14413	4973	4257	4864	3055	3205	2120	1756
10355	8925	5336	7612	7141	5258	4797	3259	8464	2847	2894	2392	1533	4529
9780	5702	9844	6982	6264	10490	3381	6708	5573	3927	3295	2216	3760	1762
11717	6403	5850	13294	5375	6063	4149	4204	4899	2926	4462	2670	2271	2654
6796	6194	9702	4925	5419	3693	5049	5776	5679	3973	3924	3177	2166	1578
13458	11284	5418	7800	6164	7025	6860	6250	3981	3766	2447	2683	4026	1940
8033	7357	10791	6105	4865	5438	3316	5217	3654	3558	4146	2181	2158	1987
8186	7988	4792	5201	6702	7436	4540	3837	2936	3597	4525	1592	1666	1515
6371	7170	7612	6464	8602	5433	6621	5714	4365	2857	13468	2314	3557	1974
13641	8032	6982	5638	6107	8265	5016	3385	5602	3999	2851	1872	4464	2513
10997	13626	13294	7694	6180	6983	5651	4458	3551	2989	3214	2593	1799	1847
11443	3298	4925	9174	7494	5286	5905	4257	5009	5576	5634	2739	1887	1548
5948	5269	7800	8209	6010	6505	5438	8464	5092	3452	2781	3306	1831	2481
7224	7799	6105	8471	5156	5659	5602	5573	3270	3145	4565	2555	2357	1484
12642	7101	5201	10381	3755	9685	4728	4899	2405	3055	4663	2419	1590	2394
6796	7171	6464	8278	3305	6067	9286	5679	3561	2894	2465	3148	2026	1729
4909	4325	5638	8346	4303	7225	4572	3981	2631	3295	2425	1576	1515	1748
7272	5531	7694	6900	6092	4581	7807	3654	4798	4462	2725	2729	1630	2187
7430	7152	9174	6766	5212	6464	5761	2936	3253	3924	4373	1687	2108	3113
7041	6443	8209	11667	9790	14413	6830	4365	3841	2447	5335	2951	1782	2019
7606	5753	8471	7536	6513	4797	4942	5602	4440	4146	4291	3140	3321	2183
13692	6589	10381	9144	6524	3381	6051	3551	3743	4525	4177	2180	2068	1797
5308	13648	8278	10661	5252	4149	5006	5009	5372	13468	3069	1417	1730	2599
5673	15188	8346	7232	6127	5049	5344	5092	4584	2851	3214	2130	1736	1788
10260	9162	6900	11603	6255	6860	6032	3270	4339	3214	2911	2651	2190	2448
5863	8084	6766	8433	4345	3316	6014	2405	4211	5634	3509	3576	2341	3541

9694,262	7986,082	7910,639	8137,607	6448,18	6360,557	6078,738	4520,098	4487,623	3701,41	3752,23	2914,787	2484,525	2204,721
15/mai	15/mai	15/mai	15/mai	15/mai	16/mai	16/mai	16/mai	16/mai	16/mai	16/mai	16/mai	16/mai	16/mai

6	5	4	3	2	1								
2203	1841	1453	1062	899	935								
1112	2203	1297	1442	687	2247								
1713	1112	1247	1153	1007	694								
2016	1713	2246	1155	929	985								
1608	2016	3278	1257	1467	1111								
2018	1608	1391	1139	1647	1209								
1740	2018	1341	1421	1125	1143								
2447	1740	962	1553	967	1018								
863	2447	2010	1157	1693	526								
1119	863	1624	1513	1145	997								
1484	1119	1215	993	1207	862								
1523	1484	1144	1078	1415	750								
1916	1523	1862	1309	2759	764								
1905	1916	2690	1142	1696	1758								
1418	1905	1352	1595	1609	1160								
1657	1418	3417	1213	1071	957								
1701	1657	1350	1047	1337	580								
1869	1701	1160	1300	2154	716								
2345	1869	1058	1228	1585	1142								
1491	2345	1170	1137	1372	1093								
1853	1491	768	1483	1216	1304								
1534	1853	1561	1063	1430	700								
1038	1534	3014	1887	1298	818								
2046	1038	1687	1363	1368	1669								
1302	2046	1591	1726	1226	1067								
1453	1302	3948	1692	1370	834								
1083	1453	1071	941	1366	1015								
1695	1083	1043	1762	1092	717								
1323	1695	1127	2703	1450	1385								
1809	1323	1691	1426	1196	1348								
1541	1809	1909	1825	1115	1642								
1701	1541	1394	1472	1378	932								

1471	1701	1944	1355	791	1319								
1340	1471	1668	1300	1495	1077								
1877	1340	1300	1042	801	831								
2371	1877	992	1503	1110	1144								
1041	2371	1630	1397	1117	694								
1229	1041	2215	1375	1341	849								
1190	1229	1350	1678	889	1134								
1357	1190	1944	1065	1370	735								
1699	1357	1825	1420	1847	1236								
1266	1699	1466	1066	1020	1151								
1479	1266	1294	2423	1087	1141								
1677	1479	1062	964	1351	946								
3882	1677	1442	1896	1051	1730								
1459	3882	1153	1259	1260	1324								
1466	1459	1155	1335	591	958								
1638	1466	1257	1518	739	953								
1743	1638	1139	1755	1632	1169								
1262	1743	1421	1064	1117	1592								
1408	1262	1553	1578	962	948								
1635	1408	1157	1143	1322	673								
978	1635	1513	1326	966	897								
2477	978	993	1913	1061	1141								
1055	2477	1078	1970	923	1147								
1446	1055	1309	928	1252	1268								
1785	1446	1142	1629	1023	808								
1541	1785	1595	1210	975	924								
1728	1541	1213	1248	847	834								
1453	1728	1047	1182	1130	1168								
1297	1453	1300	1369	894	987								

1619,279	1628,197	1544,721	1395,869	1233,443	1063,213	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
16/mai	17/mai	17/mai	17/mai	17/mai	17/mai								

4.3.2. Average of Glossier's Comments

7 6	7 5	7 4	7 3	7 2	7 1	7 0	6 9	6 8	6 7	6 6	6 5	6 4	6 3
209	120	85	79	74	34	199	199	113	142	538	392	153	109
36	28	136	88	182	88	47	78	189	251	2378	1569	482	158
55	79	111	56	10	51	73	302	227	214	203	1359	331	196
365	94	390	35	33	431	29	26	185	382	266	406	155	241
74	49	171	59	56	194	209	224	222	306	573	96	117	649
131	82	307	83	70	382	66	184	187	329	127	227	2764	87
50	41	175	57	1494	199	77	1363	690	164	392	152	109	413
68	351	109	108	154	47	74	761	317	129	1569	166	158	281
127	122	456	140	60	73	185	347	287	253	1359	236	196	89
40	98	43	101	79	29	189	61	171	339	406	228	241	391
58	61	101	65	193	209	164	66	77	141	96	629	649	102
86	137	38	60	48	66	127	266	215	554	227	295	87	227
55	143	126	39	37	77	234	237	55	235	152	497	413	581
77	60	866	110	114	74	199	143	96	1732	166	363	281	473
94	25	95	110	41	185	78	89	121	907	236	169	89	507
208	72	72	58	34	189	302	83	85	183	228	114	391	2370
111	84	38	36	88	164	26	131	120	189	629	248	102	150
332	85	154	53	51	127	224	94	52	123	295	196	227	313
19	136	126	158	431	234	184	122	113	81	497	153	581	3348
159	111	100	76	194	199	1363	174	51	265	363	377	473	291
52	390	420	35	382	78	761	157	138	922	169	120	507	394
31	171	140	23	199	302	347	47	140	136	114	138	2370	1234
38	307	138	45	47	26	61	235	150	1608	248	246	150	611
96	175	76	74	73	224	66	124	97	395	196	1732	313	510
114	109	76	182	29	184	266	14301	101	130	153	311	3348	771
151	456	57	10	209	1363	237	64	1259	100	377	212	291	205
1319	43	82	33	66	761	143	82	178	231	120	241	394	172
75	101	167	56	77	347	89	76	149	96	138	248	1234	327

53	38	129	70	74	61	83	131	141	229	246	752	611	300
82	126	109	1494	185	66	131	97	675	130	1732	153	510	120
67	866	52	154	189	266	94	363	176	140	311	482	771	2618

84	95	56	60	164	237	122	121	108	131	212	331	205	300
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59	72	82	79	127	143	174	176	123	203	241	155	172	454
58	38	180	193	234	89	157	335	497	147	248	117	327	984
51	154	186	48	199	83	47	1199	90	88	752	2764	300	1024
40	126	56	37	78	131	235	292	73	185	153	109	120	683
73	100	276	114	302	94	124	97	131	497	482	158	2618	3651
49	420	124	41	26	122	14301	220	99	538	331	196	300	244
38	140	108	34	224	174	64	228	251	2378	155	241	454	175
83	138	155	88	184	157	82	133	182	203	117	649	984	210
73	76	65	51	1363	47	76	203	228	266	2764	87	1024	213
172	76	212	431	761	235	131	318	254	573	109	413	683	83
60	57	62	194	347	124	97	436	268	127	158	281	3651	13
84	82	107	382	61	14301	363	184	129	392	196	89	244	116
116	167	133	199	66	64	121	79	273	1569	241	391	175	112
51	129	184	47	266	82	176	154	223	1359	649	102	210	15620
56	109	816	73	237	76	335	86	175	406	87	227	213	156
108	52	102	29	143	131	1199	77	227	96	413	581	83	87
68	56	61	209	89	97	292	233	35	227	281	473	13	275
44	82	145	66	83	363	97	92	199	152	89	507	116	117
179	180	79	77	131	121	220	394	815	166	391	2370	112	108
23	186	88	74	94	176	228	175	135	236	102	150	15620	38
43	56	56	185	122	335	133	59	2376	228	227	313	156	339
93	276	35	189	174	1199	203	113	5175	629	581	3348	87	276
29	124	59	164	157	292	318	189	375	295	473	291	275	320
23	108	83	127	47	97	436	227	641	497	507	394	117	960
140	155	57	234	235	220	184	185	303	363	2370	1234	108	444
48	65	108	199	124	228	79	222	244	169	150	611	38	218
65	212	140	78	14301	133	154	187	223	114	313	510	339	166
86	62	101	302	64	203	86	690	1466	248	3348	771	276	59
81	107	65	26	82	318	77	317	349	196	291	205	320	131

108,3443	138,6885	149,6066	127,4918	417,3443	439,377	436,6885	459,8033	367,9344	388,7541	507,1311	501,2295	784,2295	751,0492
02/mai	02/mai	02/mai	02/mai	02/mai	02/mai	02/mai	02/mai	02/mai	02/mai	02/mai	06/mai	06/mai	06/mai

6 2	6 1	6 0	5 9	5 8	5 7	5 6	5 5	5 4	5 3	5 2	5 1	5 0	4 9
99	1002	108	186	265	240	166	230	530	1171	235	150	141	95
181	206	374	4639	2026	273	250	145	1171	105	343	187	215	1031
611	409	186	828	87	320	358	279	105	224	177	156	196	316
799	404	4639	304	155	190	146	129	224	565	171	484	246	154
265	282	828	93	67	730	119	277	565	210	98	145	95	158
1167	272	304	115	240	722	358	287	210	364	91	279	1031	238
329	1759	93	246	273	1746	216	177	364	167	547	483	316	255
274	940	115	381	320	131	248	342	167	292	178	802	154	96
312	4200	246	1477	190	338	159	244	292	287	164	159	158	922
403	361	381	238	730	144	212	1358	287	1506	194	1633	238	387
515	792	1477	373	722	236	391	127	1506	142	88	105	255	4977
319	1996	238	221	1746	231	836	112	142	129	333	148	96	501
1500	164	373	280	131	77	2050	253	129	432	136	147	922	290
212	173	221	1819	338	91	2465	586	432	2169	658	149	387	170
141	119	280	57	144	200	226	176	2169	343	563	201	4977	391
329	427	1819	315	236	107	132	2169	343	180	379	147	501	207
142	424	57	468	231	199	262	235	180	235	119	141	290	618
66	108	315	218	77	504	814	1685	235	343	99	215	170	100
125	374	468	258	91	112	269	738	343	177	377	196	391	147
125	186	218	1887	200	303	266	284	177	171	219	246	207	2932
521	4639	258	435	107	269	138	886	171	98	153	95	618	116
169	828	1887	1639	199	751	148	192	98	91	150	1031	100	728
218	304	435	48	504	122	215	654	91	547	187	316	147	205
99	93	1639	228	112	177	136	904	547	178	156	154	2932	250
233	115	48	165	303	62	3804	811	178	164	484	158	116	89
141	246	228	558	269	544	106	133	164	194	145	238	728	161
93	381	165	539	751	291	288	198	194	88	279	255	205	20368
101	1477	558	440	122	1348	300	2472	88	333	483	96	250	187
274	238	539	273	177	45	2507	1813	333	136	802	922	89	116
132	373	440	128	62	2073	110	266	136	658	159	387	161	169
257	221	273	5220	544	129	230	2299	658	563	1633	4977	20368	3425

229	280	128	182	291	270	145	150	563	379	105	501	187	266
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376	1819	5220	109	1348	242	279	102	379	119	148	290	116	98
311	57	182	111	45	127	129	132	119	99	147	170	169	191
416	315	109	214	2073	188	277	100	99	377	149	391	3425	157
372	468	111	265	129	608	287	263	377	219	201	207	266	260
199	218	214	2026	270	96	177	257	219	153	147	618	98	213
3184	258	265	87	242	111	342	114	153	150	141	100	191	528
2110	1887	2026	155	127	132	244	208	150	187	215	147	157	209
39	435	87	67	188	628	1358	99	187	156	196	2932	260	166
314	1639	155	240	608	53	127	281	156	484	246	116	213	2750
2429	48	67	273	96	383	112	530	484	145	95	728	528	210
378	228	240	320	111	137	253	1171	145	279	1031	205	209	190
504	165	273	190	132	168	586	105	279	483	316	250	166	170
117	558	320	730	628	113	176	224	483	802	154	89	2750	412
3864	539	190	722	53	166	2169	565	802	159	158	161	210	1299
134	440	730	1746	383	250	235	210	159	1633	238	2368	190	219
335	273	722	131	137	358	1685	364	1633	105	255	187	170	226
571	128	1746	338	168	146	738	167	105	148	96	116	412	166
1226	5220	131	144	113	119	284	292	148	147	922	169	1299	247
177	182	338	236	166	358	886	287	147	149	387	3425	219	239
202	109	144	231	250	216	192	1506	149	201	4977	266	226	50
98	111	236	77	358	248	654	142	201	147	501	98	166	703
161	214	231	91	146	159	904	129	147	141	290	191	247	334
303	265	77	200	119	212	811	432	141	215	170	157	239	1272
235	2026	91	107	358	391	133	2169	215	196	391	260	50	218
88	87	200	199	216	836	198	343	196	246	207	213	703	99
74	155	107	504	248	2050	2472	180	246	95	618	528	334	720
135	67	199	112	159	2465	1813	235	95	1031	100	209	1272	326
300	240	504	303	212	226	266	343	1031	316	147	166	218	227
189	273	112	269	391	132	2299	177	316	154	2932	2750	99	3070

479,0492	692,082	563,3607	564,8361	347,2787	398,2459	625,5082	520,2951	356,6066	350,4426	417,7049	537,8689	844,082	902,1967
06/mai	06/mai	08/mai	08/mai	08/mai	08/mai	08/mai	08/mai	08/mai	08/mai	08/mai	08/mai	09/mai	09/mai

4 8	4 7	4 6	4 5	4 4	4 3	4 2	4 1	4 0	3 9	3 8	3 7	3 6	3 5
4977	3425	166	131	176	129	360	69	148	154	238	2380	252	89
501	266	247	202	897	403	203	270	174	115	4075	1153	863	100
290	98	239	72	183	290	128	203	228	160	367	216	390	658
170	191	50	247	202	155	134	164	211	159	159	252	185	49
391	157	703	170	349	146	230	93	306	214	257	863	555	161
207	260	334	502	94	136	113	276	91	210	109	390	215	208
618	213	1272	1098	113	339	69	323	130	226	198	185	609	559
100	528	218	167	49	102	270	185	124	339	120	555	219	289
147	209	99	104	157	208	203	375	222	114	130	215	149	133
2932	166	720	194	69	591	164	134	256	86	88	609	107	241
116	2750	326	363	1128	105	93	150	73	82	557	219	111	367
728	210	227	282	174	102	276	196	870	477	203	149	537	220
205	190	3070	75	135	615	323	83	193	102	90	107	203	177
250	170	532	278	121	360	185	133	64	177	293	111	89	247
89	412	105	220	122	203	375	172	752	125	148	537	163	245
161	1299	550	76	356	128	134	240	202	1135	110	203	311	2074
20368	219	2176	670	66	134	150	117	228	238	325	89	517	516
187	226	1739	188	41	230	196	210	214	4075	166	163	224	241
116	166	534	294	173	113	83	124	126	367	581	311	102	2800
169	247	307	1435	561	69	133	234	154	159	177	517	358	125
3425	239	637	745	897	270	172	991	115	257	189	224	90	134
266	50	1321	461	351	203	240	223	160	109	94	102	177	155
98	703	201	176	369	164	117	222	159	198	324	358	113	373
191	334	1014	897	59	93	210	990	214	120	1126	90	139	257
157	1272	131	183	681	276	124	2105	210	130	492	177	453	262
260	218	202	202	183	323	234	48	226	88	260	113	89	344
213	99	72	349	143	185	991	224	339	557	2380	139	100	461
528	720	247	94	116	375	223	239	114	203	1153	453	658	792
209	326	170	113	204	134	222	89	86	90	216	89	49	523
166	227	502	49	517	150	990	91	82	293	252	100	161	3902
2750	3070	1098	157	525	196	2105	518	477	148	863	658	208	898

210	532	167	69	229	83	48	482	102	110	390	49	559	455
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190	105	104	1128	137	133	224	1440	177	325	185	161	289	64
170	550	194	174	111	172	239	1455	125	166	555	208	133	284
412	2176	363	135	74	240	89	2820	1135	581	215	559	241	206
1299	1739	282	121	1111	117	91	273	238	177	609	289	367	85
219	534	75	122	129	210	518	155	4075	189	219	133	220	170
226	307	278	356	403	124	482	116	367	94	149	241	177	378
166	637	220	66	290	234	1440	223	159	324	107	367	247	785
247	1321	76	41	155	991	1455	214	257	1126	111	220	245	298
239	201	670	173	146	223	2820	169	109	492	537	177	2074	676
50	1014	188	561	136	222	273	120	198	260	203	247	516	90
703	131	294	897	339	990	155	166	120	2380	89	245	241	129
334	202	1435	351	102	2105	116	149	130	1153	163	2074	2800	67
1272	72	745	369	208	48	223	1573	88	216	311	516	125	47
218	247	461	59	591	224	214	55	557	252	517	241	134	268
99	170	176	681	105	239	169	312	203	863	224	2800	155	62
720	502	897	183	102	89	120	369	90	390	102	125	373	89
326	1098	183	143	615	91	166	71	293	185	358	134	257	264
227	167	202	116	360	518	149	78	148	555	90	155	262	285
3070	104	349	204	203	482	1573	148	110	215	177	373	344	229
532	194	94	517	128	1440	55	213	325	609	113	257	461	71
105	363	113	525	134	1455	312	2984	166	219	139	262	792	40
550	282	49	229	230	2820	369	1122	581	149	453	344	523	74
2176	75	157	137	113	273	71	241	177	107	89	461	3902	152
1739	278	69	111	69	155	78	214	189	111	100	792	898	229
534	220	1128	74	270	116	148	88	94	537	658	523	455	66
307	76	174	1111	203	223	213	123	324	203	49	3902	64	561
637	670	135	129	164	214	2984	102	1126	89	161	898	284	78
1321	188	121	403	93	169	1122	2060	492	163	208	455	206	81
201	294	122	290	276	120	241	71	260	311	559	64	85	51

975,1475	542,7705	470,9836	322,4426	269,459	351,5902	419,7869	444,2131	317,4262	384,5574	386,5574	475,3934	423,3607	392,3607
09/mai	09/mai	09/mai	10/mai	10/mai	10/mai	10/mai	10/mai	10/mai	10/mai	10/mai	10/mai	10/mai	11/mai

3 4	3 3	3 2	3 1	3 0	2 9	2 8	2 7	2 6	2 5	2 4	2 3	2 2	2 1
125	81	74	163	354	129	110	17	55	400	216	155	78	215
134	51	86	301	452	124	172	116	29	145	53	61	69	215
155	88	224	87	197	89	208	142	32	57	85	77	65	49
373	257	221	152	436	93	173	61	61	205	28	33	24	201
257	3346	50	187	305	64	127	47	180	216	77	133	167	72
262	140	116	217	98	46	117	86	158	53	242	58	97	38
344	123	282	204	457	116	115	413	181	85	60	131	31	921
461	85	82	130	553	59	2090	299	27	28	174	52	30	349
792	53	229	83	402	62	320	241	40	77	104	138	81	229
523	221	94	79	956	1493	110	195	111	242	92	73	96	475
3902	74	74	189	706	95	71	140	189	60	1069	39	49	48
898	86	169	213	2558	18	164	241	71	174	231	126	28	143
455	224	64	143	2374	98	68	199	93	104	76	106	146	73
64	221	140	401	1288	3044	196	98	83	92	754	112	191	279
284	50	211	100	107	27	66	87	44	1069	89	95	86	179
206	116	249	348	43	71	159	250	294	231	52	49	177	44
85	282	98	655	211	57	47	55	400	76	150	48	215	138
170	82	67	1044	98	107	137	45	145	754	123	57	215	81
378	229	74	1060	55	165	71	40	57	89	118	69	49	32
785	94	333	150	114	61	115	61	205	52	60	147	201	79
298	74	377	116	197	153	60	227	216	150	131	681	72	72
676	169	299	131	73	113	645	61	53	123	233	1245	38	71
90	64	158	2646	172	104	141	1362	85	118	807	186	921	20
129	140	90	106	157	110	116	61	28	60	530	112	349	234
67	211	186	73	34	172	64	152	77	131	1078	528	229	439
47	249	385	1746	98	208	300	207	242	233	8112	255	475	32
268	98	88	475	183	173	233	838	60	807	799	1003	48	59
62	67	110	83	108	127	146	568	174	530	203	39	143	243
89	74	191	129	111	117	354	97	104	1078	125	115	73	146
264	333	236	196	157	115	392	25	92	8112	70	25	279	51
285	377	434	2420	517	2090	2815	698	1069	799	130	1426	179	318

229	299	221	229	103	320	120	97	231	203	235	156	44	136
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71	158	187	56	69	110	88	84	76	125	111	98	138	50
40	90	288	285	85	71	112	50	754	70	190	56	81	137
74	186	2058	827	39	164	118	186	89	130	48	78	32	155
152	385	138	159	411	68	20	101	52	235	92	69	79	97
229	88	189	1235	205	196	110	577	150	111	39	65	72	29
66	110	110	225	433	66	136	225	123	190	261	24	71	263
561	191	163	210	35	159	192	39	118	48	96	167	20	153
78	236	301	158	130	47	56	108	60	92	122	97	234	677
81	434	87	106	138	137	147	80	131	39	122	31	439	396
51	221	152	57	95	71	464	76	233	261	264	30	32	510
88	187	187	253	92	115	284	146	807	96	259	81	59	61
257	288	217	99	117	60	210	63	530	122	88	96	243	313
3346	2058	204	67	1326	645	322	258	1078	122	56	49	146	72
140	138	130	305	61	141	72	126	8112	264	100	28	51	125
123	189	83	979	113	116	77	100	799	259	49	146	318	224
85	110	79	39	94	64	29	70	203	88	123	191	136	51
53	163	189	94	409	300	95	27	125	56	105	86	50	80
221	301	213	105	106	233	80	41	70	100	107	177	137	89
74	87	143	287	218	146	170	33	130	49	79	215	155	57
86	152	401	47	110	354	100	212	235	123	105	215	97	46
224	187	100	111	129	392	43	99	111	105	18	49	29	32
221	217	348	124	124	2815	69	116	190	107	86	201	263	227
50	204	655	136	89	120	31	37	48	79	254	72	153	43
116	130	1044	227	93	88	43	140	92	105	405	38	677	115
282	83	1060	117	64	112	158	112	39	18	96	921	396	51
82	79	150	94	46	118	167	89	261	86	1311	349	510	240
229	189	116	580	116	20	37	68	96	254	89	229	61	70
94	213	131	535	59	110	162	97	122	405	175	475	313	30
74	143	2646	225	62	136	104	50	122	96	118	48	72	83

334,5082	250,4098	286,5738	360,623	307,2459	278,5902	224,8852	174,3607	325,2787	334,2295	348,7541	195,2623	164,082	166,5082
11/mai	11/mai	11/mai	11/mai	12/mai	12/mai	12/mai	12/mai	12/mai	12/mai	15/mai	15/mai	15/mai	15/mai

2 0	1 9	1 8	1 7	1 6	1 5	1 4	1 3	1 2	1 1	1 0	9	8	7
224	148	26	24	20	37	142	30	13	68	39	7	27	19
803	61	23	55	95	105	61	45	29	62	12	14	36	26
566	31	83	219	60	48	37	785	35	26	36	48	59	93
89	49	24	53	66	1234	182	57	100	381	10	6	55	42
48	91	54	56	84	76	80	27	19	204	33	65	39	23
102	39	32	69	244	21	146	83	35	254	77	14	21	24
655	88	140	81	673	53	62	43	80	25	32	16	15	108
19	57	24	256	60	81	90	61	59	53	48	20	31	16
57	53	55	267	211	78	499	43	18	22	36	32	46	6
332	218	219	159	30	133	181	27	43	28	53	73	61	19
175	66	53	558	103	53	37	76	99	27	19	133	19	10
145	166	56	88	109	69	76	13	39	13	65	172	77	17
46	146	69	77	53	24	60	29	64	34	27	22	21	17
752	372	81	65	16	51	98	35	78	109	71	36	55	27
106	71	256	39	66	30	20	100	50	39	486	59	45	47
287	52	267	55	50	25	19	19	33	12	86	29	41	27
304	66	159	38	24	80	88	35	112	36	79	35	27	10
213	79	558	377	67	51	31	80	36	10	29	39	293	27
33	75	88	107	53	76	551	59	103	33	94	84	27	14
69	43	77	65	30	142	134	18	203	77	3651	13	30	19
114	58	65	51	22	61	14	43	37	32	33	40	16	9
23	80	39	60	49	37	43	99	21	48	88	179	38	42
33	49	55	75	93	182	23	39	71	36	32	72	16	76
94	30	38	38	82	80	411	64	65	53	63	14	72	20
48	19	377	114	29	146	39	78	43	19	22	21	12	25
139	38	107	89	31	62	112	50	45	65	29	28	104	20
56	48	65	17	26	90	39	33	115	27	89	31	26	35
111	55	51	118	37	499	44	112	52	71	163	37	36	39
417	25	60	131	105	181	41	36	215	486	24	39	8	30
16	74	75	165	48	37	74	103	73	86	46	17	10	54
389	114	38	241	1234	76	457	203	201	79	98	433	468	5

94	43	114	28	76	60	223	37	66	29	57	52	25	53
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24	62	89	67	21	98	20	21	24	94	72	22	25	7
28	54	17	23	53	20	32	71	55	3651	47	12	18	42
42	134	118	59	81	19	68	65	48	33	26	19	127	80
59	55	131	23	78	88	164	43	49	88	15	21	75	52
84	261	165	69	133	31	41	45	153	32	26	7	12	148
111	178	241	54	53	551	29	115	99	63	27	8	101	44
91	65	28	109	69	134	35	52	106	22	111	12	3	70
261	39	67	27	24	14	49	215	83	29	78	13	18	8
277	135	23	24	51	43	70	73	48	89	20	34	83	52
205	34	59	17	30	23	183	201	22	163	2257	23	25	9
53	27	23	44	25	411	39	66	36	24	50	12	19	8
48	31	69	91	80	39	28	24	42	46	762	22	26	26
107	51	54	44	51	112	17	55	20	98	25	8	93	28
76	154	109	46	76	39	49	48	29	57	26	26	42	11
95	14	27	37	142	44	273	49	48	72	88	26	23	10
73	66	24	56	61	41	35	153	73	47	15	61	24	7
35	69	17	112	37	74	23	99	32	26	93	41	108	15
78	39	44	46	182	457	20	106	80	15	73	24	16	18
148	72	91	257	80	223	89	83	59	26	64	33	6	9
61	9	44	73	146	20	25	48	145	27	32	9	19	9
31	37	46	102	62	32	59	22	95	111	34	19	10	23
49	209	37	22	90	68	46	36	30	78	103	14	17	29
91	18	56	59	499	164	147	42	46	20	49	41	17	4
39	127	112	52	181	41	44	20	80	2257	196	26	27	59
88	82	46	63	37	29	96	29	42	50	45	34	47	16
57	481	257	87	76	35	21	48	62	762	54	21	27	49
53	219	73	35	60	49	18	73	89	25	41	15	10	15
218	24	102	62	98	70	69	32	60	26	21	36	27	25
66	18	22	80	20	183	29	80	207	88	8	51	14	135

150,9344	88	92,11475	93,03279	107,2459	116,8852	97,2459	75,01639	69,08197	174,8033	166,9672	42,13115	47,78689	32,90164
15/mai	15/mai	15/mai	15/mai	15/mai	16/mai	16/mai	16/mai	16/mai	16/mai	16/mai	16/mai	16/mai	16/mai

6	5	4	3	2	1								
125	24	21	14	13	57								
27	125	6	22	27	30								
98	27	28	11	13	15								
50	98	36	18	19	20								
12	50	260	33	19	36								
51	12	24	19	21	63								
67	51	36	9	14	28								
17	67	10	23	11	16								
5	17	25	36	16	24								
11	5	23	6	10	24								
25	11	33	11	9	9								
26	25	4	35	17	37								
22	26	49	22	27	11								
9	22	126	6	20	44								
10	9	13	18	38	11								
21	10	175	13	40	31								
16	21	13	7	25	10								
46	16	10	23	23	2								
441	46	15	12	17	29								
12	441	31	10	44	38								
57	12	4	32	32	30								
28	57	16	17	16	68								
30	28	37	37	13	16								
8	30	52	10	11	19								
17	8	9	19	32	34								
7	17	237	18	21	11								
29	7	1	3	47	53								
28	29	3	76	12	9								
15	28	11	54	43	15								
16	15	40	41	14	19								
10	16	35	25	8	96								
47	10	18	15	32	22								

9	47	45	49	35	10								
29	9	18	23	19	9								
6	29	114	9	9	45								
84	6	9	16	14	42								
10	84	13	37	21	8								
6	10	59	12	23	15								
59	6	47	19	7	20								
46	59	8	21	19	10								
38	46	19	12	22	6								
42	38	23	12	14	20								
55	42	43	68	18	30								
25	55	14	9	18	17								
35	25	22	59	10	26								
10	35	11	12	21	8								
15	10	18	21	12	38								
3	15	33	11	18	11								
17	3	19	46	17	18								
38	17	9	16	21	34								
4	38	23	18	12	28								
14	4	36	2	44	1								
17	14	6	12	24	6								
38	17	11	14	8	20								
22	38	35	27	5	11								
34	22	22	13	35	21								
19	34	6	9	6	19								
25	19	18	20	12	8								
36	25	13	18	8	7								
21	36	7	14	25	10								
6	21	23	41	21	21								

35,18033 35,47541 34,83607 21,88525 20,03279 23,70492 #DIV/0! #DIV/0! #DIV/0! #DIV/0! #DIV/0! #DIV/0! #DIV/0! #DIV/0!
16/mai 17/mai 17/mai 17/mai 17/mai 17/mai

4.4.1. Average of Paula's Choice's Likes

9 0	8 9	8 8	8 7	8 6	8 5	8 4	8 3	8 2	8 1	8 0	7 9	7 8	7 7
3520	7622	2620	759	7208	4043	2656	1382	2606	4909	1167	1546	6979	1460
7897	1157	1042	1967	1723	1277	3611	2426	6163	927	1084	2016	2233	1955
2389	6758	2646	1805	1523	3381	3763	1181	1780	827	1317	2687	1042	3932
3185	3134	1591	1259	1864	887	3596	1231	3036	4372	1201	1855	1038	1757
2370	4723	4211	2488	3646	1769	3287	1489	1116	1224	4302	1520	1882	1807
2057	3911	1255	2763	2314	1303	1163	1402	1406	9326	1410	1955	1781	1376
2454	2273	18496	2933	844	2016	2834	1275	2081	2224	4465	1513	1631	1638
2706	2403	10588	1729	1461	1121	2340	2390	1785	2279	1713	1125	1185	4158
2267	3381	1872	2541	9457	3292	1060	1036	1194	614	1546	1741	1696	11422
9485	1401	5396	1262	2795	2213	3449	2632	1971	4341	2016	2265	1145	3047
1957	1820	1727	1804	1671	2435	1158	6899	1318	1207	2687	1175	1013	6367
1444	2351	3149	3453	1175	2652	5155	2596	1605	1137	1855	3557	626	1692
2079	2620	2936	3175	2030	2450	1382	1544	1299	1756	1520	3084	2265	995
7331	1042	759	1974	9284	1858	2426	2552	2259	1295	1955	588	7822	3512
5777	2646	1967	1034	2865	2353	1181	2741	1328	1608	1513	2761	3584	1118
1920	1591	1805	5521	976	833	1231	2238	1942	2145	1125	1365	539	1427
4481	4211	1259	2644	2541	7053	1489	1110	1058	1310	1741	1188	568	1094
2199	1255	2488	7208	3512	3483	1402	1445	1920	1578	2265	6979	1531	967
2714	18496	2763	1723	3051	2102	1275	1347	1549	1401	1175	2233	668	1250
7622	10588	2933	1523	2599	5544	2390	2606	1656	1167	3557	1042	2746	4478
1157	1872	1729	1864	1941	2656	1036	6163	2458	1084	3084	1038	1825	2851
6758	5396	2541	3646	1919	3611	2632	1780	1534	1317	588	1882	1647	2814
3134	1727	1262	2314	2351	3763	6899	3036	1267	1201	2761	1781	1061	1548
4723	3149	1804	844	2566	3596	2596	1116	1798	4302	1365	1631	1723	3535
3911	2936	3453	1461	2660	3287	1544	1406	940	1410	1188	1185	2210	4055
2273	759	3175	9457	4210	1163	2552	2081	4909	4465	6979	1696	1758	897
2403	1967	1974	2795	2133	2834	2741	1785	927	1713	2233	1145	3129	1699
3381	1805	1034	1671	7285	2340	2238	1194	827	1546	1042	1013	1017	1824

1401	1259	5521	1175	3051	1060	1110	1971	4372	2016	1038	626	672	3550
1820	2488	2644	2030	1505	3449	1445	1318	1224	2687	1882	2265	1693	2734
2351	2763	7208	9284	3161	1158	1347	1605	9326	1855	1781	7822	4894	2807

2620	2933	1723	2865	2471	5155	2606	1299	2224	1520	1631	3584	3466	5366
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1042	1729	1523	976	1335	1382	6163	2259	2279	1955	1185	539	1221	2049
2646	2541	1864	2541	2128	2426	1780	1328	614	1513	1696	568	2627	1831
1591	1262	3646	3512	916	1181	3036	1942	4341	1125	1145	1531	1171	1136
4211	1804	2314	3051	2523	1231	1116	1058	1207	1741	1013	668	1833	1003
1255	3453	844	2599	1885	1489	1406	1920	1137	2265	626	2746	1398	1853
18496	3175	1461	1941	2472	1402	2081	1549	1756	1175	2265	1825	1845	2726
10588	1974	9457	1919	2400	1275	1785	1656	1295	3557	7822	1647	2800	2307
1872	1034	2795	2351	2074	2390	1194	2458	1608	3084	3584	1061	3813	913
5396	5521	1671	2566	3577	1036	1971	1534	2145	588	539	1723	871	1465
1727	2644	1175	2660	3070	2632	1318	1267	1310	2761	568	2210	1850	3644
3149	7208	2030	4210	3278	6899	1605	1798	1578	1365	1531	1758	1663	1050
2936	1723	9284	2133	1670	2596	1299	940	1401	1188	668	3129	2515	3217
759	1523	2865	7285	6028	1544	2259	4909	1167	6979	2746	1017	1460	3965
1967	1864	976	3051	1813	2552	1328	927	1084	2233	1825	672	1955	3424
1805	3646	2541	1505	2334	2741	1942	827	1317	1042	1647	1693	3933	3118
1259	2314	3512	3161	2465	2238	1058	4372	1201	1038	1061	4894	1757	3808
2488	844	3051	2471	4152	1110	1920	1224	4302	1882	1723	3466	1807	5871
2763	1461	2599	1335	2314	1445	1549	9326	1410	1781	2210	1221	1376	2201
2933	9457	1941	2128	1886	1347	1656	2224	4465	1631	1758	2627	1638	4599
1729	2795	1919	916	4133	2606	2458	2279	1713	1185	3129	1171	4158	1374
2541	1671	2351	2523	909	6163	1534	614	1546	1696	1017	1833	11423	5261
1262	1175	2566	1885	1951	1780	1267	4341	2016	1145	672	1398	3047	2796
1804	2030	2660	2472	2319	3036	1798	1207	2687	1013	1693	1845	6367	908
3453	9284	4210	2400	1510	1116	940	1137	1855	626	4894	2800	1692	3230
3175	2865	2133	2074	2111	1406	4909	1756	1520	2265	3466	3813	995	4977
1974	976	7285	3577	2764	2081	927	1295	1955	7822	1221	871	3512	1609
1034	2541	3051	3070	3179	1785	827	1608	1513	3584	2627	1850	1118	2674
5521	3512	1505	3278	1555	1194	4372	2145	1125	539	1171	1663	1427	1898
2644	3051	3161	1670	2019	1971	1224	1310	1741	568	1833	2515	1094	1173

3373,869	3237,934	3146,902	2692,311	2763,311	2429,361	2169,115	2089,934	2035,508	2132,934	2008,541	2010,115	2285,82	2708,393
18/mai	18/mai	18/mai	18/mai	18/mai	19/mai	19/mai	19/mai	19/mai	19/mai	20/mai	20/mai	20/mai	20/mai

7 6	7 5	7 4	7 3	7 2	7 1	7 0	6 9	6 8	6 7	6 6	6 5	6 4	6 3
1094	1548	3424	1898	1724	1597	1230	4955	2253	5803	1674	2088	1361	1232
967	3535	3118	1173	4431	2964	3363	3437	1044	1293	3046	903	2537	2612
1250	4055	3808	1506	2734	856	3493	3121	5803	1716	2703	3253	2676	3050
4478	897	5871	1020	8889	1596	3324	1320	1293	1914	1035	4287	685	2121
2851	1699	2201	1798	1685	1139	1212	1869	1716	974	1952	1903	1637	6339
2814	1824	4599	1449	5315	1470	9942	1578	1914	2365	1867	2119	499	2221
1548	3550	1374	2883	2090	5194	4700	1999	974	4490	1442	7701	4883	3256
3535	2734	5261	1384	937	4080	4058	1390	2365	988	2715	3707	1511	4074
4055	2807	2796	1916	1350	681	1145	2704	4490	2020	2252	1156	3292	2017
897	5366	908	3991	3528	1178	748	2493	988	2869	3326	3131	1475	2318
1699	2049	3230	1812	2037	4612	1319	1629	2020	1334	4900	2948	1970	5480
1824	1831	4977	6033	693	1600	1687	1165	2869	2258	1562	2438	2924	1878
3550	1136	1609	3724	1384	2708	3961	2909	1334	1775	2768	3550	652	2726
2734	1003	2674	1824	817	1246	1725	2111	2258	1302	2706	1961	2442	3133
2807	1853	1898	1714	1549	2679	1909	1338	1775	1611	5012	2520	1764	1646
5366	2726	1173	2337	781	1839	1677	3591	1302	3346	976	1522	2709	2408
2049	2307	1506	5441	1435	1210	1786	2251	1611	1092	997	4765	3208	1689
1831	913	1020	1467	4019	2991	2787	6688	3346	2233	4803	2019	4903	1570
1136	1465	1798	2099	1690	658	1530	4275	1092	1006	1057	1528	2051	2720
1003	3644	1449	1430	2323	3090	2439	943	2233	1627	3613	2736	2236	4035
1853	1050	2883	3010	838	3132	1583	3052	1006	2316	1094	2708	1232	2859
2726	3217	1384	2262	1676	2855	3289	3144	1627	1253	1793	1367	2612	3930
2307	3965	1916	1475	1840	3464	2391	1830	2316	3751	1390	1361	3050	1698
913	3424	3991	967	852	4463	1592	2460	1253	1846	1570	2537	2121	1600
1465	3118	1812	1194	1597	6484	3258	2586	3751	2427	2088	2676	6339	1343
3644	3808	6033	1437	2964	1230	1947	4883	1846	7294	903	685	2221	3565
1050	5871	3724	2225	856	3363	2448	2904	2427	2969	3253	1637	3256	3788
3217	2201	1824	1724	1596	3493	4124	3692	7294	2707	4287	499	4074	1018
3965	4599	1714	4431	1139	3324	2571	2253	2969	3311	1903	4883	2017	9517
3424	1374	2337	2734	1470	1212	6920	1044	2707	1695	2119	1511	2318	2743
3118	5261	5441	8889	5194	9942	10042	5803	3311	9902	7701	3292	5480	6818

3808	2796	1467	1685	4080	4700	1896	1293	1695	2124	3707	1475	1878	3186
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5871	908	2099	5315	681	4058	1296	1716	9902	1647	1156	1970	2726	3471
2201	3230	1430	2090	1178	1145	3211	1914	2124	1298	3131	2924	3133	2103
4599	4977	3010	937	4612	748	4955	974	1647	2284	2948	652	1646	1703
1374	1609	2262	1350	1600	1319	3438	2365	1298	1676	2438	2442	2408	1168
5261	2674	1475	3528	2708	1687	3121	4490	2284	1521	3550	1764	1689	4695
2796	1898	967	2037	1246	3961	1320	988	1676	6239	1961	2709	1570	2624
908	1173	1194	693	2679	1725	1869	2020	1521	1674	2520	3208	2720	3607
3230	1506	1437	1384	1839	1909	1578	2869	6239	3046	1522	4903	4035	2098
4977	1020	2225	817	1210	1677	1999	1334	1674	2703	4765	2051	2859	2153
1609	1798	1724	1549	2991	1786	1390	2258	3046	1035	2019	2236	3930	2139
2674	1449	4431	781	658	2787	2704	1775	2703	1952	1528	1232	1698	3101
1898	2883	2734	1435	3090	1530	2493	1302	1035	1867	2736	2612	1600	1923
1173	1384	8889	4019	3132	2439	1629	1611	1952	1442	2708	3050	1343	808
1506	1916	1685	1690	2855	1583	1165	3346	1867	2715	1367	2121	3565	2327
1020	3991	5315	2323	3464	3289	2909	1092	1442	2252	1361	6339	3788	2757
1798	1812	2090	838	4463	2391	2111	2233	2715	3326	2537	2221	1018	3617
1449	6033	937	1676	6484	1592	1338	1006	2252	4900	2676	3256	9517	995
2883	3724	1350	1840	1230	3258	3591	1627	3326	1562	685	4074	2743	1294
1384	1824	3528	852	3363	1947	2251	2316	4900	2768	1637	2017	6818	3103
1916	1714	2037	1597	3493	2448	6688	1253	1562	2706	499	2318	3186	2542
3991	2337	693	2964	3324	4124	4275	3751	2768	5012	4883	5480	3471	4733
1812	5441	1384	856	1212	2571	943	1846	2706	976	1511	1878	2103	9493
6033	1467	817	1596	9942	6920	3052	2427	5012	997	3292	2726	1703	1339
3724	2099	1549	1139	4700	10042	3144	7294	976	4803	1475	3133	1168	3170
1824	1430	781	1470	4058	1896	1830	2969	997	1057	1970	1646	4695	1385
1714	3010	1435	5194	1145	1296	2460	2707	4803	3613	2924	2408	2624	1591
2337	2262	4019	4080	748	3211	2586	3311	1057	1094	652	1689	3607	4145
5441	1475	1690	681	1319	4955	4883	1695	3613	1793	2442	1570	2098	2209
1467	967	2323	1178	1687	3438	2904	9902	1094	1390	1764	2720	2153	2138

2587,672	2551,426	2536,557	2210,508	2534,82	2832,492	2839,82	2641	2509,393	2507,525	2407,721	2593,689	2747,984	2901,984
20/mai	20/mai	20/mai	20/mai	20/mai	20/mai	21/mai	21/mai	21/mai	21/mai	21/mai	23/mai	23/mai	23/mai

6 2	6 1	6 0	5 9	5 8	5 7	5 6	5 5	5 4	5 3	5 2	5 1	5 0	4 9
1922	1470	2982	760	1232	1548	2380	865	1247	740	1681	3450	810	475
808	2872	1989	1889	2062	894	1112	718	1750	1231	861	529	1399	3788
2326	2008	1756	1473	4560	1407	4630	789	2189	699	1530	974	3029	1761
2756	1896	2099	2114	1259	690	1767	917	832	1072	1104	1081	418	2508
3616	2088	1688	2435	1543	1286	1311	1157	2326	1010	5057	539	1012	512
995	2964	3242	1039	1069	1146	963	1541	2176	1942	841	1065	638	877
1294	3330	1618	1052	1214	1899	1447	812	2409	816	1049	1313	718	1736
3106	3973	2828	3568	1379	1611	1792	1144	3104	2450	1348	2098	576	372
2541	2638	2160	453	1120	898	1081	1247	1479	781	1699	2224	1679	1663
4730	2120	2425	1540	1570	1125	1142	1750	1283	1614	1983	1272	1004	2433
9490	4820	3049	671	750	1761	464	2189	1418	894	5056	742	1960	3459
1339	1563	2150	1704	1431	2445	1117	832	1818	2194	787	1868	1050	807
3170	1800	2682	1274	934	1206	3081	2326	2153	2337	1331	1283	3631	3372
1384	3467	3889	1159	1511	1171	956	2176	1364	985	1234	2539	1112	887
1591	1419	3026	1013	720	2112	675	2409	883	986	2496	964	1088	307
4144	1600	2933	1346	1829	908	2780	3104	1553	1206	1076	1028	1148	1991
2208	1268	860	931	1569	1098	6730	1479	2462	2259	1179	2229	793	2096
2138	2121	1652	1971	1644	750	1426	1283	1399	4940	1077	890	1072	614
2203	5266	1511	1000	629	2380	908	1418	1004	1907	3403	810	1639	1913
1900	1686	2132	1842	1102	1112	1069	1818	1318	3902	1200	1399	1575	573
1659	1892	2154	986	723	4630	2213	2153	3504	1681	1120	3029	475	1091
2601	2589	3485	1721	1145	1767	903	1364	1466	861	6519	418	3788	1070
4838	1968	1376	2182	974	1311	1079	883	5261	1530	1413	1012	1761	319
2074	2206	2548	1179	1484	963	1480	1553	1340	1104	1293	638	2508	647
6953	557	923	1778	1975	1447	1482	2462	1300	5057	1005	718	512	1151
1459	2389	3157	1131	898	1792	1326	1399	1231	841	1750	576	877	758
3880	825	1329	724	788	1081	1504	1004	768	1049	3145	1679	1736	305
1209	2233	5536	1131	1148	1142	2503	1318	1444	1348	1285	1004	372	1408
2473	629	851	590	942	464	1824	3504	985	1699	1494	1960	1663	859
1799	2621	3576	939	1603	1117	1542	1466	1691	1983	1651	1050	2433	1147
3764	3963	5372	2390	1373	3081	4239	5261	1840	5056	2871	3631	3459	1020

1063	2767	2472	2047	1548	956	2279	1340	831	787	1629	1112	807	1218
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1875	1906	2915	1225	894	675	1765	1300	1471	1331	1828	1088	3372	1366
1734	678	4538	1340	1407	2780	1171	1231	526	1234	1320	1148	887	1121
3288	3079	969	1333	690	6730	2430	768	1050	2496	2526	793	307	771
2395	2982	1470	1200	1286	1426	976	1444	930	1076	1241	1072	1991	872
1844	1989	8759	1232	1146	908	577	985	1406	1179	2294	1639	2096	338
2613	1756	1946	2062	1899	1069	1533	1691	2283	1077	1337	1575	614	839
2164	2099	2132	4560	1611	2213	768	1840	611	3403	968	475	1913	768
3414	1688	2262	1259	898	903	2578	831	740	1200	3378	3788	573	784
2537	3242	1569	1543	1125	1079	1816	1471	1231	1120	963	1761	1091	1114
728	1618	1800	1069	1761	1480	1376	526	699	6519	1869	2508	1070	1514
3895	2828	1293	1214	2445	1482	1434	1050	1072	1413	3450	512	319	1376
5766	2160	1770	1379	1206	1326	1647	930	1010	1293	529	877	647	848
1346	2425	2015	1120	1171	1504	1238	1406	1942	1005	974	1736	1151	940
1407	3049	1686	1570	2112	2503	1381	2283	816	1750	1081	372	758	544
2281	2150	1665	750	908	1824	1167	611	2450	3145	539	1663	305	706
6590	2682	2126	1431	1098	1542	2890	740	781	1285	1065	2433	1408	889
4899	3889	2009	934	750	4239	857	1231	1614	1494	1313	3459	859	1387
6064	3026	2913	1511	2380	2279	694	699	894	1651	2098	807	1147	5330
1616	2933	1558	720	1112	1765	1037	1072	2194	2871	2224	3372	1020	1100
3970	860	1610	1829	4630	1171	1285	1010	2337	1629	1272	887	1218	1241
5936	1652	867	1569	1767	2430	774	1942	985	1828	742	307	1366	504
2218	1511	1961	1644	1311	976	578	816	986	1320	1868	1991	1121	922
1819	2132	1898	629	963	577	865	2450	1206	2526	1283	2096	771	643
2755	2154	1789	1102	1447	1533	718	781	2259	1241	2539	614	872	1060
3345	3485	665	723	1792	768	789	1614	4940	2294	964	1913	338	431
1056	1376	1585	1145	1081	2578	917	894	1907	1337	1028	573	839	1184
1976	2548	3173	974	1142	1816	1157	2194	3902	968	2229	1091	768	1204
1929	923	1450	1484	464	1376	1541	2337	1681	3378	890	1070	784	943
3536	3157	928	1975	1117	1434	812	985	861	963	810	319	1114	1603

2826,705	2311,23	2307,721	1418,984	1399,033	1632,525	1573,377	1488,738	1649,377	1819,459	1734,246	1427,262	1269,852	1237,361
23/mai	23/mai	23/mai	23/mai	23/mai	23/mai	23/mai	24/mai	24/mai	24/mai	24/mai	24/mai	24/mai	24/mai

4 8	4 7	4 6	4 5	4 4	4 3	4 2	4 1	4 0	3 9	3 8	3 7	3 6	3 5
573	848	721	629	390	996	895	1195	1179	612	1395	804	1188	560
1091	940	1006	1290	983	2034	1185	2071	925	563	516	1722	3238	1429
1070	544	1096	1041	1021	1316	476	910	744	1067	983	628	579	1032
319	706	1370	568	1378	969	1764	1021	747	952	1348	3540	380	1560
647	889	986	1067	433	766	431	937	982	488	1706	1077	869	816
1151	1387	467	648	531	386	1341	1178	2656	908	1582	432	641	718
758	5330	1544	1895	1798	976	699	792	943	858	2710	934	1287	755
305	1100	844	2832	952	884	1252	1490	617	1454	965	793	385	1059
1408	1241	2345	1428	1282	785	1683	4641	665	886	713	865	833	522
859	504	1608	1192	893	5610	753	1302	719	489	807	1231	1122	1325
1147	922	986	1006	3954	689	660	1488	720	1166	1105	977	454	556
1020	643	808	1102	988	710	945	1278	1193	696	1012	456	560	894
1218	1060	1665	1388	848	1224	3184	585	887	1193	1015	692	1429	880
1366	431	1465	578	1522	2364	1004	815	1333	1455	621	736	1032	1214
1121	1184	372	760	940	534	1724	1203	2078	957	1016	821	1560	817
771	1204	558	439	920	1338	1007	701	1205	753	1352	564	816	3466
872	943	788	926	641	1345	3197	650	779	828	1354	543	718	1331
338	1603	857	297	1109	762	1578	1685	956	999	565	911	755	1027
839	721	2030	950	827	895	1112	486	2567	430	808	652	1059	647
768	1006	904	1720	843	1185	650	1472	803	672	429	943	522	1587
784	1096	886	390	640	476	1866	582	1416	1135	852	363	1325	1494
1114	1370	1499	983	996	1764	1219	638	1377	724	687	3077	556	703
1514	986	2427	1021	2034	431	1195	2050	975	495	1710	627	894	728
1376	467	708	1378	1316	1341	2071	1342	759	667	812	297	880	941
848	1544	937	433	969	699	910	1103	1519	1395	1132	615	1214	1022
940	844	1541	531	766	1252	1021	1988	642	516	762	939	817	833
544	2345	1247	1798	386	1683	937	1117	885	983	490	450	3466	1379
706	1608	1049	952	976	753	1178	988	673	1348	804	499	1331	977
889	986	1468	1282	884	660	792	824	1362	1706	1722	769	1027	1056
1387	808	1114	893	785	945	1490	907	927	1582	628	1188	647	1046
5330	1665	4386	3954	5610	3184	4641	2055	2682	2710	3540	3238	1587	4422

1100	1465	1466	988	689	1004	1302	1147	789	965	1077	579	1494	1245
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1241	372	878	848	710	1724	1488	1708	612	713	432	380	703	716
504	558	1031	1522	1224	1007	1278	1094	563	807	934	869	728	1980
922	788	873	940	2364	3197	585	1456	1067	1105	793	641	941	887
643	857	936	920	534	1578	815	539	952	1012	865	1287	1022	642
1060	2030	705	641	1338	1112	1203	1295	488	1015	1231	385	833	933
431	904	659	1109	1345	650	701	1179	908	621	977	833	1379	603
1184	886	1020	827	762	1866	650	925	858	1016	456	1122	977	690
1204	1499	793	843	895	1219	1685	744	1454	1352	692	454	1056	1215
943	2427	450	640	1185	1195	486	747	886	1354	736	560	1046	944
1603	708	939	996	476	2071	1472	982	489	565	821	1429	4422	786
721	937	1145	2034	1764	910	582	2656	1166	808	564	1032	1245	631
1006	1541	1929	1316	431	1021	638	943	696	429	543	1560	716	456
1096	1247	1052	969	1341	937	2050	617	1193	852	911	816	1980	1228
1370	1049	3726	766	699	1178	1342	665	1455	687	652	718	887	695
986	1468	1274	386	1252	792	1103	719	957	1710	943	755	642	2832
467	1114	836	976	1683	1490	1988	720	753	812	363	1059	933	1016
1544	4386	1053	884	753	4641	1117	1193	828	1132	3077	522	603	1203
844	1466	1315	785	660	1302	988	887	999	762	627	1325	690	1077
2345	878	1869	5610	945	1488	824	1333	430	490	297	556	1215	707
1608	1031	947	689	3184	1278	907	2078	672	804	615	894	944	1296
986	873	1335	710	1004	585	2055	1205	1135	1722	939	880	786	1011
808	936	1604	1224	1724	815	1147	779	724	628	450	1214	631	1483
1665	705	1225	2364	1007	1203	1708	956	495	3540	499	817	456	2122
1465	659	1016	534	3197	701	1094	2567	667	1077	769	3466	1228	695
372	1020	3137	1338	1578	650	1456	803	1395	432	1188	1331	695	788
558	793	894	1345	1112	1685	539	1416	516	934	3238	1027	2832	912
788	450	4609	762	650	486	1295	1377	983	793	579	647	1016	499
857	939	1435	895	1866	1472	1179	975	1348	865	380	1587	1203	454
2030	1145	2188	1185	1219	582	925	759	1706	1231	869	1494	1077	1820

1072,525	1181,246	1344,607	1154,377	1232,885	1291,721	1269,869	1212,426	1034,41	998,6885	1010,787	1010,197	1107,393	1120,689
24/mai	24/mai	24/mai	25/mai	25/mai	25/mai	25/mai	25/mai	25/mai	25/mai	25/mai	25/mai	25/mai	26/mai

3 4	3 3	3 2	3 1	3 0	2 9	2 8	2 7	2 6	2 5	2 4	2 3	2 2	2 1
1331	4422	456	912	980	744	813	780	1678	1080	418	877	534	526
1027	1245	1228	499	1628	1010	451	2837	527	972	1084	366	1357	1257
647	716	695	454	2091	1193	742	663	388	1293	1304	2508	1054	714
1587	1980	2832	1820	734	1286	870	622	1117	720	921	654	4454	1203
1494	887	1016	987	8821	1237	773	1045	1036	662	1852	374	1047	2126
703	642	1203	1026	1448	3623	900	655	919	847	866	1124	1008	1254
728	933	1077	937	628	893	651	607	3219	895	456	3434	915	801
941	603	707	601	873	470	3065	983	1713	686	854	1021	1022	1039
1022	690	1296	1246	772	578	636	1678	989	2438	444	676	834	517
833	1215	1011	1406	809	1207	1615	527	1080	726	570	877	1018	438
1379	944	1483	971	525	1019	623	388	972	965	748	571	865	482
977	786	2122	429	2219	2038	996	1117	1293	418	1636	1072	1332	848
1056	631	695	980	1154	1935	733	1036	720	1084	1232	360	526	660
1046	456	788	1628	744	837	1175	919	662	1304	877	1202	1257	853
4422	1228	912	2091	1010	385	472	3219	847	921	366	534	714	591
1245	695	499	734	1193	665	471	1713	895	1852	2508	1357	1203	917
716	2832	454	8821	1286	1451	920	989	686	866	654	1054	2126	390
1980	1016	1820	1448	1237	4065	757	1080	2438	456	374	4454	1254	824
887	1203	987	628	3623	381	1269	972	726	854	1124	1047	801	1110
642	1077	1026	873	893	1239	600	1293	965	444	3434	1008	1039	821
933	707	937	772	470	896	584	720	418	570	1021	915	517	515
603	1296	601	809	578	544	1094	662	1084	748	676	1022	438	3108
690	1011	1246	525	1207	1812	760	847	1304	1636	877	834	482	964
1215	1483	1406	2219	1019	889	1644	895	921	1232	571	1018	848	938
944	2122	971	1154	2038	1241	1261	686	1852	877	1072	865	660	676
786	695	429	744	1935	457	1034	2438	866	366	360	1332	853	590
631	788	980	1010	837	1052	824	726	456	2508	1202	526	591	421
456	912	1628	1193	385	1164	1694	965	854	654	534	1257	917	431
1228	499	2091	1286	665	1127	804	418	444	374	1357	714	390	413
695	454	734	1237	1451	499	424	1084	570	1124	1054	1203	824	894
2832	1820	8821	3623	4065	2959	1335	1304	748	3434	4454	2126	1110	2937

1016	987	1448	893	381	462	892	921	1636	1021	1047	1254	821	748
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1203	1026	628	470	1239	1097	720	1852	1232	676	1008	801	515	597
1077	937	873	578	896	1074	2637	866	877	877	915	1039	3108	533
707	601	772	1207	544	475	836	456	366	571	1022	517	964	800
1296	1246	809	1019	1812	2278	1157	854	2508	1072	834	438	938	1391
1011	1406	525	2038	889	1671	1227	444	654	360	1018	482	676	727
1483	971	2219	1935	1241	416	368	570	374	1202	865	848	590	1042
2122	429	1154	837	457	1327	1110	748	1124	534	1332	660	421	734
695	980	744	385	1052	1310	759	1636	3434	1357	526	853	431	688
788	1628	1010	665	1164	569	1413	1232	1021	1054	1257	591	413	495
912	2091	1193	1451	1127	1194	1509	877	676	4454	714	917	894	611
499	734	1286	4065	499	651	403	366	877	1047	1203	390	2937	508
454	8821	1237	381	2959	670	716	2508	571	1008	2126	824	748	689
1820	1448	3623	1239	462	394	1422	654	1072	915	1254	1110	597	583
987	628	893	896	1097	295	771	374	360	1022	801	821	533	1140
1026	873	470	544	1074	2505	892	1124	1202	834	1039	515	800	531
937	772	578	1812	475	514	814	3434	534	1018	517	3108	1391	789
601	809	1207	889	2278	1205	467	1021	1357	865	438	964	727	2817
1246	525	1019	1241	1671	428	1316	676	1054	1332	482	938	1042	854
1406	2219	2038	457	416	535	780	877	4454	526	848	676	734	1855
971	1154	1935	1052	1327	433	2837	571	1047	1257	660	590	688	921
429	744	837	1164	1310	1376	663	1072	1008	714	853	421	495	429
980	1010	385	1127	569	809	622	360	915	1203	591	431	611	687
1628	1193	665	499	1194	1184	1045	1202	1022	2126	917	413	508	922
2091	1286	1451	2959	651	390	655	534	834	1254	390	894	689	586
734	1237	4065	462	670	458	607	1357	1018	801	824	2937	583	1066
8821	3623	381	1097	394	529	983	1054	865	1039	1110	748	1140	590
1448	893	1239	1074	295	961	1678	4454	1332	517	821	597	531	930
628	470	896	475	2505	696	527	1047	526	438	515	533	789	3748
873	578	544	2278	514	792	388	1008	1257	482	3108	800	2817	640

1238,77 1267,328 1283,197 1282,82 1286,557 1075,311 986,9508 1115,033 1108,098 1058,721 1048,115 1024,459 985,5902 949,3279
26/mai 26/mai 26/mai 26/mai 26/mai 26/mai 26/mai 26/mai 26/mai 03/jun 03/jun 03/jun 03/jun 03/jun

2 0	1 9	1 8	1 7	1 6	1 5	1 4	1 3	1 2	1 1	1 0	9	8	7
583	586	384	717	716	861	376	380	707	182	1355	399	333	1365
1140	1066	831	236	514	1181	224	366	366	231	2277	341	687	827
531	590	1255	853	1231	625	510	592	861	450	1163	836	528	1002
788	930	648	352	581	497	447	279	1409	249	545	1139	523	834
2816	3748	2094	1291	758	1233	811	988	307	331	979	477	883	2159
854	640	674	415	1690	654	513	625	433	873	3324	698	765	467
1855	2020	305	1029	795	466	796	808	683	652	662	673	992	652
921	667	314	530	382	979	1061	722	532	1021	1322	295	381	453
429	459	1013	317	1818	1488	794	2839	1301	669	558	333	396	892
686	978	1373	881	606	810	681	243	302	1009	1079	687	1207	621
921	437	341	789	547	948	380	504	780	478	465	528	470	1213
586	1323	610	513	565	373	366	395	585	1750	999	523	2464	886
1066	400	2236	869	872	1471	592	427	971	727	1516	883	396	1362
590	833	610	885	861	589	279	585	674	542	978	765	901	487
930	1107	1353	871	1181	314	988	808	552	1032	836	992	1015	490
3748	927	717	1922	625	588	625	1499	314	1652	1214	381	550	507
640	2381	236	940	497	837	808	635	618	301	511	396	555	777
2020	1239	853	433	1233	1020	722	598	566	956	399	1207	787	787
667	974	352	716	654	527	2839	884	301	672	341	470	1365	697
459	514	1291	514	466	485	243	488	628	1903	836	2464	827	2493
978	1235	415	1231	979	331	504	1793	1179	962	1139	396	1002	469
437	700	1029	581	1488	407	395	334	388	808	477	901	834	354
1323	482	530	758	810	695	427	504	596	1301	698	1015	2159	1151
400	703	317	1690	948	850	585	338	366	311	673	550	467	460
833	502	881	795	373	4554	808	494	616	744	295	555	652	813
1107	478	789	382	1471	812	1499	841	534	1355	333	787	453	439
927	1338	513	1818	589	247	635	996	325	2277	687	1365	892	1056
2381	667	869	606	314	1624	598	735	2181	1163	528	827	621	1133
1239	384	885	547	588	607	884	584	1004	545	523	1002	1213	845
974	831	871	565	837	617	488	1100	498	979	883	834	886	608
514	1255	1922	872	1020	2095	1793	2797	947	3324	765	2159	1362	1048

1235	648	940	861	527	1614	334	611	1049	662	992	467	487	593
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700	2094	433	1181	485	354	504	331	631	1322	381	652	490	727
482	674	716	625	331	969	338	1289	1316	558	396	453	507	672
703	305	514	497	407	515	494	659	524	1079	1207	892	777	498
502	314	1231	1233	695	189	841	644	664	465	470	621	787	770
478	1013	581	654	850	1418	996	1273	490	999	2464	1213	697	428
1338	1373	758	466	4554	600	735	768	248	1516	396	886	2493	533
667	341	1690	979	812	328	584	746	144	978	901	1362	469	660
384	610	795	1488	247	376	1100	1615	353	836	1015	487	354	709
831	2236	382	810	1624	224	2797	583	816	1214	550	490	1151	1051
1255	610	1818	948	607	510	611	371	181	511	555	507	460	531
648	1353	606	373	617	447	331	626	162	399	787	777	813	301
2094	717	547	1471	2095	811	1289	462	298	341	1365	787	439	567
674	236	565	589	1614	513	659	753	182	836	827	697	1056	725
305	853	872	314	354	796	644	248	231	1139	1002	2493	1133	573
314	352	861	588	969	1061	1273	684	450	477	834	469	845	811
1013	1291	1181	837	515	794	768	532	249	698	2159	354	608	565
1373	415	625	1020	189	681	746	948	331	673	467	1151	1048	629
341	1029	497	527	1418	380	1615	635	873	295	652	460	593	832
610	530	1233	485	600	366	583	538	652	333	453	813	727	812
2236	317	654	331	328	592	371	199	1021	687	892	439	672	286
610	881	466	407	376	279	626	835	669	528	621	1056	498	562
1353	789	979	695	224	988	462	177	1009	523	1213	1133	770	635
717	513	1488	850	510	625	753	1535	478	883	886	845	428	1591
236	869	810	4554	447	808	248	1217	1750	765	1362	608	533	727
853	885	948	812	811	722	684	900	727	992	487	1048	660	335
352	871	373	247	513	2839	532	692	542	381	490	593	709	745
1291	1922	1471	1624	796	243	948	873	1032	396	507	727	1051	2466
415	940	589	607	1061	504	635	670	1652	1207	777	672	531	1136
1029	433	314	617	794	395	538	729	301	470	787	498	301	389

957,082	914,8852	843,4098	846,0328	842,2787	815,1803	749,3443	775,8033	664,7377	846,0984	889,4262	795,541	797,5902	806,6557
03/jun	03/jun	03/jun	03/jun	03/jun	03/jun	03/jun	03/jun	03/jun	03/jun	03/jun	03/jun	03/jun	03/jun

6	5	4	3	2	1								
660	456	307	295	494	665								
709	492	607	472	1313	725								
1051	586	295	1247	632	493								
531	438	472	753	1094	574								
301	425	1247	459	451	224								
567	685	753	494	1003	732								
725	275	459	1313	892	328								
573	395	494	632	666	501								
811	561	1313	1094	707	1653								
565	624	632	451	522	252								
629	307	1094	1003	520	688								
832	607	451	892	655	301								
812	295	1003	666	424	734								
286	472	892	707	1811	686								
562	1247	666	522	568	1324								
635	753	707	520	404	518								
1591	459	522	655	471	308								
727	494	520	424	522	443								
335	1313	655	1811	1031	233								
745	632	424	568	292	640								
2466	1094	1811	404	852	491								
1136	451	568	471	242	275								
389	1003	404	522	650	411								
564	892	471	1031	1266	336								
891	666	522	292	568	312								
520	707	1031	852	1133	209								
492	522	292	242	502	451								
442	520	852	650	428	321								
471	655	242	1266	447	359								
465	424	650	568	453	304								
1385	1811	1266	1133	2700	2875								
527	568	568	502	687	635								

489	404	1133	428	719	326								
858	471	502	447	564	662								
456	522	428	453	1334	486								
492	1031	447	2700	630	241								
586	292	453	687	930	400								
438	852	2700	719	424	300								
425	242	687	564	584	621								
685	650	719	1334	296	294								
275	1266	564	630	467	386								
395	568	1334	930	1365	217								
561	1133	630	424	1084	554								
624	502	930	584	552	732								
307	428	424	296	513	453								
607	447	584	467	330	1300								
295	453	296	1365	558	628								
472	2700	467	1084	332	495								
1247	687	1365	552	605	581								
753	719	1084	513	598	906								
459	564	552	330	782	511								
494	1334	513	558	500	570								
1313	630	330	332	820	332								
632	930	558	605	478	776								
1094	424	332	598	335	740								
451	584	605	782	944	546								
1003	296	598	500	439	489								
892	467	782	820	557	786								
666	1365	500	478	665	1065								
707	1084	820	335	725	543								
522	552	478	944	493	895								

681,8525 695,5082 705 710,9836 705,2951 587,4754 #DIV/0! #DIV/0! #DIV/0! #DIV/0!
03/jun 03/jun 03/jun 03/jun 03/jun 03/jun

4.4.2. Average of Paula's Choice's Comments

9 0	8 9	8 8	8 7	8 6	8 5	8 4	8 3	8 2	8 1	8 0	7 9	7 8	7 7
110	238	44	22	185	116	99	51	69	193	19	35	10191	18
150	73	17	49	65	29	132	92	193	27	29	42	44	28
75	200	19	50	29	61	74	17	68	25	35	118	45	49
235	129	83	57	38	27	98	12	79	105	34	86	37	44
132	45	65	60	90	48	136	18	50	63	1162	35	56	42
54	199	28	43	56	21	29	47	33	59	18	19	40	52
210	53	437	213	27	47	69	26	61	33	94	56	35	34
64	41	113	21	69	405	60	68	80	87	17	21	15	137
102	113	44	60	456	24	555	43	28	4	35	37	34	491
191	34	90	41	55	98	274	45	35	61	42	111	22	75
53	25	25	36	42	63	39	168	35	26	118	42	6	147
55	44	182	170	27	106	216	36	60	20	86	266	114	24
57	44	149	54	40	125	51	45	15	30	35	42	56	54
209	17	22	55	347	21	92	73	57	46	19	18	135	55
395	19	49	45	95	81	17	109	78	66	56	62	292	14
43	83	50	63	29	35	12	22	96	87	21	45	22	44
971	65	57	46	57	209	18	16	50	46	37	42	8	13
144	28	60	185	112	77	47	35	68	43	111	10191	43	21
89	437	43	65	127	130	26	36	56	46	42	44	68	25
238	113	213	29	67	259	68	69	143	19	266	45	41	88
73	44	21	38	74	99	43	193	77	29	42	37	63	80
200	90	60	90	143	132	45	68	38	35	18	56	58	52
129	25	41	56	85	74	168	79	29	34	62	40	20	47
45	182	36	27	68	98	36	50	80	1162	45	35	56	80
199	149	170	69	71	136	45	33	53	18	42	15	47	288
53	22	54	456	96	29	73	61	193	94	10191	34	47	26
41	49	55	55	33	69	109	80	27	17	44	22	88	93
113	50	45	42	3864	60	22	28	25	35	45	6	21	76

34	57	63	27	82	555	16	35	105	42	37	114	11	100
25	60	46	40	75	274	35	35	63	118	56	56	38	31
44	43	185	347	151	39	36	60	59	86	40	135	82	18

44	213	65	95	97	216	69	15	33	35	35	292	86	33
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17	21	29	29	11	51	193	57	87	19	15	22	43	78
19	60	38	57	72	92	68	78	4	56	34	8	64	38
83	41	90	112	22	17	79	96	61	21	22	43	23	43
65	36	56	127	32	12	50	50	26	37	6	68	90	20
28	170	27	67	74	18	33	68	20	111	114	41	72	42
437	54	69	74	53	47	61	56	30	42	56	63	28	61
113	55	456	143	93	26	80	143	46	266	135	58	38	53
44	45	55	85	36	68	28	77	66	42	292	20	50	26
90	63	42	68	44	43	35	38	87	18	22	56	20	51
25	46	27	71	143	45	35	29	46	62	8	47	83	33
182	185	40	96	258	168	60	80	43	45	43	47	22	23
149	65	347	33	68	36	15	53	46	42	68	88	43	58
22	29	95	3864	292	45	57	193	19	10191	41	21	18	72
49	38	29	82	25	73	78	27	29	44	63	11	28	103
50	90	57	75	40	109	96	25	35	45	58	38	49	51
57	56	112	151	19	22	50	105	34	37	20	82	44	63
60	27	127	97	71	16	68	63	1162	56	56	86	42	220
43	69	67	11	66	35	56	59	18	40	47	43	52	39
213	456	74	72	54	36	143	33	94	35	47	64	34	58
21	55	143	22	112	69	77	87	17	15	88	23	137	57
60	42	85	32	24	193	38	4	35	34	21	90	491	237
41	27	68	74	44	68	29	61	42	22	11	72	75	81
36	40	71	53	45	79	80	26	118	6	38	28	147	14
170	347	96	93	22	50	53	20	86	114	82	38	24	66
54	95	33	36	847	33	193	30	35	56	86	50	54	116
55	29	3864	44	110	61	27	46	19	135	43	20	55	42
45	57	82	143	101	80	25	66	56	292	64	83	14	30
63	112	75	258	23	28	105	87	21	22	23	22	44	66
46	127	151	68	45	35	63	46	37	8	90	43	13	33

113,3443	90,5082	149,7705	144,9672	158,9836	88,81967	78,42623	58,4918	74,67213	241,0492	239,7705	222,5246	226,5246	69,72131
18/mai	18/mai	18/mai	18/mai	18/mai	19/mai	19/mai	19/mai	19/mai	19/mai	20/mai	20/mai	20/mai	20/mai

7 6	7 5	7 4	7 3	7 2	7 1	7 0	6 9	6 8	6 7	6 6	6 5	6 4	6 3
13	47	103	66	41	38	43	153	105	100	69	58	53	30
21	80	51	33	81	141	64	73	55	38	116	31	119	77
25	288	63	19	86	8	74	92	100	70	34	34	463	47
88	26	220	28	149	33	79	33	38	22	17	183	105	42
80	93	39	42	23	20	31	19	70	26	26	36	52	155
52	76	58	13	78	33	124	45	22	67	61	42	20	96
47	100	57	71	62	192	199	46	26	90	29	217	221	98
80	31	237	21	30	67	97	72	67	21	139	141	32	158
288	18	81	16	48	13	32	62	90	32	105	88	133	70
26	33	14	55	131	44	14	28	21	58	89	157	48	53
93	78	66	25	29	129	24	38	32	30	325	135	67	134
76	38	116	212	20	34	41	48	58	85	31	46	94	91
100	43	42	60	15	87	37	88	30	48	119	119	39	64
31	20	30	36	15	88	74	88	85	42	156	49	75	78
18	42	66	110	67	61	81	16	48	30	65	85	60	84
33	61	33	103	17	43	39	61	42	31	26	22	97	93
78	53	19	247	28	17	38	42	30	34	44	157	112	24
38	26	28	59	63	158	25	125	31	112	225	28	97	14
43	51	42	24	48	2	18	84	34	33	36	32	31	35
20	33	13	33	124	209	32	42	112	85	79	43	46	101
42	23	71	40	21	43	32	55	33	69	11	71	30	83
61	58	21	46	39	57	58	61	85	40	48	16	77	121
53	72	16	36	60	165	61	110	69	97	42	53	47	112
26	103	55	13	21	46	68	39	40	64	38	119	42	57
51	51	25	27	38	248	94	21	97	100	58	463	155	31
33	63	212	38	141	43	71	88	64	208	31	105	96	80
23	220	60	60	8	64	55	45	100	128	34	52	98	78
58	39	36	41	33	74	126	73	208	46	183	20	158	17
72	58	110	81	20	79	87	105	128	177	36	221	70	64
103	57	103	86	33	31	142	55	46	61	42	32	53	67
51	237	247	149	192	124	206	100	177	190	217	133	134	141

63	81	59	23	67	199	75	38	61	20	141	48	91	41
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220	14	24	78	13	97	26	70	190	37	88	67	64	21
39	66	33	62	44	32	129	22	20	41	157	94	78	54
58	116	40	30	129	14	153	26	37	37	135	39	84	40
57	42	46	48	34	24	73	67	41	31	46	75	93	14
237	30	36	131	87	41	92	90	37	34	119	60	24	75
81	66	13	29	88	37	33	21	31	106	49	97	14	29
14	33	27	20	61	74	19	32	34	69	85	112	35	68
66	19	38	15	43	81	45	58	106	116	22	97	101	39
116	28	60	15	17	39	46	30	69	34	157	31	83	47
42	42	41	67	158	38	72	85	116	17	28	46	121	25
30	13	81	17	2	25	62	48	34	26	32	30	112	59
66	71	86	28	209	18	28	42	17	61	43	77	57	285
33	21	149	63	43	32	38	30	26	29	71	47	31	30
19	16	23	48	57	32	48	31	61	139	16	42	80	243
28	55	78	124	165	58	88	34	29	105	53	155	78	54
42	25	62	21	46	61	88	112	139	89	119	96	17	58
13	212	30	39	248	68	16	33	105	325	463	98	64	8
71	60	48	60	43	94	61	85	89	31	105	158	67	16
21	36	131	21	64	71	42	69	325	119	52	70	141	81
16	110	29	38	74	55	125	40	31	156	20	53	41	66
55	103	20	141	79	126	84	97	119	65	221	134	21	211
25	247	15	8	31	87	42	64	156	26	32	91	54	256
212	59	15	33	124	142	55	100	65	44	133	64	40	36
60	24	67	20	199	206	61	208	26	225	48	78	14	34
36	33	17	33	97	75	110	128	44	36	67	84	75	37
110	40	28	192	32	26	39	46	225	79	94	93	29	72
103	46	63	67	14	129	21	177	36	11	39	24	68	39
247	36	48	13	24	153	88	61	79	48	75	14	39	72
59	13	124	44	41	73	45	190	11	42	60	35	47	55

66,59016	65,16393	63,36066	56,03279	67,11475	75,37705	66,72131	67,88525	73,80328	72,65574	86,90164	85,19672	78,47541	74,7541
20/mai	20/mai	20/mai	20/mai	20/mai	20/mai	21/mai	21/mai	21/mai	21/mai	21/mai	23/mai	23/mai	23/mai

6 2	6 1	6 0	5 9	5 8	5 7	5 6	5 5	5 4	5 3	5 2	5 1	5 0	4 9
285	40	53	46	18	62	113	32	45	50	116	78	29	20
30	120	103	87	97	88	56	98	31	46	39	39	44	4431
243	56	53	40	135	48	399	41	221	59	56	95	143	34
54	35	90	111	54	4	175	35	27	22	26	46	28	2560
58	44	37	70	134	19	42	42	115	101	566	22	36	18
8	115	118	30	43	27	23	142	205	127	25	52	43	48
16	100	91	52	42	41	38	48	149	23	19	52	20	1323
81	67	61	89	40	53	23	43	53	126	146	18	8	9
66	40	84	15	26	0	22	45	51	38	43	214	146	16
211	90	113	59	66	25	24	31	30	96	71	82	19	1862
256	183	413	23	26	88	12	221	73	50	56	24	86	124
36	112	73	103	70	42	82	27	152	68	38	133	72	18
34	37	150	41	26	55	75	115	67	161	63	41	255	3094
37	217	185	38	85	71	46	205	72	45	103	167	44	22
72	32	80	41	22	203	29	149	30	37	127	22	36	2
39	27	101	133	28	50	164	53	32	36	23	39	54	55
72	152	29	31	23	68	275	51	129	142	24	117	44	151
55	117	67	88	95	25	61	30	54	100	38	35	34	41
110	91	83	21	29	113	46	73	65	72	188	29	53	119
64	59	83	222	32	56	47	152	74	133	41	44	43	39
19	108	133	9	33	399	58	67	109	116	39	143	20	22
28	77	394	64	39	175	34	72	65	39	8117	28	4431	18
151	70	48	101	30	42	50	30	154	56	26	36	34	6
89	68	119	97	72	23	32	32	67	26	76	43	2560	37
1508	20	46	114	70	38	38	129	84	566	66	20	18	38
69	94	239	44	31	23	48	54	22	25	80	8	48	39
164	32	136	11	31	22	66	65	13	19	139	146	1323	10
35	40	156	39	27	24	68	74	16	146	43	19	9	18
69	16	41	44	36	12	85	109	20	43	41	86	16	28
18	154	174	21	20	82	95	65	99	71	79	72	1862	14
109	146	84	78	51	75	125	154	93	56	188	255	124	8

61	93	75	139	62	46	93	67	25	38	104	44	18	51
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65	87	35	12	88	29	30	84	50	63	86	36	3094	64
99	22	90	64	48	164	75	22	12	103	41	54	22	40
68	133	99	62	4	275	77	13	50	127	46	44	2	56
71	53	67	40	19	61	36	16	18	23	64	34	55	31
39	103	476	18	27	46	50	20	73	24	68	53	151	26
88	53	95	97	41	47	66	99	126	38	74	43	41	17
73	90	72	135	53	58	46	93	22	188	17	20	119	33
147	37	81	54	0	34	52	25	50	41	110	4431	39	29
76	118	78	134	25	50	34	50	46	39	32	34	22	53
23	91	91	43	88	32	22	12	59	8117	94	2560	18	38
184	61	65	42	42	38	75	50	22	26	78	18	6	26
458	84	71	40	55	48	112	18	101	76	39	48	37	19
63	113	118	26	71	66	48	73	127	66	95	1323	38	19
102	413	73	66	203	68	47	126	23	80	46	9	39	16
148	73	64	26	50	85	58	22	126	139	22	16	10	24
485	150	97	70	68	95	93	50	38	43	52	1862	18	44
181	185	88	26	25	125	40	46	96	41	52	124	28	106
427	80	212	85	113	93	17	59	50	79	18	18	14	78
177	101	58	22	56	30	10	22	68	188	214	3094	8	35
143	29	53	28	399	75	37	101	161	104	82	22	51	128
83	67	48	23	175	77	33	127	45	86	24	2	64	18
79	83	78	95	42	36	33	23	37	41	133	55	40	25
21	83	93	29	23	50	32	126	36	46	41	151	56	10
103	133	77	32	38	66	98	38	142	64	167	41	31	61
59	394	38	33	23	46	41	96	100	68	22	119	26	34
18	48	35	39	22	52	35	50	72	74	39	39	17	28
54	119	112	30	24	34	42	68	133	17	117	22	33	71
66	46	92	72	12	22	142	161	116	110	35	18	29	39
70	239	30	70	82	75	48	45	39	32	29	6	53	178

128,1475	97,37705	104,8852	59,2459	57,52459	66,81967	66,77049	70,2623	73,44262	211,082	208,9016	271,2295	260,0164	256,082
23/mai	23/mai	23/mai	23/mai	23/mai	23/mai	23/mai	24/mai	24/mai	24/mai	24/mai	24/mai	24/mai	24/mai

4 8	4 7	4 6	4 5	4 4	4 3	4 2	4 1	4 0	3 9	3 8	3 7	3 6	3 5
39	19	17	35	15	30	27	73	86	24	165	82	35	27
22	19	56	37	30	78	64	41	44	28	17	40	139	94
18	16	65	48	53	40	25	43	19	60	65	30	13	83
6	24	40	16	33	14	97	61	50	24	62	169	12	97
37	44	67	40	18	33	17	32	27	22	248	67	75	88
38	106	47	14	24	11	70	27	135	41	57	6	90	16
39	78	57	24	114	3	31	23	61	34	47	63	39	37
10	35	28	146	22	28	52	54	31	64	64	38	27	78
18	128	159	63	106	26	78	80	27	33	87	31	40	15
28	18	61	41	47	265	11	36	22	28	24	60	67	54
14	25	28	53	70	19	31	96	15	74	48	46	30	25
8	10	31	53	42	11	40	53	64	36	42	20	27	48
51	61	40	78	25	46	60	31	29	63	77	32	94	27
64	34	59	10	69	64	20	31	36	105	28	21	83	52
40	28	25	32	27	13	42	87	102	40	12	73	97	80
56	71	10	26	39	54	37	34	79	24	73	30	88	230
31	39	44	45	30	88	2550	41	6	21	108	27	16	146
26	178	36	12	22	34	140	78	59	28	20	39	37	65
17	17	51	39	39	27	86	30	238	14	57	51	78	45
33	56	8	28	38	64	60	49	27	26	5	42	15	83
29	65	67	15	26	25	98	55	72	29	24	4	54	154
53	40	136	30	30	97	45	17	54	12	49	96	25	70
38	67	301	53	78	17	73	199	74	17	131	10	48	48
26	47	47	33	40	70	41	148	24	25	39	17	27	21
19	57	44	18	14	31	43	74	101	165	102	35	52	101
19	28	143	24	33	52	61	150	15	17	52	59	80	63
16	159	78	114	11	78	32	32	54	65	30	12	230	100
24	61	46	22	3	11	27	14	45	62	82	11	146	41
44	28	41	106	28	31	23	44	40	248	40	26	65	58
106	31	39	47	26	40	54	11	48	57	30	35	45	37
78	40	89	70	265	60	80	49	72	47	169	139	83	144

35	59	112	42	19	20	36	52	28	64	67	13	154	99
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128	25	48	25	11	42	96	82	24	87	6	12	70	69
18	10	48	69	46	37	53	88	28	24	63	75	48	131
25	44	41	27	64	2550	31	60	60	48	38	90	21	52
10	36	52	39	13	140	31	11	24	42	31	39	101	16
61	51	27	30	54	86	87	39	22	77	60	27	63	57
34	8	35	22	88	60	34	86	41	28	46	40	100	41
28	67	67	39	34	98	41	44	34	12	20	67	41	66
71	136	31	38	27	45	78	19	64	73	32	30	58	55
39	301	19	26	64	73	30	50	33	108	21	27	37	17
178	47	87	30	25	41	49	27	28	20	73	94	144	73
17	44	83	78	97	43	55	135	74	57	30	83	99	42
56	143	36	40	17	61	17	61	36	5	27	97	69	24
65	78	78	14	70	32	199	31	63	24	39	88	131	34
40	46	212	33	31	27	148	27	105	49	51	16	52	15
67	41	19	11	52	23	74	22	40	131	42	37	16	60
47	39	30	3	78	54	150	15	24	39	4	78	57	61
57	89	11	28	11	80	32	64	21	102	96	15	41	54
28	112	126	26	31	36	14	29	28	52	10	54	66	65
159	48	47	265	40	96	44	36	14	30	17	25	55	42
61	48	28	19	60	53	11	102	26	82	35	48	17	79
28	41	54	11	20	31	49	79	29	40	59	27	73	38
31	52	85	46	42	31	52	6	12	30	12	52	42	50
40	27	62	64	37	87	82	59	17	169	11	80	24	112
59	35	77	13	2550	34	88	238	25	67	26	230	34	49
25	67	426	54	140	41	60	27	165	6	35	146	15	67
10	31	23	88	86	78	11	72	17	63	139	65	60	37
44	19	197	34	60	30	39	54	65	38	13	45	61	33
36	87	58	27	98	49	86	74	62	31	12	83	54	24
51	83	94	64	45	55	44	24	248	60	75	154	65	86

42,54098	58,08197	70,04918	43,88525	88,96721	91,68852	97,31148	57,47541	52,67213	52,31148	53,18033	54,88525	62,70492	63,52459
24/mai	24/mai	24/mai	25/mai	25/mai	25/mai	25/mai	25/mai	25/mai	25/mai	25/mai	25/mai	25/mai	26/mai

3 4	3 3	3 2	3 1	3 0	2 9	2 8	2 7	2 6	2 5	2 4	2 3	2 2	2 1
146	144	24	37	70	82	48	62	103	71	43	38	54	15
65	99	34	33	85	69	5	176	38	27	135	7	118	103
45	69	15	24	116	95	76	22	30	74	88	146	59	20
83	131	60	86	44	27	19	32	7	24	47	16	158	93
154	52	61	72	276	119	59	58	100	23	50	15	43	98
70	16	54	79	122	139	23	47	43	41	67	101	52	109
48	57	65	41	68	66	33	31	130	66	20	138	45	17
21	41	42	21	56	29	4921	90	200	41	48	89	42	141
101	66	79	61	32	33	37	103	97	279	63	42	34	57
63	55	38	64	68	35	81	38	71	30	36	38	58	22
100	17	50	49	52	74	85	30	27	56	27	12	30	28
41	73	112	31	348	193	42	7	74	43	162	87	154	41
58	42	49	70	18	85	122	100	24	135	33	17	15	61
37	24	67	85	82	89	95	43	23	88	38	42	103	14
144	34	37	116	69	30	20	130	41	47	7	54	20	45
99	15	33	44	95	30	27	200	66	50	146	118	93	61
69	60	24	276	27	159	42	97	41	67	16	59	98	8
131	61	86	122	119	98	68	71	279	20	15	158	109	54
52	54	72	68	139	14	33	27	30	48	101	43	17	198
16	65	79	56	66	84	11	74	56	63	138	52	141	76
57	42	41	32	29	51	29	24	43	36	89	45	57	54
41	79	21	68	33	59	66	23	135	27	42	42	22	340
66	38	61	52	35	2053	68	41	88	162	38	34	28	54
55	50	64	348	74	49	30	66	47	33	12	58	41	90
17	112	49	18	193	48	58	41	50	38	87	30	61	15
73	49	31	82	85	29	555	279	67	7	17	154	14	16
42	67	70	69	89	42	35	30	20	146	42	15	45	4
24	37	85	95	30	130	94	56	48	16	54	103	61	9
34	33	116	27	30	66	39	43	63	15	118	20	8	19
15	24	44	119	159	43	62	135	36	101	59	93	54	49
60	86	276	139	98	131	36	88	27	138	158	98	198	129

61	72	122	66	14	40	35	47	162	89	43	109	76	45
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54	79	68	29	84	110	115	50	33	42	52	17	54	20
65	41	56	33	51	31	42	67	38	38	45	141	340	24
42	21	32	35	59	41	37	20	7	12	42	57	54	35
79	61	68	74	2053	2303	102	48	146	87	34	22	90	66
38	64	52	193	49	61	64	63	16	17	58	28	15	14
50	49	348	85	48	38	28	36	15	42	30	41	16	113
112	31	18	89	29	67	80	27	101	54	154	61	4	118
49	70	82	30	42	42	39	162	138	118	15	14	9	30
67	85	69	30	130	33	118	33	89	59	103	45	19	11
37	116	95	159	66	69	69	38	42	158	20	61	49	14
33	44	27	98	43	73	29	7	38	43	93	8	129	26
24	276	119	14	131	14	28	146	12	52	98	54	45	18
86	122	139	84	40	66	118	16	87	45	109	198	20	17
72	68	66	51	110	22	50	15	17	42	17	76	24	54
79	56	29	59	31	2804	61	101	42	34	141	54	35	20
41	32	33	2053	41	55	32	138	54	58	57	340	66	22
21	68	35	49	2303	110	13	89	118	30	22	54	14	136
61	52	74	48	61	31	69	42	59	154	28	90	113	28
64	348	193	29	38	95	62	38	158	15	41	15	118	68
49	18	85	42	67	41	176	12	43	103	61	16	30	105
31	82	89	130	42	85	22	87	52	20	14	4	11	36
70	69	30	66	33	29	32	17	45	93	45	9	14	28
85	95	30	43	69	59	58	42	42	98	61	19	26	50
116	27	159	131	73	19	47	54	34	109	8	49	18	39
44	119	98	40	14	44	31	118	58	17	54	129	17	73
276	139	14	110	66	37	90	59	30	141	198	45	54	34
122	66	84	31	22	38	103	158	154	57	76	20	20	38
68	29	51	41	2804	60	38	43	15	22	54	24	22	220
56	33	59	2303	55	81	30	52	103	28	340	35	136	11

66,86885	69,2459	71,52459	143,0984	188,1148	177,8525	143,2295	67,03279	66,42623	63,7541	67,36066	62,27869	60,16393	58,2459
26/mai	26/mai	26/mai	26/mai	26/mai	26/mai	26/mai	26/mai	26/mai	03/jun	03/jun	03/jun	03/jun	03/jun

2 0	1 9	1 8	1 7	1 6	1 5	1 4	1 3	1 2	1 1	1 0	9	8	7
17	39	13	52	53	54	0	4	22	6	43	13	18	32
54	73	79	24	44	66	12	6	30	10	141	5	24	25
20	34	44	69	123	29	14	20	22	2	57	20	9	10
22	38	30	20	12	15	7	19	71	12	9	51	10	29
136	220	127	159	7	44	27	151	18	12	13	19	79	47
28	11	19	33	44	16	7	51	13	16	296	15	16	13
68	79	7	150	51	27	22	23	29	23	15	20	23	13
105	32	36	16	21	18	75	9	30	31	44	1	10	3
36	33	27	22	786	103	21	129	33	31	9	18	4	35
28	75	54	15	12	32	31	4	30	7	28	24	29	9
50	16	23	35	33	59	4	14	37	7	9	9	18	15
39	111	36	83	22	14	6	2	20	55	250	10	1908	64
73	26	133	27	35	62	20	25	24	29	120	79	4	48
34	17	31	46	54	19	19	26	27	8	20	16	33	17
38	50	74	73	66	8	151	62	13	86	21	23	29	22
220	24	52	48	29	32	51	98	26	66	36	10	9	4
11	168	24	23	15	36	23	49	25	4	16	4	27	23
79	70	69	46	44	37	9	27	15	54	13	29	12	12
32	83	20	53	16	11	129	32	22	62	5	18	32	13
33	13	159	44	27	4	4	9	15	191	20	1908	25	226
75	88	33	123	18	29	14	57	47	48	51	4	10	13
16	17	150	12	103	14	2	2	51	31	19	33	29	8
111	57	16	7	32	15	25	11	48	50	15	29	47	23
26	105	22	44	59	46	26	3	62	5	20	9	13	9
17	18	15	51	14	2134	62	32	37	17	1	27	13	16
50	27	35	21	62	39	98	35	19	43	18	12	3	7
24	65	83	786	19	7	49	44	26	141	24	32	35	69
168	33	27	12	8	84	27	12	182	57	9	25	9	70
70	13	46	33	32	13	32	46	64	9	10	10	15	31
83	79	73	22	36	15	9	24	13	13	79	29	64	34
13	44	48	35	37	119	57	179	39	296	16	47	48	34

88	30	23	54	11	100	2	30	33	15	23	13	17	6
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17	127	46	66	4	8	11	15	89	44	10	13	22	31
57	19	53	29	29	87	3	92	38	9	4	3	4	27
105	7	44	15	14	7	32	12	25	28	29	35	23	5
18	36	123	44	15	12	35	43	19	9	18	9	12	51
27	27	12	16	46	44	44	79	15	250	1908	15	13	5
65	54	7	27	2134	8	12	44	17	120	4	64	226	28
33	23	44	18	39	20	46	61	7	20	33	48	13	33
13	36	51	103	7	0	24	35	23	21	29	17	8	48
79	133	21	32	84	12	179	36	45	36	9	22	23	16
44	31	786	59	13	14	30	31	13	16	27	4	9	19
30	74	12	14	15	7	15	34	3	13	12	23	16	2
127	52	33	62	119	27	92	16	0	5	32	12	7	15
19	24	22	19	100	7	12	117	6	20	25	13	69	40
7	69	35	8	8	22	43	58	10	51	10	226	70	11
36	20	54	32	87	75	79	24	2	19	29	13	31	54
27	159	66	36	7	21	44	15	12	15	47	8	34	14
54	33	29	37	12	31	61	18	12	20	13	23	34	16
23	150	15	11	44	4	35	12	16	1	13	9	6	47
36	16	44	4	8	6	36	9	23	18	3	16	31	28
133	22	16	29	20	20	31	11	31	24	35	7	27	8
31	15	27	14	0	19	34	29	31	9	9	69	5	2
74	35	18	15	12	151	16	3	7	10	15	70	51	16
52	83	103	46	14	51	117	29	7	79	64	31	5	784
24	27	32	2134	7	23	58	36	55	16	48	34	28	37
69	46	59	39	27	9	24	38	29	23	17	34	33	8
20	73	14	7	7	129	15	69	8	10	22	6	48	19
159	48	62	84	22	4	18	9	86	4	4	31	16	222
33	23	19	13	75	14	12	50	66	29	23	27	19	99
150	46	8	15	21	2	9	18	4	18	12	5	2	7

56,16393	54,03279	57,09836	86,32787	80,57377	67,78689	36,09836	37,34426	30,19672	38,91803	64,81967	56,54098	57,4918	43,80328
03/jun	03/jun	03/jun	03/jun	03/jun	03/jun	03/jun	03/jun	03/jun	03/jun	03/jun	03/jun	03/jun	03/jun

6	5	4	3	2	1								
33	16	9	2	28	41								
48	31	35	8	81	3								
16	21	2	19	33	13								
19	13	8	25	48	32								
2	11	19	23	15	3								
15	19	25	28	27	35								
40	5	23	81	208	16								
11	22	28	33	16	22								
54	1	81	48	23	211								
14	20	33	15	5	45								
16	9	48	27	19	9								
47	35	15	208	23	5								
28	2	27	16	8	22								
8	8	208	23	22	35								
2	19	16	5	23	157								
16	25	23	19	8	11								
784	23	5	23	5	5								
37	28	19	8	12	18								
8	81	23	22	11	11								
19	33	8	23	22	14								
222	48	22	8	17	14								
99	15	23	5	7	4								
7	27	8	12	26	19								
57	208	5	11	18	17								
73	16	12	22	27	9								
21	23	11	17	25	2								
7	5	22	7	22	24								
5	19	17	26	40	11								
16	23	7	18	0	2								
30	8	26	27	22	4								
22	22	18	25	103	137								
15	23	27	22	26	22								

10	8	25	40	31	9								
38	5	22	0	25	34								
16	12	40	22	37	6								
31	11	0	103	59	18								
21	22	22	26	78	31								
13	17	103	31	31	7								
11	7	26	25	19	66								
19	26	31	37	11	0								
5	18	25	59	22	9								
22	27	37	78	41	4								
1	25	59	31	18	16								
20	22	78	19	13	23								
9	40	31	11	20	19								
35	0	19	22	8	24								
2	22	11	41	15	5								
8	103	22	18	5	6								
19	26	41	13	22	35								
25	31	18	20	10	12								
23	25	13	8	60	14								
28	37	20	15	27	18								
81	59	8	5	74	2								
33	78	15	22	13	6								
48	31	5	10	25	33								
15	19	22	60	47	24								
27	11	10	27	16	7								
208	22	60	74	18	55								
16	41	27	13	41	197								
23	18	74	25	3	25								
5	13	13	47	13	10								

42,67213 26,80328 28,36066 28,81967 29,04918 27,67213 #DIV/0! #DIV/0! #DIV/0! #DIV/0!
03/jun 03/jun 03/jun 03/jun 03/jun

5. Curology's Coolness and Engagement

¹⁴ The following table was constructed using the Excel Platform. However exporting the table to this Word Document, columns 82 to 92 were lost due to this table's dimension. The following attachments were built on Excel. The author apologizes for some unformatting.

Nº	Format	Type	Extraord.	High Status	Aesth. Appealin	Rebellious	Original	Authentic	Subcultural	Popular	Iconic	Energetic	AVG Coolness
			3%	2%	49%	0%	21%	47%	29%	36%	2%	39%	23%
			3	2	45	0	19	43	27	33	2	36	
1	Static	Trad	0	0	1	0	0	1	0	0	0	0	2
2	Static	UGC	0	0	1	0	0	1	1	0	0	0	3
3	Static	UGC	0	0	0	0	0	1	1	0	0	0	2
4	Static	Trad	0	0	0	0	0	0	0	0	0	0	0
5	Static	UGC	0	0	1	0	1	1	0	0	0	0	3
6	Video	Trad	0	0	0	0	0	1	0	1	0	1	3
7	Static	Hybrid	0	0	1	0	1	1	0	1	0	0	4
8	Static	Hybrid	0	0	1	0	0	1	0	1	0	0	3
9	Static	Hybrid	0	0	1	0	0	1	0	0	0	0	2
10	Static	Trad	0	0	0	0	0	0	0	1	0	1	2
11	Static	Hybrid	0	0	1	0	0	0	1	0	1	0	3
12	Static	Trad	0	0	1	0	1	1	0	0	0	0	3
13	Static	Hybrid	0	0	1	0	1	1	0	0	0	0	3
14	Static	UGC	0	0	1	0	1	1	1	0	0	0	4
15	Static	Trad	0	0	1	0	1	1	0	0	0	0	3
16	Static	Hybrid	0	0	0	0	0	1	1	1	0	0	3
17	Static	Trad	0	0	0	0	0	0	1	0	0	0	1
18	Static	Trad	0	0	1	0	0	1	0	0	0	0	2
19	Static	Trad	0	0	0	0	0	0	1	1	0	1	3
20	Static	Trad	0	0	0	0	0	0	0	1	0	0	1
21	Static	UGC	0	0	1	0	0	1	0	0	0	0	2
22	Static	Trad	0	0	0	0	0	0	0	1	0	0	1
23	Static	UGC	0	0	0	0	1	0	0	0	0	0	1
24	Static	UGC	0	0	1	0	0	0	0	0	0	1	2
25	Static	Trad	0	0	1	0	0	0	1	0	0	1	3
26	Static	UGC	0	0	1	0	1	1	1	0	0	0	4
27	Static	UGC	0	0	0	0	1	1	0	0	0	0	2
28	Static	Hybrid	0	0	0	0	0	1	0	1	0	1	3
29	Video	Hybrid	0	0	1	0	0	1	0	1	0	1	4
30	Static	UGC	0	0	0	0	0	0	0	1	0	1	2
31	Static	Trad	0	0	0	0	0	0	1	1	0	1	3
32	Static	UGC	0	0	1	0	0	1	0	0	0	0	2
33	Static	UGC	0	0	0	0	0	0	0	1	0	1	2
34	Video	Hybrid	0	0	1	0	0	1	1	0	0	1	4
35	Static	Trad	0	0	0	0	0	1	0	1	0	0	2
36	Static	Trad	0	0	1	0	0	0	0	0	0	1	2
37	Static	Trad	0	0	1	0	1	0	0	0	0	0	2
38	Video	UGC	0	0	0	0	0	0	1	0	0	1	2
39	Static	UGC	0	0	1	0	1	1	1	0	0	0	4
40	Video	Hybrid	0	1	1	0	0	1	1	0	0	1	5
41	Static	Trad	0	0	0	0	0	0	1	1	1	1	4
42	Static	Trad	0	0	0	0	0	0	0	0	0	1	1
43	Static	Trad	0	0	0	0	0	0	0	1	0	1	2
44	Video	UGC	0	0	1	0	0	1	1	0	0	1	4

Cognitively | Affectively | Actively Likes Actively Comments | Active Average

67%	64%	71%	22%	46%
		65	20	
50%	50%	0	0	
75%	50%	1	0	
75%	75%	1	0	
50%	50%	0	0	
75%	75%	1	0	
75%	75%	1	0	
25%	75%	0	0	
75%	75%	1	0	
75%	75%	0	0	
75%	75%	1	1	
100%	75%	1	1	
50%	50%	1	0	
75%	50%	1	0	
75%	75%	0	0	
50%	50%	1	0	
50%	75%	0	0	
50%	50%	1	1	
75%	75%	1	1	
75%	75%	1	1	
25%	50%	1	0	
25%	50%	0	0	
50%	50%	1	1	
50%	50%	1	1	
75%	50%	1	0	
75%	75%	1	1	
75%	75%	1	0	
25%	75%	1	0	
75%	75%	1	1	
75%	75%	1	1	
75%	50%	1	0	
75%	50%	1	0	
75%	75%	0	0	
75%	50%	1	0	
100%	50%	0	0	
50%	50%	1	0	
75%	75%	0	0	
50%	50%	0	0	
75%	75%	0	0	
75%	50%	1	0	
100%	50%	0	0	
50%	50%	1	0	
75%	75%	1	1	

45	Static	UGC	0	0	0	0	0	0	0	0	0	1	1
46	Static	Trad	0	0	0	0	0	0	0	0	0	0	0
47	Static	Trad	0	0	0	0	0	0	0	1	0	1	2
48	Static	Trad	0	0	0	0	0	0	0	0	0	0	0
49	Static	Trad	0	0	1	0	0	0	0	0	0	0	1
50	Static	Trad	0	0	1	0	0	0	0	1	0	0	2
51	Static	Trad	0	0	0	0	0	0	0	0	0	0	0
52	Static	Trad	0	0	1	0	0	1	0	0	0	0	2
53	Static	UGC	0	0	1	0	1	1	1	0	0	0	4
54	Static	Trad	0	0	0	0	0	0	0	1	0	1	2
55	Static	UGC	0	0	1	0	0	0	1	0	0	0	2
56	Static	UGC	1	0	1	0	1	1	1	0	0	0	5
57	Static	Trad	0	0	0	0	0	0	0	0	0	0	0
58	Static	Trad	0	0	1	0	0	0	0	0	0	0	1
59	Static	Hybrid	0	1	0	0	0	1	0	1	0	1	4
60	Static	Trad	0	0	0	0	0	0	0	1	0	1	2
61	Static	Trad	0	0	1	0	0	0	0	0	0	1	2
62	Static	Trad	1	0	1	0	0	1	0	0	0	0	3
63	Static	Trad	0	0	0	0	0	0	0	1	0	0	1
64	Static	UGC	0	0	0	0	0	0	0	0	0	0	0
65	Static	Trad	0	0	0	0	0	0	0	0	0	0	0
66	Static	Trad	0	0	0	0	0	0	1	1	0	1	3
67	Static	UGC	0	0	0	0	0	0	0	0	0	1	1
68	Static	UGC	0	0	0	0	0	0	1	1	0	1	3
69	Static	UGC	1	0	1	0	1	1	1	0	0	0	5
70	Static	Hybrid	0	0	0	0	0	1	0	1	0	1	3
71	Static	UGC	0	0	1	0	1	1	1	0	0	1	5
72	Static	Trad	0	0	1	0	0	0	0	1	0	0	2
73	Static	UGC	0	0	0	0	1	1	0	0	0	0	2
74	Static	Trad	0	0	0	0	0	0	0	1	0	0	1
75	Static	Trad	0	0	0	0	0	0	0	1	0	1	2
76	Static	UGC	0	0	1	0	1	1	0	0	0	0	3
77	Static	Trad	0	0	0	0	0	0	0	1	0	0	1
78	Video	Hybrid	0	0	1	0	0	1	1	0	0	1	4
79	Static	Trad	0	0	0	0	0	0	0	1	0	1	2
80	Static	UGC	0	0	0	0	0	0	0	0	0	0	0
81	Static	UGC	0	0	1	0	1	1	0	0	0	0	3

75%	75%	1	0
50%	50%	0	0
50%	50%	1	0
75%	50%	0	0
75%	50%	1	0
75%	50%	1	0
50%	50%	0	0
25%	50%	1	0
75%	75%	1	0
75%	75%	1	0
75%	75%	1	0
100%	75%	1	1
50%	50%	0	0
75%	75%	1	1
75%	75%	1	1
75%	75%	1	0
75%	50%	0	0
75%	50%	1	0
75%	50%	1	0
75%	75%	1	0
50%	75%	0	0
75%	75%	1	1
75%	75%	1	0
75%	75%	1	0
75%	50%	1	0
50%	50%	1	0
75%	75%	1	0
75%	75%	1	0
100%	75%	0	0
75%	75%	1	0
75%	75%	1	1
75%	75%	1	0
75%	75%	1	0
50%	75%	0	0
100%	75%	0	1
75%	75%	1	1
75%	75%	1	1
75%	75%	0	0
75%	50%	0	1
75%	75%	1	0
50%	50%	1	0
0%	50%	1	0
75%	50%	0	0
100%	75%	1	0
50%	50%	1	0
75%	75%	1	0
50%	75%	0	0
75%	75%	1	0

9*	Static	Trad	0	0	0	0	0	0	0	1	0	1	2
----	--------	------	---	---	---	---	---	---	---	---	---	---	---

% of Curology Memes with X Dimensions			
0 Dimensions	10	11%	
1 Dimensions	13	14%	
2 Dimensions	29	32%	
3 Dimensions	25	27%	
4 Dimensions	11	12%	
5 Dimensions	4	4%	16%
Total Memes	92		

% of Format and Type		
Trad	48	52%
UGC	30	33%
Hybrid	14	15%
Video	9	10%
Static	81	88%
	90	100%

Curology most cool memes	
Hybrid	6
UGC	8
Trad	1

Curology Memes with 100% Cognitive Engagement	
Hybrid	5
UGC	2
Trad	0

Curology Memes wit 100% Active Engagement		
Hybrid	3	21%
UGC	3	10%
Trad	10	21%

AVG Engagement Curology	59%
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6. Olay's Coolness and Engagement

¹⁵ The following table was constructed using the Excel Platform. However, exporting the table to this Word Document, columns 34 to 45 were lost due to this table's dimension.

¹⁶ The following attachments were built on Excel. The author apologizes for some unformatting.

N°	Format	Type	Extraord.	High Statu	Aest. App.	Rebellious	Original	Authentic	Subcultural	Popular	Iconic	Energetic	AVG Cool	Conitively	Affective	Actively Like	Actively Comments	Active AVG
			4%	3%	67%	1%	10%	87%	61%	3%	3%	37%	28%	52%	56%	36%	30%	33%
			3	2	47	1	7	61	43	2	2	26		25%	50%	0	0	
1	Static	Hybrid	0	0	1	0	0	1	1	0	0	0	3	50%	50%	0	0	
2	Static	Hybrid	0	0	1	0	0	1	1	0	0	0	3	0%	25%	0	0	
3	Static	Hybrid	0	0	0	0	0	0	1	0	0	1	2	50%	75%	0	0	
4	Video	Hybrid	0	0	0	0	0	1	1	0	0	1	3	0%	50%	0	0	
5	Static	Trad	0	0	0	1	0	0	1	0	0	0	2	25%	50%	0	0	
6	Static	Trad	0	0	1	0	1	1	0	0	0	1	4	25%	50%	1	1	
7	Static	Hybrid	1	0	0	0	1	1	1	0	1	0	5	0%	50%	0	0	
8	Static	Trad	0	1	0	0	0	1	0	0	0	0	2	25%	75%	0	1	
9	Static	Trad	0	0	1	0	0	1	0	0	0	1	3	25%	50%	0	0	
10	Static	Trad	0	0	1	0	0	0	0	0	0	0	1	0%	50%	0	0	
11	Static	Trad	0	0	0	0	0	1	0	0	0	1	2	50%	50%	0	0	
12	Static	Trad	0	0	1	0	0	0	1	0	0	1	3	75%	75%	0	0	
13	Static	Trad	0	0	1	0	0	1	1	0	0	0	3	25%	75%	0	0	
14	Static	Hybrid	0	0	1	0	0	1	0	0	0	1	3	50%	50%	0	0	
15	Static	Trad	0	0	1	0	1	0	0	0	0	0	2	50%	50%	0	0	
16	Static	Hybrid	0	0	1	0	0	1	0	0	0	1	3	0%	25%	0	0	
17	Static	Hybrid	0	0	1	0	0	1	1	0	0	0	3	75%	75%	1	1	
18	Static	Trad	0	0	0	0	0	0	0	0	0	1	1	0%	50%	0	0	
19	Static	Trad	0	0	1	0	1	1	0	0	0	0	3	25%	75%	1	1	
20	Static	Trad	0	0	1	0	0	1	0	0	0	0	2	25%	25%	0	0	
21	Static	Hybrid	0	0	0	0	0	1	0	0	0	0	1	75%	75%	1	0	
22	Static	Trad	0	0	1	0	0	1	0	0	0	0	2	0%	50%	0	0	
23	Static	Hybrid	0	0	1	0	0	1	0	0	0	0	2	100%	50%	1	1	
24	Static	Hybrid	0	0	0	0	0	1	1	0	0	1	3	0%	50%	1	0	
25	Static	Hybrid	0	0	1	0	0	1	1	0	0	0	3	25%	50%	0	0	
26	Static	Hybrid	0	0	1	0	0	1	1	0	0	0	3	50%	25%	0	0	
27	Static	Trad	0	0	1	0	0	1	0	0	0	0	2	0%	25%	0	0	
28	Static	Hybrid	0	0	1	0	0	1	1	0	0	1	4	100%	50%	1	0	
29	Static	Trad	0	0	1	0	1	0	0	0	0	0	2	100%	75%	1	0	
30	Static	Hybrid	0	0	1	0	0	1	1	0	0	1	4	50%	50%	0	0	
31	Static	Trad	0	0	0	0	0	1	0	0	0	1	2	75%	75%	0	0	
32	Static	Trad	0	0	1	0	0	1	0	0	0	1	3	100%	75%	0	0	
33	Static	Trad	0	0	0	0	0	1	0	0	0	1	2	75%	75%	1	1	
34	Static	Trad	0	0	1	0	0	1	0	0	0	1	3	75%	25%	0	0	

45	Static	Hybrid	0	0	1	0	0	1	1	0	0	0	3	100%	75%	1	1
46	Static	Hybrid	0	0	1	0	0	1	1	0	0	0	3	100%	50%	1	1
47	Static	Hybrid	1	0	0	0	1	1	1	0	0	0	4	100%	75%	1	1
48	Static	Hybrid	0	0	0	0	0	1	1	0	0	1	3	100%	75%	1	1
49	Static	Hybrid	0	0	1	0	0	1	1	0	0	0	3	50%	50%	1	1
50	Static	Hybrid	0	0	0	0	0	1	1	0	0	0	2	100%	75%	0	1
51	Video	Trad	0	0	1	0	0	1	0	0	0	0	2				
52	Static	Hybrid	0	0	1	0	0	1	1	0	0	0	3	25%	50%	0	0
53	Video	Hybrid	0	0	1	0	0	1	0	0	0	1	3	25%	75%	0	0
54	Static	Hybrid	0	0	0	0	0	1	1	1	1	0	4	100%	75%	1	1
55	Static	Hybrid	0	0	0	0	0	1	0	0	0	1	2	0%	50%	0	0
56	Static	Hybrid	0	0	0	0	0	1	1	0	0	1	3	100%	50%	1	1
57	Static	Hybrid	0	0	0	0	0	1	1	0	0	1	3	25%	25%	0	0
58	Static	Hybrid	0	0	1	0	0	1	1	0	0	0	3	50%	50%	1	0
59	Static	Trad	0	0	1	0	0	1	0	0	0	1	3	75%	75%	1	1
60	Static	Hybrid	0	0	1	0	0	1	1	0	0	0	3	100%	50%	1	0
61	Static	Hybrid	0	0	1	0	0	1	1	0	0	0	3	75%	50%	0	0
62	Static	Hybrid	1	0	1	0	1	1	1	0	0	0	5	50%	75%	1	1
63	Static	Hybrid	0	0	1	0	0	1	1	0	0	1	4	25%	50%	0	0
64	Static	Hybrid	0	0	1	0	0	1	1	0	0	1	4	100%	75%	0	0
65	Static	Hybrid	0	0	1	0	0	1	1	1	0	1	5	75%	50%	1	1
66	Static	Trad	0	0	1	0	0	0	0	0	0	0	1	25%	100%	1	0
67	Static	Hybrid	0	0	0	0	0	1	1	0	0	0	2	100%	75%	0	1
68	Static	Hybrid	0	0	0	0	0	1	1	0	0	1	3	25%	25%	0	0
69	Static	Hybrid	0	0	1	0	0	1	1	0	0	0	3	75%	50%	0	0
70	Static	Hybrid	0	0	0	0	0	1	0	0	0	0	1	100%	50%	1	1

% of Olav Memes with X Dimensions		
0 Dimensions	0	0%
1 Dimensions	6	9%
2 Dimensions	19	27%
3 Dimensions	34	49%
4 Dimensions	7	10%
5 Dimensions	4	6%
Total Memes	70	

% of Format and Type		
Trad	23	33%
UGC	0	0%
Hybrid	47	67%
Video	4	6%
Static	66	94%

Olay Memes wit 100% Cognitive Engagement		
Hybrid	16	
UGC	0	
Trad	0	

Olay Memes wit 100% Active Engagement			
Hybrid	14	30%	
UGC	0		
Trad	2	9%	

AVG Engagement Olay	47%
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7. Glossier's Coolness and Engagement

The following table was constructed using the Excel Platform. However, exporting the table to this Word Document, columns 34 to 45 were lost due to this table's dimension.

The following attachments were built on Excel. The author apologizes for some unformatting.

Nº	Format	Type	Extraord.	High Statu	Aest. App.	Rebellious	Original	Authentic	Subcultura	Popular	Iconic	Energetic	AVG Cool
			11%	7%	42%	1%	13%	62%	38%	17%	5%	46%	24%
			8	5	32	1	10	47	29	13	4	35	
1	Static	Hybrid	0	0	0	0	0	1	0	0	0	1	2
2	Static	Hybrid	0	0	0	0	0	1	1	0	0	1	3
3	Static	Hybrid	0	0	0	0	1	1	0	0	0	1	3
4	Static	Hybrid	0	0	0	0	0	1	1	0	0	1	3
5	Static	Trad	0	0	0	0	0	0	0	0	0	1	1
6	Static	Trad	0	0	1	0	0	0	0	0	0	1	2
7	Static	Trad	0	0	0	0	1	0	0	0	0	0	1
8	Static	Trad	0	0	1	0	0	0	0	1	0	0	2
9	Static	Trad	0	0	1	0	0	0	0	0	0	0	1
10	Static	Hybrid	0	0	0	0	0	1	1	0	0	1	3
11	Static	Hybrid	0	1	0	0	0	1	0	0	0	1	3
12	Static	Trad	0	0	0	0	0	0	0	0	0	1	1
13	Static	Trad	0	0	1	0	0	1	0	0	0	1	3
14	Static	Trad	0	0	0	0	0	1	0	1	0	1	3
15	Static	Trad	0	0	1	0	0	0	0	0	0	0	1
16	Video	Trad	0	0	1	0	0	0	0	0	0	1	2
17	Static	Trad	0	0	1	0	0	0	0	1	0	0	2
18	Static	Trad	0	0	0	0	0	0	0	0	0	1	1
19	Static	Hybrid	0	0	1	0	0	1	1	0	0	0	3
20	Static	Trad	0	0	1	0	0	0	0	0	0	0	1
21	Static	Trad	0	0	1	0	0	0	0	0	0	0	1
22	Static	Hybrid	0	1	1	0	0	1	1	0	0	0	4
23	Video	Trad	0	0	0	0	0	0	0	0	0	1	1
24	Static	Hybrid	0	0	1	0	0	1	1	0	0	0	3
25	Static	Hybrid	0	0	0	0	0	1	1	0	0	1	3
26	Static	Trad	0	0	1	0	0	0	0	1	0	0	2
27	Static	Hybrid	0	0	0	0	0	1	0	1	0	0	2
28	Static	Trad	0	0	1	0	0	0	0	0	0	0	1
29	Static	Trad	0	0	1	0	0	0	0	0	0	0	1
30	Static	Trad	0	0	1	0	0	0	0	0	0	0	1
31	Static	Trad	0	0	1	0	0	0	0	0	0	1	2
32	Static	Trad	0	0	0	0	0	0	0	0	0	1	1
33	Static	UGC	0	0	0	0	0	1	0	0	0	0	1

nitively	Affective	Active Likes	Active Comments	AVG Active	
77%	66%	71%	61%	66%	
		54	46		
0%	50%	1	1		
25%	50%	0	0		
50%	50%	1	1		
0%	50%	1	1		
0%	50%	1	0		
0%	50%	0	0		
50%	50%	0	0		
0%	50%	1	1		
75%	50%	1	1		
100%	50%	1	0		
75%	75%	1	0		
75%	50%	1	1		
75%	50%	0	1		
75%	75%	1	1		
25%	50%	0	0		
50%	50%	1	1		
75%	50%	1	1		
75%	75%	0	0		
100%	75%	1	1		
75%	75%	1	1		
75%	50%	1	1		
100%	75%	1	1		
75%	75%	1	1		
75%	50%	0	0		
75%	75%	1	1		
75%	50%	1	1		
75%	75%	1	1		
75%	75%	1	1		
75%	75%	1	1		
75%	50%	1	1		
75%	50%	1	1		
100%	75%	1	1		
100%	75%	1	0		
100%	75%	1	1		
100%	75%	0	0		
100%	75%	1	1		
75%	50%	1	1		
100%	50%	0	0		
100%	75%	0	1		
75%	75%	1	1		
75%	75%	1	1		
100%	75%	0	0		
75%	75%	1	1		
100%	75%	0	0		
75%	75%	1	1		

45	Static	Hybrid	0	0	0	1	0	1	1	0	0	0	3	100%	75%	0	0
46	Static	UGC	1	0	1	0	1	1	1	0	0	0	5	100%	75%	1	1
47	Static	Trad	0	0	0	0	0	0	0	1	0	0	1	75%	75%	1	1
48	Static	Trad	0	0	1	0	0	0	0	0	0	1	2	75%	50%	1	1
49	Static	Trad	0	0	0	0	0	0	0	1	0	0	1	75%	75%	1	1
50	Video	Trad	0	0	0	0	0	0	0	0	0	1	1	75%	75%	1	1
51	Video	Trad	0	0	0	0	0	0	0	1	0	1	2	75%	75%	1	1
52	Static	Trad	0	0	1	0	0	0	0	0	0	0	1	75%	75%	1	1
53	Static	Hybrid	0	0	1	0	0	1	1	0	0	1	4	100%	75%	1	1
54	Static	Hybrid	1	0	0	0	1	1	1	0	0	1	5	100%	75%	1	1
55	Video	Trad	0	0	0	0	0	0	0	0	0	1	1	75%	50%	1	1
56	Static	UGC	1	0	0	0	1	1	1	0	0	0	4	100%	75%	0	0
57	Static	Hybrid	0	0	1	0	0	1	1	1	0	0	4	100%	75%	0	0
58	Static	UGC	1	0	0	0	1	1	1	1	0	0	4	100%	75%	1	1
59	Static	Hybrid	0	0	0	0	0	1	0	0	0	0	1	75%	75%	1	1
60	Static	UGC	1	0	0	0	1	1	1	0	0	0	4	100%	75%	0	0
61	Static	UGC	0	0	0	0	0	1	1	0	0	0	2	100%	75%	0	0
62	Static	UGC	0	0	0	0	0	1	0	1	1	0	3	100%	75%	1	0
63	Static	Hybrid	0	0	0	0	0	1	1	1	1	1	5	75%	75%	1	1
64	Static	Hybrid	1	0	1	0	1	1	0	0	0	1	5	75%	75%	1	0
65	Static	Trad	0	0	1	0	0	1	0	0	0	0	2	75%	75%	0	0
66	Static	UGC	0	0	0	0	0	1	1	0	0	1	3	75%	75%	1	0
67	Static	Hybrid	0	0	0	0	0	1	1	0	0	1	3	75%	75%	0	0
68	Static	Hybrid	0	0	1	0	0	1	1	0	0	1	4	100%	75%	0	0
69	Static	Hybrid	0	1	1	0	0	1	1	0	1	1	6	100%	75%	1	0
70	Static	Hybrid	0	0	0	0	0	1	0	0	0	0	1	100%	75%	0	0
71	Static	Hybrid	0	0	1	0	0	1	1	0	0	1	4	100%	75%	1	0
72	Static	UGC	1	0	0	0	1	1	1	0	0	0	4	75%	50%	0	0
73	Static	Trad	0	0	1	0	0	0	0	0	0	0	1	75%	50%	1	1
74	Static	Hybrid	0	0	0	0	0	1	0	0	0	0	1	100%	50%	0	0
75	Static	Hybrid	0	1	0	0	0	1	0	0	0	1	3	75%	75%	1	1
76	Static	Hybrid	0	0	0	0	0	1	1	0	0	0	2	100%	75%	1	0

% of Glossier Memes with X Dimensions		
0 Dimensions	1	1%
1 Dimensions	24	32%
2 Dimensions	15	20%
3 Dimensions	20	26%
4 Dimensions	11	14%
5 Dimensions	4	5%
6 Dimensions	1	1%
Total Memes	76	21%

% of Format and Type		
Trad	32	42%
UGC	12	16%
Hybrid	32	42%
Static	69	91%
Video	7	9%

Glossier Memes wit 100% Cognitive Engagement		
Hybrid	17	53%
UGC	9	75%
Trad	0	0%

Glossier Memes with 100% Active Engagment		
Hybrid	14	44%
UGC	5	42%
Trad	25	78%

AVG Engagement Glossier	70%
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8. Paula's Choice Coolness and Engagement¹⁶

¹⁷ The following table was constructed using the Excel Platform. However, exporting the table to this Word Document, columns 34 to 45 were lost due to this table's dimension.

The following attachments were built on Excel. The author apologizes for some unformatting.

	Format	Type	Extraord.	High Statu	Aest. App.	Rebellious	Original	Authentic	Subcultural	Popular	Iconic	Energetic	AVG Cool
			3%	9%	47%	0%	16%	59%	57%	60%	10%	63%	32%
			3	8	42	0	14	53	51	54	9	57	
1	Static	Trad	0	0	0	0	0	0	1	1	0	1	3
2	Static	Trad	0	0	1	0	0	0	0	0	0	0	1
3	Static	Trad	0	0	0	0	0	0	0	0	0	1	1
4	Static	Trad	0	0	0	0	0	0	0	0	0	1	1
5	Static	Trad	0	0	1	0	0	0	0	0	0	0	1
6	Static	Trad	0	0	1	0	0	0	0	0	0	0	1
7	Static	Trad	0	0	1	0	1	0	0	0	0	0	2
8	Static	Trad	0	0	0	0	0	0	0	0	0	0	0
9	Static	Trad	0	0	1	0	1	0	0	0	0	0	2
10	Static	Hybrid	1	0	1	0	1	1	1	0	0	0	5
11	Static	UGC	0	0	0	0	0	0	1	0	0	0	1
12	Static	Trad	0	0	1	0	1	0	1	0	0	0	3
13	Static	Trad	0	0	1	0	1	1	0	0	0	0	3
14	Static	Trad	0	0	1	0	1	1	0	0	0	0	3
15	Static	Hybrid	1	0	1	0	1	1	1	0	0	0	5
16	Static	Trad	1	0	1	0	1	1	1	1	0	0	6
17	Static	Trad	0	0	1	0	1	1	0	1	0	0	4
18	Static	Trad	0	0	1	0	1	1	0	1	0	0	4
19	Static	Trad	0	0	1	0	1	1	0	1	0	0	4
20	Static	Trad	0	0	1	0	1	1	0	1	0	0	4
21	Static	Trad	0	0	1	0	0	1	1	0	0	0	3
22	Static	Hybrid	0	0	1	0	0	1	0	0	0	0	2
23	Static	Trad	0	0	1	0	0	1	0	0	0	0	2
24	Static	Trad	0	0	1	0	1	1	0	0	0	0	3
25	Static	Trad	0	0	1	0	1	1	0	0	0	0	3
26	Static	Trad	0	0	1	0	0	1	1	0	0	0	3
27	Static	Trad	0	0	1	0	0	1	0	0	0	0	2
28	Static	Trad	0	0	1	0	0	1	0	0	0	0	2
29	Static	Hybrid	0	0	0	0	0	1	0	1	0	1	3
30	Static	Trad	0	0	0	0	0	0	1	0	0	1	2
31	Static	Trad	0	0	1	0	0	0	0	1	0	0	2
32	Static	Trad	0	0	1	0	0	0	1	0	0	0	2
33	Static	Trad	0	0	0	0	0	0	1	1	0	1	3

Cognitive	Affective	Active Likes	Active Comments	AVG Active
66%	64%	87%	51%	69%
		78	46	
25%	75%	1	1	
0%	50%	1	1	
0%	50%	1	0	
0%	50%	1	0	
25%	75%	1	0	
25%	50%	1	0	
50%	75%	1	0	
25%	50%	1	0	
75%	50%	1	0	
100%	50%	0	0	
25%	50%	1	1	
75%	75%	1	1	
75%	75%	1	1	
75%	75%	1	1	
100%	75%	1	1	
75%	75%	1	0	
75%	75%	1	0	
75%	50%	1	0	
75%	75%	1	0	
0%	50%	0	0	
25%	50%	1	1	
75%	75%	1	1	
25%	50%	1	1	
75%	75%	1	1	
25%	75%	1	1	
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75%	50%	1	1	
75%	50%	1	0	
75%	75%	1	0	
75%	75%	1	0	
75%	50%	1	1	
75%	75%	1	1	
75%	50%	1	0	
75%	75%	1	1	
75%	50%	1	1	
100%	75%	1	1	
50%	50%	1	0	
75%	50%	1	1	
75%	50%	1	0	
75%	50%	1	0	
100%	75%	1	0	

45	Static	Trad	0	0	0	0	0	0	0	1	0	1	2
46	Static	Trad	0	0	0	0	0	0	1	1	0	0	2
47	Static	Trad	0	0	0	0	0	0	0	1	0	1	2
48	Static	Hybrid	0	0	1	0	0	1	1	0	1	1	5
49	Static	Trad	0	0	1	0	0	0	0	1	0	0	2
50	Static	Trad	0	0	0	0	0	0	0	1	0	1	2
51	Static	Hybrid	0	0	0	0	0	1	0	1	0	1	3
52	Static	Hybrid	0	1	0	0	0	1	0	1	0	1	4
53	Static	Trad	0	0	0	0	0	0	1	0	0	1	2
54	Static	Hybrid	0	0	0	0	0	1	0	1	0	1	3
55	Static	Hybrid	0	1	1	0	0	1	0	1	0	1	5
56	Static	Trad	0	0	0	0	0	0	0	1	0	1	2
57	Static	Trad	0	0	0	0	0	0	1	0	0	1	2
58	Static	Trad	0	0	0	0	0	0	1	1	0	1	3
59	Static	Trad	0	0	1	0	0	1	1	0	0	0	3
60	Static	Trad	0	0	0	0	0	1	1	1	0	1	4
61	Static	Trad	0	1	0	0	0	1	1	1	0	1	5
62	Static	Trad	0	0	0	0	0	1	1	1	0	1	4
63	Static	Trad	0	0	0	0	0	1	1	1	0	1	4
64	Static	Hybrid	0	0	0	0	0	1	1	1	0	1	4
65	Static	Trad	0	0	0	0	0	1	1	1	0	1	4
66	Static	Trad	0	0	0	0	0	1	1	1	0	1	4
67	Static	Trad	0	0	0	0	0	0	1	1	0	1	3
68	Static	Trad	0	0	1	0	0	1	1	0	0	1	4
69	Static	Hybrid	0	1	1	0	0	1	1	1	1	0	6
70	Static	Trad	0	0	1	0	0	0	1	0	0	1	3
71	Static	Trad	0	0	1	0	0	0	1	1	0	1	4
72	Static	Trad	0	0	0	0	0	1	1	1	0	1	4
73	Static	Trad	0	0	0	0	0	1	1	1	1	1	5
74	Video	Trad	0	0	0	0	0	1	1	1	0	1	4
75	Static	Hybrid	0	0	1	0	0	1	1	0	1	0	4
76	Static	Hybrid	0	0	1	0	0	1	1	1	1	1	6
77	Static	Trad	0	0	0	0	0	0	0	1	0	1	2
78	Static	Trad	0	0	0	0	0	1	1	1	0	1	4
79	Static	Trad	0	0	1	0	0	1	1	1	0	1	5
80	Video	Trad	0	0	0	0	0	1	0	1	0	1	3
81	Video	Hybrid	0	0	0	0	0	1	1	1	1	1	5
82	Static	Trad	0	1	1	0	0	1	1	0	0	1	5
83	Static	Trad	0	0	0	0	0	1	0	1	0	1	3
84	Video	Trad	0	0	0	0	0	1	0	0	0	1	2
85	Video	Trad	0	1	1	0	0	1	0	1	0	1	5
86	Static	Hybrid	0	0	0	0	0	1	1	1	1	1	5
87	Static	Trad	0	0	0	0	0	1	1	1	0	1	4
88	Static	Trad	0	0	1	0	0	1	1	1	0	1	5
89	Static	Hybrid	0	0	0	0	0	1	1	1	1	1	5
90	Static	Trad	0	0	0	0	0	1	1	1	0	1	4

75%	75%	1	1
0%	50%	1	1
75%	50%	1	0
100%	75%	1	1
0%	50%	0	0
100%	75%	1	0
75%	75%	1	0
75%	75%	1	0
75%	75%	1	0
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75%	75%	1	1
75%	50%	1	1
75%	75%	1	1
100%	50%	0	0
75%	75%	1	1
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100%	50%	1	1
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75%	75%	1	0
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100%	50%	0	0
75%	75%	1	0
75%	75%	0	1
0%	75%	0	0
75%	50%	0	0
100%	75%	1	0
75%	75%	1	1
75%	50%	1	1
100%	75%	0	0
50%	50%	0	0

% of PC Memes with X Dimensions		
0 Dimensions	1	1%
1 Dimensions	6	7%
2 Dimensions	24	27%
3 Dimensions	21	23%
4 Dimensions	21	23%
5 Dimensions	13	14%
6 Dimensions	3	3%
7 Dimensions	1	1%
Total Memes	90	42%

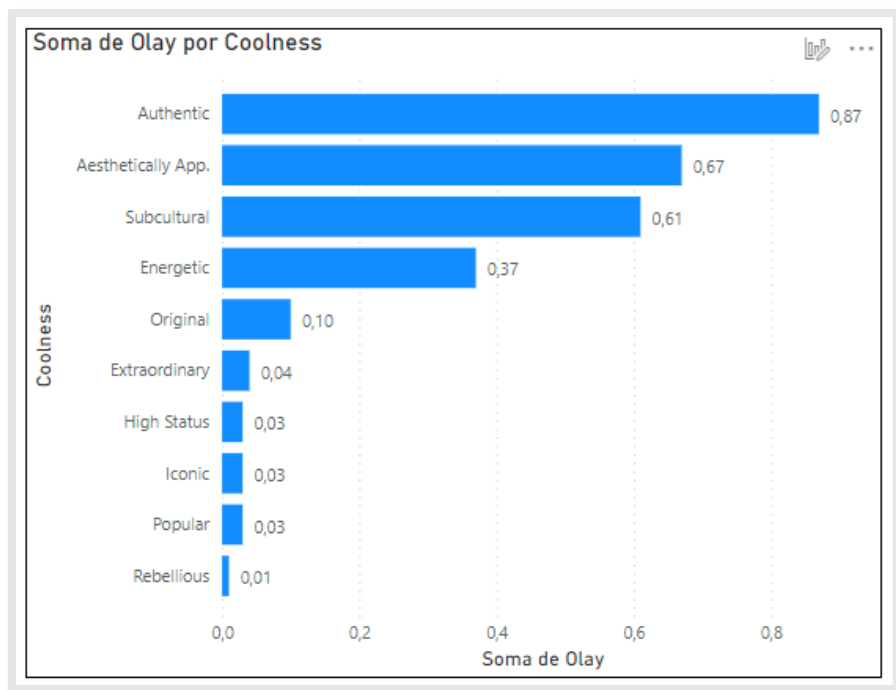
% of Format and Type		
Trad	71	79%
UGC	1	1%
Hybrid	18	20%
Video	5	6%
Static	85	94%

AVG Engagement PC	66%
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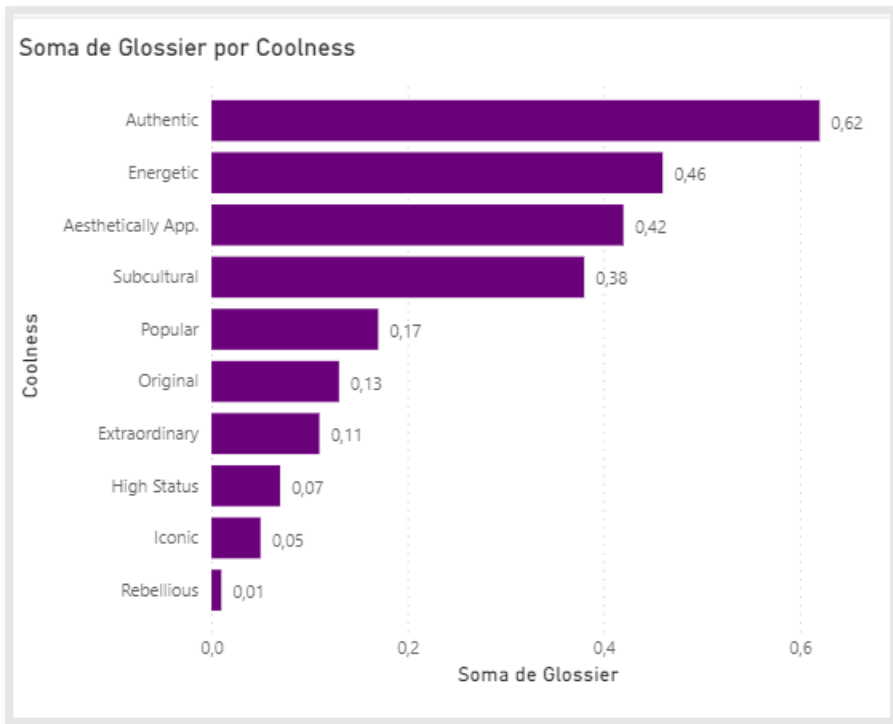
PC Memes with 100% Cognitive Engagement		
Hybrid	10	
UGC	0	
Trad	4	

PC Memes with 100% Active Engagement		
Hybrid	9	50%
UGC	1	100%
Trad	35	49%

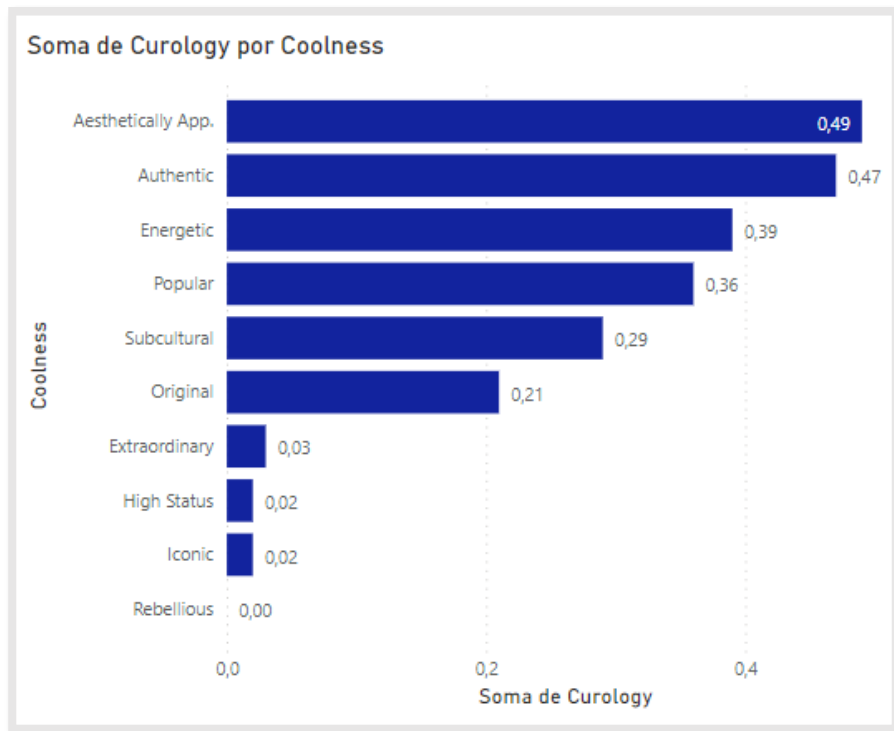
Percentage of each Cool Dimension for each Brand



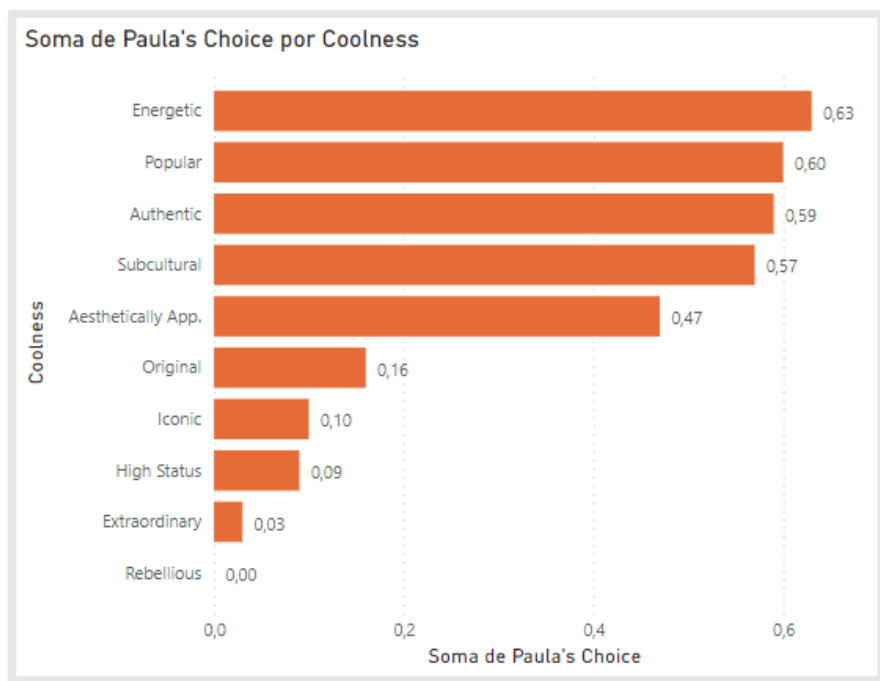
Tab. 9 – Olay’s Cool Dimensions



Tab. 10 – Glossier’s Cool Dimensions

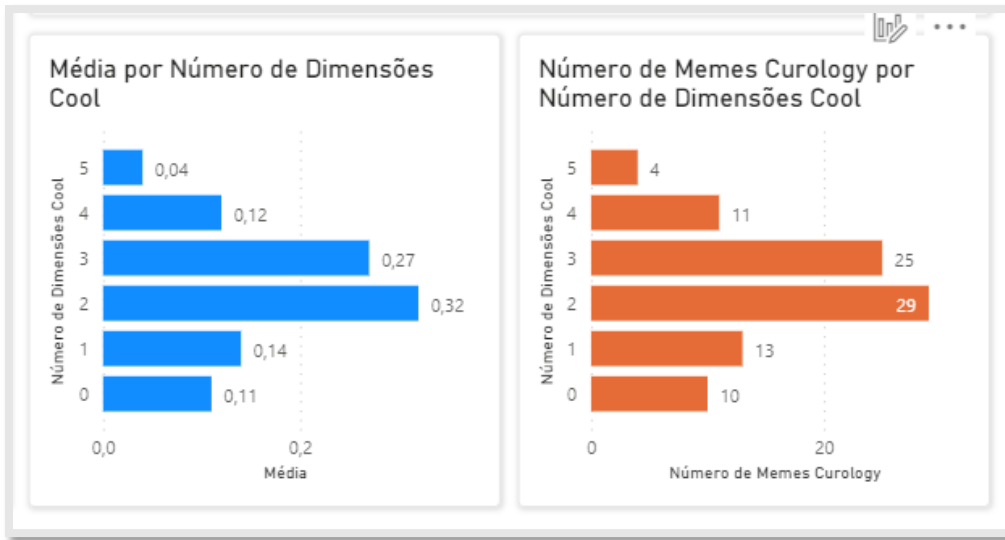


Tab. 11 – Curology’s Cool Dimensions

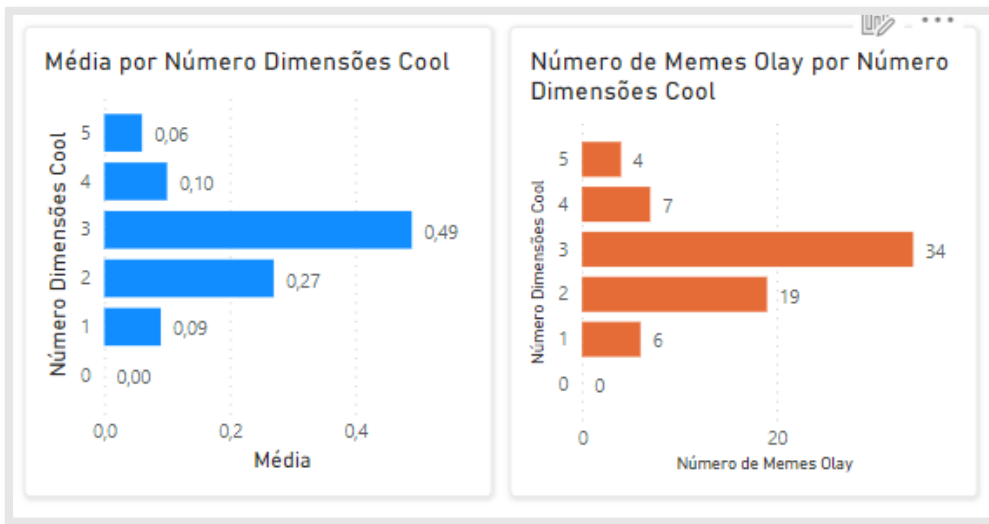


Tab. 12 – Paula's Choice's Cool Dimensions

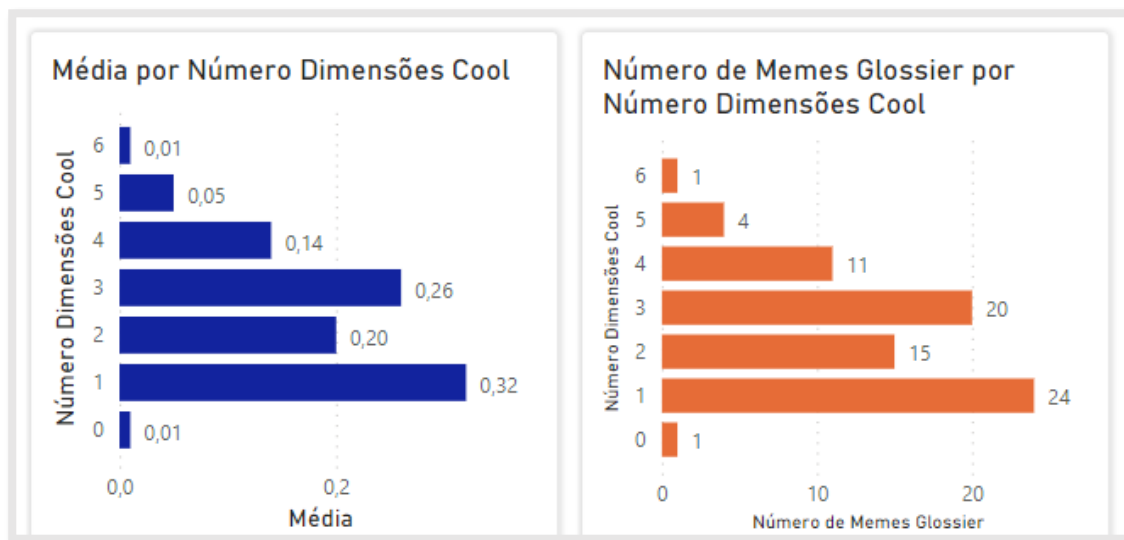
Relation between number of Cool Dimensions and Number of Memes



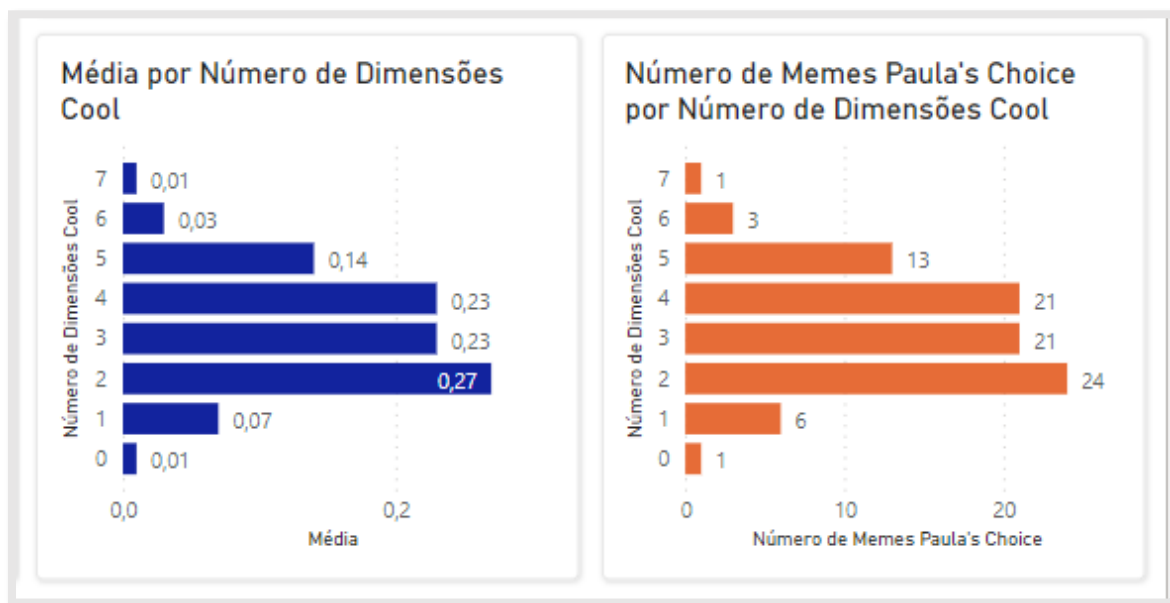
Tab. 13 – Curology’s number of Memes and Cool Dimensions



Tab. 14 – Olay’s number of Memes and Cool Dimensions

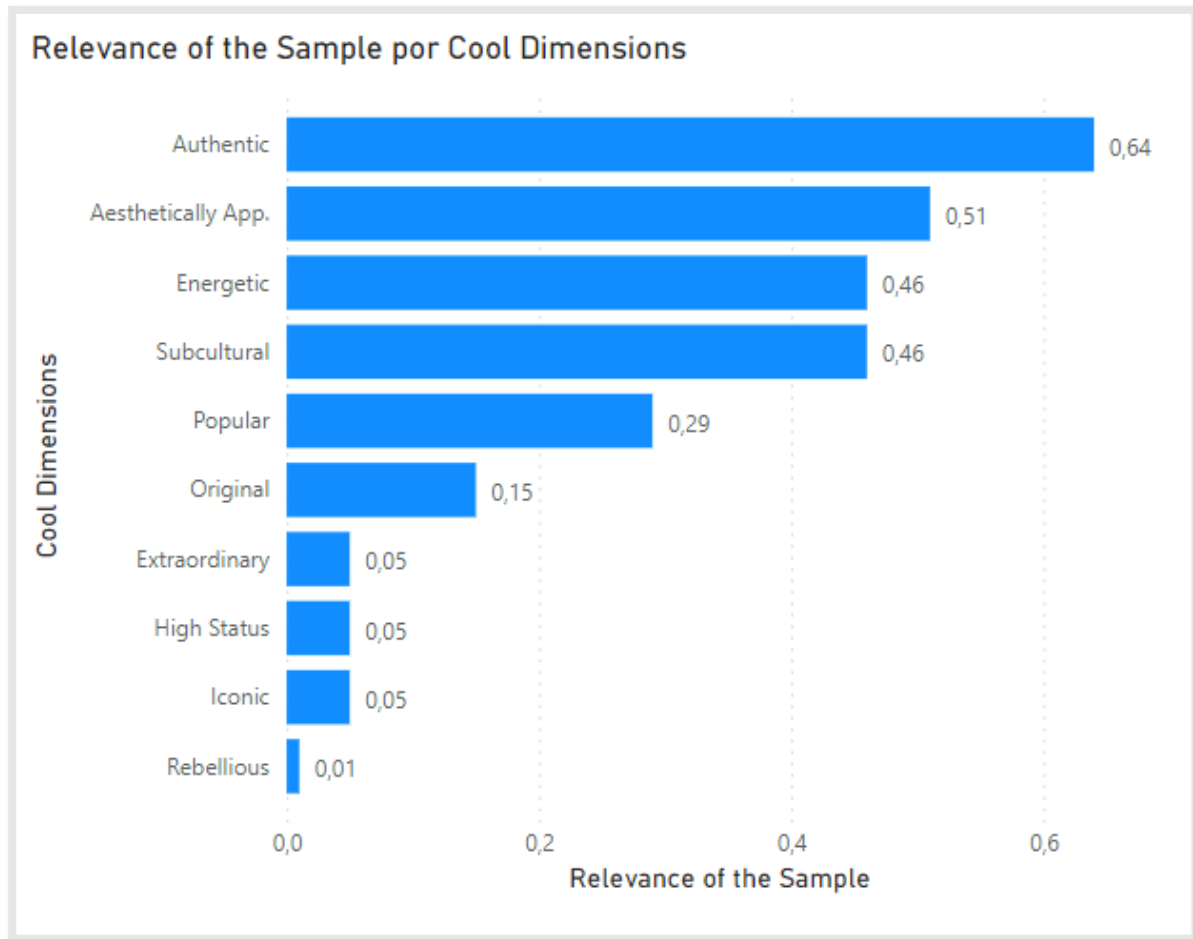


Tab. 15 – Glossier’s number of Memes and Cool Dimensions

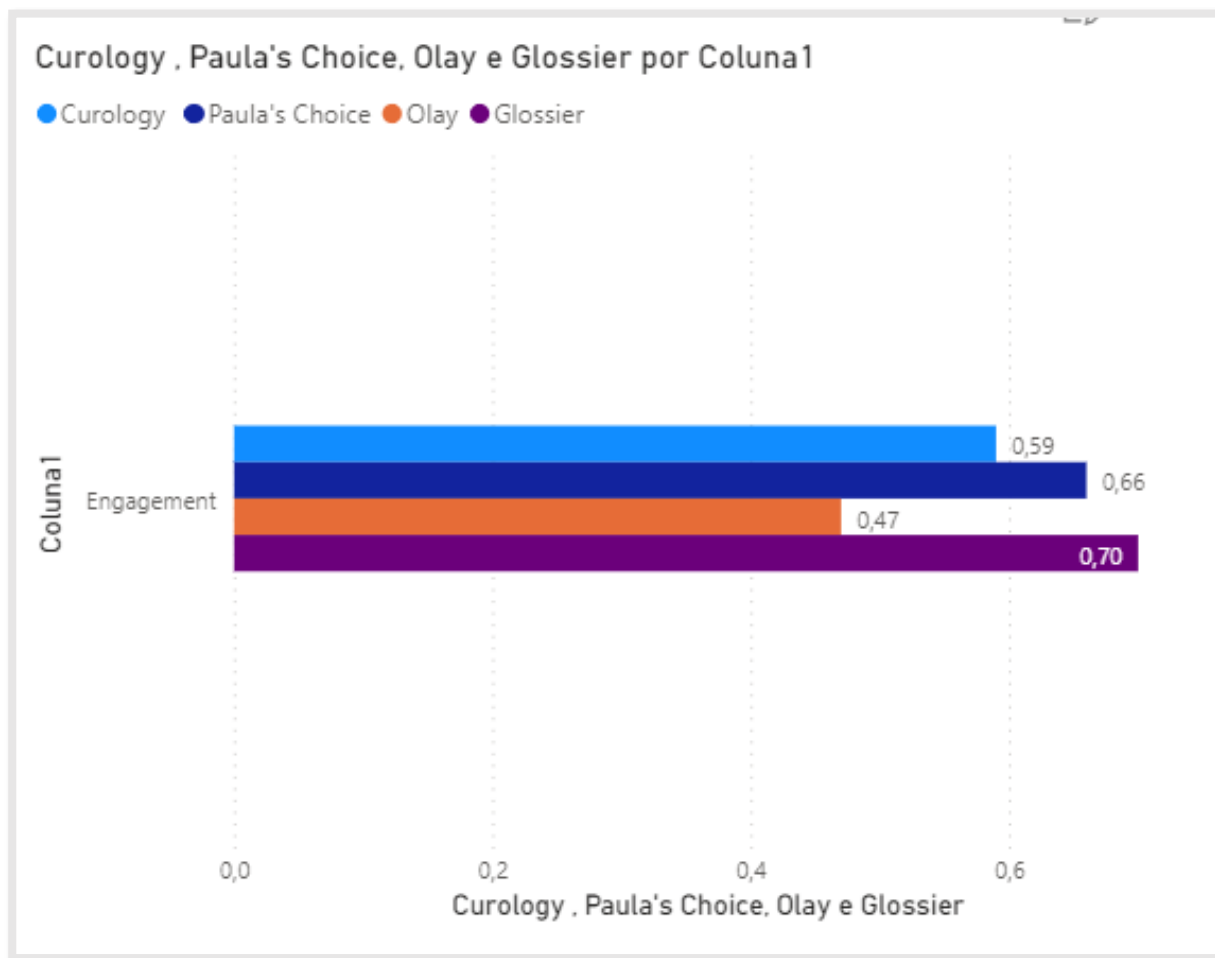


Tab. 16 – Paula’s Choice’s number of Memes and Cool Dimensions

Total Engagement and Coolness



Tab. 17 – Relevance of the all sample per Cool Dimensions



Tab. 18 – Total Engagement (Cognitive + Affective + Active) per Brand

9. Curology's comments

...a I just got the Curology Products and I'm so ready to test it out tonight . I know it takes a little bit to see results but I'm hoping it works . Fingers crossed . 🤞👉

82sem 1 gosto Responder

Hey @curology I have a question. Can curology be applied at night time too ? Or would it effect the outcome ?

82sem 1 gosto Responder

 curology

... hey! We actually suggest using you custom formula at night before going to sleep!

82sem 4 gostos Responder

Just ordered mine last week! Just waiting for it to arrive, and couldn't be more thrilled! 💜

89sem 1 gosto Responder

curology, ... I'm happy you're so excited!

89sem Responder

Is it normal to break out even more when you use this because that's whats Been happening?

89sem Responder

Ver uma resposta

Are you guys ever going to expand and ship internationally (Canada especially lol)

89sem Responder

 curology

... we hope to!! Unfortunately I don't have a timeline for when this might be possible.

i just started curology two months ago & my forehead texture is SOOOO PERFECT!!!! i always have sweat pimples and rough spots and it's just so leveled out and soooo smooth. my skin is so amazing & i feel confident enough to stop wearing makeup, thank you 💕

32sem Responder

I would love a Curology app! A reminder to apply, a reminder for payments/shipments, daily encouragement, I could see that app being great to have ❤️ love Curology 🥰

89sem 2 gostos Responder



loveeeee @curology

soooo muchhhh 🥰

94sem 1 gosto Responder

curology @hebllocalcelebrity feeling the 💜 right now!! Thank you!!

94sem Responder

I agree with @missheatherdsmith about the moisturizer. It's one of my top 3 for day!

94sem 8 gostos Responder

curology @fiddysnails awww 🥰

94sem 1 gosto Responder

Best treatment ever!!! Highly recommended.

94sem 6 gostos Responder

Ver uma resposta anterior

Totally agree with Alyssa's comment. Don't let the negative comments fool you. I struggled with acne for years - tried Curology about 2-3 years ago and best decision ever! Throughout those years I have yet to complain about service, delivery, formula or response time. Keep it going Curology. You got a forever customer. @curology.is 🥰 in a bottle. 🥰

57sem 10 gostos Responder

curology this means so much!!! 🥰

Accurate for Zoom and every other area of my life! My makeup just sits in the bathroom drawer never to be touched. 2.5 years using Curology and still going strong!

59sem 2 gostos Responder

curology @sarita.coco 💜

59sem Responder

You guys have saved my life! I rarely have breakouts anymore and I finally feel confident going out without makeup! 💕💕💕

59sem 2 gostos Responder

curology acne can take a toll on our confidence. 🥰 I'm so happy that we could help!

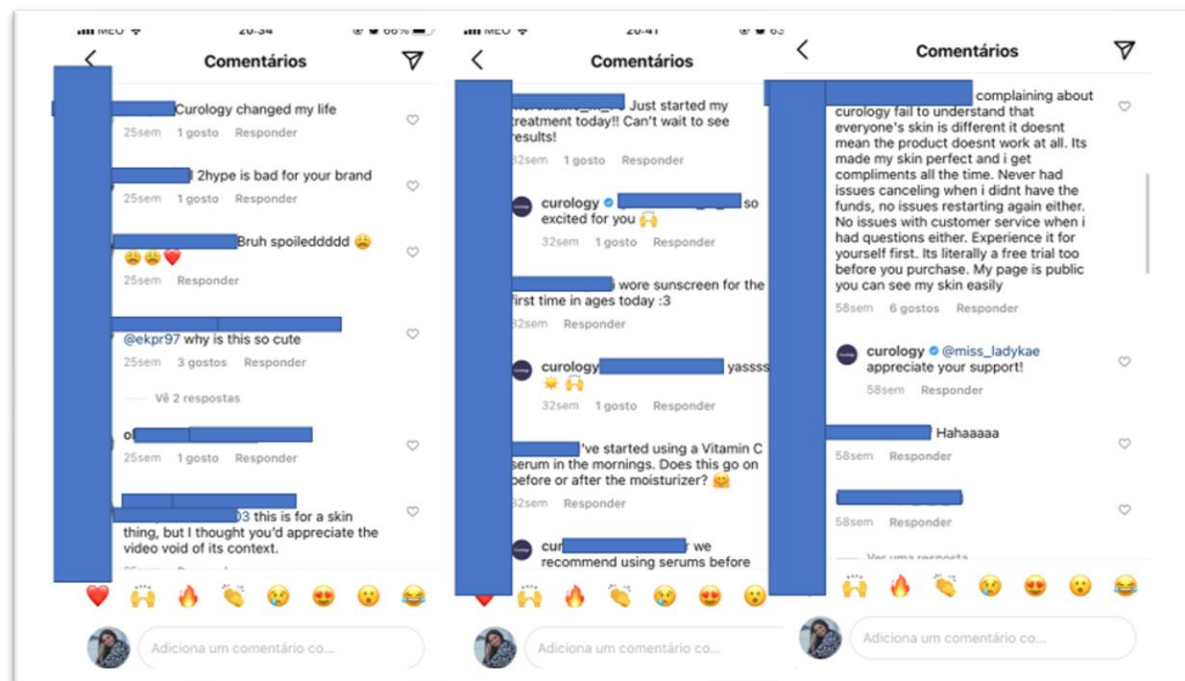
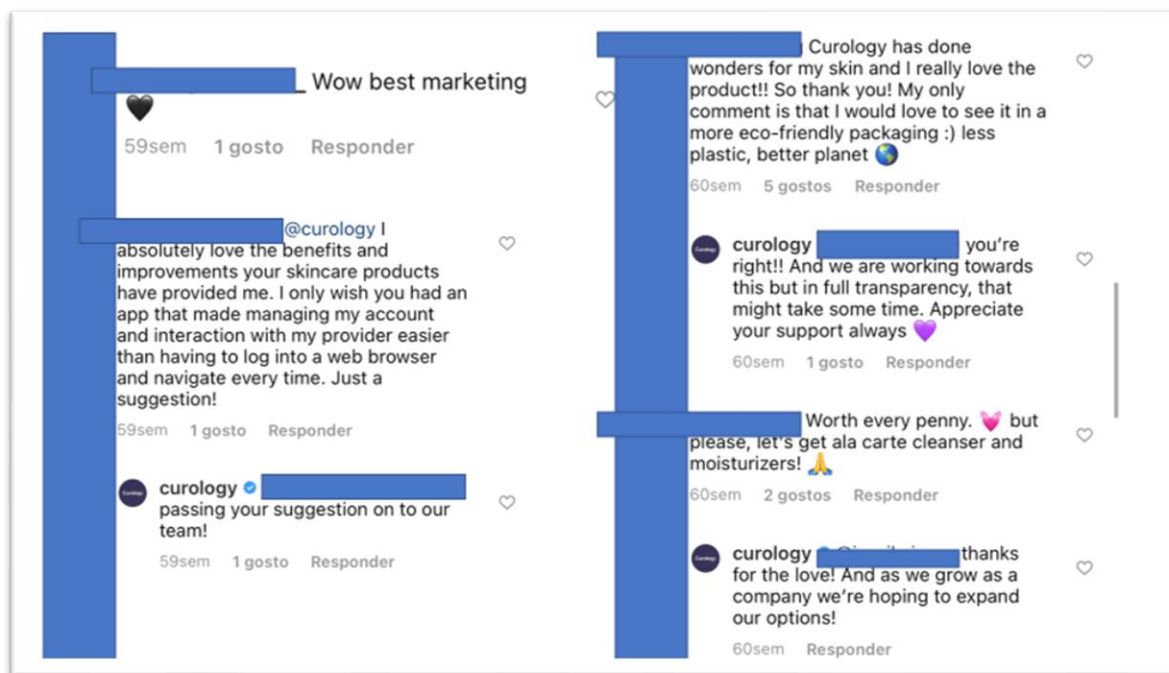
59sem 1 gosto Responder

Dude I literally said this to my friend the other day! I could have never imagined the day I would feel confident enough to not wear foundation 🥰🥰 thank y'all!!

59sem 2 gostos Responder

curology honestly such a great feeling!!

59sem Responder



Curology saved me ❤️ It took a few months of being diligent with using it but I've never used something that worked so well. I've seen people get results more quickly than I did but I'm telling you THIS STUFF WORKS. I love my skin now!

61sem 6 gostos Responder

curology [redacted] shoutout to you for sticking with it!!!

61sem Responder

Ver mais uma resposta

Honestly nothing has ever changed my skin the way curology has. Where has this been my whole acne having career!? I love it and I tell everyone about it. I can't believe the change in my skin and I get absolutely nothing back from saying this, only good skin and good vibes! 🙌❤️

61sem 2 gostos Responder

curology [redacted] 🙏🙏 Thank you! Good vibes coming your way!

61sem Responder

I love curology, and can't wait to blog about it!!! 🙏🙏🙏

27sem 1 gosto Responder

Best investment I've made all year ✨

27sem 2 gostos Responder

curology [redacted] Aw thank you 🙏

26sem 1 gosto Responder

Just resubscribed cause only curology works for me 🙏

32sem 1 gosto Responder

curology [redacted] happy Curology is working!!

32sem 1 gosto Responder

[redacted] curology has helped me so much thank you <3

32sem 1 gosto Responder

curology [redacted] 💖💖

32sem 1 gosto Responder

10. Olay's comments

██████████ rarely wear any makeup. And I don't use any moisturizer....maybe once a week. Yikes! I'm 57 so I need to get back to my Olay routine! ❤️ I need to buy more of your products soon for sure!

44sem 1 gosto Responder

 **olay** ██████████ Yes! Daily moisturizer is key to great skin! We hope you try our our Regenerist Micro-Sculpting cream, or our Whips moisturizer with SPF 25 to protect your skin 🤗

44sem 1 gosto Responder

██████████ I've been using the original Olay moisturizing face lotion since I was 15, I'm now 55!, and I love it.. everywhere I go people always ask me wow you look so young what do you use and I always tell them OLAY ❤️

41sem 5 gostos Responder

 **olay** ██████████ 🤗🤗

41sem 2 gostos Responder

██████████ The ultimate eye cream! ❤️

41sem 1 gosto Responder

I never wear makeup any longer, except for special occasions, MAYBE once or twice a year, except for my OLAY ROUTINE, and lipstick 🖍️. I NEVER, EVER leave home without it. Thank you OLAY.. I get so, so many compliments on my skin, people can NOT believe I am not wearing makeup at all..

43sem Responder

we love you guys so much
💖 you guys have such great products!!
😊😊

36sem 2 gostos Responder

I started using Oil of Olay before putting on makeup as a teenager. I used it for 22 years, until last Christmas when I got Olay Regenerist as a stocking stuffer. I lie about my age constantly and no one bats an eye. I'm telling people I am 29 for at least 5 more years...*cough* 36 *cough*

30sem 3 gostos Responder

olay keep them guessing 😊😊❤️

30sem Responder

Totally relate, I watched my mom, when I was growing up, beautify herself with Olay products! I don't know why I strayed and had to try so many different things, but I've recently returned to the tried & true Olay line!

30sem 2 gostos Responder

olay momma knows best! ❤️ We're glad you found your way back to us! 😊

Can you recommend a daily face cream for me? My skin is oily and acne prone. Thank you! LOVE your products!

30sem Responder

I have dark pigment on my upper lip and a few age spots what you suggested I use?

30sem Responder

Can you ship to Kenya? I use your products religiously

can't use regenerist night sculpting anymore. My face suddenly won't allow it and that makes me sad, I've used it for so long. What works you suggest I try now?

30sem Responder

olay Thank you for reaching you. I am very sorry that product is no longer works for you. I would recommend if you are interested in a night cream. I would recommend trying the Olay Retinol 24 or the Olay night recovery cream.

I ❤️ my OLAY ! I have ordered quite a few products recently! But I didn't receive my one and am having a hard time getting any help with my problem!! I would love to place an order but feel slightly jaded! Any help would be greatly appreciated! Besides that , I WOULD RECOMMEND OLAY TO ANYONE ,ESPECIALLY IF YOUR THINKING ABOUT A HIGH PRICED PRODUCT! TRY THIS FIRST! THANKS OLAY !

33sem 2 gostos Responder

olay can you send us a DM with more information about the issue so we can help forward it to our customer service department and resolve it asap

33sem 1 gosto Responder

I'm a generational user. Saw my grandmother and mom use oil of Olay products. Received my resurfacing peel this week and I can already see a difference in my skin. It's brighter and smoother. This is the same product that was used for the microdermabrasion system. Please put this back on the shelves to purchase.

41sem 1 gosto Responder

Ver uma resposta anterior

olay 41sem Responder

ing 41sem 1 gosto Responder

I've been using olay regenerist and olay serum for two years already.. and sooo love it

41sem 1 gosto Responder

One of my fondest childhood memories is my beautiful, still very young looking mama using her Oil of Olay. It is something she always gets for Christmas ❤️ Thanks for the walk down memory lane 😊

@olay

52sem 3 gostos Responder

olay aww, that makes us feel so warm and fuzzy inside! 💕

52sem 1 gosto Responder

Haha how true! Been loyal to the Olay hydrating original cream for over a decade ❤️

50sem Responder

What is the best-selling and best olay product for black spots and wrinkles? I am 30 years old but like 50 years old 😭

80sem Responder

twice a day or else 📈

80sem 1 gosto Responder

olay dun dun DUN

80sem Responder

Vê mais 3 respostas

Which Olay eye cream id you reccomend for very dry, sitive eyelids?

3m Responder

Hi! I'm from Indonesia.. I forgot when exactly I used Olay moisturizer.. I guess when I was 18.. But I remember that I always use it until now.. Just change the type.. Adjusted to my age.. Hope that Olay in Indonesia can be available more complete types.. thank you! ❤️

41sem Responder

Started using my moms products for her face when I was 16, because her skin always looked so great. At 56 I am still using Olay products. Thank you Olay for always making my skin feel amazing.

41sem Responder

Ver uma resposta anterior

olay @❤️❤️

41sem Responder

I have used oil of olay since I'm 12 !!! Still using every morning. Every nite. Over 40 years !!!!

80sem 4 gostos Responder

olay Bffs forever ❤️

80sem Responder

🍊

80sem 1 gosto Responder

I have been using since i was 13 or so and i am working on 51 soon

80sem 2 gostos Responder

olay ❤️❤️❤️

80sem Responder

466

11. Glossier's comments

[redacted] Obsessed with the smell, consistency & effects!! We ❤️ this product @glossier and Sienna Rising HQ knows you worked so hard and it paid off!!!

224sem 1 gosto Responder

[redacted]
224sem Responder

[redacted] I just tried priming moisturizer rich after waiting patiently for two W E E K S (what the heck delivery?) - but it is AMAZING. Buttery smooth and absorbs into skin like a dream. The scent is soothing and makes me think of lavender macarons I used to eat. I can't get enough. I also repurchased milky jelly and skin tint as backups so I don't run out. Are you sure you haven't started a cult? ✨🍷✨

224sem 1 gosto Responder

[redacted] Hello @glossier I just received my order which I'm super excited for. I hate running out of skin tint. I have, on the other hand, run out of stickers and places to put the stickers. They're on notebooks, lighters, knick knacks, they're everywhere. I give them away, they come back, they go missing, they turn up. I'm super curious as to when the lil stickers will be updated. Maybe an open call to artists to design some new ones? I would gladly participate (links in the bio) ♥ have a great day anyone reading this!



[redacted] @glossier I really want to work with you guys! What's a good YouTube subscriber account for your partners?



272sem Responder

me!!! i just got my phase 1 package and i'm so in love, i finally found my soulmate skincare routine 🥰 thank you @glossier (((:

138sem Responder

I lost my new cherry balm.com 2 days after buying and im actually devastated it's the best balm I've ever used. pls keep me in your thoughts and prayers 🥺✨

134sem Responder

Omg yahsss! I absolutely love your products they aren't drying at all! Will visit the location here in Chicago soon!!!

134sem Responder

Replace the word wet with dewy and I'M SOLD

134sem 18 gostos Responder

— Ver uma resposta

Just employ me already, I'll just spend all of my money on your products anyways 🤪

134sem 5 gostos Responder

— Vê 2 respostas

Can't wait to try my solution!!! I'm gonna take a day one picture so I can be your unpaid secret ambassador lol

167sem Responder

@berfinto

167sem Responder

That's how I feel whenever my stuff comes in! Have a pop store in Miami! Promise you will get lots of love and loyalists attending. Also do live demos :)

187sem Responder

You people are certifiable. There is no one else I want to purchase skin care / cosmetics from.

210sem Responder

I just got my first ever glossier order and I'm obsessed! Definitely my new go to for skincare and makeup. 🥰

163sem Responder

When will you'll start international shipping?! 🥺💕

138sem Responder

Want to try your products so bad, but worldwide shipping is still not available 🥺 please please please give the opportunity to try your products to people all around the world 💕

138sem 11 gostos Responder

what do you recommend for acne prone/ post acne skin?

154sem Responder

Will this be available in brown eventually?

154sem Responder

IM BOUTTA ORDER SOME LASH SLICK AND IM SO HYPE TO TRY IT!! also when everybody said that boy brow is life changing?? they were right

I work as a flight attendant and I wish to get in to NYC only because of @glossier I love the cit too, but I stay only for 1day and my top priority in my To Do -list is to visit your shop. So see you next month 🍒💋

163sem 1 gosto Responder

@glossier how's the becoming international going? 🥺💕

I'm sorry I just need to express my love for your birthday balm so here goes; ITS THE BEST THING. I applied it a couple hours ago and it's still there PLUS it tastes and smells amazing. Just thought I'd let you know that my lips have never been smoother (new go to) May I add that I received the first package ever this week and I'm already loving it

This is literally me the other day using Zit Stick without twisting the bottom and waking up so impressed with how much the spot had reduced!!! If Glossier sold air I would buy it.

134sem 136 gostos Responder

— Vê 2 respostas

Are you guys releasing mascara?! Seriously I do a full face of everything glossier every day now, EXCEPT mascara (and eyeliner occasionally) because you don't have one. I'd love to be officially 100% glossier 😍

157sem Responder

Hii Glossier!How do I become a Glossier Rep?I always wanted to become one.Please reply 🥺💕 Love Alexia 🍑

I agree. I LOVE this mascara and I'm gonna be a life time customer just for that.

154sem Responder

Great marketing! I would buy this now.

212sem 4 gostos Responder

This just made my morning

210sem Responder

this is brill marketing

197sem Responder

THIS IS TOO MUCH 😂😂😂

😂😂🌟

197sem 1 gosto Responder

look at this companies funny marketing 😂

139sem Responder

n Haha!!! This is the best thing I've seen in maybe forever

139sem Responder

this is the most targeted advertising I've ever seen

139sem Responder

What year is this? 😂
Avril Lavigne? She hasn't rocked since the early 2000s haha Thanks for the laughs Glossier 💖👏👏👏

139sem Responder

12. Paula's Choice Comments

Legit an overnight miracle! So much smoother. 🍊 peel texture deleted! I will never go without this product again WTF have I been doing my whole life with my face?! 🙌

16sem 5 gostos Responder

 paulaschoice



16sem 1 gosto Responder

My fav product by far!!!

16sem Responder

/_edit I've mentioned your products in my post today. Please like and comment 🙌

22sem Responder

I just started and I wished I had found y'all sooner!!! Love, love, love these products!! 🍌🍌🍌🍌 Have a few items in my cart ready to buy!!!

29sem Responder

 paulaschoice



29sem 1 gosto Responder

A beautiful obsession! After a long day coming home to me and Paula's choice products are my starlight at the end of my day💕

83sem 4 gostos Responder

 paulaschoice

Agreed! 😊

83sem Responder

471

Me telling my mom!
Literally got her into skincare more she's 66 (looks like she's 52) and she looks at me just like that! Lol but we love your products!

15sem Responder



paulaschoice

15sem 1 gosto Responder

just wanted to let yal know that lash slick has amazing super powers that transform me from tired, egg looking girl to a tired, egg looking girl with the most BeAUTifUL lashes I have ever seen

154sem Responder

Oh girl I am loving the zit stick it had been a life saver!!!

137sem Responder



137sem Responder

This is me rn

137sem Responder

This exactly happened to me!!! So far i am loving the zit stick.

@glossier I GOT IT YESTERDAY AND THE PIMPLE ARE LITERALLY BARELY THERE. UGH BLESS THIS BRAND FOR FOREVER MAKING ME FEEL GOOD ABOUT MY SKIN!

139sem Responder

I love the routine of skin care! It's very relaxing at the beginning and end of the day. Paula also inspired me to become an esthetician! So thank you, Paula

83sem 2 gostos Responder

I have been using it for over 8 years and everytime I go get a facial.my esthetician constantly tells me how small my pores are and I almost never have to get any extractions. I never get blackheads.

16sem Responder

Give your social media manager a raise.

42sem Responder

I am stoked that Paula's Choice is getting the attention it deserves. Science-based formulas and at 35 I have better skin than I did at 25. I don't use any filters or face correcting apps on my photos ever- don't need them!

I'm in love with Paula's choice even more now lol

100sem 1 gosto Responder

Vê 3 respostas anteriores



paulaschoice



100sem 1 gosto Responder

Love all my PC products . I use them everyday and have for many years now. I really love the results. This is a golden product that really delivers on their promise. Thank you Paula for so many great choices. When asked what I use I recommend they try your products and guarantee tge@ that they won't be disappointed. I have sent and will continue to send many women to you.

@paulaschoice I need some advice. I just ordered the Omega+Complex Moisturizer. I also have the Enriched Calming Toner and Anti-redness Exfoliating Solution. Any recommendations for when to use these products? Is it okay to layer them? Is it better to alternate the Solution and Moisturizer?

25sem Responder

Hi! We would suggest using the toner and moisturizer in the AM and PM, the exfoliant PM only. Always finish your AM routine with an SPF of 30+

I have been a rep of swiss skin care brands (and some others) and kept directing my customers with bad skin conditions to try PC's products. Thankfully my boss never knew about it so I could make many people happy and satisfied. 🌹 Just been honest. 👍

I wish there were Paula's Choice boutiques. I'd drop my career and come work there.

I ordered it and I can't wait to try it

16sem Responder

Can I use it under retinol at night? 🙏

16sem Responder

Such a cute marketing strategy!!

36sem 5 gostos Responder

This is too too cute!! 🥰

36sem 2 gostos Responder

Okay, this is amazing! 🥰🥰🥰. I love how everything marched 🥰🥰🥰

36sem Responder

OMG. Love this post. ❤️ So creative!! Kudos to your social media team 🙌

36sem 2 gostos Responder

Oh okay lowkey good marketing 😂

36sem 11 gostos Responder

@paulaschoice 🌟🌟

I knew I loved your products for a reason

36sem 1 gosto Responder

paulaschoice

This made me happy

36sem 1 gosto Responder

More Paula's choice
memes please 🥰🥰🥰

100sem 7 gostos Responder

Living for this content.
More skincare memes please

99sem 6 gostos Responder

all your skincare memes
give me life

95sem Responder

PC killing the meme game

92sem 3 gostos Responder

I love this meme



42sem Responder

My favorite of your
memes so far! 😊

84sem 6 gostos Responder

paulaschoice 🟩
yay! 💕

84sem 2 gostos Responder

— Ver mais uma resposta

This is the best post I've
seen in a while 😊 love this!!! Taking
notes and buying a few products!!

84sem Responder

paulaschoice 🟩
Thank you for the love! 💕

84sem 1 gosto Responder

— Ver mais uma resposta

Can I use Vitamin C in the
morning and Salicylic acid cleanser and
toner in the evening? 😊 I assume
because they are so far apart that it
should not be a problem, but I am not
sure if Vitamin C will have any effect?

The best reference of all time
🥰💕 been using both in my current
regime and acne goes down sooo fast!!
Also, is it ok to use benzoyl peroxide and
azelaic acid in the same routine? (At the
same time more specifically), or should
they be alternated?

99sem 1 gosto Responder

paulaschoice 🟩 That's
awesome! It's not necessary you
use both in the same routine. We
would recommend alternating the
two in your routine to avoid any
irritation.

I felt this enough to
screenshot it and save it to favorites. 😊

25sem 1 gosto Responder

These hocus pocus
memes are sooo good 😂😂 keep em
coming!

31sem Responder

Love the meme 😂😂

32sem Responder

Yes this is the best social
media marketing post I've ever seen 😊

THIS MARKETING!!!! YAS!!!!

38sem 3 gostos Responder

1 thank you for changing my life this product line!!!! I have been using since I met you over a year ago for a facial and it has changed everything. Your amazing thank you for being a full supporter of this line!!! 🙏🙏🙏

115sem 2 gostos Responder

I'm pretty sure I've annoyed everyone by talking about your BHA liquid way too much 😂

15sem Responder



paulaschoice ✓

You're just trying to spread the good word of glowing skin! 😊

15sem 1 gosto Responder

This is insane. I am moving to NYC tomorrow. However, this morning I came here to say thank you because I woke up, did my PC AM routine, I put ZERO makeup on my face, and my pores have NEVER looked more clear or smaller. I am floored. I have struggled with large, clogged pores forever and they are finally clear! And then I come here to say thanks and see your work isn't even done. PC is still working hard to do more and produce better, newer products all the time. I can't imagine what else you have up your sleeve, but I am so very excited to find out! Thank you!!!

Me recommending the 2% bha liquid exfoliant to people I don't even know

15sem 52 gostos Responder